

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.

Approach:

In order to execute the project, we have to create the pivot table and graphical representation of data and finding the insights.

Tech stack used:

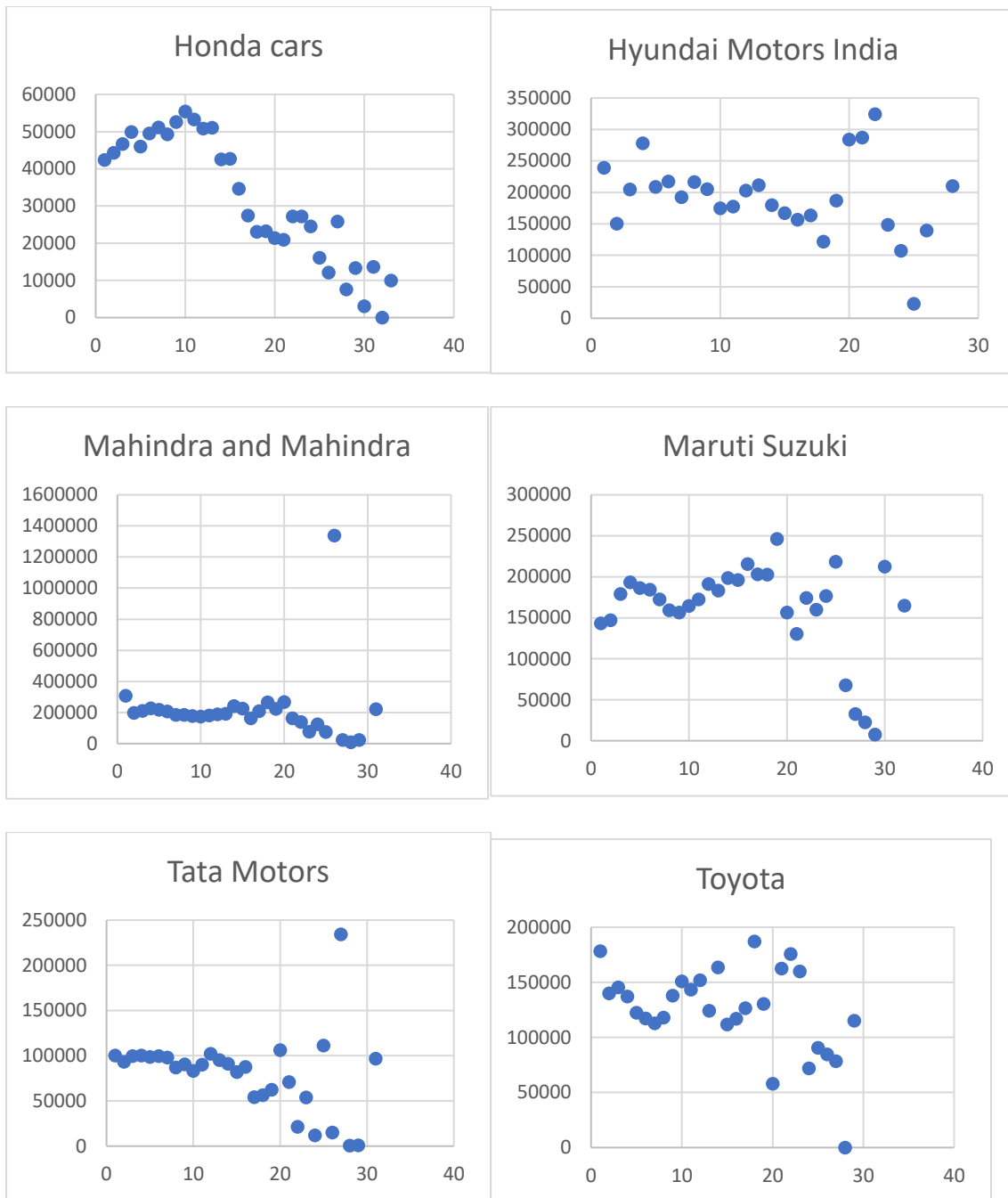
To find the insights we have used excel to represent the graphs and download the dataset in excel, Microsoft word to present the report and google drive to submit the project.

Insights:

- 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 term used to refer to multiple ads that are placed together and then played back one after the other (back-to-back playback) in a single ad break is called as Pod Position.

Yes, the Pod position number affect the amount spent on ads for a specific period of time by a company.



Result: the pod position of the brands increases and price also increases earlier and then starts declining at the end.

