XYZ Ads Airing Report Analysis

Project Description :

For your Final Project, we are providing you with a dataset having different TV Airing Brands, their product, their category. Dataset includes the network through which Ads are airing, types of networks like Cable/ Broadcast and the show name also on which Ads got aired. You can also see the data of Dayparts, Time zone and the time & date at which Ads got aired. IT also includes other data like Pod Position (the lesser the valuable), duration for which Ads aired on screen, Equivalent sales &, total amount spent on the Ads aired.

Approach :

- Start with a clear and concise summary of your insights
- Use clear and concise language
- Use visual aids
- Provide context
- Highlight key findings
- Consider the audience

Tech Stack Used :

1. MS Excel

Link to excel File :

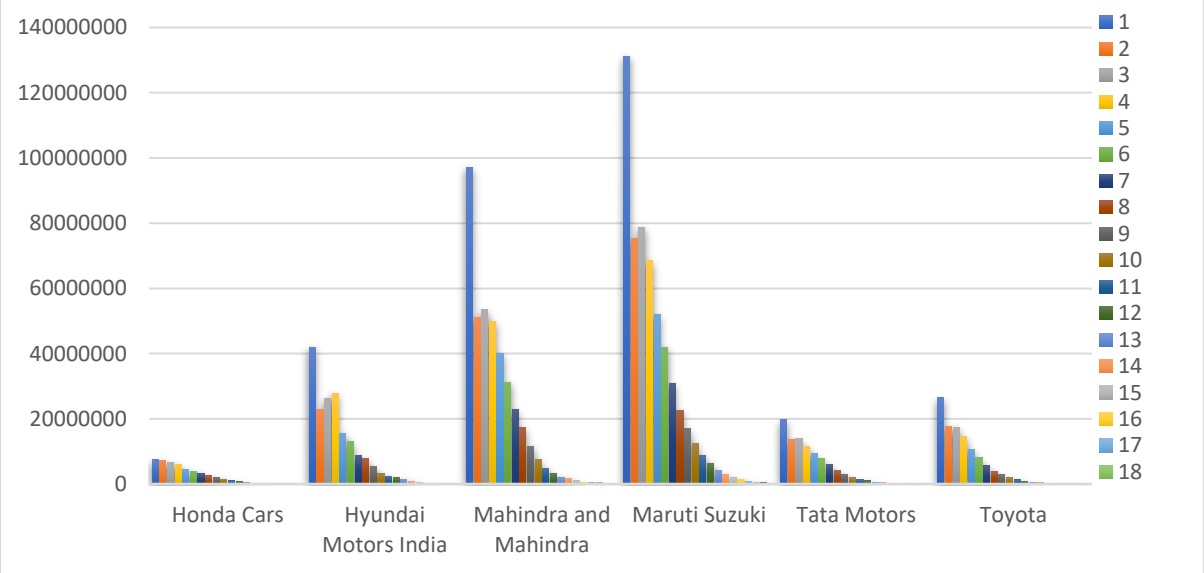
Click Here

