

# XYZ Ads Airing Report Analysis

## Project Description:

Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services. Until a customer deals with you directly and actually buys your products or services, your advertising may help to form their first impressions of your business. Target audience for businesses could be local, regional, national or international or a mixture. So they use different ways for advertisement. Some of the types of advertisement are: Internet/online directories, Trade and technical press, Radio, Cinema, Outdoor advertising, National papers, magazines and TV. Advertising business is very competitive as a lot of players bid a lot of money in a single segment of business to target the same audience. Here comes the analytical skills of the company to target those audiences from those types of media platforms where they convert them to their customers at a low cost.

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:

- *Microsoft Excel 365*: It enables users to format, organize and calculate data in a spreadsheet. It organizes data in an easy-to-navigate way. We need not to perform any complex mathematical functions. And it turns data into helpful graphics and charts.
- *Microsoft Word 2021*: It is used to make a report (PDF) to be presented to the leadership team.

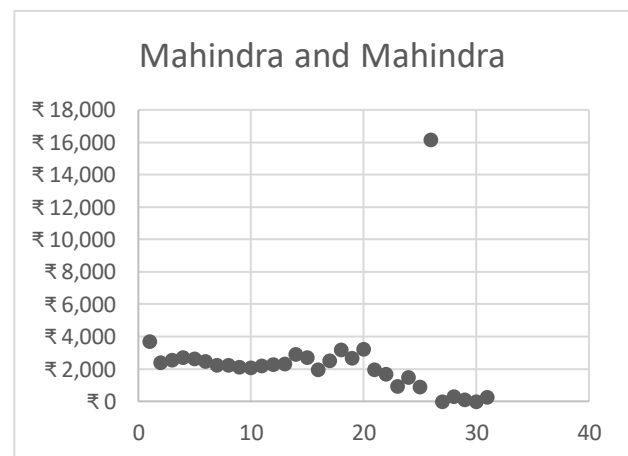
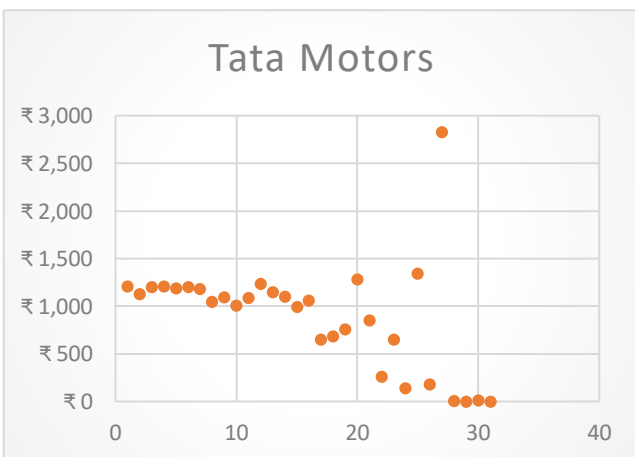
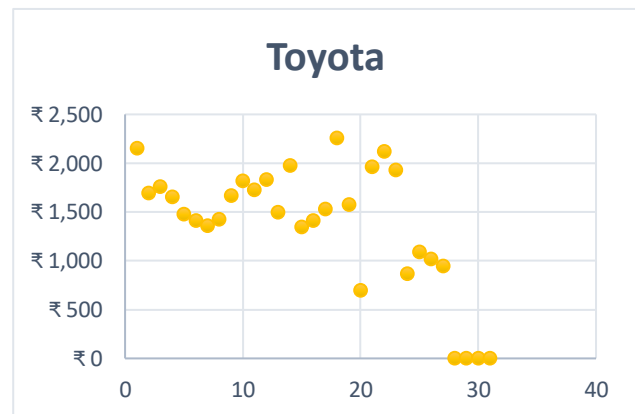
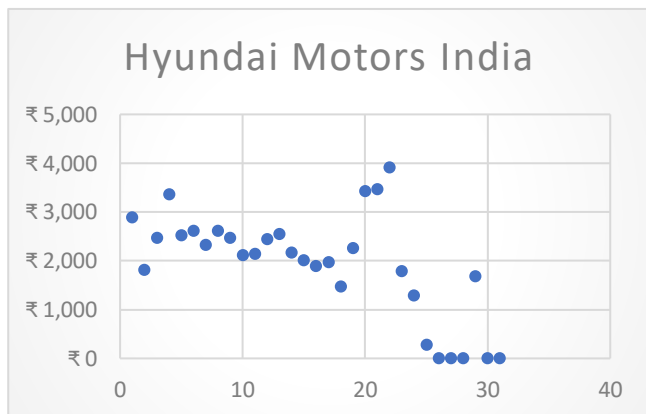
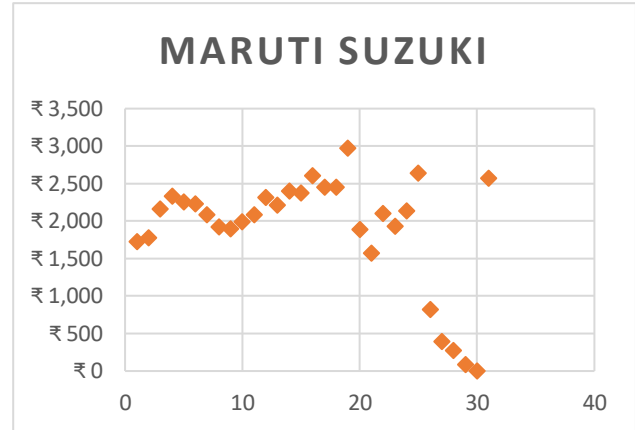
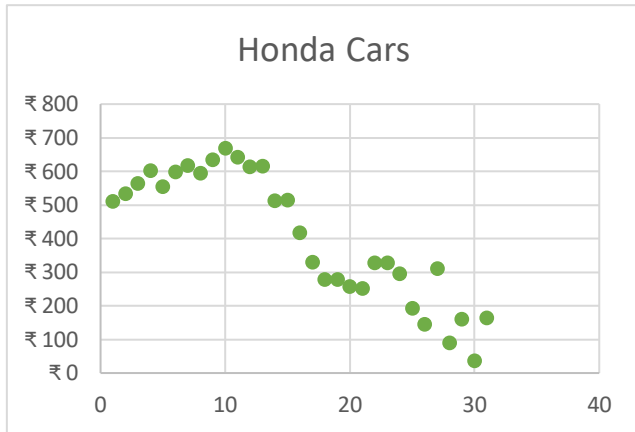
## Approach:

- 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)

A group of ads are sequenced together to be played back-to-back within a single ad break.

## XYZ Ads Airing Report Analysis

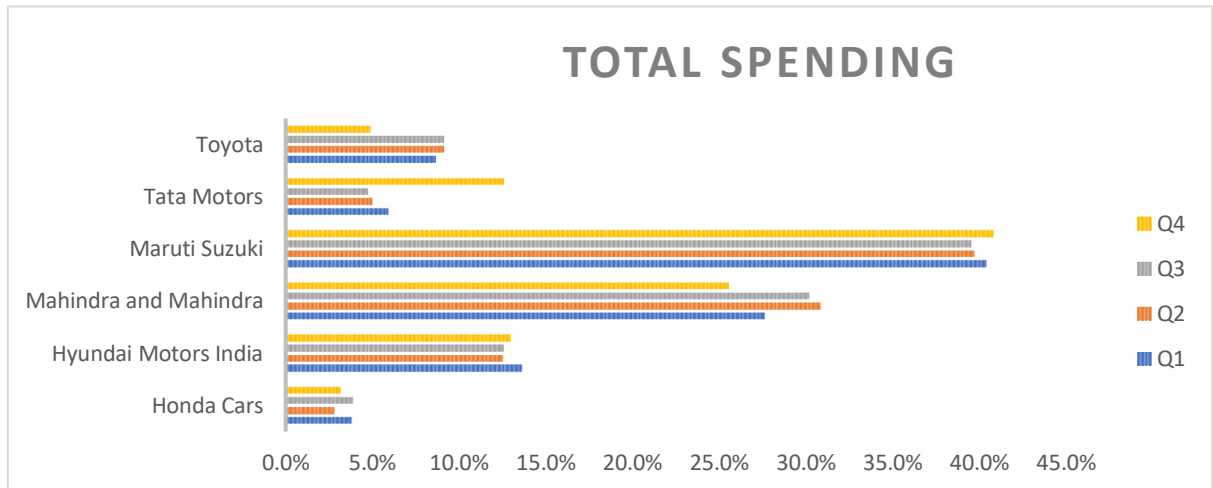
The position of an individual advertisement within a certain commercial pod is called Pod Position. Yes, the Pod position number affects the amount spent on Ads for a specific period of time by the company.



