XYZ ADS AIRING REPORT ANALYSIS

Project

- 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.

- Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services

Description

- XYZ companies use different marketing strategies to target their customers.

- Here with the help of previous data we predict what type marketing strategies to use for upcoming quarter or year to increase the sales or viewer ship.

- 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.

What is Pod Position

- **An ad pod is a group of ads that are sequenced together to be played back-to-back within a single ad break/placement.**

Does the Pod position number affect the amount spent on Ads for a specific period of time by a company?
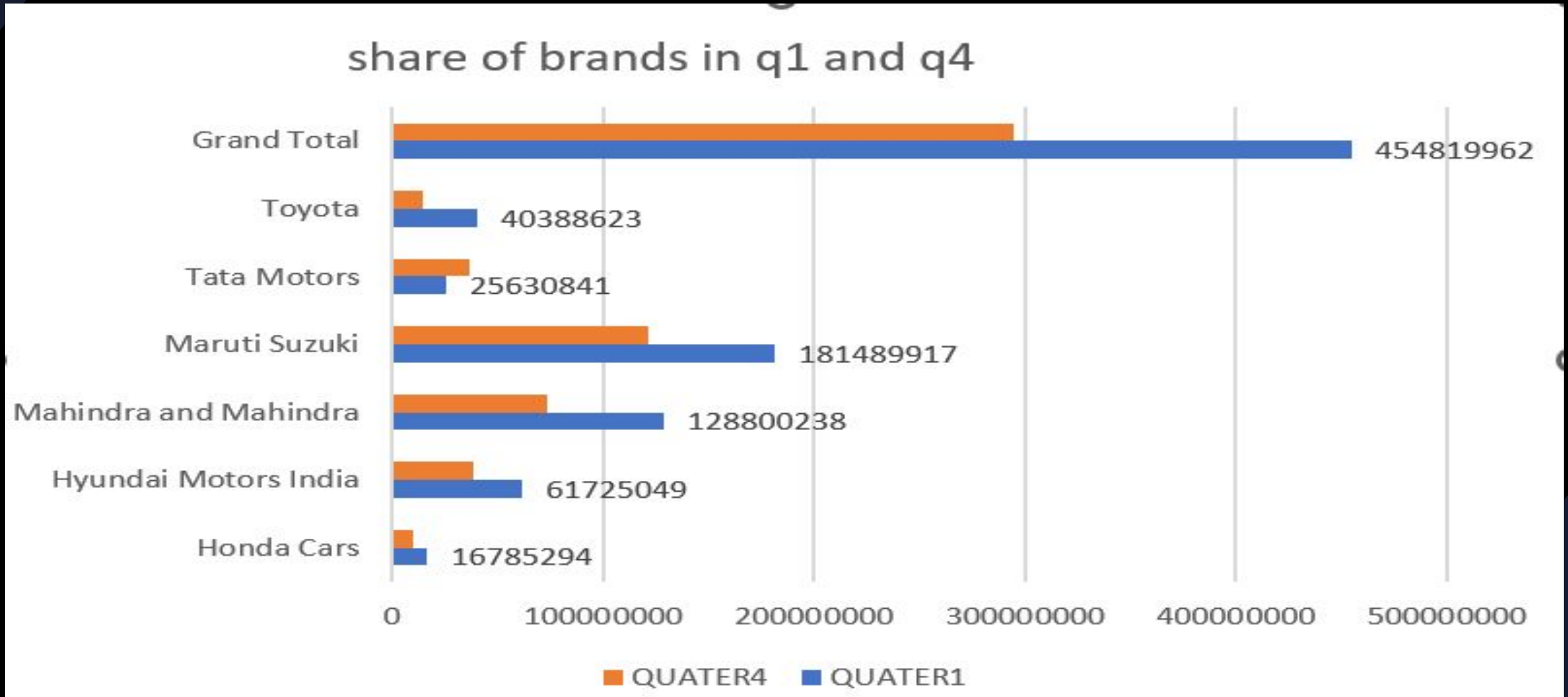
Ad pods give publishers the opportunity to maximise revenue from each ad break and give advertisers more control over ad positioning.

