



XYZ Ads Airing Report Analysis

Project by Rishabh Negi

Content

Project Description	03
Approach	04
Tech-Stack Used	05
Pod Position	06
Q1 to Q4 Analysis	09
Competitive Analysis	10
Strategy Analysis	12
Result	14



Project Description

The Project provides a dataset of TV advertising campaigns, including brand, product, category, network, show name, dayparts, time zones, date and time of airing, ad duration, pod position, equivalent sales, and total spend. Businesses can use this data to allocate advertising budgets more effectively and target audiences with greater precision, improving sales and ROI. Advertising is critical to forming customer impressions of a business, and competition for audience attention is intense, requiring analytical skills to identify cost-effective media platforms for reaching customers.

Approach

The approach for this project would involve exploratory data analysis to gain insights into the advertising data, such as identifying trends in ad airing times, identifying top-performing networks and shows, and examining correlations between ad spend and equivalent sales. We would also perform feature engineering to extract relevant features for modeling, such as time of day, day of the week, and network type. Next, we would build predictive models to analyze the relationships between ad spend, airing times, network type, and equivalent sales. Finally, we would evaluate the effectiveness of our models and provide recommendations to businesses on how to allocate their advertising budget to target audiences more effectively and improve their ROI.

Tech-Stack Used

Google Sheets



MS Excel



MS PowerPoint

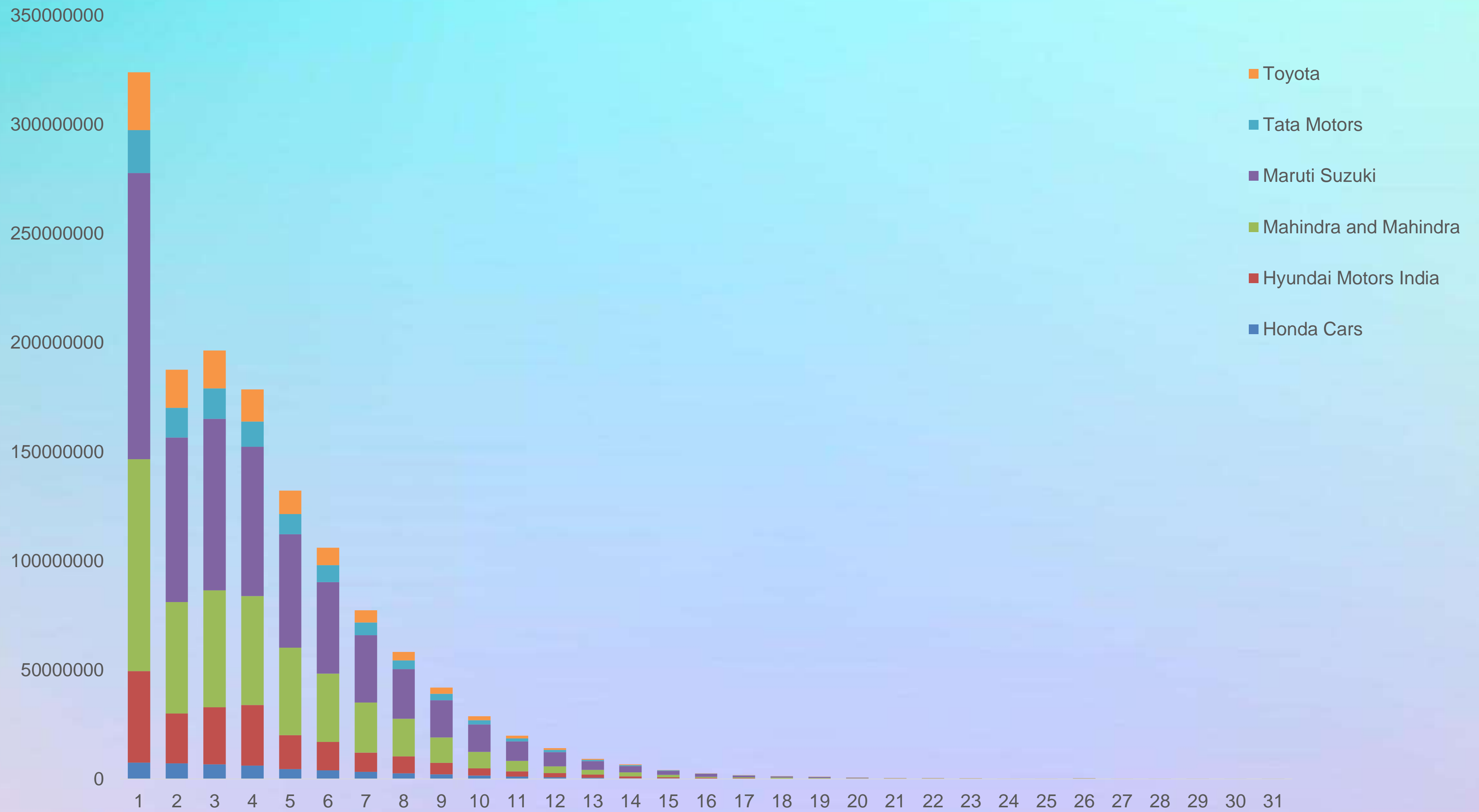


Pod Position

Pod Position refers to the order in which a commercial appears within a block of programming or pod. For example, if a television show has four commercial breaks, each with three advertisements, the pod position number would range from 1 to 12, indicating the position of the ad within that particular block.

Sum of Spend (\$)	Column Labels ▼				
Row Labels ▼	1	2	3	4	5
Maruti Suzuki	131181074	75398051	78746467	68487546	52005524
Mahindra and Mahindra	97154639	51177619	53566473	49899779	40039437
Hyundai Motors India	41981693	22766147	26159691	27760428	15625866
Toyota	26543508	17570445	17427756	14726754	10694402
Tata Motors	19709561	13586568	13864392	11574955	9332672
Honda Cars	7454554	7155792	6667803	6096237	4450668
Grand Total	324025029	187654622	196432582	178545699	132148569

Sum of EQ Units	Column Labels ▼				
Row Labels ▼	1	2	3	4	5
Maruti Suzuki	75206.97	42328.49	35908.4	28959.88	22765.81
Mahindra and Mahindra	25795.24	21103.44	20786.09	18011.09	15004.09
Honda Cars	12536.95	11111.21	9711.06	8274.22	6532.43
Toyota	11850.74	10029.63	9446.15	8028.66	6174.99
Hyundai Motors India	11851	9893	8426	6545	4935
Tata Motors	9460.04	6892.92	6360.33	5159.13	4133.3
Grand Total	146700.94	101358.69	90638.03	74977.98	59545.62



