



XYZ Ads Airing Report Analysis

Hosted By:
SHARMILA.J

Project Description

This project is about " xyz ads airing report analysis" case study for given dataset. Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services. Here using the analytical skills we need to find the target audiences from types of media platforms where the companies convert them to their customers at a low cost.



ADS

Approach

01 Understanding the data set

02 Examining the data set

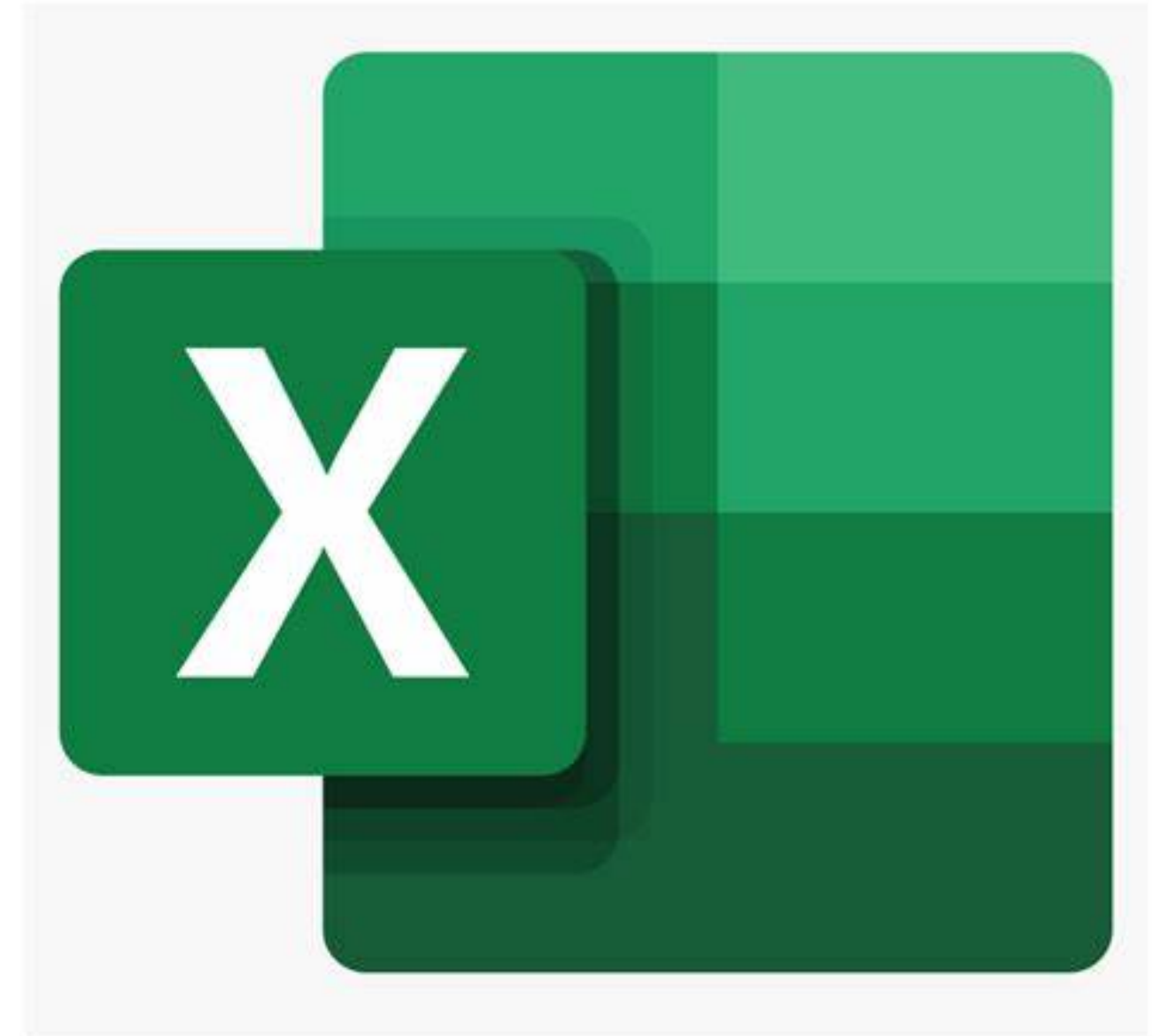
03 Providing insights for the problem

Tech_stack used



Microsoft_excel

It provides us different functions to explore the data for better insights.



Project Insights

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)

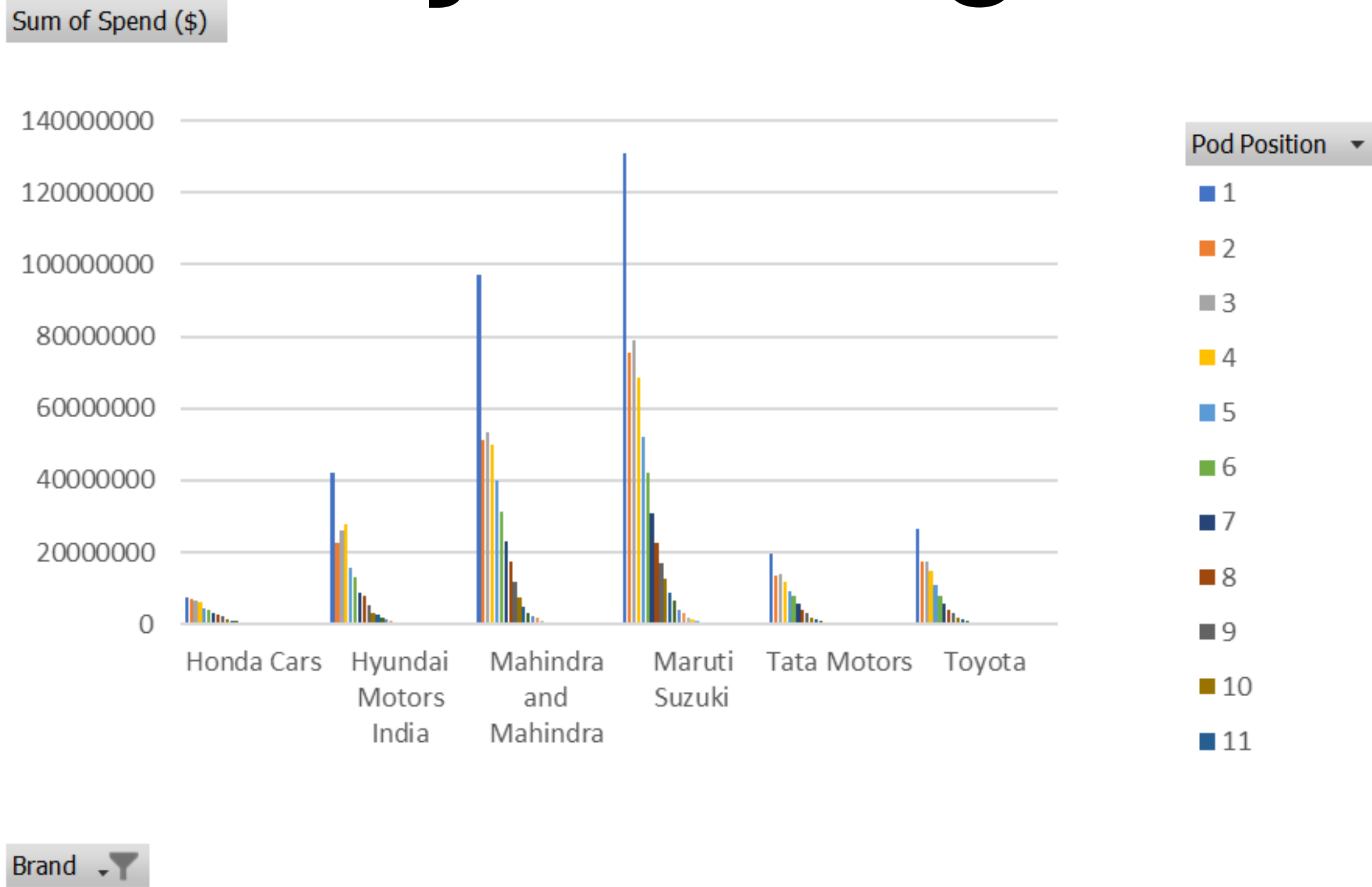
Ans:

Pod position is a term commonly used in the world of advertising to refer to the order or position in which a particular ad will be displayed during commercials. The pod position number indicates the relative position of the ad among other ads being displayed during the show or event on cable or broadcast networks. For instance, an ad with a pod position of one or first will be displayed first when the commercial starts during the show or event

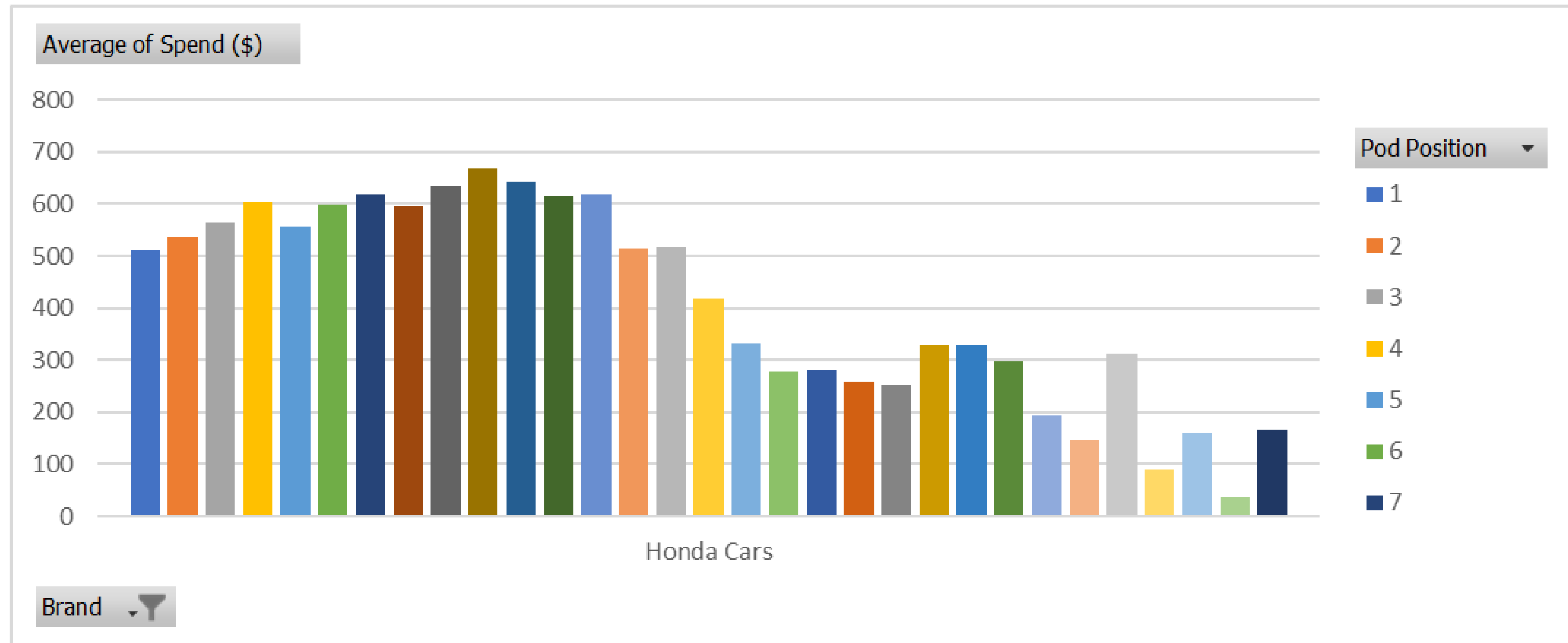
The pod position number can have a significant impact on the amount spent on ads by a company for a specific period..

To achieve a higher pod position, companies may need to invest more money in their advertising campaign or negotiate with the network to secure a better position.

