

XYZ ADS AIRING REPORT ANALYSIS.

Description:

For your Final Project, we are providing you with a dataset having different 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.

Tech-Stack Used:-Excel(MS Office Home & Student 2019).

Approach:-The given data is already cleaned. I will create charts and graphs to meet the business requirement in Excel.

Link for dataset analyzed: <https://docs.google.com/spreadsheets/d/1Y9-wkXwpgPs7PLKZvSTSpsSG81EWgebn/edit?usp=sharing&ouid=110945409935767923714&rtpof=true&sd=true>

By,

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Requirement:-

We have answer the following questions.

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)
2. What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?
3. Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.
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. P.S. Brownie points for any additional actionable insights you can draw from the dataset.

Dataset:-

Id	Brand	Product	Network	Network Type	Show	Date	Time	Pod Position	Dayparts	Duration	EQ Units	Spend (\$)	Broadcast Year	Broadcast Month	Broadcast Week	Day Of Week	Hour Of Day	TimeZone	
1000001	Honda Cars	Honda Jazz	N-10079	cable	S-16736	01/10/2021	10:19:08 PM	1	PRIME TIME	30	1	178	2021	JAN	2	7	22	Northeast India	
1000002	Maruti Suzuk	Maruti Suzuk	N-10096	cable	S-17450	01/16/2021	7:28:13 PM	3	WEEKEND	30	1	514	2021	JAN	3	6	19	Northeast India	
1000003	Maruti Suzuk	Maruti Suzuk	N-10044	cable	S-12299	01/05/2021	1:09:26 PM	2	DAYTIME	30	1	2313	2021	JAN	2	2	13	Northeast India	
1000004	Maruti Suzuk	Maruti Suzuk	N-10060	cable	S-14354	01/06/2021	8:55:49 AM	1	EARLY MORN	30	1	308	2021	JAN	2	3	8	Northeast India	
1000005	Hyundai Mot	Hyundai I20	N-10123	cable	S-15146	01/02/2021	11:07:43 PM	2	LATE FRINGE	30	1	1885	2021	JAN	1	6	23	Northeast India	
1000006	Hyundai Mot	Hyundai I20	N-10116	cable	S-14314	01/15/2021	11:43:47 AM	2	DAYTIME	30	1	2683	2021	JAN	3	5	11	Northeast India	
1000007	Maruti Suzuk	Maruti Suzuk	N-10135	cable	S-15889	01/06/2021	7:12:36 PM	3	PRIME ACCE	30	1	1545	2021	JAN	2	3	19	Northeast India	
1000008	Hyundai Mot	Hyundai I20	N-10003	cable	S-11802	01/14/2021	5:59:07 AM	6	EARLY MORN	30	1	575	2021	JAN	3	4	5	Northeast India	
1000009	Honda Cars	Honda Jazz	N-10121	cable	S-12232	01/08/2021	8:42:40 AM	9	EARLY MORN	15	0.5	1383	2021	JAN	2	5	8	Northeast India	
1000010	Toyota	Toyota Innov	N-10005	cable	S-20089	01/01/2021	7:16:41 AM	6	EARLY MORN	15	0.5	49	2021	JAN	1	5	7	Northeast India	
1000011	Maruti Suzuk	Maruti Suzuk	N-10103	cable	S-19117	01/07/2021	3:24:03 AM	1	OVERNIGHT	30	1	55	2021	JAN	2	4	3	Northeast India	
1000012	Tata Motors	Tata Tiago	N-10026	cable	S-19337	01/13/2021	1:37:24 PM	10	DAYTIME	30	1	1126	2021	JAN	3	3	13	Northeast India	
1000013	Honda Cars	Honda Civic	N-10110	cable	S-18885	01/13/2021	10:55:51 AM	3	DAYTIME	30	1	20	2021	JAN	3	3	10	Northeast India	