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)*

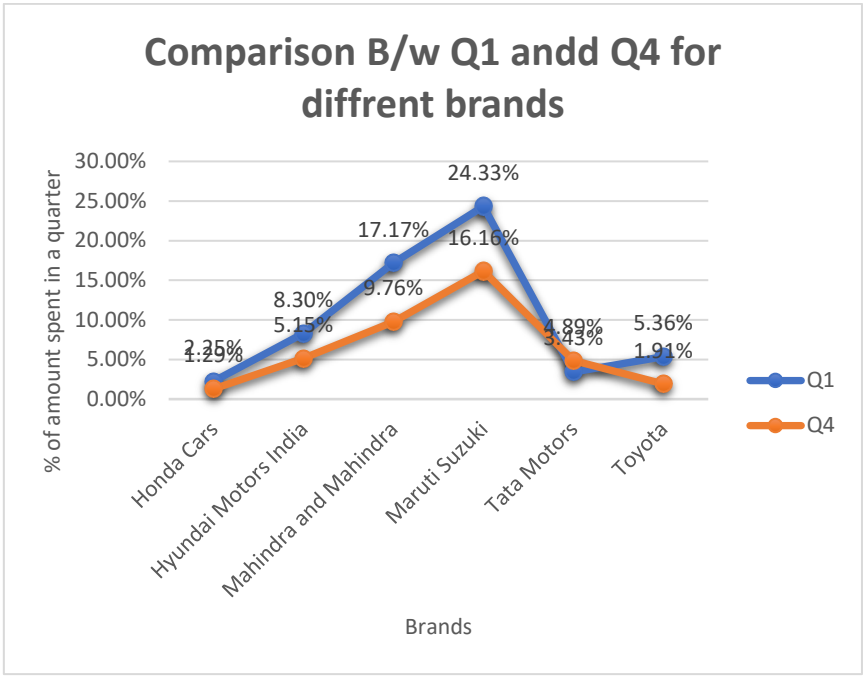
Pod Position refers to the placement of an advertisement within a pod or block of TV commercials. For example, if there are five ads airing during a commercial break, the pod position of a particular ad would be its rank within that group of five.

In general, pod position is believed to be an important factor in the effectiveness of TV advertising. Ads that air earlier in a pod may be more memorable and have a greater impact on viewers, while ads that air later may be more likely to be skipped or ignored.

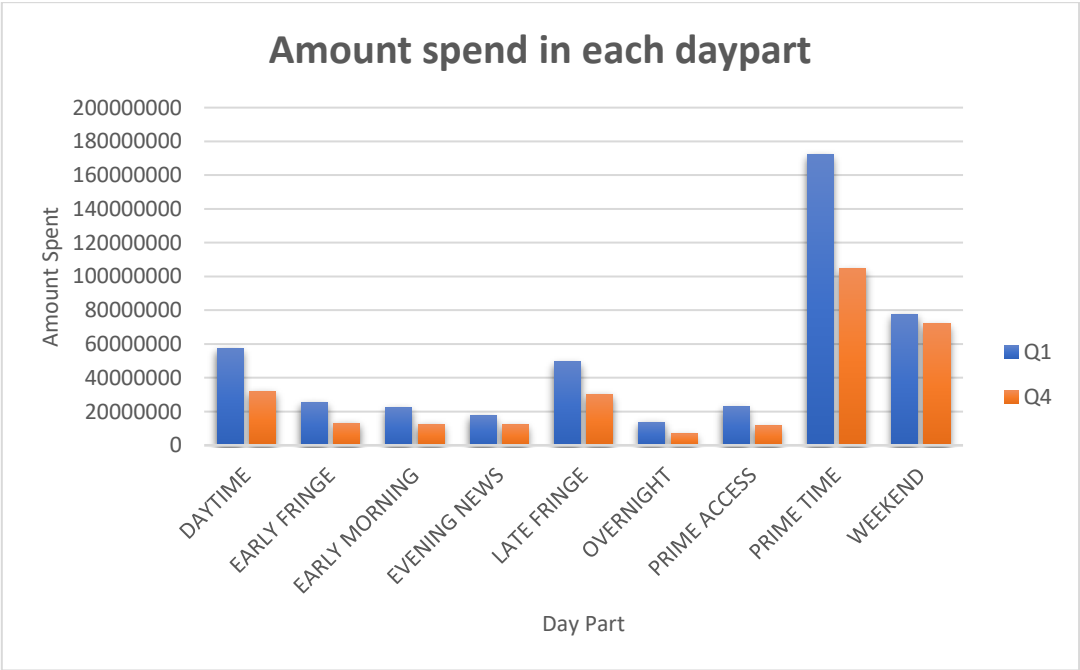


Analysis of the TV advertising dataset reveals that Maruti Suzuki spends the most on ads in position 1. Among all the ads that aired in position 1, those for Maruti Suzuki had the highest total amount spent, with a total of 131,181,074.

