

XYZ Ads

Airing

Report

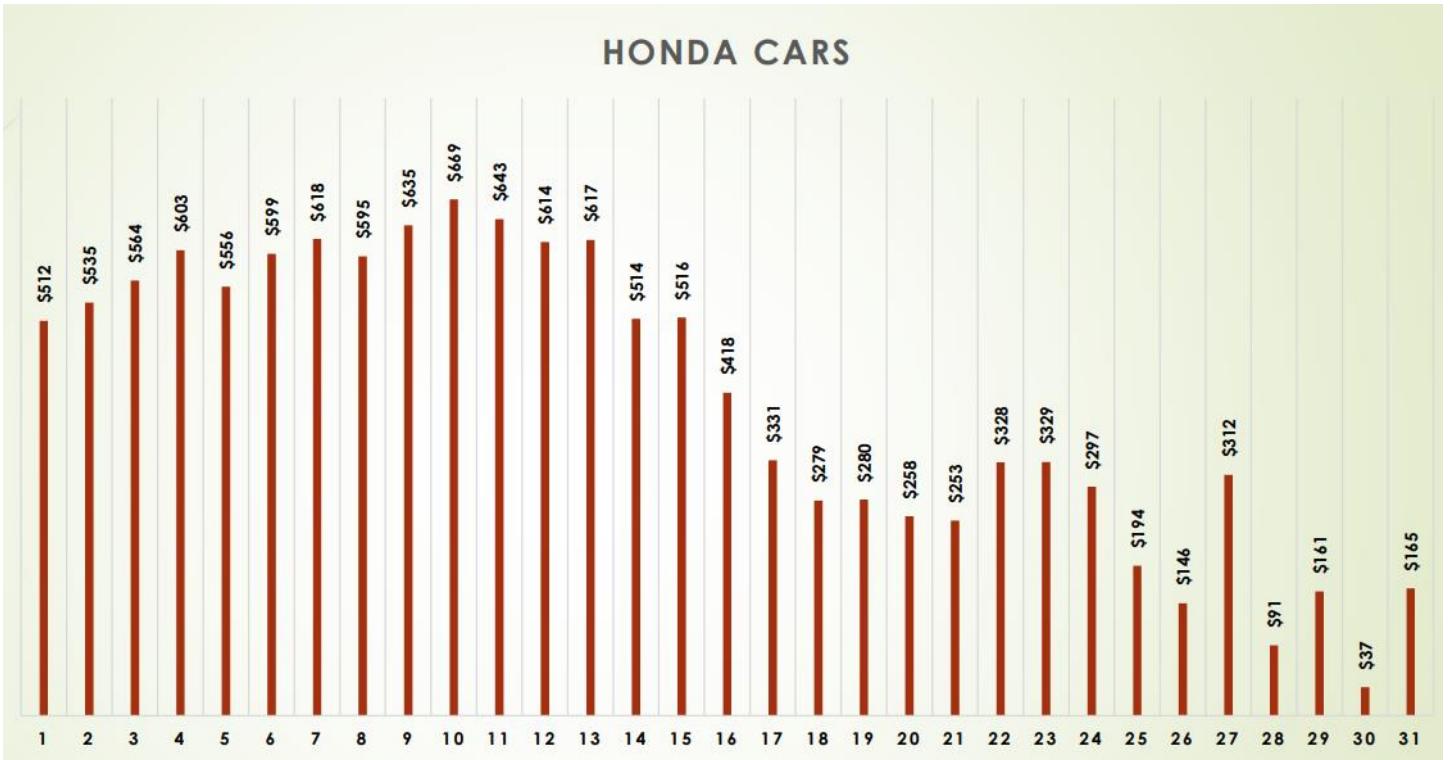
Kovuru Venkata Chandana mythri

Tech Stack used : Microsoft Excel

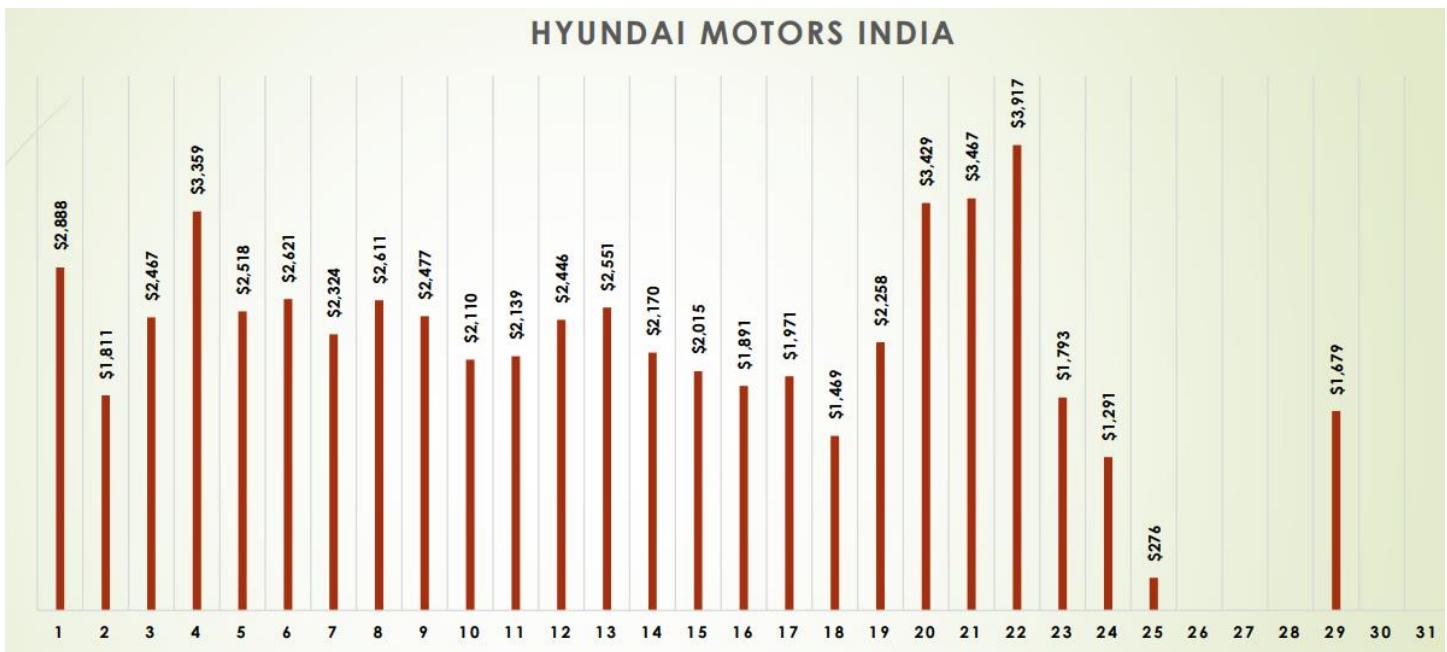
The cleaned and analyzed data in the form of excel sheets have been uploaded to Google Drive also the excel sheets are large files due to vastness of data, so they won't be visible on google excel sheets online they need to be downloaded and seen offline using Microsoft Excel 2019 .

Pod Position

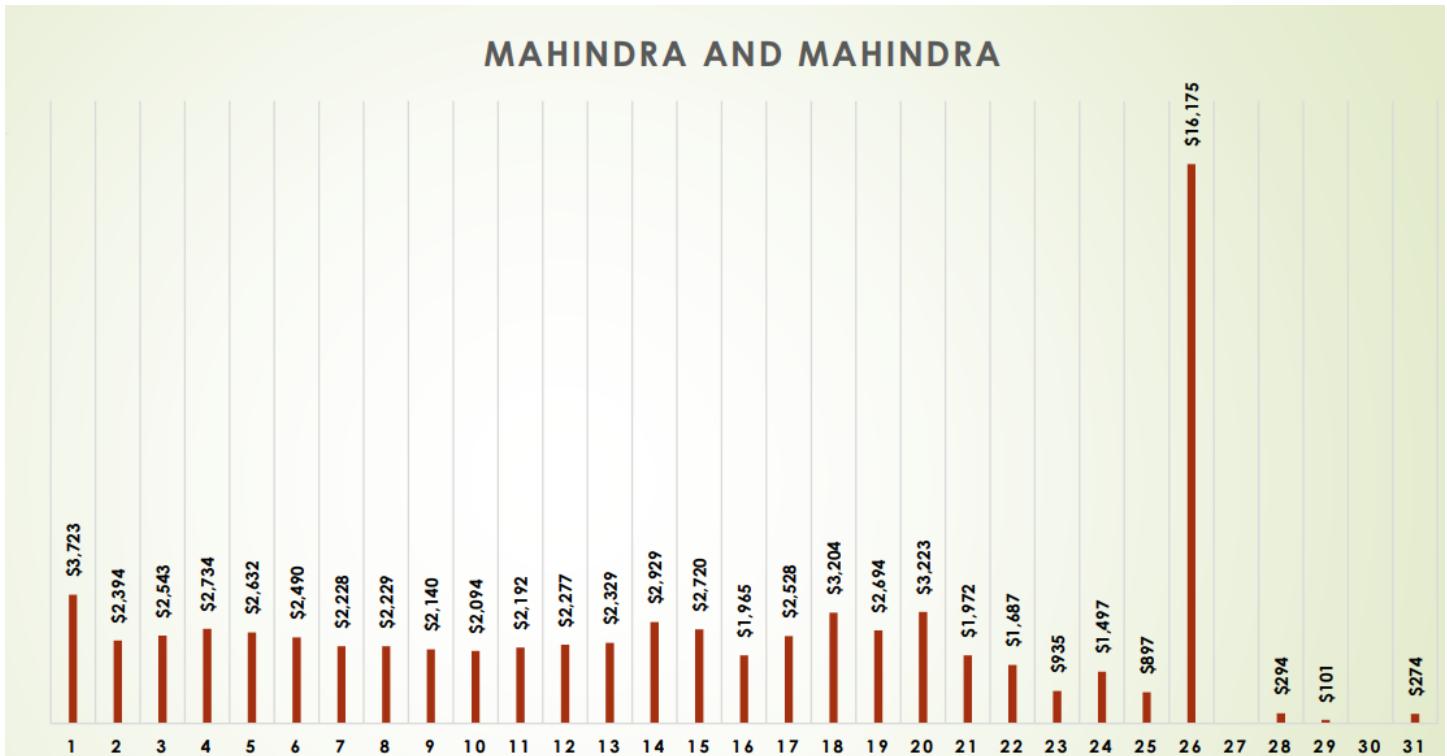
Pod position is the position of the ad commercial during an ad commercial break eg: If in a commercial break one sees Amul butter Ad first, then he/she sees Big Basket Ad the next and then he/she sees Amazon Ad. So, in the above case the Pod positions of brands AMUL, Big Basket and Amazon are 1,2 and 3 respectively



