

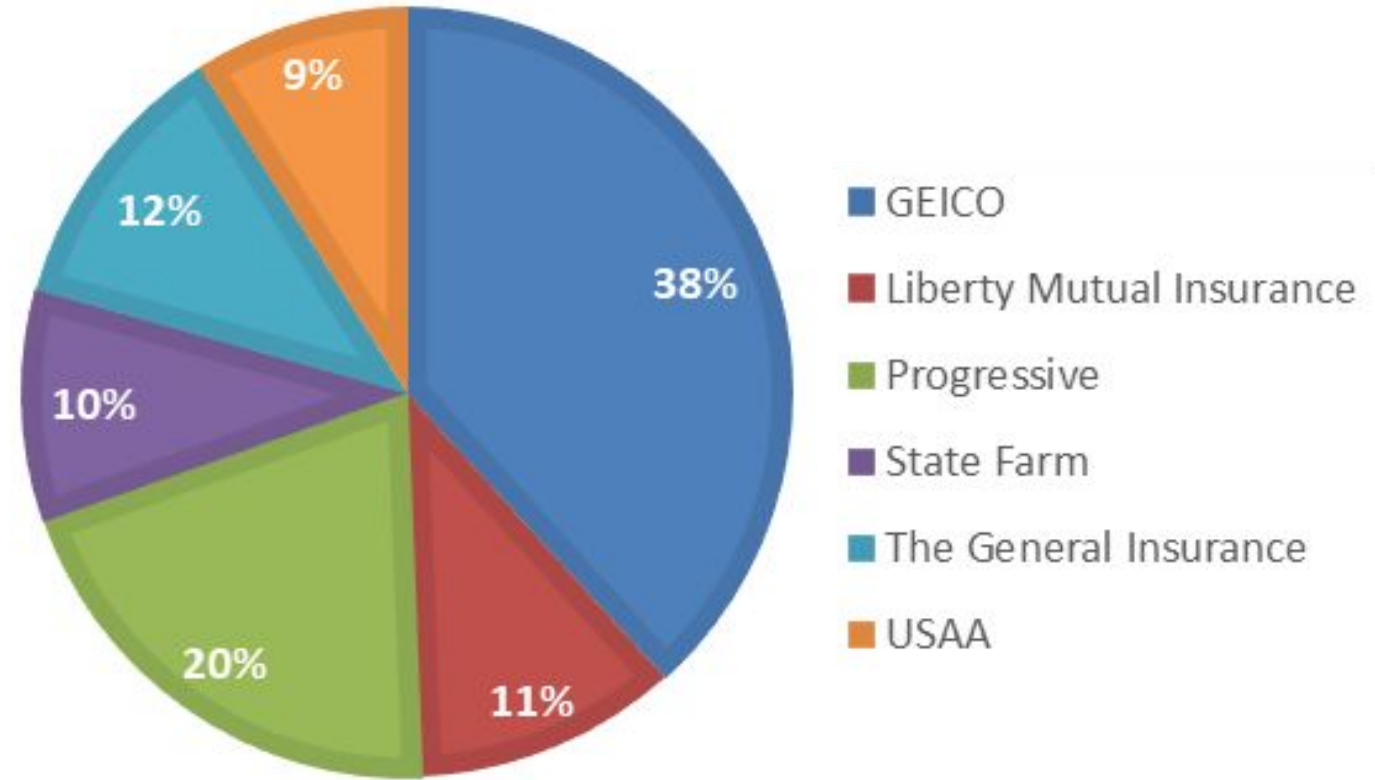
Analysis on Advertisement Data

The background features a stylized data visualization. It includes a bar chart with bars in shades of red, orange, and yellow. Overlaid on this is a line graph with a yellow line and circular markers. The background is a light blue-grey with faint, abstract patterns and numbers, giving it a technical or data-oriented feel.

