XYZ Ads Airing Report Analysis

Introduction:

Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services. Until a customer deals with you directly and actually buys your products or services, your advertising may help to form their first impressions of your business. Target audience for businesses could be local, regional, national or international or a mixture. So they use different ways for advertisement. Some of the types of advertisement are: Internet/online directories, Trade and technical press, Radio, Cinema, Outdoor advertising, National papers, magazines and TV. Advertising business is very competitive as a lot of players bid a lot of money in a single segment of business to target the same audience. Here comes the analytical skills of the company to target those audiences from those types of media platforms where they convert them to their customers at a low cost.

Approach

In this Project I first read the data carefully so that I can understand the data to get better insights I also learned many things that are related to ad campaigns like pod position, etc.
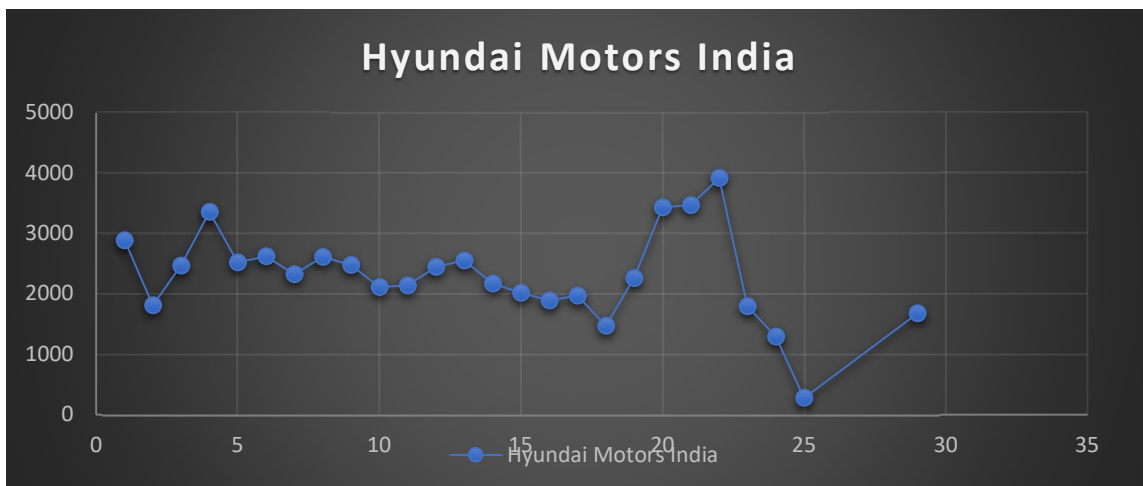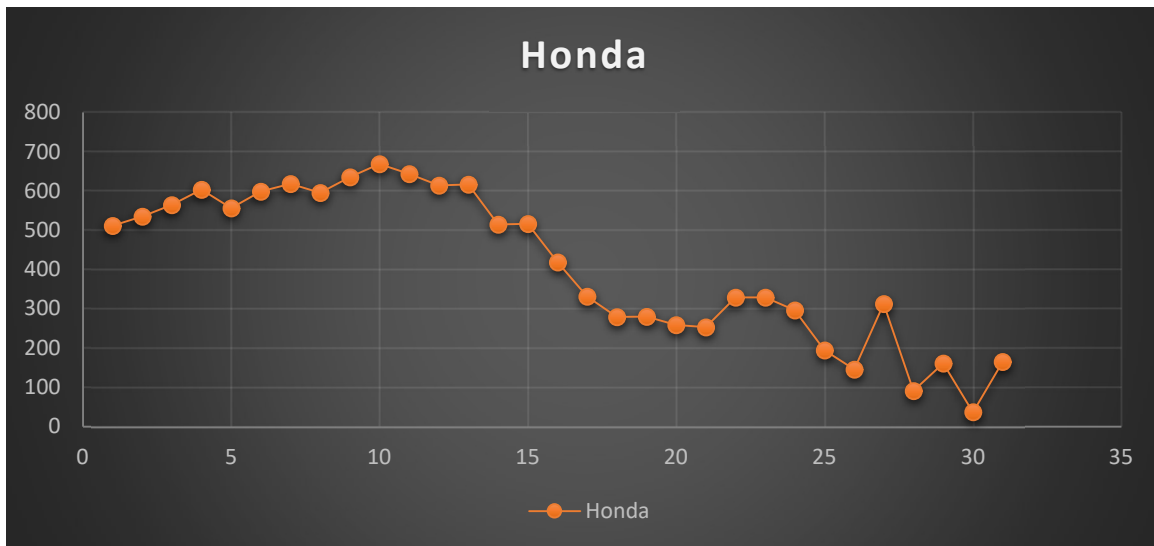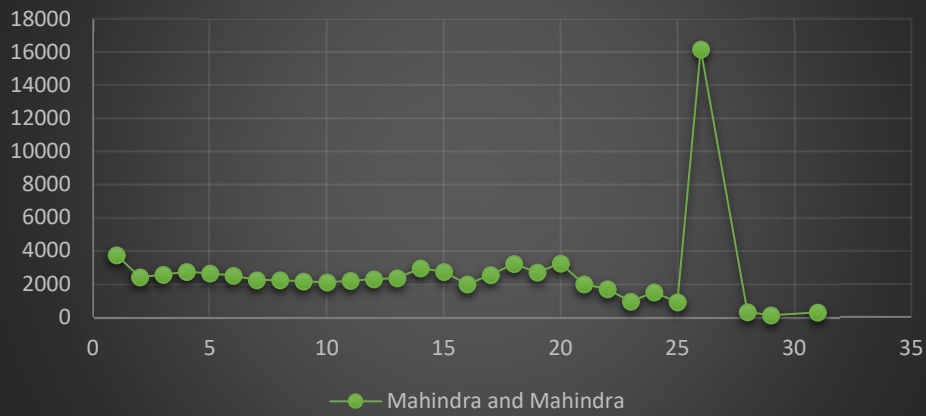
Tech-used Stack:

MS Excel 2016

Insights and Results:

1) What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided).
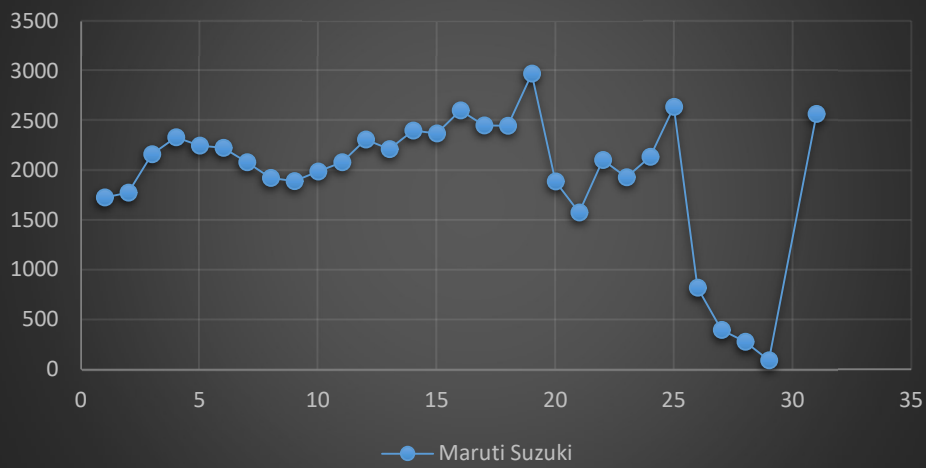
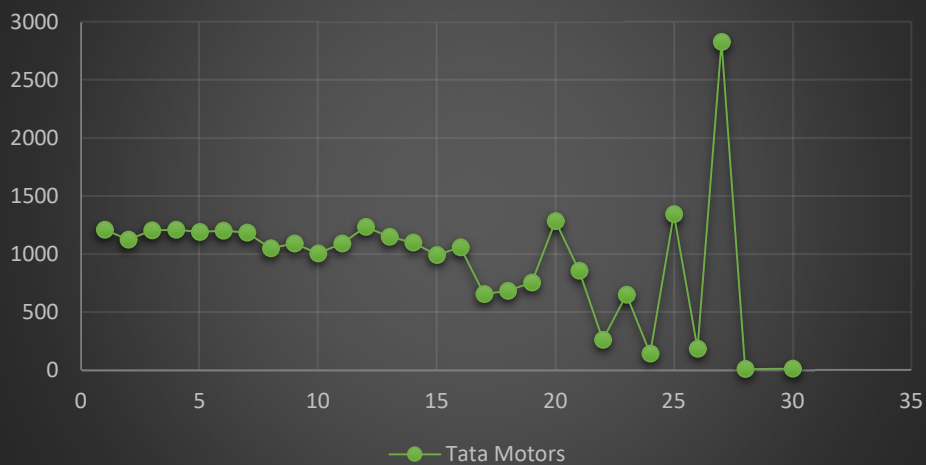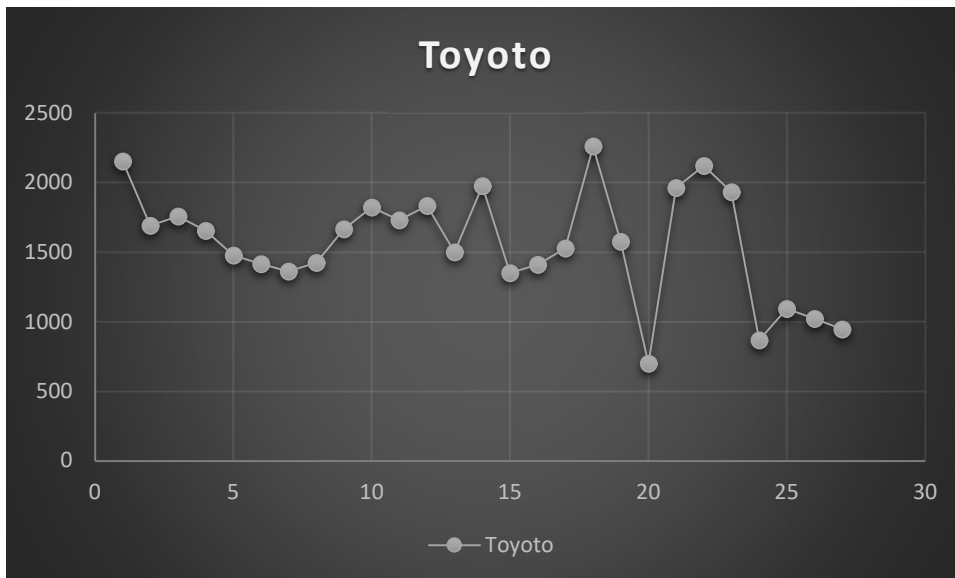As We know the lesser the pod positions the valuable.