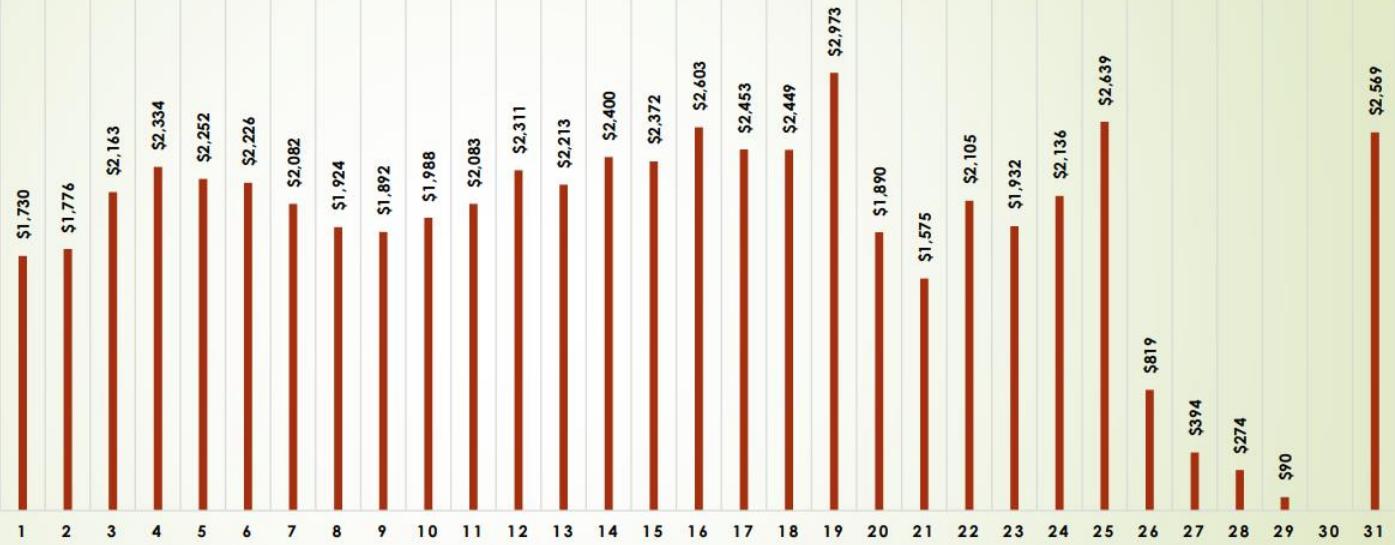
HYUNDAI MOTORS INDIA



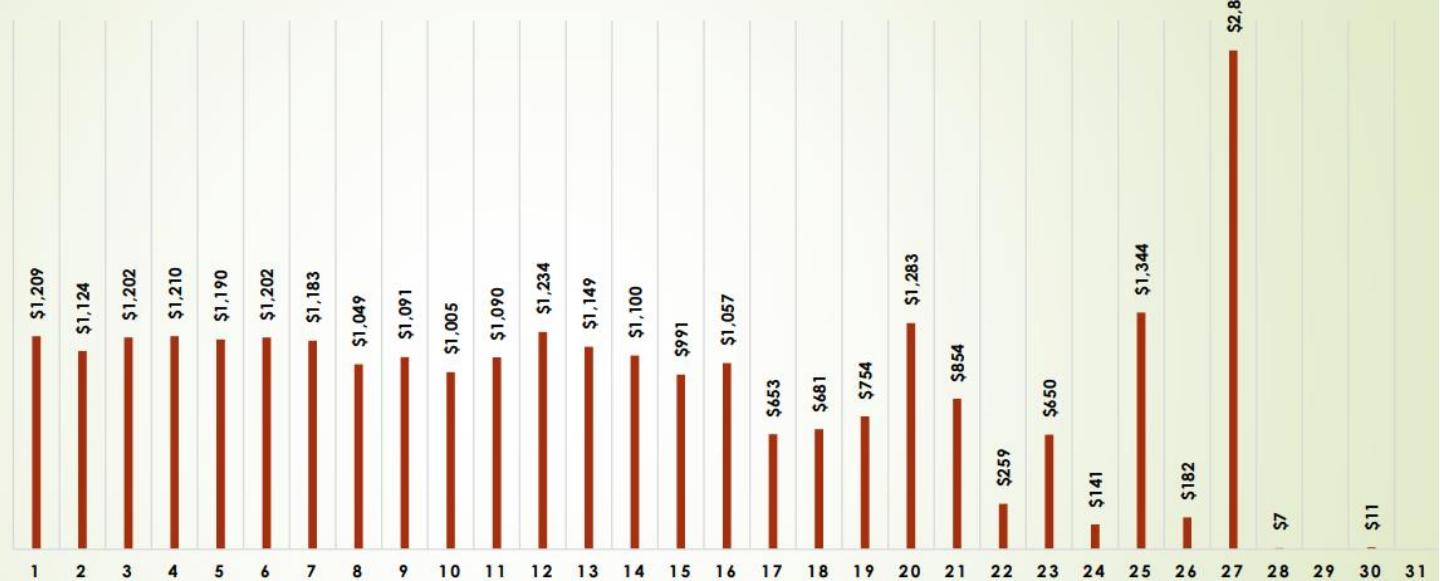
MAHINDRA AND MAHINDRA



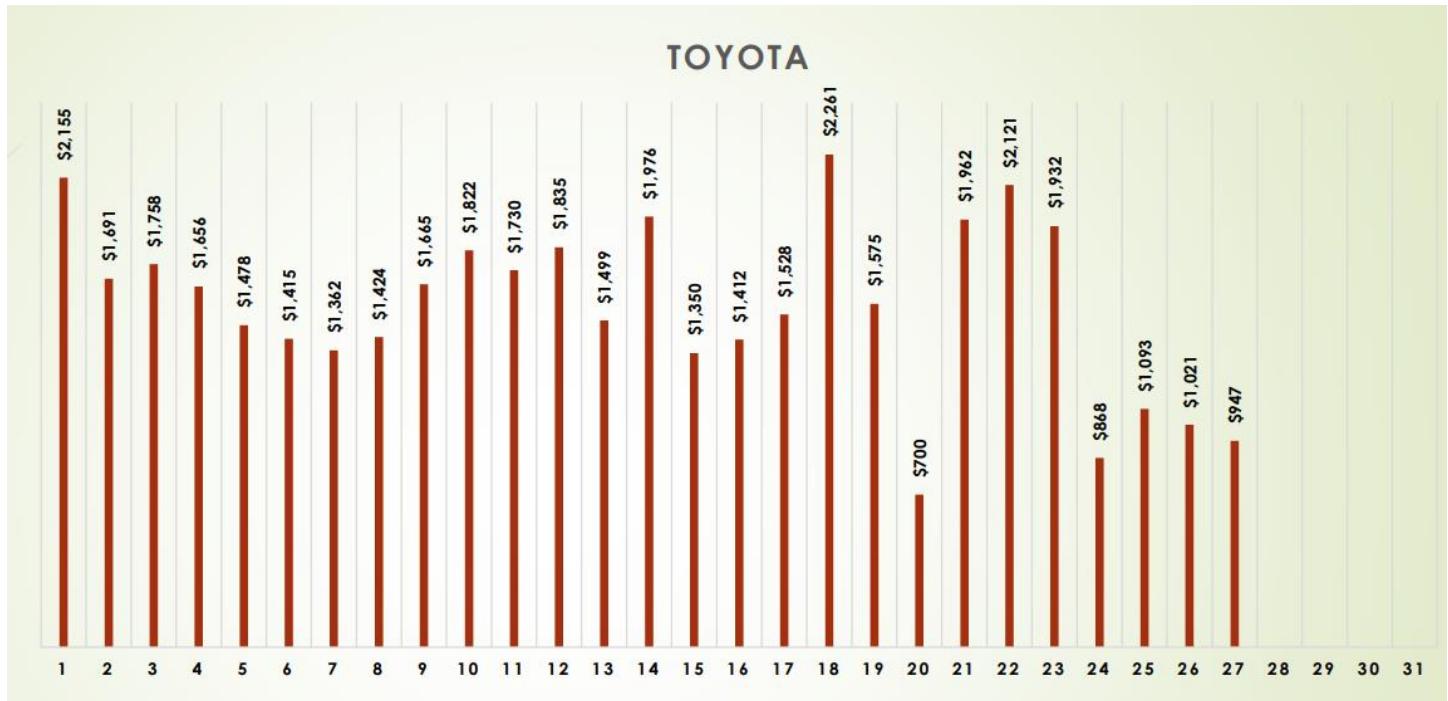
MARUTI SUZUKI



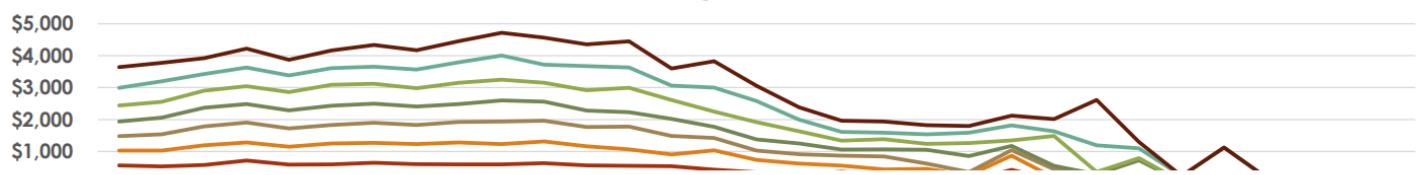
TATA MOTORS



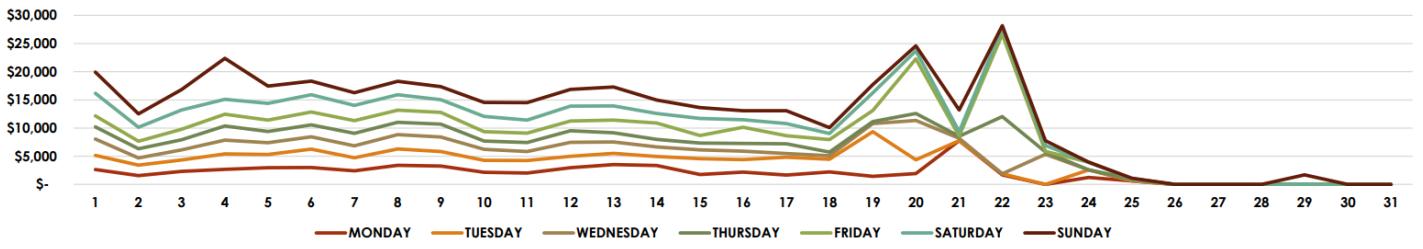
TOYOTA

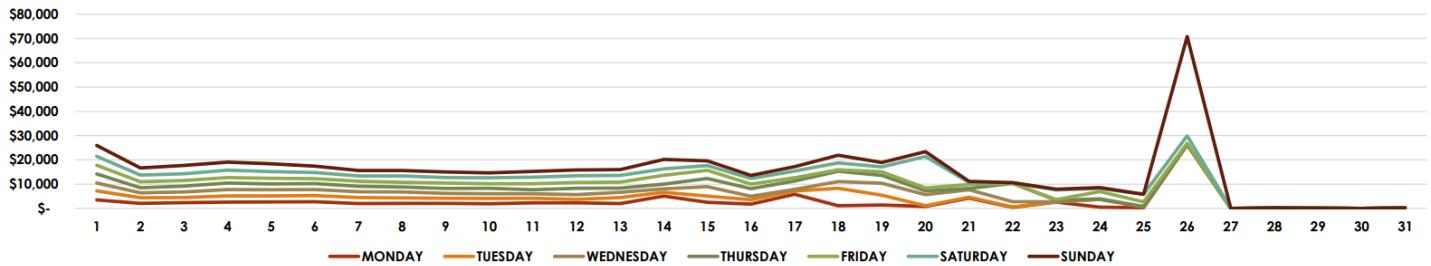
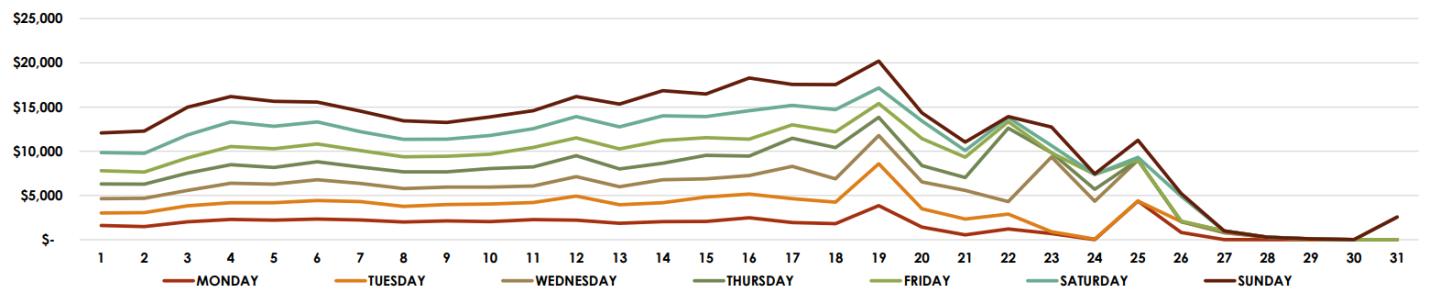
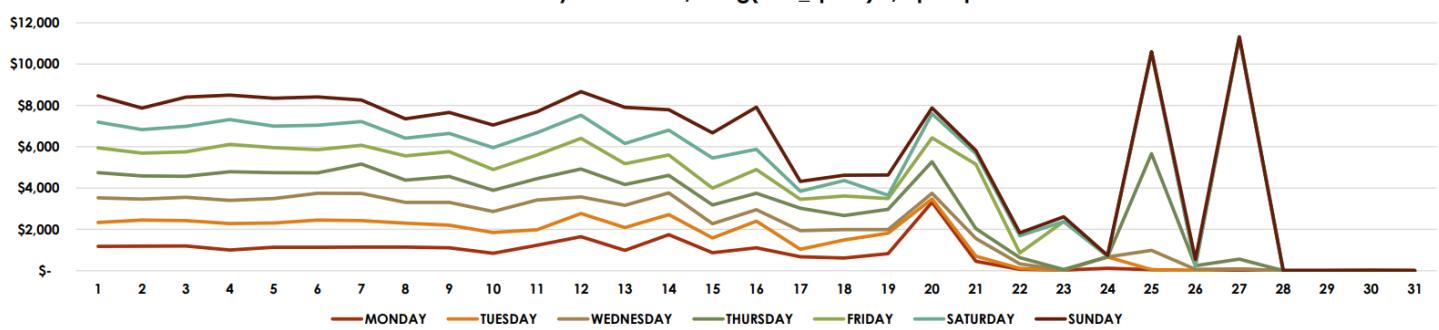
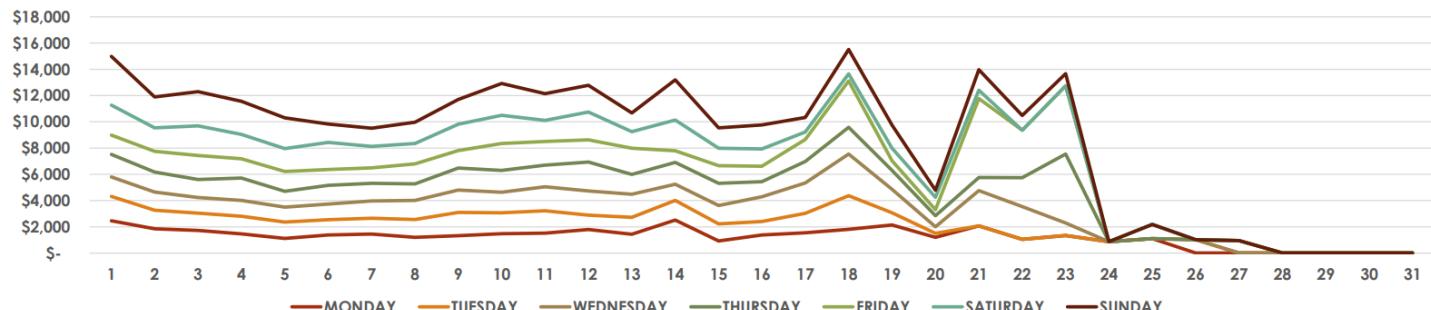


