XYZ Ads Airing Report Analysis

Project Description:

Advertising is a way of marketing your business to increase sales or make your audience aware of your products or services. Until a customer deal with you directly and 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.

Approach:

Considering the given data set of the ads with various columns like Id, Brand, Product, network, network type, show, date, time, pod position, dayparts, duration, EQ units, spend broadcast year, broadcast month, quarter, broadcast week, day of week, hour of day, time zone our main agenda is to answer all the appropriate questions given.

• Dropping the columns which was not needed and removing the null points was our priority.

• Considering the pod position for our first analysis, pod position is the position of the ads in a particular period with proper duration. The below graph gives us the clear picture of the amount spent by the Honda car company in starting pod position and gradually decreasing in the last positions.
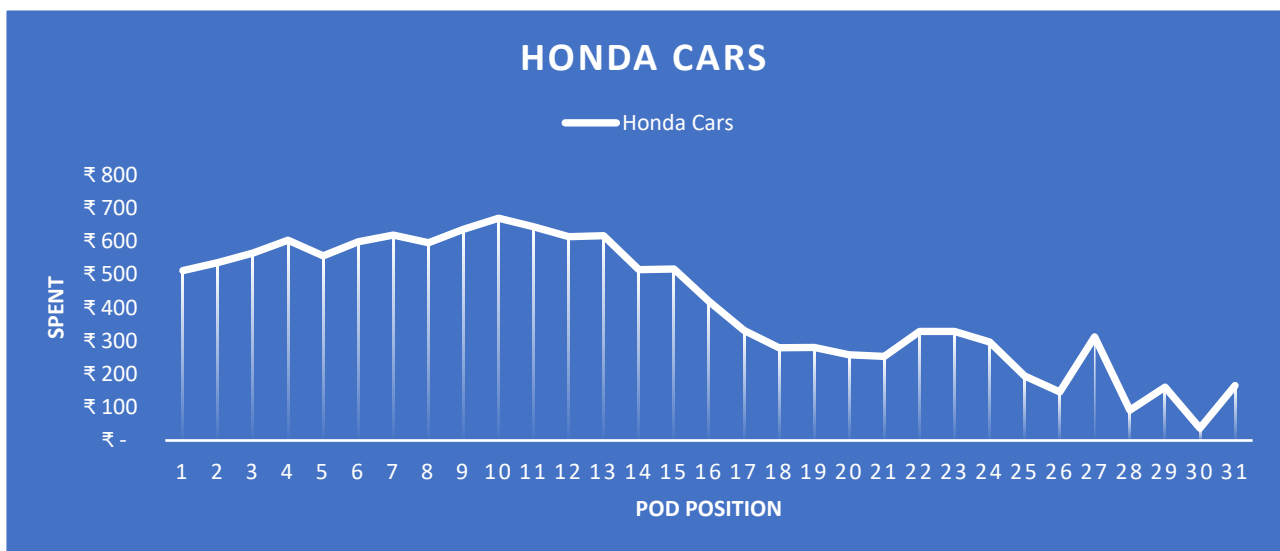

Chart (a): Pod position vs Amount Spend

• The table shows us how much amount/share has been spent on each number of ads given (quarterly).

Row Labels	Sum of Spend ($)				Count of Id			
	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%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	10.48%	9.84%	9.17%	9.23%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	19.71%	24.01%	22.05%	13.57%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	38.78%	37.31%	36.55%	41.10%
Tata Motors	5.92%	5.01%	4.72%	12.60%	10.12%	7.62%	8.03%	20.93%
Toyota	8.64%	9.12%	9.13%	4.89%	8.46%	11.45%	11.21%	3.87%
Grand Total	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

- Competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands. Considering the below chart, we can conclude that the amount spent more is by the brand Maruti Suzuki and we can observe that the brands spending more in various timelines in a particular day.
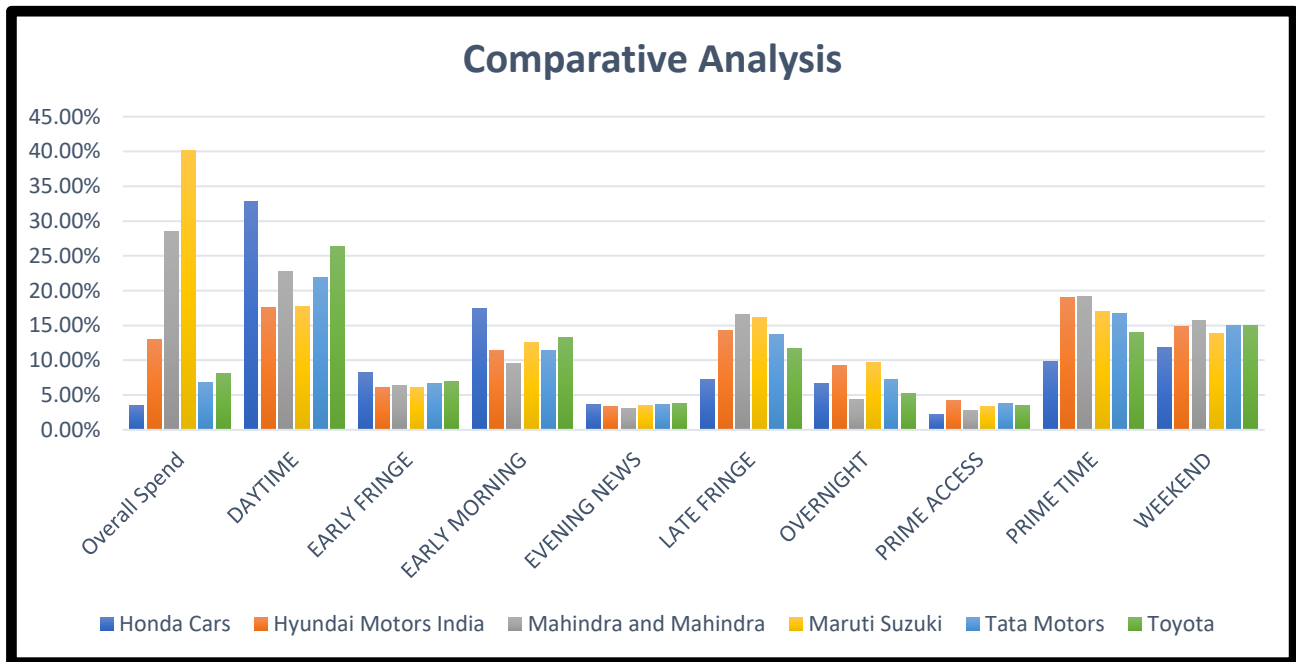

