



XYZ ADS AIRING REPORT ANALYSIS

PROJECT DESCRIPTION :

- In this project a dataset was given which contains the ads airing information about 6 major car brands in India.
- The dataset contains detailed information about the products by the brands, ads aired on different networks, Date & time of ad aired, pod position, ads aired during dayparts, duration of ad, cost of ad & broadcast info.

APPROACH:

- ❖ Download and open the dataset in Excel.
- ❖ Various factors affecting the ads (cost of ad, duration of ad, ads aired on the type of network etc) and the effect of ad on the product.
- ❖ Analyze the factors.
- ❖ Plot graphs & charts based on the analysis.

TECH-STACK USED:

- ❖ Microsoft Office:
 - MS Excel: To analyze the dataset & create charts.
 - MS PowerPoint: To Prepare the presentation.
- ❖ Google Drive: To upload the Presentation.
- ❖ LOOM: To record the presentation.

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	Spend (\$)	Pod Position	Spend (\$)
1	319103845	17	1688128
2	184447663	18	1227516
3	194095322	19	939334
4	176017909	20	515688
5	130351883	21	307996
6	104219654	22	248162
7	76432196	23	117719
8	57520063	24	77505
9	41508209	25	37872
10	28359851	26	108641
11	19540453	27	4897
12	13868888	28	757
13	9060612	29	2031
14	6538184	30	48
15	4028569	31	3008
16	2516794		

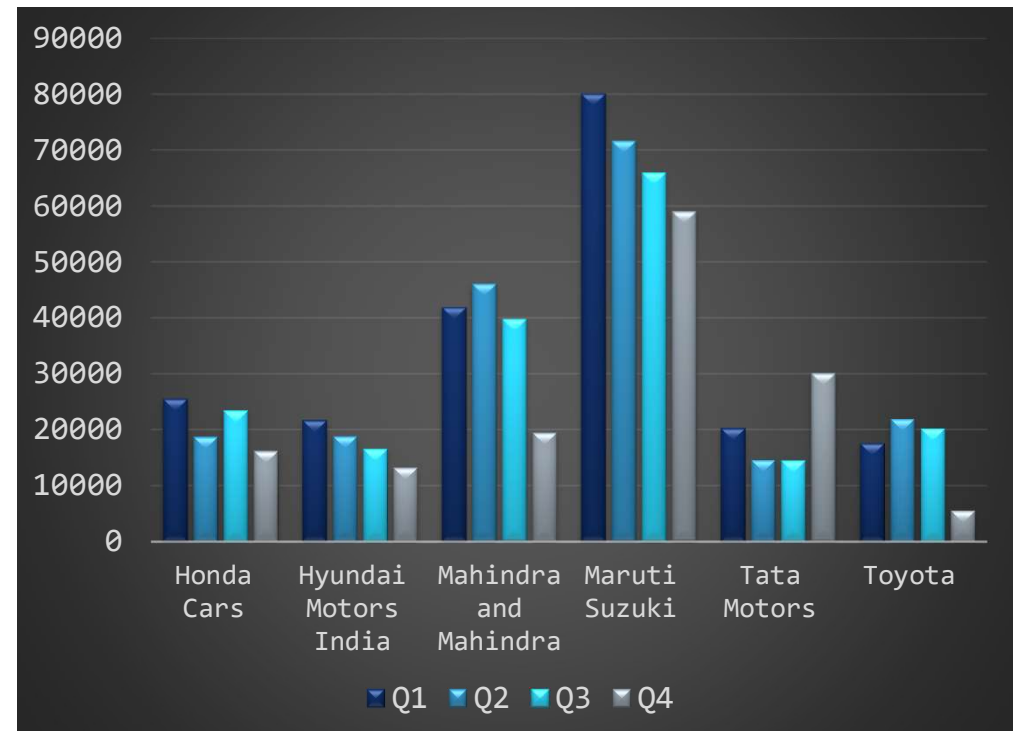


- ❖ Pod position is the order of ad showed in any TV show advertisement section, lesser the pod position higher its value.
- ❖ It is found that most of Ads are advertised on 1st pod position, as every business wants to create first impression on the audience in order to increase their sales.

B. WHAT IS THE SHARE OF VARIOUS BRANDS IN TV AIRINGS AND HOW HAS IT CHANGED FROM Q1 TO Q4 IN 2021?

Quarter	Honda Cars	Hyundai Motors India	Mahindra & Mahindra	Maruti Suzuki	Tata Motors	Toyota
Q1	25514	21711	41921	80050	20274	17583
Q2	18751	18887	46084	71632	14633	21981
Q3	23450	16543	39788	65951	14499	20225
Q4	16225	13266	19496	59043	30073	5561

