

PROJECT-7 XYZ Ads Airing Report Analysis

1. Project Description:

This project is all about analyzing the expenditure, Ads count, and strategies of advertisement airing for different automobile companies.

2. Approach: Analyzing this project using MS-Excel, 1) Check for missing values, Null values 2) Adding a Quarter column based on broadcast Month column reference by using the following formula.

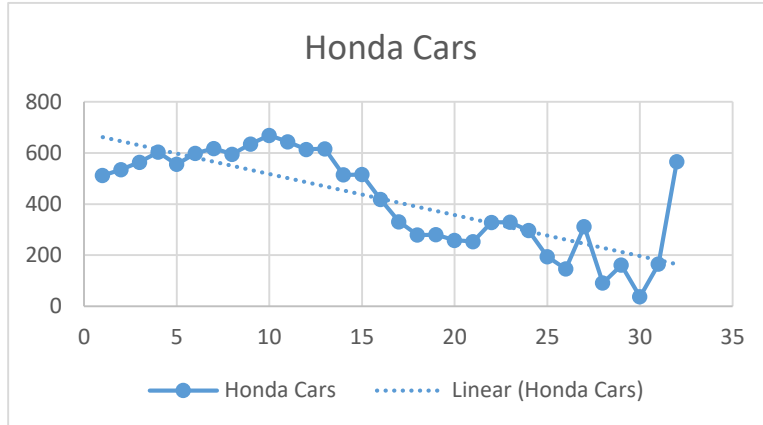
=IF(OR(O2="JAN",O2="FEB",O2="MAR"),"Q1",IF(OR(O2="APR",O2="MAY",O2="JUN"),"Q2",IF(OR(O2="JUL",O2="AUG",O2="SEP"),"Q3","Q4"))) 3) using Pivot table

3. Tech stack used: 1) MS-Excel 2013 2) MS-Word

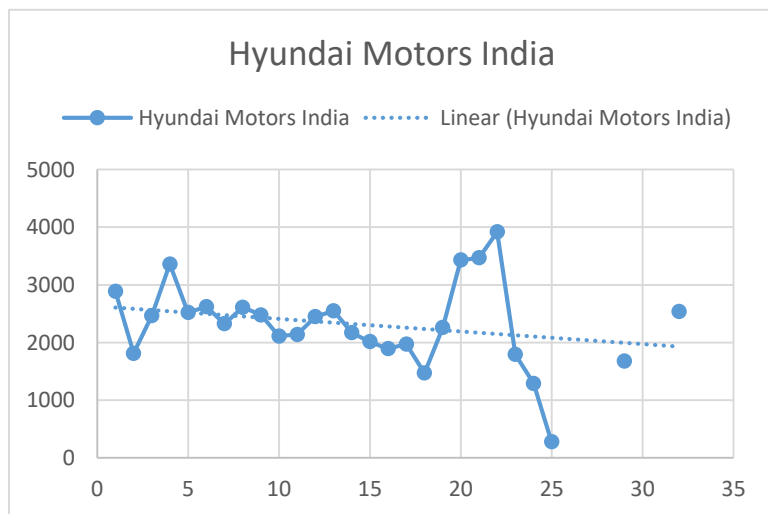
4. Insights:

Q1) 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 Detail with examples from the dataset provided)

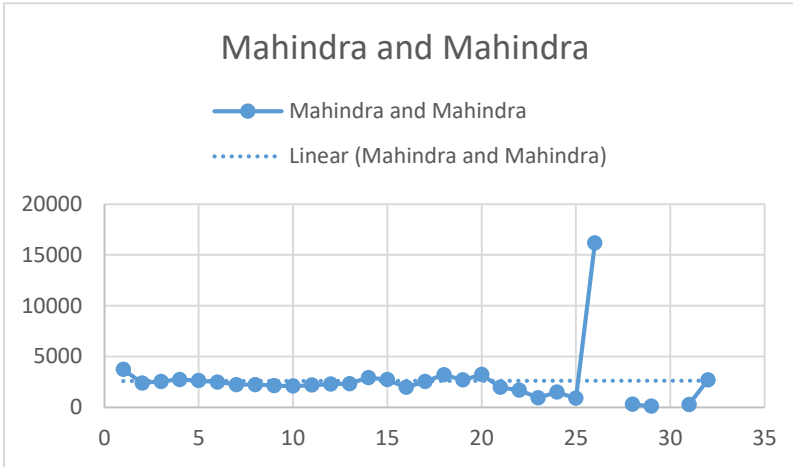
POD Position is a certain commercial pod's location within which specific advertising is located.



