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XYZ Ads Airing Report Analysis

Project Description:

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 deal 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.

The dataset having different TV Airing Brands, their product, their category. Dataset includes the network through which Ads are airing, types of networks like Cable/ Broadcast and the show name also on which Ads got aired. You can also see the data of Dayparts, Time zone and the time & date at which Ads got aired. IT also includes other data like Pod Position (the lesser the valuable), duration for which Ads aired on screen, Equivalent sales &, total amount spent on the Ads aired.

Approach:

Downloading the data set and performing EDA to understand the data set. Checked for the null values and the distribution. Defining the problem and to analyse each task first noted the features to be used. Now to get result I checked all the functions which will be required to perform the operations. Create charts and graphs to define underlying aspects of the data. Finally created a report consisting the description, approach, result, insights, conclusion, etc.

Tech-Stack Used:

For this assignment I have used Microsoft Excel (2016).

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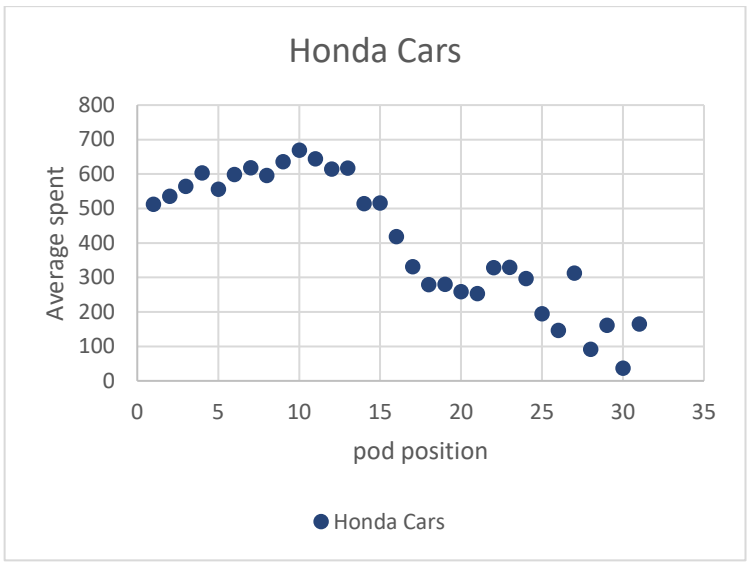
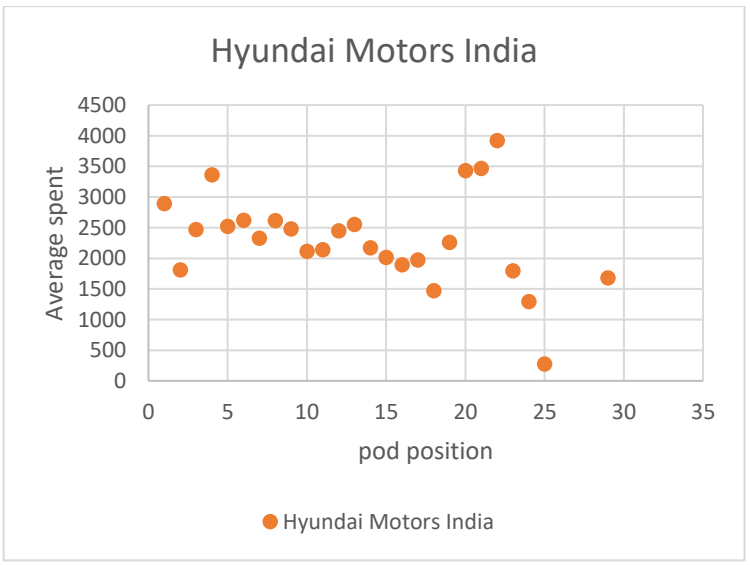
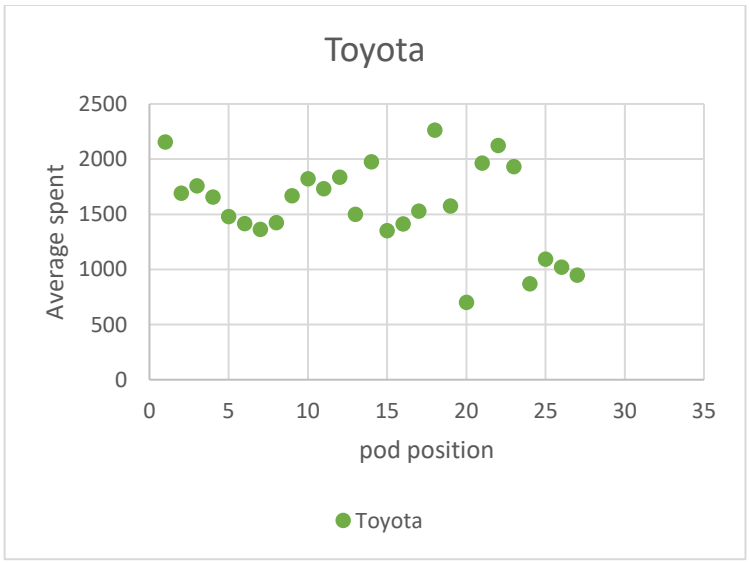
Insights & results:

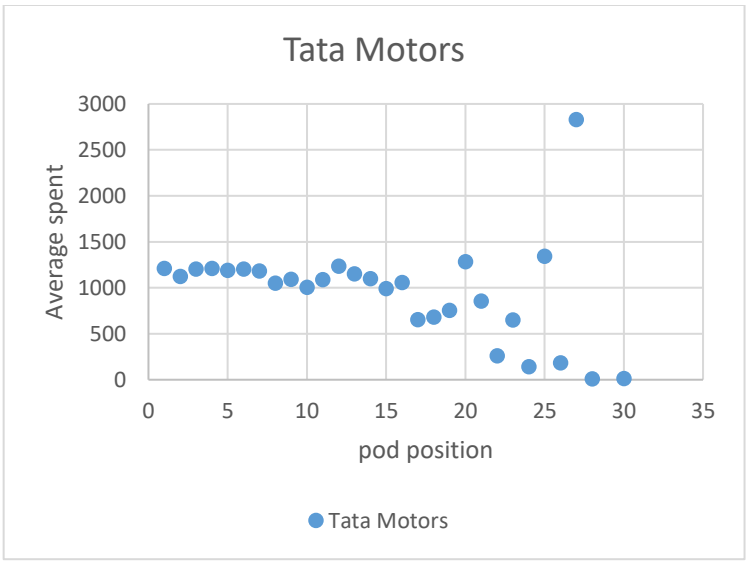
A) What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

Pod Position: Pod position refers to the order in which the advertisements have shown.