Insights

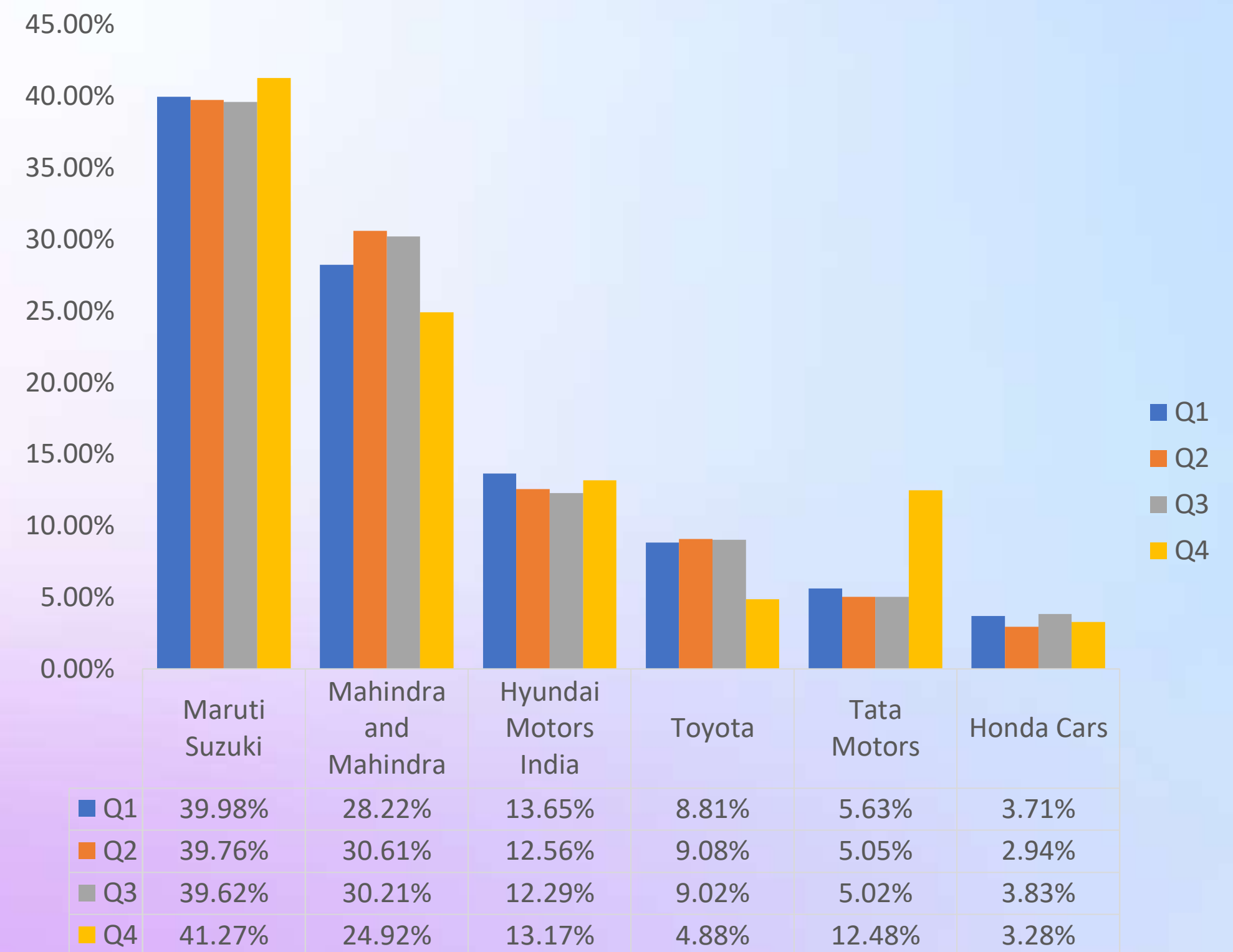
1. Honda cars and Maruti Suzuki follows the same trend. As the number of pod position increases, amount spent on running the Ads also starts increasing and afterwards, it starts declining.
2. Hyundai Motors India and Toyota follows almost the same trend. As the number of pod position increases, amount spent on running the Ads starts declining in beginning. But then after, it starts increasing and again declining at last positions.
3. Tata Motors and Mahindra and Mahindra follows the same trend. As the number of pod position increases, amount spent on running the Ads very slightly starts declining in beginning, and then starts very slightly increasing and again decreasing at the end.

Conclusion

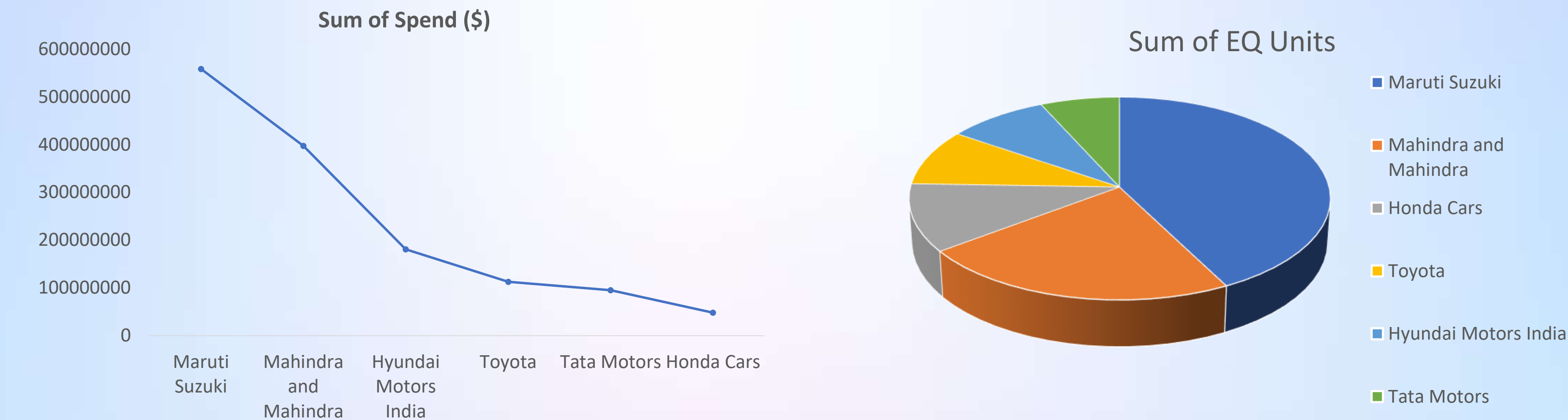
In conclusion, pod position is an important factor that can affect the amount spent on ads for a specific period of time by a company. Advertisers may value certain pod positions more than others, and are willing to pay a premium for those positions.