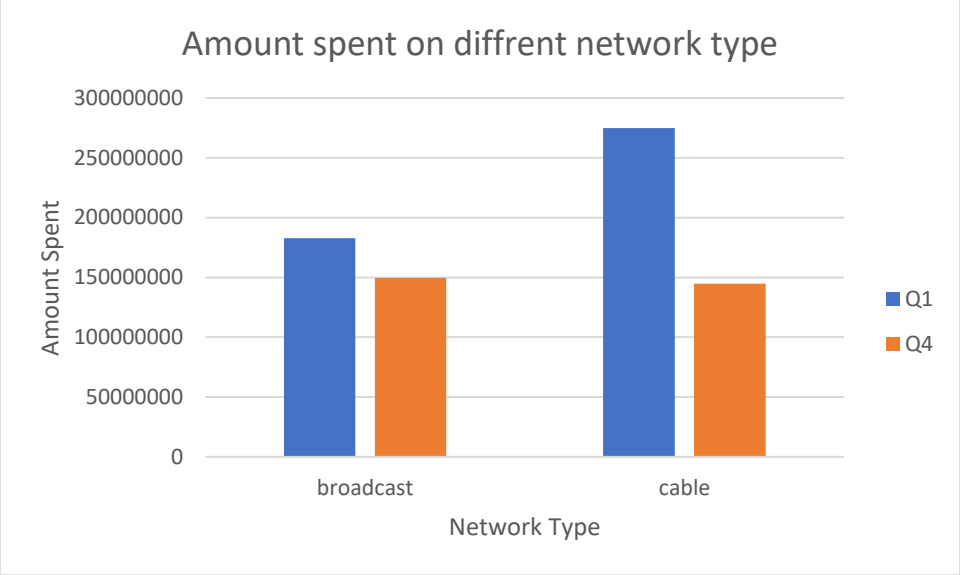
B. *What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?*



Amount spent on ads in Q4 has been lower than that of Q4 by almost every brand except Tata Motors.



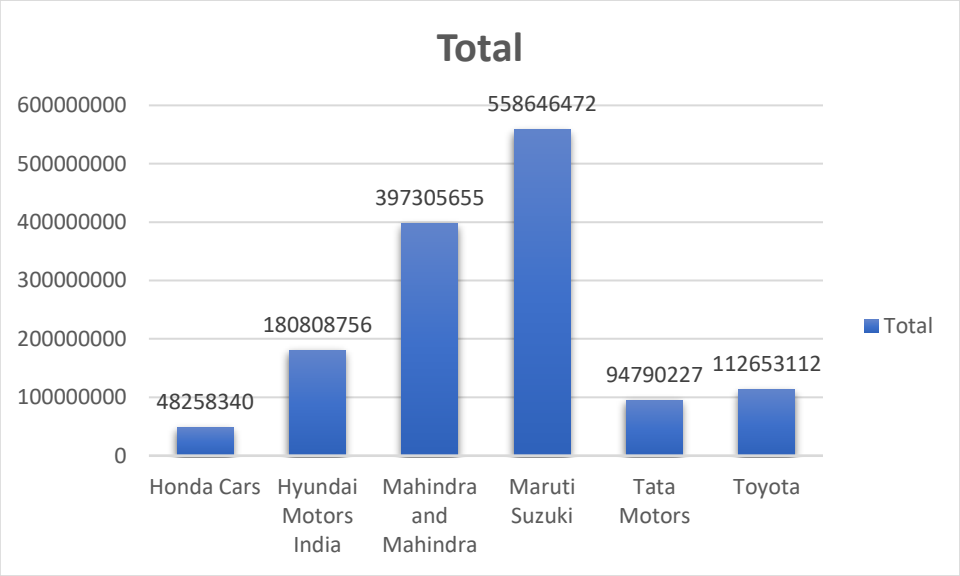
Same thing goes for Day part as well, brands have spent less in Q4 than Q1.