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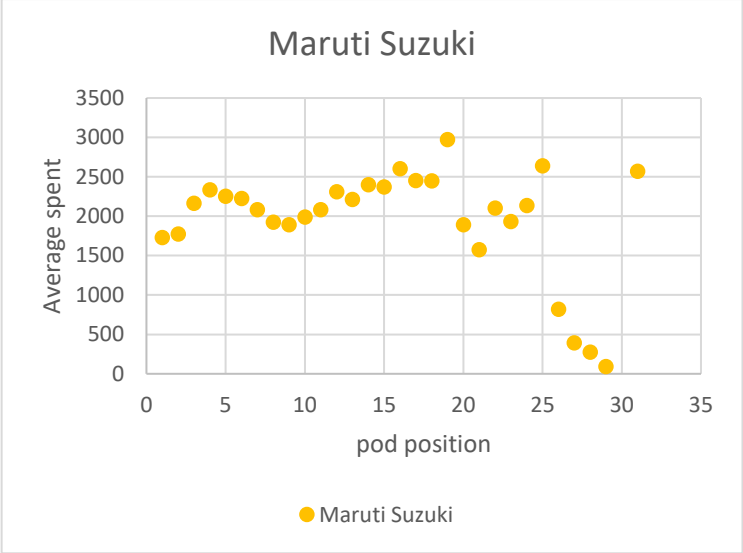

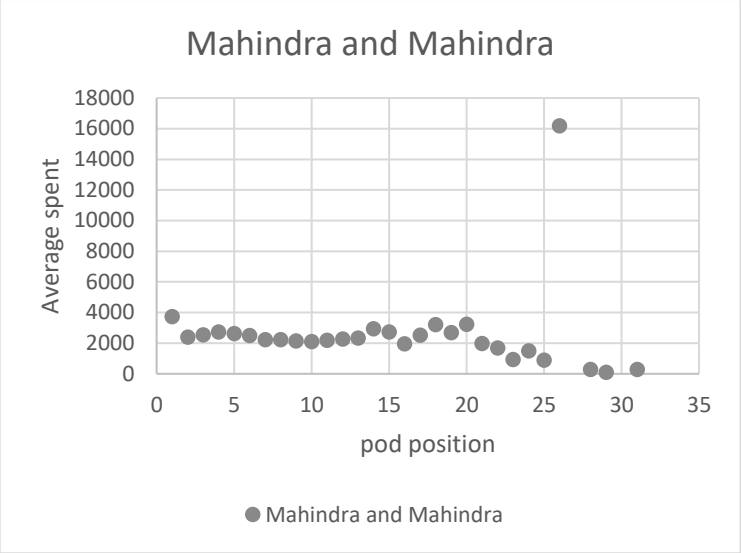

- From the following graphs it can be concluded that the for the smaller value of the pod position the value of average spent is high (Toyota and Hyundai Motors India).
- For some companies like Maruti Suzuki and Honda Cars first few positions have lesser value than the average spent increases.
- For 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.

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

	Column Labels									
	Sum of Spend ($)				Count of Id				Total Sum of Spend	Total Count of Id
Row Labels	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Honda Cars	3.75%	2.82%	3.90%	3.18%	12.32%	9.77%	12.99%	11.29%	3.45%	11.61%
Hyundai Motors India	13.68%	12.51%	12.55%	12.97%	10.49%	9.84%	9.17%	9.23%	12.99%	9.74%
Mahindra and Mahindra	28.01%	30.84%	30.18%	25.57%	20.25%	24.01%	22.05%	13.57%	28.67%	20.37%
Maruti Suzuki	40.04%	39.71%	39.53%	40.80%	38.66%	37.31%	36.55%	41.10%	40.00%	38.26%
Tata Motors	5.68%	5.01%	4.72%	12.60%	9.79%	7.62%	8.03%	20.93%	6.74%	10.99%
Toyota	8.85%	9.12%	9.13%	4.89%	8.49%	11.45%	11.21%	3.87%	8.15%	9.04%
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

The Table shows the percentage share of each of the companies in advertisement on the basis of investment and number of ads.

