

XYZ Ads Airing Report Analysis

Project Description :

This project is about television advertisement where various brands are advertising their products and by doing analysis we can find which brand is doing their best and how the company can do better by the analysis provided. In this different information is given about the brands like their product , the podcast number , their dayparts, date, the amount spend by various brands and many more.

Approach:

In this analysis the data provided was not having any duplicates values.

So, by using various functions and chart analysis was done and various insights were given to the company.

Tech-Stack Used:

In this project I have used Excel sheet to do the analysis.

Insights:

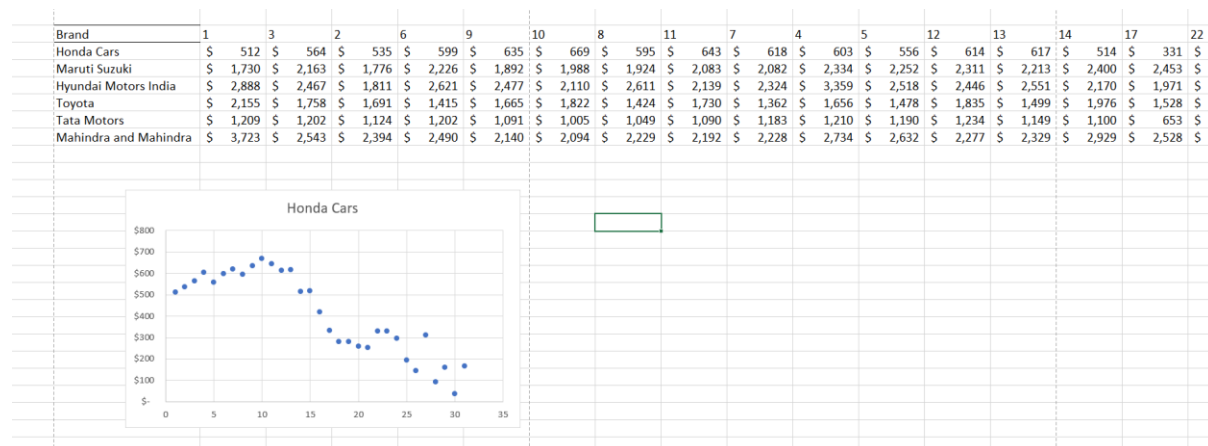
1 . What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

ANS:

Pod position is the number at which the advertisement will be played at an interval.

Yes, the pod position number affect the amount spend on ads, as you see in the below figure.

For each car brand, as pod position increases, price increases earlier then it starts to decline.



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

ANS:

In this, I have used pivot table to differentiate all the brands according to quarter one to four , amount spent on ads and the number of ads shown.

Here, we can see that Mahindra and Mahindra shares increased from quarter 1 to 3 and other brands shares decreased while in quarter 4 Mahindra and Mahindra share decreased and Maruti Suzuki and Toyota shares increased.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1													
2													
3		Column Labels											
4		Sum of Spend (\$)				Count of Id				Total Sum of Spend (\$)		Total Count of Id	
5	Row Labels	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4				
6	Honda Cars	3.74%	2.92%	3.88%	3.19%	26270	19310	23242	16443	3.47%		85265	
7	Hyundai Motors India	13.75%	12.37%	12.49%	13.01%	22680	18791	16454	13371	12.98%		71296	
8	Mahindra and Mahindra	27.85%	30.96%	29.96%	25.32%	42863	45964	39789	19274	28.53%		147890	
9	Maruti Suzuki	40.04%	39.70%	39.79%	41.08%	83626	71475	66246	58927	40.12%		280274	
10	Tata Motors	5.94%	5.06%	4.75%	12.42%	21975	14577	14767	29722	6.81%		81041	
11	Toyota	8.69%	8.99%	9.13%	4.98%	18283	21851	19958	5926	8.09%		66018	
12	Grand Total	100.00%	100.00%	100.00%	100.00%	215697	191968	180456	143663	100.00%		731784	
13													
14													
15													
16													
17													
18													
19													
20													
21													
22													