Honda Days of week v/s avg(amt_spent) v/s pod position



Hyundai motors days of week v/s avg(amt_spent) v/s pod position



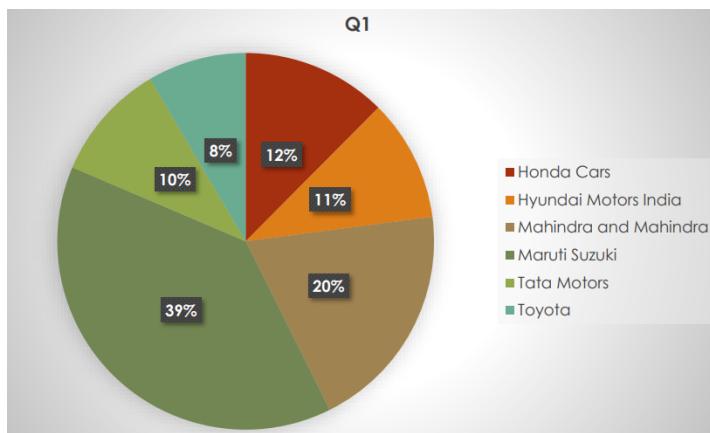
Mahindra and Mahindra days of week v/s avg(amt_spent) v/s pod position**Maruti Suzuki days of week v/s avg(amt_spent) v/s pod position****Tata motors days of week v/s avg(amt_spent) v/s pod position****Toyota days of week v/s avg(amt_spent) v/s pod position**

Pod Position conclusion :

From all the bar plots of Bivariate and Trivariate analysis of POD position, we can infer that for all the brands as the POD position tends towards 31 the avg(amt_spent) on Ads increase for a certain POD positions and then it decreases gradually.

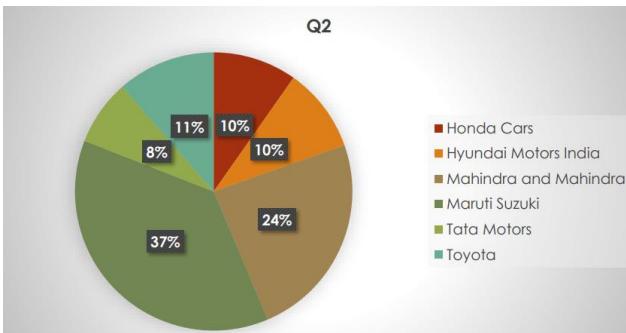
Share of each brand in each Quarter in TV Airing

	Column Labels				Count of Id				Total Sum of Spend (\$)	Total Count of Id
	Sum of Spend (\$)									
Row Labels	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%

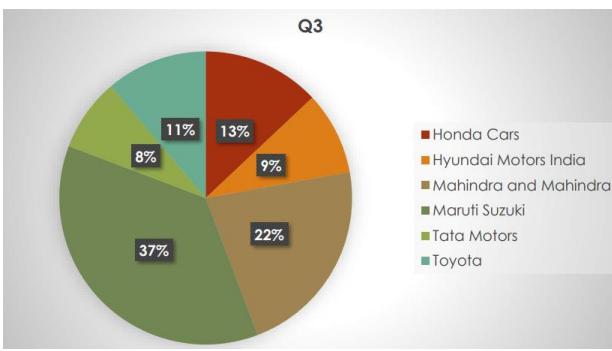


	Count of Id
Row Labels	Q1
Honda Cars	12.44%
Hyundai Motors India	10.48%
Mahindra and Mahindra	19.71%
Maruti Suzuki	38.78%
Tata Motors	10.12%
Toyota	8.46%

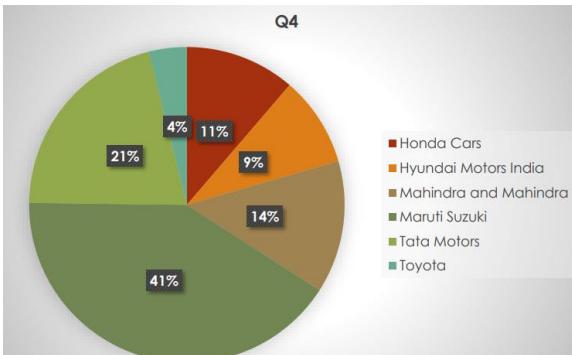
From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q1 i.e. 38.78% ~ 39%



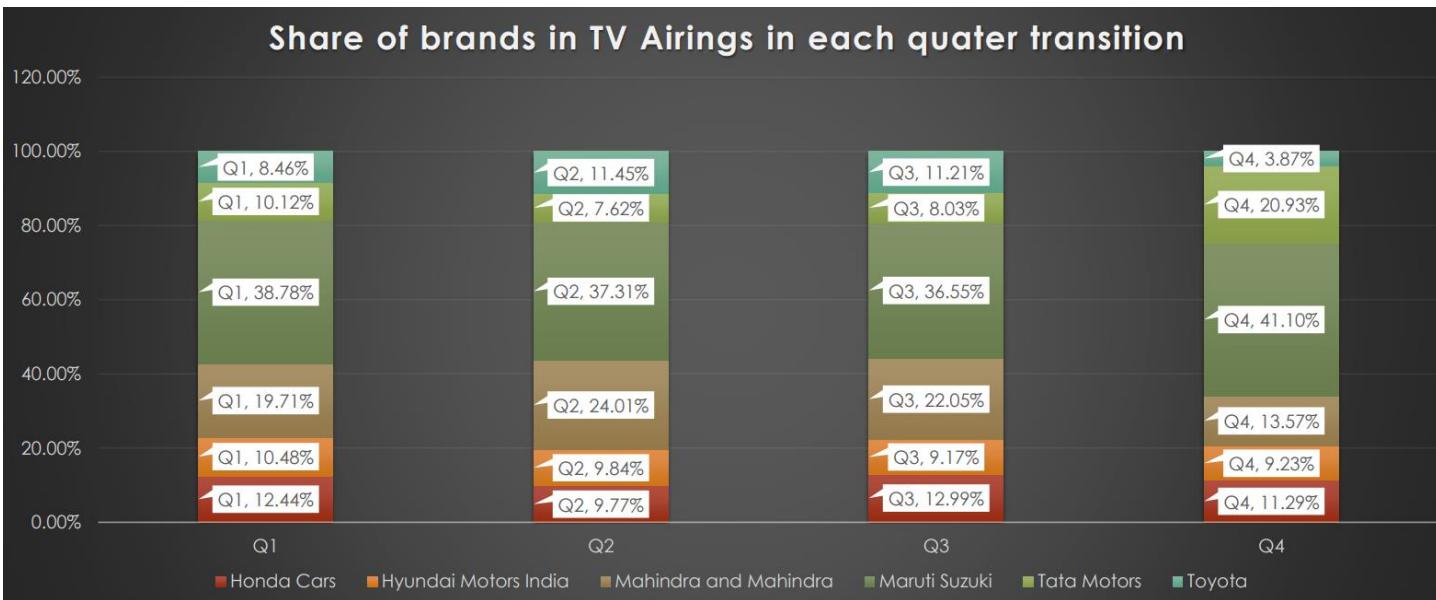
From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q2 i.e. $37.31\% \approx 37\%$.



From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q3 i.e. $36.55\% \approx 37\%$.

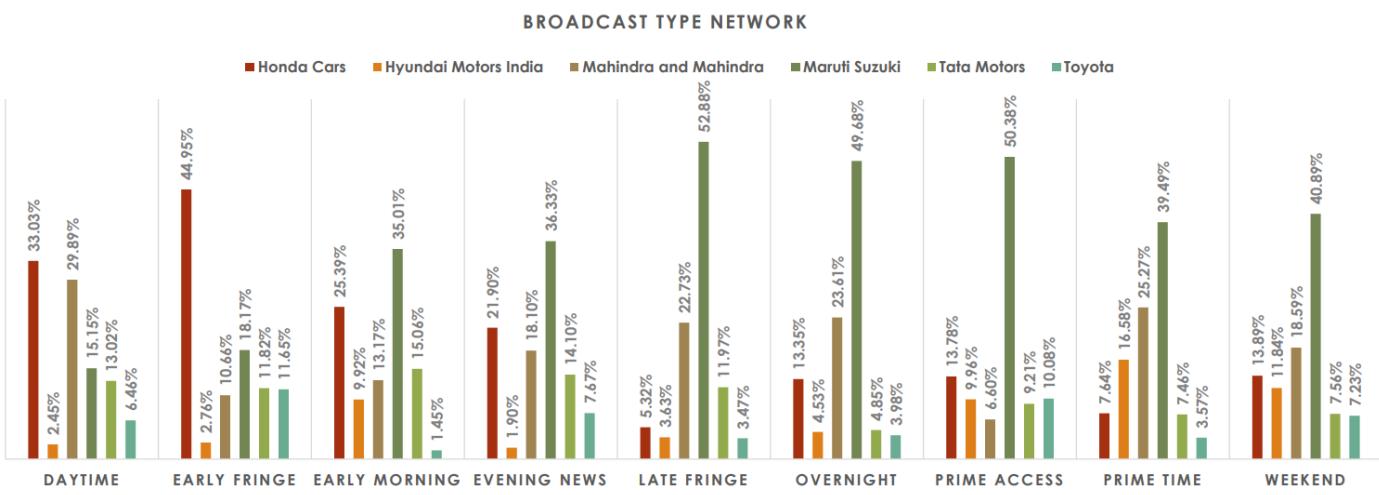


From the above pie chart and table we can infer the 'Maruti Suzuki' has the highest share in TV Airings in Q4 i.e. $41.10\% \approx 41\%$.

