

XYZ Ads Airing Report Analysis

**Final Project - 3
Trainity Project Report**

Submitted By -
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Description

This case study seeks to analyze XYZ Ads airing report analysis. The advertising industry is competitive, and businesses use different types of media platforms to target audiences and increase their sales. In this project, we analyze a dataset of TV Ad Airings of some automobile brands to answer different questions and provide actionable insights.

Advertising helps to form the first impressions of businesses until customers deal with them directly. The target audience for businesses could be local, regional, national, or international, or a mixture. Some of the types of advertising are radio, cinema, outdoor advertising, national papers, magazines, and TV. The advertising business is competitive, and analytical skills are needed to target audiences from those types of media platforms where they convert to customers at a low cost.

Approach

Advertising is an essential tool for businesses to increase sales and promote their products or services. The target audience for businesses could be local, regional, national, or international, and they use various types of advertisements to reach their target audience. The advertising industry is highly competitive, and companies need to use analytical skills to target audiences from different media platforms effectively. This report aims to analyze the advertising industry and provide insights into how companies can use analytical skills to target their audience and achieve their advertising goals.

1. To answer the first question, we will explore the dataset and analyze the relationship between pod position and the amount spent on Ads for a specific period of time by a company. We will use visualizations and statistical analysis to support our findings.
2. To answer the second question, we will calculate the share of various brands in TV airings for Q1 to Q4 in 2021 and use visualizations to compare their changes.
3. For the third question, we will conduct a competitive analysis of the brands and define their advertisement strategies. We will compare their approaches and identify the strengths and weaknesses of each.
4. To suggest a media plan to Mahindra and Mahindra, we will analyze the data from 2021 and identify the audience they should target for their digital ad campaign. We will consider factors such as demographics, location, and interests to make our recommendation.
5. Finally, we will draw any additional actionable insights from the dataset and make recommendations for future advertising strategies.

Additional Actionable Insights:

Some additional insights that can be drawn from the dataset include:

1. **Seasonality:** Analyzing the ad spending and effectiveness of ads during different seasons can provide insights into consumer behavior and market trends.
2. **Cross-Platform Advertising:** Analyzing the effectiveness of cross-platform advertising, such as TV and digital, can provide insights into the effectiveness of integrated marketing campaigns.
3. **Ad Creatives and Messaging:** Analyzing the recall rates and consumer response to different ad creatives and messaging can provide insights into the most effective strategies for different target audiences.

Tech Stack

Online Platform – Kaggle, Python

Excel Files Used – CSV File

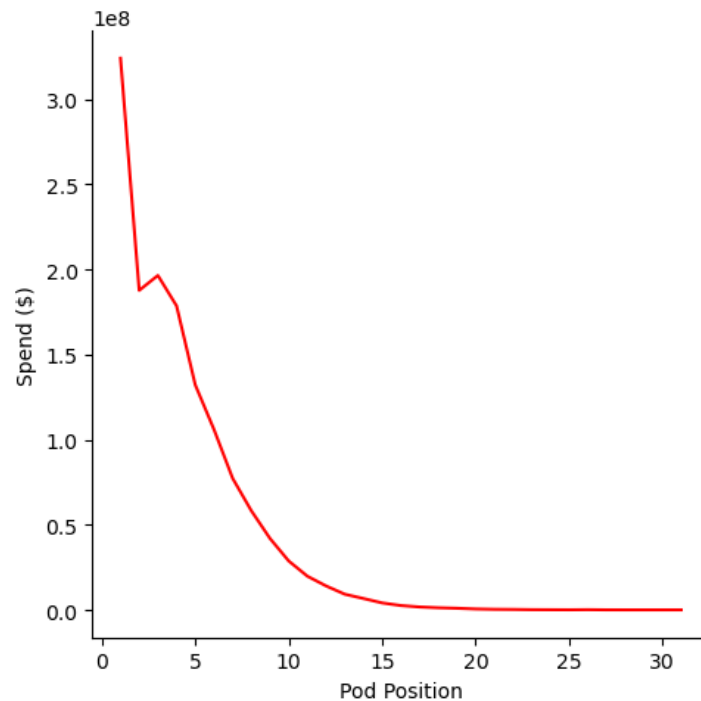
XYZ_Ads_Airings_Data.xlsx - The dataset includes different TV Airing Brands, their product, category, network, types of networks, show names, dates and times, dayparts, time zone, pod positions, duration, equivalent sales, and total amount spent on Ads.