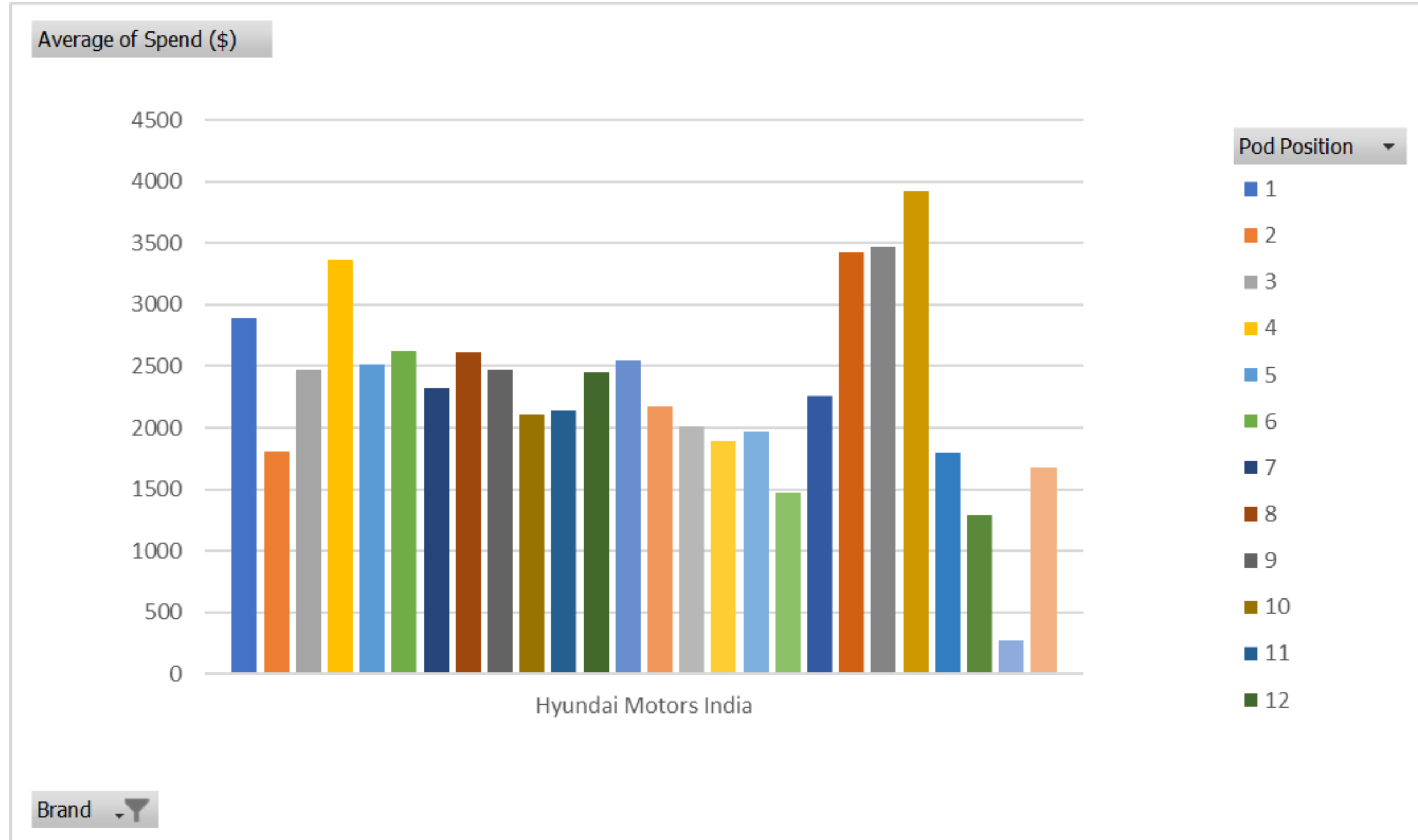
Project Insights



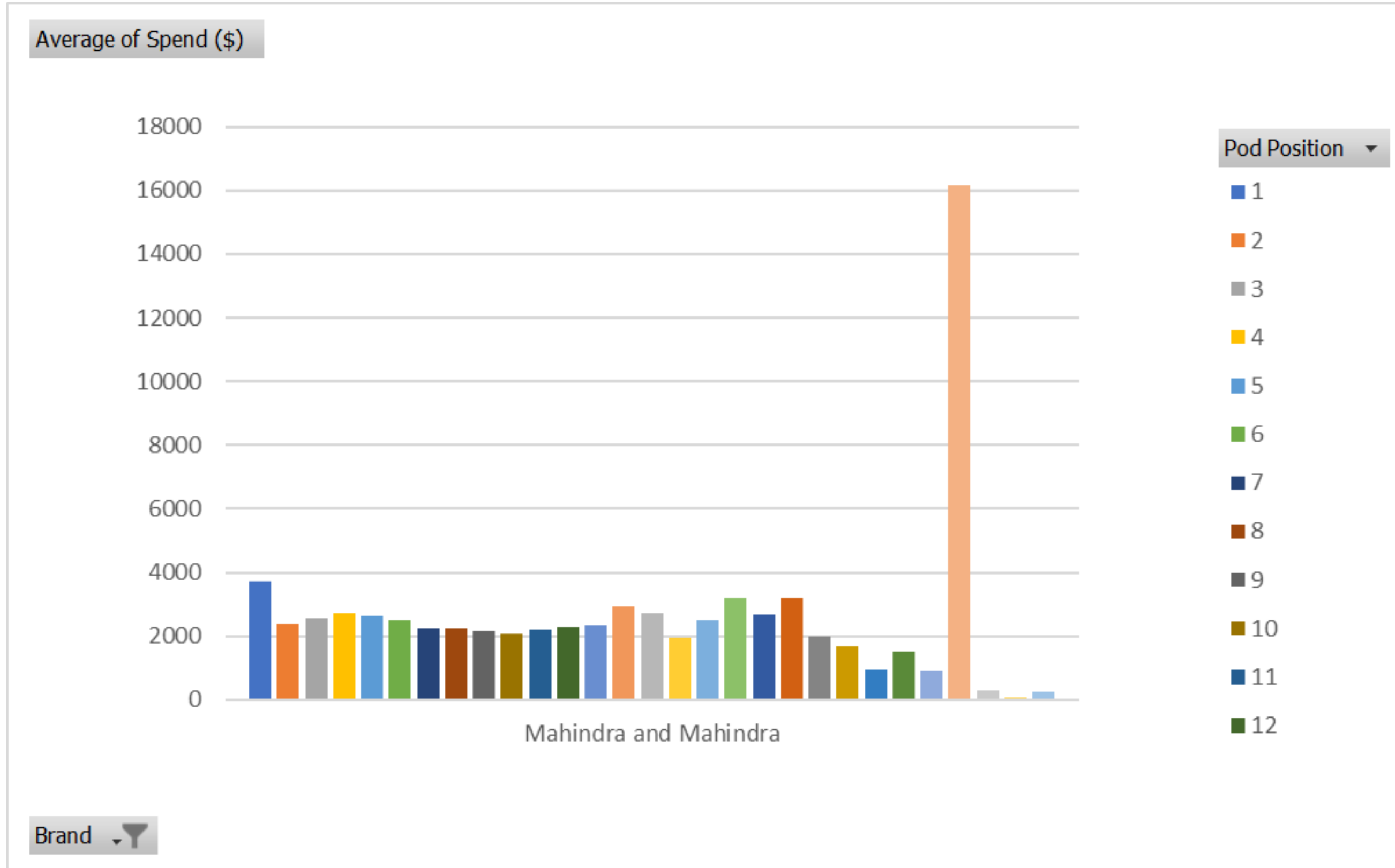
Project Insights