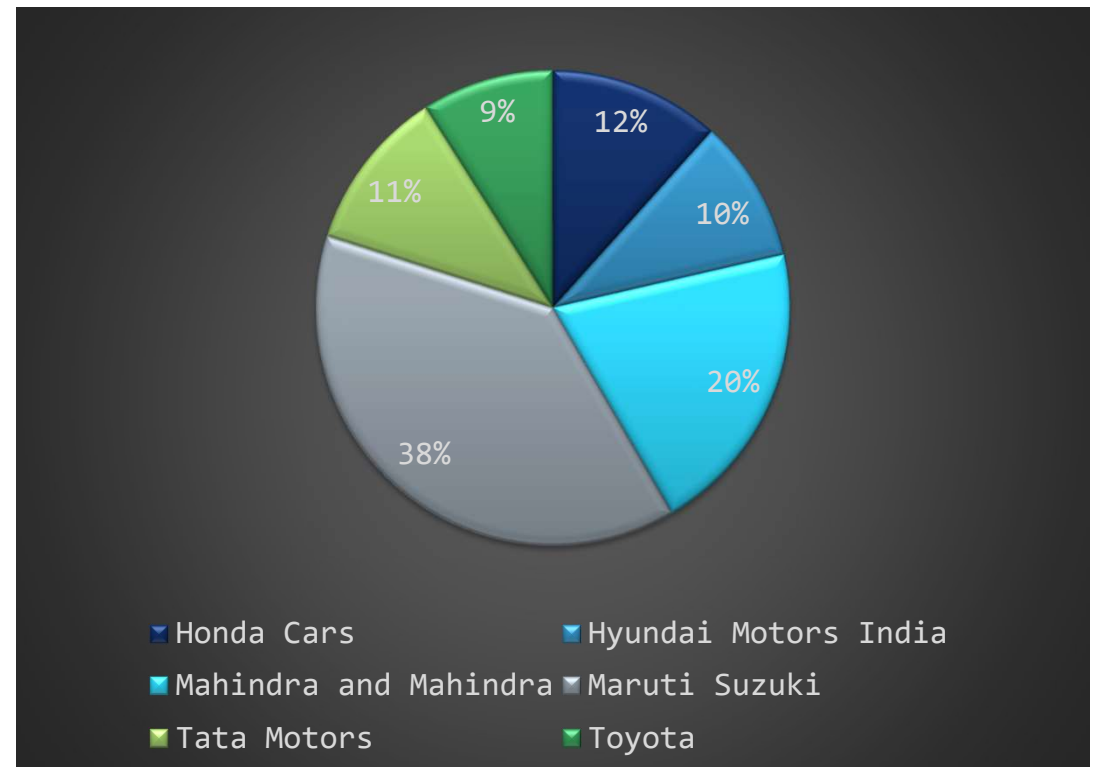
- ❖ From the graph it is clear that the share of all brands decreased from Q1 to Q4 except Tata Motors.



C. CONDUCT A COMPETITIVE ANALYSIS FOR THE BRANDS AND DEFINE ADVERTISEMENT STRATEGY OF DIFFERENT BRANDS AND HOW IT DIFFERS ACROSS THE BRANDS.

Brand	Ad Airing Count	Ad Airing Share
Honda Cars	85265	12%
Hyundai Motors India	71296	10%
Mahindra and Mahindra	147890	20%
Maruti Suzuki	280274	38%
Tata Motors	81041	11%
Toyota	66018	9%

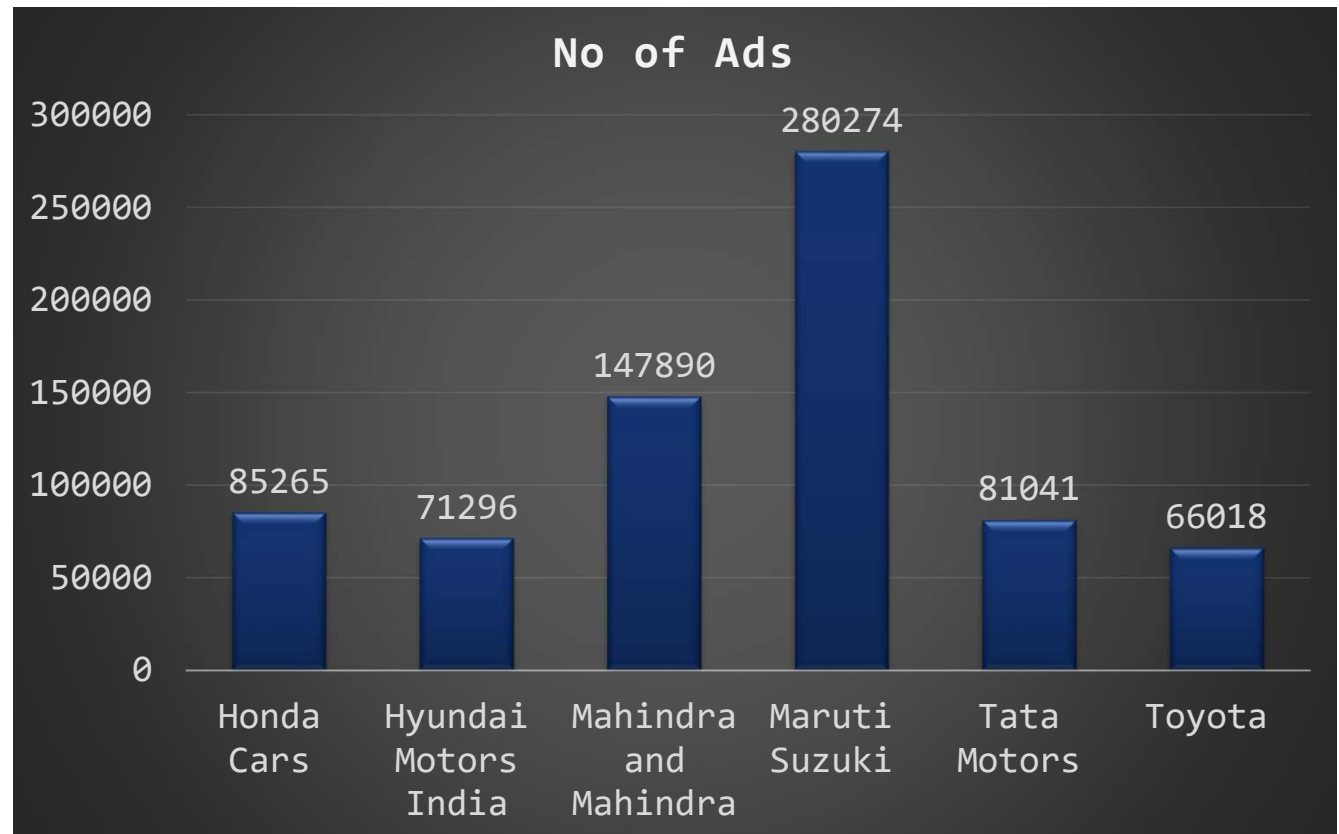
- ❖ From the chart it is clear that the market share of Maruti Suzuki is more compared to the rest of the brands.



