



XYZ Ads Airing Report Analysis

DESCRIPTION

In simpler terms, advertising analytics can be referred to as the use of analytical data and tools that help businesses and marketers efficiently monitor their omnichannel marketing efforts.

As these data sets offer actionable insights, marketers can use them to reassure that the campaigns they run are targeted to the right audience and use the right medium to do so.

As previously mentioned, organizations never resort to a single marketing channel as their target audiences will be spread across multiple channels. To be more precise, organizations don't have a choice other than to run cross-channel campaigns as multi-channel customers tend to spend two to four times more than single-channel customers.



APPROACH

I have analyzed the database carefully. Observed all the tables, columns, rows. Afterwards check all the content carefully. Then one by one I have executed queries according to the questions asked. In this project I have learned a lot of new things like how to manipulate data, analyze the data and many more.



TECH-STACK USED

A teal triangle and a yellow triangle are positioned in the bottom-left corner of the slide.

Microsoft Excel 2019 (Version 2210
Build 16.0.15726.20188) and

Microsoft Powerpoint 2019 (Version
2210 Build 16.0.15726.20188)



INSIGHTS

In the above assignment I have used Microsoft Excel to derive the conclusions needed. Firstly I assessed the data rendered by the Trainity team and discovered how to visualise the data ,after that I ran various Excel formulas Including Pivot Table(Microsoft Excel's most amazing function) to acquire insights and understanding of how to handle real time case study through this assignment. I extracted several insights from the data set. While working on this assignment I discovered how to use formulas,how to visulazie data and so on.



RESULTS

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)

An ad pod is a group of ads that are sequenced together to be played back-to-back within a single ad break/placement, similar to ad breaks in traditional linear TV. Ad pods give publishers the opportunity to maximise revenue from each ad break and give advertisers more control over ad positioning.

Four reasons why advertisers and publishers use ad pods



- 1) **AD Pods offer more control:** Ad pods help advertisers avoid running ads alongside direct competitors, ensuring that their offering stands out to viewers and that their message doesn't get saturated.

To help explain this, imagine you have a viewer who is craving a pizza, and they see an ad break with a Pizza Hut commercial and two other non-food related ads.

Imagine this scenario again, but as well as the Pizza Hut ad they are shown ads for Dominos and Papa John's straight after. In which scenario do you think they are most likely to dial Pizza Hut?

Ad pods make scenario one possible, allowing for competitive separation, which can have extremely positive effects on key business metrics, including purchase intent and brand recall.





2) **Ad pods offer a better way to monetize long-form content:** Publishers with longer-form content can leverage the controls offered by ad podding to set up more advanced monetization strategies for their streaming content.

Rather than setting the ad slots to a fixed duration, advanced ad podding solutions can return the highest yielding ads per slot based on overall revenues. For example, a single 30-second ad could be replaced by two 15-second ads if this makes more money for the publisher or vice versa. If the publisher was not using an advanced ad podding solution, they would miss the opportunity to capture this incremental ad revenue.

3) **Ad pods allow publishers to meet buyers' needs:** Without an ad pod in place, advertisers have historically been spinning a wheel of chance when they bought into streaming apps on CTV. They have had very little control over frequency or the position of their ad within the ad break.