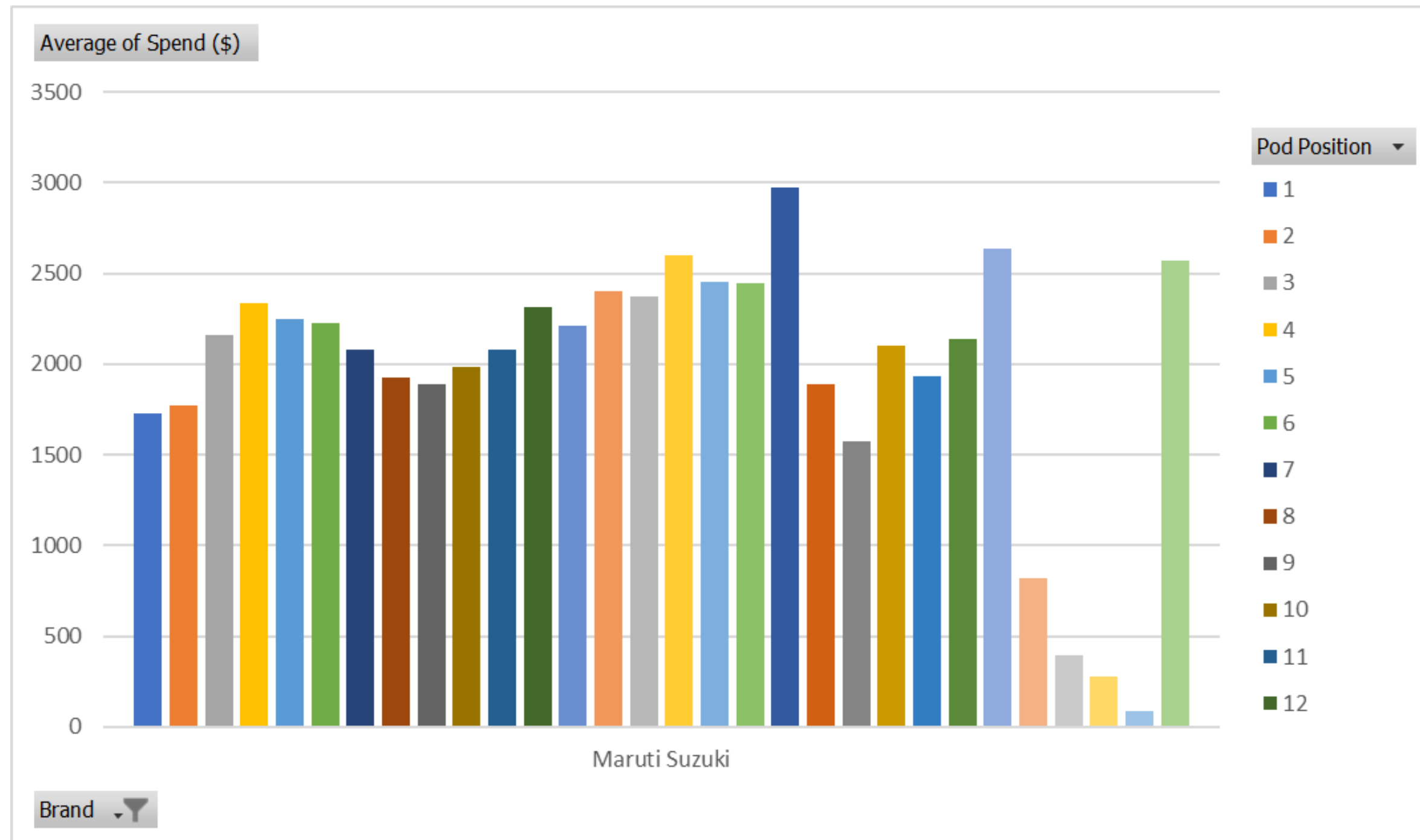
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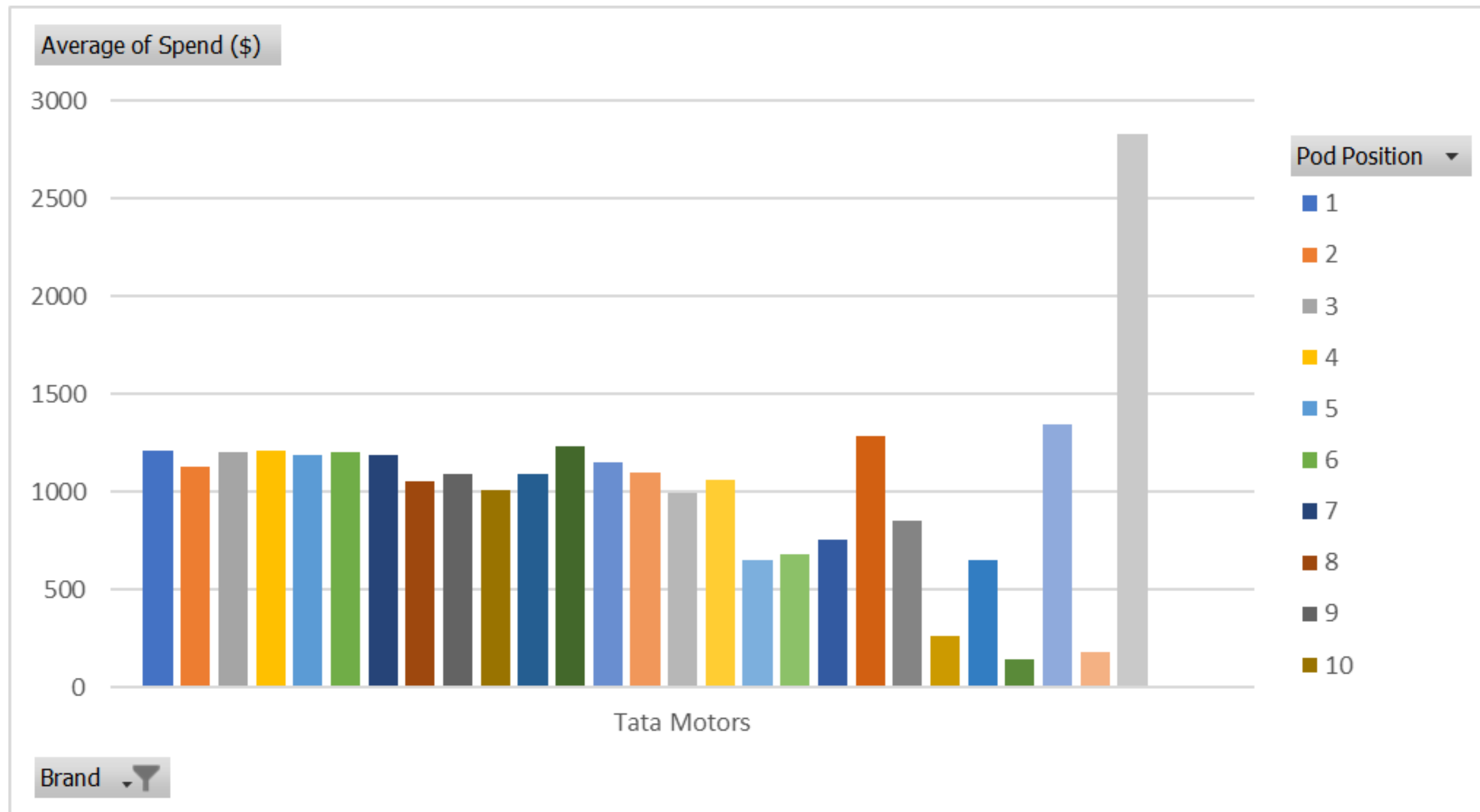
Project Insights