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

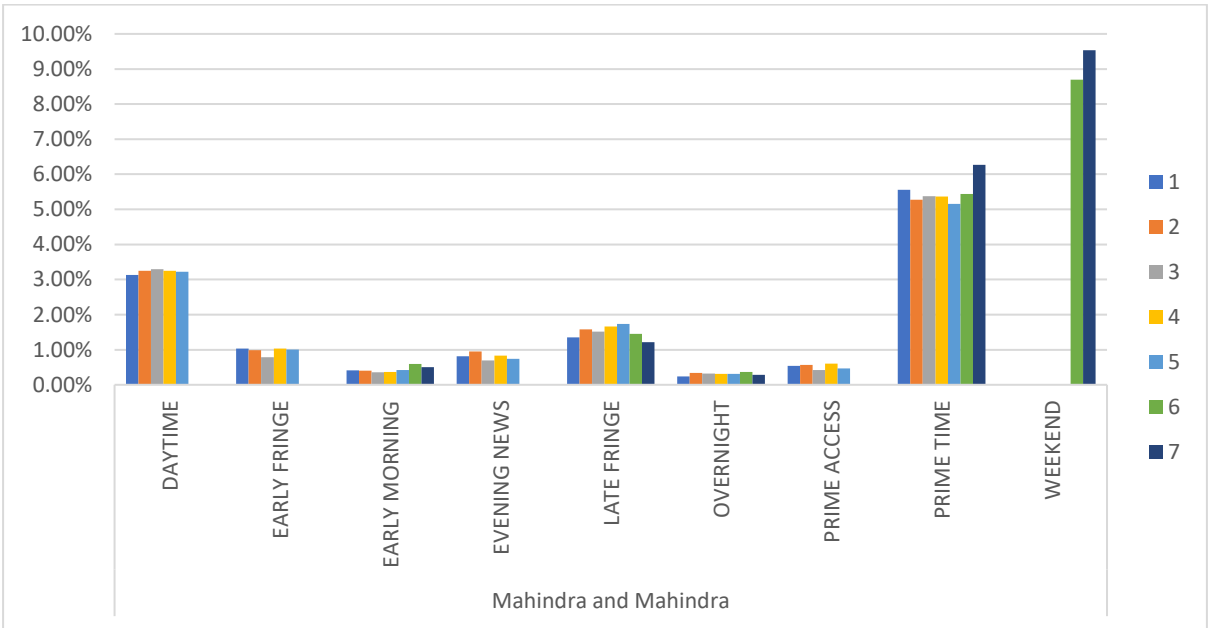
BRANDS	Q1	Q2	Q3	Q4
Honda Cars	0.36%	0.33%	0.34%	0.37%
Hyundai Motors India	1.29%	1.25%	1.52%	1.28%
Mahindra and Mahindra	3.02%	2.75%	2.78%	2.75%

Maruti Suzuki	4.32%	3.83%	3.80%	3.85%
Tata Motors	0.65%	0.62%	0.62%	0.58%
Toyota	0.82%	0.79%	0.66%	0.82%

Grand Total	12.59%	5.08%	5.05%	3.99%	10.98%	3.05%	4.54%	36.62%	18.11%	0.00%	100.00%
					%			%		%	%

- **Result:** Maruti Suzuki spends the most for the advertisement but they have the most products used for branding. Honda cars spends the least for the advertisement but they have the least products used for branding.
- The brands spends the least in the overnight advertisement and spends the most in the prime time advertisement

- 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.



Result: Mahindra and Mahindra should target the daytime, late fringe and 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:

Sum of Spend (\$)	Column Labels								
Row Labels	1	2	3	4	5	6	7	(blank)	Grand Total
Honda Cars	0.73%	0.73%	0.75%	0.73%	0.76%	0.63%	0.52%	0.00%	4.85%
DAYTIME	0.29%	0.30%	0.31%	0.30%	0.32%	0.00%	0.00%	0.00%	1.52%
EARLY FRINGE	0.11%	0.11%	0.12%	0.12%	0.12%	0.00%	0.00%	0.00%	0.58%