Final Steps and Results



Task A – POD Position

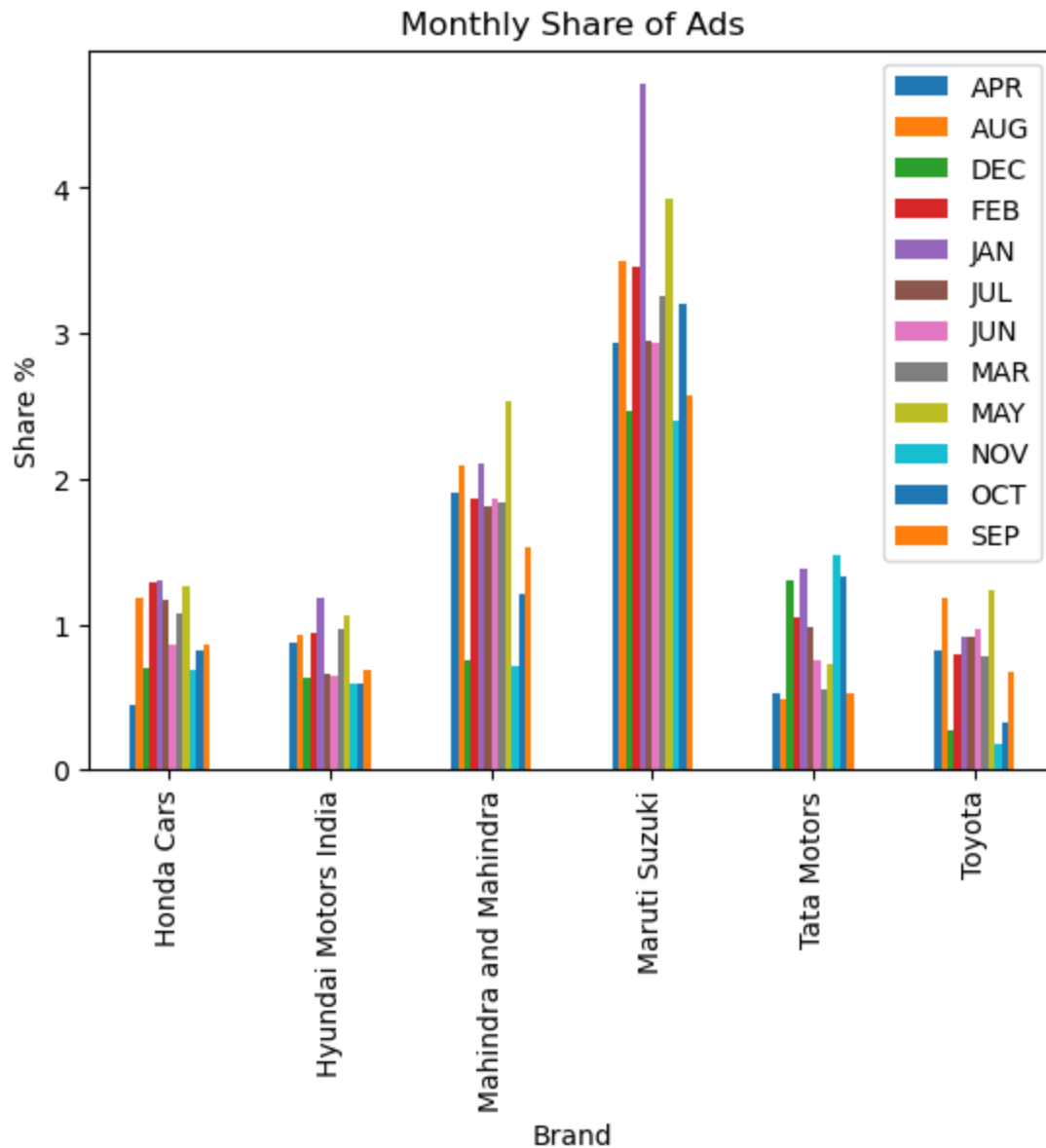
Pod Position refers to the order in which commercials are aired during a TV show or program. The position of an ad in a pod has a significant impact on its effectiveness, as ads that air earlier tends to have higher viewership and recall rates than those aired later.



This graph shows that, yes, it does indirectly affect the amount spent on airings, as **higher** the money spent, we have **lesser** the pod position.