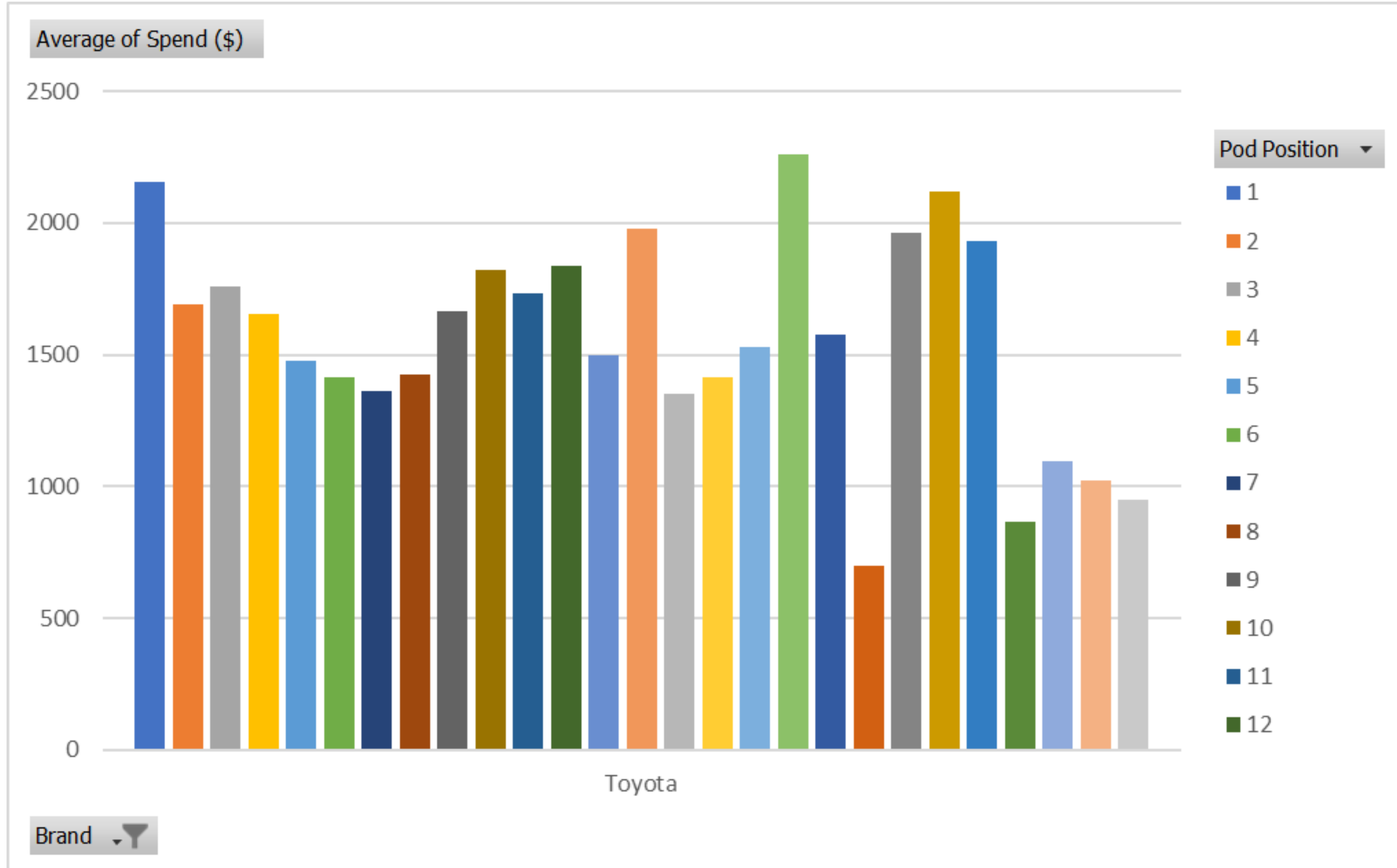
Project Insights



Project Insights



Project Insights



Project Insights

Through general observations, we can understand that all the companies have spent lesser amounts on pod positions at the end.

For Honda and Maruti Suzuki:

- As the pod position increases, the amount spent on running ads increases initially.
- There is a point at which the amount spent reaches a maximum, after which it starts declining.

For Hyundai Motors India and Toyota:

- As the pod position increases, the amount spent on running ads initially declines.
- At some point, the amount spent on ads starts increasing again before declining once more.

Project Insights

For Tata Motors and Mahindra and Mahindra:

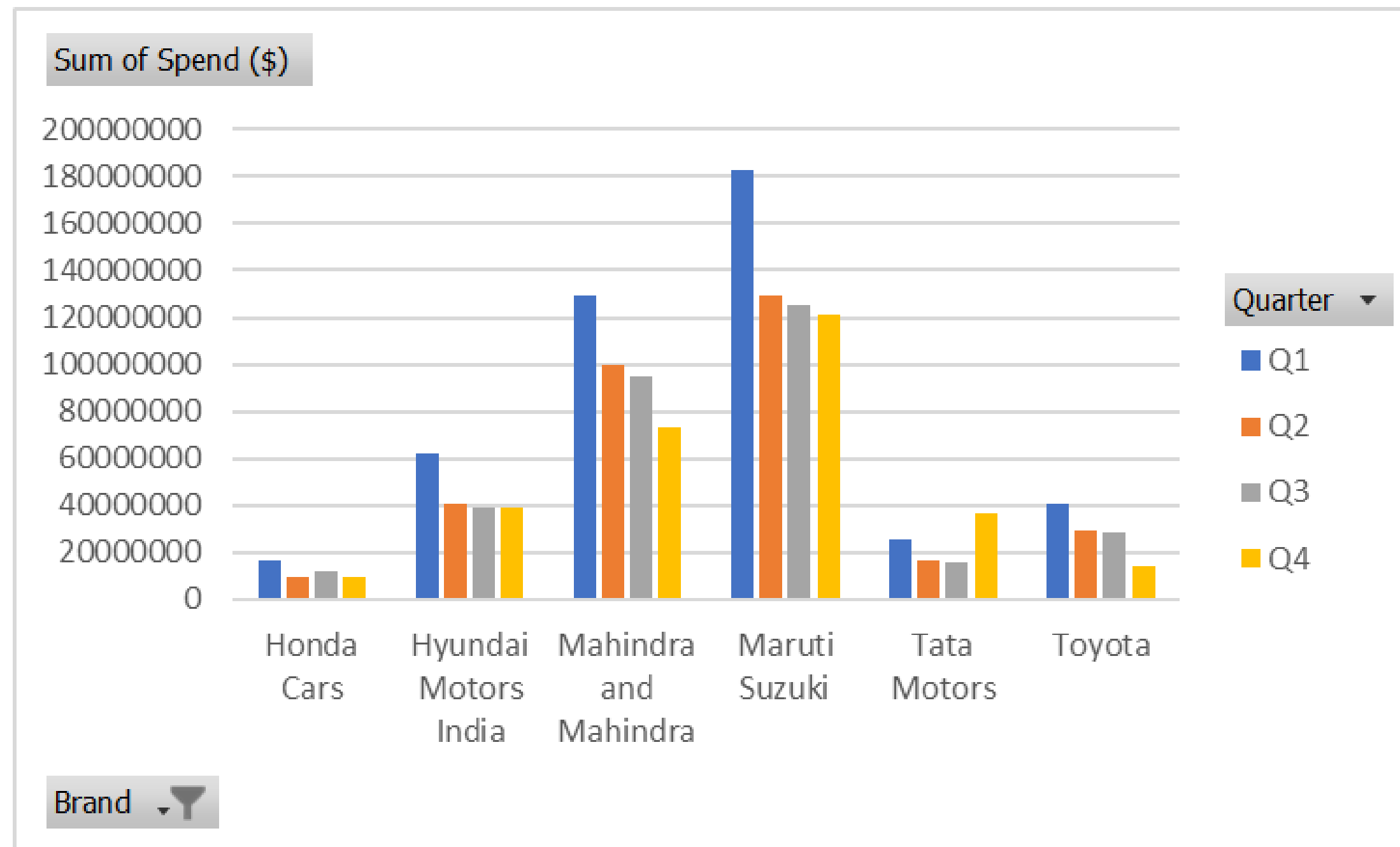
- As the pod position increases, the amount spent on running ads slightly decreases initially.
- The amount spent on ads then slightly increases before declining again at the end.

Overall:

- The relationship between pod position and ad spend is not a simple linear one for car manufacturers.
- There is an optimal pod position for each manufacturer where ad spend is most effective.
- Beyond that point, increasing the pod position can lead to diminishing returns.

Project Insights

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



Project Insights

- Maruti Suzuki has the highest share of TV airings among all the car manufacturers in the dataset. Following Maruti Suzuki, Mahindra and Mahindra have the second-highest share.
- In contrast to Maruti Suzuki, Honda Cars have the lowest share of TV airings among all the car manufacturers in the dataset.
- For Honda Motors and Hyundai Motors India, the share of amount spending on TV advertising slightly decreases from Q1 (first quarter) to Q4 (fourth quarter) in 2021. This suggests that these manufacturers may be reducing their advertising spend towards the end of the year.
- The share of amount spending of Mahindra and Mahindra has slightly decreased more than Honda and Hyundai, implying that Mahindra and Mahindra may have reduced their advertising spend by a larger amount towards the end of 2021.