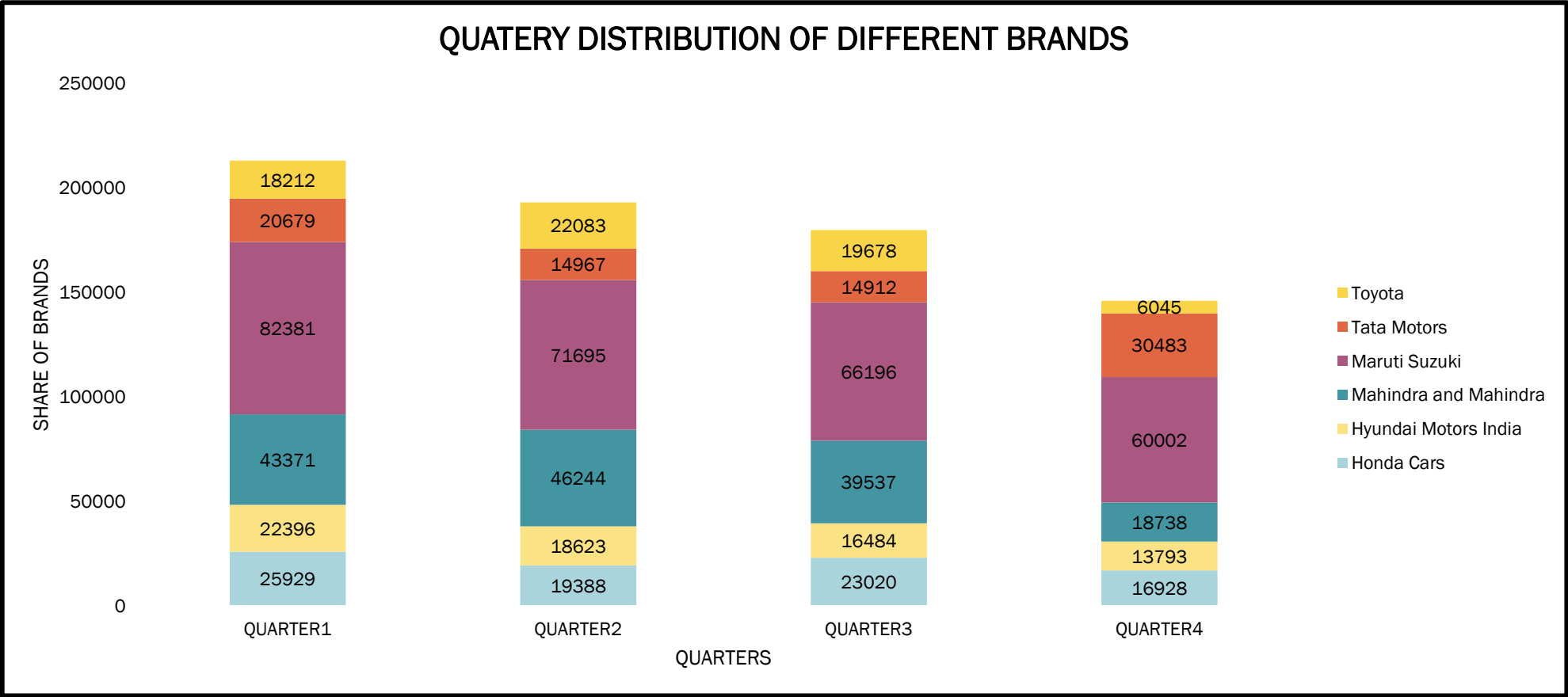
Ad pods enable streaming publishers to give advertisers the confidence they need to invest in CTV as it provides buyers with a controlled ad break and a clear set of rules and targeting parameters.



4) Ad pods improve the user experience: Ad pods enable a better user experience because the ads are tailored to viewers' preferences. More importantly, podding can help guarantee that viewers won't see an ad twice in the same ad break – which I'm sure we can all agree is a painful experience for any viewer!

For Example: Suppose you're streaming Money Heist on Netflix and halfway through the episode an ad break starts. You watch three different ads back-to-back, and then the episode resumes. You just sat through an ad pod.

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



INTERPRETATION:



