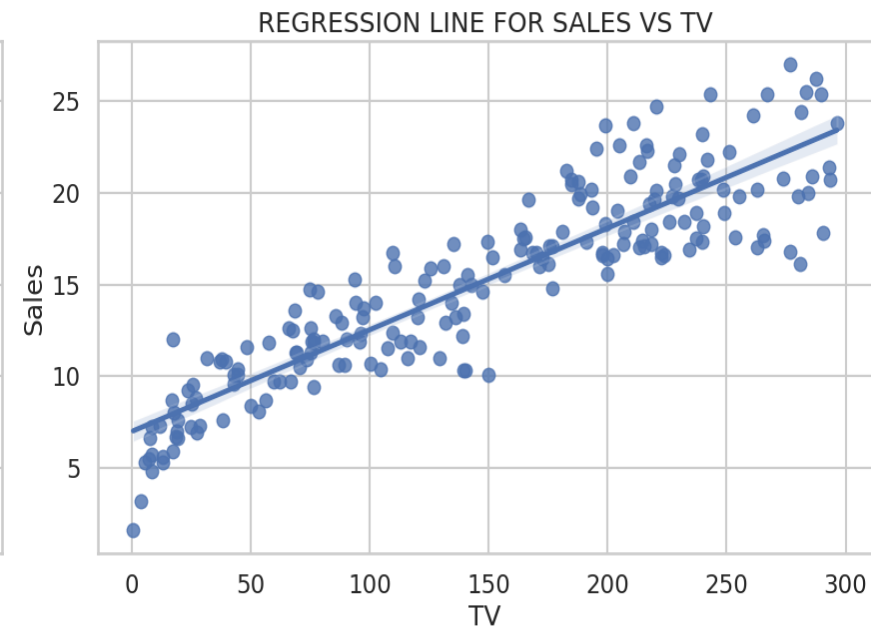
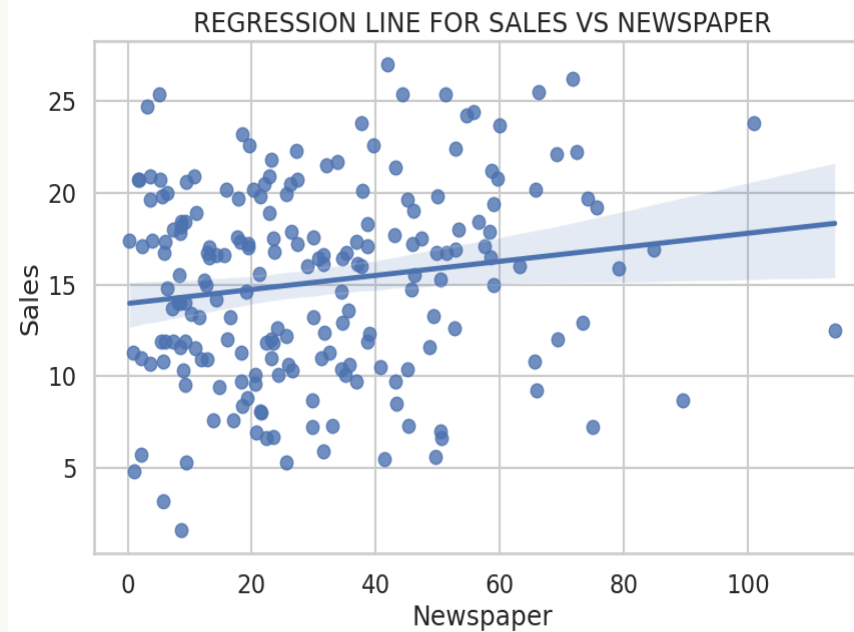
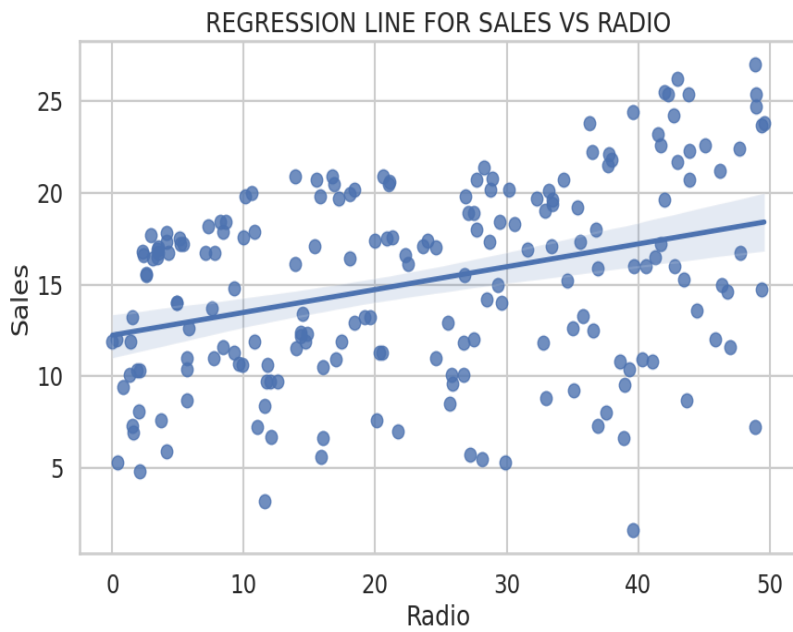