Mahindra and Mahindra

Maruti Suzuki

Tata Motors

- We can see the Pod position number affects the amount spent on ads mostly
- For companies like Mahindra and Mahindra and Tata Motors there is no much changes from value 1-15 in pod position.
- In all the plots it is clearly seen that the pod position with high value is less costly than the pod position with low values.

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

To find the Shares of various Brands in TV airings:

Brand Shares= (Brand Spend/Total Spend) *100

This formula Can get the Brand Shares

My approach for this question first I found out Total Airings and total brand spends from Q1 to Q4.

TOTAL	Q1	Q2	Q3	Q4
TOTAL AIRINGS COUNT	215696	191968	180456	143664
TOTAL BRANDS SPENDS	464680465	324900263	316572517	286309317

Then By applying above Formula I got below data of various brands.

| Brands	Q1	Q2	Q3	Q4	Total sum Spend	Total Airings Count
Honda Cars	3.80%	2.82%	3.90%	3.18%	3.47%	11.65%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	12.98%	9.74%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	28.53%	20.21%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	40.12%	38.30%
Tata Motors	5.92%	5.01%	4.72%	12.60%	6.81%	11.07%
Toyota	8.64%	9.12%	9.13%	4.89%	8.09%	9.02%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

In Graphical Format.
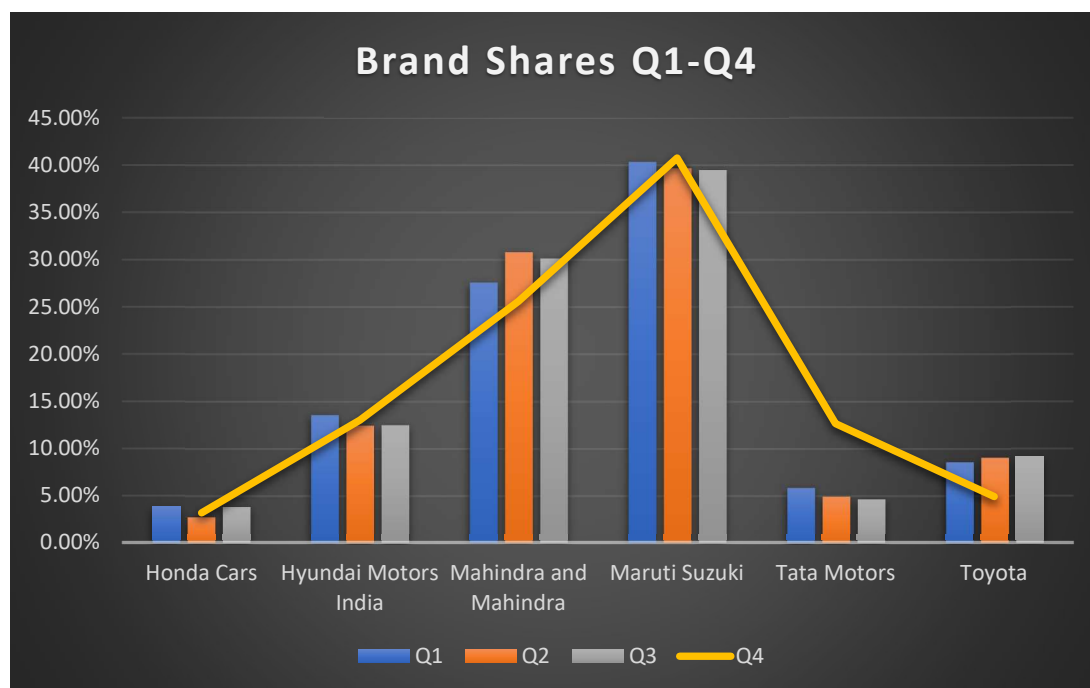
- In this graph the bars represents the various brands shares from Q1 to Q3 and the line shows the percentage brands shares for Q4.
- We Can see how the Maruti Suzuki shares were almost same from Q1 to Q4 and there share was the maximum.
- We can also see the lowest brand shares is Honda Cars.
- Almost all brands shares were same from Q1 to Q4 but the Tata Motors in Q1 the share percentage was approx. 6% and in the Q4 it doubled to 12.60%