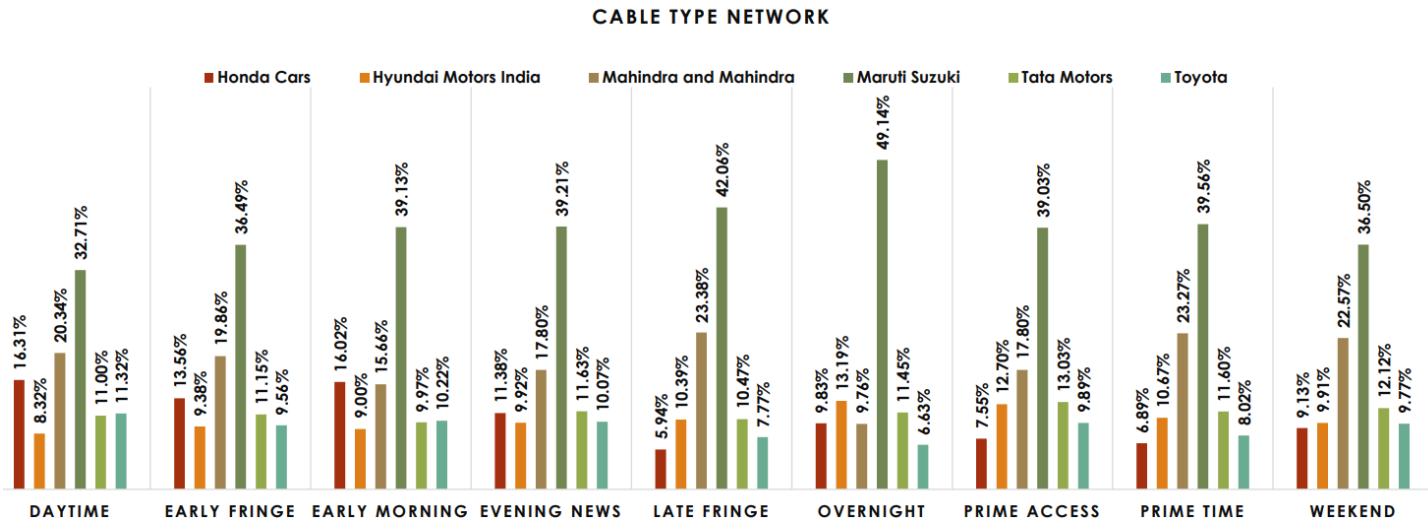


Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
DAYTIME	33.03%	2.45%	29.89%	15.15%	13.02%	6.46%	100.00%
EARLY FRINGE	44.95%	2.76%	10.66%	18.17%	11.82%	11.65%	100.00%
EARLY MORNING	25.39%	9.92%	13.17%	35.01%	15.06%	1.45%	100.00%
EVENING NEWS	21.90%	1.90%	18.10%	36.33%	14.10%	7.67%	100.00%
LATE FRINGE	5.32%	3.63%	22.73%	52.88%	11.97%	3.47%	100.00%
OVERNIGHT	13.35%	4.53%	23.61%	49.68%	4.85%	3.98%	100.00%
PRIME ACCESS	13.78%	9.96%	6.60%	50.38%	9.21%	10.08%	100.00%
PRIME TIME	7.64%	16.58%	25.27%	39.49%	7.46%	3.57%	100.00%
WEEKEND	13.89%	11.84%	18.59%	40.89%	7.56%	7.23%	100.00%
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
DAYTIME	16.31%	8.32%	20.34%	32.71%	11.00%	11.32%	100.00%
EARLY FRINGE	13.56%	9.38%	19.86%	36.49%	11.15%	9.56%	100.00%
EARLY MORNING	16.02%	9.00%	15.66%	39.13%	9.97%	10.22%	100.00%
EVENING NEWS	11.38%	9.92%	17.80%	39.21%	11.63%	10.07%	100.00%
LATE FRINGE	5.94%	10.39%	23.38%	42.06%	10.47%	7.77%	100.00%
OVERNIGHT	9.83%	13.19%	9.76%	49.14%	11.45%	6.63%	100.00%
PRIME ACCESS	7.55%	12.70%	17.80%	39.03%	13.03%	9.89%	100.00%
PRIME TIME	6.89%	10.67%	23.27%	39.56%	11.60%	8.02%	100.00%
WEEKEND	9.13%	9.91%	22.57%	36.50%	12.12%	9.77%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%

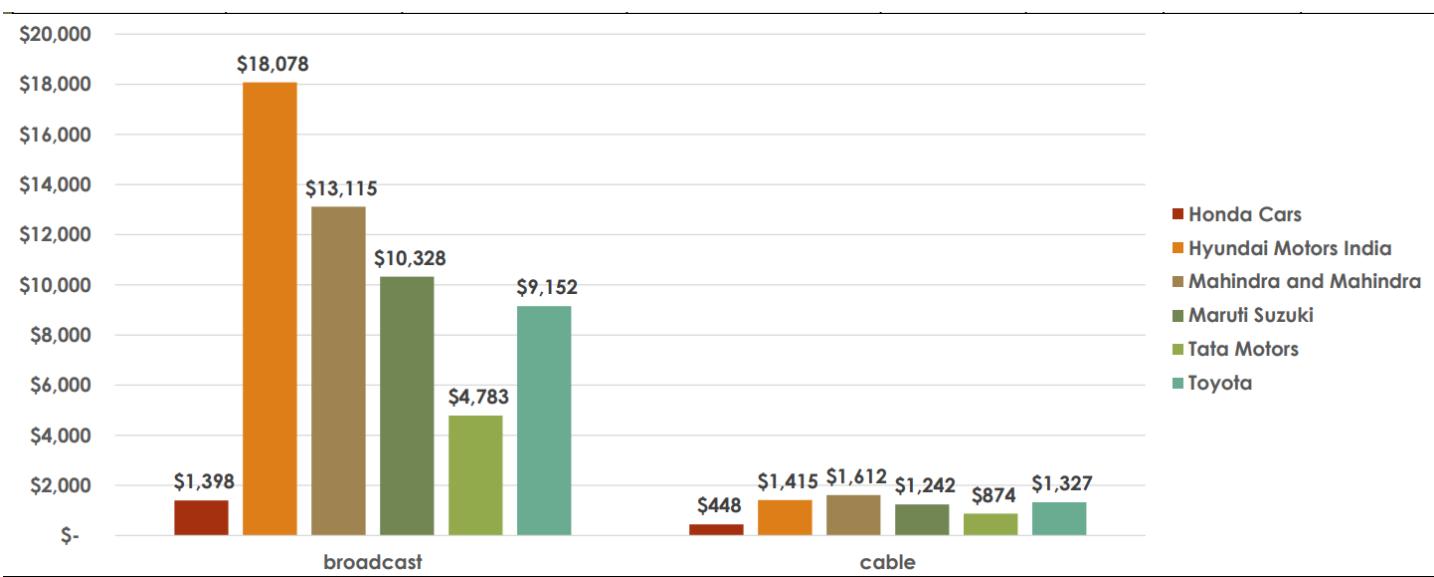
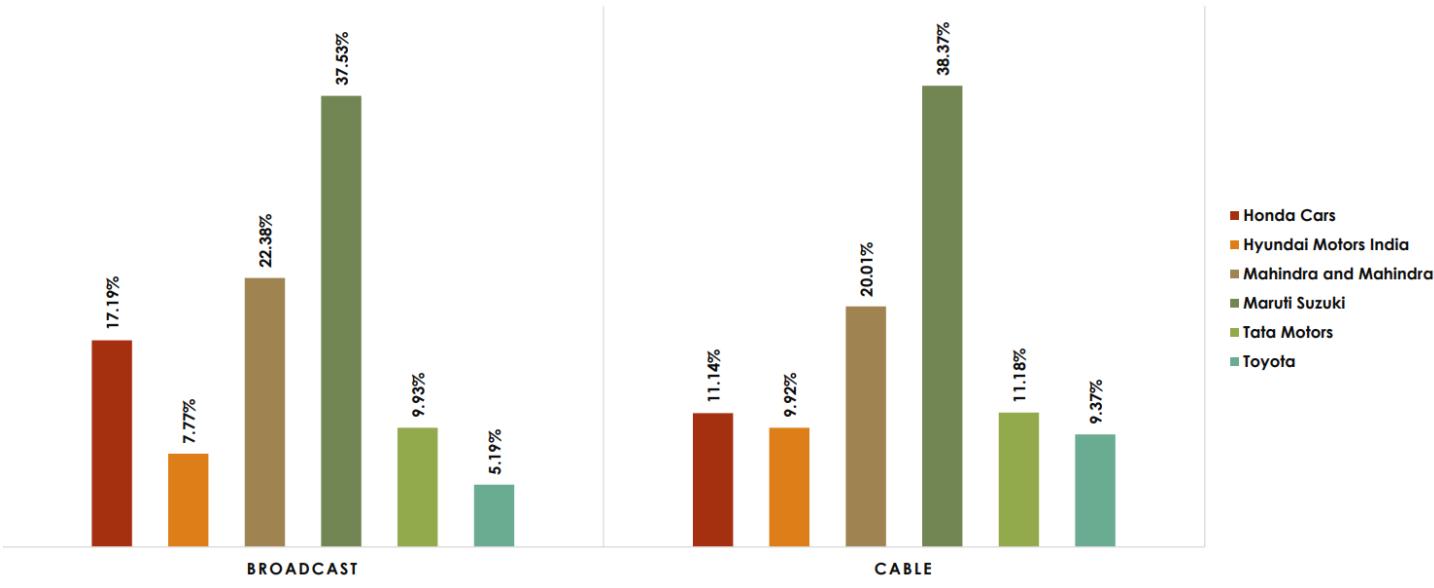
	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
DAYTIME	33.03%	2.45%	29.89%	15.15%	13.02%	6.46%
EARLY FRINGE	44.95%	2.76%	10.66%	18.17%	11.82%	11.65%
EARLY MORNING	25.39%	9.92%	13.17%	35.01%	15.06%	1.45%
EVENING NEWS	21.90%	1.90%	18.10%	36.33%	14.10%	7.67%
LATE FRINGE	5.32%	3.63%	22.73%	52.88%	11.97%	3.47%
OVERNIGHT	13.35%	4.53%	23.61%	49.68%	4.85%	3.98%
PRIME ACCESS	13.78%	9.96%	6.60%	50.38%	9.21%	10.08%
PRIME TIME	7.64%	16.58%	25.27%	39.49%	7.46%	3.57%
WEEKEND	13.89%	11.84%	18.59%	40.89%	7.56%	7.23%



	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
DAYTIME	16.31%	8.32%	20.34%	32.71%	20.34%	11.00%
EARLY FRINGE	13.56%	9.38%	19.86%	36.49%	11.15%	11.32%
EARLY MORNING	16.02%	9.00%	15.66%	39.13%	15.66%	10.22%
EVENING NEWS	11.38%	9.92%	17.80%	39.21%	11.63%	10.07%
LATE FRINGE	5.94%	10.39%	23.38%	42.06%	10.47%	7.77%
OVERNIGHT	9.83%	13.19%	9.76%	49.14%	11.45%	6.63%
PRIME ACCESS	7.55%	12.70%	17.80%	39.03%	13.03%	9.89%
PRIME TIME	6.89%	10.67%	23.27%	39.56%	11.60%	8.02%
WEEKEND	9.13%	9.91%	22.57%	36.50%	12.12%	9.77%

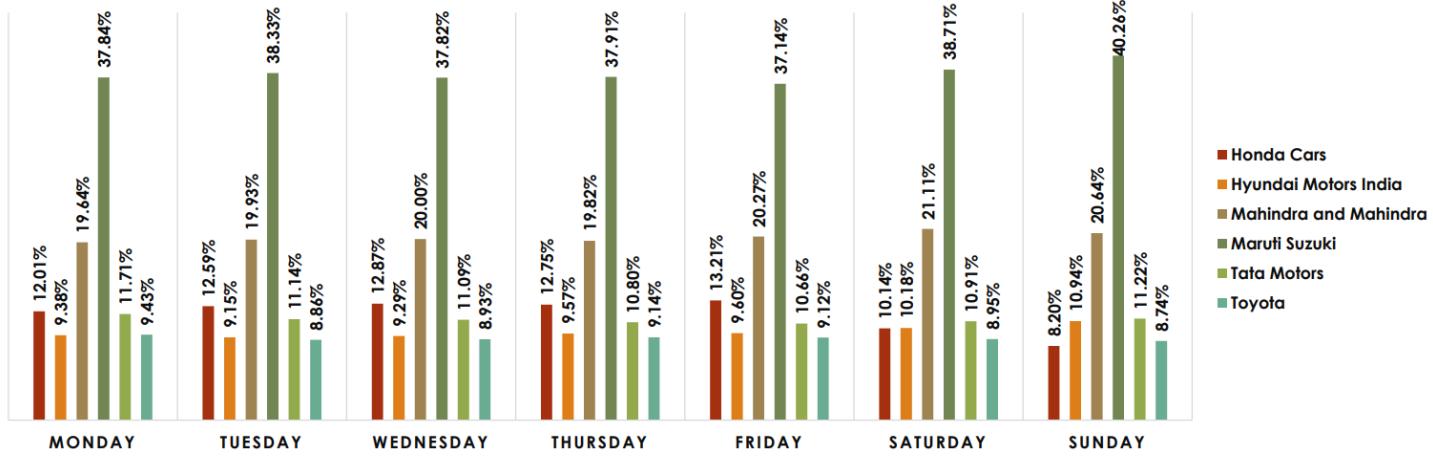


Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%



Average of Spend (\$)	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	\$ 1,398	\$ 18,078	\$ 13,115	\$ 10,328	\$ 4,783	\$ 9,152	\$ 9,407
cable	\$ 448	\$ 1,415	\$ 1,612	\$ 1,242	\$ 874	\$ 1,327	\$ 1,212
Grand Total	\$ 566	\$ 2,536	\$ 2,686	\$ 1,993	\$ 1,170	\$ 1,706	\$ 1,903

