

XYZ ADS AIRING REPORT ANALYSIS

FINAL PROJECT-3

PROJECT DESCRIPTION

TV Airing Brands, their product, their category. Dataset includes the network through which Ads are airing, types of network 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

I have analyzed the dataset carefully. Observe all the tables, columns, rows. Afterwards check all the report content carefully. Then one by one I have executed brands according to the questions asked.

TECH-STACK USED

Microsoft PowerPoint allows you to create various types of documentation and prepare reports. Microsoft Excel enables users to format, organize, analyze data, and calculate data in a spread sheet, and users can make information easier to view as data is added or changed.

INSIGHTS

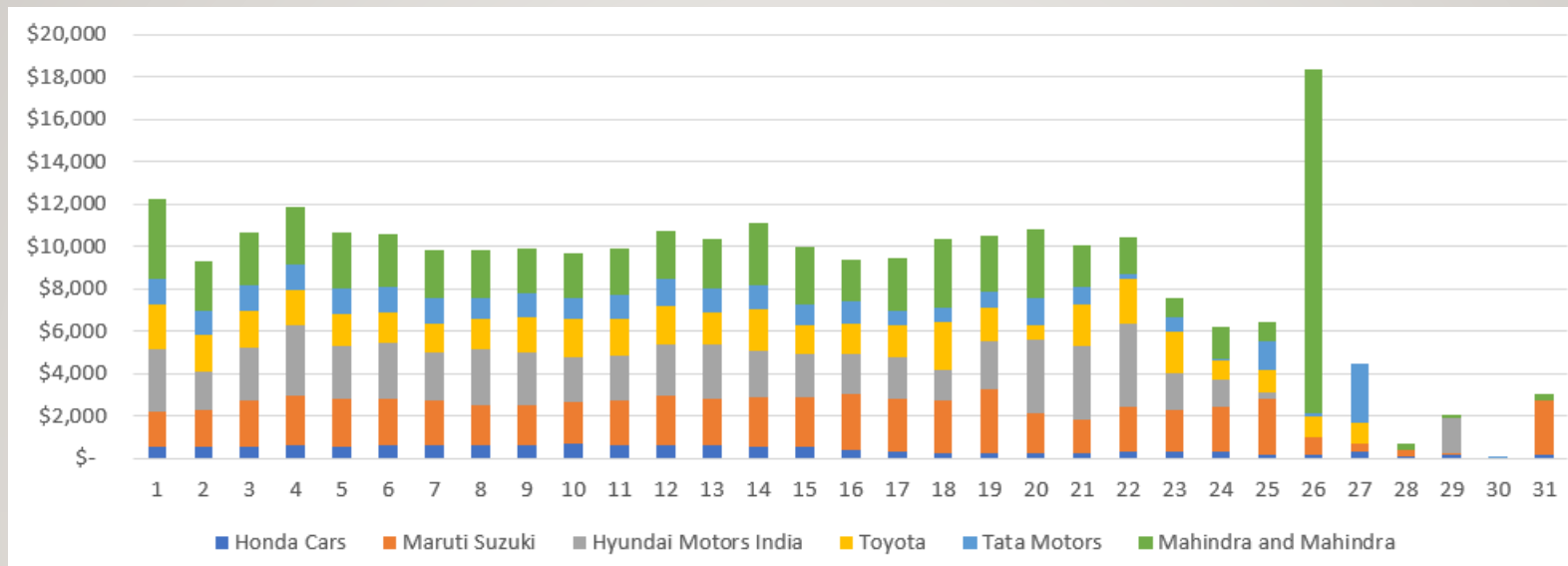
I have gained knowledge of various Google sheet functions which helped me to solve the questions asked in this project. The following are the functions I used: AVERAGEIFS, IF Function and OR Function. I used a pivot table to create charts.

RESULT

By completing the project, I feel more confident in Microsoft Excel knowledge, as this helped me to gain more knowledge about the report to perform better.



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)



B2 =AVERAGEIFS(XYZ_Ads_Airings_Data!\$M\$6:\$M\$731789,XYZ_Ads_Airings_Data!\$B\$6:\$B\$731789,'Question-1'!\$A2,XYZ_Ads_Airings_Data!\$I\$6:\$I\$731789,'Question-1'!\$B\$1)