1000014	Hyundai Mot	Hyundai I20	N-10054	cable	S-10822	01/10/2021	8:15:29 AM	8	EARLY MORN	15	0.5	327	2021	JAN	2	7	8	Northeast India	
1000015	Maruti Suzuk	Maruti Suzuk	N-10030	broadcast	S-21631	01/04/2021	12:15:30 AM	11	LATE FRINGE	30	1	3954	2021	JAN	2	1	0	Northeast India	
1000016	Hyundai Mot	Hyundai I20	N-10026	cable	S-20756	01/11/2021	6:53:50 PM	1	EVENING NE	30	1	2435	2021	JAN	3	1	18	Northeast India	
1000017	Tata Motors	Tata Safari	N-10066	cable	S-16893	01/07/2021	9:53:49 AM	7	DAYTIME	15	0.5	702	2021	JAN	2	4	9	Northeast India	
1000018	Hyundai Mot	Hyundai I20	N-10088	cable	S-17278	01/04/2021	9:43:12 AM	8	DAYTIME	30	1	111	2021	JAN	2	1	9	Northeast India	
1000019	Maruti Suzuk	Maruti Suzuk	N-10089	broadcast	S-10684	01/12/2021	7:09:29 PM	2	PRIME ACCE	30	1	40422	2021	JAN	3	2	19	Northeast India	
1000020	Maruti Suzuk	Maruti Suzuk	N-10080	cable	S-17787	01/02/2021	11:27:43 PM	1	LATE FRINGE	30	1	745	2021	JAN	1	6	23	Northeast India	
1000021	Toyota	Toyota Innov	N-10014	cable	S-19909	01/08/2021	6:40:42 AM	6	EARLY MORN	30	1	32	2021	JAN	2	5	6	Northeast India	
1000022	Hyundai Mot	Hyundai I20	N-10044	cable	S-13134	01/16/2021	11:37:33 PM	2	LATE FRINGE	15	0.5	2027	2021	JAN	3	6	23	Northeast India	
1000023	Maruti Suzuk	Maruti Suzuk	N-10112	cable	S-15303	01/15/2021	11:42:59 AM	2	DAYTIME	30	1	33	2021	JAN	3	5	11	Northeast India	
1000024	Mahindra ani	Mahindra XU	N-10103	cable	S-22277	01/01/2021	4:28:54 PM	1	EARLY FRING	20	0.67	417	2021	JAN	1	5	16	Northeast India	
1000025	Mahindra ani	Mahindra Ne	N-10016	cable	S-16132	01/13/2021	12:15:52 PM	2	DAYTIME	30	1	116	2021	JAN	3	3	12	Northeast India	
1000026	Mahindra ani	Mahindra XU	N-10010	cable	S-22198	01/02/2021	6:52:36 AM	6	EARLY MORN	20	0.67	151	2021	JAN	1	6	6	Northeast India	
1000027	Maruti Suzuk	Maruti Suzuk	N-10084	cable	S-15433	01/05/2021	8:54:42 AM	1	EARLY MORN	30	1	158	2021	JAN	2	2	8	Northeast India	
1000028	Maruti Suzuk	Maruti Suzuk	N-10060	cable	S-14354	01/16/2021	8:56:08 AM	1	EARLY MORN	30	1	625	2021	JAN	3	6	8	Northeast India	
1000029	Maruti Suzuk	Maruti Suzuk	N-10042	cable	S-20861	01/05/2021	1:10:36 PM	6	DAYTIME	30	1	78	2021	JAN	2	2	13	Northeast India	
1000030	Maruti Suzuk	Maruti Suzuk	N-10128	cable	S-10011	01/04/2021	1:08:10 PM	3	DAYTIME	30	1	43	2021	JAN	2	1	13	Northeast India	
1000031	Mahindra ani	Mahindra Ne	N-10058	cable	S-19523	01/02/2021	4:53:16 PM	4	WEEKEND	30	1	780	2021	JAN	1	6	16	Northeast India	
1000032	Maruti Suzuk	Maruti Suzuk	N-10135	cable	S-14471	01/08/2021	10:25:42 PM	6	PRIME TIME	30	1	1776	2021	JAN	2	5	22	Northeast India	
1000033	Hyundai Mot	Hyundai I20	N-10088	cable	S-17278	01/07/2021	10:18:16 AM	2	DAYTIME	30	1	76	2021	JAN	2	4	10	Northeast India	
1000034	Hyundai Mot	Hyundai I20	N-10039	cable	S-14164	01/10/2021	8:53:13 AM	4	EARLY MORN	30	1	43	2021	JAN	2	7	8	Northeast India	
1000035	Maruti Suzuk	Maruti Suzuk	N-10127	cable	S-16505	01/07/2021	12:14:07 PM	2	DAYTIME	30	1	54	2021	JAN	2	4	12	Northeast India	

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).