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
MONDAY	12.01%	9.38%	19.64%	37.84%			100.00%
TUESDAY	12.59%	9.15%	19.93%	38.33%	11.14%	8.86%	100.00%
WEDNESDAY	12.87%	9.29%	20.00%	37.82%	11.09%	8.93%	100.00%
THURSDAY	12.75%	9.57%	19.82%	37.91%	10.80%	9.14%	100.00%
FRIDAY	13.21%	9.60%	20.27%	37.14%	10.66%	9.12%	100.00%
SATURDAY	10.14%	10.18%	21.11%	38.71%	10.91%	8.95%	100.00%
SUNDAY	8.20%	10.94%	20.64%	40.26%	11.22%	8.74%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%



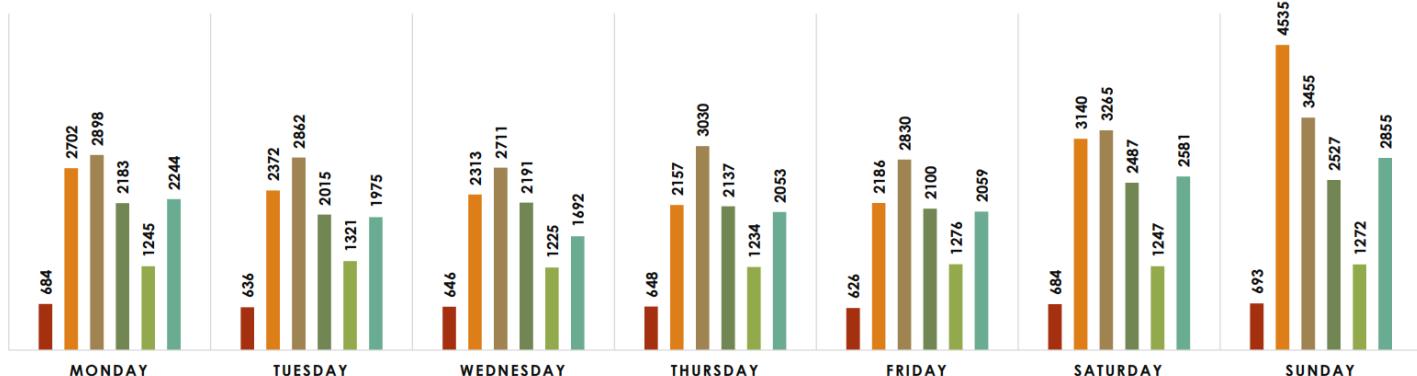
Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
JAN	11.11%	12.11%	10.43%	12.30%	12.48%	10.17%	11.59%
FEB	11.10%	9.68%	9.21%	9.03%	9.46%	8.85%	9.40%
MAR	9.27%	9.91%	9.11%	8.51%	5.01%	8.62%	8.48%
APR	3.79%	8.98%	9.40%	7.65%	4.71%	9.02%	7.48%
MAY	10.79%	10.89%	12.51%	10.24%	6.54%	13.63%	10.72%
JUN	7.41%	6.62%	9.25%	7.67%	6.81%	10.65%	8.03%
JUL	10.03%	6.71%	8.98%	7.68%	8.82%	10.19%	8.47%
AUG	10.10%	9.44%	10.36%	9.14%	4.39%	13.05%	9.35%
SEP	7.37%	7.05%	7.57%	6.71%	4.68%	7.40%	6.83%
OCT	7.09%	6.09%	5.94%	8.35%	11.97%	3.56%	7.47%
NOV	5.89%	6.05%	3.49%	6.28%	13.33%	1.92%	6.04%
DEC	6.05%	6.47%	3.74%	6.44%	11.81%	2.95%	6.13%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	684	2702		2898	2183	1245
TUESDAY	636	2372		2862	2015	1321
WEDNESDAY	646	2313		2711	2191	1225
THURSDAY	648	2157		3030	2137	1234
FRIDAY	626	2186		2830	2100	1276
SATURDAY	684	3140		3265	2487	1247
SUNDAY	693	4535		3455	2527	1272

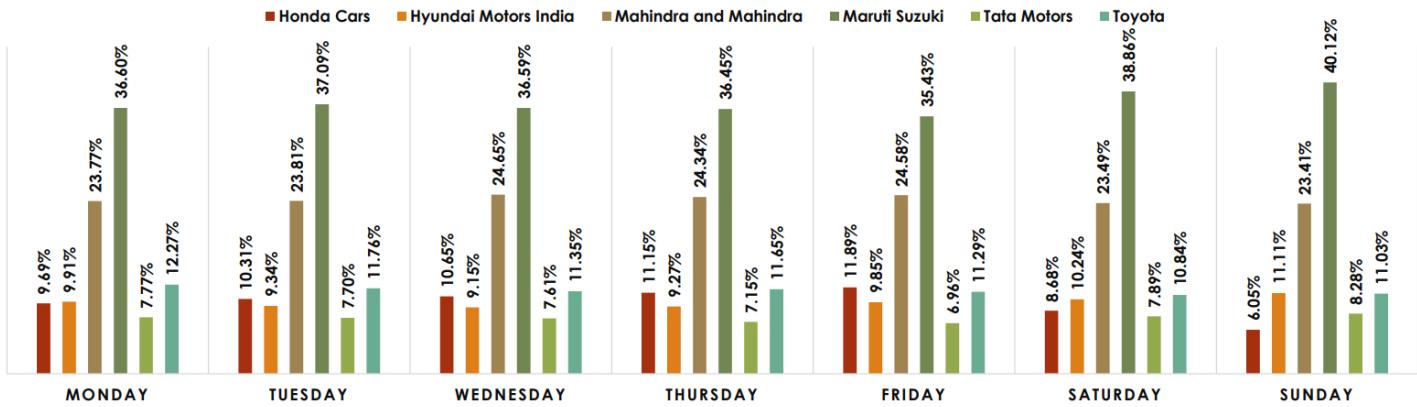
Q1 DAYS OF WEEK V/S AVG(AMT_SPENT)

■ Honda Cars ■ Hyundai Motors India ■ Mahindra and Mahindra ■ Maruti Suzuki ■ Tata Motors ■ Toyota



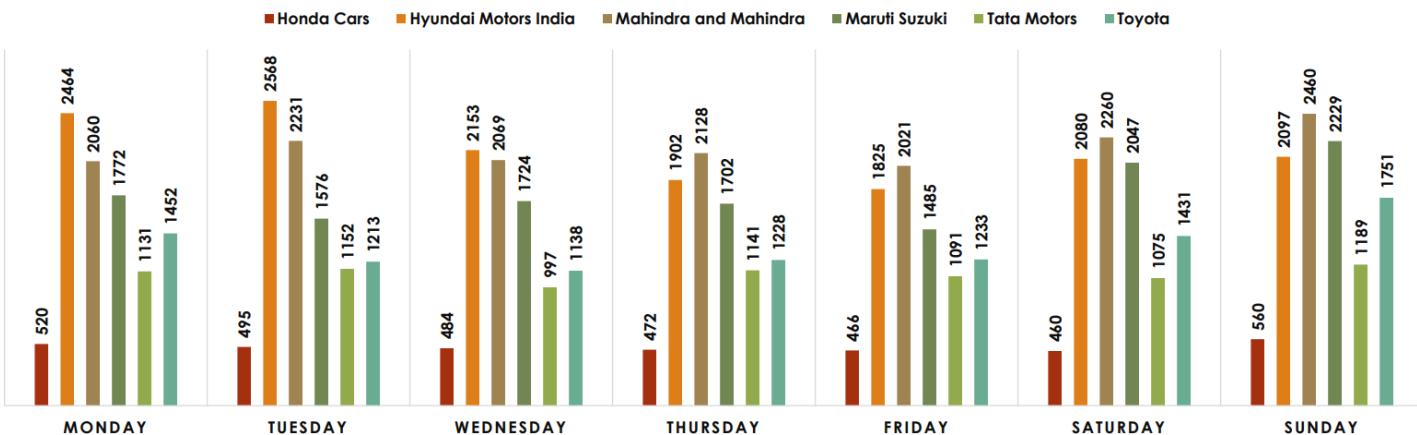
	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	9.69%	9.91%	23.77%	36.60%	7.77%	12.27%
TUESDAY	10.31%	9.34%	23.81%	37.09%	7.70%	11.76%
WEDNESDAY	10.65%	9.15%	24.65%	36.59%	7.61%	11.35%
THURSDAY	11.15%	9.27%	24.34%	36.45%	7.15%	11.65%
FRIDAY	11.89%	9.85%	24.58%	35.43%	6.96%	11.29%
SATURDAY	8.68%	10.24%	23.49%	38.86%	7.89%	10.84%
SUNDAY	6.05%	11.11%	23.41%	40.12%	8.28%	11.03%

Q2 DAYS OF WEEK V/S COUNT(ID)



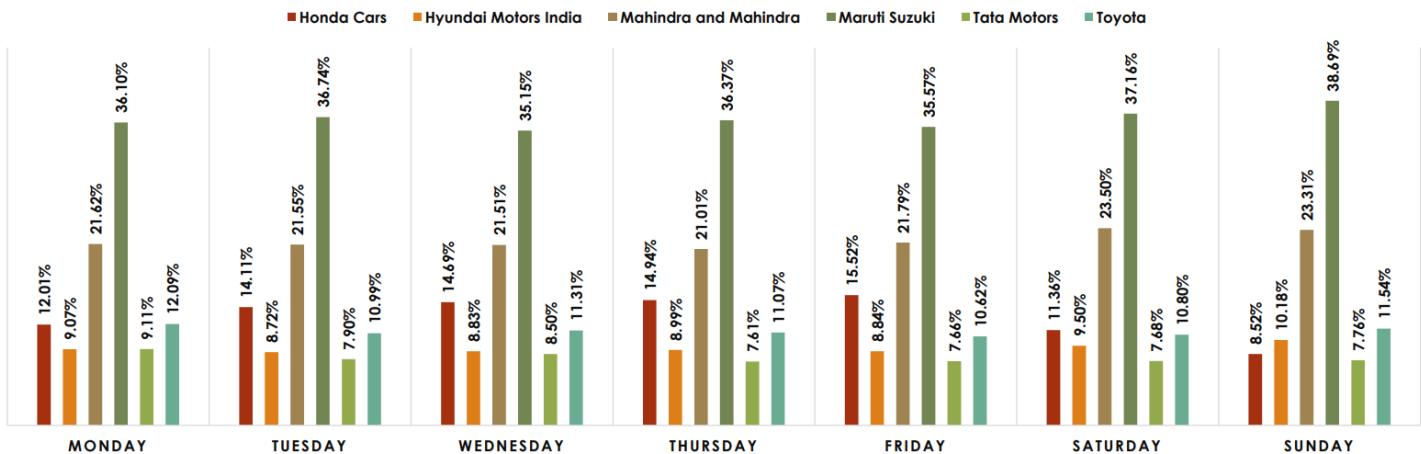
	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	520	2464	2060	1772	1131	1452
TUESDAY	495	2568	2231	1576	1152	1213
WEDNESDAY	484	2153	2069	1724	997	1138
THURSDAY	472	1902	2128	1702	1141	1228
FRIDAY	466	1825	2021	1485	1091	1233
SATURDAY	460	2080	2260	2047	1075	1431
SUNDAY	560	2097	2460	2229	1189	1751

Q2 DAYS OF WEEK V/S AVG(AMT_SPENT)