-Shefali Agarwal

(Tool Used-MS Excel with Pivot Table)

Share of Brands in TV airings and change from Q1 to Q4 in 2021



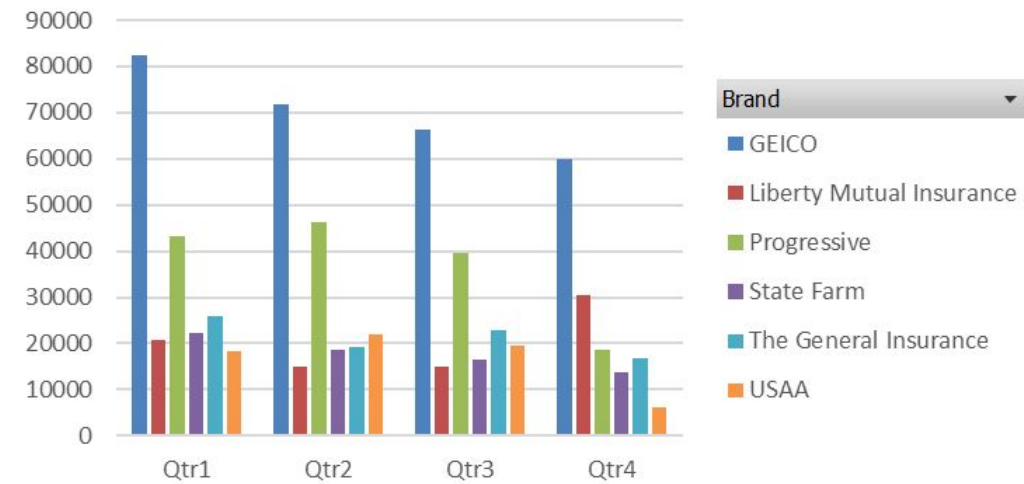
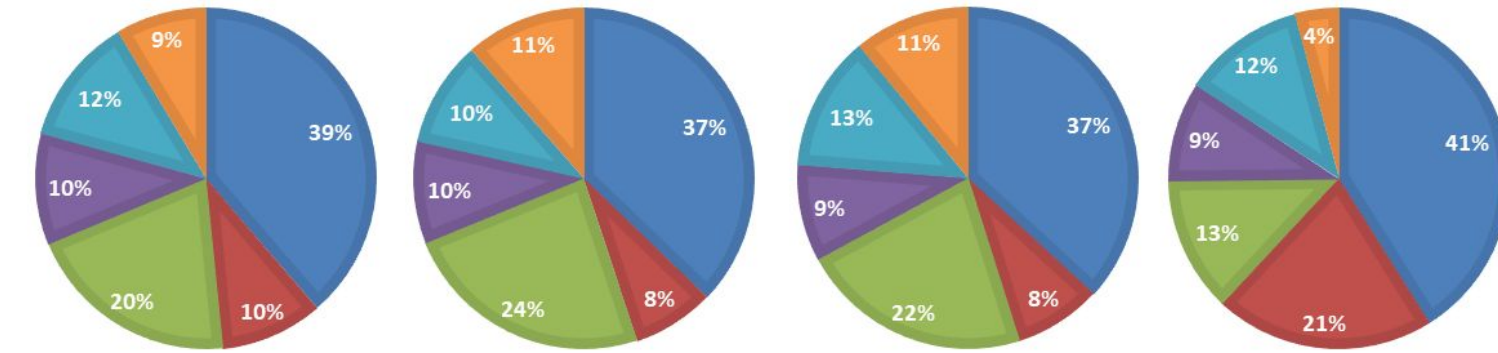
- The share of various brands in the TV airings is almost consistent except for the Quarter 4
- While the number of TV airing for all other brands are decreasing from Q1 to Q4, there is a drastic increase in the number of airing for the brand- Liberty Mutual Insurance.
- The overall share of the brands is consistent with Q1