DATA INSIGHTS:
for advertising
expenditures of a
company on various
platforms and the
corresponding sales
-Sahas Sangal

Unvieling-

- Influence of different advertising platforms on sales
- Relation between %split of expenditure on different platforms and corresponding sales
- Whether Increase or Decrease in Sales occur for Increase in %split of a advertising platform
- Distribution of different advertising platforms' expenditure over their values
- Spendings on advertising platforms in different sales groups
- Different or unlike influences of advertising platforms on sales in range 20 -25

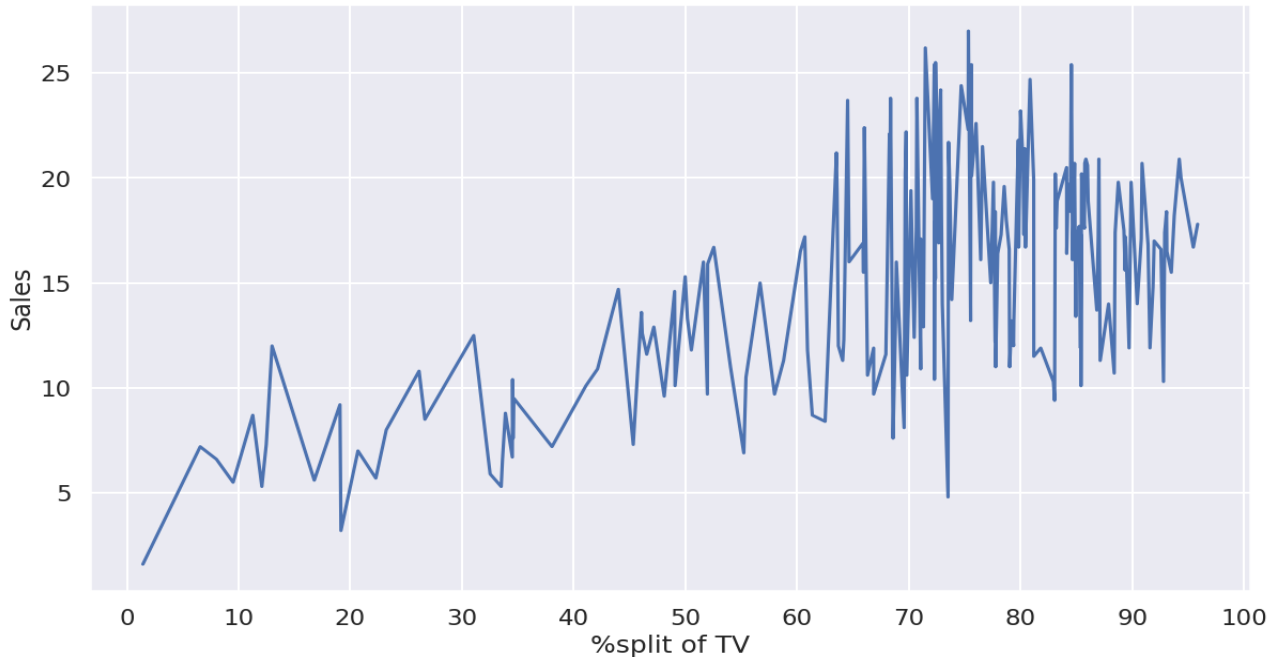
Influence of different advertising platforms on sales