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF
1	Brand	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
2	Honda	\$ 512	\$ 535	\$ 564	\$ 603	\$ 556	\$ 599	\$ 618	\$ 595	\$ 635	\$ 669	\$ 643	\$ 614	\$ 617	\$ 514	\$ 516	\$ 418	\$ 331	\$ 279	\$ 280	\$ 258	\$ 253	\$ 328	\$ 329	\$ 297	\$ 194	\$ 146	\$ 312	\$ 91	\$ 161	\$ 37	\$ 165
3	Maruti	\$ 1,730	\$ 1,776	\$ 2,163	\$ 2,334	\$ 2,252	\$ 2,226	\$ 2,082	\$ 1,924	\$ 1,892	\$ 1,988	\$ 2,083	\$ 2,311	\$ 2,213	\$ 2,400	\$ 2,372	\$ 2,603	\$ 2,453	\$ 2,449	\$ 2,973	\$ 1,890	\$ 1,575	\$ 2,105	\$ 1,932	\$ 2,136	\$ 2,639	\$ 819	\$ 394	\$ 274	\$ 90	#####	\$ 2,569
4	Hyund	\$ 2,888	\$ 1,811	\$ 2,467	\$ 3,359	\$ 2,518	\$ 2,621	\$ 2,324	\$ 2,611	\$ 2,477	\$ 2,110	\$ 2,139	\$ 2,446	\$ 2,551	\$ 2,170	\$ 2,015	\$ 1,891	\$ 1,971	\$ 1,469	\$ 2,258	\$ 3,429	\$ 3,467	\$ 3,917	\$ 1,793	\$ 1,291	\$ 276	#DIV/0!	#DIV/0!	#DIV/0!	\$ 1,679	#####	#DIV/0!
5	Toyota	\$ 2,155	\$ 1,691	\$ 1,758	\$ 1,656	\$ 1,478	\$ 1,415	\$ 1,362	\$ 1,424	\$ 1,665	\$ 1,822	\$ 1,730	\$ 1,835	\$ 1,499	\$ 1,976	\$ 1,350	\$ 1,412	\$ 1,528	\$ 2,261	\$ 1,575	\$ 700	\$ 1,962	\$ 2,121	\$ 1,932	\$ 868	\$ 1,093	\$ 1,021	\$ 947	#DIV/0!	#DIV/0!	#####	#DIV/0!
6	Tata M	\$ 1,209	\$ 1,124	\$ 1,202	\$ 1,210	\$ 1,190	\$ 1,202	\$ 1,183	\$ 1,049	\$ 1,091	\$ 1,005	\$ 1,090	\$ 1,234	\$ 1,149	\$ 1,100	\$ 991	\$ 1,057	\$ 653	\$ 681	\$ 754	\$ 1,283	\$ 854	\$ 259	\$ 650	\$ 141	\$ 1,344	\$ 182	\$ 2,830	\$ 7	#DIV/0!	\$ 11	#DIV/0!
7	Mahin	\$ 3,723	\$ 2,394	\$ 2,543	\$ 2,734	\$ 2,632	\$ 2,490	\$ 2,228	\$ 2,229	\$ 2,140	\$ 2,094	\$ 2,192	\$ 2,277	\$ 2,329	\$ 2,929	\$ 2,720	\$ 1,965	\$ 2,528	\$ 3,204	\$ 2,694	\$ 3,223	\$ 1,972	\$ 1,687	\$ 935	\$ 1,497	\$ 897	\$ 16,175	#DIV/0!	\$ 294	\$ 101	#####	\$ 274
8																																

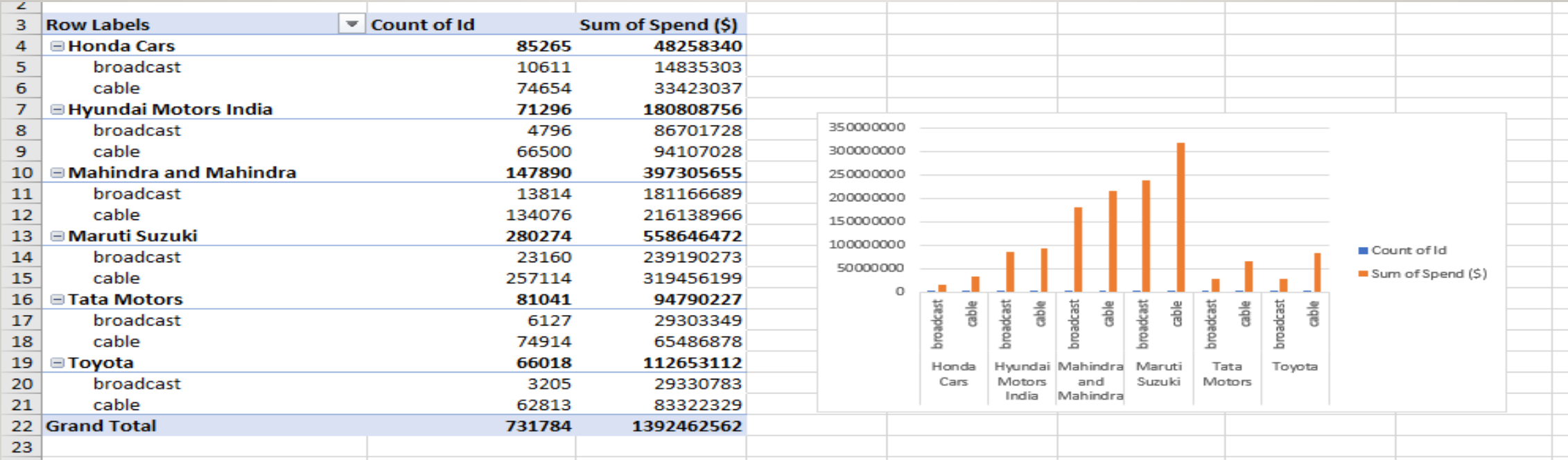
For each car manufacturer, as the pod position increases, prices increase earlier and then start declining