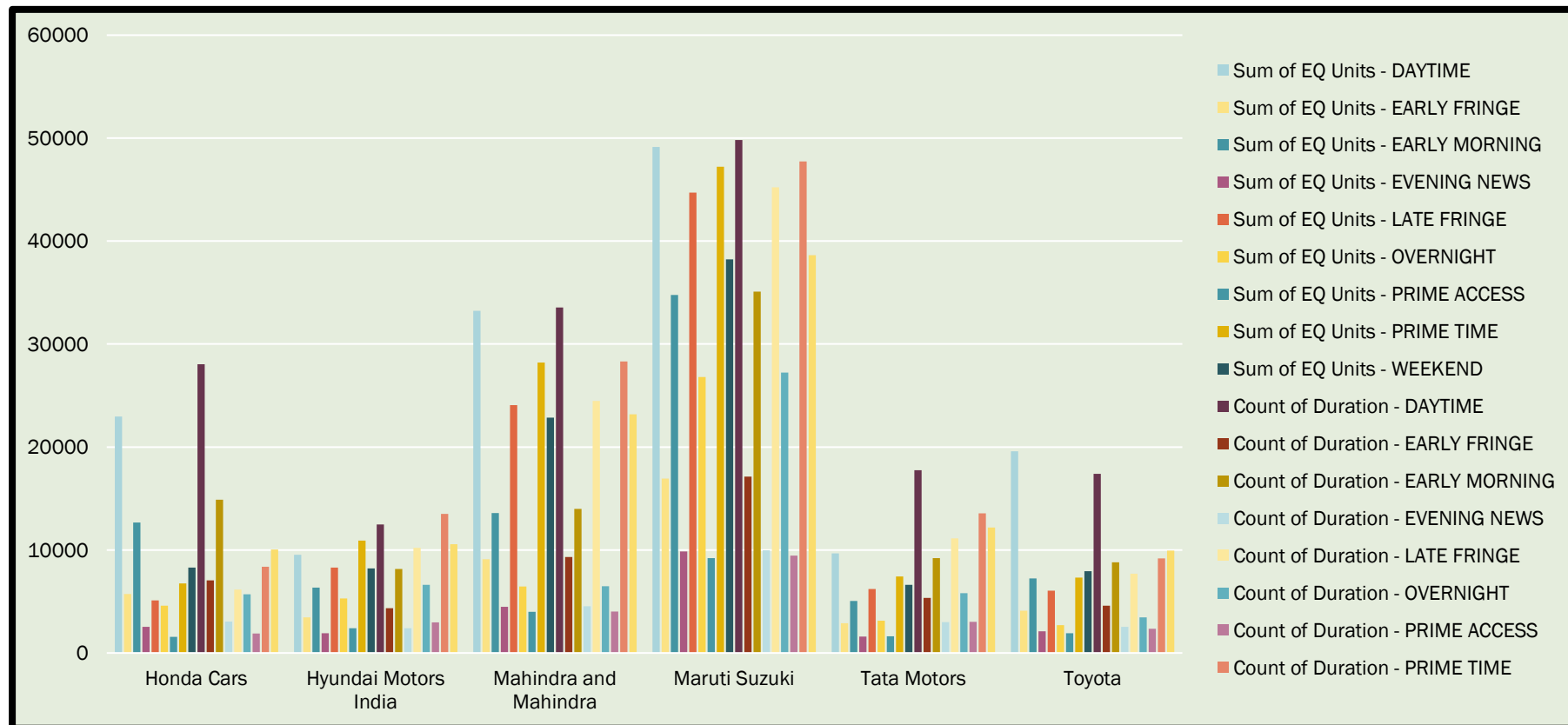
- In the above graph I have used pivot table.
- We can see Maruti Suzuki Brand Hits highest and Valuable Position in almost every quarters.
- The above graph depicts that 1st quarter has the highest share and it gradually decreases in the 4th quarter.
- There is a fall from Quarter 1 to Quarter 4.