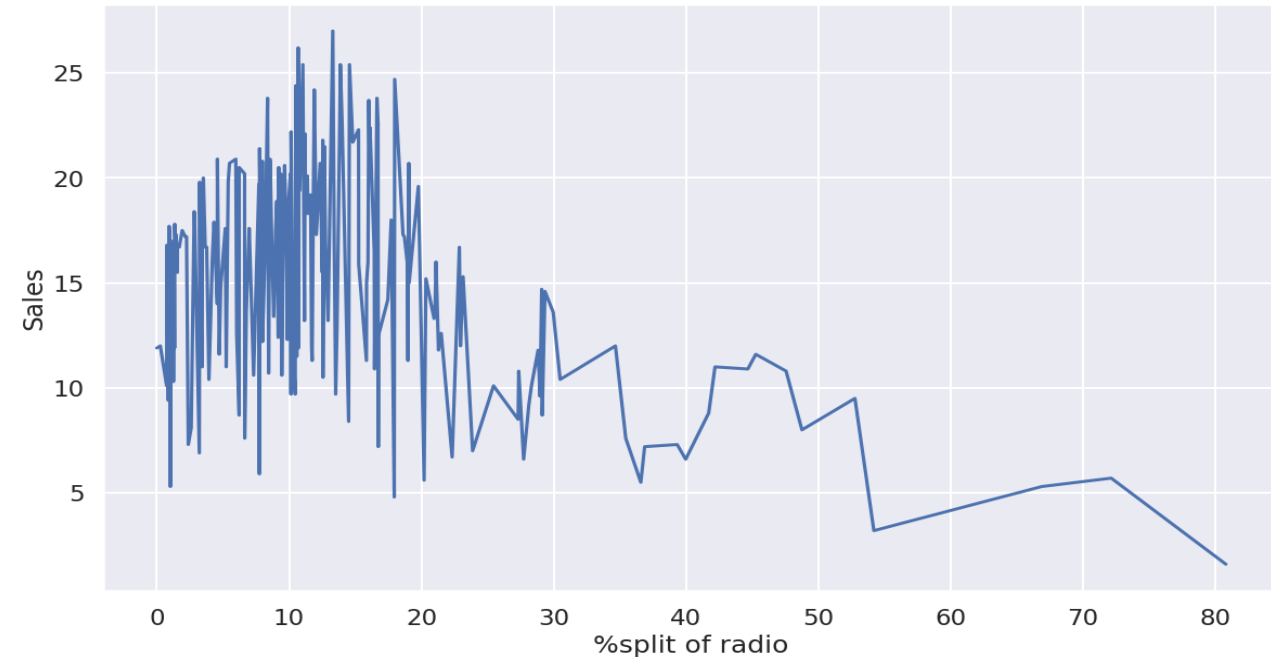
- There is a weak positive correlation between advertising expenditure on Radio, Newspaper and Sales and a lot of deviation of data from the regression line which indicate a low influence on amount of Sales for Radio, Newspaper whereas there is a strong positive correlation between advertising expenditure on TV and Sales and a low deviation of data from the regression line which indicate a strong influence on amount of Sales

Relation between %split of expenditure on different platforms and corresponding sales