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

We can show the advertisement strategy of different brands in Daypart format.
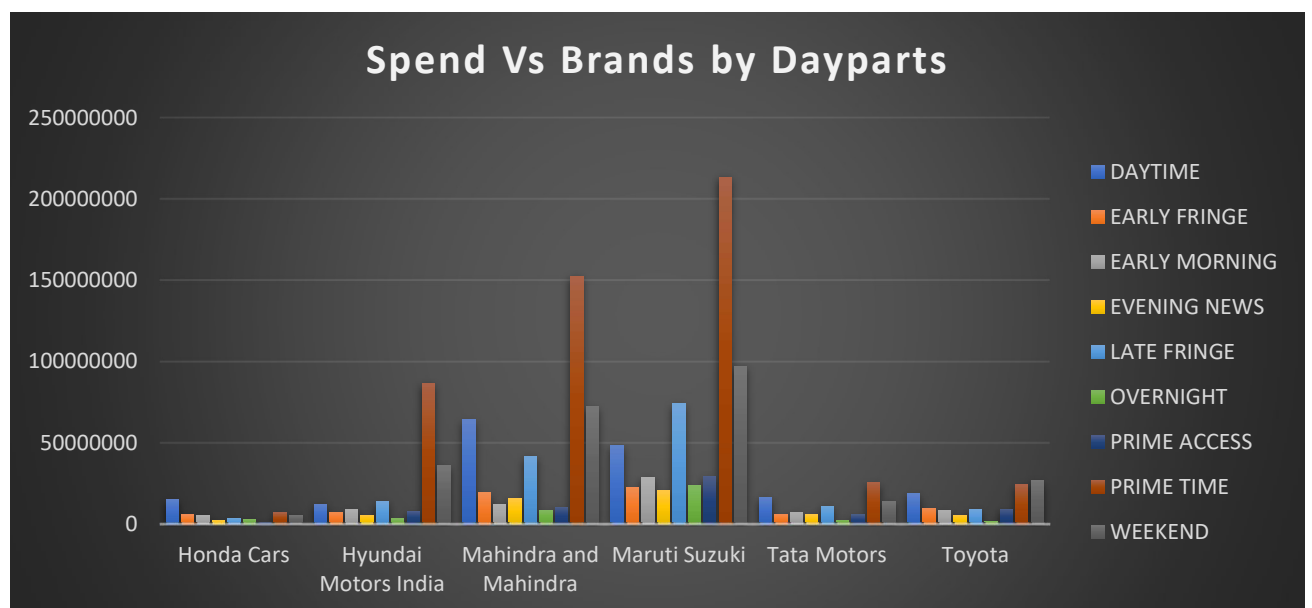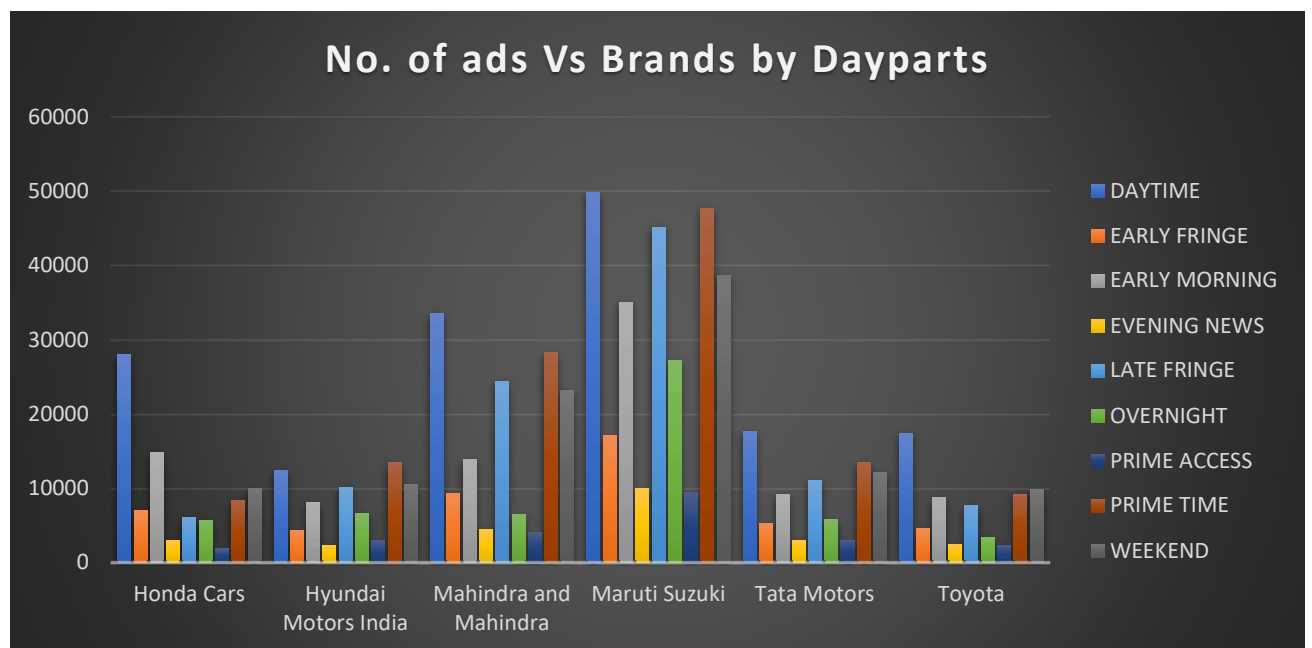
- The First bar chart shows the no. of ads vs brands by dayparts.
- All of the brands maximum ads were at Daytime and in that too Maruti Suzuki has the maximum no. of ads at daytime.
- The minimum no of ads for all was at prime access.
- The Second bar chars shows the spends vs brands by dayparts.
- All the brands spend most of the money at prime time except Honda cars and Toyota and again Maruti Suzuki spends maximum from all of the other brands at Prime time.