BRAND WISE AD COUNT ANALYSIS:

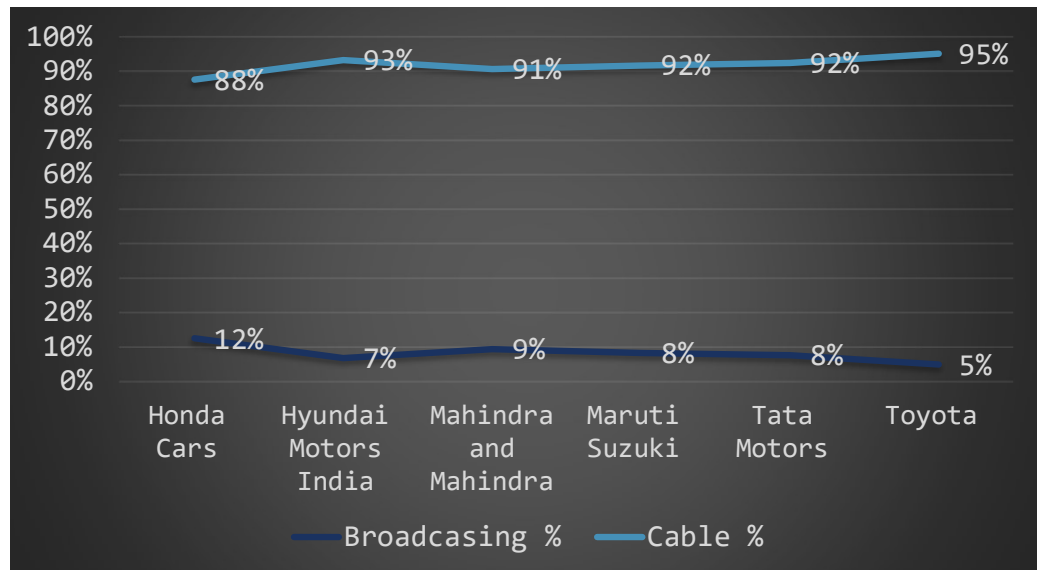
Brand	No of Ads
Honda	85265
Hyundai	71296
Mahindra	147890
Maruti	280274
Tata	81041
Toyota	66018

- ❖ Maruti Suzuki has highest no of ads as compared to the rest of the brands whereas Toyota has the least no of ads.



BRAND WISE NETWORK SHARE ANALYSIS:

Brand	Broadcasting	Cable
Honda Cars	10611	74654
Hyundai Motors India	4796	66500
Mahindra and Mahindra	13814	134076
Maruti Suzuki	23160	257114
Tata Motors	6127	74914
Toyota	3205	62813