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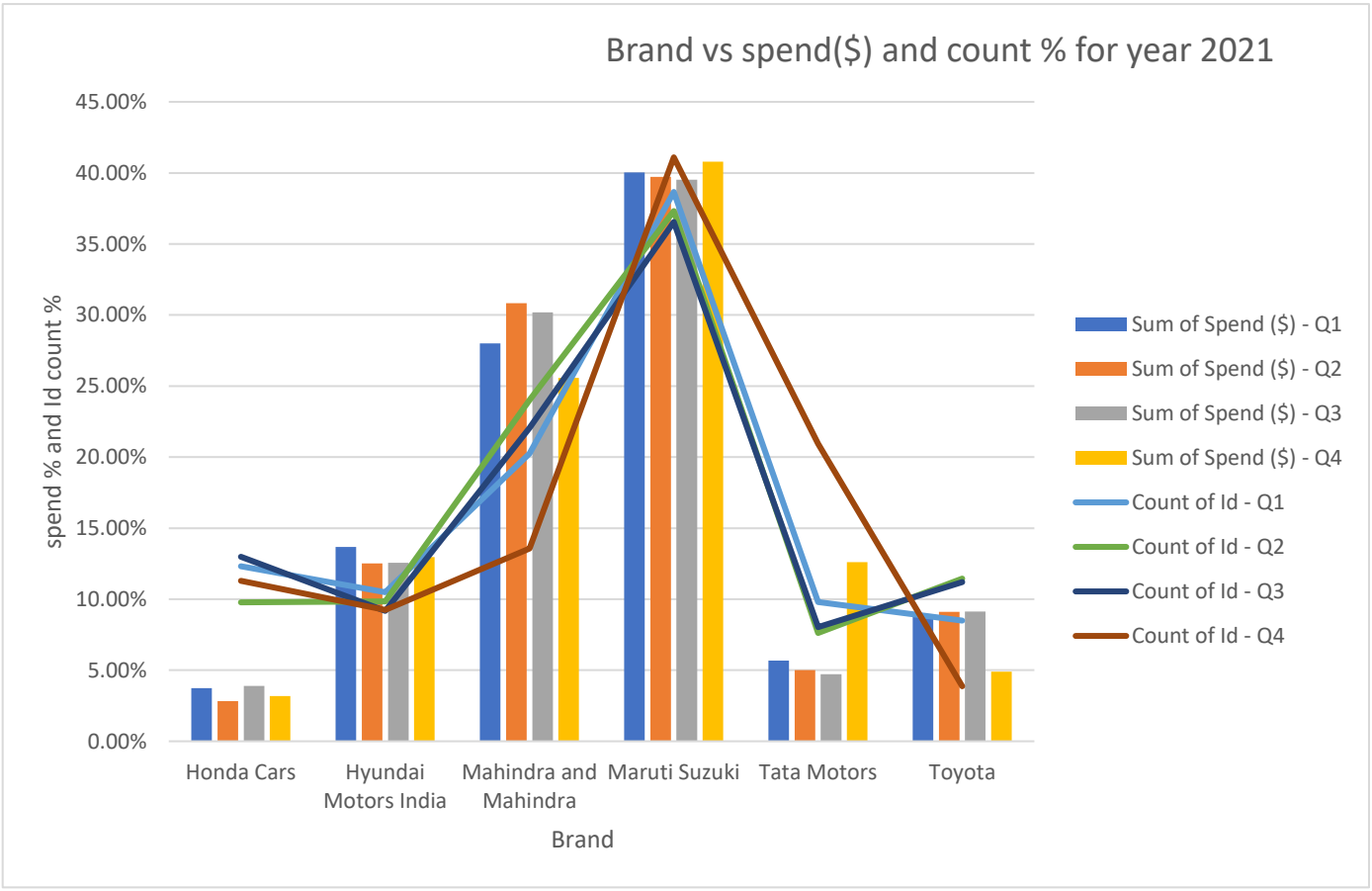

- Bars represent the sum of spend in percentage and lines represents the number of ads in percentage.
- For Maruti Suzuki have the maximum number of ads and contribute maximum share.
- Tata motors has increased its spent share in Q4.
- For Mahindra and Mahindra, the number of ads is less in Q2, it indicates that it invested money on getting lower pod position or ads aired at the prime time.
- Honda car's share is minimum.

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

Company strategy can be of more than one features. Here I have shown the analysis on two features Id and Spent based on the Daypart.

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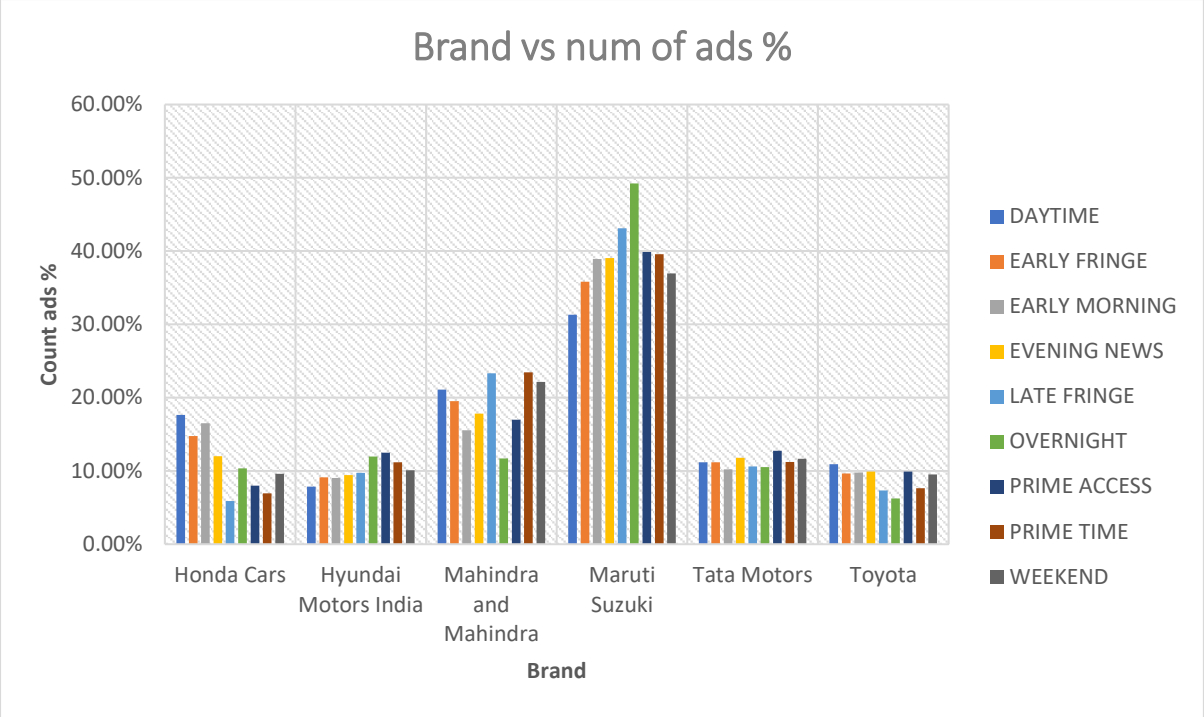