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

- Advertisers often bid more money to secure an earlier pod position for their ads because earlier positions are more effective at reaching their target audience. In contrast, ads that are aired in later pod positions are considered less effective because viewers may be more likely to change the channel or tune out during the commercial break.
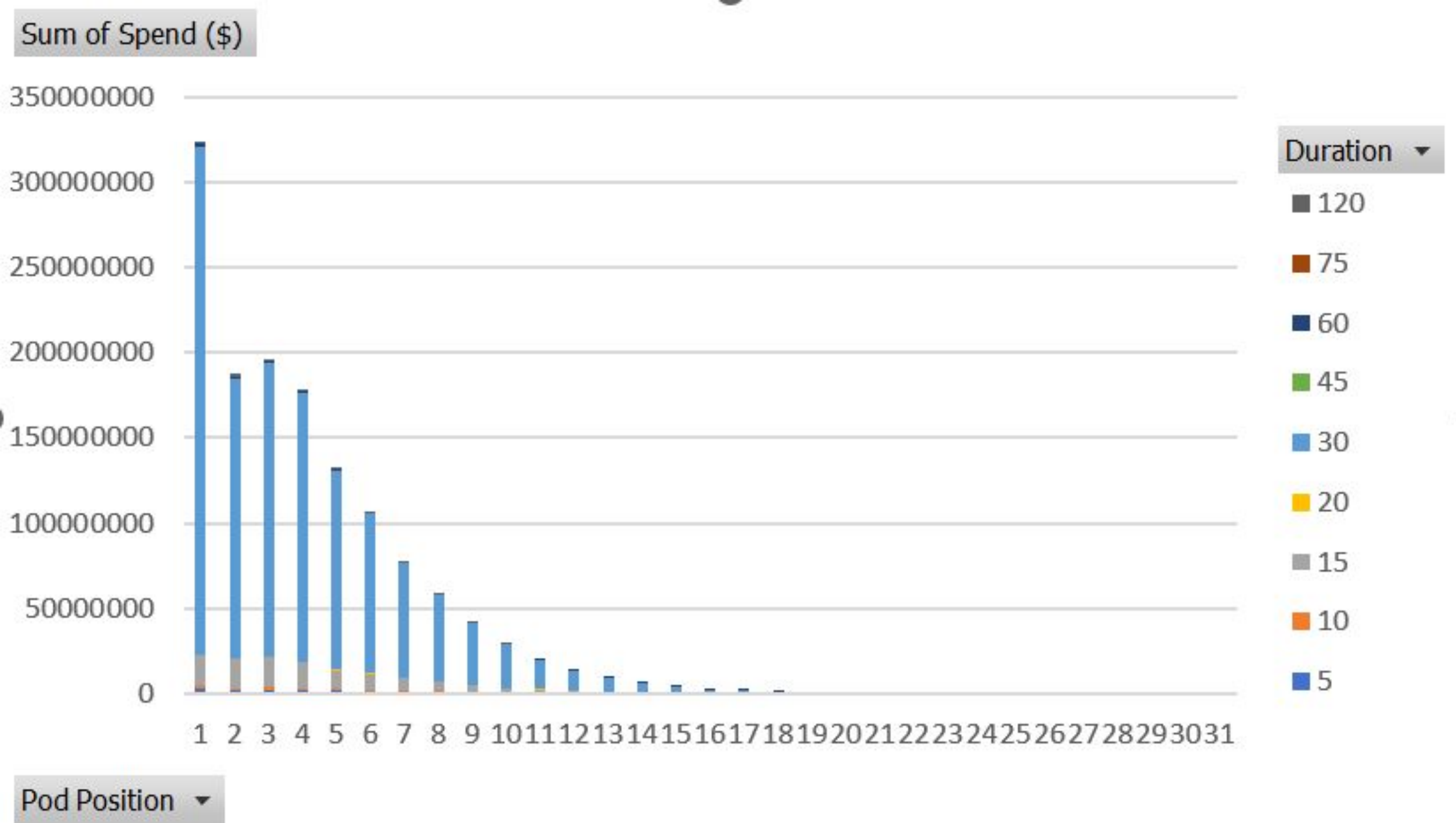
- From the above chart we can observe that pod position (1-5) and duration 5 mins the companies spent more on ads by this we can say that Pod position number affect the amount spent on Ads for a specific period of time by a company.