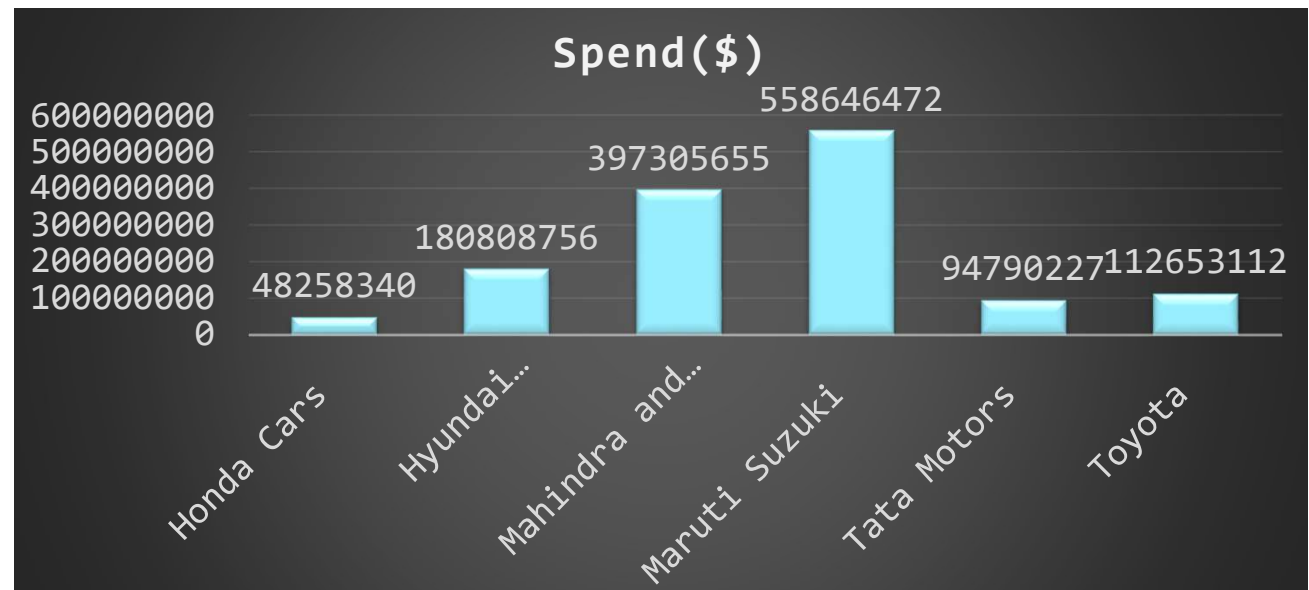


- ❖ For Honda Cars 88% of ads are aired on cable and 12% aired on broadcasting.
- ❖ For Hyundai Motors India 93% of ads are aired on cable and 7% are aired on broadcasting.
- ❖ For Mahindra & Mahindra 91% of ads are aired on cable and 9% are aired on broadcasting.
- ❖ For Maruti Suzuki 92% ads are aired on cable and 8% are aired on broadcasting.

- ❖ For Tata Motors 92% of ads are aired on cable and 8% ads are aired on broadcasting.
- ❖ For Toyota 95% of ads are aired on cable & 5% ads are aired on broadcasting

BRAND WISE SPEND ANALYSIS:

Brand	Spend(\$)
Honda Cars	48258340
Hyundai Motors India	180808756
Mahindra and Mahindra	397305655
Maruti Suzuki	558646472
Tata Motors	94790227
Toyota	112653112

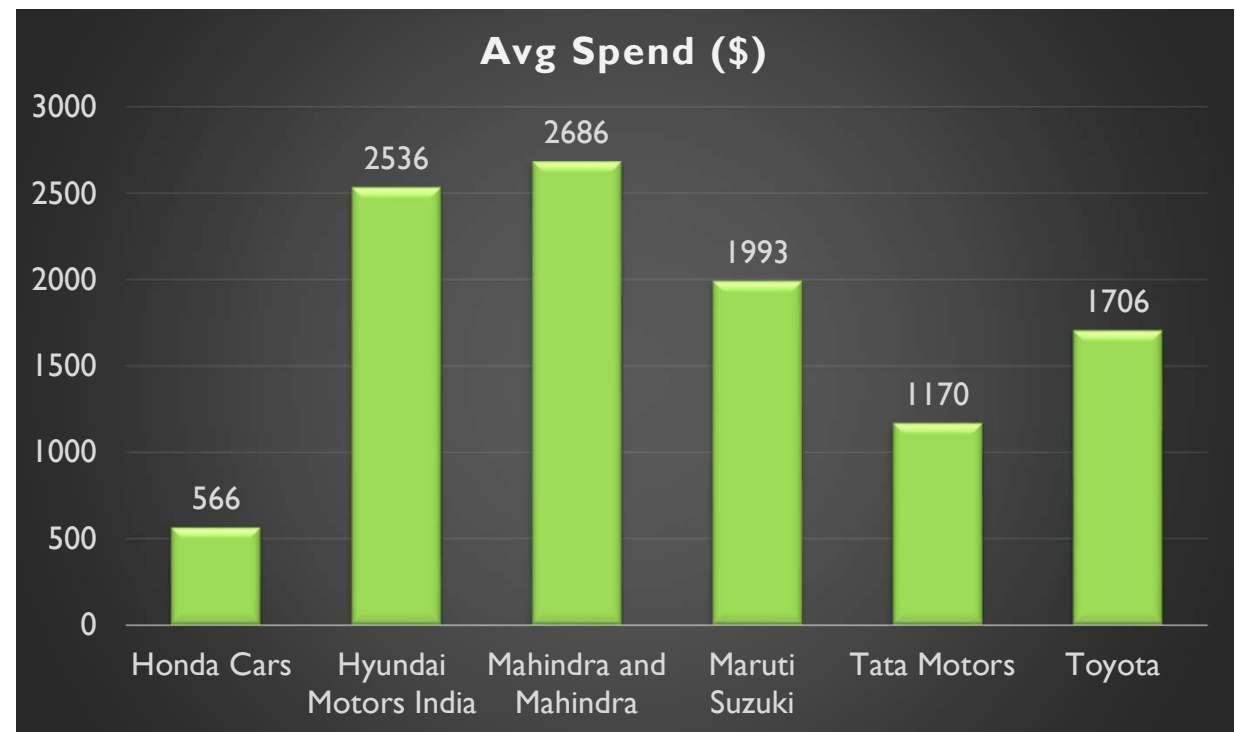


- ❖ From the graph it is clear that Maruti Suzuki has spent the most on ads while Honda Cars has the lowest spent.