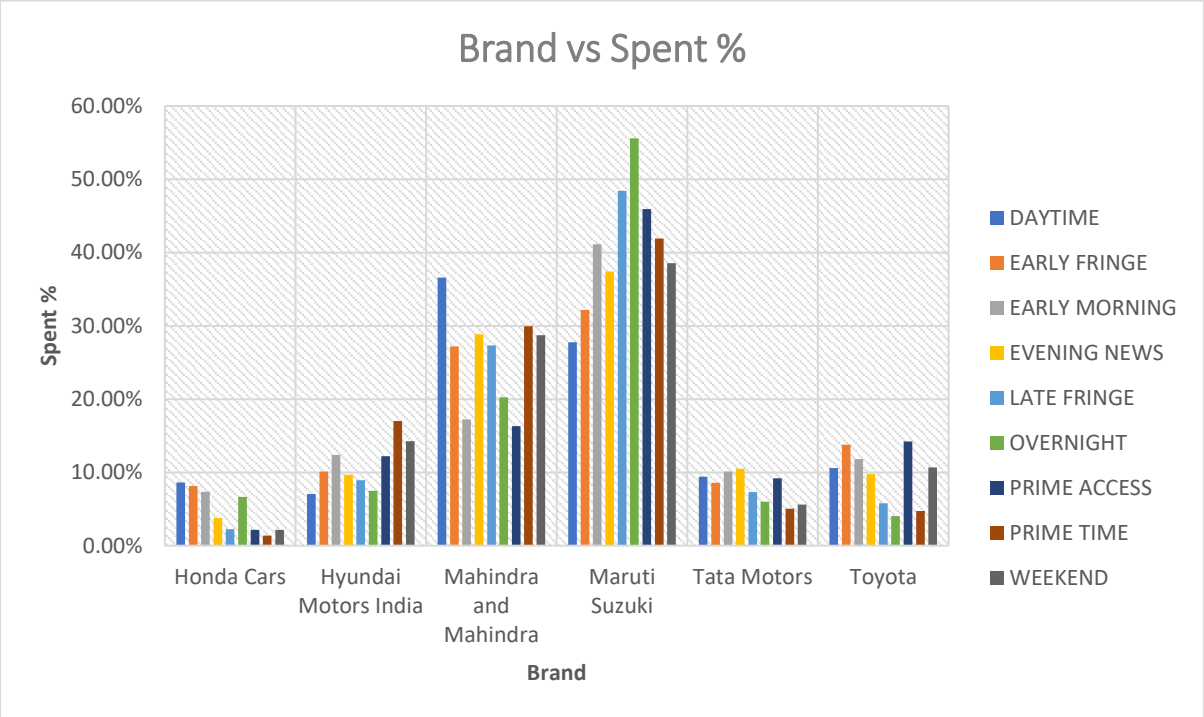

Figures 1: represent the relative spent and number of ads for each company.

- From all the companies Maruti Suzuki which spent maximum of all the companies, also spent maximum in each daypart except Daytime.
- Mahindra and Mahindra Spend maximum at the day time but numb of ads aired is less than Maruti Suzuki.
- Numb of ads aired of Tata Motors in each day part is almost same.

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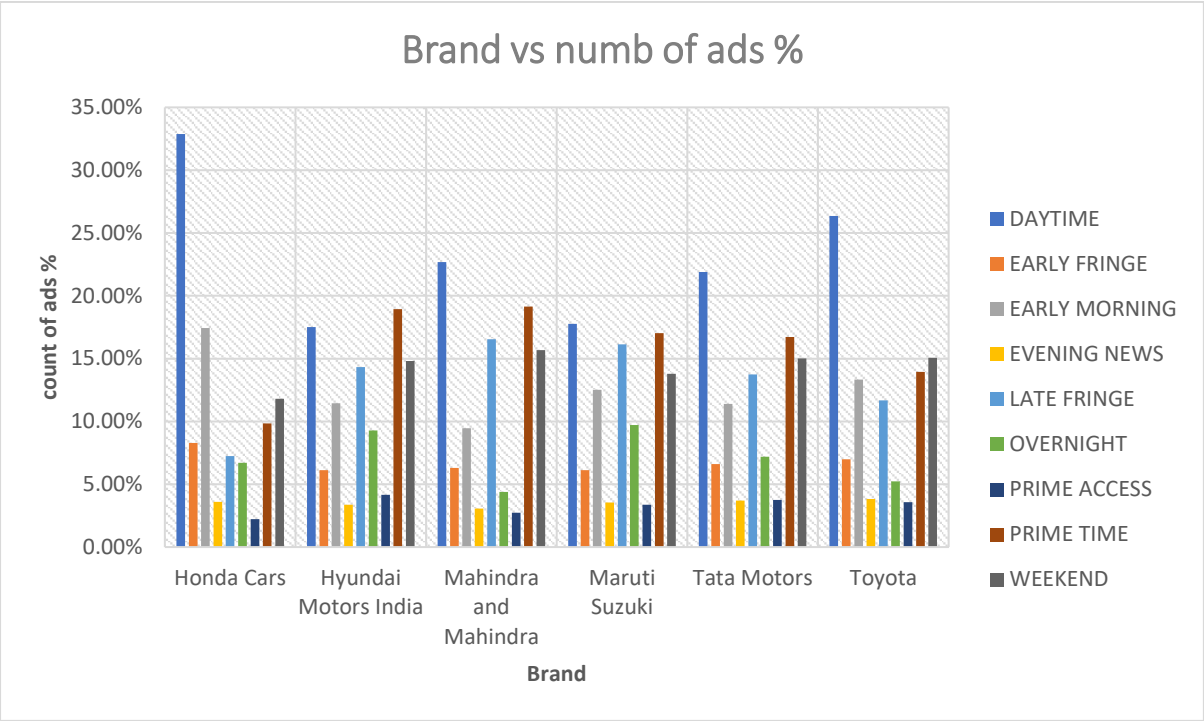
- Honda Cars spent minimum of all the companies.