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- ✓ For the car manufactures, as the pod position increases, price increases earlier and then after it starts decreasing. (Overall it affects the amount spent on Ads).

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



Maruti Suzuki has the highest share in TV Airings followed by Mahindra and Mahindra and Honda Cars has the lowest share in TV Airings.

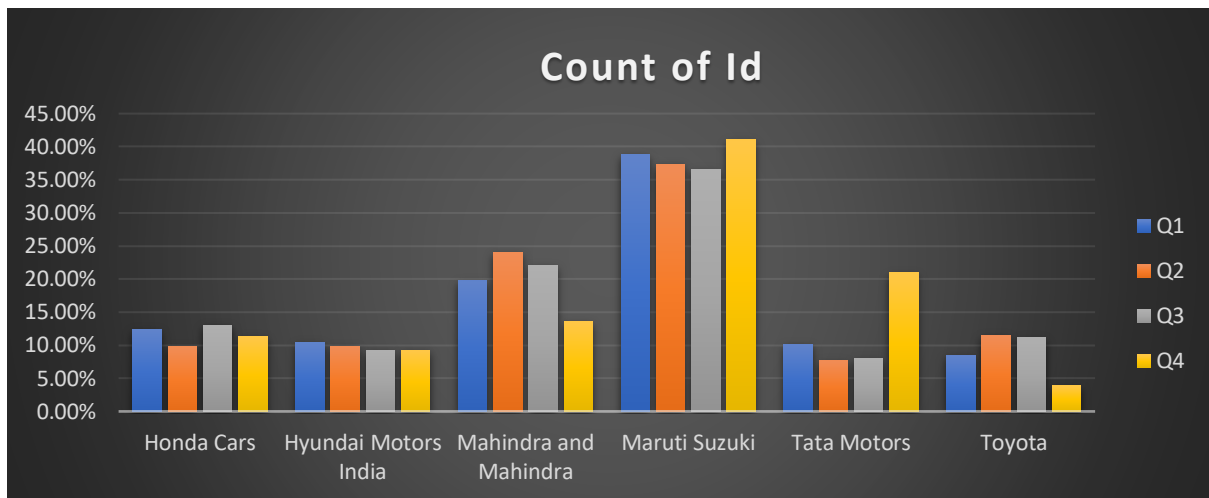
For Honda Motors and Hyundai Motors India, the share of amount spending slightly decreases from Q1 to Q4 in 2021.

The share of amount spending of Mahindra and Mahindra has slightly decreases more.

For Toyota, it has decreases almost 5% from Q1 to Q4.

The share of amount spending of Maruti Suzuki has slightly increases from Q1 to Q4. The share of Tata Motors has almost increases 3 times of Q1 in Q4.

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The share Id count of Maruti Suzuki is the highest and also the share. The share of ID count increases from Q1 to Q4 for Tata Motors is the most followed by Maruti Suzuki.

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

Sum of Spend (\$)	Day Parts										
Brands	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total	
Honda Cars	31.3%	11.9%	10.8%	4.4%	7.1%	5.8%	2.8%	14.5%	11.4%	100.0%	
Hyundai Motors India	6.8%	4.0%	4.8%	3.0%	7.5%	1.8%	4.3%	48.0%	19.9%	100.0%	
Mahindra and Mahindra	16.1%	4.8%	3.1%	4.0%	10.5%	2.2%	2.6%	38.4%	18.2%	100.0%	
Maruti Suzuki	8.7%	4.1%	5.2%	3.7%	13.3%	4.2%	5.2%	38.2%	17.4%	100.0%	
Tata Motors	17.4%	6.4%	7.5%	6.1%	11.8%	2.7%	6.1%	27.1%	14.9%	100.0%	
Toyota	16.5%	8.7%	7.4%	4.8%	7.9%	1.5%	8.0%	21.4%	23.9%	100.0%	
Grand Total	12.59%	5.08%	5.05%	3.99%	10.98%	3.05%	4.54%	36.62%	18.11%	100.00%	