Quarter 1

Quarter 2

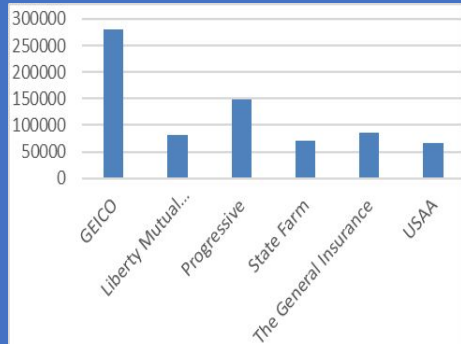
Quarter 3

Quarter 4

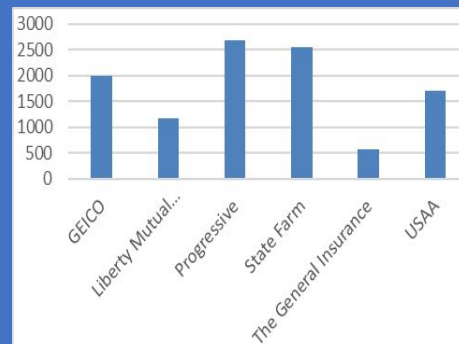


Competitive analysis of the brands

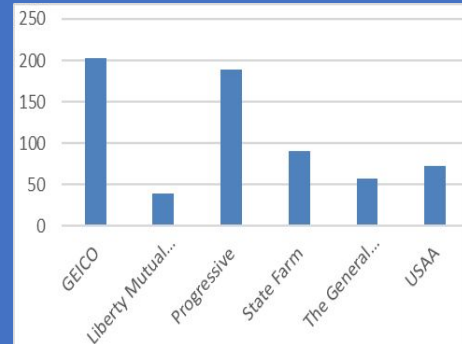
Total number of advertisement for each brand



Average money spent by brand for each advertisement

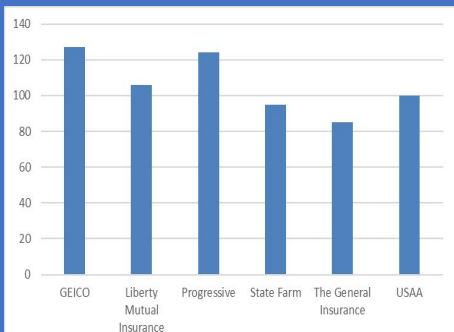


Total number of distinct advertisement for each brand



- GEICO has the maximum number of advertisements played on TV but spends comparatively less on each ad and it plays maximum number of distinct advertisements
- Liberty Mutual Insurance has least number of ads and spends less for each ad.
- Progressive has lesser number of ads plays but spends most for each ad which may be due to making of distinct ads
- State Farm has lesser number of ads plays but spends most for each ad
- The General Insurance has least number for each criteria
- USAA has below average numbers for each criteria

Number of network for advertisement of each brand

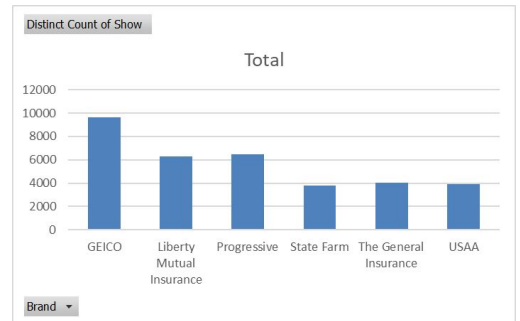


The network on which maximum ads are played is almost same for all the brands

The network on which maximum spent is done by brand is same for **GEICO, Liberty Mutual Insurance Progressive State Farm** and different for **The General Insurance and USAA**

Brand	broadcast	cable	Cable/Broadcast
GEICO	23160	257114	11.10164076
Liberty Mutual Insurance	6127	74914	12.2268647
Progressive	13814	134076	9.705805704
State Farm	4796	66500	13.86572143
The General Insurance	10611	74654	7.035529168
USAA	3205	62813	19.59843994

USAA prefers to use cable as a medium for showing Advertisements as compared to the others. The General Insurance use broadcast as a medium to show ads most compared to other brands. Still, it uses cable 9 times more



GEICO has maximum number of distinct shows on which its ad plays

GEICO

Liberty Mutual
Insurance

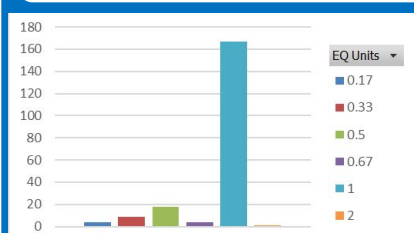
Progressive

State Farm

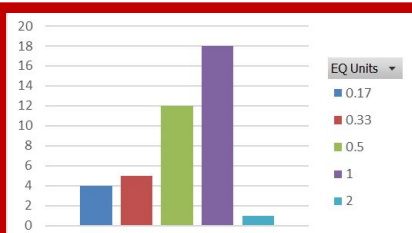
The General
Insurance

USAA

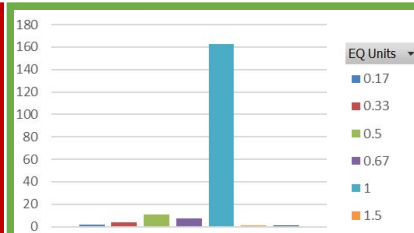
Graph of number of distinct advertisements for different EQ unit