EARLY MORNING	0.08%	0.08%	0.09%	0.08%	0.08%	0.07%	0.04%	0.00%	0.52%
EVENING NEWS	0.04%	0.04%	0.04%	0.04%	0.04%	0.00%	0.00%	0.00%	0.21%
LATE FRINGE	0.04%	0.04%	0.03%	0.04%	0.05%	0.05%	0.09%	0.00%	0.34%
OVERNIGHT	0.05%	0.03%	0.03%	0.02%	0.03%	0.09%	0.04%	0.00%	0.28%
PRIME ACCESS	0.03%	0.03%	0.03%	0.03%	0.02%	0.00%	0.00%	0.00%	0.14%
PRIME TIME	0.09%	0.10%	0.10%	0.10%	0.10%	0.09%	0.12%	0.00%	0.70%
WEEKEND	0.00%	0.00%	0.00%	0.00%	0.00%	0.32%	0.23%	0.00%	0.55%
Hyundai Motors India	2.41%	2.25%	2.06%	2.00%	1.90%	3.37%	4.18%	0.00%	18.17%
DAYTIME	0.29%	0.19%	0.19%	0.24%	0.33%	0.00%	0.00%	0.00%	1.24%
EARLY FRINGE	0.14%	0.13%	0.14%	0.13%	0.18%	0.00%	0.00%	0.00%	0.72%
EARLY MORNING	0.13%	0.12%	0.14%	0.12%	0.13%	0.13%	0.10%	0.00%	0.88%
EVENING NEWS	0.10%	0.08%	0.11%	0.10%	0.14%	0.00%	0.00%	0.00%	0.54%
LATE FRINGE	0.15%	0.18%	0.15%	0.19%	0.20%	0.28%	0.22%	0.00%	1.37%
OVERNIGHT	0.05%	0.04%	0.05%	0.05%	0.05%	0.04%	0.07%	0.00%	0.32%
PRIME ACCESS	0.15%	0.13%	0.16%	0.18%	0.16%	0.00%	0.00%	0.00%	0.77%
PRIME TIME	1.39%	1.38%	1.13%	1.00%	0.71%	1.33%	1.78%	0.00%	8.72%
WEEKEND	0.00%	0.00%	0.00%	0.00%	0.00%	1.60%	2.02%	0.00%	3.61%
Maruti Suzuki	7.53%	6.91%	7.32%	7.26%	6.61%	9.62%	10.87%	0.00%	56.14%
DAYTIME	1.05%	0.92%	0.93%	0.97%	1.02%	0.00%	0.00%	0.00%	4.89%
EARLY FRINGE	0.50%	0.46%	0.44%	0.44%	0.44%	0.00%	0.00%	0.00%	2.29%
EARLY MORNING	0.40%	0.38%	0.36%	0.36%	0.35%	0.46%	0.59%	0.00%	2.91%
EVENING NEWS	0.37%	0.40%	0.41%	0.38%	0.53%	0.00%	0.00%	0.00%	2.09%
LATE FRINGE	1.08%	1.07%	1.04%	1.09%	1.13%	1.06%	0.97%	0.00%	7.44%
OVERNIGHT	0.31%	0.33%	0.33%	0.32%	0.30%	0.36%	0.43%	0.00%	2.37%
PRIME ACCESS	0.57%	0.60%	0.60%	0.63%	0.52%	0.00%	0.00%	0.00%	2.92%
PRIME TIME	3.26%	2.75%	3.22%	3.06%	2.32%	3.04%	3.82%	0.00%	21.46%
WEEKEND	0.00%	0.00%	0.00%	0.00%	0.00%	4.70%	5.07%	0.00%	9.77%
Tata Motors	1.39%	1.38%	1.31%	1.32%	1.30%	1.35%	1.46%	0.00%	9.53%
DAYTIME	0.37%	0.34%	0.31%	0.33%	0.31%	0.00%	0.00%	0.00%	1.66%
EARLY FRINGE	0.13%	0.12%	0.11%	0.13%	0.12%	0.00%	0.00%	0.00%	0.61%
EARLY MORNING	0.12%	0.12%	0.11%	0.10%	0.10%	0.08%	0.09%	0.00%	0.71%
EVENING NEWS	0.13%	0.12%	0.11%	0.11%	0.12%	0.00%	0.00%	0.00%	0.59%
LATE FRINGE	0.15%	0.18%	0.14%	0.17%	0.17%	0.18%	0.13%	0.00%	1.12%
OVERNIGHT	0.03%	0.03%	0.04%	0.04%	0.04%	0.03%	0.04%	0.00%	0.26%
PRIME ACCESS	0.10%	0.11%	0.13%	0.11%	0.13%	0.00%	0.00%	0.00%	0.58%
PRIME TIME	0.36%	0.36%	0.36%	0.34%	0.31%	0.33%	0.52%	0.00%	2.58%
WEEKEND	0.00%	0.00%	0.00%	0.00%	0.00%	0.74%	0.67%	0.00%	1.42%
Toyota	1.66%	1.31%	1.23%	1.44%	1.44%	1.91%	2.33%	0.00%	11.32%
DAYTIME	0.40%	0.36%	0.30%	0.37%	0.44%	0.00%	0.00%	0.00%	1.87%
EARLY FRINGE	0.24%	0.18%	0.16%	0.19%	0.21%	0.00%	0.00%	0.00%	0.98%
EARLY MORNING	0.13%	0.12%	0.11%	0.14%	0.14%	0.10%	0.10%	0.00%	0.83%
EVENING NEWS	0.13%	0.09%	0.09%	0.11%	0.12%	0.00%	0.00%	0.00%	0.54%
LATE FRINGE	0.13%	0.13%	0.11%	0.15%	0.12%	0.09%	0.16%	0.00%	0.89%
OVERNIGHT	0.03%	0.02%	0.02%	0.02%	0.02%	0.04%	0.02%	0.00%	0.17%
PRIME ACCESS	0.22%	0.15%	0.16%	0.16%	0.20%	0.00%	0.00%	0.00%	0.90%
PRIME TIME	0.38%	0.26%	0.26%	0.30%	0.21%	0.48%	0.53%	0.00%	2.43%
WEEKEND	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	1.51%	0.00%	2.71%
(blank)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(blank)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	13.73%	12.59%	12.67%	12.75%	12.02%	16.89%	19.37%	0.00%	100.00%