- ❖ Honda Cars spends the most in the daytime, early Fringe and early morning advertisement.
- ❖ Maruti Suzuki spends the most in late fringe and overnight advertisement.
- ❖ Toyota spends the most in prime access advertisement.
- ❖ *Every car brand spends the most in prime-time advertisement except the Honda Cars.*
- ❖ Toyota spends the most in weekend advertisement

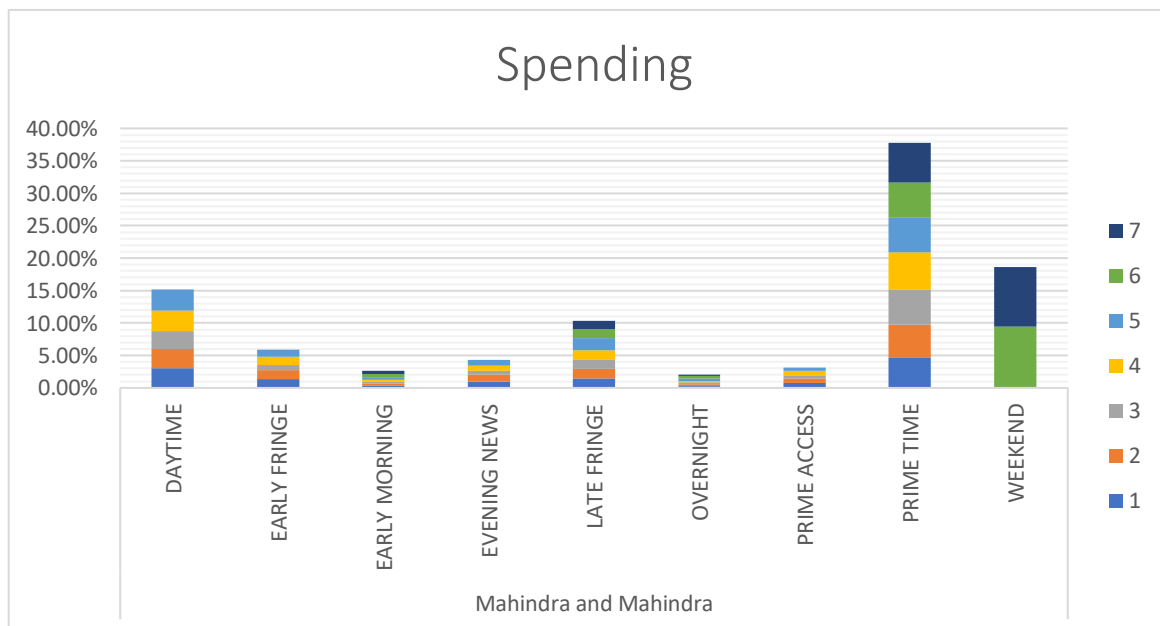
## XYZ Ads Airing Report Analysis

Sum of Spend (\$)	Day Parts										
Brands	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total	
Honda Cars	1.1%	0.4%	0.4%	0.2%	0.2%	0.2%	0.2%	0.1%	0.5%	0.4%	3.5%
Hyundai Motors India	0.9%	0.5%	0.6%	0.4%	1.0%	0.2%	0.6%	6.2%	2.6%	13.0%	
Mahindra and Mahindra	4.6%	1.4%	0.9%	1.2%	3.0%	0.6%	0.7%	11.0%	5.2%	28.5%	
Maruti Suzuki	3.5%	1.6%	2.1%	1.5%	5.3%	1.7%	2.1%	15.3%	7.0%	40.1%	
Tata Motors	1.2%	0.4%	0.5%	0.4%	0.8%	0.2%	0.4%	1.8%	1.0%	6.8%	
Toyota	1.3%	0.7%	0.6%	0.4%	0.6%	0.1%	0.6%	1.7%	1.9%	8.1%	
Grand Total	12.59%	5.08%	5.05%	3.99%	10.98%	3.05%	4.54%	36.62%	18.11%	100.00%	

The brands spend the least in the overnight advertisement and spends the most in the prime time advertisement.

*Honda Cars* spends the least for the advertisement whereas *Maruti Suzuki* spends the most for the advertisement and they have the most products used for branding (7 products).