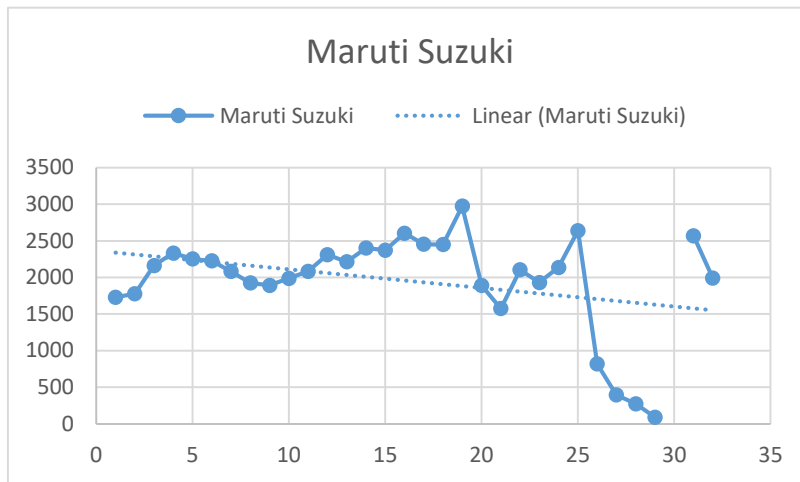
From Honda cars graph average amount of spending increases as the pod position increases until 10th POD position and eventually decreases. There is again an increase of the average amount near the ending positions around 27th.



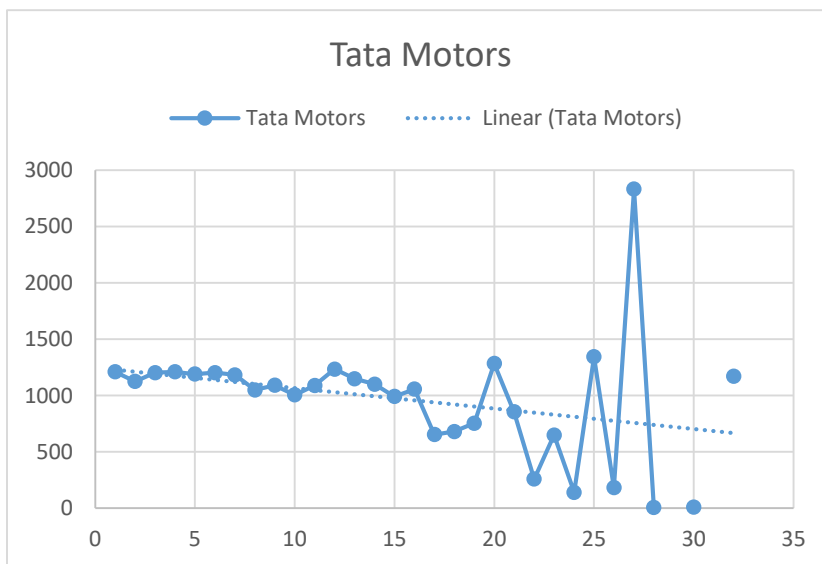
From the Hyundai motors graph initially average amount spend is up and down till the position around 16- 17th but after 16-17th avg amount spend was increased along with pod positions and falls rapidly from 23rd position



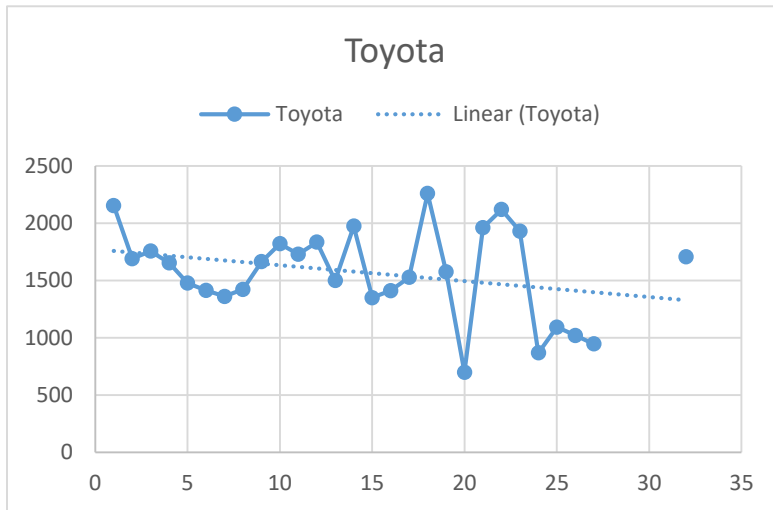
From the Mahindra and mahindra graph average amount spent is flat till the 15th position and goes up till the 20th and eventually decreases until the end except there is spike up again in the avg amount spent near the position at 26th.



