

XYZ Ads Airing Report Analysis

Final Project-3

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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 network 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.

Business Understanding:

Advertising is a way of marketing your business in order to increase sales or make your audience aware of your products or services. Until a customer deals with you directly and actually buys your products or services, your advertising may help to form their first impressions of your business. Target audience for businesses could be local, regional, national or international or a mixture. So they use different ways for advertisement. Some of the types of advertisement are: Internet/online directories, Trade and technical press, Radio, Cinema, Outdoor advertising, National papers, magazines and TV. Advertising business is very competitive as a lot of players bid a lot of money in a single segment of business to target the same audience. Here comes the analytical skills of the company to target those audiences from those types of media platforms where they convert them to their customers at a low cost.

Case Study Objectives:

Attached is the dataset of TV Ad Airings of some brands from the Automobile category. Use this data to answer the following:

- 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)
- What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?
- Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.
- 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.

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)

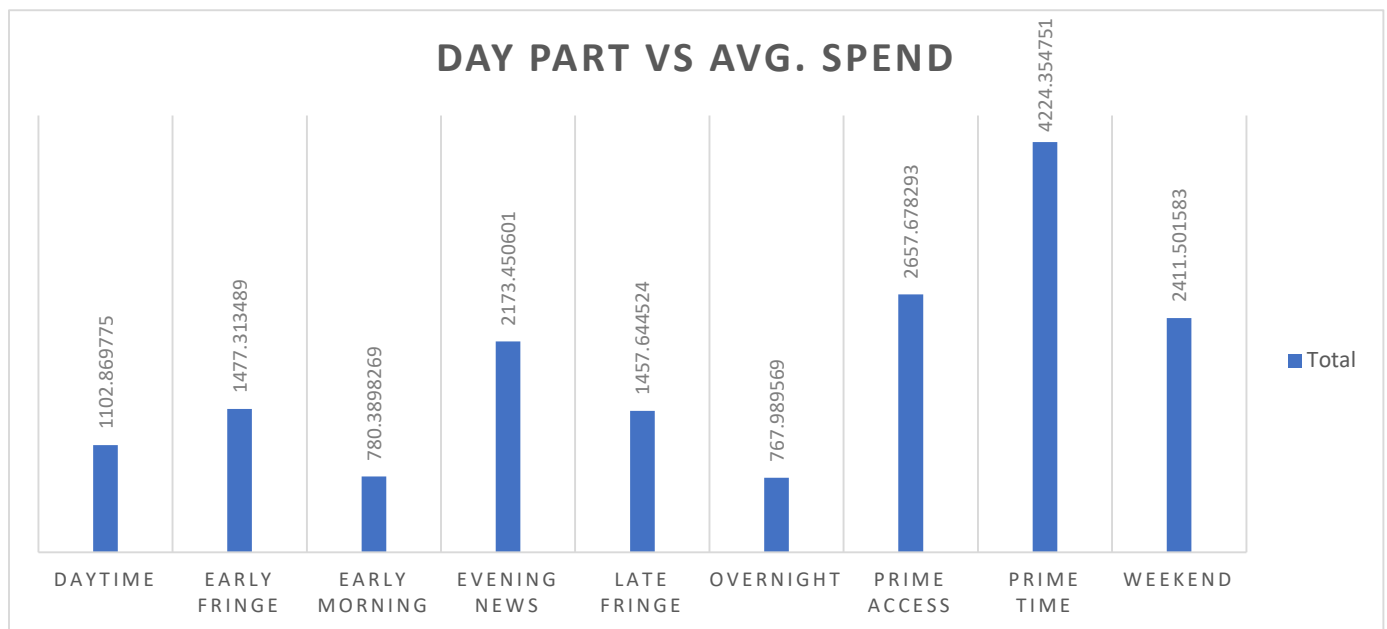
ANS.