Share of various Brands in TV Airings from Q1 to Q4 in 2021

- Toyota share on ads expenditure remains more or less same for Q1,Q2 and Q3 but heavily decreased in Q4.
- Tata Motors share on ads expenditure marginally decreased for Q2 and Q3 but substantially increased almost 2.5 times in Q4.
- Maruti had the highest share of TV airings in all four quarters of 2021, although its share decreased slightly from Q1 to Q3 before increasing again in Q4.
- Mahindra and Mahindra had the second highest expenditure throughout the year and its expenditure on ads increased in Q2 and Q3 and then again substantially decreased.
- Hyundai Motors India share on ads expenditure remained more or less same in the all 4 Quarters.
- Honda Cars expenditure also remains more or less same for all the 4 Quarters and Honda Cars has the lowest expenditure on ads.



Competitive Analysis for the Brands



Sum of Spend (\$)	Day Parts <div></div>											
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total		
Maruti Suzuki	<div></div> 3.5%	<div></div> 1.6%	<div></div> 2.1%	<div></div> 1.5%	<div></div> 5.3%	<div></div> 1.7%	<div></div> 2.1%	<div></div> 15.3%	<div></div> 7.0%			40.1%
Mahindra and Mahindra	<div></div> 4.6%	<div></div> 1.4%	<div></div> 0.9%	<div></div> 1.2%	<div></div> 3.0%	<div></div> 0.6%	<div></div> 0.7%	<div></div> 11.0%	<div></div> 5.2%			28.5%
Hyundai Motors India	<div></div> 0.9%	<div></div> 0.5%	<div></div> 0.6%	<div></div> 0.4%	<div></div> 1.0%	<div></div> 0.2%	<div></div> 0.6%	<div></div> 6.2%	<div></div> 2.6%			13.0%
Toyota	<div></div> 1.3%	<div></div> 0.7%	<div></div> 0.6%	<div></div> 0.4%	<div></div> 0.6%	<div></div> 0.1%	<div></div> 0.6%	<div></div> 1.7%	<div></div> 1.9%			8.1%
Tata Motors	<div></div> 1.2%	<div></div> 0.4%	<div></div> 0.5%	<div></div> 0.4%	<div></div> 0.8%	<div></div> 0.2%	<div></div> 0.4%	<div></div> 1.8%	<div></div> 1.0%			6.8%
Honda Cars	<div></div> 1.1%	<div></div> 0.4%	<div></div> 0.4%	<div></div> 0.2%	<div></div> 0.2%	<div></div> 0.2%	<div></div> 0.1%	<div></div> 0.5%	<div></div> 0.4%			3.5%
Grand Total	<div></div> 12.59%	<div></div> 5.08%	<div></div> 5.05%	<div></div> 3.99%	<div></div> 10.98%	<div></div> 3.05%	<div></div> 4.54%	<div></div> 36.62%	<div></div> 18.11%			100.00%