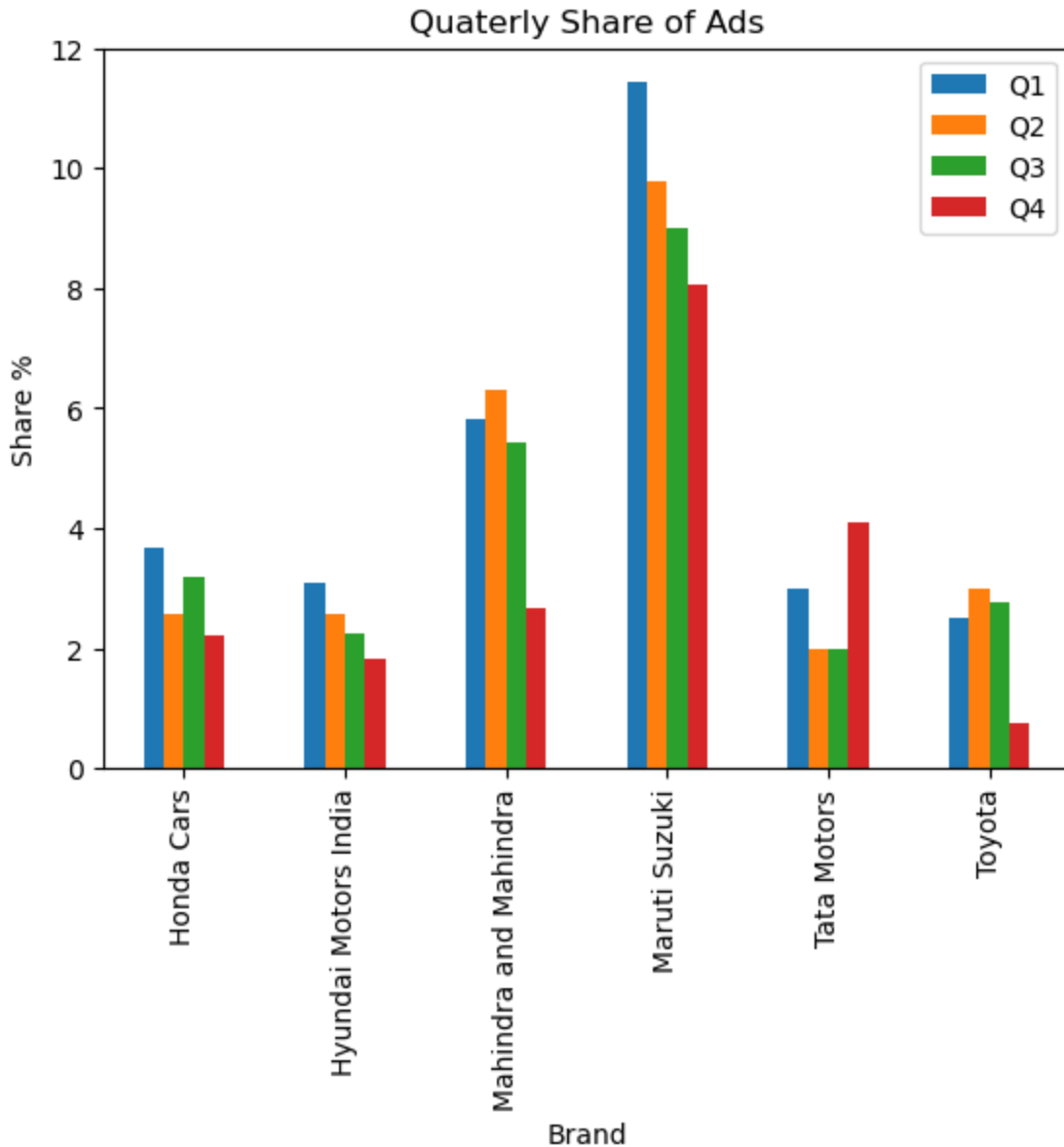
Task B – Share of Various Brands

To determine the share of various brands in TV airings and how it has changed from Q1 to Q4 in 2021, we can analyze the dataset provided. We can calculate the total number of airings for each brand and compare it to the total number of airings for all brands combined. We can then calculate the percentage of airings for each brand.



This graph shows the Monthly shares of ads vs share %, and we can clearly see **Maruti Suzuki** has highest shares of ad among all.