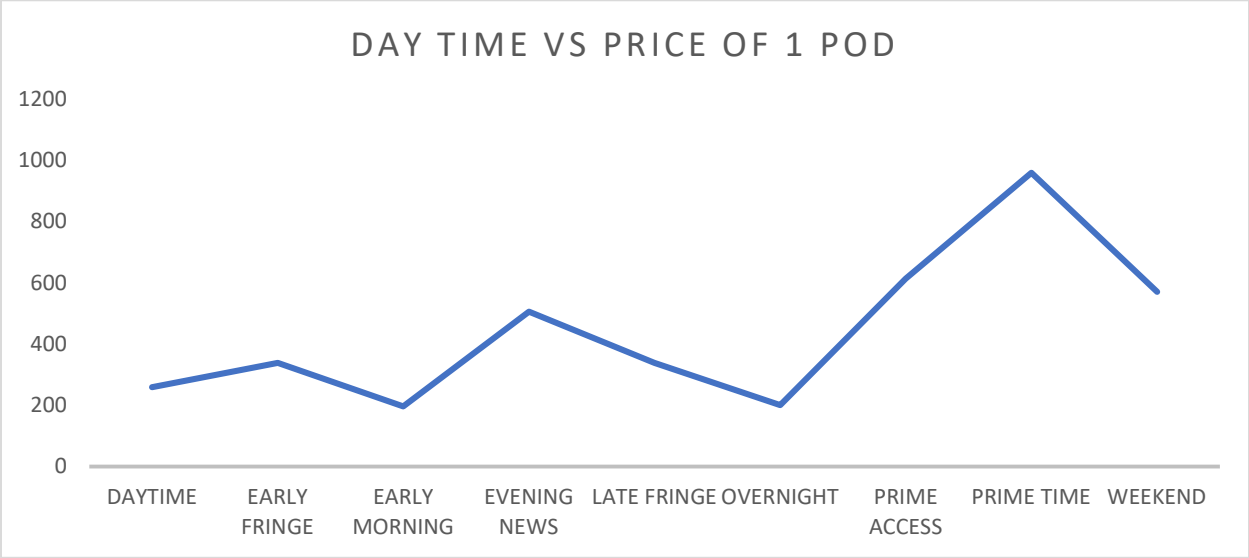
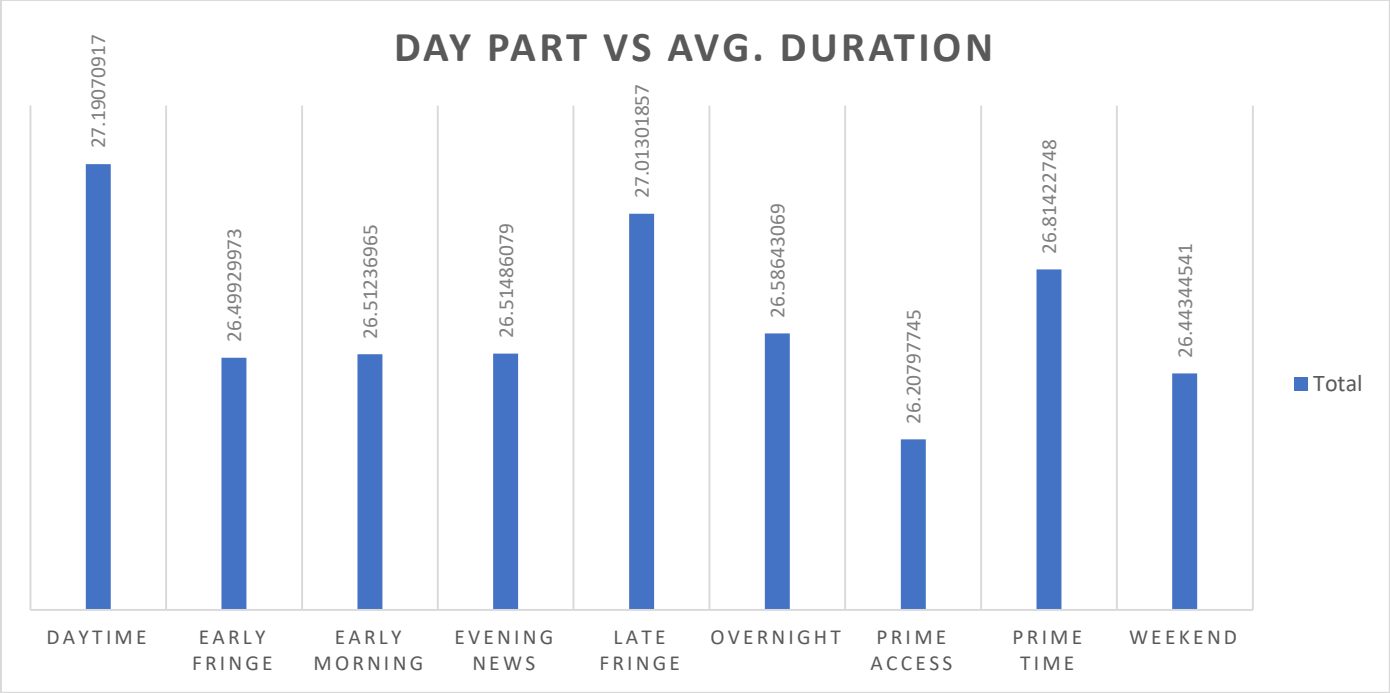
Ad pod is a term used in connection with CTV advertising to specify multiple ads sequenced together and played back-to-back within a single ad break, like traditional linear TV.