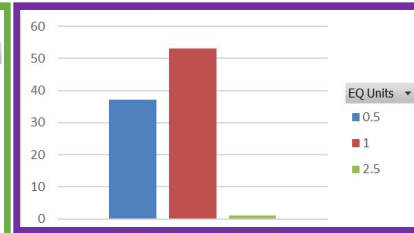
Maximum advertisements are of EQ unit 1 and all others are negligible in comparison



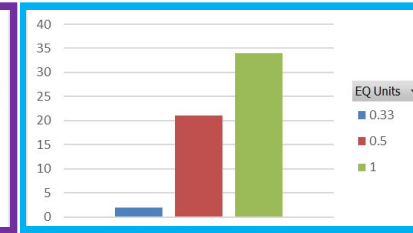
Maximum advertisements are of EQ unit 1 and have lesser number with EQ unit < 1



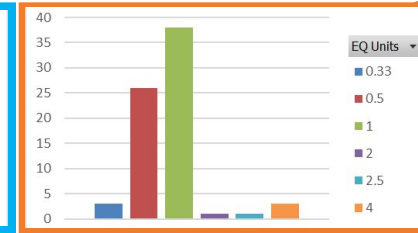
Maximum advertisements are of EQ unit 1 and all others are negligible in comparison



Have advertisements with EQ unit 1 and 0.5 and a few with EQ unit 2.5



Have advertisements with EQ unit 1 and 0.5 and a few with EQ unit 0.33



Have advertisements with mainly EQ unit ≤ 1 and a few with EQ unit > 1

Shows having maximum advertisements and on which brands are spending maximum to air their advertisements respectively

SportsNite	Call Your Mother
SportsCenter	The Conners
Ridiculousness	mixed-ish
College Basketball	The 55th Annual CMA Awards
MLB Tonight	Celebrating America

Law & Order: Special Victims Unit	Home Economics
The Incredible Dr. Pol	Celebrating America
SportsCenter	Press Your Luck
MLB Tonight	The Bachelorette
Shark Tank	Inside Edition Weekend

Music Playlist	Call Your Mother
Dateline	The Conners
Friends	American Idol
Law & Order: Special Victims Unit	The 55th Annual CMA Awards
UNews	American Housewife

SportsCenter	Call Your Mother mixed-ish
College Basketball	The 55th Annual CMA Awards
Impractical Jokers: Inside Jokes	The Goldbergs
Impractical Jokers	Dick Clark's Primetime New Year's Rockin' Eve
College Football	With Ryan Seacrest 2022

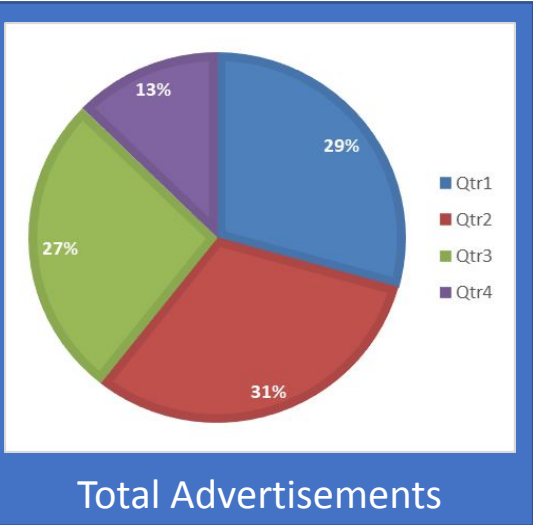
Impractical Jokers: Inside Jokes	Miss Universo 2021: La celebración
Impractical Jokers	Star Wars: The Rise of Skywalker
The Fresh Prince of Bel-Air	All In With Laila Ali
Friends	
Martin	

SportsCenter	The Price Is Right
College Football	2021 NBA Finals
College Basketball	Full Measure With Sharyl Attkisson
Boomer and Gio	NBA Countdown
Major League Fishing	

Majorly, brands are spending most on the sport shows and popular sitcoms to get their advertisements on them

GEICO, Progressive and State farm air their ads mostly in between sitcoms while others prefer to air them in between famous shows or movies.

