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.
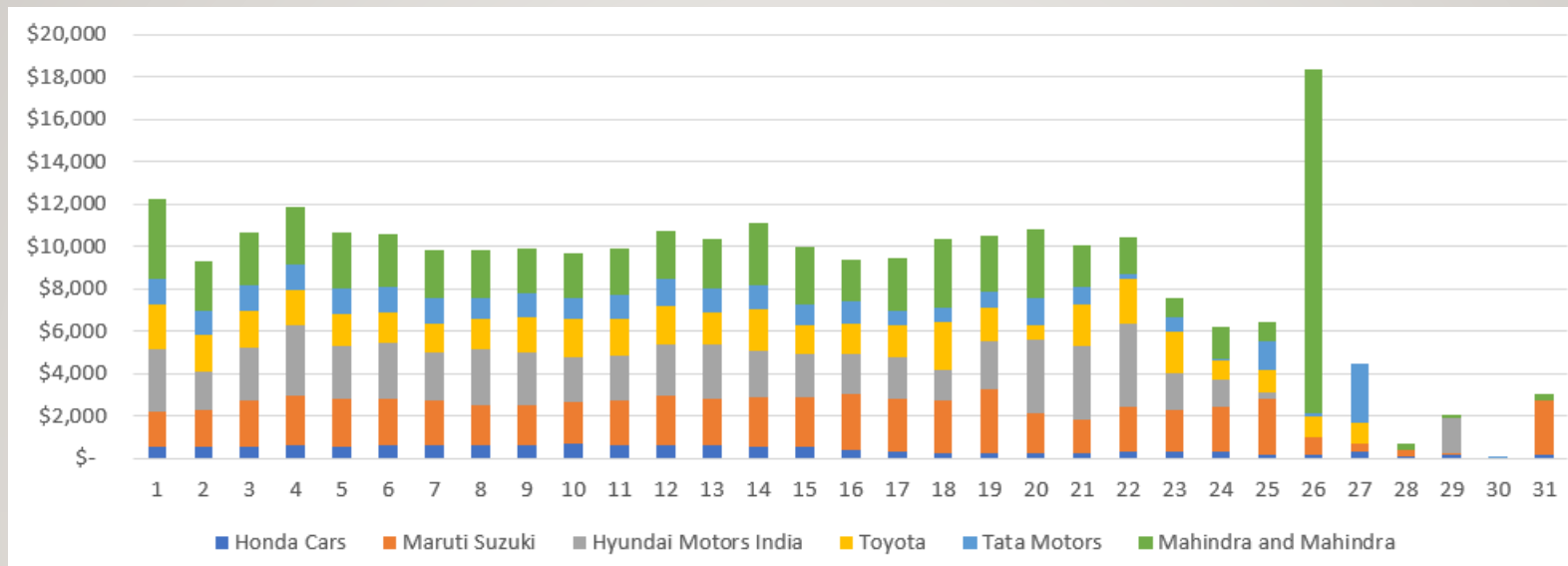
INSIGHTS

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)
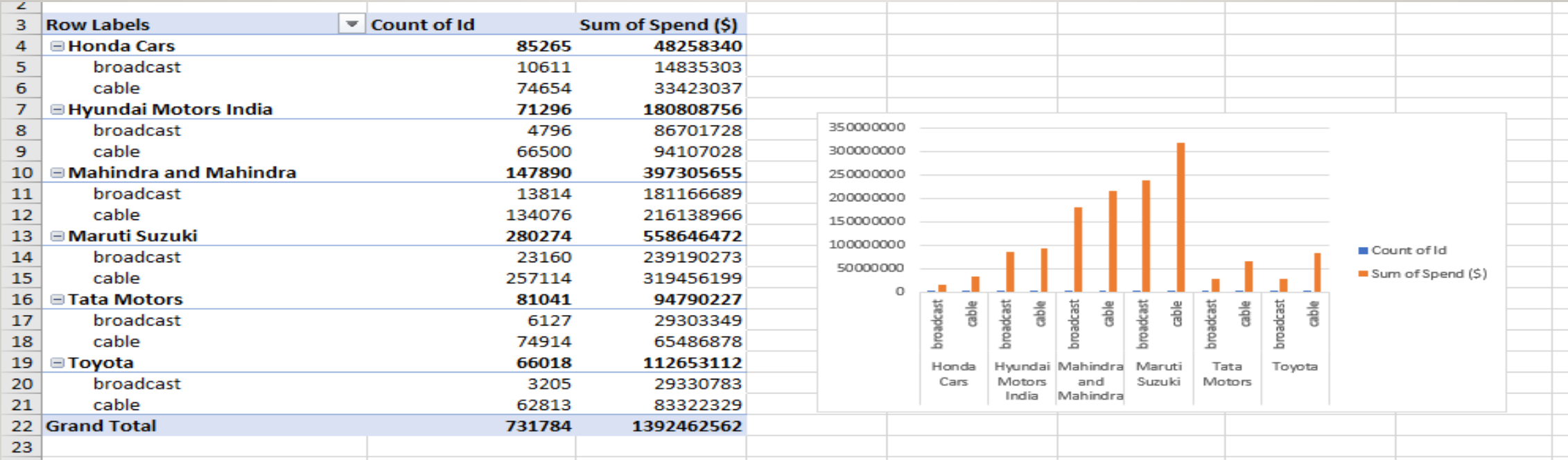