BRAND WISE AVG SPEND PER AD ANALYSIS:

Brand	Avg Spend (\$)
Honda Cars	566
Hyundai Motors India	2536
Mahindra and Mahindra	2686
Maruti Suzuki	1993
Tata Motors	1170
Toyota	1706

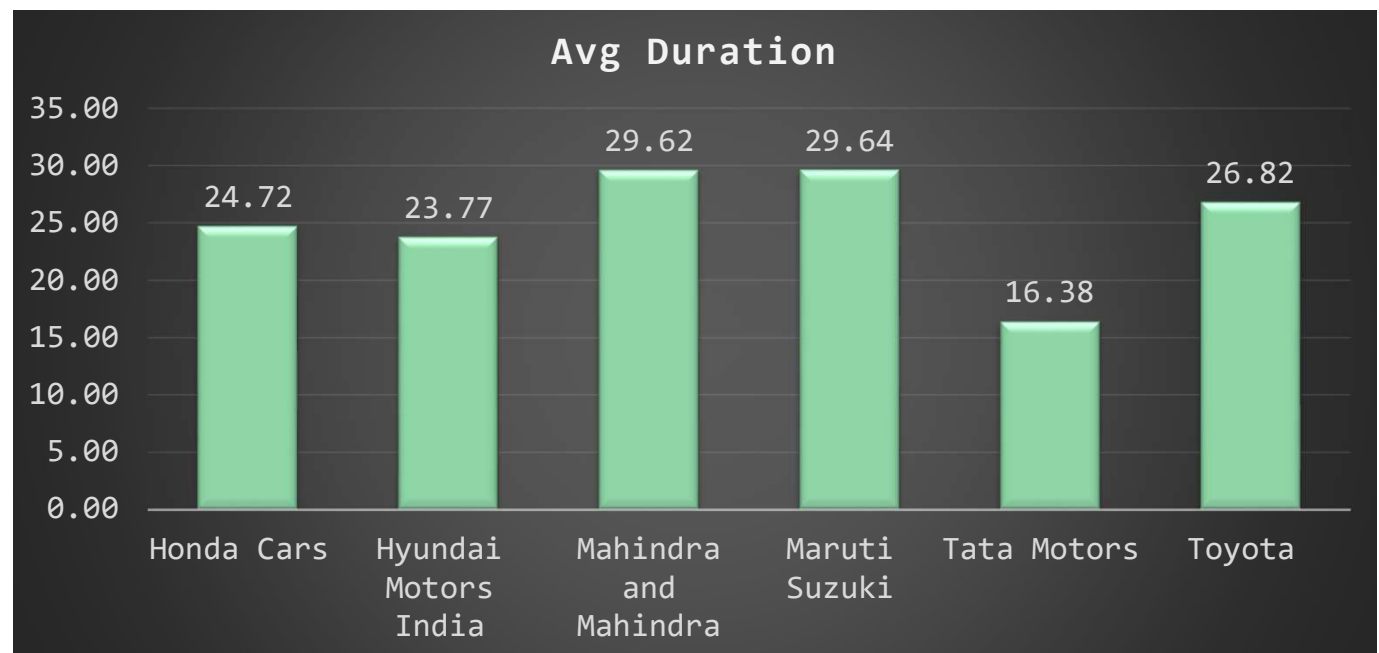
- ❖ Mahindra and Mahindra has spent the most on an avg on each ad while Honda Cars has spent the minimum per ad.



BRAND WISE AVERAGE DURATION OF AD ANALYSIS:

Brand	Avg Duration
Honda Cars	24.72
Hyundai Motors India	23.77
Mahindra and Mahindra	29.62
Maruti Suzuki	29.64
Tata Motors	16.38
Toyota	26.82