From Maruti Suzuki's graph average amount of spending increases as the pod position increases until 19th POD position and eventually decreases until 21st. There is again a spike up in the average amount near the ending positions around 25th and 31st.

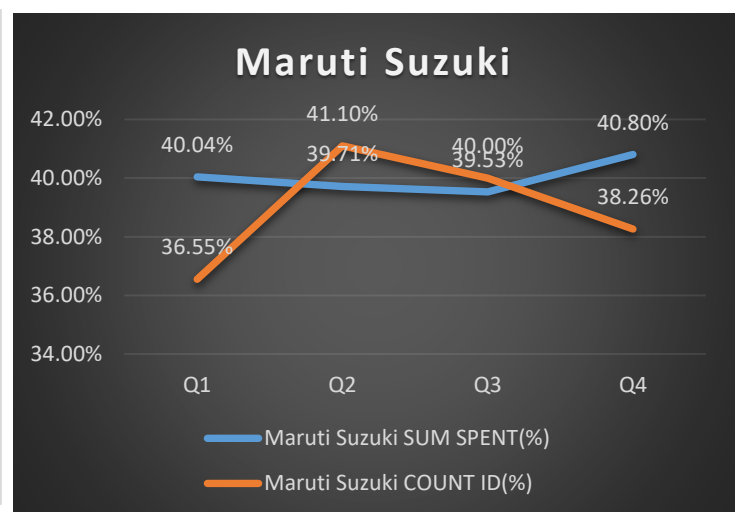
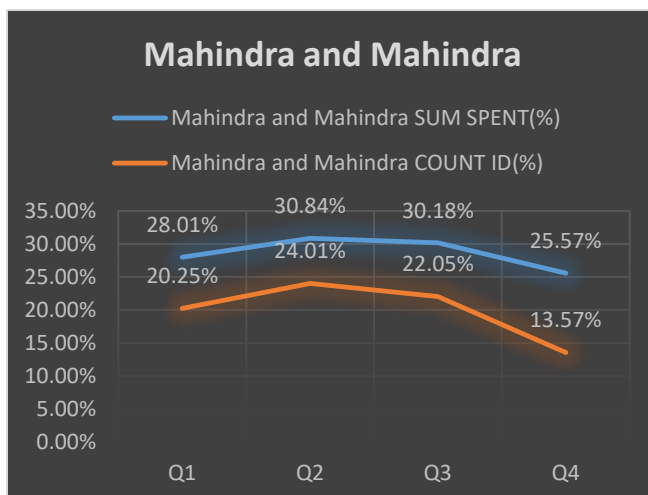
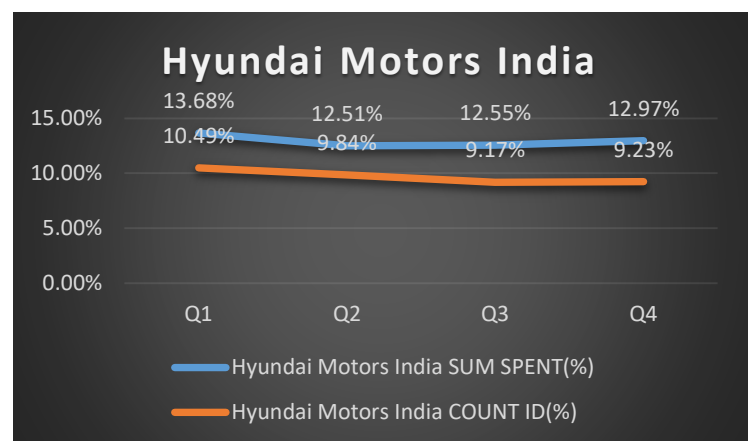
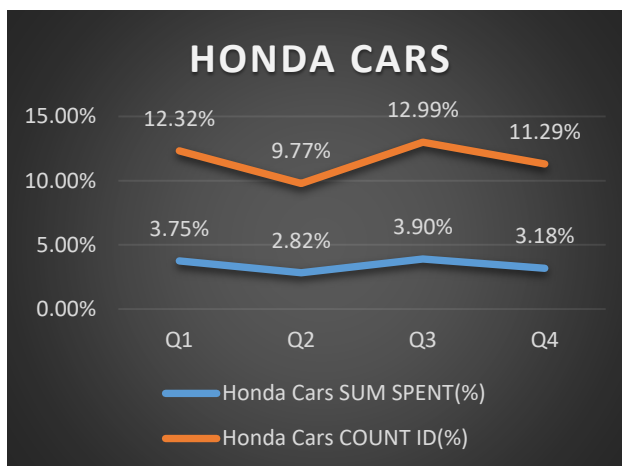