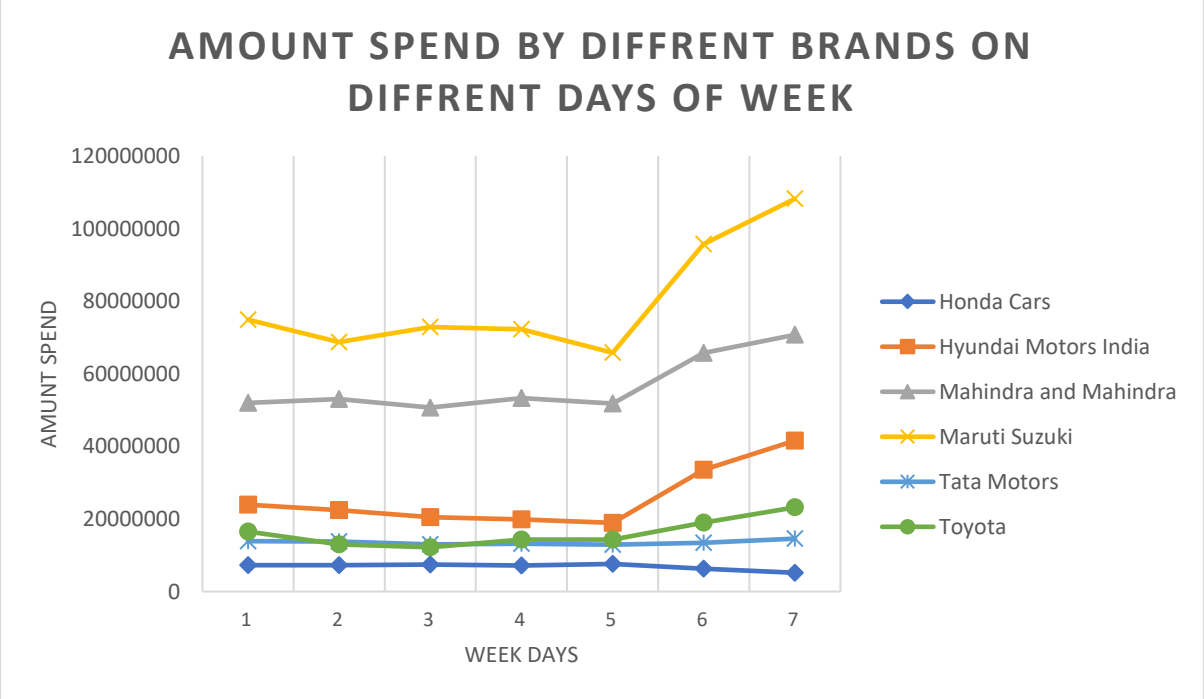
In conclusion, Brands spent more in Q1 of 2021 than Q4.

One reason might be because of 2nd wave of COVID 19 in India which led to many causalities as well as markets were highly affected.

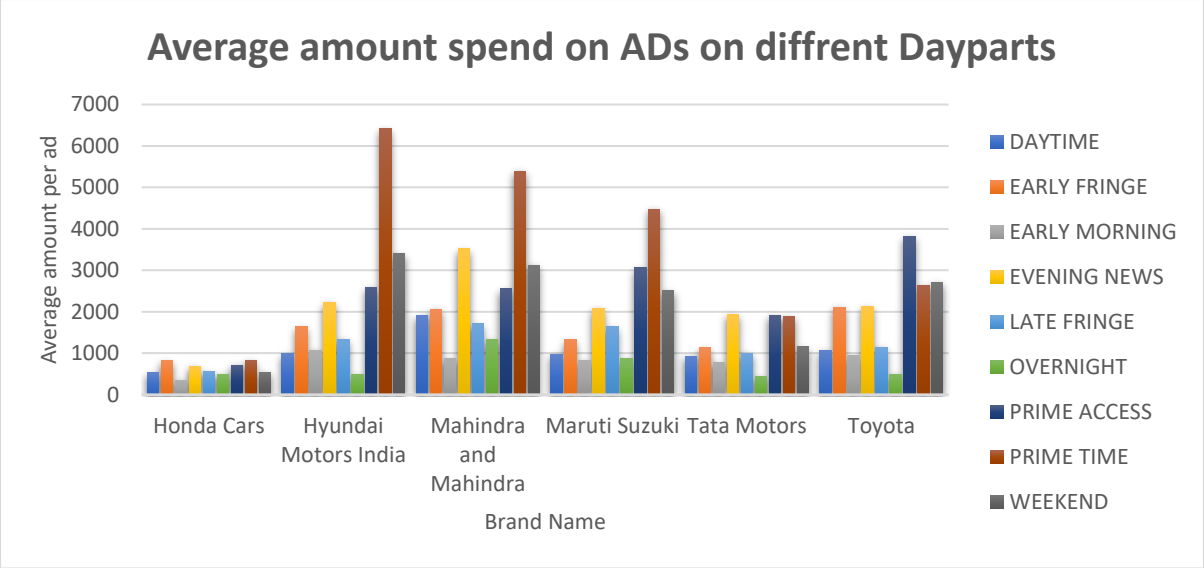
C. *Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.*