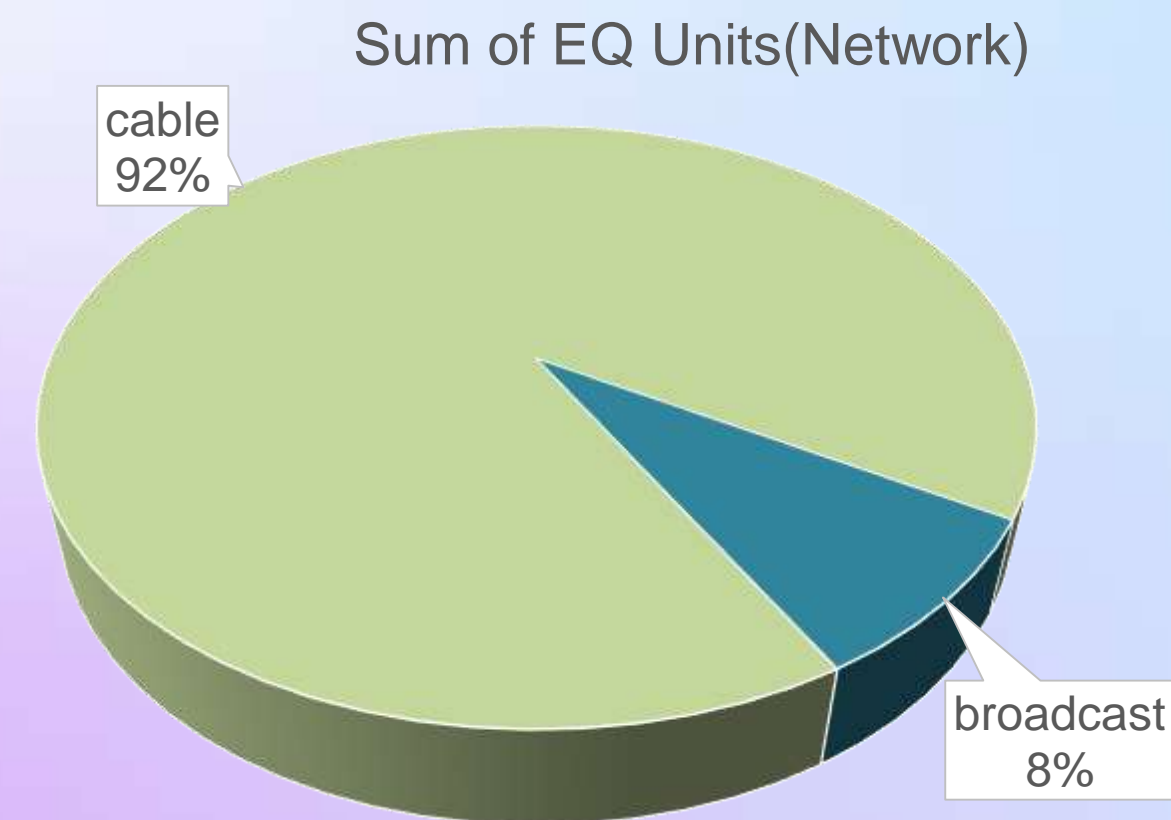