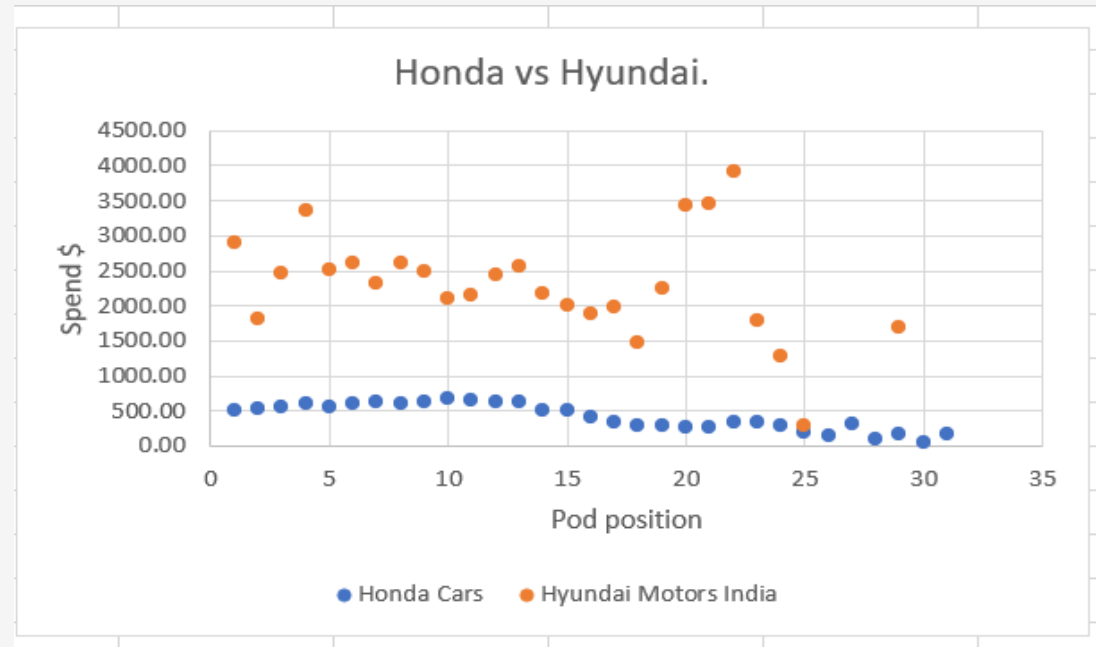
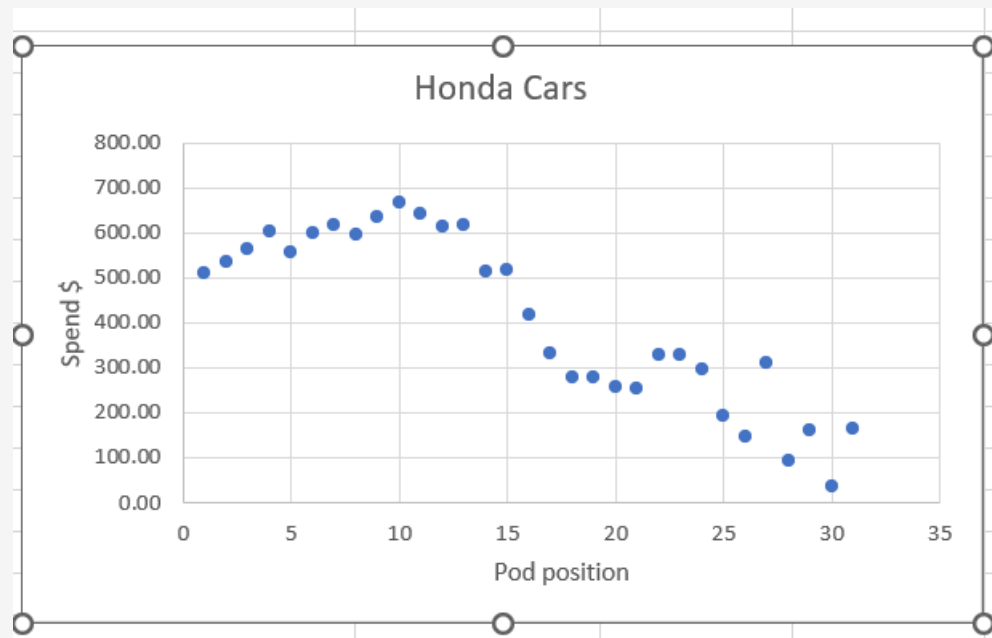
- Solution: Ad Pod is a term used in connection with TV advertising to specify multiple ads sequenced together and played back-to-back within a single ad break. 'Pod Position' is basically the Sequence in which the ads are played on TV, Like which ad plays in the beginning followed by which one and so on.