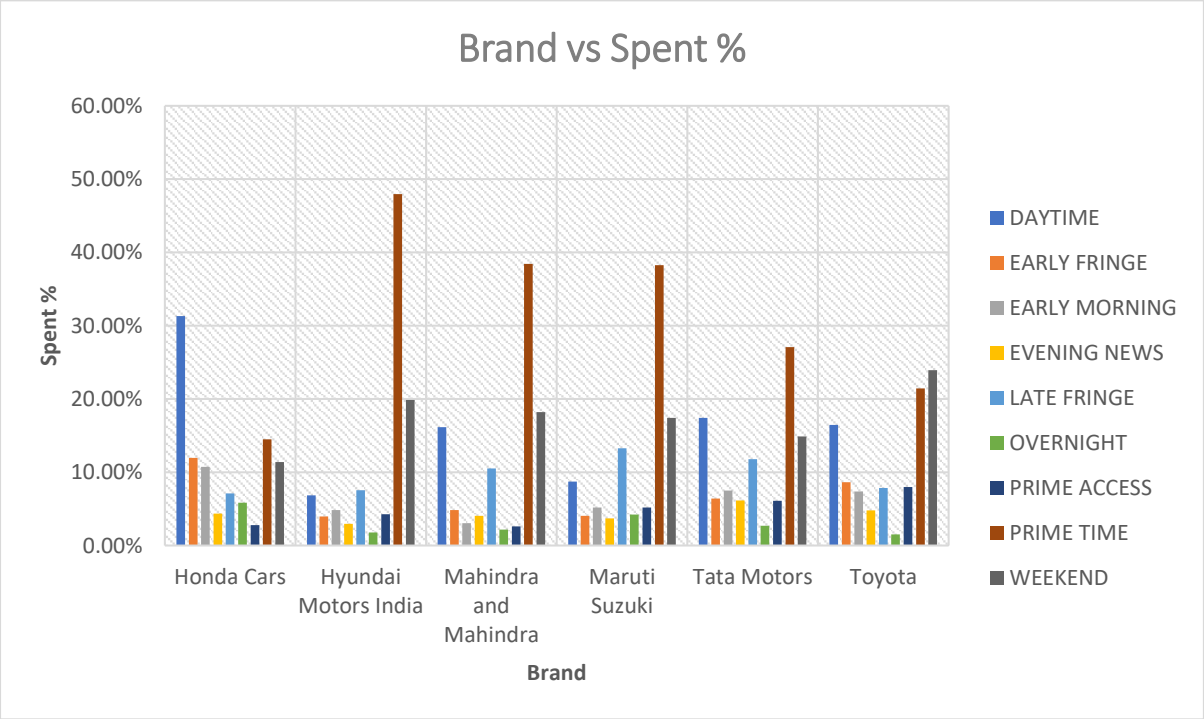


Figure 2: represents the spent% and count of ads% of a particular company at different dayparts.

- All the companies except Honda Cars and Toyota spent maximum for the prime time.
- Honda Cars which spent maximum for the daytime also air its maximum ads at the daytime.

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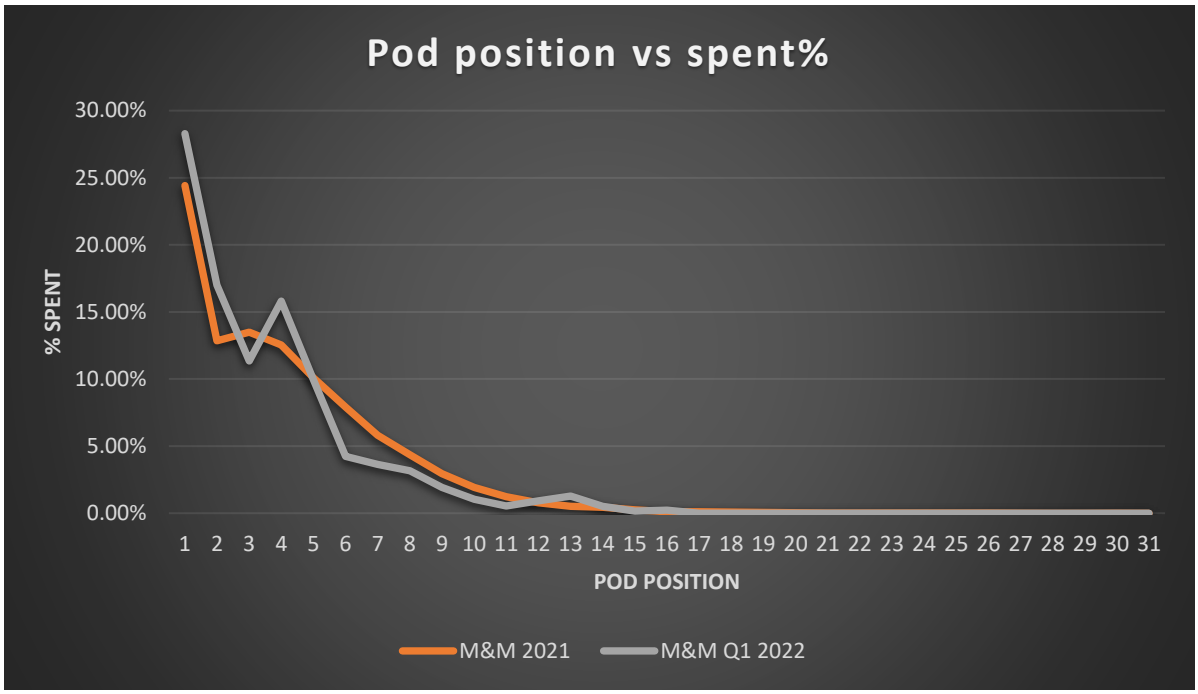
D) Mahindra and Mahindra want to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target? *Assume XYZ Ads has the ad viewership data and TV viewership for the people in India.