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

COMPETITIVE ANALYSIS OF THE BRANDS

Column Labels																			
Sum of EQ Units										Count of Duration									
DAYPARTS	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Total Sum of EQ Units
Honda Cars	22966.94	5723.12	12666.41	2549.82	5114.31	4598.13	1577.16	6771.95	8292.21	28031	7056	14877	3067	6168	5714	1903	8391	10058	70260.05
Hyundai Motors India	9552.5	3479.5	6352.5	1936.5	8304.5	5299.5	2409.5	10917.5	8229	12485	4367	8153	2411	10214	6621	2970	13508	10567	56481
Mahindra and Mahindra	33220.61	9109.34	13590.05	4485.87	24078.49	6464.27	4018.1	28213.41	22856.04	33552	9335	13999	4549	24468	6480	4038	28302	23167	146036.18
Maruti Suzuki	49134.04	16939.53	34764.42	9866.62	44707.79	26807.81	9219.93	47224.18	38210.14	49811	17124	35078	9968	45224	27224	9473	47738	38634	276874.46
Tata Motors	9674.67	2906.6	5055.9	1608.59	6228.76	3146.02	1624.64	7437.94	6627.04	17745	5346	9226	3007	11137	5819	3030	13553	12178	44310.16
Toyota	19591.45	4104.33	7240.14	2126	6057.16	2710.29	1915	7325.5	7947	17393	4611	8807	2535	7716	3458	2353	9204	9941	59016.87
Grand Total	144140.21	42262.42	79669.42	22573.4	94491.01	49026.02	20764.33	107890.48	92161.43	159017	47839	90140	25537	104927	55316	23767	120696	104545	652978.72
Maximum	49134.04	16939.53	34764.42	9866.62	44707.79	26807.81	9219.93	47224.18	38210.14	49811	17124	35078	9968	45224	27224	9473	47738	38634	276874.46

BRANDS VS (SUM OF EQ UNITS & COUNT OF DURATION) VS DAYPARTS VS QUARTERS



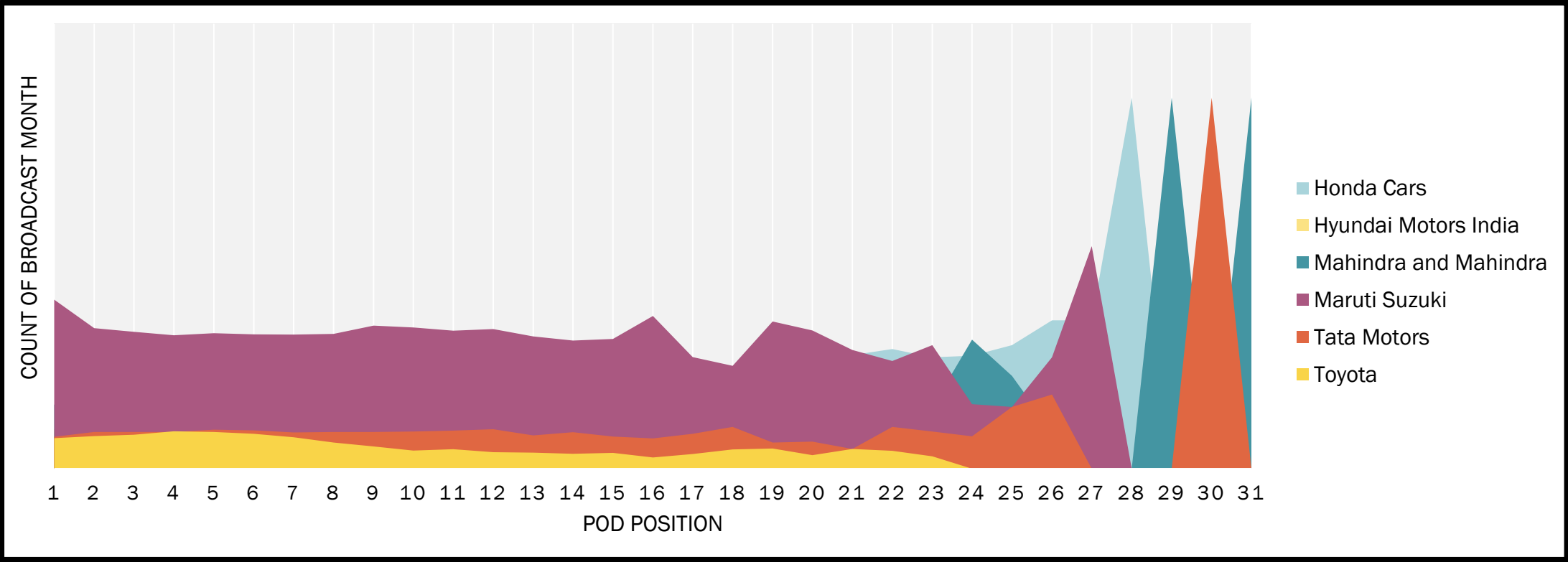
INTERPRETATION :

- In the above competitive analysis we can see that all brands advertise their products in all the dayparts.
- Maruti Suzuki air their advertisements in all the dayparts with highest duration and it has the highest Equivalent Sales as well.
- Maruti Suzuki prefers unique strategy which gives them highest engagement throughout the day.
- Other brands should also use their strategy for maximum growth.