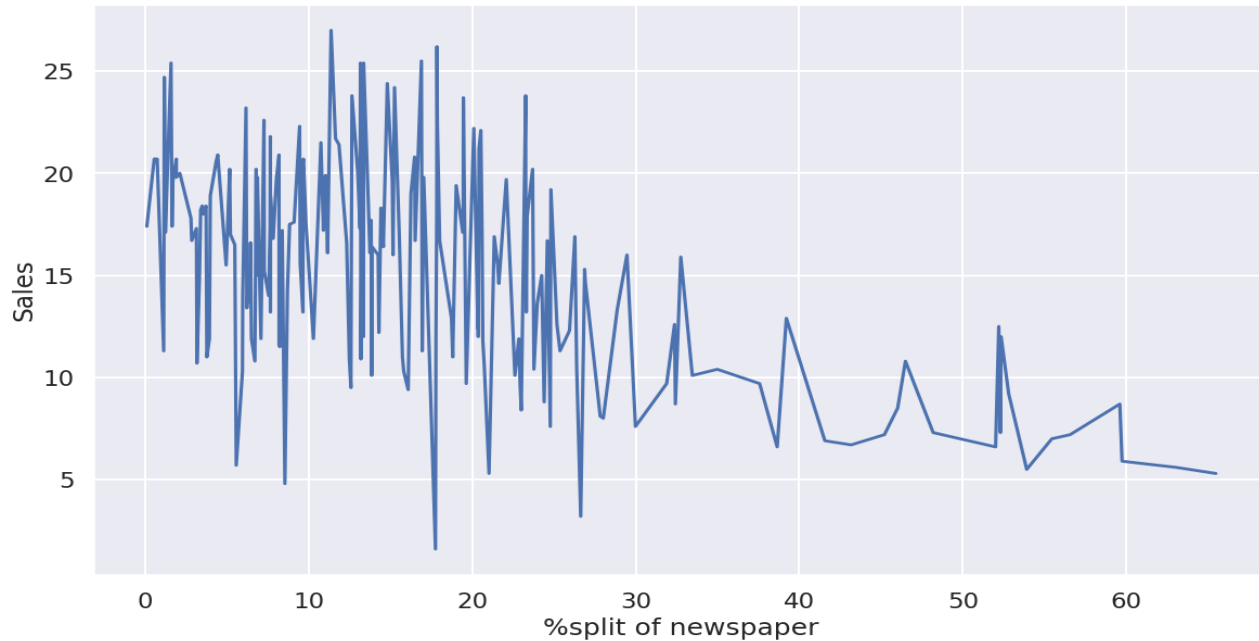
SALES VS % SPLIT OF TOTAL SPEND ON TV



SALES VS % SPLIT OF TOTAL SPEND ON RADIO

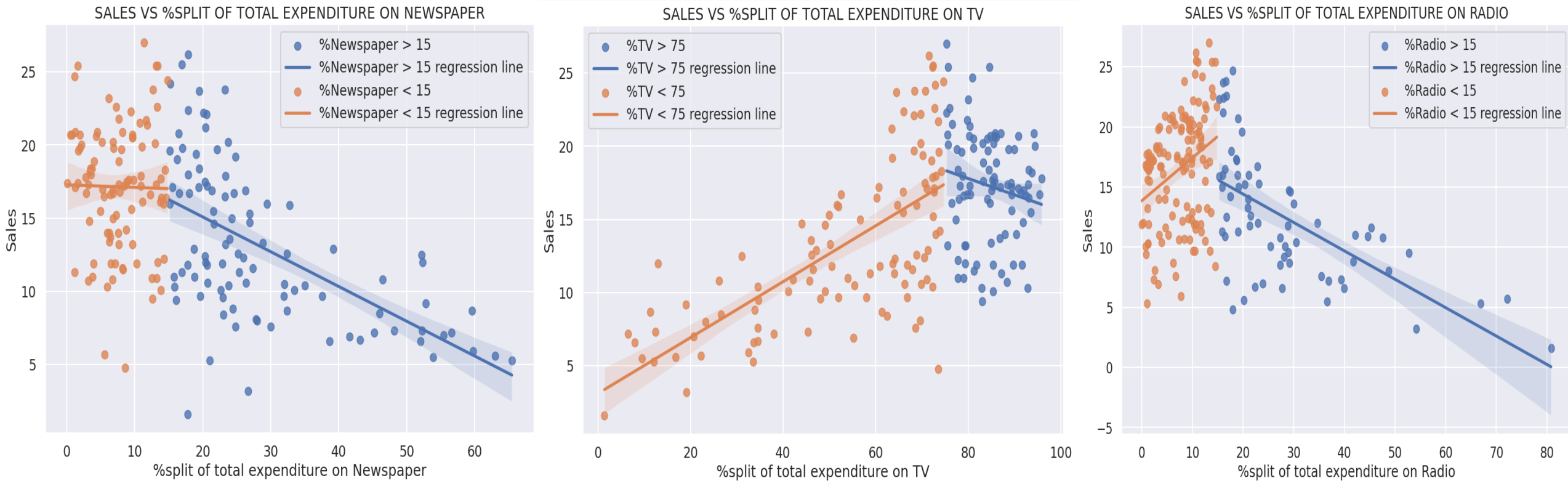


SALES VS % SPLIT OF TOTAL SPEND ON NEWSPAPER



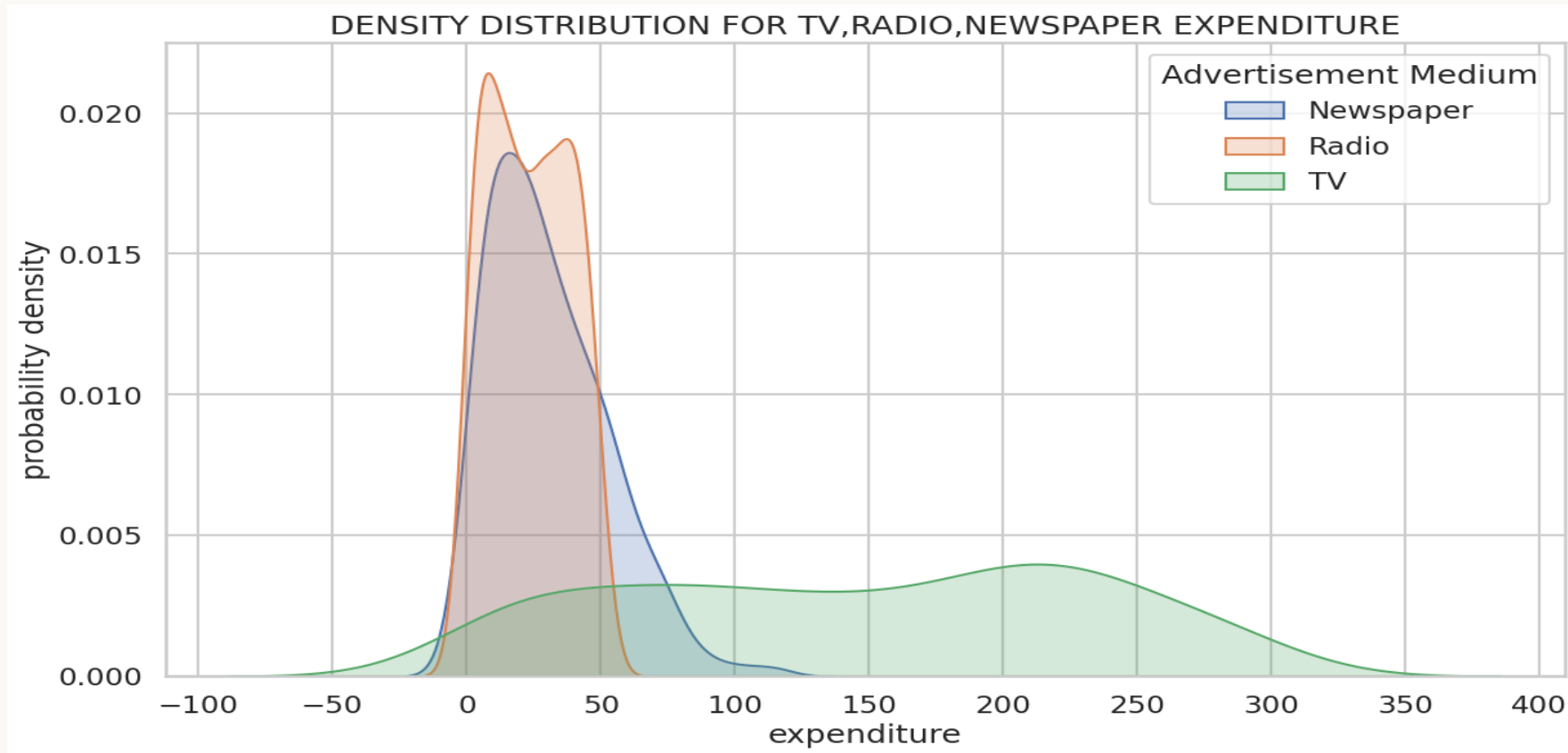
- A steady increase in sales is observed for increase in %split of total expenditure on TV however it seems to become constant after 70%
- Decrease in sales is observed for increase in %split of total expenditure on Radio and Newspaper however for split% between 0-20 sales are constant
- High %split to TV ,low %split to Radio and Newspaper seems to have high amount of sales