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)

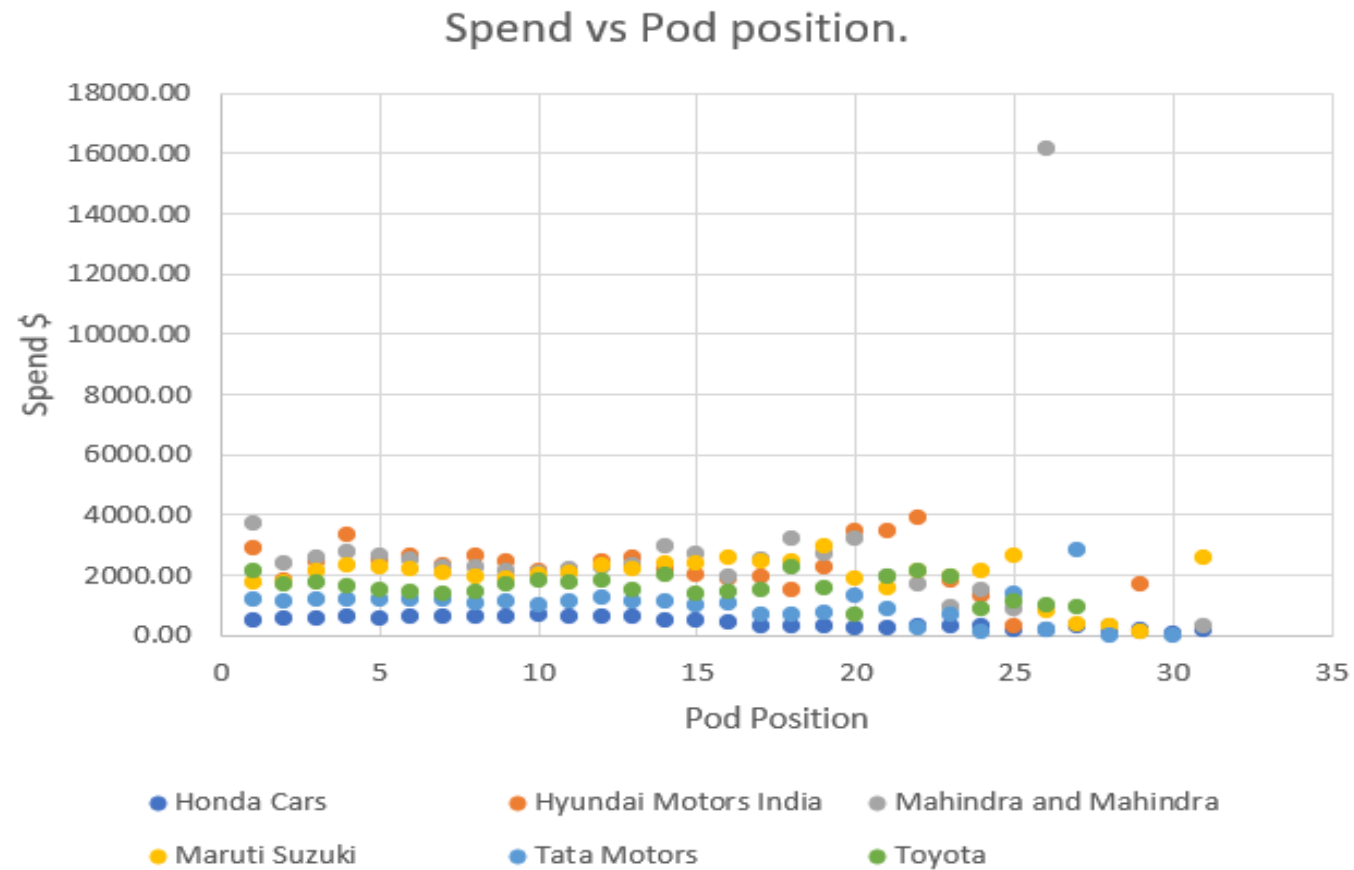
Observation:-

1. General condition is that as the Pod Position Increases, Price increases up to a certain position, then dips drastically as the position number increases further.
2. When looked for Honda's data, it is observed that amount spent increases from Pod Position 1 to 10 but then it starts to decrease drastically as the Position further Increases.
3. When looked for Hyundai Data Price fluctuates for a certain period ,then drastically increases and then drastically decreases to the end.

Spent (\$) vs Pod position.



Spent (\$) vs Pod position.



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

Solution:-Shares can be calculated in many terms. Here the share of Spends and Count of Ads has been taken into consideration. 1. Honda has overall decreased its percentage spend as the quarter progressed but the share in number of ads run doesn't have a definite pattern. 2. Mahindra and Mahindra has increased its spend percentage till Q3 but decreased in Q4, but the share in the number of ads run has overall decreased from Q1 to Q4. 3. Rest of the comparison can be seen in the table above. 4. Maruti Suzuki has the Maximum Share of spends in Q1 of total. The same goes for total share in ads count in Q1. 5. M&M have 40+ % spends share with 38+ ads count share, Suzuki has 27+% spends share but only around 20% ads count. This means the ads were costlier for Maruti Suzuki as compared to Mahindra and Mahindra. The trend is same for all Quarters.