- 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



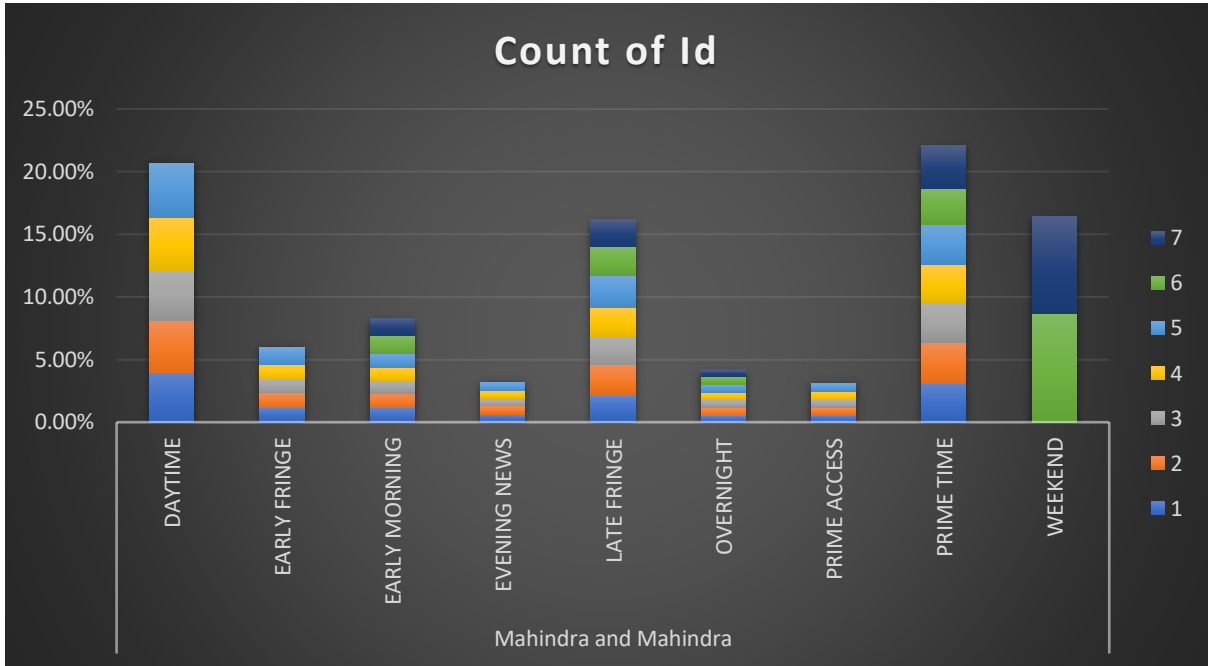
In this Pivot Chart, we have taken 'Day of week' in column section, 'Brand' and 'Day Parts' in Rows Section, 'Quarter' in Filters Section and finally 'Sum of Spend' in Values Section.

*Mahindra and Mahindra spend the most in the 6th & 7th on Weekend advertisement in Q1.*

*In Prime Time, the Company spend consistently and there is only slight difference (slight change in spending).*

*Mahindra and Mahindra spend the least in the Overnight and Early Morning advertisement in Q1.*

## XYZ Ads Airing Report Analysis



The most Ads Shown in 6<sup>th</sup> Day in Q1(15.88%) Compare to Other days.

The company spends around 37.80% of their money in Prime Time advertisement but the Ads shown is around 22.06%.

Target:

Mahindra and Mahindra should target the Day Time audience, the Late Fringe audience, the Early Morning audience as it will reduce the cost of spending of money in the Ads and target the most audience at the least cost.