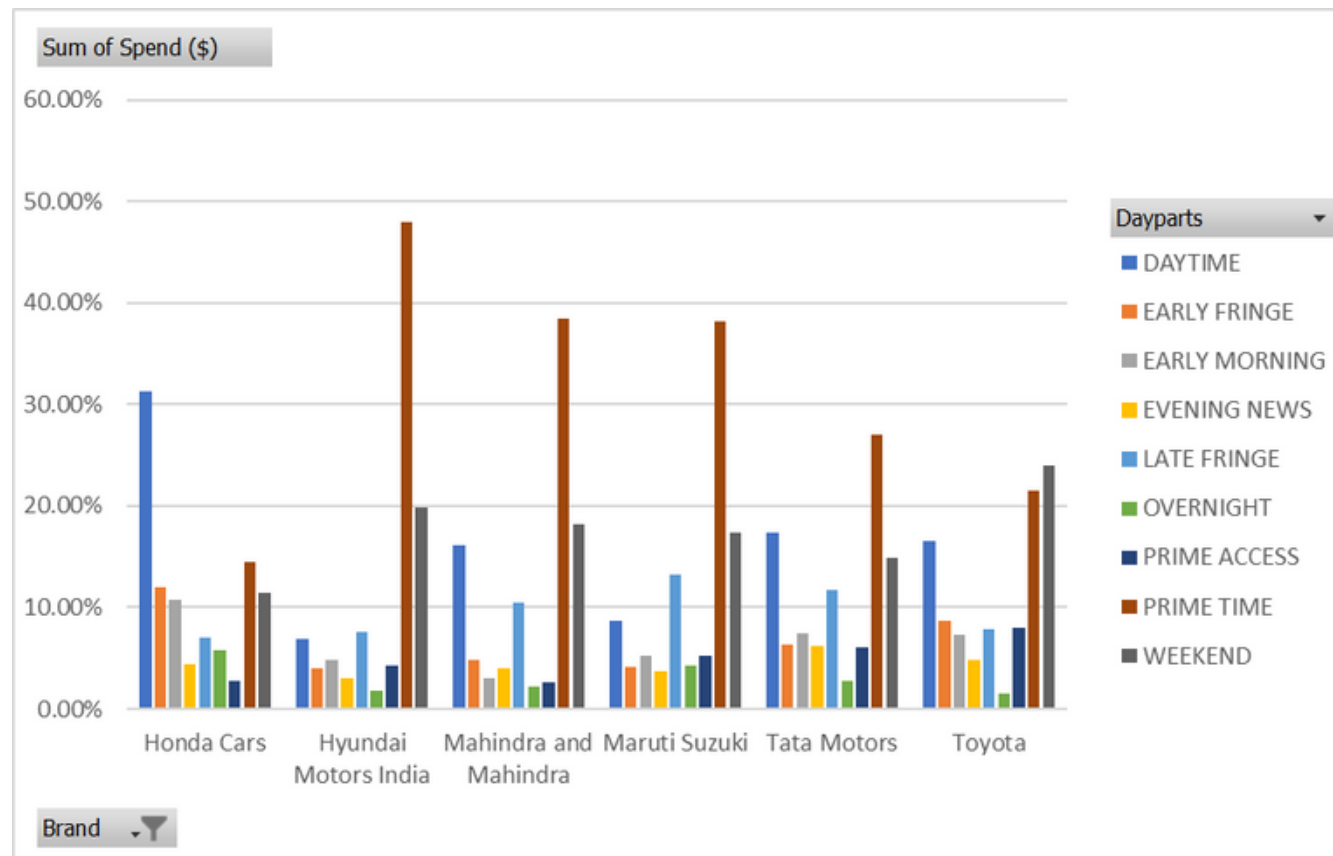
Project Insights

- For Toyota, the share of amount spending on TV advertising has decreased by almost 50% from Q1 to Q4 in 2021. This suggests that Toyota may have reduced their advertising spend over the course of the year.
- The share of amount spending of Tata Motors has almost tripled from Q1 to Q4 in 2021. This indicates that Tata Motors may have significantly increased their advertising spend over the course of the year.

Project Insights

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

Sum of Spend (\$)		Column Labels								
Row 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%



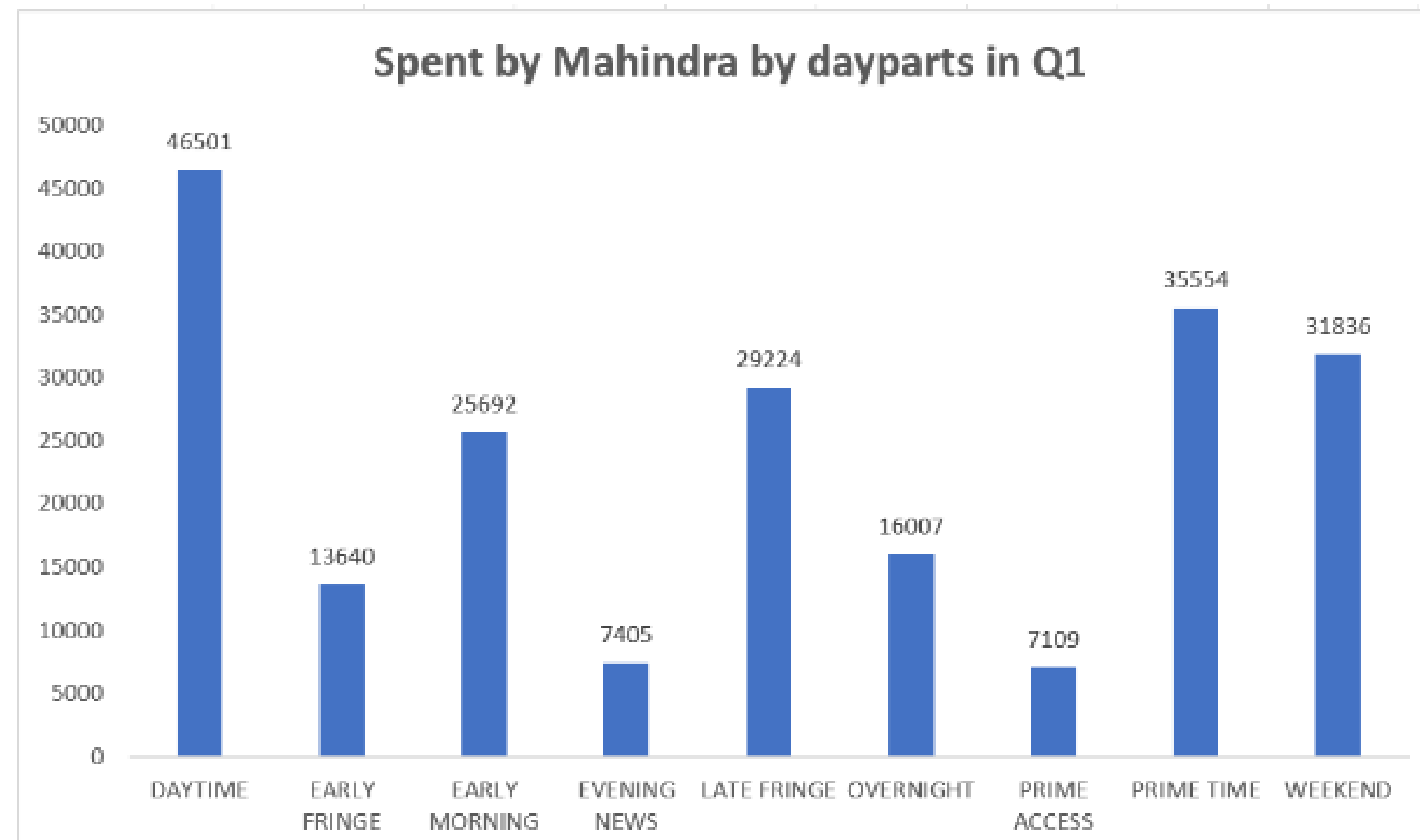
Project Insights

- Honda Cars invests the most in advertisement during the daytime, early fringe.
- Maruti Suzuki invests the most in advertisement during late fringe and weekend.
- Toyota invests the most in prime access advertisement.
- All car brands, except Honda Cars, invest the most in prime time advertisement.
- Toyota invests the most in weekend advertisement

Project Insights

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?