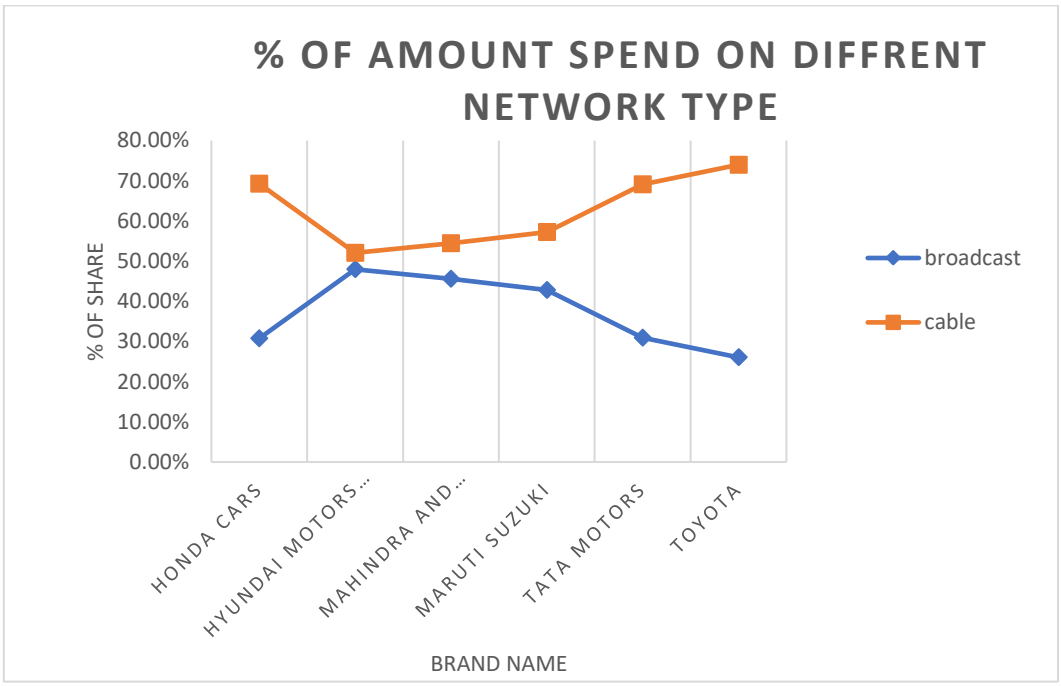
Maruti Suzuki has spent the most on ads, a total of 558,646,472.



The most amount of ads are shown on weekends by most of the brands.