### Additional Insights:

Awards of Spend (\$)		Pod Position		Awards of Spend (\$)																														
				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
Honda Cars		2.3%	3.8%	3.4%	3.4%	3.4%	3.7%	4.2%	4.3%	4.9%	5.4%	5.1%	5.0%	5.5%	4.4%	6.0%	5.3%	5.0%	4.4%	4.0%	5.4%	5.7%	9.2%	10.1%	8.8%	10.8%	0.9%	14.0%	14.0%	7.9%	77.1%	5.5%	2.5%	
Honda City		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Honda Civic		1.7%	2.7%	2.5%	2.4%	2.4%	2.6%	2.9%	3.2%	3.6%	4.0%	3.7%	3.7%	4.5%	3.5%	4.5%	4.1%	4.0%	3.5%	3.0%	2.6%	4.4%	5.2%	3.9%	6.5%	4.7%	0.4%	13.0%	10.0%	7.9%	0.0%	5.5%	2.5%	
Honda Jazz		0.6%	1.1%	0.9%	1.0%	1.0%	1.1%	1.2%	1.1%	1.3%	1.4%	1.4%	1.3%	1.1%	0.9%	1.5%	1.2%	1.0%	0.9%	1.0%	2.8%	1.3%	4.0%	6.1%	2.2%	6.1%	0.5%	1.0%	1.4%	0.0%	77.1%	0.0%	1.0%	
Hyundai Motors India		13.0%	12.1%	13.3%	15.5%	11.8%	12.3%	11.4%	13.4%	12.6%	11.2%	12.3%	13.8%	16.3%	13.7%	12.8%	12.6%	14.1%	9.0%	13.7%	21.6%	28.0%	20.4%	12.2%	6.6%	3.6%	6.0%	0.0%	0.0%	82.7%	0.0%	0.0%	13.0%	
Hyundai I20		13.0%	12.1%	13.3%	15.5%	11.8%	12.3%	11.4%	13.4%	12.6%	11.2%	12.3%	13.8%	16.3%	13.7%	12.8%	12.6%	14.1%	9.0%	13.7%	21.6%	28.0%	20.4%	12.2%	6.6%	3.6%	6.0%	0.0%	0.0%	82.7%	0.0%	0.0%	13.0%	
Mahindra and Mahindra		30.0%	27.3%	27.3%	27.7%	30.3%	29.5%	29.8%	29.6%	27.8%	26.4%	24.6%	22.3%	23.0%	27.0%	25.4%	17.8%	23.0%	30.5%	22.1%	20.9%	19.6%	12.2%	14.3%	40.4%	16.6%	89.3%	0.0%	38.8%	5.0%	0.0%	9.1%	28.5%	
Mahindra New Ther		29.6%	27.0%	27.0%	27.9%	30.0%	29.2%	29.5%	29.2%	27.5%	26.1%	24.6%	22.3%	22.9%	25.5%	25.4%	17.7%	22.8%	30.5%	21.9%	20.9%	19.6%	12.2%	14.3%	40.4%	16.6%	89.3%	0.0%	38.8%	5.0%	0.0%	9.1%	28.2%	
Mahindra Scorpio		0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	1.5%	0.1%	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		
Mahindra XUV 700		0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%		
Maruti Suzuki		40.5%	40.2%	40.1%	38.4%	39.4%	39.6%	39.9%	39.0%	40.6%	43.6%	44.8%	45.8%	44.1%	43.0%	46.6%	54.5%	48.4%	42.0%	50.3%	38.6%	31.8%	45.6%	44.3%	41.1%	34.8%	8.3%	7.6%	36.2%	4.4%	0.0%	85.4%	40.1%	
Maruti Suzuki Baleno		23.9%	24.6%	24.1%	22.6%	23.1%	23.6%	23.3%	23.0%	24.3%	25.4%	27.1%	27.9%	25.9%	24.4%	28.5%	31.0%	27.7%	23.7%	17.8%	16.8%	4.0%	31.3%	12.7%	5.7%	0.0%	0.0%	36.2%	4.4%	0.0%	85.4%	23.9%		
Maruti Suzuki Celerio		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Maruti Suzuki Ciaz		14.7%	13.5%	14.4%	13.9%	14.3%	14.1%	14.3%	13.7%	14.9%	15.6%	15.6%	15.0%	16.0%	17.0%	15.3%	19.9%	19.4%	12.3%	25.7%	15.6%	12.5%	28.8%	40.3%	0.2%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	14.3%		
Maruti Suzuki Ertiga		0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.5%	0.7%	0.7%	0.5%	0.7%	0.3%	0.1%	0.2%	0.4%	0.3%	0.7%	0.7%	0.5%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%		
Maruti Suzuki Ignis		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Maruti Suzuki Swift		1.6%	1.7%	1.3%	1.6%	1.7%	1.6%	1.5%	1.9%	1.8%	1.8%	1.6%	2.3%	1.8%	1.4%	2.9%	3.2%	1.7%	1.2%	1.0%	4.7%	0.7%	0.0%	0.0%	0.0%	3.5%	22.2%	2.6%	0.0%	0.0%	0.0%	1.6%		
Tata Motors		6.1%	7.2%	7.1%	6.5%	7.1%	7.3%	7.6%	7.1%	7.2%	6.8%	6.9%	7.3%	6.2%	6.2%	4.7%	5.6%	4.4%	5.0%	3.7%	11.0%	6.9%	2.3%	4.4%	2.0%	28.4%	0.5%	72.4%	0.9%	0.0%	22.9%	6.8%		
Tata Nano		4.6%	5.5%	5.2%	4.5%	5.2%	5.2%	5.2%	4.9%	4.9%	4.3%	4.7%	5.2%	3.8%	4.2%	3.2%	3.8%	2.3%	2.7%	5.5%	3.6%	2.0%	4.0%	0.2%	28.2%	0.0%	5.5%	0.0%	69.3%	0.0%	0.0%	1.8%		
Tata Safari		1.6%	1.4%	1.8%	1.9%	1.8%	1.9%	2.0%	2.0%	2.1%	2.3%	2.7%	2.0%	1.2%	1.7%	1.6%	2.0%	2.3%	1.2%	0.6%	3.3%	1.2%	0.9%	1.4%	0.2%	8.0%	0.0%	3.0%	0.0%	22.9%	0.0%	0.0%		
Tata Tiago		0.1%	0.1%	0.2%	0.2%	0.1%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.4%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%		
Toyota		8.2%	9.4%	8.9%	8.2%	8.1%	7.6%	7.2%	6.6%	6.9%	6.5%	6.3%	5.8%	4.9%	5.8%	4.6%	4.2%	5.1%	9.2%	6.2%	2.5%	7.9%	10.2%	14.8%	1.1%	5.8%	0.9%	6.1%	0.0%	0.0%	0.0%	8.1%		
Toyota Etios		3.2%	3.5%	3.5%	3.3%	3.1%	2.7%	2.4%	2.3%	2.5%	3.0%	3.0%	2.4%	2.6%	2.2%	3.0%	2.6%	2.9%	2.8%	2.7%	1.7%	2.0%	5.0%	3.9%	1.1%	5.8%	0.9%	6.1%	0.0%	0.0%	0.0%	3.1%		
Toyota Fortuner		0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Toyota Innova		5.0%	5.8%	5.3%	4.9%	4.9%	4.8%	4.7%	4.3%	4.4%	3.5%	3.3%	3.4%	2.3%	3.6%	1.6%	1.6%	2.3%	6.3%	3.5%	0.9%	6.0%	5.2%	10.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%		
Grand Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		