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.

Count of Broadcast Month	Column Labels							
Pod Position	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total	
1	9.70%	10.61%	17.27%	45.60%	8.62%	8.20%	100.00%	
2	12.91%	12.50%	17.98%	37.89%	9.90%	8.81%	100.00%	
3	12.27%	11.05%	20.66%	36.92%	9.92%	9.18%	100.00%	
4	12.74%	10.05%	21.25%	36.00%	9.88%	10.1%	100.00%	
5	12.22%	9.41%	21.51%	36.50%	10.49%	9.87%	100.00%	
6	12.41%	9.00%	22.60%	36.21%	10.36%	9.43%	100.00%	
7	12.30%	9.02%	24.25%	36.15%	9.78%	8.49%	100.00%	
8	12.70%	9.84%	24.16%	36.34%	9.89%	7.07%	100.00%	
9	12.60%	9.54%	23.43%	38.56%	9.90%	5.98%	100.00%	
10	13.21%	9.81%	24.02%	38.08%	10.02%	4.87%	100.00%	
11	13.99%	10.78%	22.47%	37.19%	10.30%	5.28%	100.00%	
12	16.11%	10.38%	20.81%	37.62%	10.61%	4.47%	100.00%	
13	17.52%	11.47%	22.01%	35.68%	8.97%	4.34%	100.00%	
14	15.56%	14.30%	21.79%	34.53%	9.82%	3.99%	100.00%	
15	21.82%	10.52%	19.78%	35.01%	8.63%	4.24%	100.00%	
16	20.69%	8.62%	18.32%	41.16%	8.19%	3.02%	100.00%	
17	25.23%	11.55%	19.76%	30.09%	9.42%	3.95%	100.00%	
18	23.29%	9.24%	23.29%	27.71%	11.24%	5.22%	100.00%	
19	21.20%	8.15%	18.48%	39.67%	7.07%	5.43%	100.00%	
20	29.09%	10.00%	12.73%	37.27%	7.27%	3.64%	100.00%	
21	30.67%	10.67%	16.00%	32.00%	5.33%	5.33%	100.00%	
22	32.26%	8.06%	14.52%	29.03%	11.29%	4.84%	100.00%	
23	30.00%	6.67%	16.67%	33.33%	10.00%	3.33%	100.00%	
24	30.43%	8.70%	34.78%	17.39%	8.70%	0.00%	100.00%	
25	33.33%	8.33%	25.00%	16.67%	16.67%	0.00%	100.00%	
26	40.00%	0.00%	10.00%	30.00%	20.00%	0.00%	100.00%	
27	40.00%	0.00%	0.00%	60.00%	0.00%	0.00%	100.00%	
28	100%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	
29	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	
30	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	100.00%	
31	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	
Grand Total	12.18%	10.52%	20.37%	38.68%	9.71%	8.55%	100.00%	

POD POSITION VS BRANDS VS BROADCAST MONTH



INTERPRETATION :