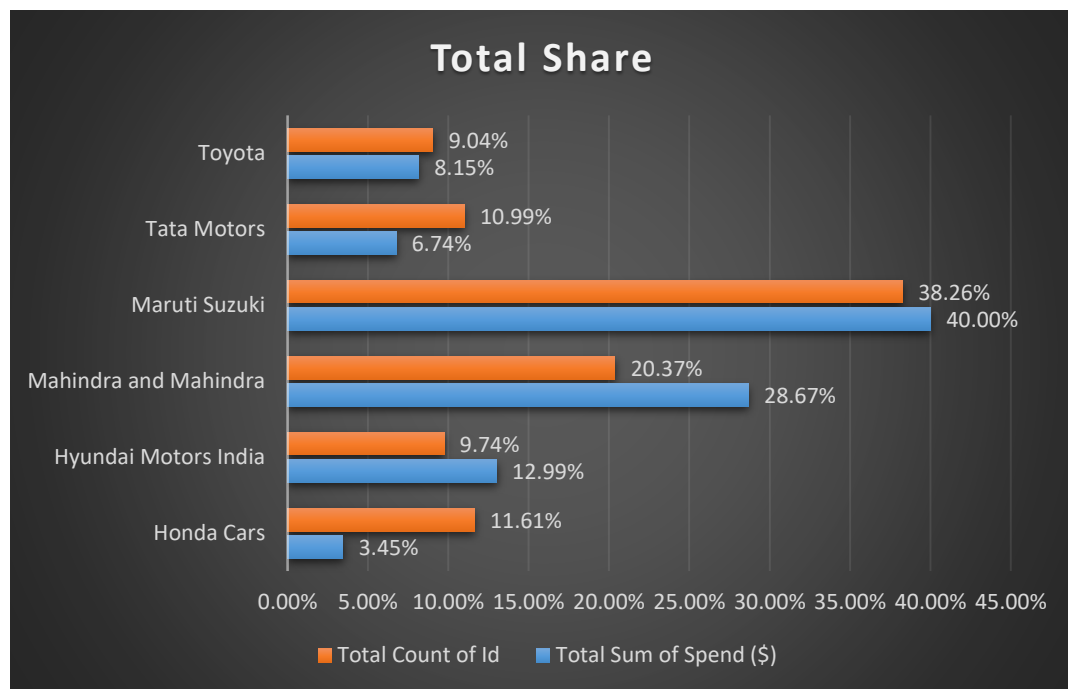
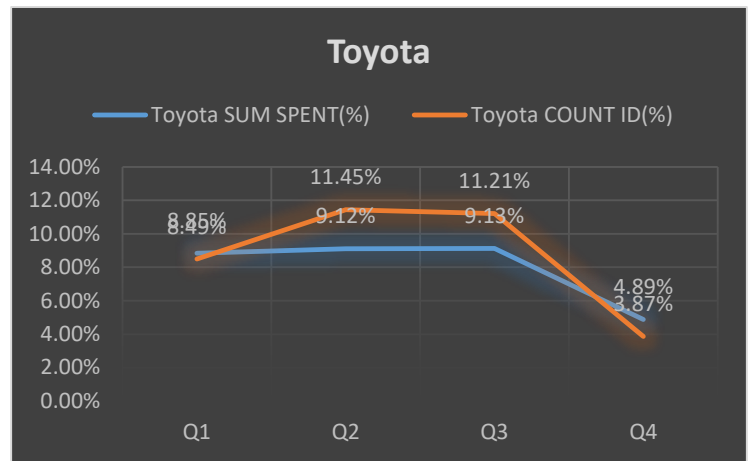
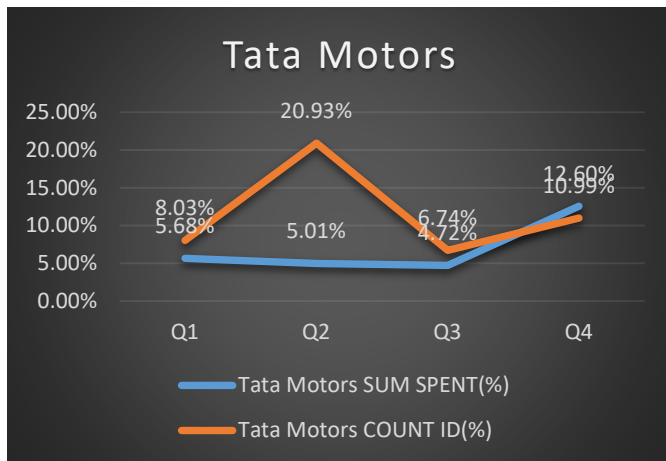
From the Tata motors graph the average amount spent is flat till the 10th position and goes up and down till the 20th and there is a spike up again in the avg amount spent near the position at 25th and 27th