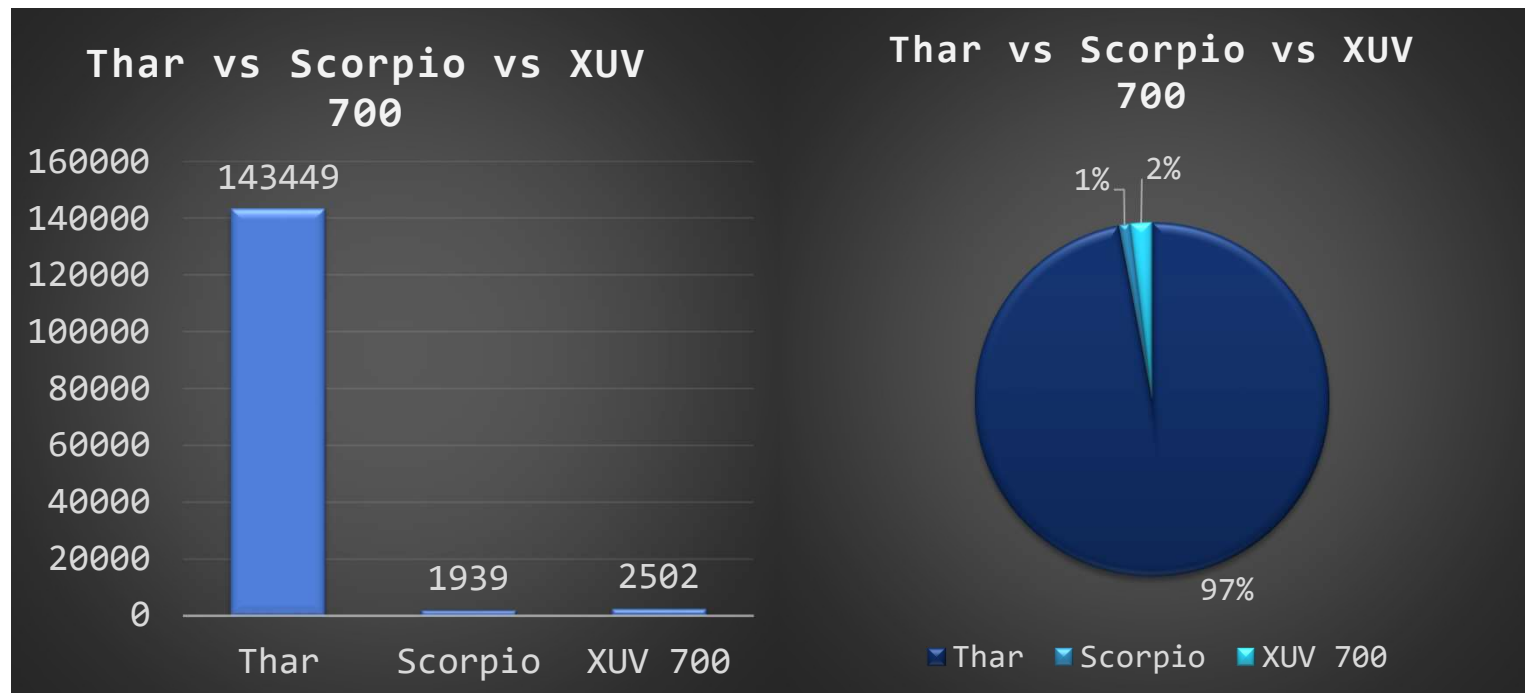
- ❖ The average ad duration for Mahindra and Mahindra & Maruti Suzuki is same (29.6) where as the others are comparatively less.



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.

Model	QTY	%
Thar	143449	97%
Scorpio	1939	1%
XUV 700	2502	2%

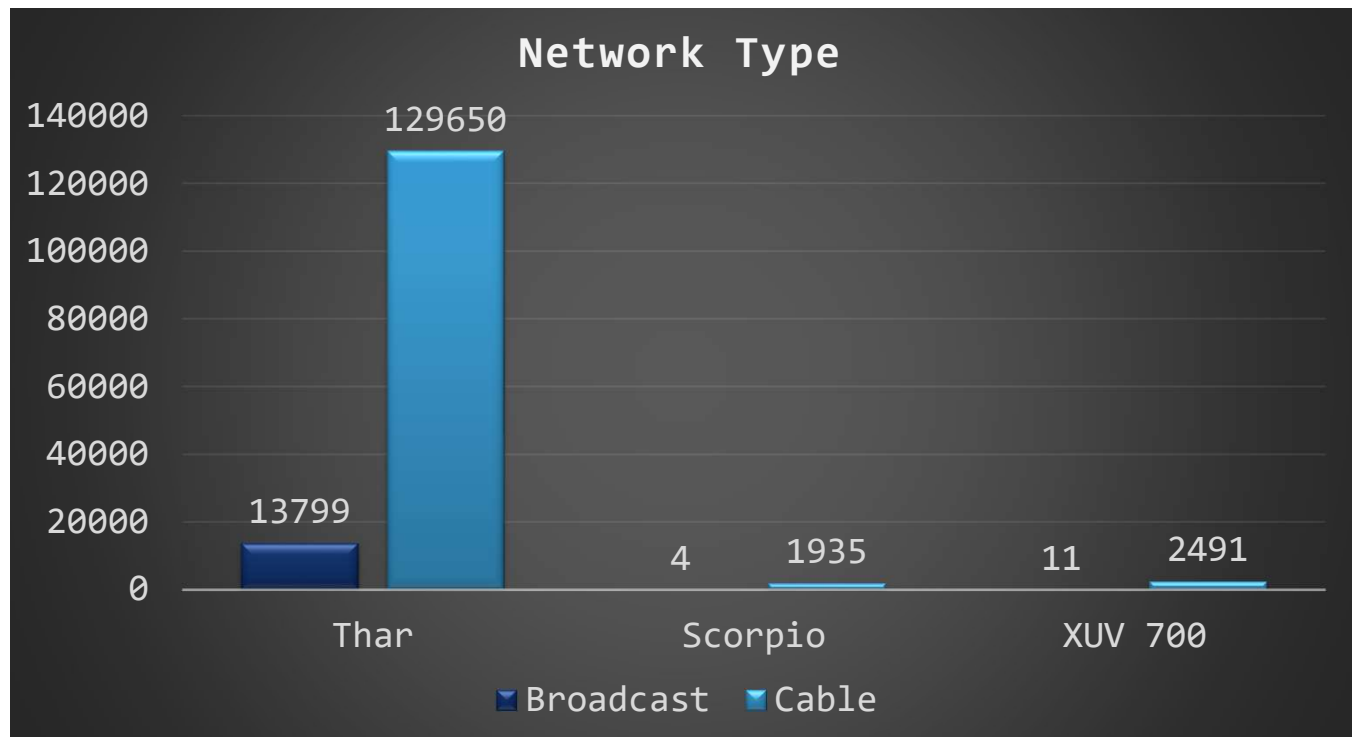
❖ Thar has the most market share for Mahindra and Mahindra followed by XUV 700 and Scorpio.