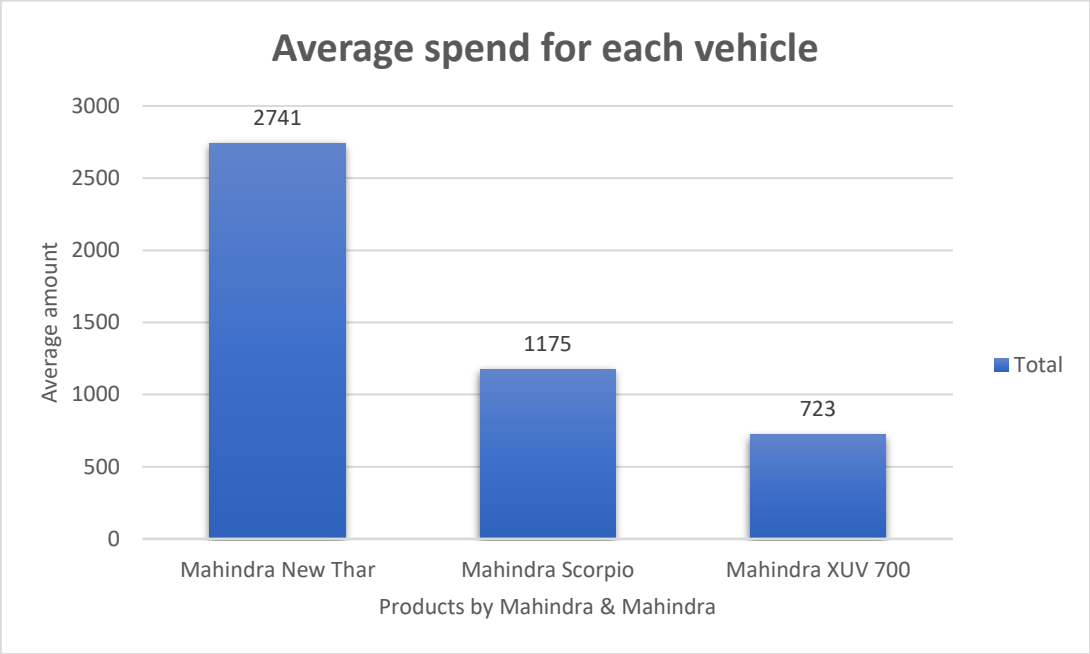


Day Parts such as -: Evening News, Prime Access, Prime Time and Weekend have highest average amount of ads.

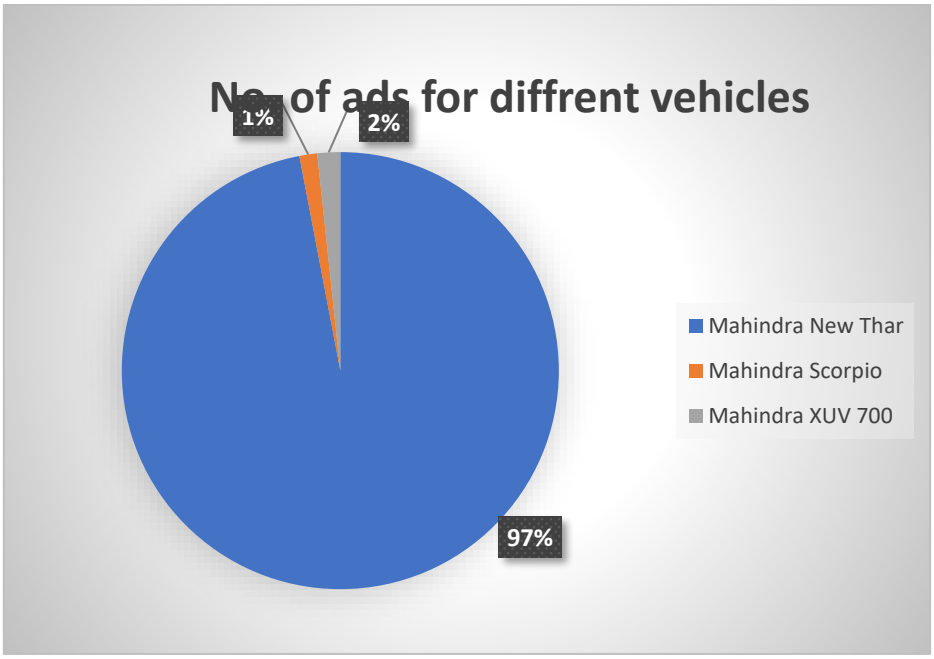


Amount spent on cable network is comparatively higher than broadcast by every brand.