There can multiple features:

1) **Pod position vs spent% direct comparison:**



2) **Pod position vs spent analysis of each of the company for year 2021 and 2022 Q1:**

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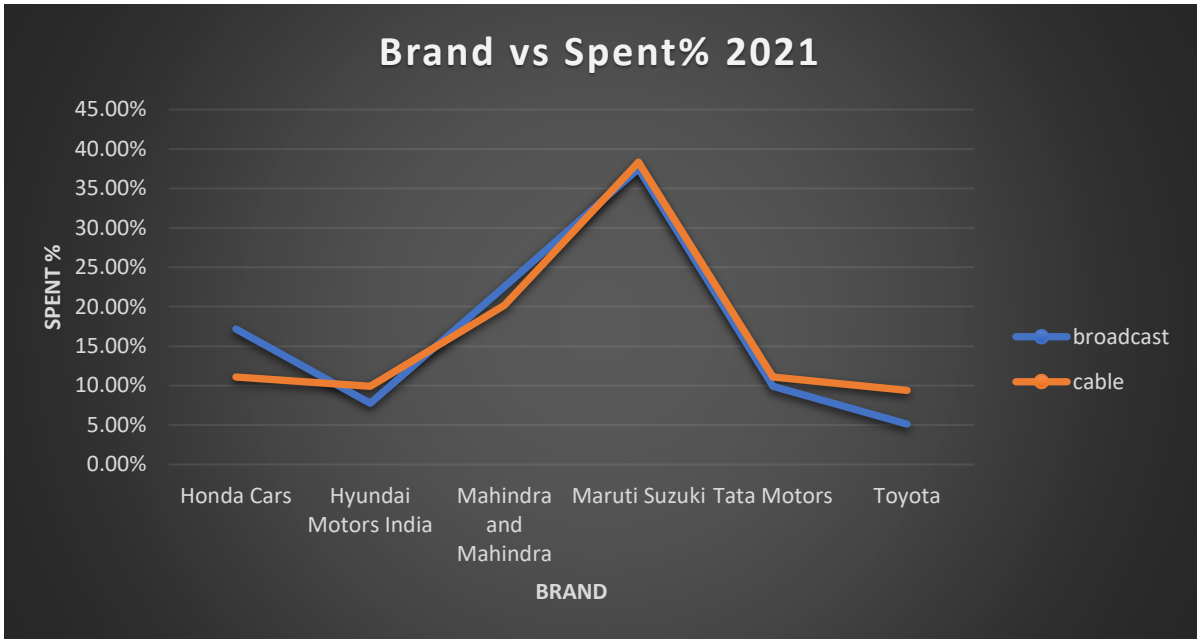

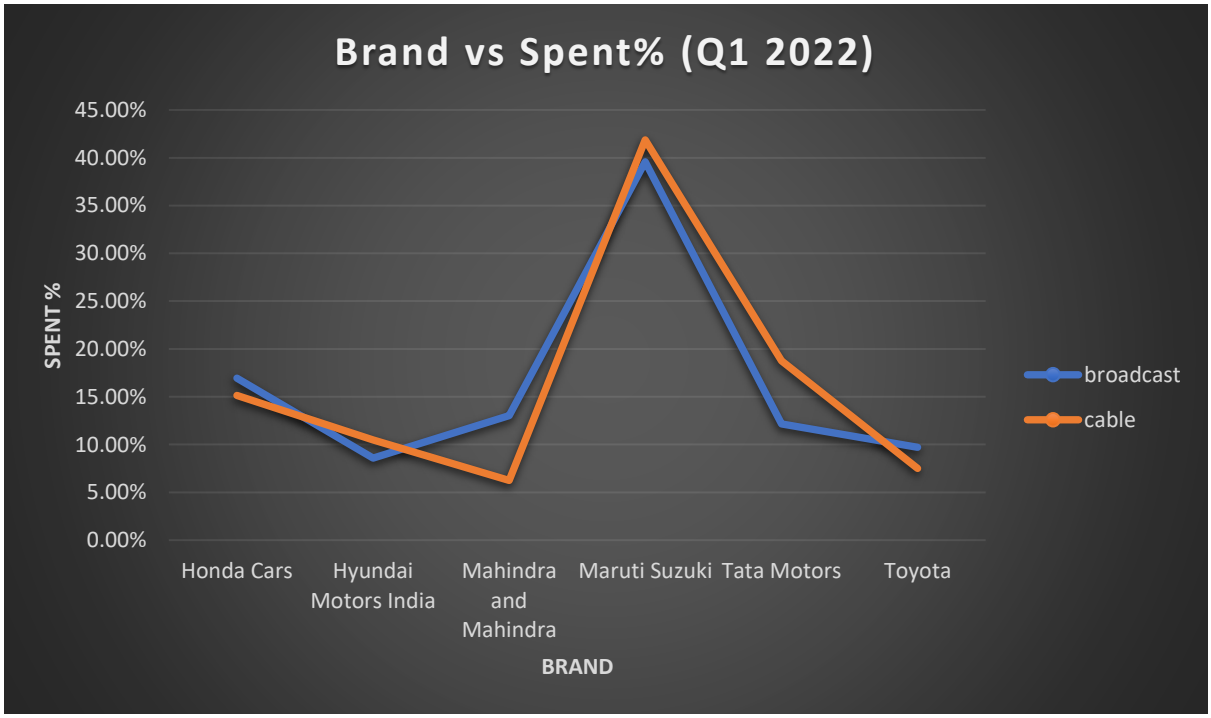

3) Daypart vs EQ unit% for 2021 and 2022 Q1 for each company.

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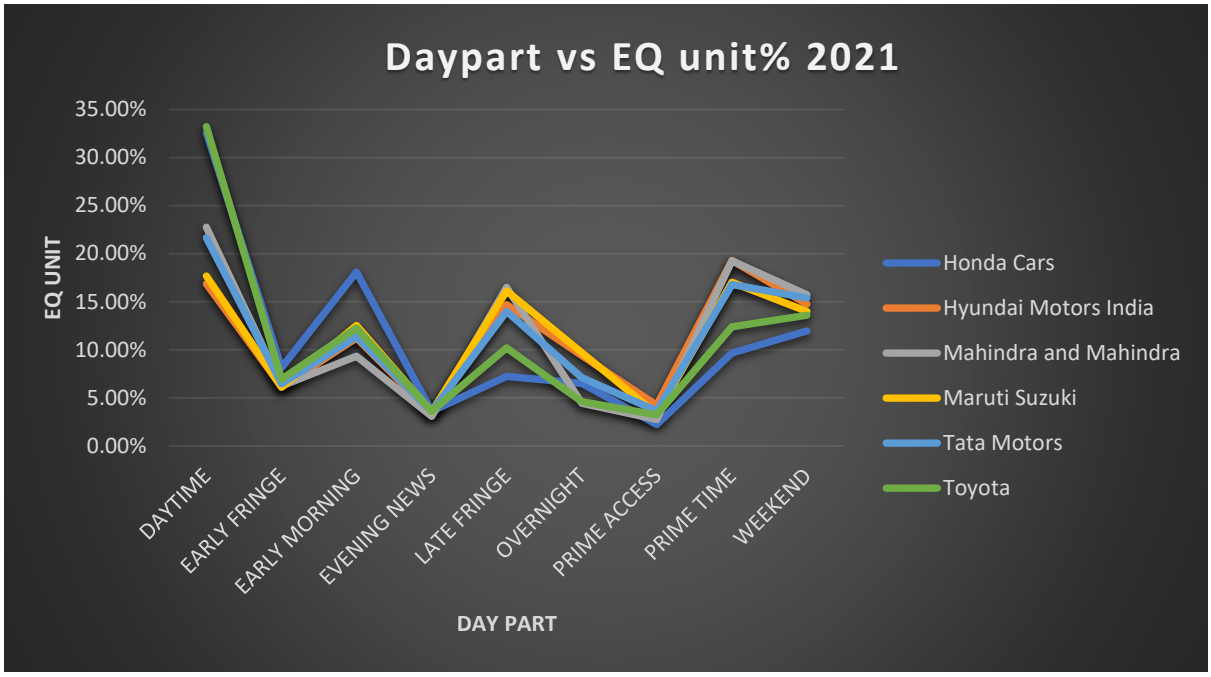