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

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=IF(OR(O731789="JAN",O731789="FEB",O731789="MAR"),"Q1",IF(OR(O731789="APR",O731789="MAY",O731789="JUN"),"Q2",IF(OR(O731789="JUL",O731789="AUG",O731789="SEP"),"Q3","Q4"))))
```

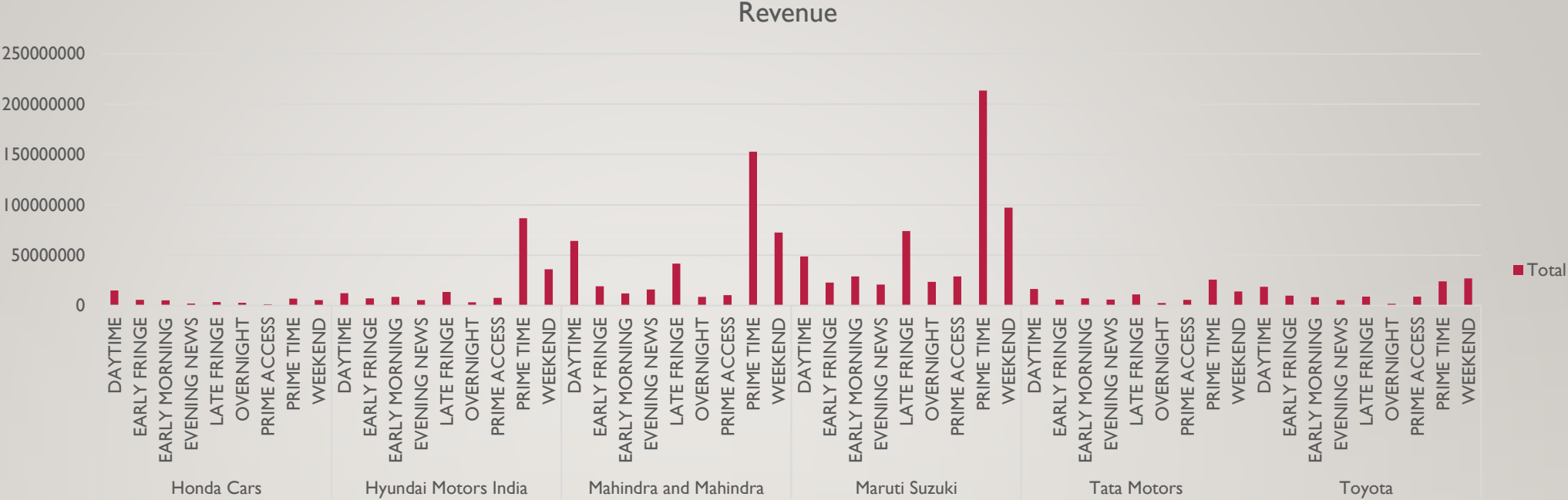
	Column Labels <div></div>									
	Sum of Spend (\$)				Count of Id				Total Sum of Spend (\$)	Total Count of Id
Row Labels <div></div>	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Honda Cars	3.80%	2.82%	3.90%	3.18%	26839	18751	23450	16225	3.47%	85265
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	22600	18887	16543	13266	12.98%	71296
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	42522	46084	39788	19496	28.53%	147890
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	83648	71632	65951	59043	40.12%	280274
Tata Motors	5.92%	5.01%	4.72%	12.60%	21836	14633	14499	30073	6.81%	81041
Toyota	8.64%	9.12%	9.13%	4.89%	18251	21981	20225	5561	8.09%	66018
Grand Total	100.00%	100.00%	100.00%	100.00%	215696	191968	180456	143664	100.00%	731784

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



All competitors spend more on cable vs broadcast

Brands	Dayparts	Revenue
Honda Cars	DAYTIME	15306789
Honda Cars	EARLY FRINGE	5765471
Honda Cars	EARLY MORNING	5205516
Honda Cars	EVENING NEWS	2205762
Honda Cars	LATE FRINGE	5421187
Honda Cars	OVERNIGHT	2820086
Honda Cars	PRIME ACCESS	1852861
Honda Cars	PRIME TIME	7002582
Honda Cars	WEEKEND	5494776
Hyundai Motors India	DAYTIME	12660003
Hyundai Motors India	EARLY FRINGE	7558835
Hyundai Motors India	EARLY MORNING	8708218
Hyundai Motors India	EVENING NEWS	5584294
Hyundai Motors India	LATE FRINGE	13645589
Hyundai Motors India	OVERNIGHT	3181379
Hyundai Motors India	PRIME ACCESS	7712127
Hyundai Motors India	PRIME TIME	8673738
Hyundai Motors India	WEEKEND	35898076
Mahindra and Mahindra	DAYTIME	64524402
Mahindra and Mahindra	EARLY FRINGE	19204008
Mahindra and Mahindra	EARLY MORNING	12113983
Mahindra and Mahindra	EVENING NEWS	16010255
Mahindra and Mahindra	LATE FRINGE	42781659
Mahindra and Mahindra	OVERNIGHT	8591788
Mahindra and Mahindra	PRIME ACCESS	10286276