Column Labels <input type="button" value="v"/>											
Row Labels <input type="button" value="v"/>	Sum of Spend (\$)				Count of Id				Total Sum of Spend (\$)		Total Count of Id
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4			
Honda Cars	3.80%	2.82%	3.90%	3.18%	12.44%	9.77%	12.99%	11.29%		3.47%	11.65%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	10.48%	9.84%	9.17%	9.23%		12.98%	9.74%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	19.71%	24.01%	22.05%	13.57%		28.53%	20.21%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	38.78%	37.31%	36.55%	41.10%		40.12%	38.30%
Tata Motors	5.92%	5.01%	4.72%	12.60%	10.12%	7.62%	8.03%	20.93%		6.81%	11.07%
Toyota	8.64%	9.12%	9.13%	4.89%	8.46%	11.45%	11.21%	3.87%		8.09%	9.02%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%		100.00%	100.00%

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

Percentage of Sum spent -

Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars	8.61%	8.16%	7.38%	3.79%	2.24%	6.64%	2.14%	1.37%	2.18%	3.47%
Hyundai Motors India	7.05%	10.13%	12.38%	9.66%	8.92%	7.49%	12.21%	17.01%	14.26%	12.98%
Mahindra and Mahindra	36.58%	27.17%	17.23%	28.86%	27.32%	20.24%	16.31%	29.95%	28.72%	28.53%
Maruti Suzuki	27.76%	32.18%	41.11%	37.43%	48.43%	55.59%	45.95%	41.90%	38.56%	40.12%
Tata Motors	9.42%	8.57%	10.11%	10.50%	7.30%	6.01%	9.18%	5.03%	5.60%	6.81%
Toyota	10.58%	13.79%	11.79%	9.75%	5.80%	4.04%	14.22%	4.74%	10.68%	8.09%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Sum of Spend (\$)	Column Labels									
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%

