

Primary_And_Secondary_Analysis

Primary Analysis

1. What is the total revenue generated by IPL from Central contracts in the year 2025? List the revenue contributors by %.
2. What is the health / social risk index for each of the top advertising brands?
Hint: You need to create this by converting the qualitative data from “fact_ipl_advertisers” to a quantitative index.
3. What is projected CAGR until 2030 for the top 5 companies with a high health/social risk index?
4. Estimate the total population being negatively impacted by these high-risk brands (both pan-masala and betting apps). (Tip: Calculate the total users and deduce the % of people negatively impacted, such as losing money, losing their livelihood, ending up with health issues, etc.)
5. List the top 5 celebrities who have been promoting the brands with high social risk in 2025 and analyse from the internet (tip: use perplexity) to see if they have been promoting similar brands in the last 2 years as well.

Secondary Analysis (This will require additional research)

Analyse the following aspects using the provided datasets and additional research:

1. Public Health Implications:
 - Estimate the potential public health costs associated with products heavily advertised during IPL
 - Analyse the impact of fantasy sports and betting app advertisements on gambling behaviour on affected populations
 - Compare IPL advertising regulations with global sporting event standards
2. Economic Ecosystem Analysis:
 - Analyse seasonal employment generated by the IPL advertising ecosystem
 - Assess the contribution of IPL advertising to tax revenue

Expected Outcome

1. Create a balanced scorecard for evaluating IPL advertisers that considers both economic contribution and social impact
 2. Develop an "Advertising Ethics Index" as a KPI specifically for sports events based on your findings and rate AEI for IPL out of 100. The higher the number, the better the ethics.
 3. Propose a framework for increasing the economic benefits of IPL while minimizing potential negative social impacts.
 4. Design a hypothetical "Responsible Advertising Policy" for IPL that addresses health concerns while preserving revenue.
 5. Recommend strategies for players to evaluate and select endorsement deals based on social impact considerations.
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