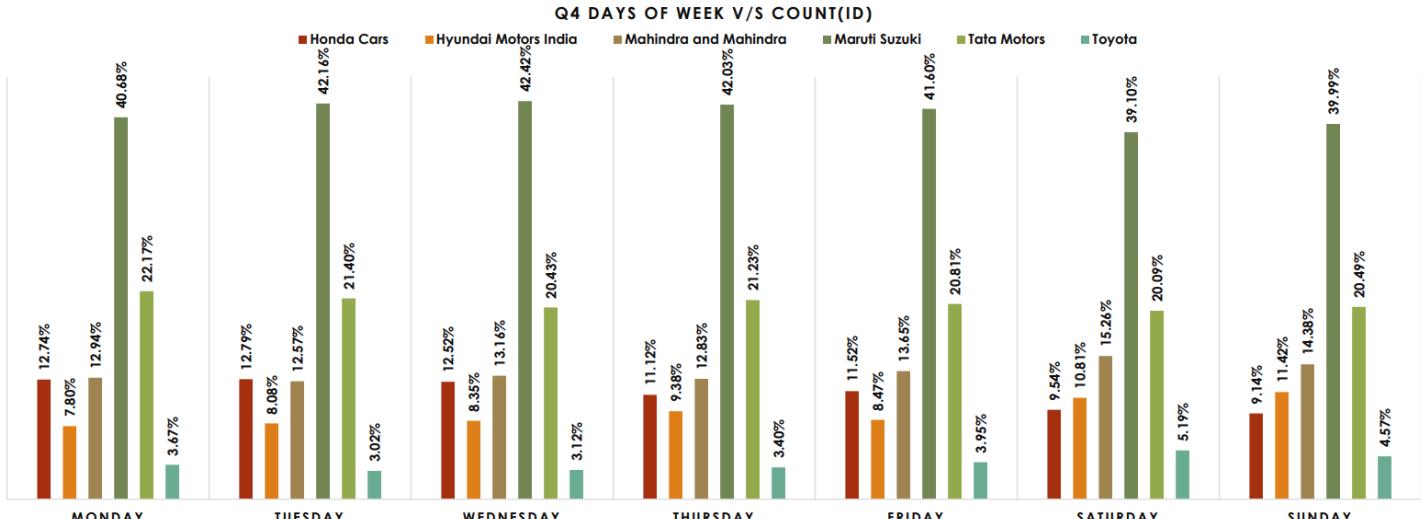


	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	12.01%	9.07%		21.62%	36.10%	9.11%
TUESDAY	14.11%	8.72%		21.55%	36.74%	7.90%
WEDNESDAY	14.69%	8.83%		21.51%	35.15%	8.50%
THURSDAY	14.94%	8.99%		21.01%	36.37%	7.61%
FRIDAY	15.52%	8.84%		21.79%	35.57%	7.66%
SATURDAY	11.36%	9.50%		23.50%	37.16%	7.68%
SUNDAY	8.52%	10.18%		23.31%	38.69%	7.76%

Q3 DAYS OF WEEK V/S COUNT(ID)

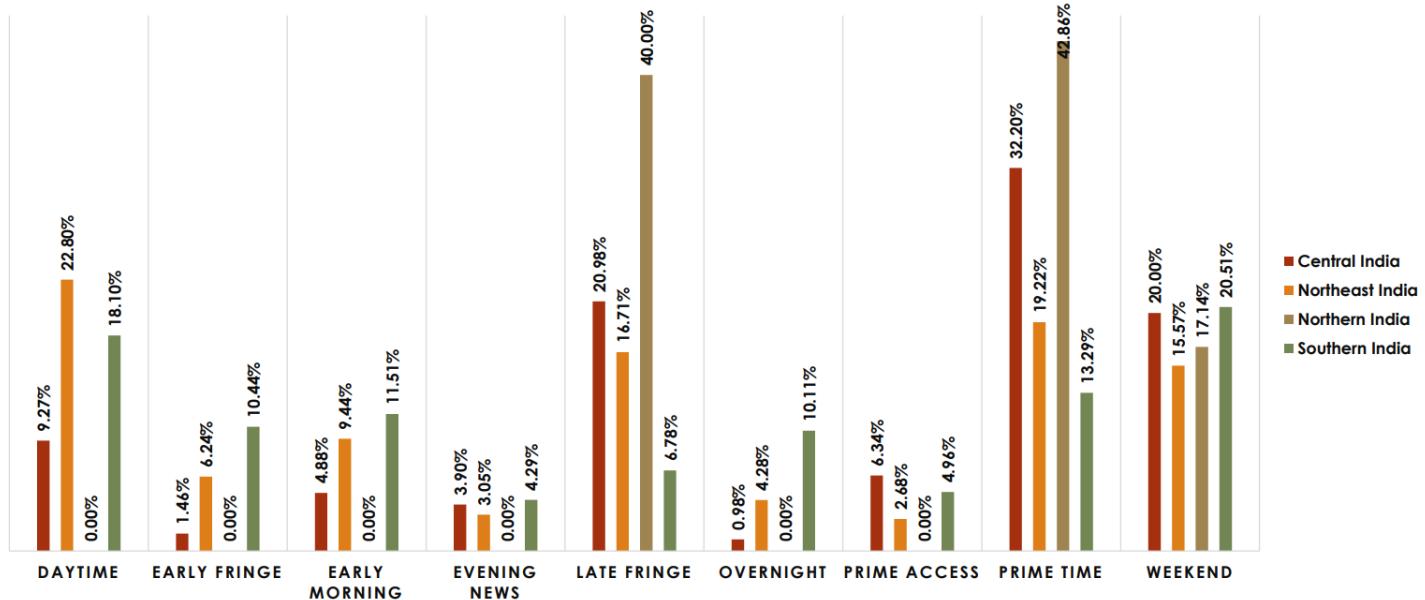


	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
MONDAY	12.74%	7.80%	12.94%	40.68%	22.17%	3.67%
TUESDAY	12.79%	8.08%	12.57%	42.16%	21.40%	3.02%
WEDNESDAY	12.52%	8.35%	13.16%	42.42%	20.43%	3.12%
THURSDAY	11.12%	9.38%	12.83%	42.03%	21.23%	3.40%
FRIDAY	11.52%	8.47%	13.65%	41.60%	20.81%	3.95%
SATURDAY	9.54%	10.81%	15.26%	39.10%	20.09%	5.19%
SUNDAY	9.14%	11.42%	14.38%	39.99%	20.49%	4.57%

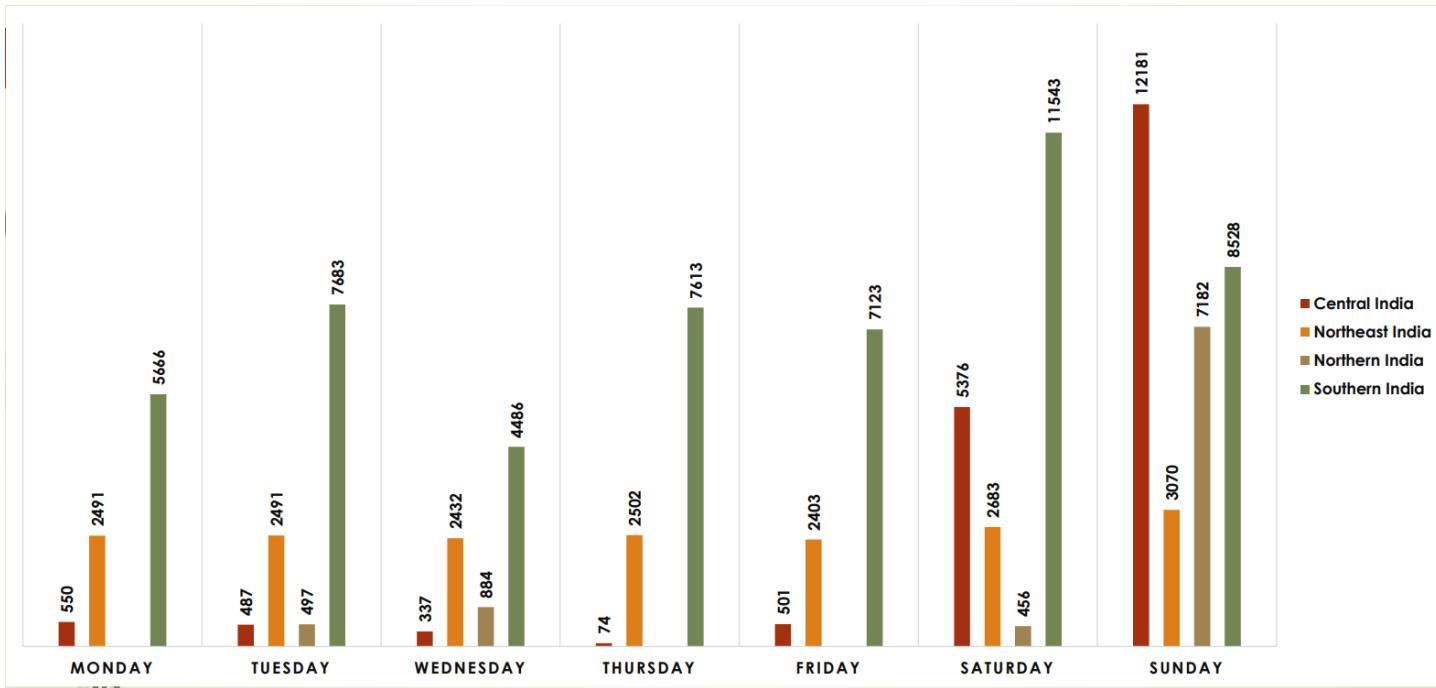


MAHINDRA AND MAHINDRA

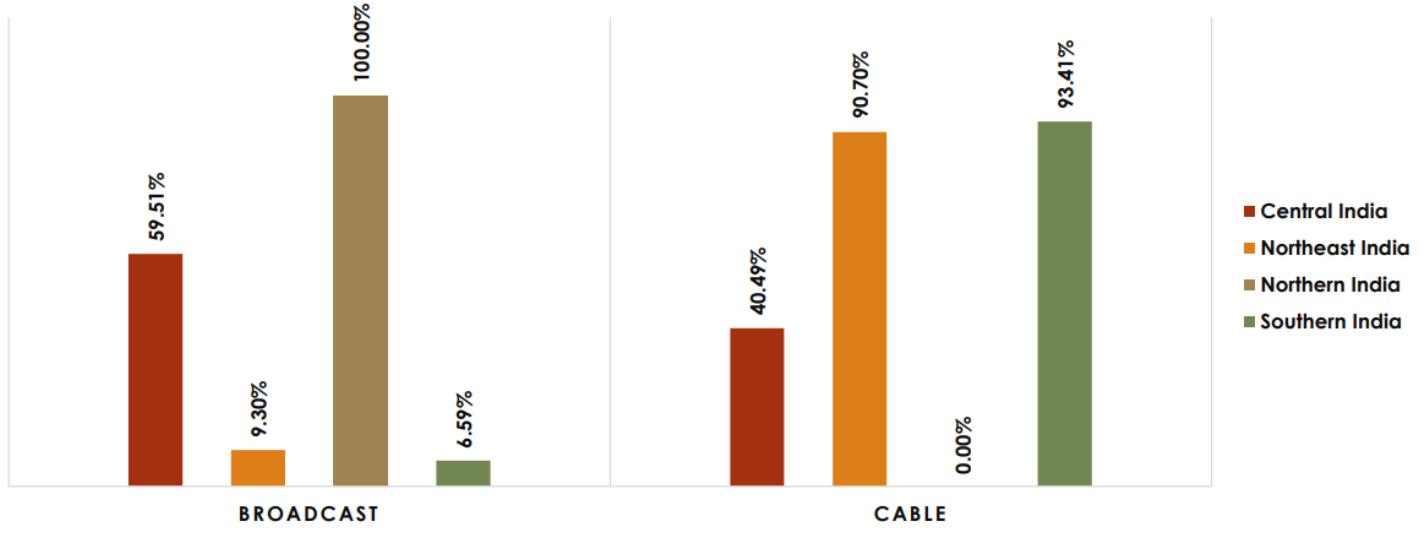
Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
DAYTIME	9.27%	22.80%	0.00%	18.10%	22.69%
EARLY FRINGE	1.46%	6.24%	0.00%	10.44%	6.31%
EARLY MORNING	4.88%	9.44%	0.00%	11.51%	9.47%
EVENING NEWS	3.90%	3.05%	0.00%	4.29%	3.08%
LATE FRINGE	20.98%	16.71%	40.00%	6.78%	16.54%
OVERNIGHT	0.98%	4.28%	0.00%	10.11%	4.38%
PRIME ACCESS	6.34%	2.68%	0.00%	4.96%	2.73%
PRIME TIME	32.20%	19.22%	42.86%	13.29%	19.14%
WEEKEND	20.00%	15.57%	17.14%	20.51%	15.67%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%



Brand	Mahindra and Mahindra				
Average of Spend (\$)	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
MONDAY	550	2491			5666 2556
TUESDAY	487	2491	497		7683 2585
WEDNESDAY	337	2432	884		4486 2459
THURSDAY	74	2502			7613 2595
FRIDAY	501	2403			7123 2472
SATURDAY	5376	2683	456		11543 2889
SUNDAY	12181	3070	7182		8528 3192
Grand Total	4641	2588	5478		7797 2686