4. 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? *Assume XYZ Ads has the ad viewership data and TV viewership for the people in India.
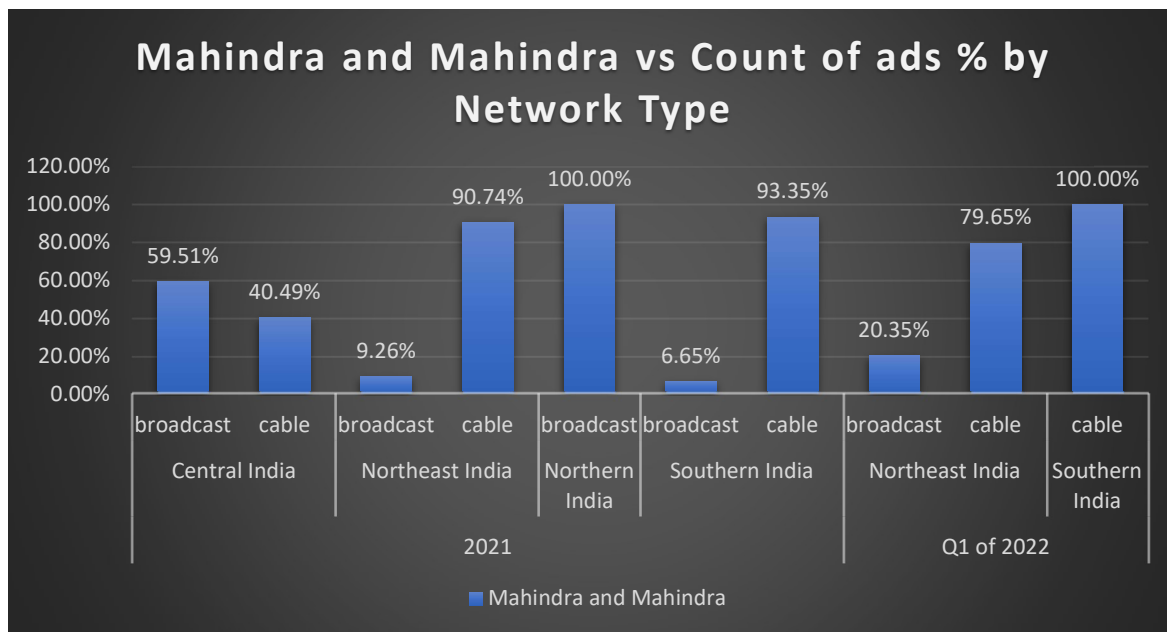
Pod Position vs spent % of Mahindra