Quarter	Q1
Row Labels	Count of Spend (\$)
DAYTIME	46501
EARLY FRINGE	13640
EARLY MORNING	25692
EVENING NEWS	7405
LATE FRINGE	29224
OVERNIGHT	16007
PRIME ACCESS	7109
PRIME TIME	35554
WEEKEND	31836
Grand Total	212968

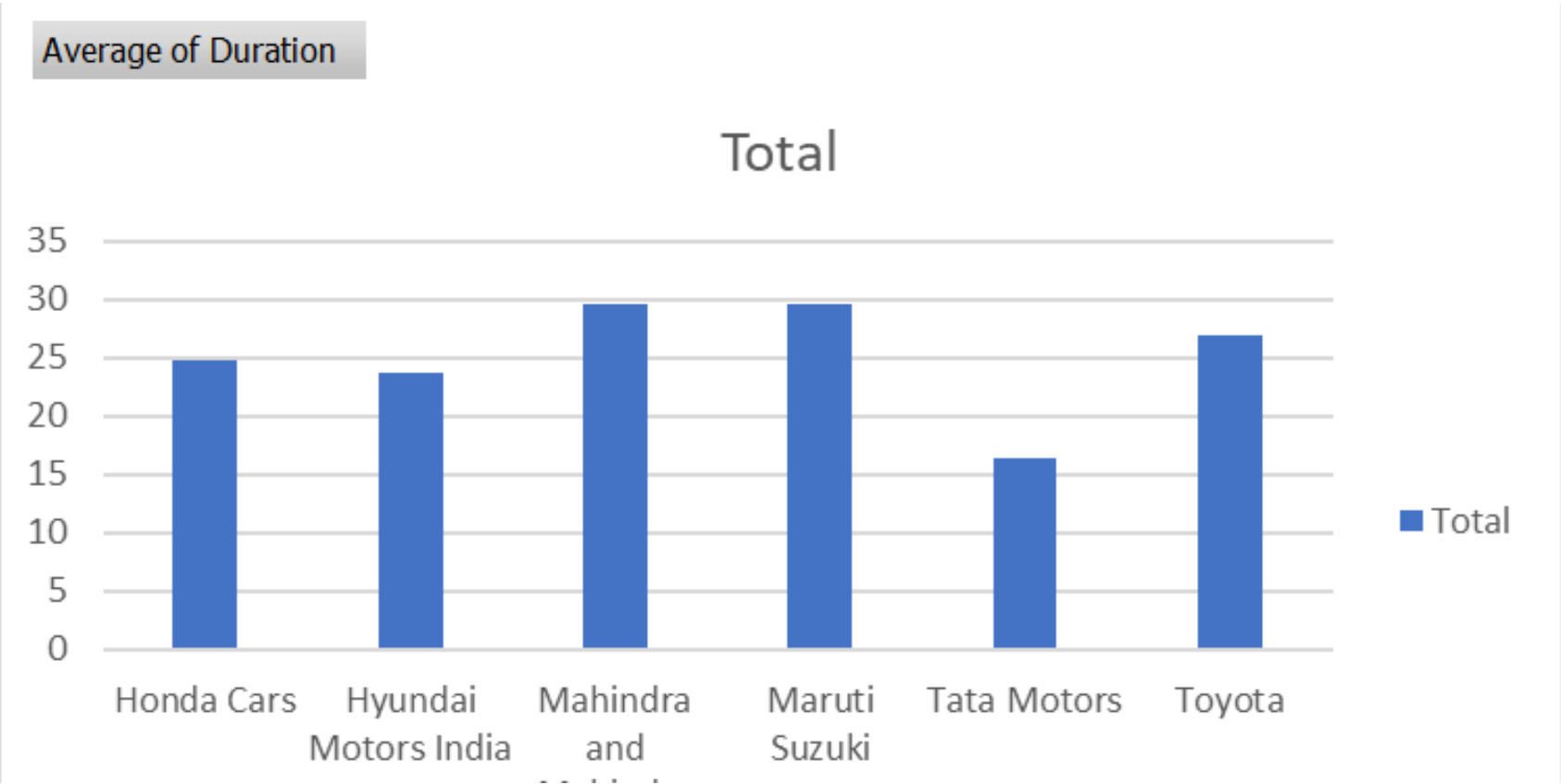


Actionable

Insights: According to the Comparative Analysis Table, Mahindra & Mahindra should focus on targeting viewers who watch TV during both daytime and primetime slots in Q1 of 2022, as they did in 2021.