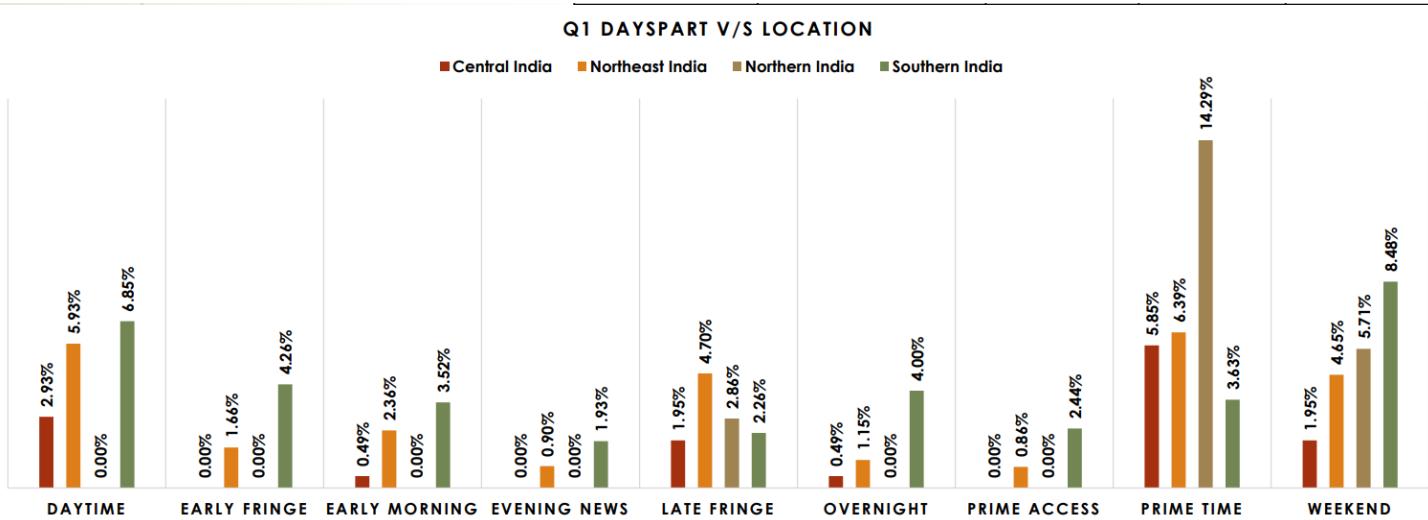


Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
broadcast	59.51%	9.30%	100.00%	6.59%	9.34%
cable	40.49%	90.70%	0.00%	93.41%	90.66%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

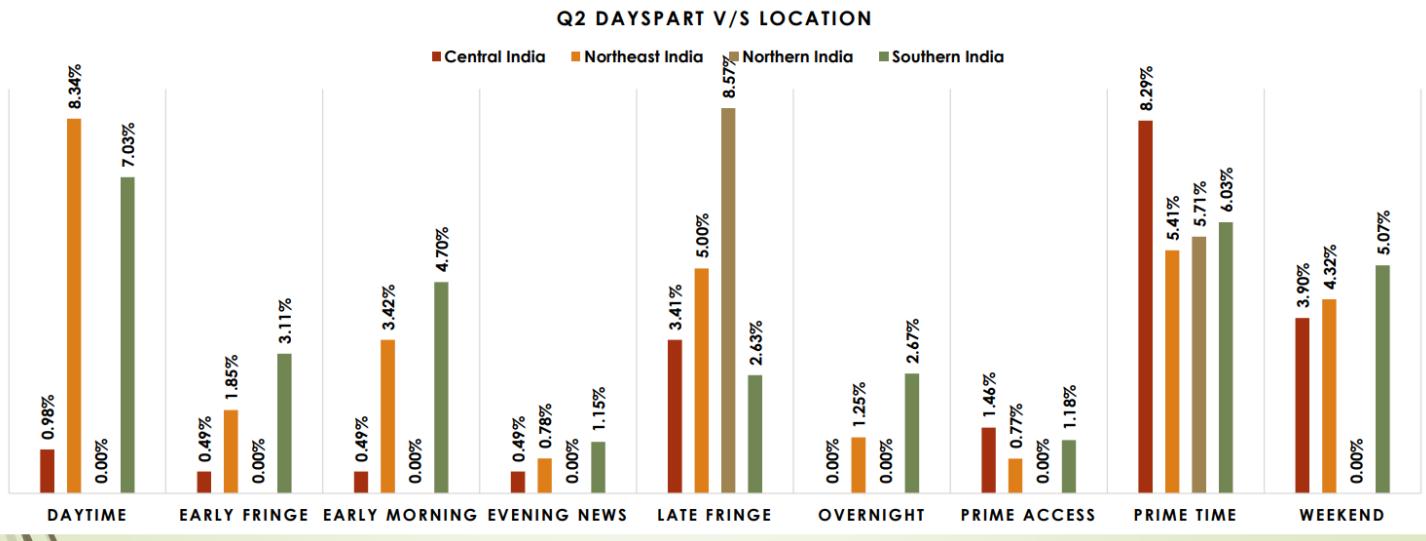


Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
Q1	13.66%	28.61%	22.86%	37.36%	28.75%
DAYTIME	2.93%	5.93%	0.00%	6.85%	5.94%
EARLY FRINGE	0.00%	1.66%	0.00%	4.26%	1.71%
EARLY MORNING	0.49%	2.36%	0.00%	3.52%	2.38%
EVENING NEWS	0.00%	0.90%	0.00%	1.93%	0.91%
LATE FRINGE	1.95%	4.70%	2.86%	2.26%	4.66%
OVERNIGHT	0.49%	1.15%	0.00%	4.00%	1.20%
PRIME ACCESS	0.00%	0.86%	0.00%	2.44%	0.89%
PRIME TIME	5.85%	6.39%	14.29%	3.63%	6.34%
WEEKEND	1.95%	4.65%	5.71%	8.48%	4.71%
Q2	19.51%	31.14%	14.29%	33.58%	31.16%
DAYTIME	0.98%	8.34%	0.00%	7.03%	8.30%
EARLY FRINGE	0.49%	1.85%	0.00%	3.11%	1.87%
EARLY MORNING	0.49%	3.42%	0.00%	4.70%	3.43%
EVENING NEWS	0.49%	0.78%	0.00%	1.15%	0.78%
LATE FRINGE	3.41%	5.00%	8.57%	2.63%	4.94%
OVERNIGHT	0.00%	1.25%	0.00%	2.67%	1.27%
PRIME ACCESS	1.46%	0.77%	0.00%	1.18%	0.78%
PRIME TIME	8.29%	5.41%	5.71%	6.03%	5.42%
WEEKEND	3.90%	4.32%	0.00%	5.07%	4.33%
Q3	50.73%	27.04%	48.57%	17.66%	26.90%
DAYTIME	4.39%	5.67%	0.00%	3.18%	5.62%
EARLY FRINGE	0.00%	1.95%	0.00%	1.70%	1.94%
EARLY MORNING	3.41%	2.47%	0.00%	2.59%	2.48%
EVENING NEWS	3.41%	0.99%	0.00%	0.78%	0.91%
LATE FRINGE	12.20%	4.66%	28.57%	1.48%	4.62%
OVERNIGHT	0.49%	1.32%	0.00%	1.85%	1.33%
PRIME ACCESS	4.88%	0.79%	0.00%	0.67%	0.79%
PRIME TIME	15.61%	4.92%	14.29%	2.26%	4.89%
WEEKEND	6.34%	4.26%	5.71%	3.15%	4.24%
Q4	16.10%	13.21%	14.29%	11.40%	13.18%
DAYTIME	0.98%	2.86%	0.00%	1.04%	2.82%
EARLY FRINGE	0.98%	0.78%	0.00%	1.37%	0.79%
EARLY MORNING	0.49%	1.19%	0.00%	0.70%	1.18%
EVENING NEWS	0.00%	0.39%	0.00%	0.44%	0.39%
LATE FRINGE	3.41%	2.35%	0.00%	0.41%	2.31%
OVERNIGHT	0.00%	0.56%	0.00%	1.59%	0.58%
PRIME ACCESS	0.00%	0.24%	0.00%	0.67%	0.24%
PRIME TIME	2.44%	2.50%	8.57%	1.37%	2.48%
WEEKEND	7.80%	2.34%	5.71%	3.81%	2.38%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

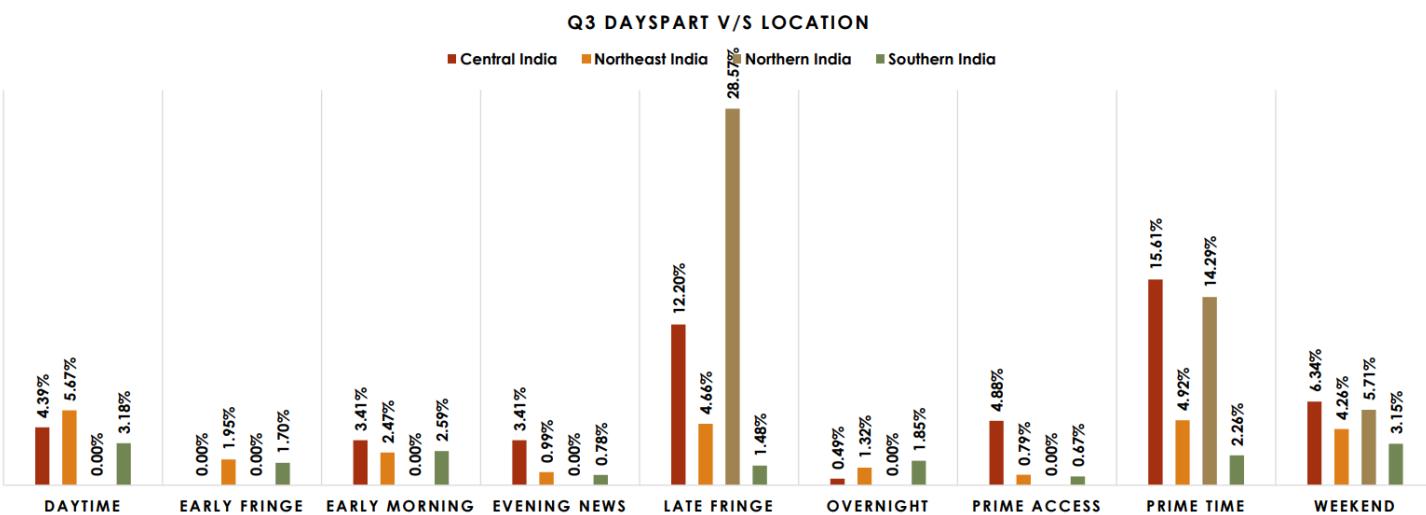
	Central India	Northeast India	Northern India	Southern India
DAYTIME	2.93%	5.93%	0.00%	6.85%
EARLY FRINGE	0.00%	1.66%	0.00%	4.26%
EARLY MORNING	0.49%	2.36%	0.00%	3.52%
EVENING NEWS	0.00%	0.90%	0.00%	1.93%
LATE FRINGE	1.95%	4.70%	2.86%	2.26%
OVERNIGHT	0.49%	1.15%	0.00%	4.00%
PRIME ACCESS	0.00%	0.86%	0.00%	2.44%
PRIME TIME	5.85%	6.39%	14.29%	3.63%
WEEKEND	1.95%	4.65%	5.71%	8.48%



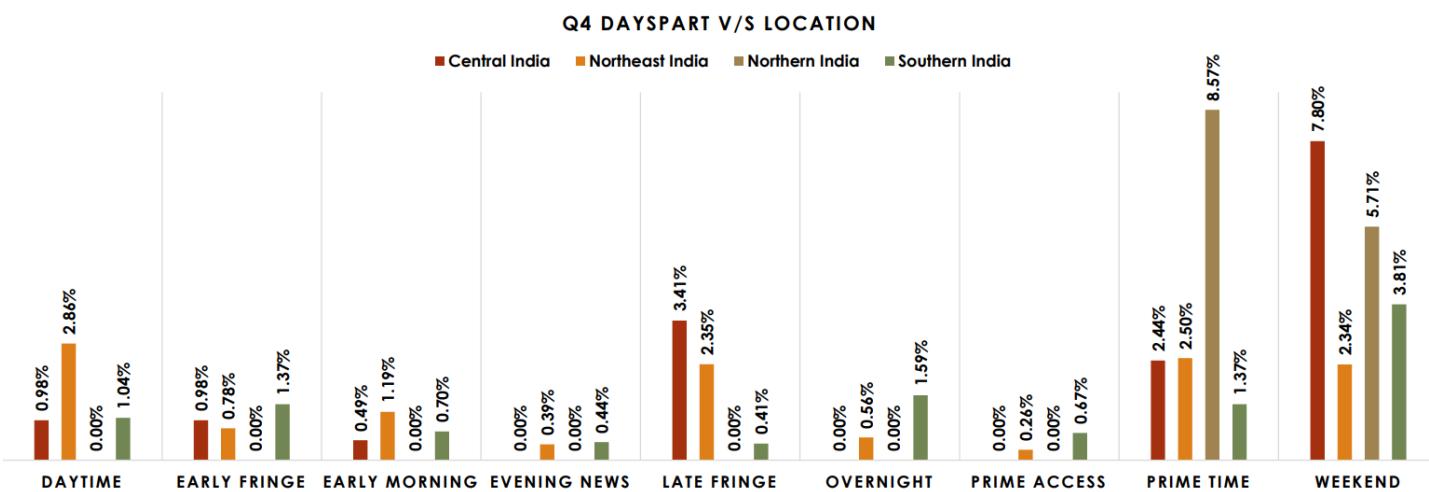
	Central India	Northeast India	Northern India	Southern India
DAYTIME	0.98%	8.34%	0.00%	7.03%
EARLY FRINGE	0.49%	1.85%	0.00%	3.11%
EARLY MORNING	0.49%	3.42%	0.00%	4.70%
EVENING NEWS	0.49%	0.78%	0.00%	1.15%
LATE FRINGE	3.41%	5.00%	8.57%	2.63%
OVERNIGHT	0.00%	1.25%	0.00%	2.67%
PRIME ACCESS	1.46%	0.77%	0.00%	1.18%
PRIME TIME	8.29%	5.41%	5.71%	6.03%
WEEKEND	3.90%	4.32%	0.00%	5.07%