From the Toyota graph the average amount spent initially high and then decreases till the POD position 7th and increases till 10th position and there is a spike up again in the avg amount spent near the position around 23rd.

Q2) What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?





From the above graphs, we can see that Maruti Suzuki has the most count of Ads followed by Mahindra & Mahindra and Honda cars.

Q3) Conduct a competitive analysis for the brands and define the advertisement strategy of different brands and how it differs across the brands.

Row Labels	Sum of Spend (\$)	Sum of Id
Honda Cars	3.47%	11.69%
broadcast	1.07%	1.46%
cable	2.40%	10.23%
Hyundai Motors India	12.98%	9.68%
broadcast	6.23%	0.66%
cable	6.76%	9.01%
Mahindra and Mahindra	28.53%	19.89%
broadcast	13.01%	1.90%
cable	15.52%	17.98%
Maruti Suzuki	40.12%	38.36%
broadcast	17.18%	3.20%
cable	22.94%	35.16%
Tata Motors	6.81%	11.53%
broadcast	2.10%	0.88%
cable	4.70%	10.66%
Toyota	8.09%	8.86%
broadcast	2.11%	0.46%
cable	5.98%	8.40%
Grand Total	100.00%	100.00%

As we can see from the chart there is a clear-cut picture of all the brands spending more on cable TV as it is cheaper and target specific advertisement types.

We can assume that brands strategize and plan their advertisements based on the target audience and region type while minimizing the cost.

Sum of Spend (\$)	Column Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars		31.30%	11.94%	10.76%	4.36%	7.09%	5.84%	2.80%	14.51%	11.39%	100.00%
Hyundai Motors India		6.84%	3.96%	4.82%	2.97%	7.55%	1.76%	4.27%	47.97%	19.88%	100.00%
Mahindra and Mahindra		16.15%	4.83%	3.05%	4.03%	10.52%	2.16%	2.59%	38.44%	18.23%	100.00%
Maruti Suzuki		8.71%	4.07%	5.18%	3.72%	13.26%	4.23%	5.19%	38.24%	17.40%	100.00%
Tata Motors		17.42%	6.39%	7.50%	6.15%	11.77%	2.69%	6.12%	27.06%	14.89%	100.00%
Toyota		16.48%	8.65%	7.36%	4.80%	7.87%	1.52%	7.97%	21.43%	23.91%	100.00%
Grand Total		12.59%	5.08%	5.05%	3.99%	10.98%	3.05%	4.54%	36.62%	18.11%	100.00%

As we can clearly see that Honda cars spend most in the DAYTIME and Early morning slot with the least expenditure on PRIMETIME. From this we can assume that Honda cars targeting probably matute and adults people.

Tata motors and Toyota almost spending same in DAYTIME and more in PRIMETIME and WEEKENDS

Hyundai Motors, Mahindra & Mahindra and Maruti Suzuki spends most individually in PRIMETIME slot with 47.97%,38.44% ,38.24% respectively which tells us that brand are clear to target the specific audiences and still Mahindra & Mahindra maintain the DAYTIME slot with 16.15% where as other two spend just 6.84% (Hyundai) and 8.71% (Maruti Suzuki)

Q4) 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.

As per my understanding from Google Mahindra & Mahindra was the most profitable among all except maruti Suzuki.

From this we can conclude that the present distribution of Dayparts are working best for Mahindra & Mahindra.

5. Drive Link:

https://drive.google.com/drive/folders/1RDTbdZ9GPOCWGWHbjwjVWgHpgPMIWFHY?usp=share_link