- I have selected the required columns and created pivot table drag pod position to rows ,duration to columns. Spent to value sum .

- And the select the data and insert stacked column chart.

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

share of brands in q1 and q4

Brand	Q4	Q1
Grand Total		454819962
Toyota		40388623
Tata Motors		25630841
Maruti Suzuki		181489917
Mahindra and Mahindra		128800238
Hyundai Motors India		61725049
Honda Cars		16785294

QUATER4   QUATER1

- By the above chart we can say that brands like Honda Cars, Hyundai Motors India

- Mahindra and Mahindra, Maruti Suzuki, Tata Motors have Q1 share higher than Q4/

- Only Toyota have Q4 higher thanQ1.

- To achieve this I created an quarter column using date column with formula =ROUNDUP(MID(G2,1,2)/3,0).

- Then pivot columns brands, quarter, Spent drag Spent to value brands to rows and quarter to column now select three columns and insert chart and you can visualize the difference .

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

- Competitive analysis is the process of evaluating the strengths and weaknesses of a business's competitors. It is an important part of strategic planning as it allows businesses to understand their market position, identify opportunities for growth, and develop strategies to differentiate themselves from their competitors.
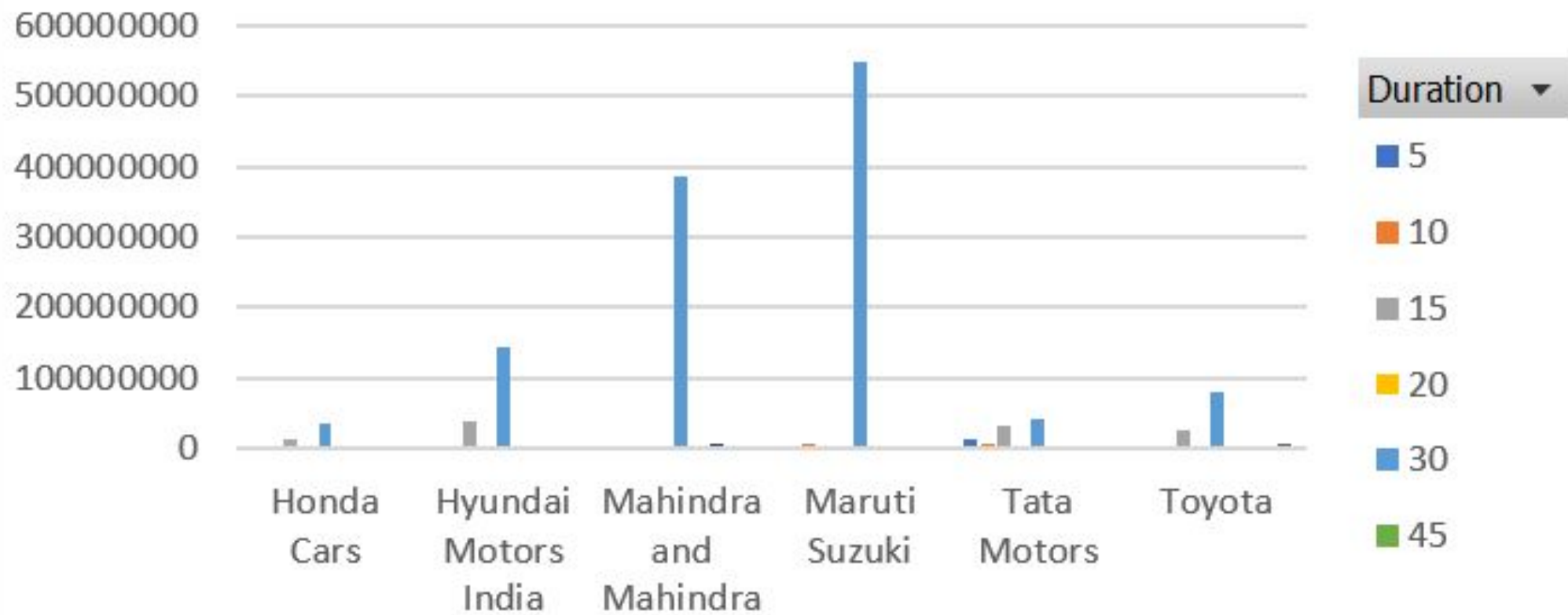
Strategy-Brands spent on Day Parts