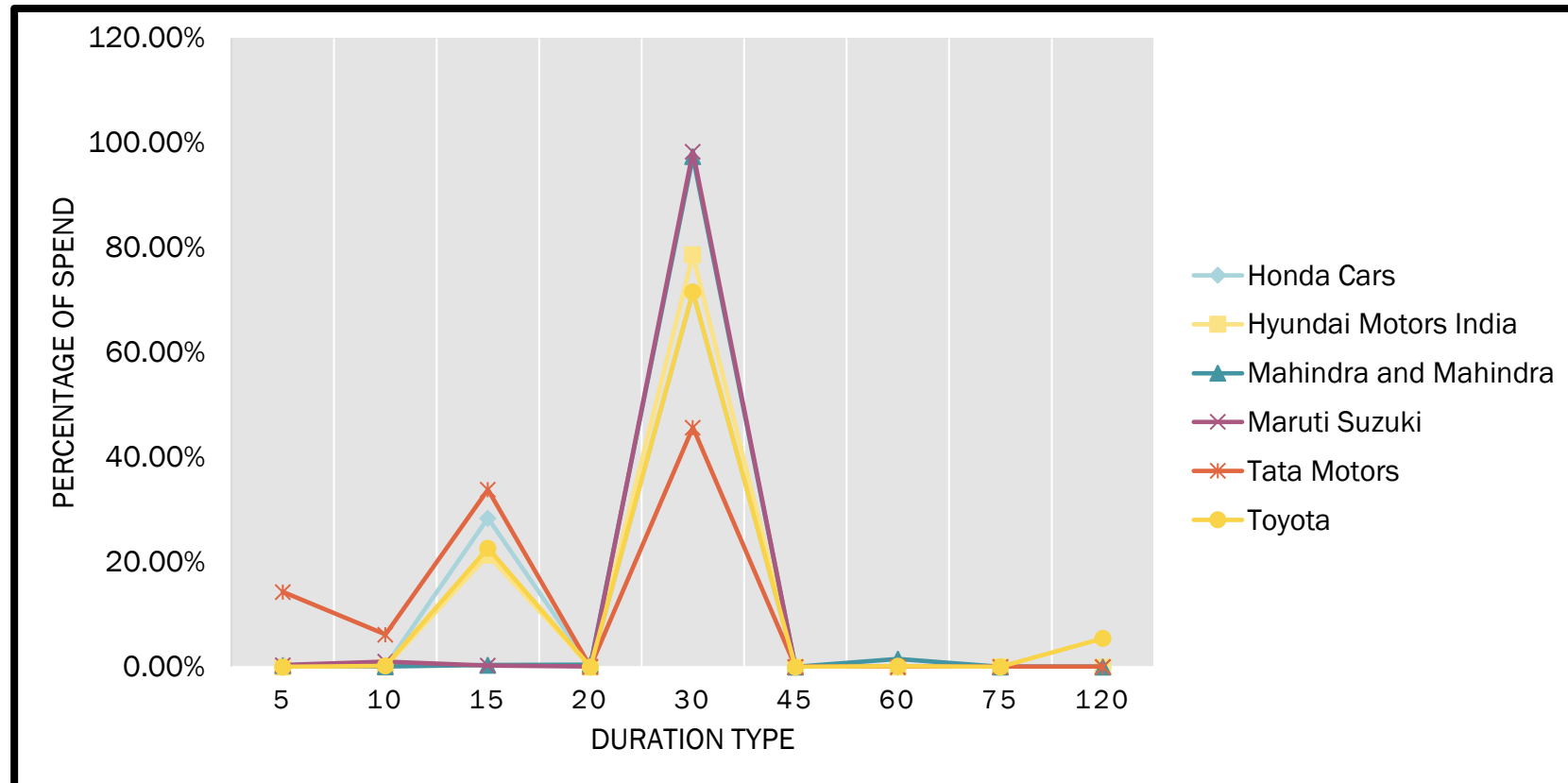
- In the above graph I have used pivot table.
- For the analysis I considered pod position, Brands, Broadcast month and used quarter for filtering.
- As we can see Maruti Suzuki hits the highest and valuable position in case of broadcast month as well.
- Mahindra and Mahindra should use all dayparts for airing their ads for maximum growth in the year 2023.

each ad

	Toyota	Grand Total

[illegible]

DISTRIBUTION OF AMOUNT SPENT BY DIFFERENT BRANDS ON EACH DURATION TYPE



INTERPRETATION:

- I have used pivot table for the analysis.
- The above table represents the amount spent by different brands on each ad duration type.
- As we can see that all the brands spends the highest on 30 sec and 15 sec ad duration type.
- And they spent the least on 45 secs to 120 secs duration type.



THANK YOU

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