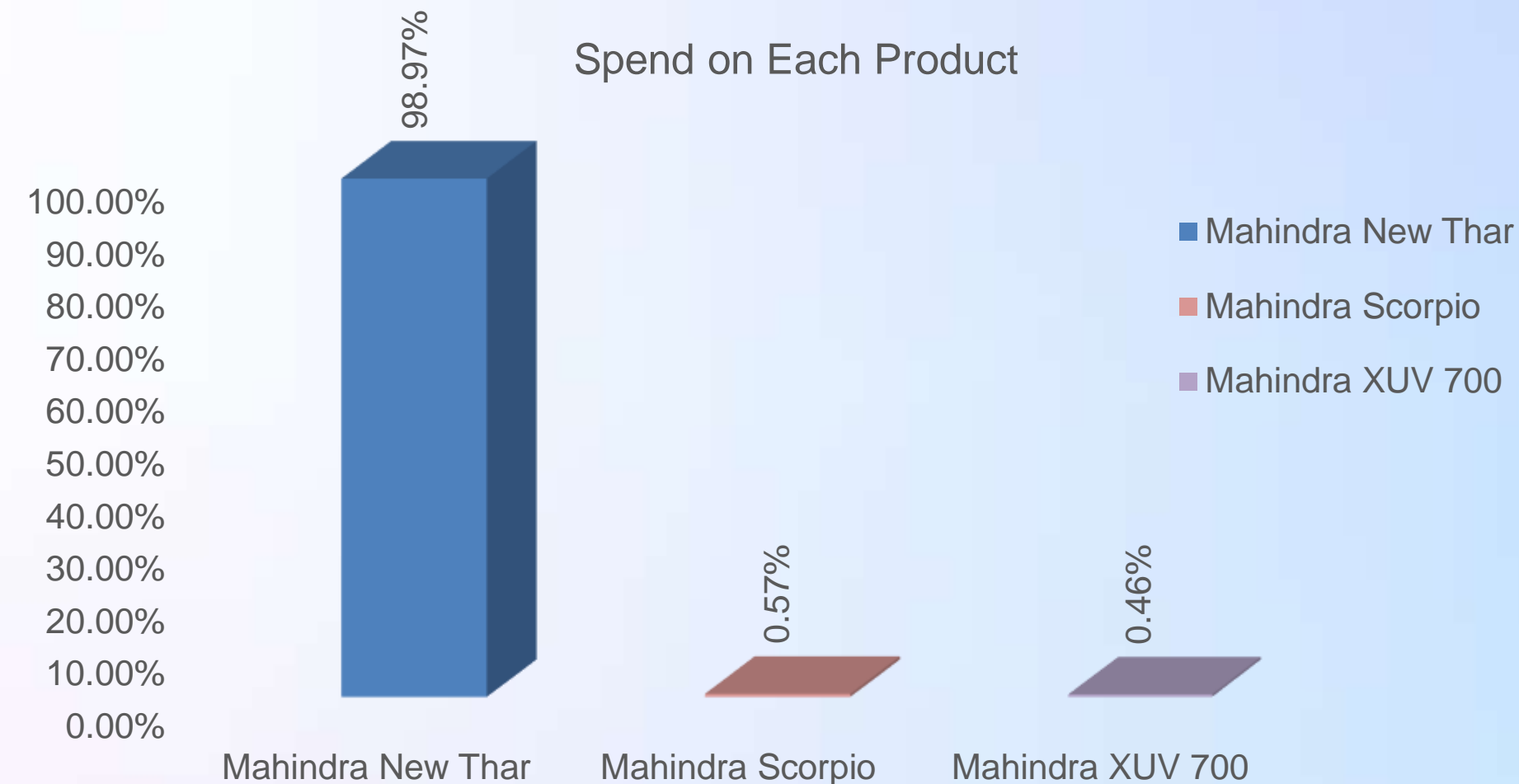