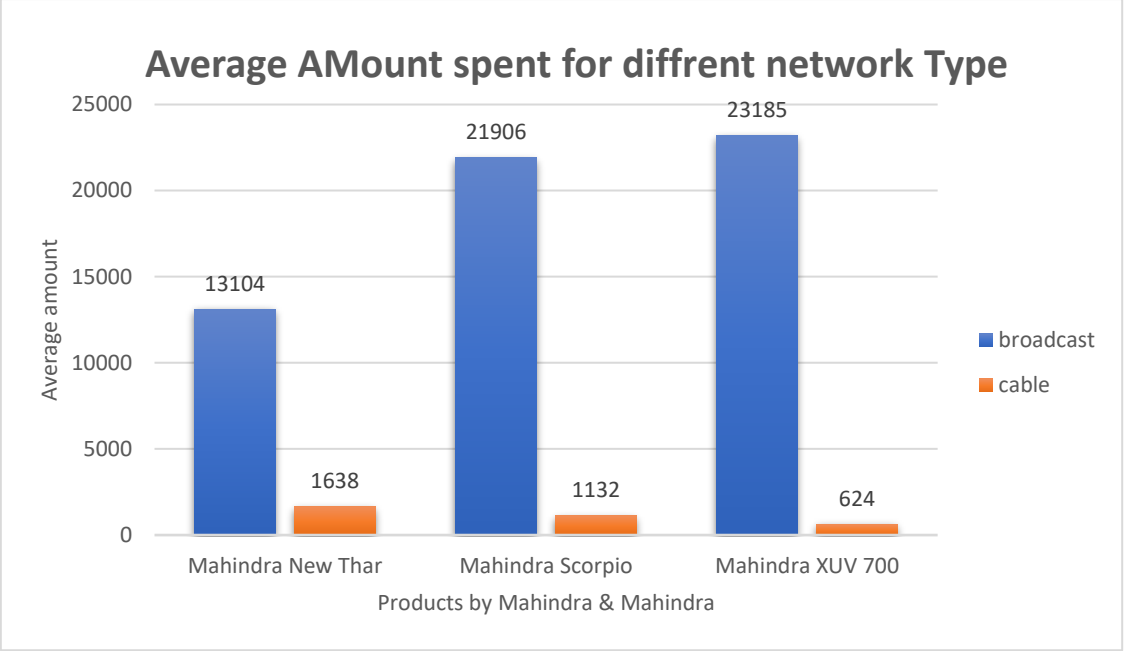
D. *Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target?*
**Assume XYZ Ads has the ad viewership data and TV viewership for the people in India.*
P.S. Brownie points for any additional actionable insights you can draw from the dataset.



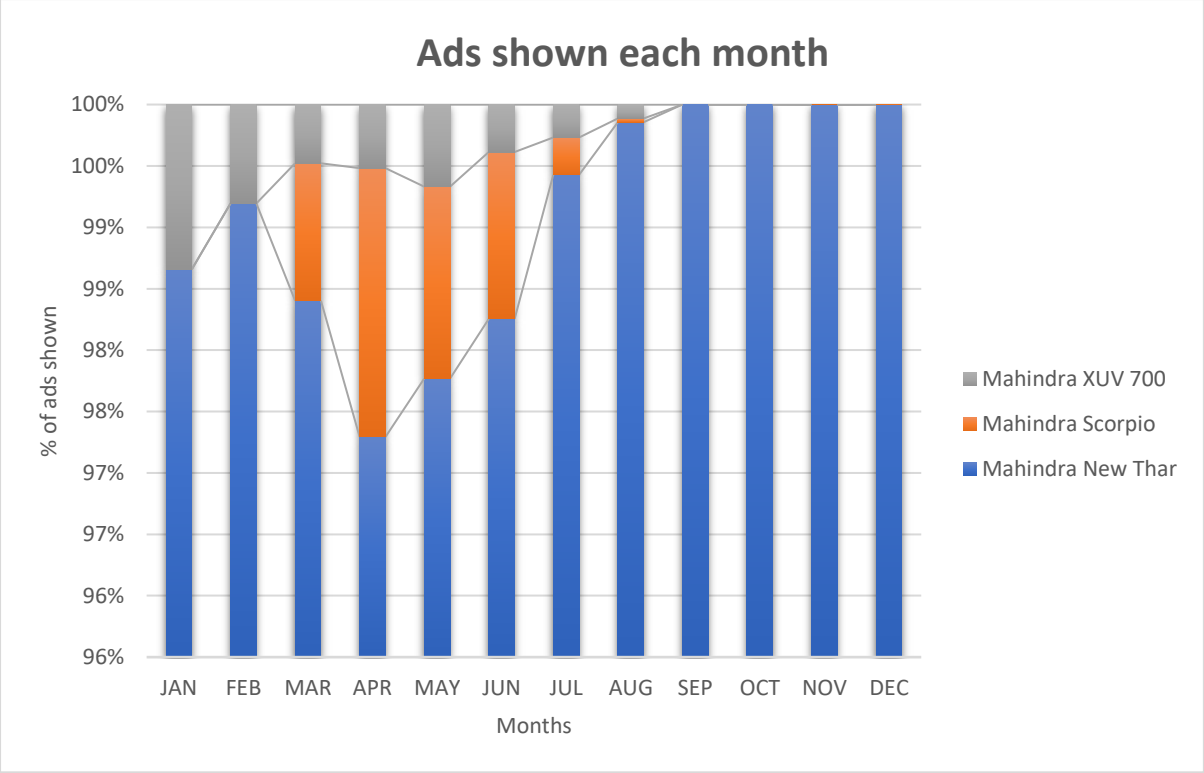
Mahindra & Mahindra spends highest on new vehicles which is why the amount spent on Mahindra Thar is the Highest.