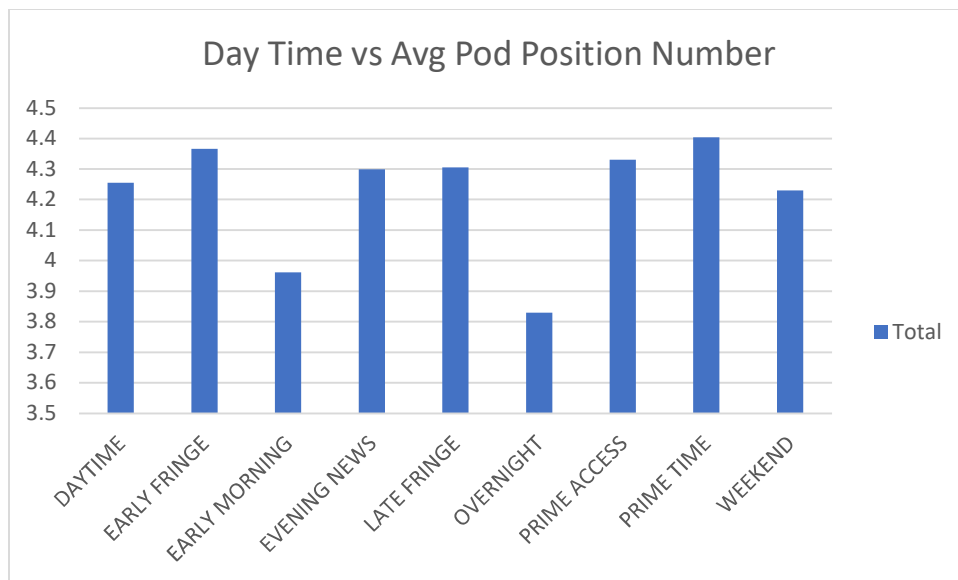
They allow publishers to return multiple ads from a single ad request, and then those ads are played in sequence.

Say you're streaming Mirzapur on Netflix and halfway through the episode an ad break starts. You watch three different ads back-to-back, and then the episode resumes. You just sat through an ad pod.

Analysis -







Conclusion –

Row Labels	Average of Duration	Price of 1 pod	Average of Spend (\$)	Avg. pod Position Number
PRIME TIME	26.81422748	959.319	4224.354751	4.254903564
PRIME ACCESS	26.20797745	613.7176	2657.678293	4.36604026
WEEKEND	26.44344541	570.0915	2411.501583	3.961315731
EVENING NEWS	26.51486079	505.5462	2173.450601	4.299212907
EARLY FRINGE	26.49929973	338.3646	1477.313489	4.304964404
LATE FRINGE	27.01301857	338.5962	1457.644524	3.828946417
DAYTIME	27.19070917	259.1997	1102.869775	4.330458198
EARLY MORNING	26.51236965	197.0027	780.3898269	4.403493074
OVERNIGHT	26.58643069	200.5746	767.989569	4.230025348

Yes, the Pod position number affect the amount spent on Ads for a specific period of time by a company.

Reasons –

1. On the basis of avg. duration day time is the 1st position holder.

Row Labels	Average of Duration	Price of 1 pod	Average of Spend (\$)	Avg. pod Position Number
DAYTIME	27.19070917	259.1997	1102.869775	4.330458198

2. On the basis of price of 1 price pod Prime time is the 1st position holder .

Row Labels	Average of Duration	Price of 1 pod	Average of Spend (\$)	Avg. pod Position Number
PRIME TIME	26.81422748	959.319	4224.354751	4.254903564

3. On the basis of average spend prime time is the 1st position holder.

Row Labels	Average of Duration	Price of 1 pod	Average of Spend (\$)	Avg. pod Position Number
PRIME TIME	26.81422748	959.319	4224.354751	4.254903564