- From the above chart we can observe that how much each company spents on day parts .

- Hyundai , Maruti , Mahindra and Mahindra spent on Prime show more
  than other companies .

- Honda cars spent more money on Day time then prime show .

- Most of the companies spent on prime time .

- To achieve this I filtered data and created pivot table with Brands - rows, spent,- value day
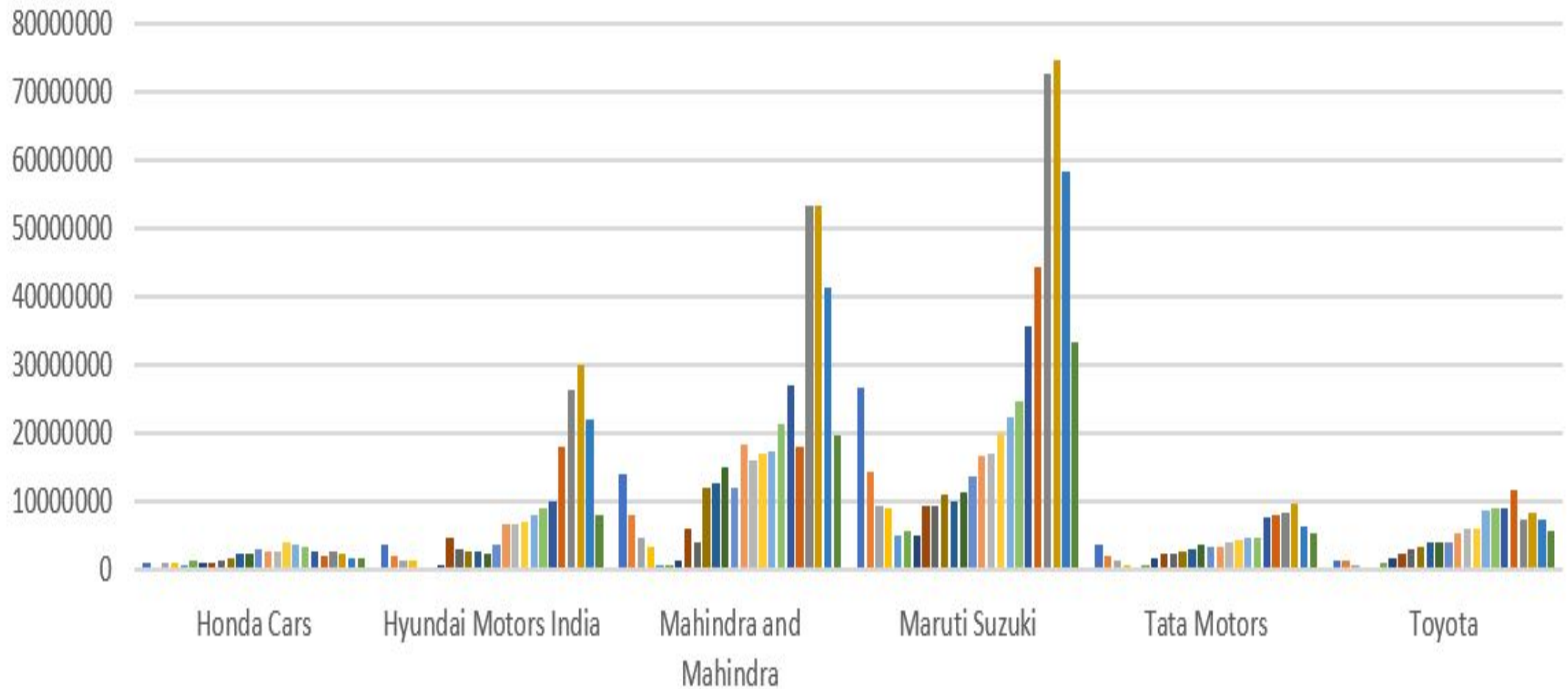 Parts –rows then inserted cluster column chart.

