

XYZ Ads Airing Report Analysis

PROJECT DESCRIPTION

Here we are trying to build a system through which we will be able to track the highest grossing ads. Through this Ads Airing report analytics we will measure certain parameters which in turn will help us grow as a company and also most certainly help in understanding our flaws. By this way the car companies would get to know about the Ads which most people like and by which people get influenced. These analytics are the foundation pillar of the success of any organisation. Trends such as pod positioning, total money spent etc. are important for a company to analyse before promoting an Ad.

I have been given a dataset of a company various columns of different Ads given by different car companies. Knowledge in statistics and different formulas in excel are used to draw necessary conclusions about the company.

APPROACH

I have tried to understand the dataset before trying to execute any of the requirements. I related each given data with what exactly I require to derive e.g. If I have been given the dataset and asked to find out the most relevant columns, so I segregated the significant columns from the total number of given columns by first listing all the columns then visualising the necessity of a column in deriving a conclusion and then at last deleting the non significant column such as Color column . So over in all my approach was quite simple I just kept on connecting the dots to build these graphs and charts.

TECH-STACK

I had used MS-Excel provide by Microsoft. I have used the office home and student version of 2019.

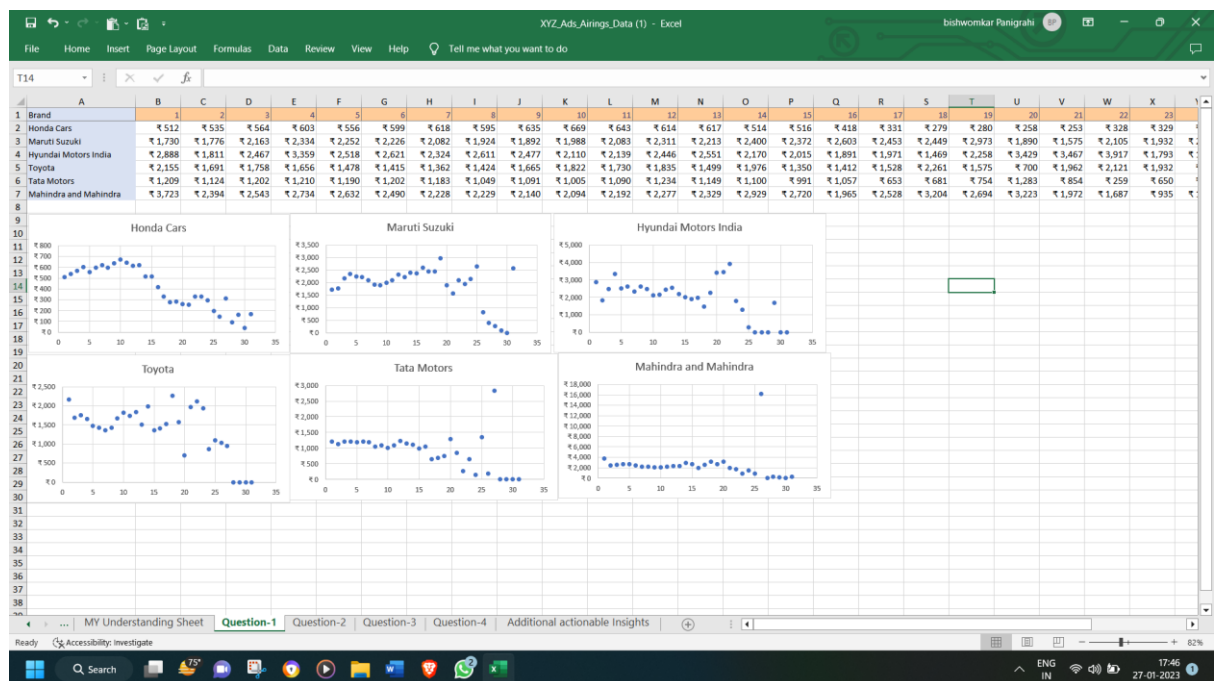
The reason for using it is that it has very user friendly interface and it is also hassle free with all the provided services such as creating visual illustrations, administering it, modifying it etc. I have particularly used it to create several required charts and graphs to perfectly understand the data then I have used multiple pivot tables to derive the outcome I required out of the given dataset.

RESULT

A.) What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company?

Number of Ads are aligned together to be played repetitively within a single ad break. The position of a particular advertisement within a certain commercial pod is called *Pod Position*.