and Mahindra of 2021 vs Q1 of 2022
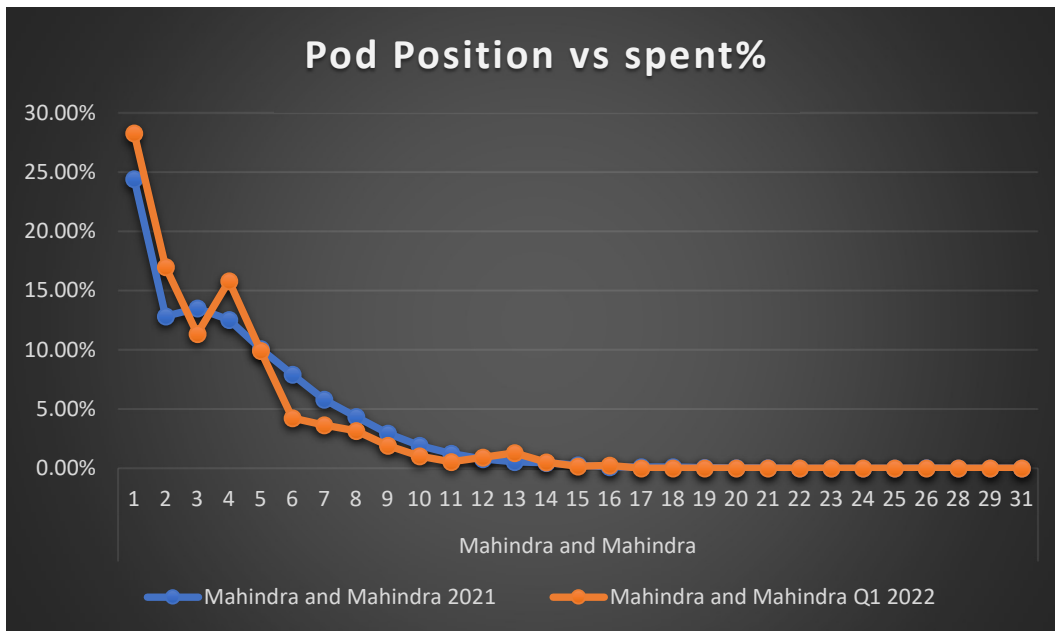
Mahindra and Mahindra vs spend % by Network Type
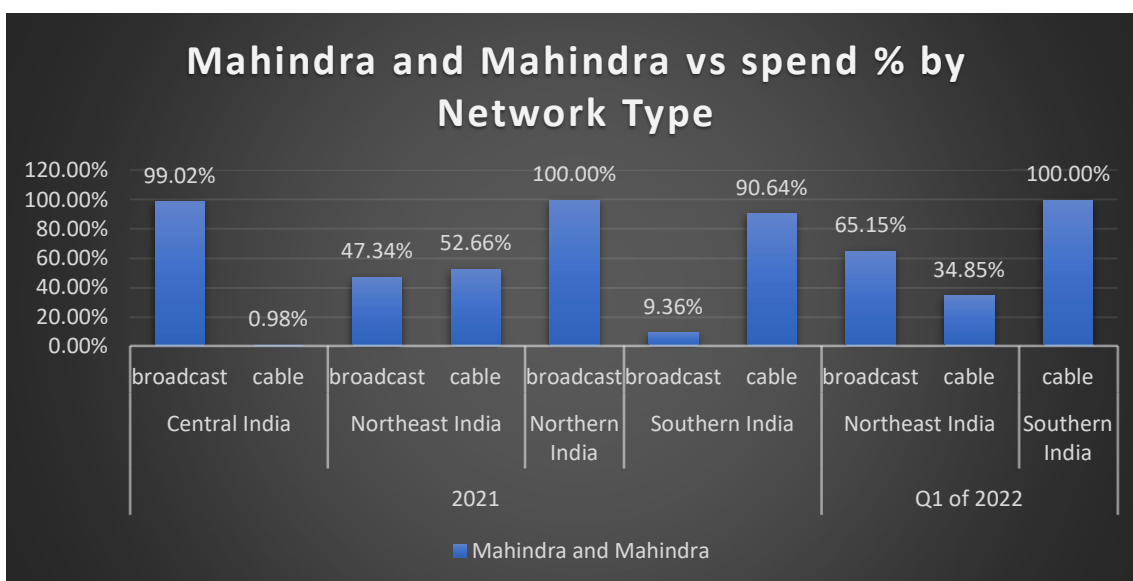
Mahindra and Mahindra vs Count of ads % by Network Type