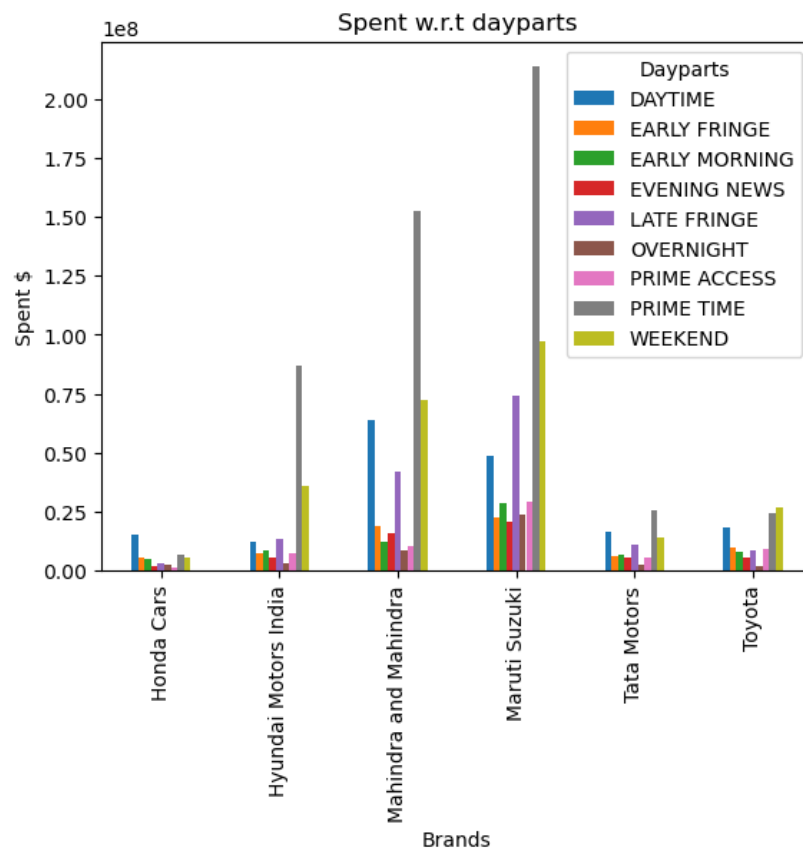
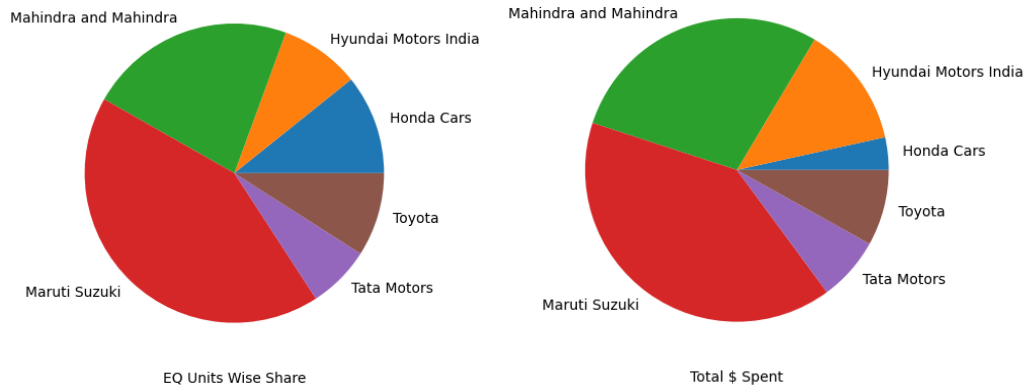
Whereas, Quarter wise we found that the count of ads has **decreased drastically** in Q4 for Mahindra and Mahindra and Toyota and for Tata Motors the number of ads has **increased** in Q4. Shown in graph below.



Task C - Competitive Analysis

To conduct a competitive analysis for the brands and define advertisement strategy for different brands, we analyzed the dataset provided. We looked at the ad spend, target audience, and messaging of each brand to understand their advertising strategy. We have also analyzed the consumer response to the ads, such as recall rates, purchase intent, and brand favorability.