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

Percentage of Ad count-

Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars	17.75%	14.74%	16.38%	12.01%	5.88%	10.68%	8.11%	6.98%	9.59%	11.69%
Hyundai Motors India	7.81%	9.04%	8.92%	9.44%	9.62%	11.70%	12.41%	11.16%	10.16%	9.68%
Mahindra and Mahindra	20.78%	19.28%	15.26%	17.51%	22.94%	11.55%	16.54%	22.93%	21.99%	19.89%
Maruti Suzuki	31.46%	35.79%	39.20%	39.02%	43.23%	48.94%	39.87%	39.61%	36.75%	38.36%
Tata Motors	11.63%	11.68%	10.66%	12.27%	11.04%	10.90%	13.33%	11.73%	12.10%	11.53%
Toyota	10.57%	9.47%	9.58%	9.75%	7.29%	6.24%	9.73%	7.58%	9.41%	8.86%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Sum of Id	Column Labels									
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars	32.89%	8.26%	17.29%	3.60%	7.25%	6.94%	2.25%	9.84%	11.67%	100.00%
Hyundai Motors India	17.48%	6.12%	11.38%	3.41%	14.32%	9.19%	4.16%	19.01%	14.93%	100.00%
Mahindra and Mahindra	22.64%	6.35%	9.47%	3.08%	16.62%	4.42%	2.70%	19.00%	15.73%	100.00%
Maruti Suzuki	17.77%	6.11%	12.61%	3.56%	16.23%	9.70%	3.37%	17.02%	13.63%	100.00%
Tata Motors	21.83%	6.63%	11.40%	3.72%	13.78%	7.18%	3.75%	16.77%	14.93%	100.00%
Toyota	25.85%	7.00%	13.34%	3.85%	11.85%	5.35%	3.56%	14.10%	15.11%	100.00%
Grand Total	21.66%	6.55%	12.34%	3.50%	14.40%	7.60%	3.24%	16.48%	14.22%	100.00%