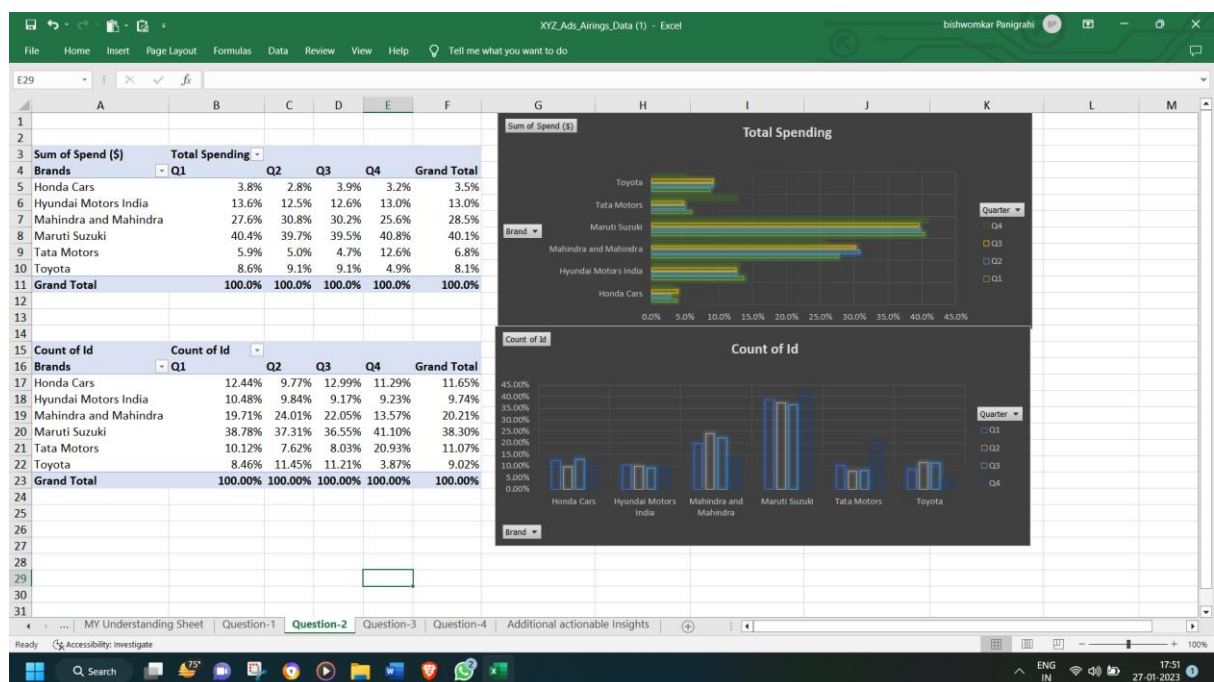
Yes, the Pod position number affects the amount spent on Ads for a specific period of time by the company.



INSIGHT:-

1. Honda cars and Maruti Suzuki follows the same trend. As the number of pod position increases, amount spent on running the Ads also starts increasing and afterwards, it starts declining.
2. Hyundai Motors India and Toyota follows almost the same trend. As the number of pod position increases, amount spent on running the Ads starts declining in beginning. But then after, it starts increasing and again declining at last positions.
3. Tata Motors and Mahindra and Mahindra follows the same trend. As the number of pod position increases, amount spent on running the Ads very slightly starts declining in beginning, and then starts very slightly increasing and again decreasing at the end.

B.) What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?



INSIGHT:-

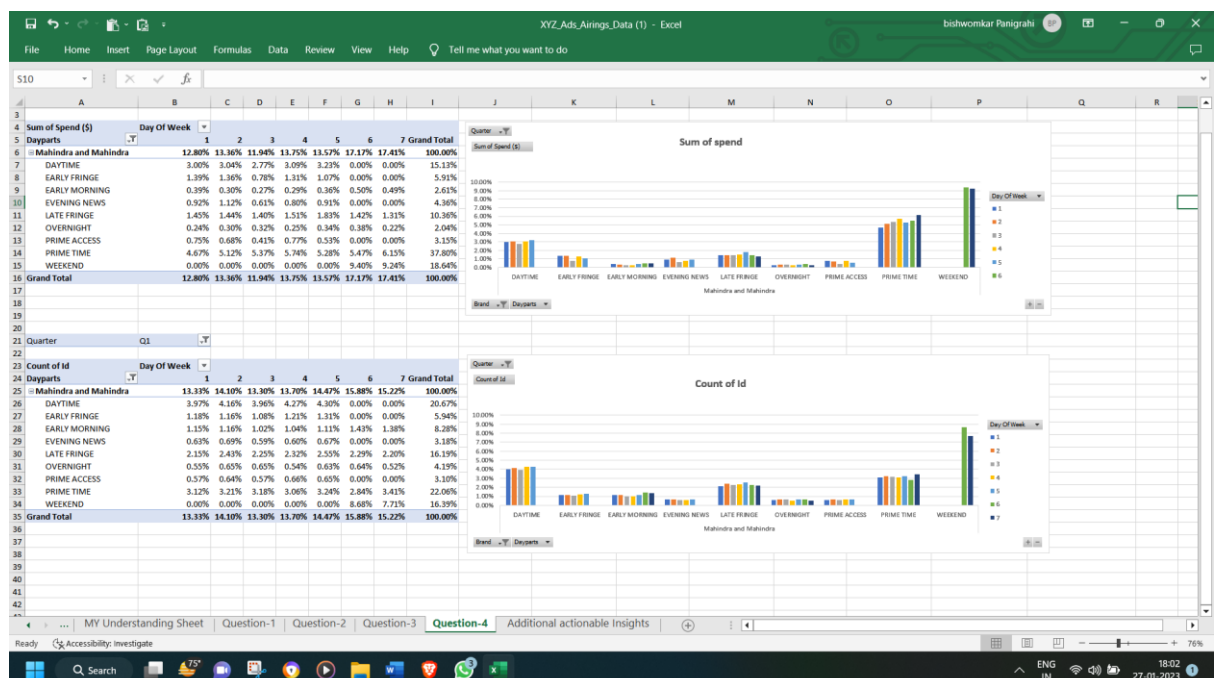
1. Maruti Suzuki has the highest share in TV Airings followed by Mahindra and Mahindra.
2. Honda Cars has the lowest share in TV Airings.
3. For Honda Motors and Hyundai Motors India, the share of amount spending slightly decreases from Q1 to Q4 in 2021.
4. The share of amount spending of Mahindra and Mahindra has slightly decreases more.
5. For Toyota, it has decreases almost 5% from Q1 to Q4.
6. The share of amount spending of Maruti Suzuki has slightly increases from Q1 to Q4.
7. The share of Tata Motors has almost increases 3 times of Q1 in Q4.
8. The counting id of Maruti Suzuki is the highest and so the share.
9. The share of Id count decreases from Q1 to Q4 for Mahindra and Mahindra, Toyota, Honda Cars and Hyundai Motors India.
10. The share of Id count increases from Q1 to Q4 for Tata Motors the most, followed by the Maruti Suzuki.