Some Plots for Competitive Analysis -

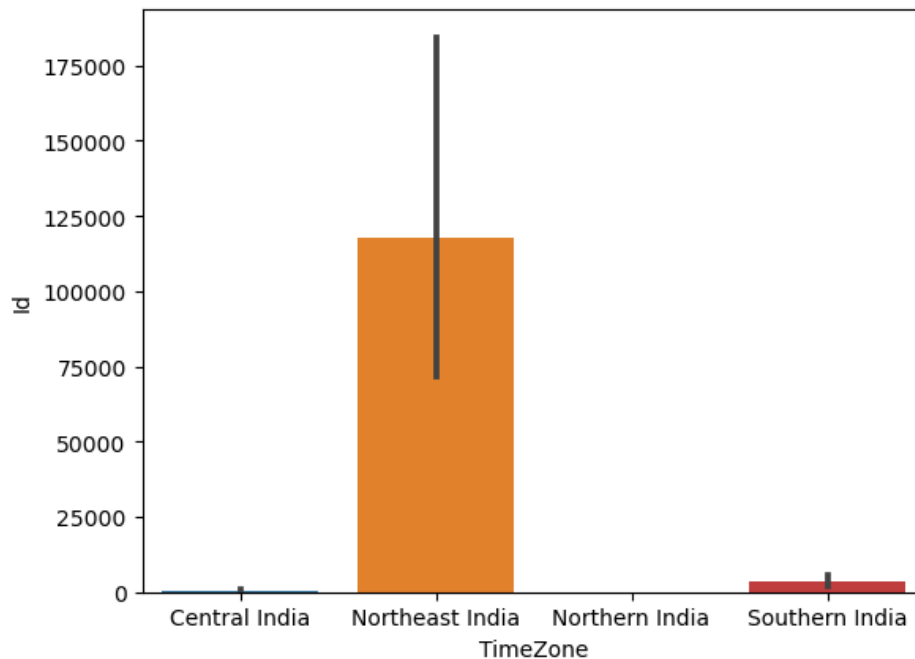
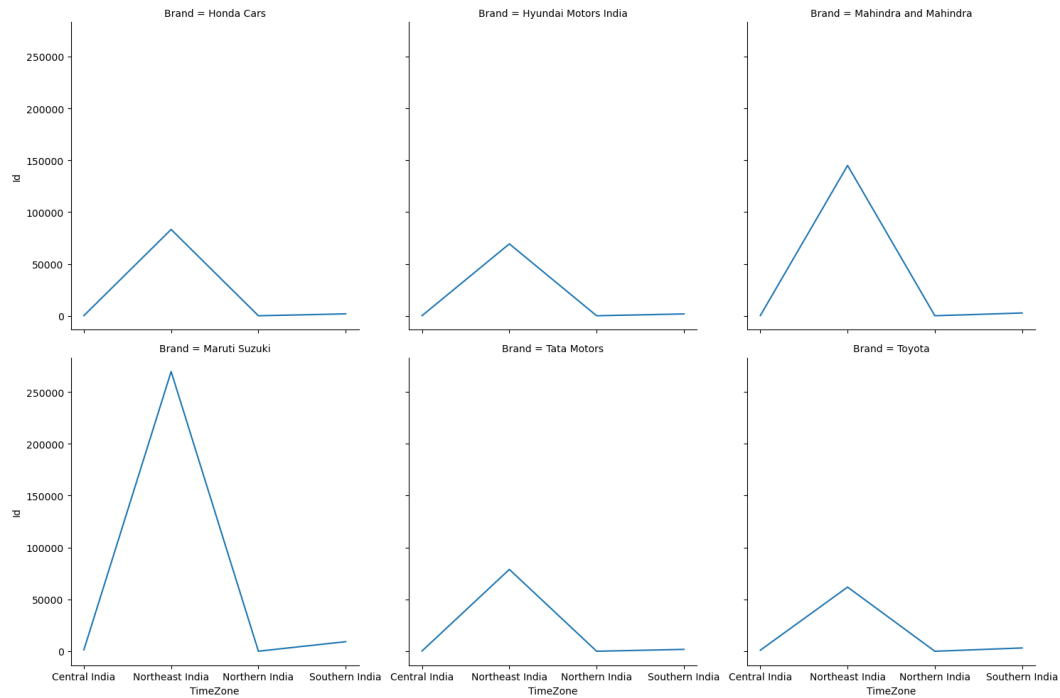


Few Insights -

Honda Cars have spent most of the daytime. Hyundai, Mahindra and Mahindra, Maruti Suzuki, and Tata motors have spent most of their money for Primetime with Maruti Suzuki being the highest.

Task D - Mahindra & Mahindra

Mahindra and Mahindra have **highest** numbers of ads airing in Northeast India Timezone



Mahindra and Mahindra have **good** ads airing in Northeast India but have **very less** presence in other time zones. So, they should also air their ads in other timezones to register their presence in pan India.

Appendix

Report File Link - <https://www.kaggle.com/code/sangammahajan01/xyz-ads-airing>