Strategy –Brands spent on duration

- When it comes to this strategy all companies follow same thing mostly spent on 5 mins duration .

- To achieve this I filtered data and created pivot table with Brands - rows, spent,- value duration–columns then inserted cluster column chart.

brands spent on hours of day

Strategy- brands spent on hour of the day

- Day parts and hour of the day is co-related here also toyota and honda spent differently then other brands .

- To achieve this I filtered data and created pivot table with Brands - rows, spent,- value , hour of day–column then inserted cluster column chart.

- Finally all three strategy are similar because the targeted custmors are same and all brands are car companies

Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022.

Sum of EQ Units	Column Labels				
Brands	Q1	Q2	Q3	Q4	Grand Total
Mahindra and Mahindra	43193.39	45244.02	39130.09	18468.68	146036.18

- Analyze the data for Q1 of 2021 to identify the target audience segments that responded well to the TV ads

- EQ Units stands for "Equivalent Units", which is a metric used in advertising to measure the effectiveness of an advertising campaign. It represents the estimated number of people who were reached by the advertisement. The calculation of EQ Units takes into account the audience size of the show, the duration of the advertisement, and the number of times the advertisement aired.

- For example, if an advertisement aired during a show with an audience size of 1 million viewers, for a duration of 30 seconds, and it aired 10 times, then the total EQ Units for that advertisement would be 10 x (1,000,000 / 2) = 5 million.

- MY SUGGETION TO CMO IS :-

- Use online platforms such as Google Ads, Facebook Ads, LinkedIn Ads, etc. to run the digital ad campaign.

- Use targeting techniques such as age, gender, location, interests, and online behavior to target the audience effectively.

- Use retargeting techniques to target audiences who have already shown interest in Mahindra and Mahindra's products.

- Track metrics such as impressions, clicks, click-through rate, and conversions to measure the effectiveness of the ad campaign and optimize it further.

Approach

- it is crucial to clean and preprocess the data, such as removing any duplicates, filling in missing values, and transforming the data into a usable format.

- Next, it is important to explore the data and draw insights using statistical techniques and visualizations. This can involve the use of pivot tables, filters, common formulas, and charts to analyze the data and identify trends, patterns, and relationships between variables.

- to extract meaningful insights from data and translate them into actionable recommendations.

Tech-Stack Used

- Excel.

- Microsoft power point

Insights

- There is a possibility that the pod position can affect the amount spent on ads as ads placed in more favorable positions are likely to receive higher viewership and engagement, leading to higher demand and therefore higher costs.

- Overall, Q1 has a higher share than Q4 for all companies, except for Tata Motors, which has a higher share in Q4 compared to Q1.

- This suggests that the advertising strategy for Tata Motors may be different from other companies and could be worth further investigation.

- t's not necessarily true that all companies will choose the same strategy all the time just because they have the same target audience. Competitive analysis can also help companies identify areas where they can differentiate themselves and stand out from their competitors. Companies may also have different goals and priorities even if they have the same target audience, which can influence their advertising strategy.

Result

- I successfully analyzed the dataset using Excel, which allowed me to gain proficiency in using Excel's data analysis features. This project helped me to become more familiar with data cleaning, sorting, and pivot tables in Excel. Additionally, I was able to draw valuable insights from the dataset by using Excel to visualize trends and patterns in the data.