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- ✓ In the above pivot table, no money spends for Honda City, Maruti Suzuki Celerio, Maruti Suzuki Ignis, Maruti Suzuki Ignis and Toyota Fortuner.
- ✓ The money spends the most on the advertisement of Mahindra New Thar (28%) and Maruti Suzuki Baleno (24%).

### Insights:

- The money spent by Mahindra and Mahindra is the most for the pod position ads (40.1%) and the money spent by Honda Cars is the least for the pod position ads (3.5%).
- The money spent by the Maruti Suzuki is the most consistent for all the Quarters of the year.
- People watch the most in the prime time and on weekend.
- The brand's money spent for the advertisement is the least for the last quarter pod position and the highest for the first quarter pod position.
- The Ads are shown the least in the prime access and evening news parts of the day.

### Results:

*Firstly, I learned the importance of Pod Position and also how each company spend the amount for the Advertisement, especially the company looks to convert the audience to their customers at low cost.*

*These competitive analyses really enhance my skills in analysis and got to know the valuable insights of the company in increasing their growth.*

*Overall, This Project really helps to know how the company looks to get maximum Profit in low cost.*

### Excel Sheet Link

[https://docs.google.com/spreadsheets/d/1N5a6UiwjR2rF9dqcZd9kmbJHi\\_91hGNw/edit?usp=share\\_link&ouid=114843614286429142720&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1N5a6UiwjR2rF9dqcZd9kmbJHi_91hGNw/edit?usp=share_link&ouid=114843614286429142720&rtpof=true&sd=true)