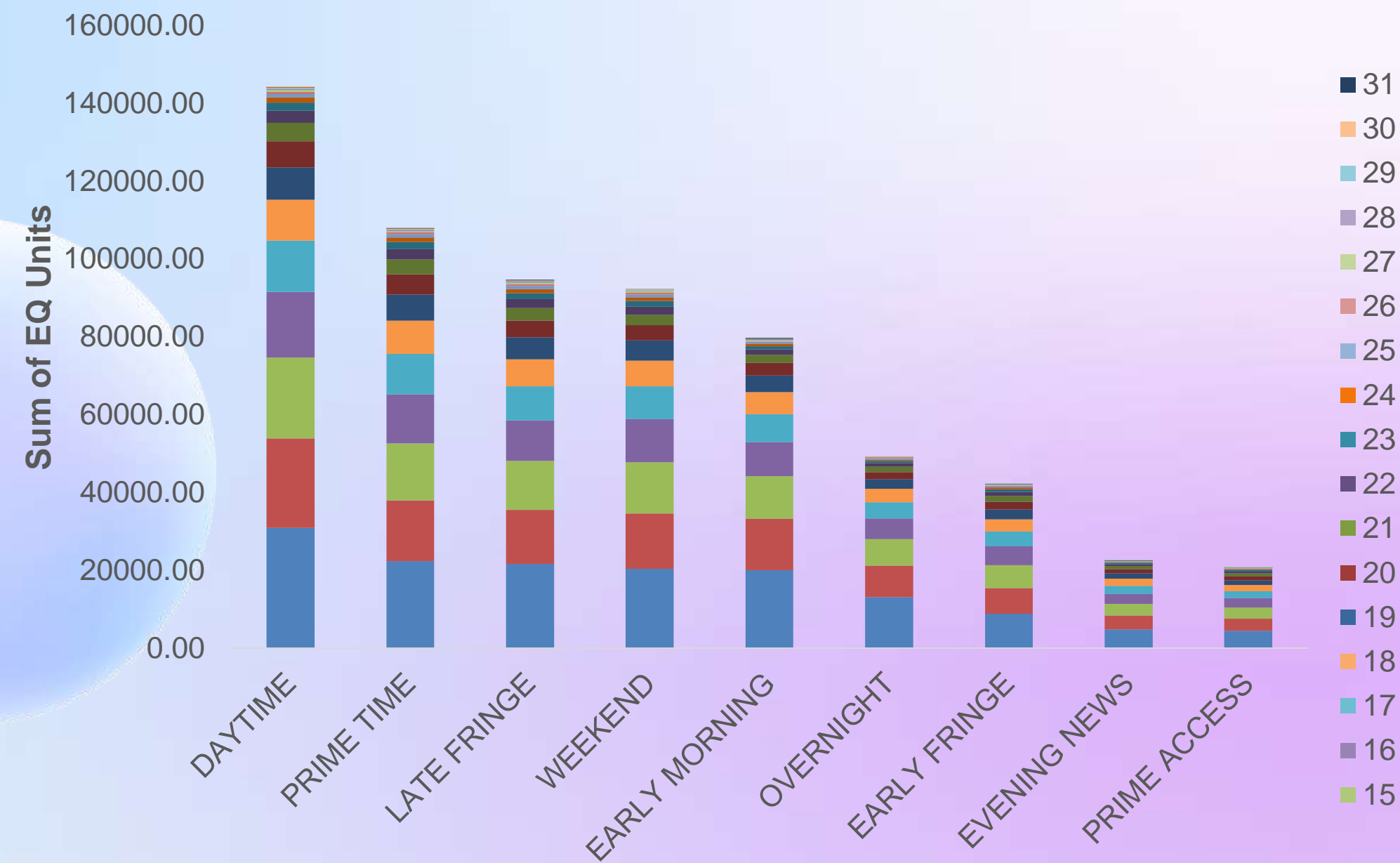
Insights