4. On the basis of Avg. pod position early morning is the 1st position holder .

Row Labels	Average of Duration	Price of 1 pod	Average of Spend (\$)	Avg. pod Position Number
EARLY MORNING	26.51236965	197.0027	780.3898269	4.403493074

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

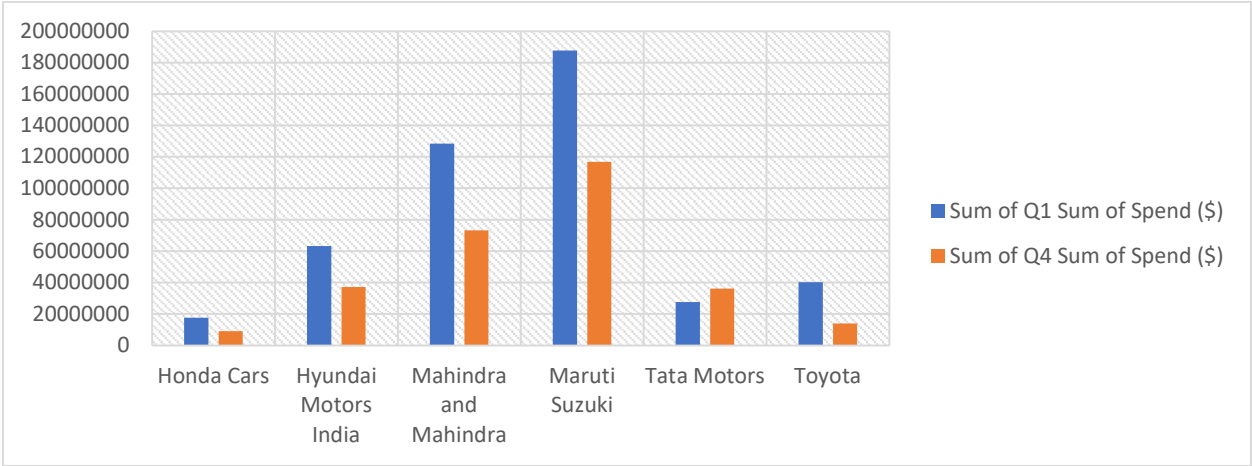
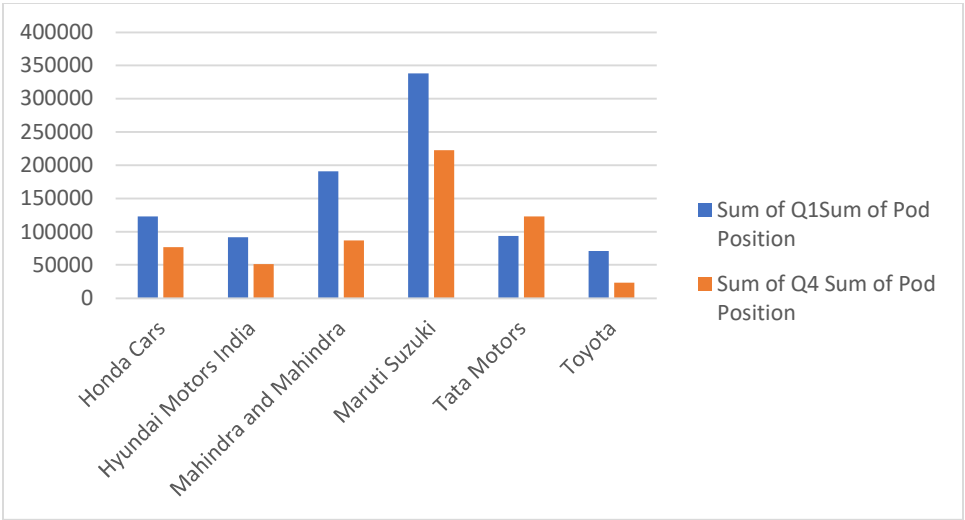
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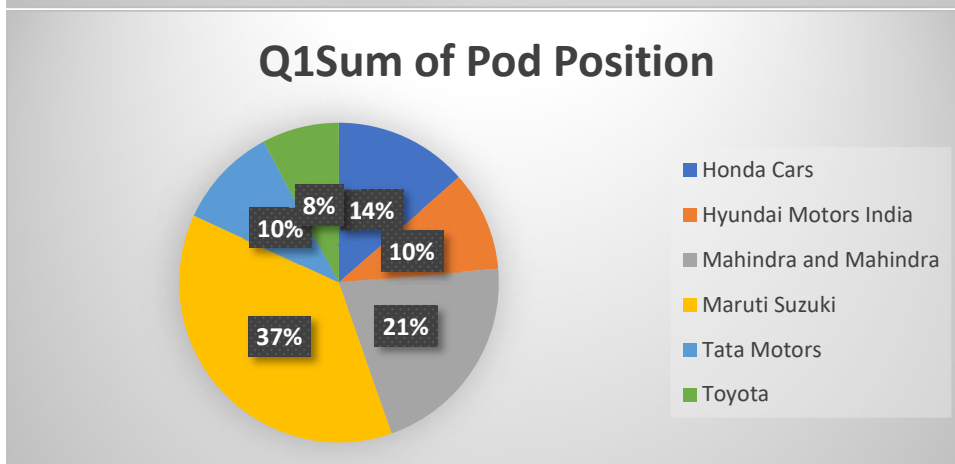
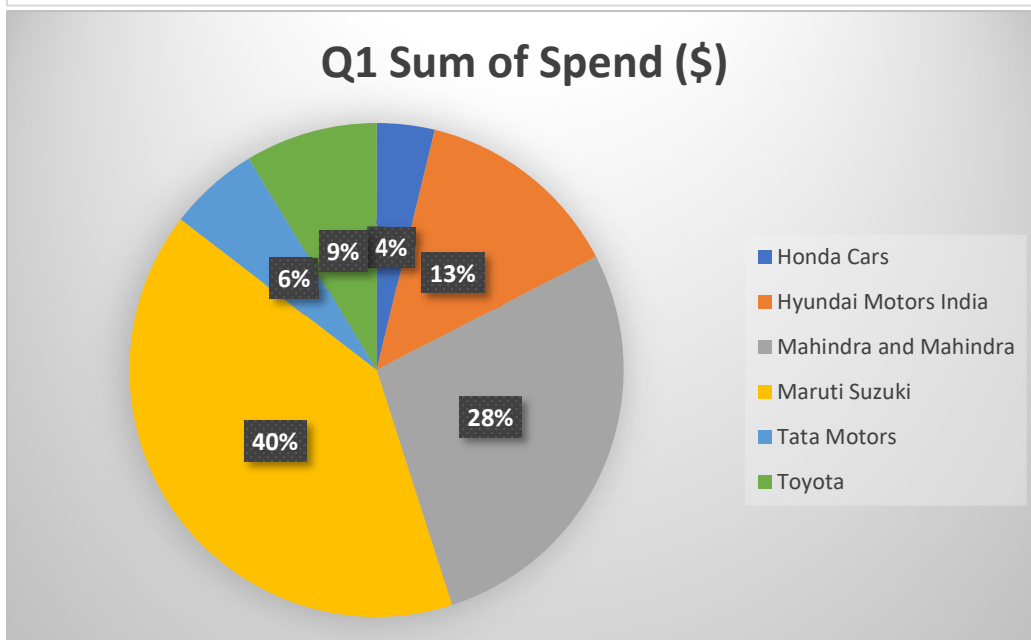
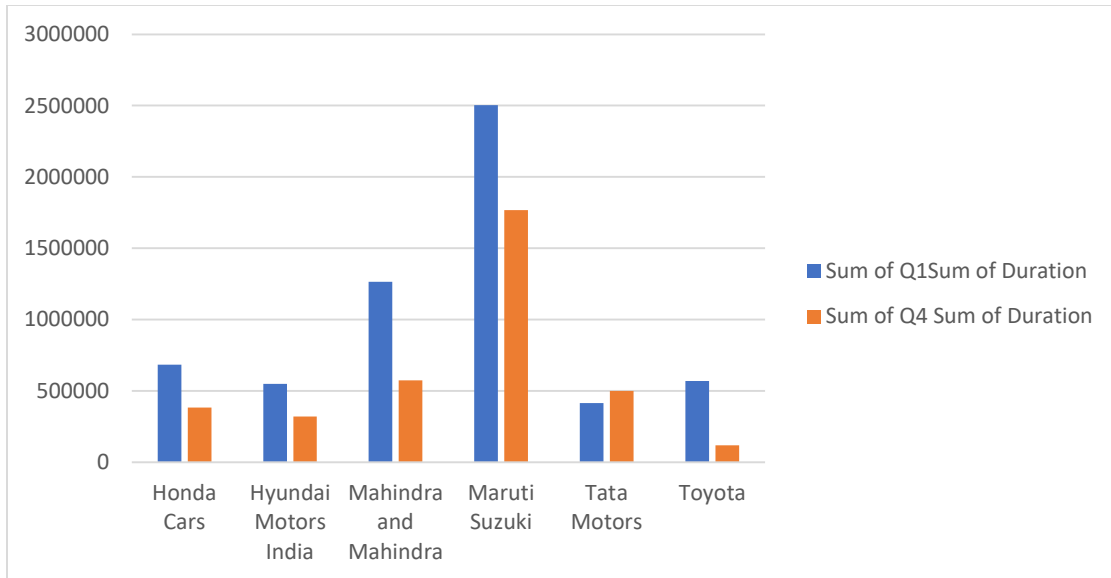
Q1 SUMMARY