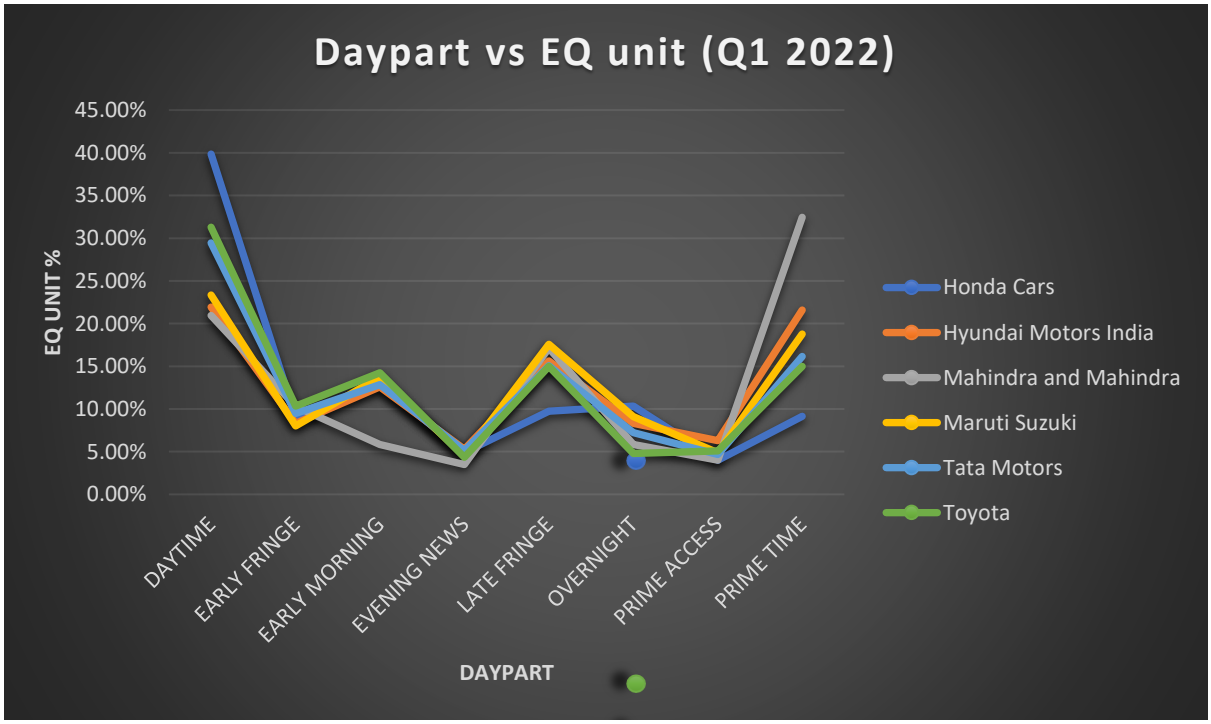

4) Brand vs number of ads% of 2021 and 2022 Q1 for each company.

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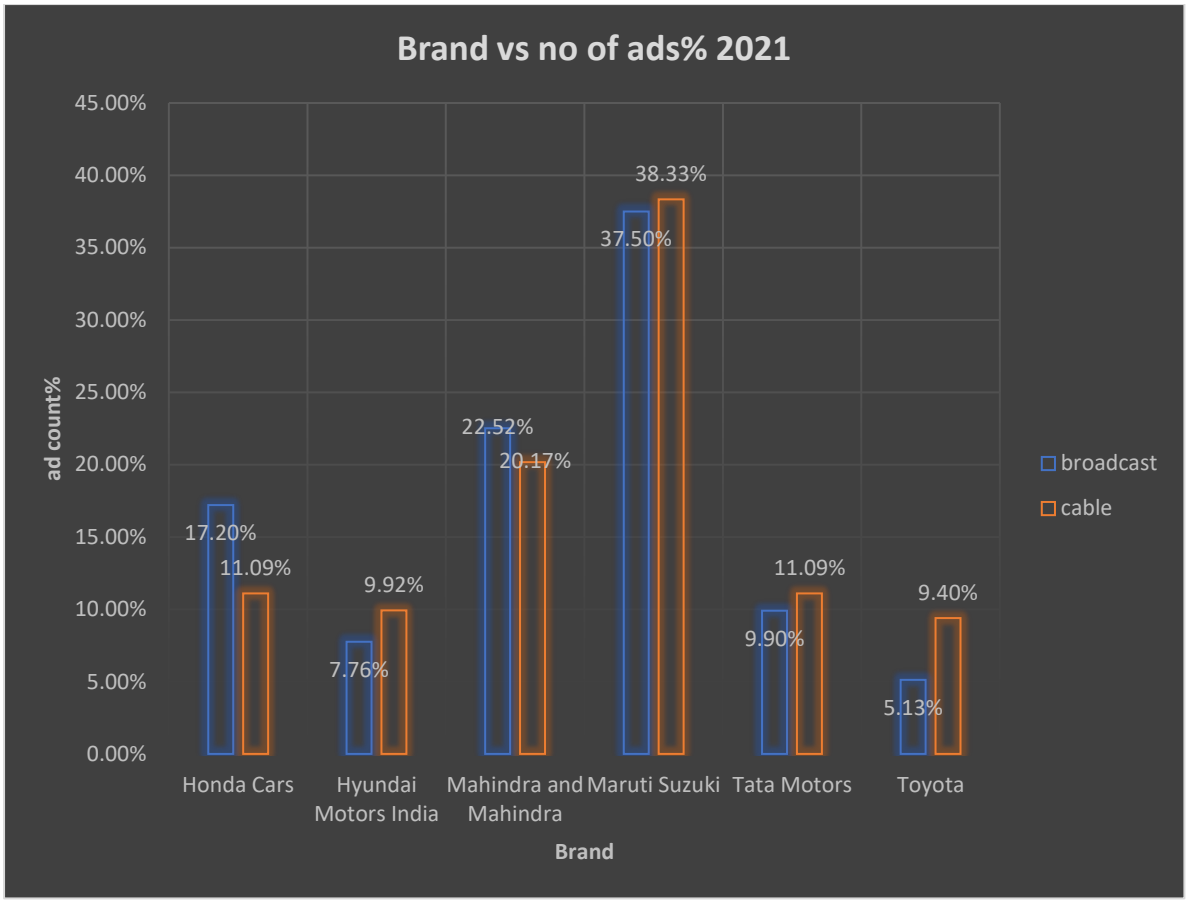