C.) Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.

INSIGHT:-

1. Honda Cars spends the most in the daytime, early Fringe and early morning advertisement.
2. Maruti Suzuki spends the most in late fringe and overnight advertisement.
3. Toyota spends the most in prime access advertisement.
4. Every car brands spends the most in prime time advertisement except the Honda Cars.
5. Toyota spends the most in weekend advertisement.
6. The brands spend the least in the overnight advertisement and spends the most in the prime time advertisement.
7. Honda Cars spends the least for the advertisement. But they have the least products used for branding.
8. Maruti Suzuki spends the most for the advertisement. But they have the most products used for branding.

D.) Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target?



INSIGHT:-

1. Used Pivot Table to create this chart.
2. In the Rows, we have taken Brand and Dayparts, and in the Columns, we have taken Days Of Week. Percentage of Sum of Spend is measured in the Values section.
3. Quarter is taken in the Filter section.
4. Mahindra and Mahindra spends the most in the 6th & 7th on Weekend advertisement in Q1.
5. The company spends almost consistently in the whole week in Prime Time but with a slight increase each time.
6. Mahindra and Mahindra spends the least in the Overnight and Early Morning advertisement in Q1.
7. Here, the percentage of Count of Id is measured in the Values section.
8. The company spends around 38% of their money in Prime Time advertisement but the Ads shown is around 22%.
9. The company spends around 15% of their money in Day Time advertisement but the Ads shown is around 21%.
10. The most Ads shown in the 6th Day in Q1.

ADDITIONAL INSIGHTS

[illegible]

INSIGHT:-

1. In the above pivot table we can see, almost no money spends for Honda City, Maruti Suzuki Celerio, Maruti Suzuki Ignis, Maruti Suzuki Ignis and Toyota Fortuner.
2. The money spends the most on the advertisement of Mahindra New Thar (28%) and Maruti Suzuki Baleno (24%).
3. The share of money spends by Mahindra and Mahindra for the 26th Pod Position is 89%.
4. The share of money spends by Maruti Suzuki for the 31st Pod Position is 85%.

For the car manufactures, as the pod position increases, price increases earlier and then after it starts decreasing. Mahindra and Mahindra should target the Day Time audience, the Late Fringe audience, the Early Morning audience as it will reduce the cost of spending of money in the Ads and target the most audience at the least cost. The brand's money spent for the advertisement is the least for the last quarter pod position and the highest for the first quarter pod position. The money spent by Mahindra and Mahindra is the most for the pod position ads. The money spent by Honda Cars is the least for the pod position ads. The money spent by the Maruti Suzuki is the most consistent for all the Quarters of the year. People watch the most in the prime time and on weekend. The Ads are shown the least in the prime access and evening news parts of the day.

Results:

- The company spends a lot of money for the advertising. I learned how a data analyst can help the company to learn where to spend the money to get the maximum profit.
- I learned about the pod position. I got to know how the ordering of ads are related to the money spent by the company.
- I implemented the understanding of competitive analysis and how it can be done to get the valuable insights.
- I learned the analytical skills of how a company can convert the audience to their customers at a low cost.

Excel Sheet Link:

https://1drv.ms/x/s!Arxa-xC1P_LYgQQtZZxq1MmMceqM



**Thank
You!!!**

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Submitted by :- **Bishwomkar Panigrahi**