For each car manufacturer, as the pod position increases, prices increase earlier and then start declining

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

=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")))
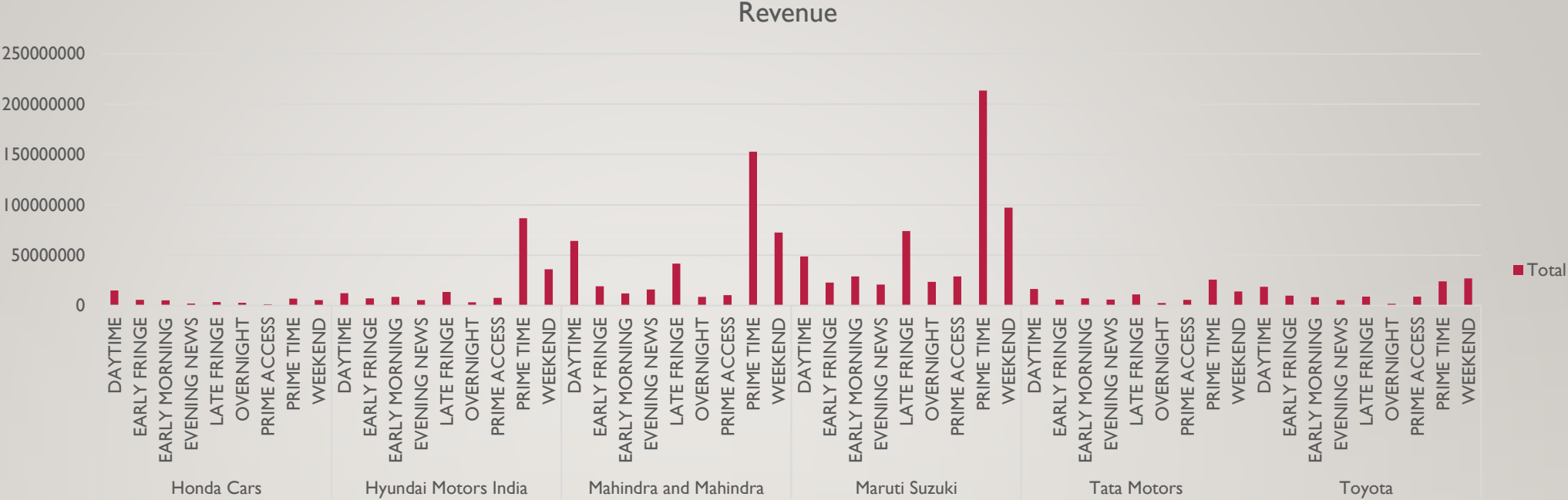
Column Labels									Total Sum of Spend ($)	Total Count of Id
	Sum of Spend ($)				Count of Id					
Row Labels	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Honda Cars	3.80%	2.82%	3.90%	3.18%	26839	18751	23450	16225	3.47%	85265
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	22600	18887	16543	13266	12.98%	71296
Mahindra 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.

Row Labels	Count of Id	Sum of Spend ($)
⊟ Honda Cars	85265	48258340
broadcast	10611	14835303
cable	74654	33423037
⊟ Hyundai Motors India	71296	180808756
broadcast	4796	86701728
cable	66500	94107028
⊟ Mahindra and Mahindra	147890	397305655
broadcast	13814	181166689
cable	134076	216138966
⊟ Maruti Suzuki	280274	558646472
broadcast	23160	239190273
cable	257114	319456199
⊟ Tata Motors	81041	94790227
broadcast	6127	29303349
cable	74914	65486878
⊟ Toyota	66018	112653112
broadcast	3205	29330783
cable	62813	83322329
Grand Total	731784	1392462562

All competitors spend more on cable vs broadcast

Revenue

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

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