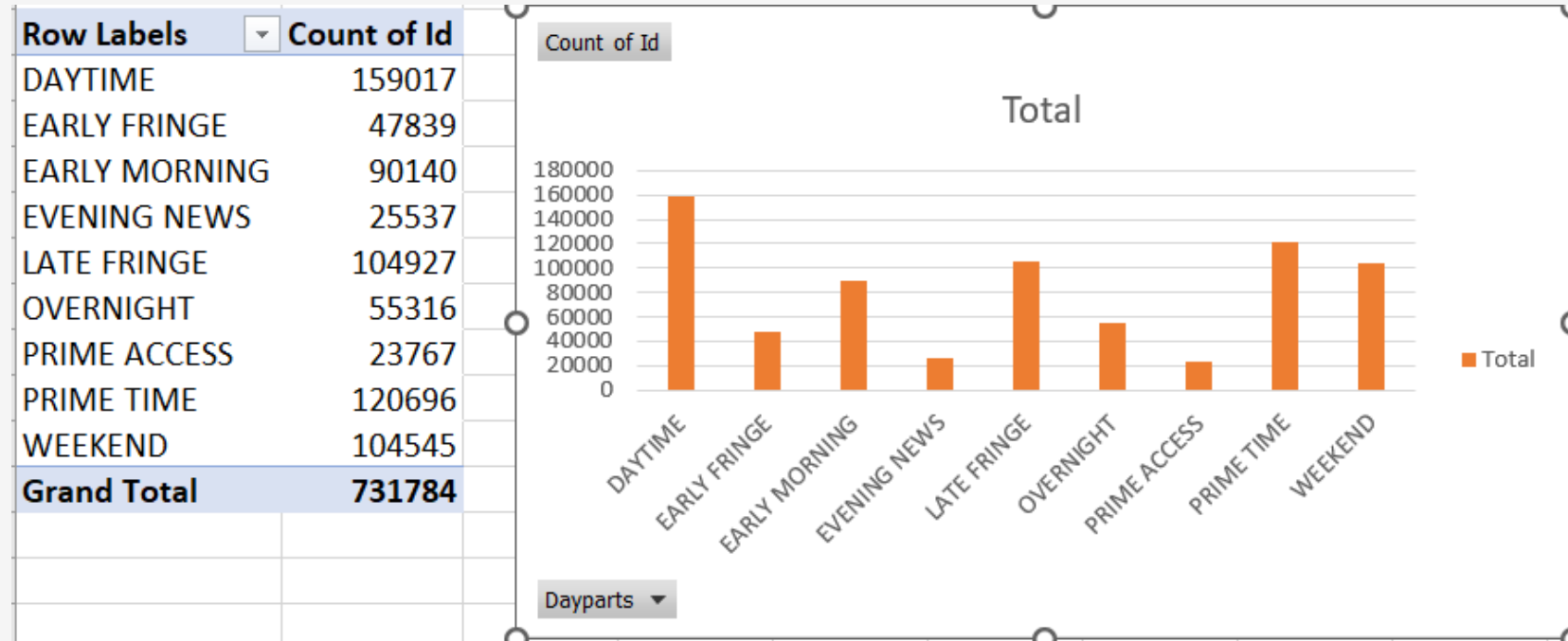
Competitive Analysis:-

Insights:-

- Toyota doesn't have a specific preference when it comes to selecting a specific time to show its ads. The ad percentage for Toyota is almost Evenly distribute across the Dayparts for ad count share but the money spent is different during the same period.
- Honda Spends the maximum(32.88%) share of money for ads during the DAYTIME Dayparts and minimum share during PRIME ACCESS(2.23%) Dayparts while of all the spends done during DAYTIME, Honda accounts for only 8.61% of the Total. 2. Maruti Suzuki bears 55.59% of total spends done during OVERNIGHT Dayparts and it also has the maximum share for Number of Ads in the OVERNIGHT Dayparts(49.22%). This shows Maruti's strategy for showing their ads. 3. Mahindra has 36.5% share of the total amount spend during DAYTIME but gets only 21.1% share of Ads count from DAYTIME.
- Suzuki has the maximum percentage of spend across all Dayparts. Suzuki on the other hand has 31.32% share in ad count during DAYTIME with only 27.76% Spends share during DAYTIME, clearly stating that the cost of ads for Mahinda is more than that of Suzuki. This also means Mahinda is more preferred by People than Maruti Suzuki.

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? *Assume XYZ Ads has the ad viewership data and TV viewership for the people in India. P.S. Brownie points for any additional actionable insights you can draw from the dataset.

Mahindra & Mahindra should Target the Audience of DAYTIME and PRIMETIME viewers in the First Quarter of 2022. As observed from the Comparative Analysis Table Mahinda followed the same trend in 2021.



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. P.S. Brownie points for any additional actionable insights you can draw from the dataset.

Maximum number of Ads are played in the Month of January and Suzuki tops the list with 34478 ads. Mahindra's got less than half of it. In the 1 st Quarter of 2022 Mahindra needs to increase the number of Ads it plays to get better results.

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
JAN	9476	8633	15422	34479	10116	6716	84842
FEB	9461	6905	13628	25304	7663	5841	68802
MAR	7902	7062	13472	23865	4057	5694	62052
APR	3234	6405	13896	21447	3816	5954	54752
MAY	9202	7761	18504	28689	5302	8998	78456
JUN	6315	4721	13684	21496	5515	7029	58760
JUL	8548	4784	13274	21523	7146	6724	61999
AUG	8615	6733	15317	25608	3557	8615	68445
SEP	6287	5026	11197	18820	3796	4886	50012
OCT	6045	4340	8792	23407	9698	2347	54629
NOV	5022	4315	5168	17588	10806	1268	44167
DEC	5158	4611	5536	18048	9569	1946	44868
Grand Total	85265	71296	147890	280274	81041	66018	731784

Final Insights:-

1. How is Ads Airing Analysis done.
2. Concept of Airing time, its significance.
3. Pod Position and its significance.
4. Excel visualization to understand Ads Airing Analysis.
5. Evaluate formula.

Conclusion:-

Learnt how companies plan their advertisements on TV and how data analytics can be used to provide insights for better working efficiency.