Digital Ad Campaign for Progressive

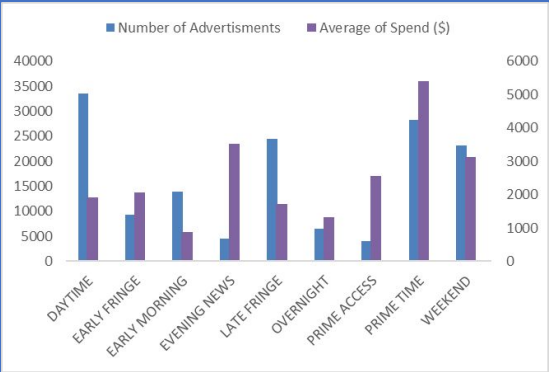


Depending on all the factors listed in the slide, a system should be made and advertisement airing should be decided upon the ratio of ad viewership and average spent for each ad and ads should be put in place where this ratio is high. Small number of ads may be placed at other places

Network	Top 8 Average of Spend (\$) - Maximum	Network	Top 5 network on which progressive ads play maximum
ABC	27081.33289	Fusion TV	6519
NBC	23791.22339	TBS	5542
CBS	19631.87974	truTV	4861
FOX	16703.60125	USA Network	4305
ESPN	14379.17381	Smithsonian	3730
Sportsnet NY	7639	Channel	3589
HGTV	7285.804506		
TNT	7036.129305	CW	

If the ratio of TV viewership and average spent on each ad comes to be of high value then it must be aired more on that network and that is how the number of advertisements may be decided for each network arranged high to low

The same type of procedure may be followed for EQ units, network, day of week and hour of the day



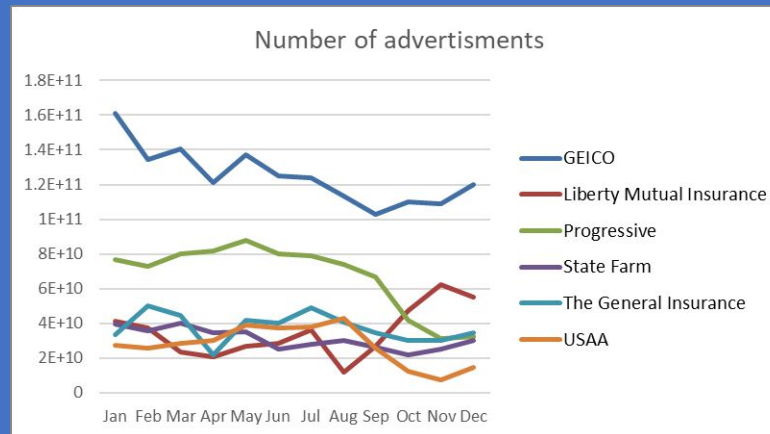
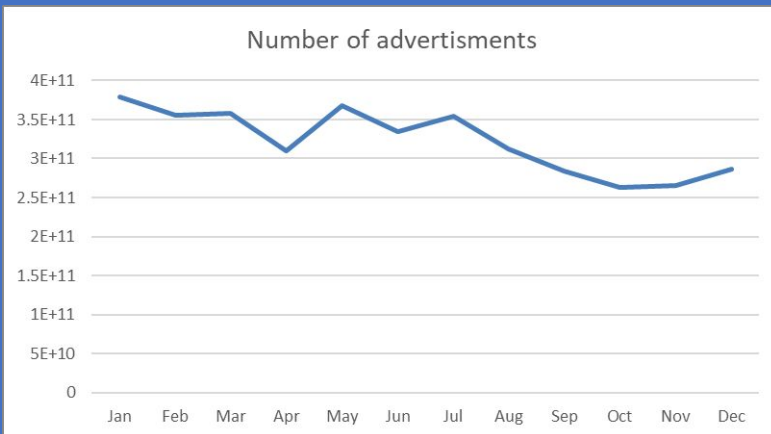
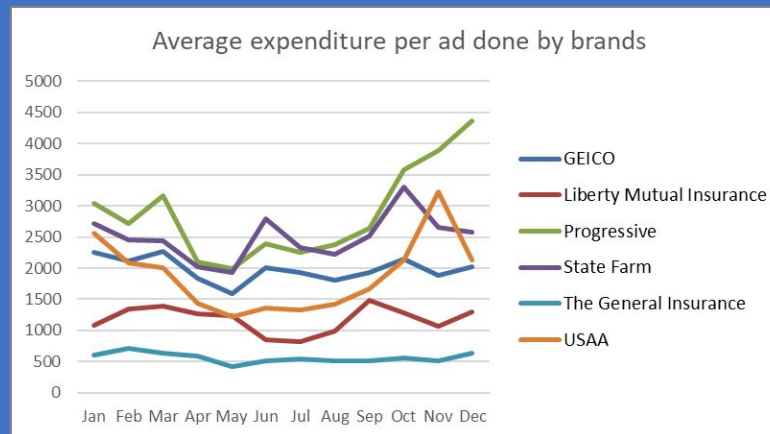
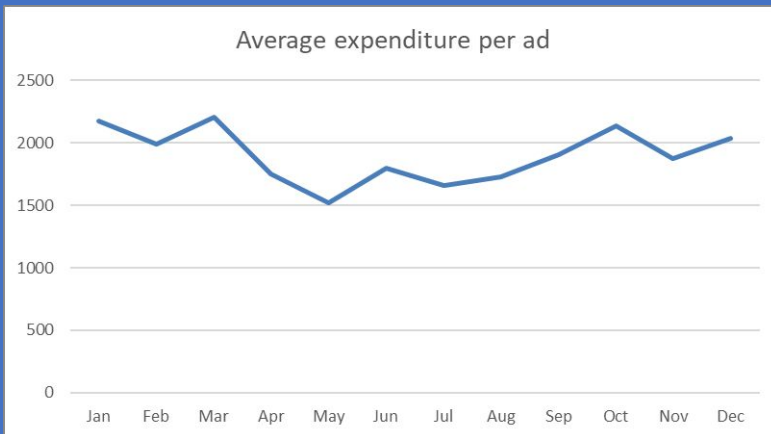
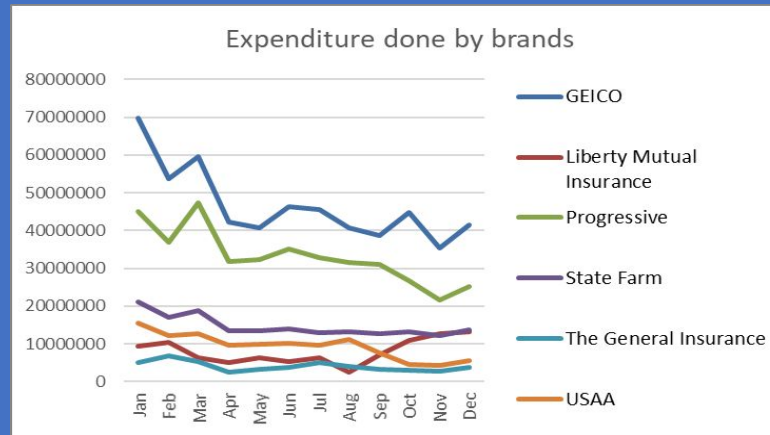
Progressive has aired maximum advertisements at daytime, late fringe and prime time and spent maximum for prime time for each ad.