Row Labels	Sum of Spend (\$)	Sum of Pod Position	Sum of Duration
Honda Cars	17641924	122808	684240
Hyundai Motors India	63300421	91671	548700
Mahindra and Mahindra	128387916	190969	1265115
Maruti Suzuki	187686495	337899	2502990
Tata Motors	27525724	93551	413870
Toyota	40137985	71075	569785

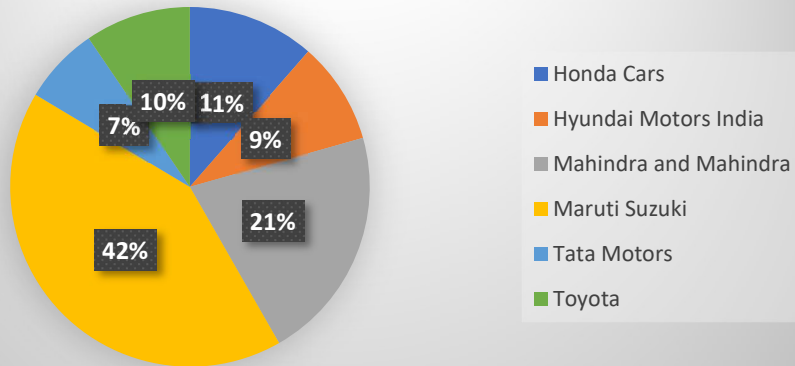
Q4 SUMMARY

Row Labels	Sum of Spend (\$)	Sum of Pod Position	Sum of Duration
Honda Cars	9097227	76874	382910
Hyundai Motors India	37136580	51339	320775
Mahindra and Mahindra	73201159	86960	573810
Maruti Suzuki	116809533	222706	1766370
Tata Motors	36064839	123166	498675
Toyota	13999979	23042	118100