Whether Increase or Decrease in Sales occur for Increase in %split of a advertising platform



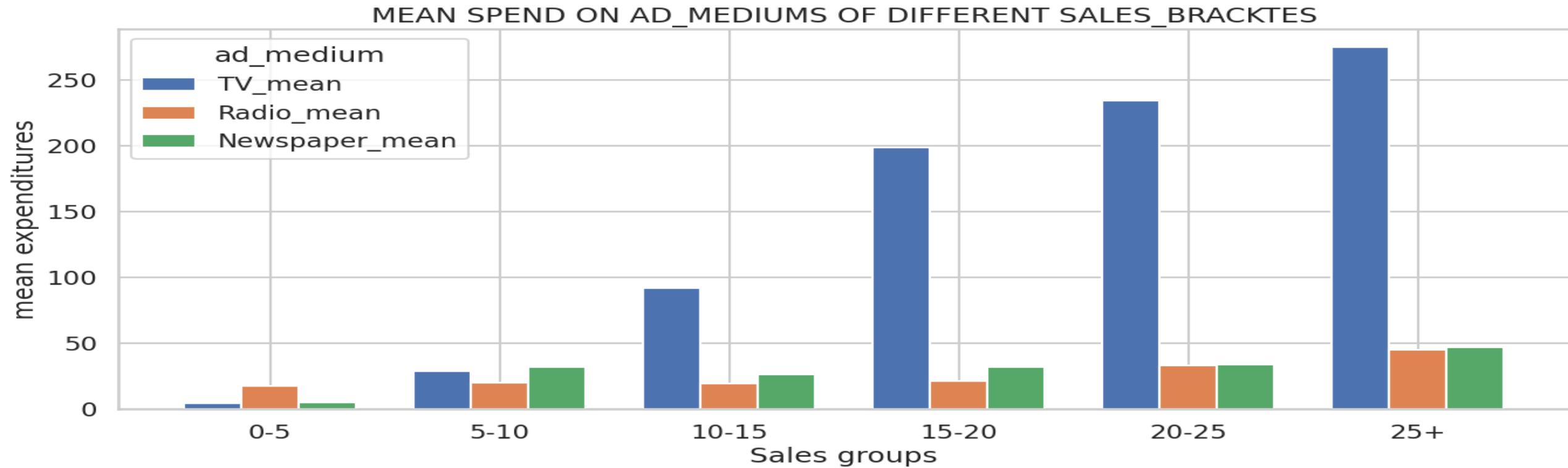
- Sales decrease if we increase %split of expenditure to Newspaper and Radio beyond 15 % whereas for less than 15% Sales are constant for Newspaper and increase for Radio which suggest to keep the %split to both these platform below 15
- Sales increase on increasing the %split to TV however Sales starts decreasing on going beyond the %split of 75 to TV suggesting to not go beyond 75% split to TV