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

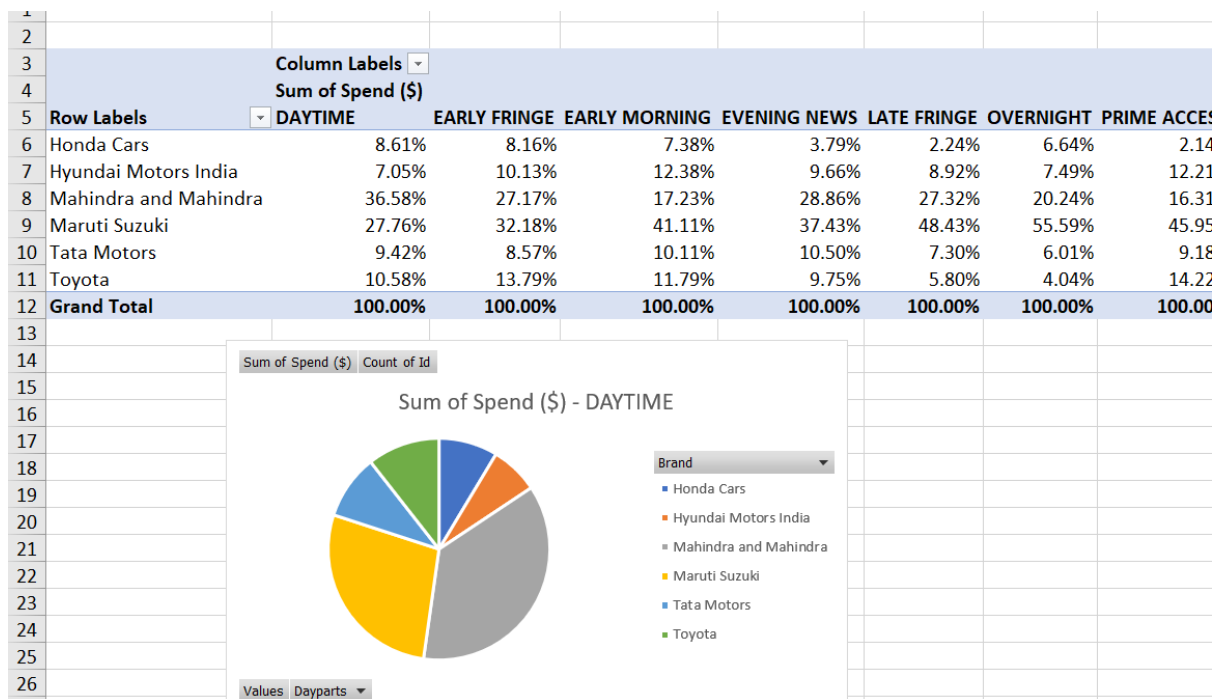
ANS:

Here I have done competitive analysis for various brands according to their day parts , network type and the amount on the advertisements by using pivot table. By doing the comparison of various brands we can say that most of the brands are using cable network for their advertisement.

From the pie chart we can see that Mahindra and Mahindra is spending more amount in daytime as compared to others. Maruti Suzuki is spending the most and Honda cars the least.

1					
2					
3	Row Labels	Sum of Spend (\$)	Count of Id		
4	Honda Cars	3.47%	11.65%		
5	broadcast	1.07%	1.45%		
6	cable	2.40%	10.20%		
7	Hyundai Motors India	12.98%	9.74%		
8	broadcast	6.23%	0.66%		
9	cable	6.76%	9.09%		
10	Mahindra and Mahindra	28.53%	20.21%		
11	broadcast	1.89%			
12	cable	18.32%			
13	Maruti Suzuki	40.12%	38.30%		
14	broadcast	3.16%			
15	cable	35.14%			
16	Tata Motors	6.81%	11.07%		
17	broadcast	0.84%			
18	cable	10.24%			
19	Toyota	8.09%	9.02%		
20	broadcast	0.44%			
21	cable	8.58%			
22	Grand Total	100.00%	100.00%		
23					
24					
25					

[illegible]



4. 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.

P.S. Brownie points for any additional actionable insights you can draw from the dataset.

Ans:

In this, I have filtered the data and selected only Mahindra and Mahindra brand and the dayparts and created a pivot table for the same where the total ads for various dayparts is calculated and from this can justify that audience of the prime time and the day time for their advertisements as it has more viewer than other parts of the day.

1									
2									
3	Count of Id	Column Labels							
4		2021					2021 Total	Grand Total	
5	Row Labels	JAN	FEB	MAR	APR	DEC			
6	Mahindra and Mahindra	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
7	Q1	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
8	DAYTIME	18.96%	20.25%	22.99%	25.97%	14.16%	20.73%	20.73%	
9	EARLY FRINGE	5.81%	5.93%	5.87%	5.71%	4.96%	5.85%	5.85%	
10	EARLY MORNING	9.24%	8.33%	7.30%	9.68%	6.37%	8.40%	8.40%	
11	EVENING NEWS	3.29%	3.23%	2.88%	2.83%	2.65%	3.13%	3.13%	
12	LATE FRINGE	16.44%	16.39%	15.60%	17.28%	14.69%	16.21%	16.21%	
13	OVERNIGHT	4.06%	4.05%	4.47%	5.36%	3.72%	4.23%	4.23%	
14	PRIME ACCESS	2.98%	3.16%	3.16%	3.13%	2.83%	3.09%	3.09%	
15	PRIME TIME	21.25%	22.31%	22.21%	18.87%	26.19%	21.80%	21.80%	
16	WEEKEND	17.97%	16.36%	15.53%	11.17%	24.42%	16.56%	16.56%	
17	Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	
18									
19									
20									

Result:

From this project I have learned the how pivot table makes things easy and help us do calculations seamlessly. With the help of pivot table data can be arranged according to the requirements and insights can be drawn. This project showed how data is important and can help in companies decision making .