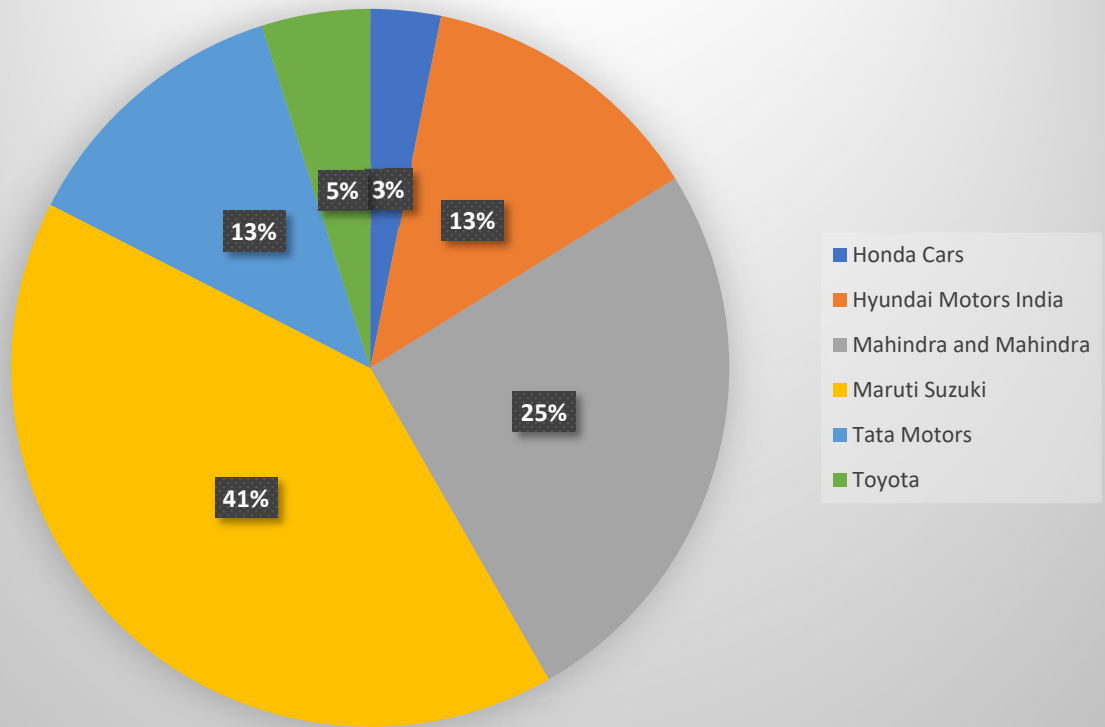




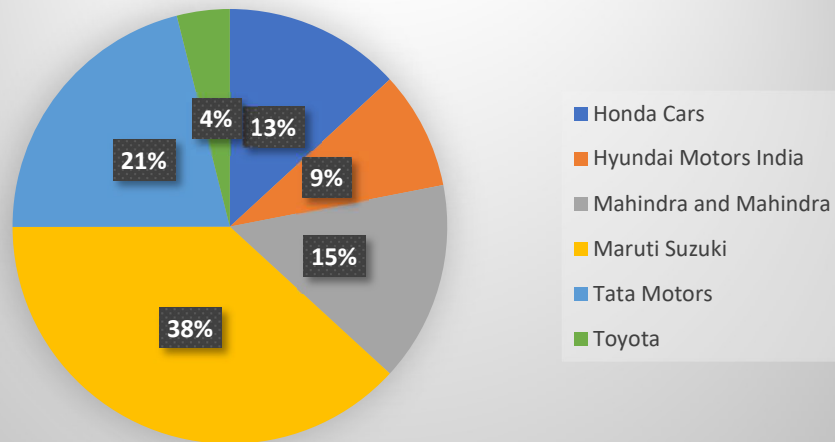
Q1Sum of Duration



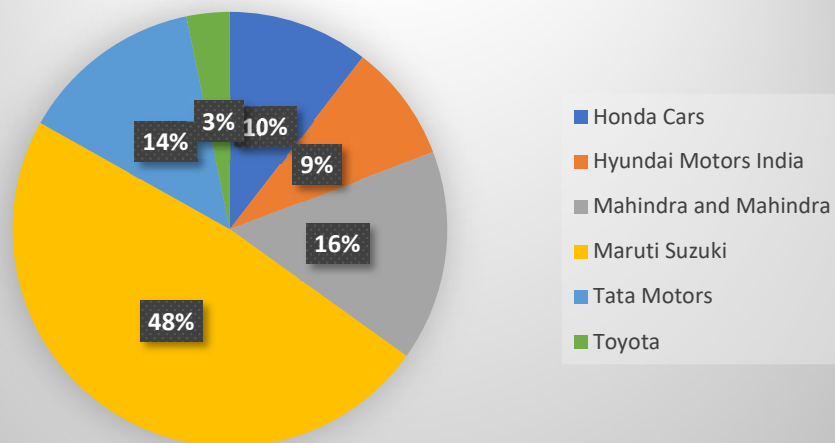
Q4 Sum of Spend (\$)



Q4 Sum of Pod Position



Q4 Sum of Duration



Conclusion –

Honda cars –

- All the 3 sectors SUM OF SPEND ,SUM OF POD POSITION ,SUM OF DURATION HAS DECREASED FROM Q1 TO Q4
- In Overall share of companies in above 3 sectors Honda has also decreased share values from q1 to q4.

Hyundai Motors –

- All the 3 sectors SUM OF SPEND ,SUM OF POD POSITION ,SUM OF DURATION HAS DECREASED FROM Q1 TO Q4 .
- In Overall share of companies in above 3 sectors Hyundai has also decreased share value in Sum of pod position from q1 to q4. The Share percentage in the other 2 sectors is same for both Q1 & Q4

Mahindra & Mahindra

- All the 3 sectors SUM OF SPEND, SUM OF POD POSITION ,SUM OF DURATION HAS DECREASED FROM Q1 TO Q4
- In Overall share of companies in above 3 sectors Mahindra has also decreased share values from q1 to q4.