Distribution of different advertising platforms' expenditure over their values



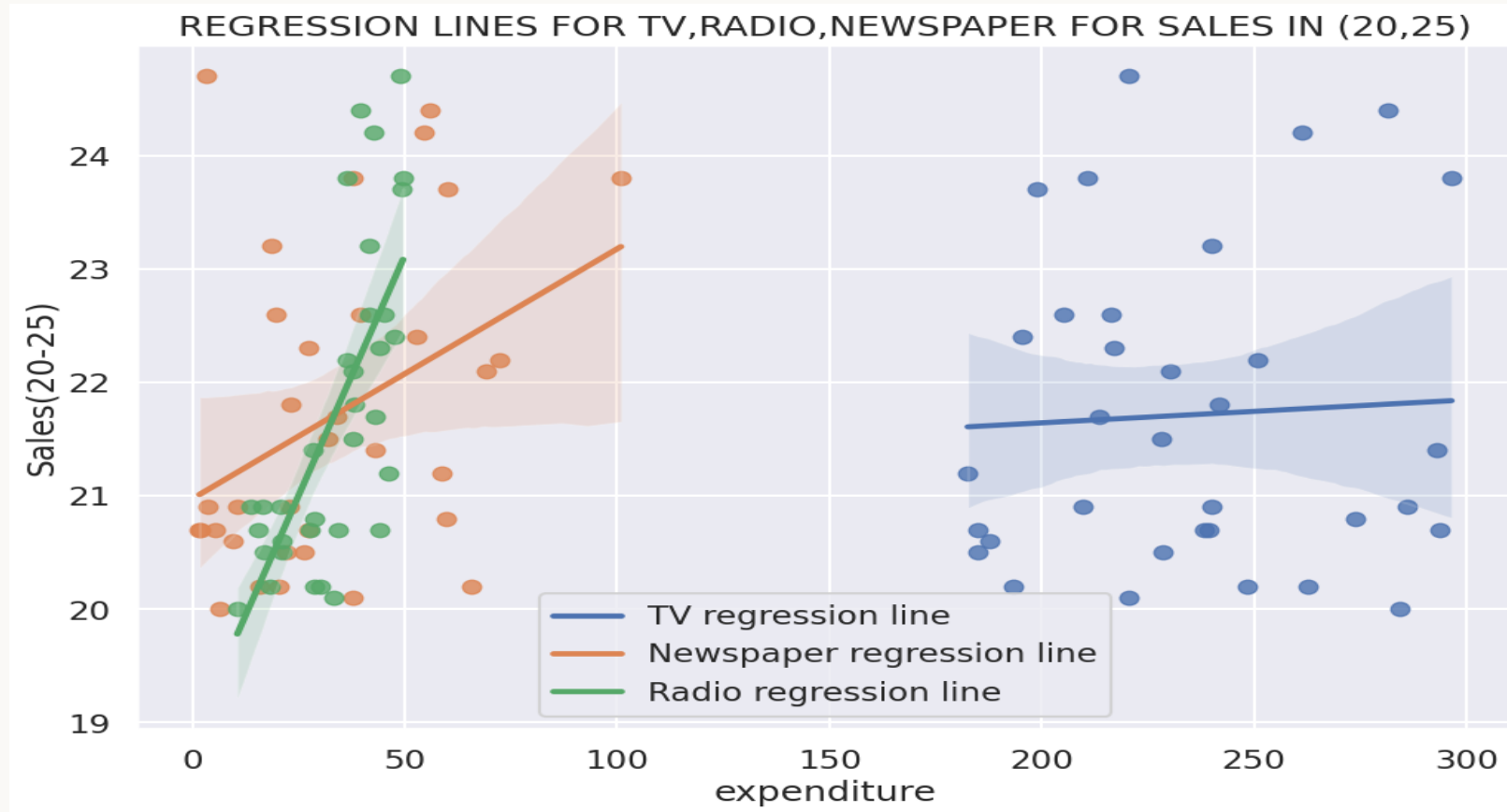
- Almost all of the advertising expenditure values of different campaigns on Newspaper and Radio are between 0-50
- Advertising expenditure values of different campaigns for TV are fairly distributed between 0-300 with relatively more of the values falling in the middle and relatively less of the values falling in the edge of the range 0-300

Spendings on advertising platforms in different sales groups



- Campaigns having sales between 0-5 and 5-10 spend equally on advertising platforms : TV, Newspaper, Radio.
- Campaigns having sales above 10 spend more on advertising on TV with the spending on TV becoming more and more large than the other advertising platforms as the Sales increase
- Campaigns with sales above 25 spend thrice the amount they spend on advertising on Radio and Newspaper combined on advertising on TV
- Higher Sales campaigns spend larger amount on total advertising expenditure than campaigns which had lower sales . Campaigns with sale above 25 spend 4 times more than campaign with sale between 5-10

Different or unlike influences of advertising platforms on sales in range 20 -25



- A different pattern can be seen for campaigns having sales between 20-25 where increasing the spending on Radio, Newspaper returns higher amount of sales than the return of sales on increasing the spending on TV
- Sales remain almost constant on increasing the spending on TV for the campaigns with sales between 20-25

END

-Thank You