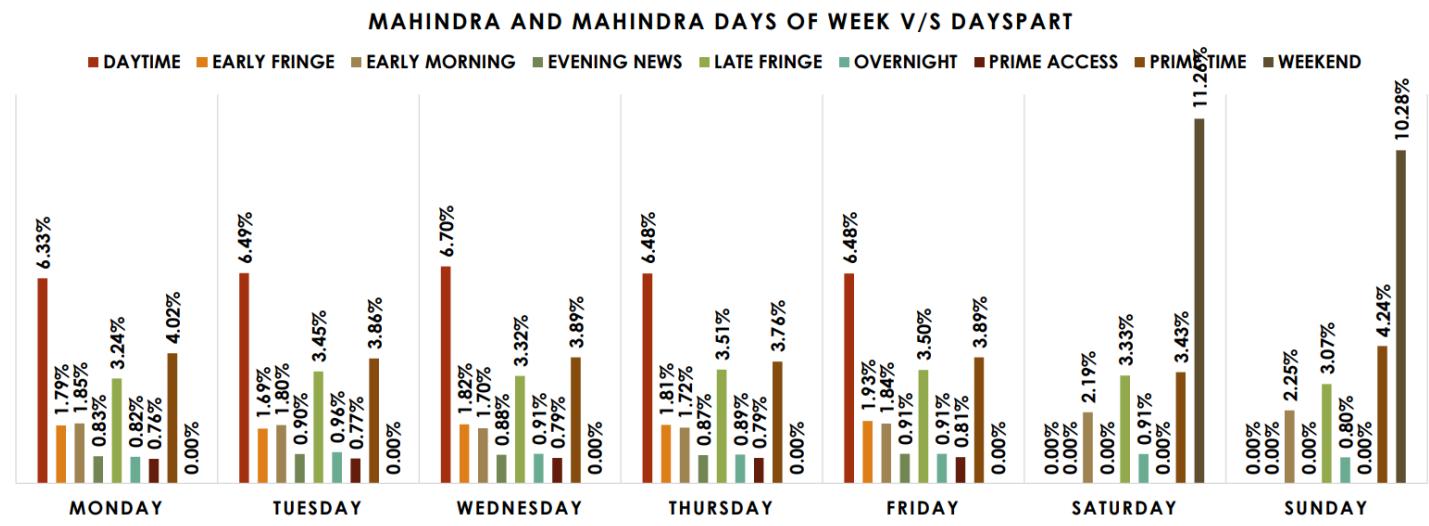
	Central India	Northeast India	Northern India	Southern India
DAYTIME	4.39%	5.67%	0.00%	3.18%
EARLY FRINGE	0.00%	1.95%	0.00%	1.70%
EARLY MORNING	3.41%	2.47%	0.00%	2.59%
EVENING NEWS	3.41%	0.99%	0.00%	0.78%
LATE FRINGE	12.20%	4.66%	28.57%	1.48%
OVERNIGHT	0.49%	1.32%	0.00%	1.85%
PRIME ACCESS	4.88%	0.79%	0.00%	0.67%
PRIME TIME	15.61%	4.92%	14.29%	2.26%
WEEKEND	6.34%	4.26%	5.71%	3.15%



	Central India	Northeast India	Northern India	Southern India
DAYTIME	0.98%	2.86%	0.00%	1.04%
EARLY FRINGE	0.98%	0.78%	0.00%	1.37%
EARLY MORNING	0.49%	1.19%	0.00%	0.70%
EVENING NEWS	0.00%	0.39%	0.00%	0.44%
LATE FRINGE	3.41%	2.35%	0.00%	0.41%
OVERNIGHT	0.00%	0.56%	0.00%	1.59%
PRIME ACCESS	0.00%	0.26%	0.00%	0.67%
PRIME TIME	2.44%	2.50%	8.57%	1.37%
WEEKEND	7.80%	2.34%	5.71%	3.81%

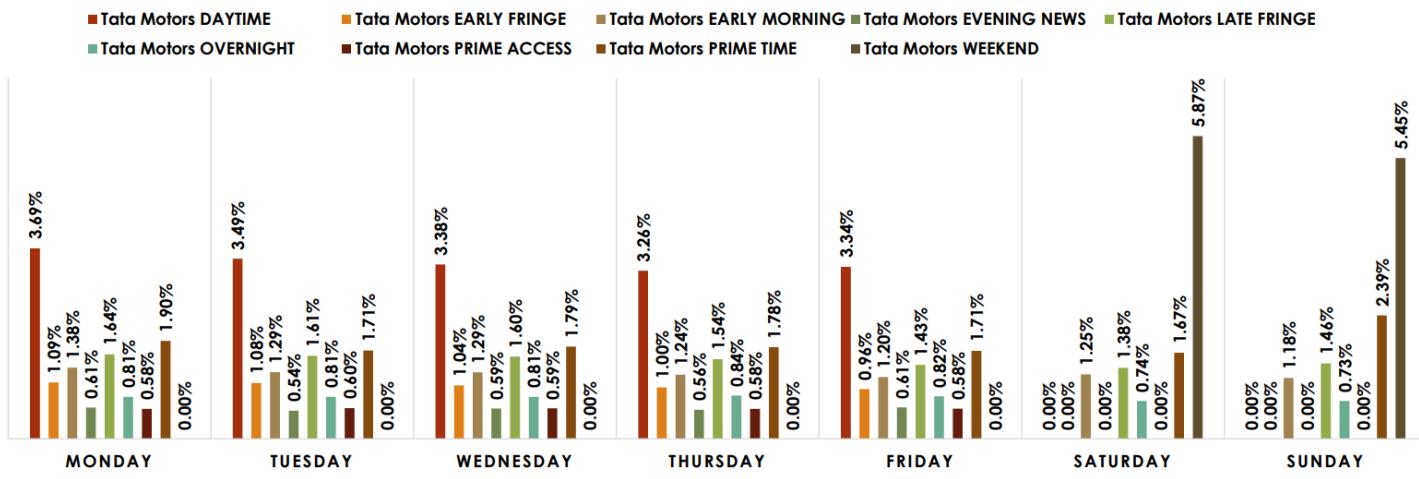


	Mahindra and Mahindra									
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	
MONDAY	6.33%	1.79%	1.85%	0.83%	3.24%	0.82%	0.76%	4.02%	0.00%	
TUESDAY	6.49%	1.69%	1.80%	0.90%	3.45%	0.90%	0.77%	3.86%	0.00%	
WEDNESDAY	6.70%	1.82%	1.70%	0.88%	3.32%	0.79%	0.79%	3.89%	0.00%	
THURSDAY	6.48%	1.81%	1.72%	0.87%	3.51%	0.89%	0.79%	3.76%	0.00%	
FRIDAY	6.48%	1.93%	1.84%	0.91%	3.50%	0.91%	0.81%	3.89%	0.00%	
SATURDAY	0.00%	0.00%	2.19%	0.00%	3.33%	0.91%	0.00%	3.43%	11.26%	
SUNDAY	0.00%	0.00%	2.25%	0.00%	3.07%	0.80%	0.00%	4.24%	10.28%	



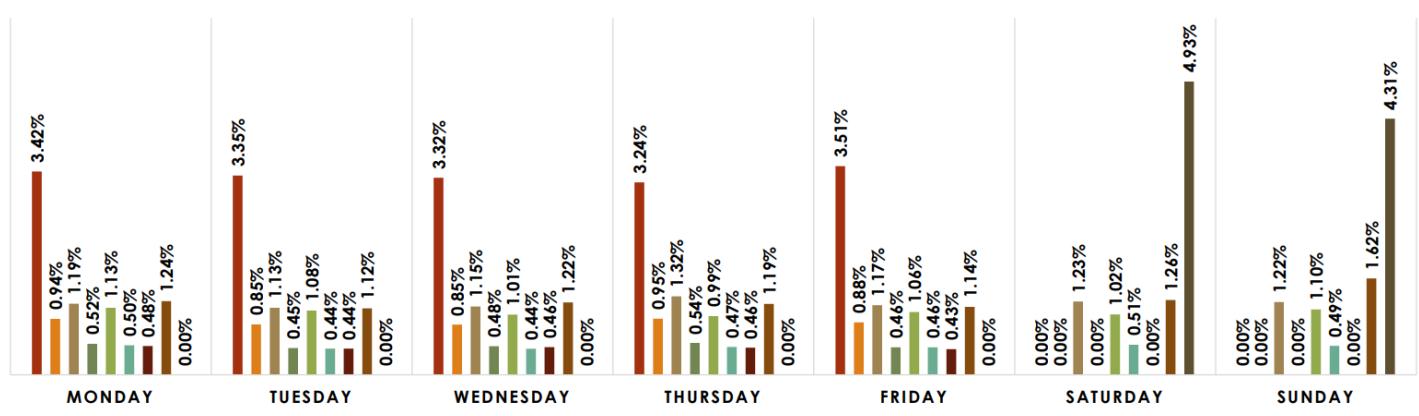
	Tata Motors									
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	
MONDAY	3.69%	1.09%	1.38%	0.61%	1.64%	0.61%	0.58%	1.90%	0.00%	
TUESDAY	3.49%	1.08%	1.29%	0.57%	1.29%	0.81%	0.60%	1.71%	0.00%	
WEDNESDAY	3.38%	1.04%	1.29%	0.59%	1.40%	0.81%	0.59%	1.79%	0.00%	
THURSDAY	3.26%	1.00%	1.24%	0.56%	1.54%	0.84%	0.58%	1.78%	0.00%	
FRIDAY	3.34%	0.96%	1.20%	0.61%	1.43%	0.82%	0.58%	1.71%	0.00%	
SATURDAY	0.00%	0.00%	1.25%	0.00%	1.38%	0.74%	0.00%	1.67%	5.87%	
SUNDAY	0.00%	0.00%	1.18%	0.00%	1.46%	0.73%	0.00%	2.39%	5.45%	

TATA MOTORS DAYS PART V/S DAYS OF WEEK



	Toyota									
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	
MONDAY	3.42%	0.94%	1.19%	0.52%	1.32%	0.50%	0.48%	1.24%	0.00%	
TUESDAY	3.35%	0.85%	1.13%	0.45%	1.29%	0.44%	0.44%	1.12%	0.00%	
WEDNESDAY	3.32%	0.85%	1.15%	0.48%	1.30%	0.44%	0.44%	1.22%	0.00%	
THURSDAY	3.24%	0.95%	1.32%	0.54%	1.48%	0.99%	0.47%	1.19%	0.00%	
FRIDAY	3.51%	0.88%	1.17%	0.46%	1.32%	0.47%	0.46%	1.14%	0.00%	
SATURDAY	0.00%	0.00%	1.23%	0.00%	1.02%	0.51%	0.00%	1.26%	4.93%	
SUNDAY	0.00%	0.00%	1.22%	0.00%	1.10%	0.49%	0.00%	1.62%	4.31%	

TOYOTA MOTORS DAYS OF WEEK V/S DAYS PART



Google Drive Link for Cleaned and Analysed Data

https://docs.google.com/spreadsheets/d/1FI8Tisu_nW5JRtV0DxHcINO_ogTogwM5/edit?usp=share_link&ouid=107314121677265382892&rtpof=true&sd=true