ANALYSIS BASED ON SHARE OF NETWORK TYPE:

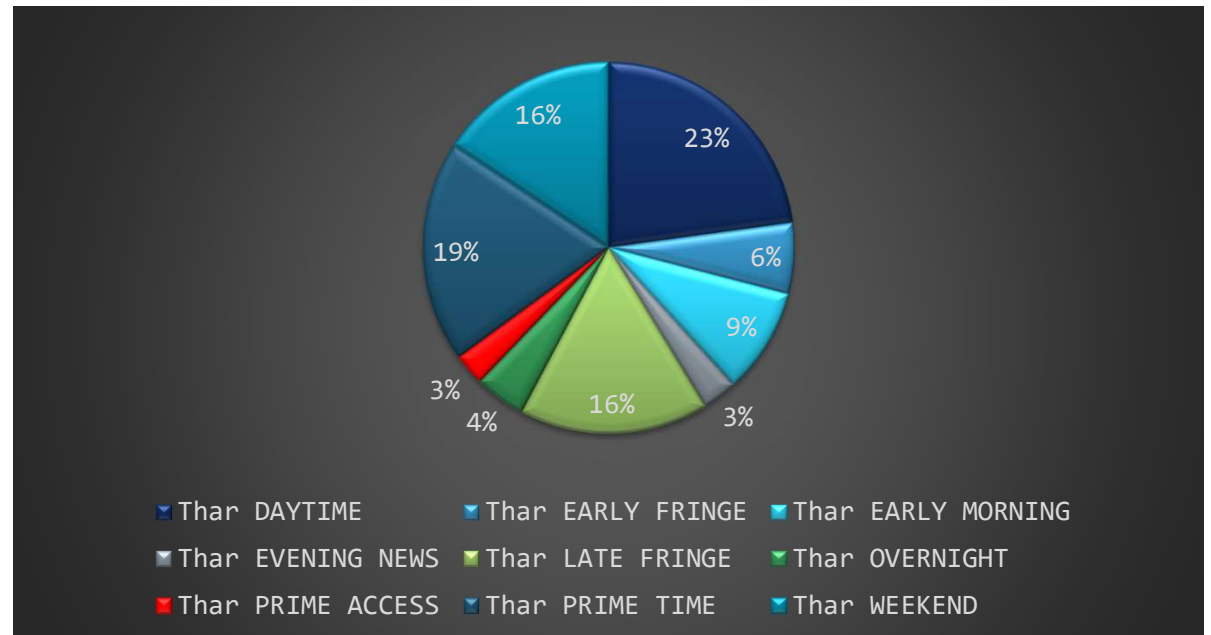
Model	Broadcast	Cable
Thar	13799	129650
Scorpio	4	1935
XUV 700	11	2491

- ❖ From the graph it is clear that ads aired on Cable is more than that of broadcast irrespective of the model.
- ❖ It's found that Mahindra and Mahindra spends more on Thar as a result of which more customers are inclined to buy a Thar than any other models.



AD AIRED ANALYSIS BASED ON DAY PART FOR THAR MODEL:

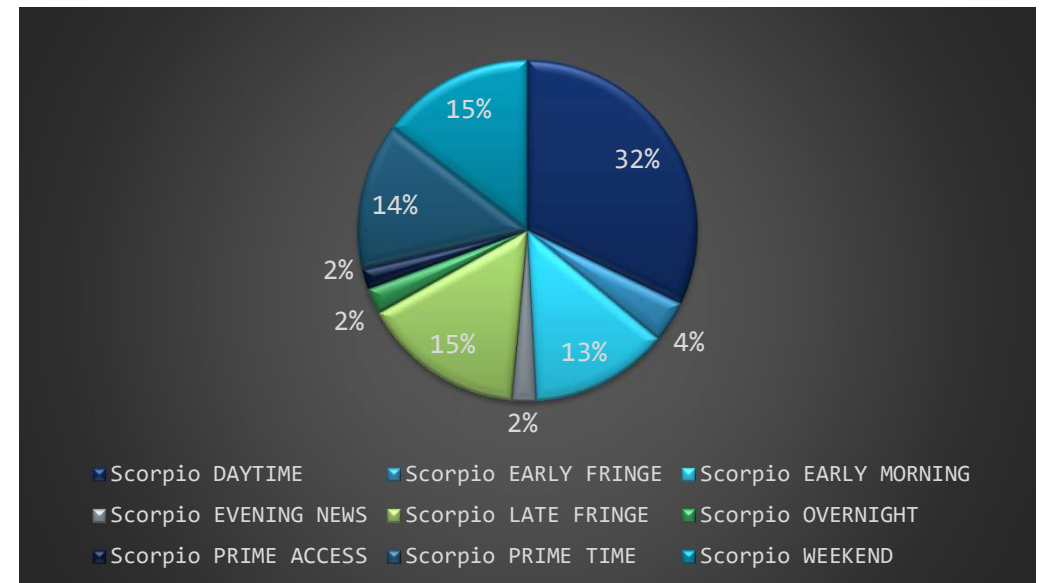
Model	Day Parts	Qty	%
Thar	DAYTIME	32768	23%
	EARLY FRINGE	8891	6%
	EARLY MORNING	13206	9%
	EVENING NEWS	4363	3%
	LATE FRINGE	23620	16%
	OVERNIGHT	6376	4%
	PRIME ACCESS	3949	3%
	PRIME TIME	27794	19%
	WEEKEND	22482	16%