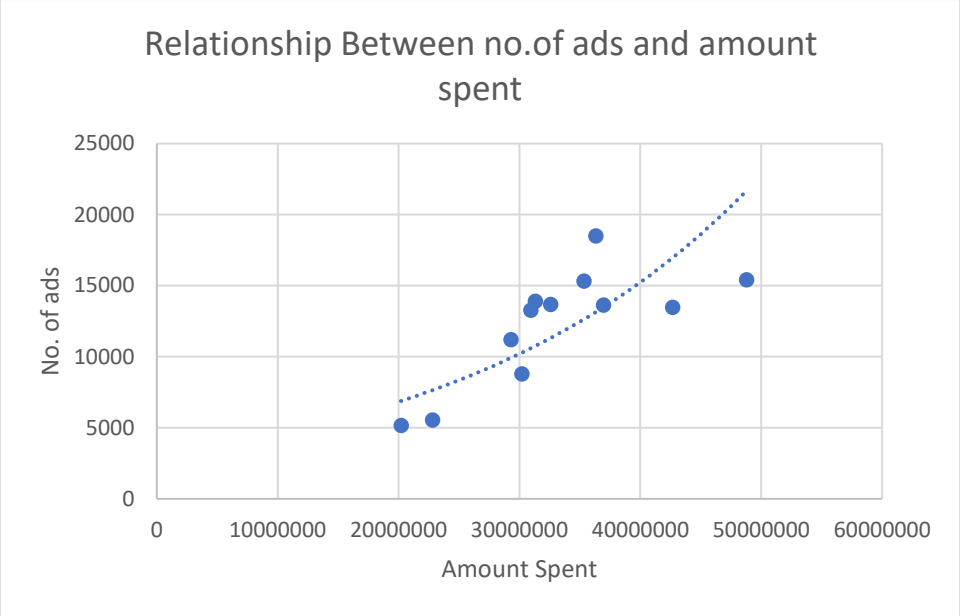
Out of total no. of ads, 97% of ads are of Mahindra Thar, 2% of Mahindra XUV 700 and only 1% of Mahindra Scorpio



The amount spent on broadcast network is way higher than cable. Whereas other brands don't have this much gap. This means that Mahindra does NOT believe in traditional way and invests in new technologies.



There's a fall in the % of ads of Scorpio and XUV 700, there reason here might again be second wave of COVID 19. Mahindra stopped spending money on old vehicle but kept spending on THAR.



There is a relationship between the number of ads and the amount spent. I have used an exponential trendline to analyse this data.