- Maruti Suzuki has the highest count of ads in the Prime Time Day time and thus have spent highest amount among all the brands.
- Honda Cars spends the most in the daytime, early Fringe, and early morning advertisement.
- Honda cars place their maximum ads in Day Time.
- Hyundai also place their maximum ads in prime time.
- Every car brand spends the most in prime time advertisement except the Honda Cars.
- Toyota spends the most on weekend advertisements.
- The brands spend the least on the overnight advertisement and spend the most on the prime time advertisement.



Mahindra and Mahindra Strategy Analysis



Insights

1. Cable networks are the most effective for advertising, followed by broadcast networks.
2. The most effective daypart is Daytime, followed by Prime Time and Late Fringe.
3. The most effective hour of the day is 9:00 AM, followed by 10:00 AM and 11:00 AM.
4. Mahindra and Mahindra has invested negligible amount on advertising of Scorpio and XUV 700.

Suggestion

Based on the analysis, Mahindra and Mahindra should target the cable network during the Daytime and Prime Time daypart, as they have the most viewership for their ads. Additionally, they should focus on the Mahindra New Thar ad, as it has the highest EQ Units, indicating it is resonating with the audience but invest in Scorpio and XUV 700 ad campaign.

Result

- The project analyzes TV ad airings for various brands in the automobile category to inform advertising strategies.
- The dataset includes information on network, show name, dayparts, time zone, pod position, ad duration, equivalent sales, and ad spend.
- The objectives of the study are to investigate the impact of pod position on ad spend, track the share of different brands in TV airings, and conduct a competitive analysis of brands' advertisement strategies.
- The study offers actionable insights to inform Mahindra and Mahindra's digital ad campaign in Q1 2022, including recommendations for target audience and media plan.
- The project demonstrates the importance of using analytical skills to identify the most cost-effective media platforms for advertising and target the desired audience.





Thank you.