- ❖ Most of the users are not available during daytime and they are available during Prime Access & Evening time so it is suggested to lessen the ads aired during daytime and increase the ads aired during prime access and during evening news.

AD AIRED ANALYSIS BASED ON DAY PART FOR SCORPIO MODEL:

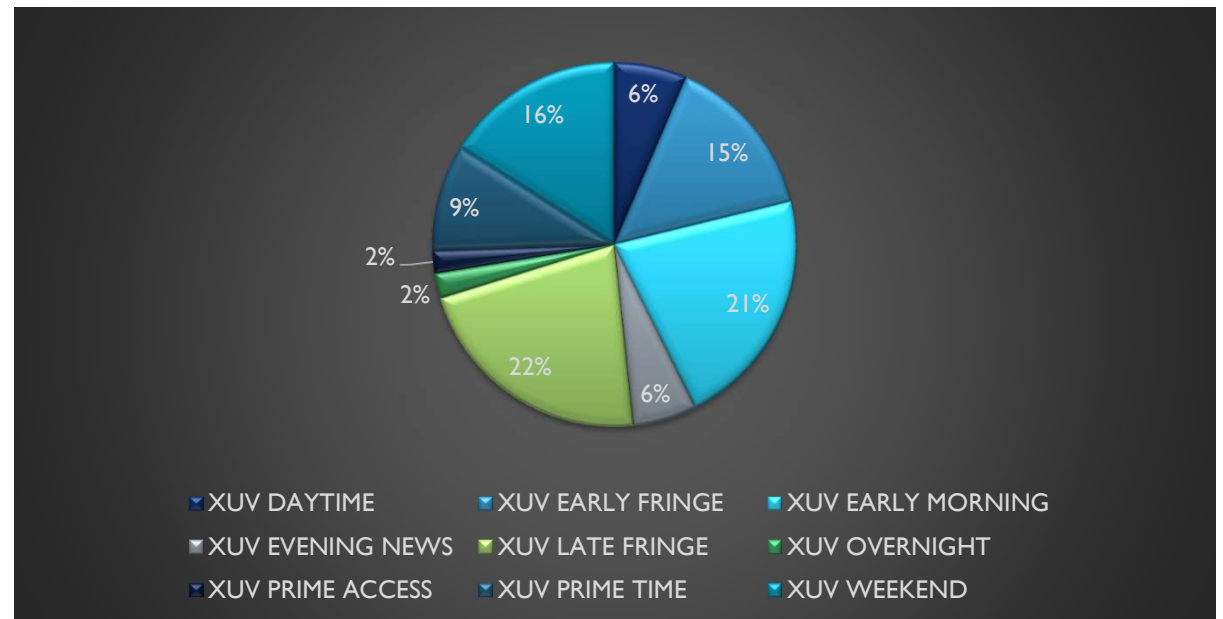
Model	Day Parts	Qty	%
Scorpio	DAYTIME	622	32%
	EARLY FRINGE	76	4%
	EARLY MORNING	256	13%
	EVENING NEWS	44	2%
	LATE FRINGE	300	15%
	OVERNIGHT	48	2%
	PRIME ACCESS	38	2%
	PRIME TIME	271	14%
	WEEKEND	284	15%



- ❖ Most of the users are not available during daytime and they are available during Prime Access, Evening time & Weekend so it is suggested to lessen the ads aired during daytime and increase the ads aired during prime access, evening news and during weekend.

AD AIRED ANALYSIS BASED ON DAY PART FOR XUV 700 MODEL:

Model	Day Parts	Qty	%
XUV	DAYTIME	162	6%
	EARLY FRINGE	368	15%
	EARLY MORNING	537	21%
	EVENING NEWS	142	6%
	LATE FRINGE	548	22%
	OVERNIGHT	56	2%
	PRIME ACCESS	51	2%
	PRIME TIME	237	9%
	WEEKEND	401	16%



- ❖ Ads Aired during Early Fringe, Early Morning needs to be reduced while the ads aired during prime access, evening news & prime time needs to be increased.

THANK YOU