From above Graphs we can see that Mahindra and Mahindra Q1 2021 ad Campaign

- From the first line graph we can see the comparison of Mahindra and Mahindra 2021 and Mahindra and Mahindra Q1 of 2022(Spend% vs Pod Position Number)
- In second graph we can see Mahindra and Mahindra vs Spend % by Network Type, Time Zone (comparison of 2021 and Q1 of 2022). The Network Type broadcast and cable of Mahindra and Mahindra in 2021 at Time zone Northeast India is 47% and 53% where as in Q1 of 2022 at Time zone Northeast India is 65% and 35%.
- And In 2021 Mahindra and Mahindra also spend at Time zone but in Q1 of 2022 spends nothing.
- The Third graph shows No .of ads at Time zone and network type of Mahindra and Mahindra 2021 and Q1 of 2022 we can see Mahindra and Mahindra all the ads Northern India of 2021 was through Broadcast network type.
- And In southern India the network type cable has most of the ads in both 2021 as well as Q1 of 2022.

Assumptions

Based On 2021 Data, a media plan for Mahindra and Mahindra's digital ad campaign can include:

Target Audience -To Which area the ad was seen mostly and for which type of people like professional adults, kids, etc. From the above data we can see the ad campaign was mostly in Northeast India and in Northern India the ad campaign was very less.