Dayparts	Number of advertisement	Spend for each advertisement (\$)	Fraction of expenditure	Number of advertisements per 1\$
DAYTIME	33552	1912.088758	0.085121429	17.54730258
EARLY FRINGE	9335	2057.247777	0.091583547	4.537615791
EARLY MORNING	13999	865.7320523	0.038540235	16.1701302
EVENING NEWS	4549	3521.265113	0.156757952	1.29186524
LATE FRINGE	24468	1707.602133	0.076018194	14.32886474
OVERNIGHT	6480	1326.819136	0.059066683	4.883860826
PRIME ACCESS	4038	2550.58841	0.113545843	1.583164098
PRIME TIME	28302	5395.846831	0.24020966	5.245145181
WEEKEND	23167	3125.881512	0.139156459	7.411349377

1. Define the budget for advertisement
2. Multiply the budget by the fraction of expenditure to realise budget for each daypart
3. Further multiply the budget for each daypart to the number of advertisements per 1\$ to get a rough idea of the number of advertisement to be played in each daypart

* This must be done in accordance to the viewership Data

Fraction of expenditure= Spent for each ad /Sum of spent for each ad
Number of advertisements per 1\$= Number of advertisement/ Spend for each advertisement



- Total expenditure done by the brands decrease after June till November after which they increase towards December
- If we see the data brand wise, a similar trend is observed except for 'Liberty Mutual Insurance' for which expenditure starts increasing from August
- Expenditure for 'State Farm', 'USAA' and 'The General Insurance' become stagnant after April.

To find the reasons for these we must look at the average spent per and total number of ads

- Graph of 'Number of Advertisement' and 'Total expenditure done by brands' is similar so we may say that the decline and rise of the total expenditure is mainly controlled by the number of advertisements aired
- We have similar conclusion if we see the graph brands wise .