Mahindra and Mahindra	PRIME TIME	15271257
Mahindra and Mahindra	WEEKEND	72427597
Maruti Suzuki	DAYTIME	48678486
Maruti Suzuki	EARLY FRINGE	22745815
Maruti Suzuki	EARLY MORNING	28520899
Maruti Suzuki	EVENING NEWS	20778821
Maruti Suzuki	LATE FRINGE	74089560
Maruti Suzuki	OVERNIGHT	23624257
Maruti Suzuki	PRIME ACCESS	28012127
Maruti Suzuki	PRIME TIME	213685797
Maruti Suzuki	WEEKEND	97205760
Tata Motors	DAYTIME	16513542
Tata Motors	EARLY FRINGE	6558811
Tata Motors	EARLY MORNING	7110585
Tata Motors	EVENING NEWS	5826272
Tata Motors	LATE FRINGE	11181135
Tata Motors	OVERNIGHT	2552557
Tata Motors	PRIME ACCESS	5788804
Tata Motors	PRIME TIME	25652452
Tata Motors	WEEKEND	14112289
Toyota	DAYTIME	18568884
Toyota	EARLY FRINGE	9745570
Toyota	EARLY MORNING	8294798
Toyota	EVENING NEWS	5420254
Toyota	LATE FRINGE	8883807
Toyota	OVERNIGHT	1726254
Toyota	PRIME ACCESS	8979945
Toyota	PRIME TIME	24545575



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?

Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars	31.30%	11.94%	10.76%	4.36%	7.09%	5.84%	2.80%	14.51%	11.39%	100.00%
Hyundai Motors India	6.84%	3.96%	4.82%	2.97%	7.55%	1.76%	4.27%	47.97%	19.88%	100.00%
Mahindra and Mahindra	16.15%	4.83%	3.05%	4.03%	10.52%	2.16%	2.59%	38.44%	18.23%	100.00%
Maruti Suzuki	8.71%	4.07%	5.18%	3.72%	13.26%	4.23%	5.19%	38.24%	17.40%	100.00%
Tata Motors	17.42%	6.39%	7.50%	6.15%	11.77%	2.69%	6.12%	27.06%	14.89%	100.00%
Toyota	16.48%	8.65%	7.36%	4.80%	7.87%	1.52%	7.97%	21.43%	23.91%	100.00%
Grand Total	12.59%	5.08%	5.05%	3.99%	10.98%	3.05%	4.54%	36.62%	18.11%	100.00%
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars	1.08%	0.41%	0.37%	0.15%	0.25%	0.20%	0.10%	0.50%	0.39%	3.47%
Hyundai Motors India	0.89%	0.51%	0.63%	0.39%	0.98%	0.23%	0.55%	6.23%	2.58%	12.98%
Mahindra and Mahindra	4.61%	1.38%	0.87%	1.15%	3.00%	0.62%	0.74%	10.97%	5.20%	28.53%
Maruti Suzuki	3.50%	1.63%	2.08%	1.49%	5.32%	1.70%	2.08%	15.34%	6.98%	40.12%
Tata Motors	1.19%	0.44%	0.51%	0.42%	0.80%	0.18%	0.42%	1.84%	1.01%	6.81%
Toyota	1.33%	0.70%	0.60%	0.39%	0.64%	0.12%	0.64%	1.73%	1.93%	8.09%
Grand Total	12.59%	5.08%	5.05%	3.99%	10.98%	3.05%	4.54%	36.62%	18.11%	100.00%

THANK YOU

Project Done By

Kaviya