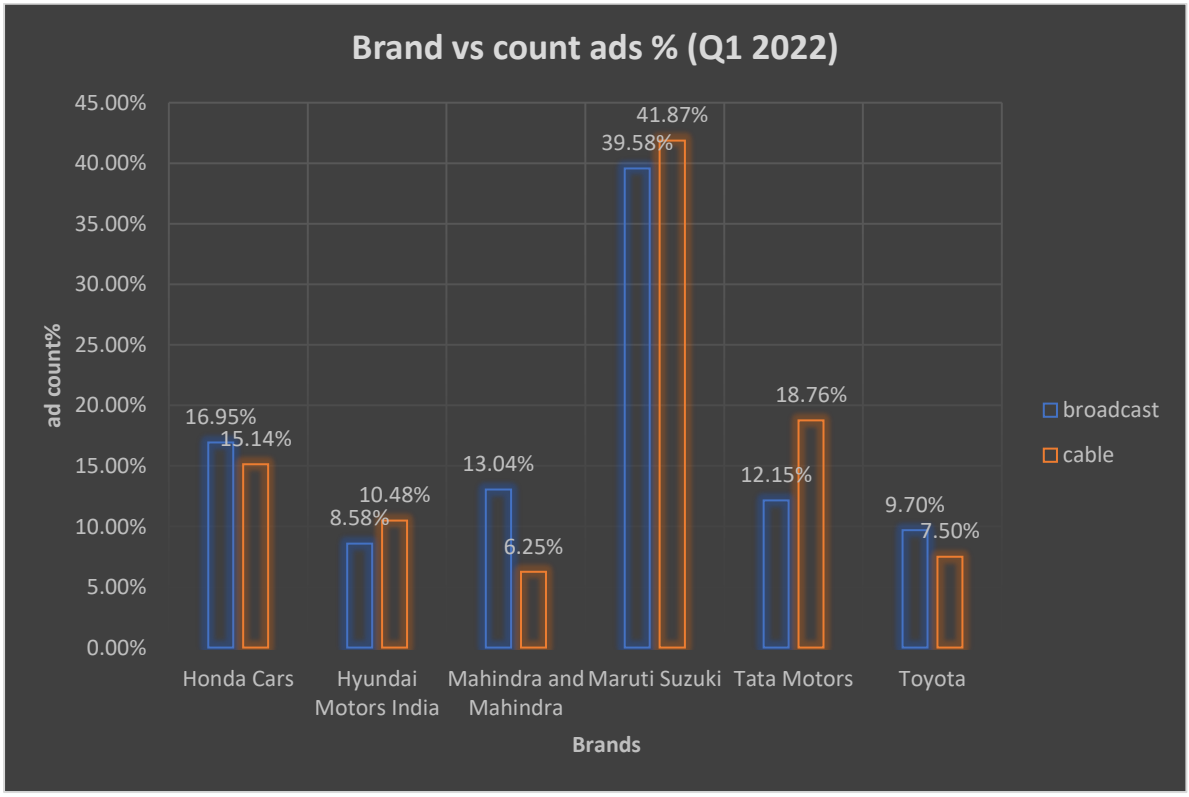

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Inferences:

1. M&M spent Maximum in broadcast in Prime-time follower by daytime

2. In cable it also spent maximum at the prime time followed by daytime.

3. The major share of EQ unit is also at the prime time followed by the daytime.

4. M&M showed its ad in first 5 pod positions.

5. M&M's maximum share of EQ unit lies in day time for the year 2021 followed by prime time and late fringe.

6. at Day time companies Toyota and Honda cars having share of EQ unit more than M&M.

7. at early morning, M&M's EQ unit share is minimum of all the companies.

8. Maruti Suzuki holds the maximum EQ unit share followed by M&M.

9. Honda cars spent its maximum at daytime followed by tata motors, Toyota and M&M.

10. Three companies Hyundai motors India, Maruti Suzuki and M&M spent their maximum at the prime time.

11. M&M spent maximum at the day time whereas Maruti Suzuki spent its maximum for overtime, late Frings, prime access and prime time although it shares 40% of the market share.

12. Maruti Suzuki which contribute 40% of the ads market shows maximum of its ads at lower pod position by paying higher followed by M&M.

Challenges:

The project consists of the deep knowledge of the ads airing and how companies' tract their ads and get a balanced spent, numb of ads ratio at every daytime. There were some terms which exclusively used in the field of ads.