Ad Campaign Duration – How many weeks of ad campaign should be. Ex 3-4 weeks of ad campaign
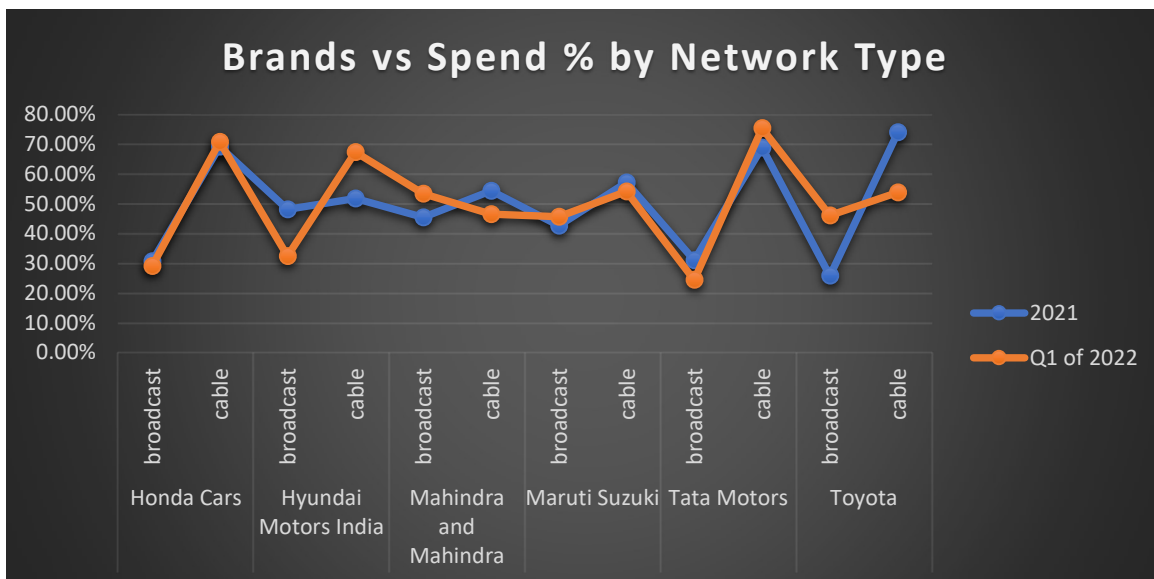
We can also plan for on which platforms or networks to be ad seen and Budget plan.

Extra Insights
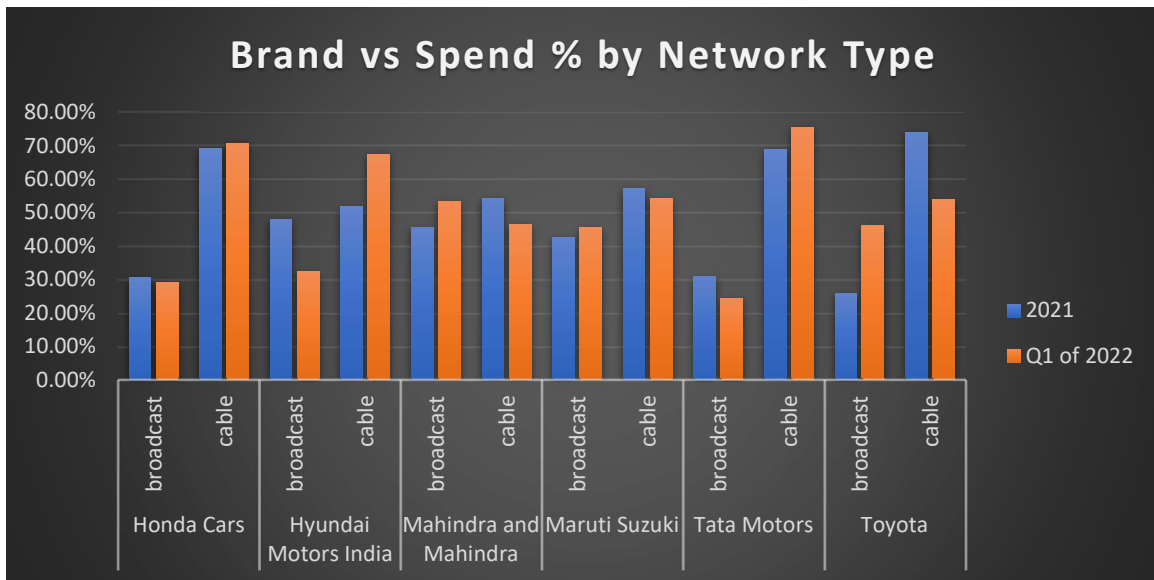
All the other brands vs spends % by Network Type comparing 2021 and Q1 of 2022.

Same as above graph but in the format of line graph.

Conclusion:

This way we can understand the various brands ad campaigns and can get insights to optimize the problems. I learned many things about ad campaigns, pod position and many more. The last Question to compare 2021 and Q1 2022 of Mahindra and Mahindra Q1 of 2022 have not much data that was the hardest part to solve.