Chart (b): Brands vs Amount Spend (in percentage)

- In the below 2 charts we can see the comparison of the year of 2021 and 2022 of amount spent on ads in different timelines by Mahindra and Mahindra company. With this we can conclude that the strategy is a bit of tract in both the years, so the suggestion is to spend in each part evenly to compete with other brands.
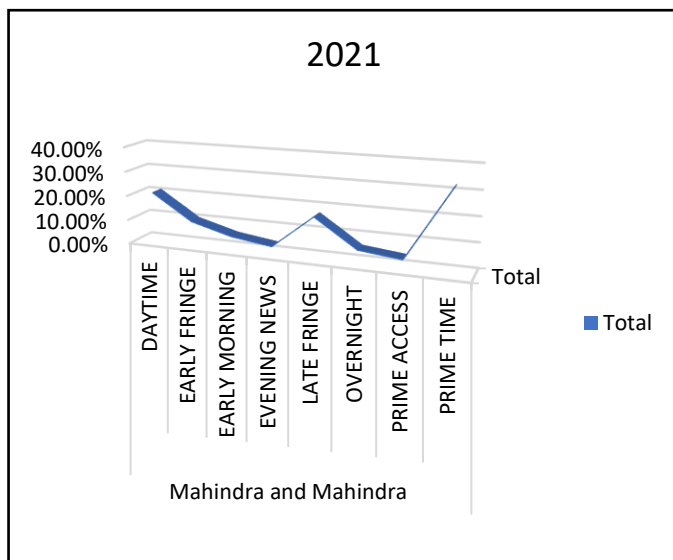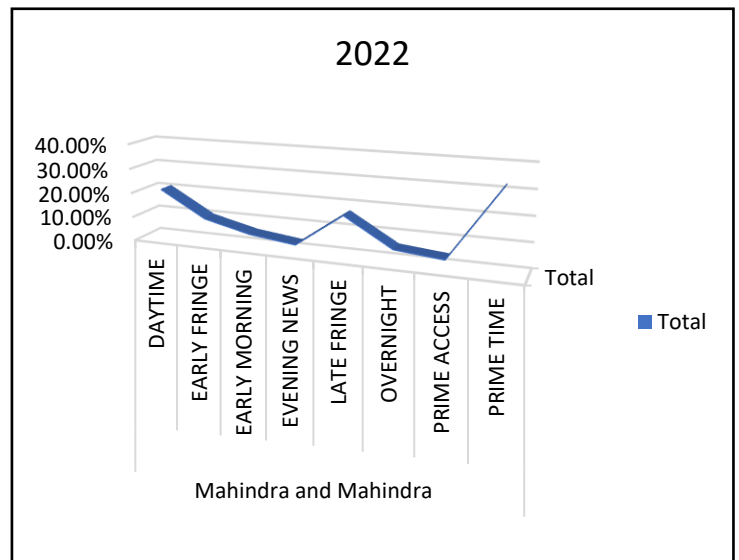

Chart (c): M and M in 2021

Chart (d): M and M in 2022

- This is the additional analysis done considering the brands and the average duration of ads given by each company in each part of the day.

Count of Duration	Column Labels								
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
Honda Cars	17.63%	14.75%	16.50%	12.01%	5.88%	10.33%	8.01%	6.95%	9.62%
Hyundai Motors India	7.85%	9.13%	9.04%	9.44%	9.73%	11.97%	12.50%	11.19%	10.11%
Mahindra and Mahindra	21.10%	19.51%	15.53%	17.81%	23.32%	11.71%	16.99%	23.45%	22.16%
Maruti Suzuki	31.32%	35.80%	38.92%	39.03%	43.10%	49.22%	39.86%	39.55%	36.95%
Tata Motors	11.16%	11.17%	10.24%	11.78%	10.61%	10.52%	12.75%	11.23%	11.65%
Toyota	10.94%	9.64%	9.77%	9.93%	7.35%	6.25%	9.90%	7.63%	9.51%

Tech-Stack Used:

Microsoft Excel

Insights:

While doing the analysis the main thing is to understand the given database, extracting them accordingly and finding out the output was the agenda, the knowledge on excels by getting trained on advanced concepts helped me a lot in clearing all the errors and implementing it helped me to improve my knowledge towards the subject.

XYZ_Ads_Airings_Data
.xlsx

Excel file (The file is also in the drive link)

From the above file, I was able to find answers for each and questions asked, I was able to get the data from the data set given and exported those output's and I was able to build a visualization for easy understanding.

Result:

Each case study made me understand the concepts even deeper and in the more elaborating way.