Project Insights

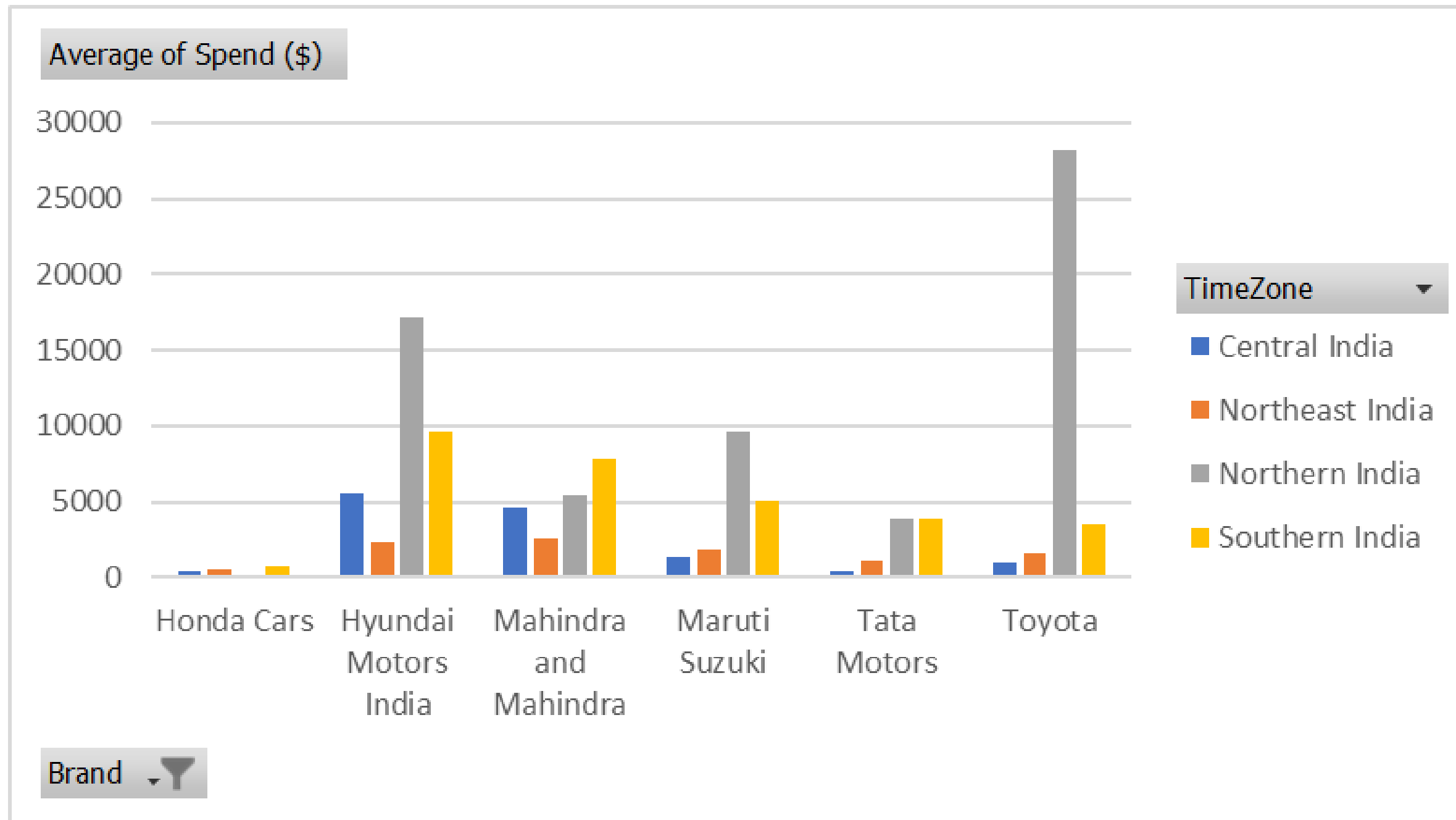
Row Labels	Average of Duration
Honda Cars	24.72081159
Hyundai Motors India	23.76612994
Mahindra and Mahindra	29.62167827
Maruti Suzuki	29.63549955
Tata Motors	16.38281857
Toyota	26.81867067
Grand Total	26.76644338



**Actionable
Insights :**

Having a similar average duration as their competitors is a positive strategy for Mahindra & Mahindra.

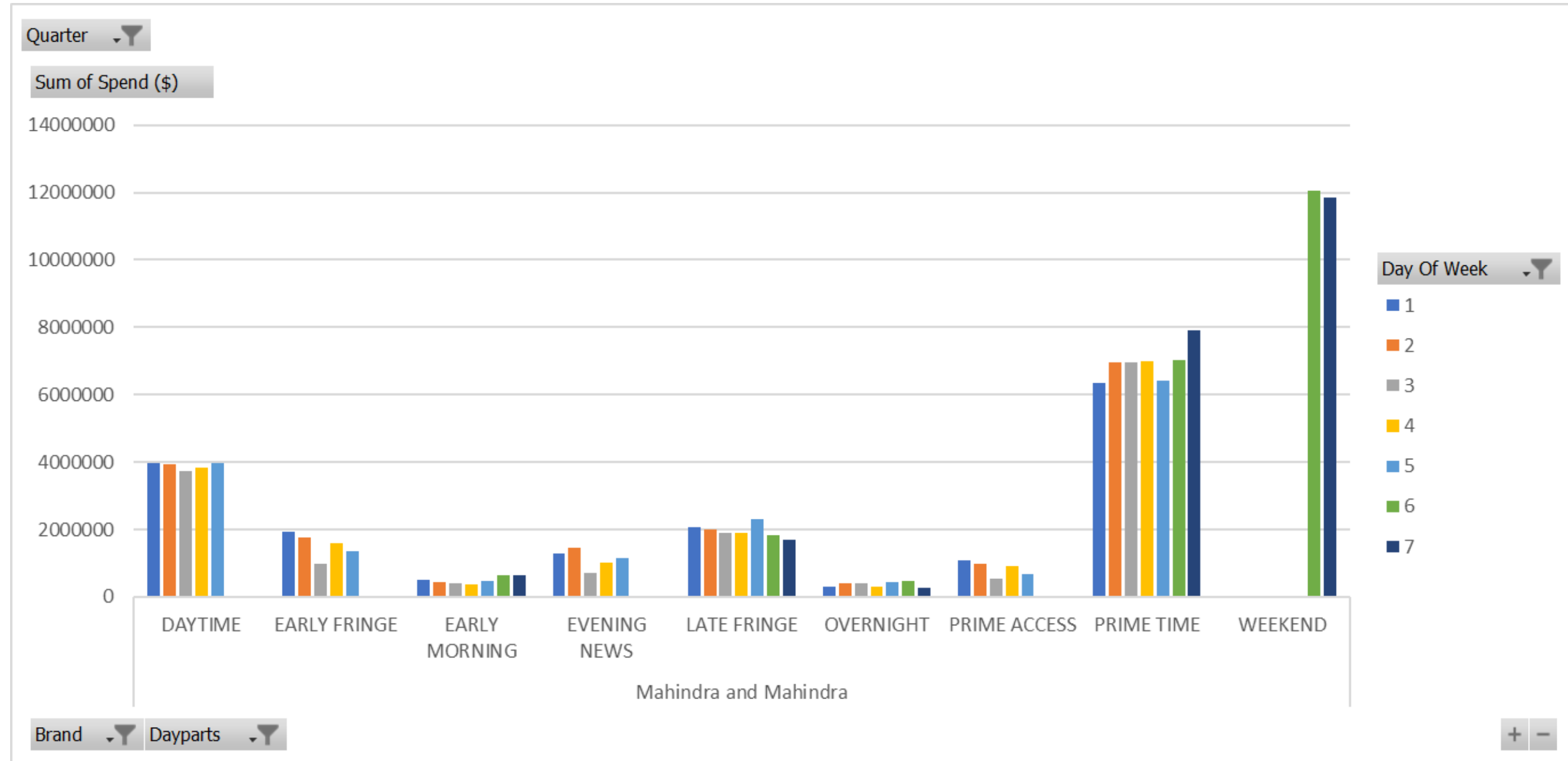
Project Insights



Actionable Insights:

Mahindra & Mahindra's competitors are targeting the Northern part of India, it would be advisable for Mahindra & Mahindra to adopt a more aggressive approach towards that region.

Project Insights



Actionable

Insights :

To capitalize on the higher viewership of cable or broadcast networks on Saturday nights, Mahindra & Mahindra should increase their ad placements, particularly in overnight dayparts, on Day 6. This would help them reach more viewers while keeping their spending low

Result

As a result, the analysis and execution of the "XYZ Ads Airing Report Analysis" project were successful. I've now provided a detailed report on this undertaking. I conclude that working on this project allowed me to gain a variety of ideas and helped me develop my analytical thinking. I learned how to use visualization concepts, such as creating tables, charts, graphs, pivot tables etc.. in this project. I was aware of how the real-time data functions. I was able to learn excel concepts as a result. I gained the ability to ask the appropriate questions in light of the situation.

Dataset link:

<https://docs.google.com/spreadsheets/d/1cy7TN4xiEFF0pW8EL6RRbUL89co3MrgP/edit?usp=sharing&ouid=118410320923325257723&rtpof=true&sd=true>

Thank you !