Maruti Suzuki –

- All the 3 sectors SUM OF SPEND, SUM OF POD POSITION ,SUM OF DURATION HAS DECREASED FROM Q1 TO Q4 .
- In Overall share of companies in above 3 sectors Mahindra has also decreased share value in Sum of spend from q1 to q4. The Share percentage in the other 2 sectors has increased for both Q1 & Q4

Tata Motors-

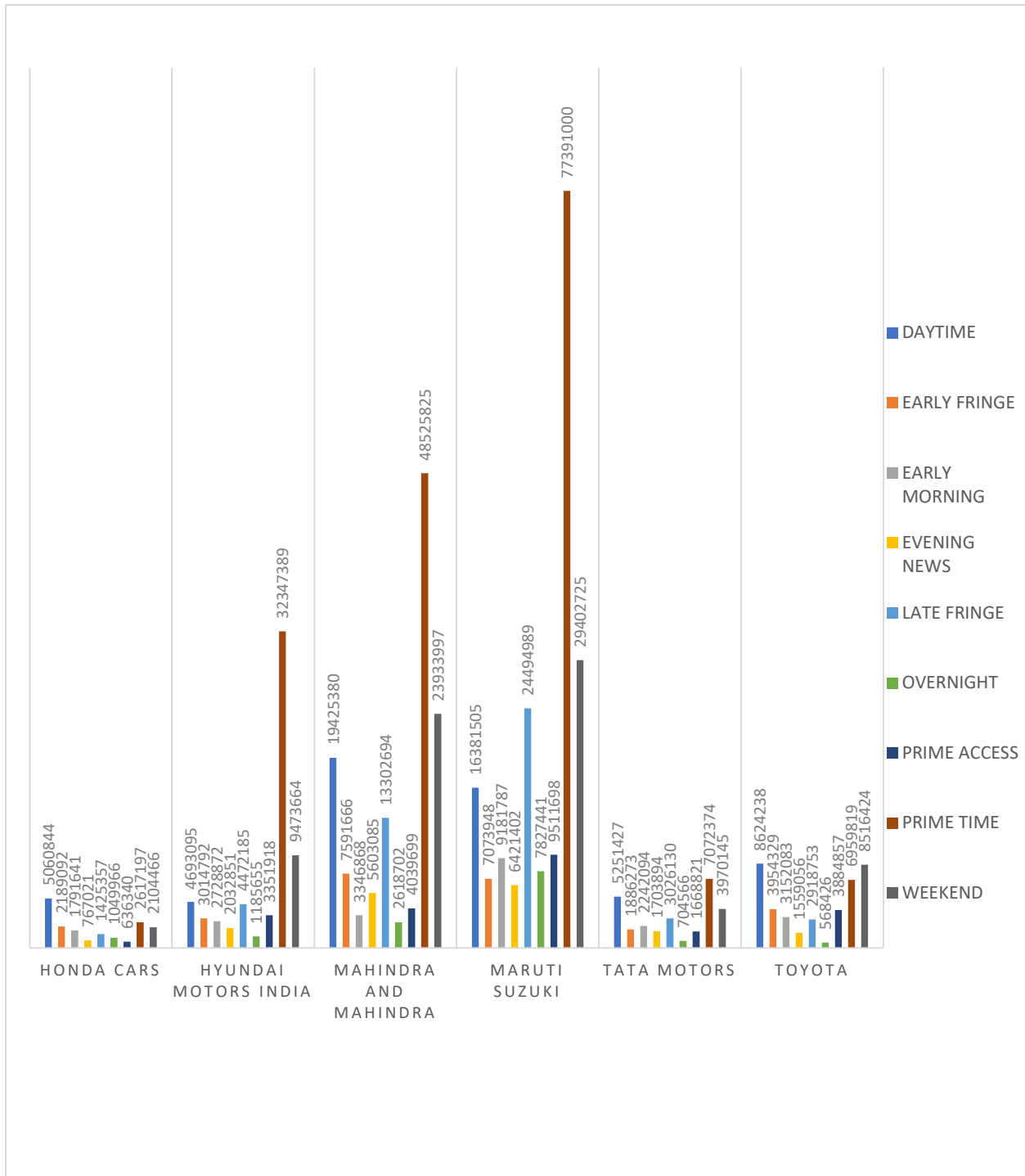
- All the 3 sectors SUM OF SPEND, SUM OF POD POSITION ,SUM OF DURATION HAS Increased FROM Q1 TO Q4 .
- In Overall share of companies in above 3 sectors Tata has also increased share values from q1 to q4.

Toyota –

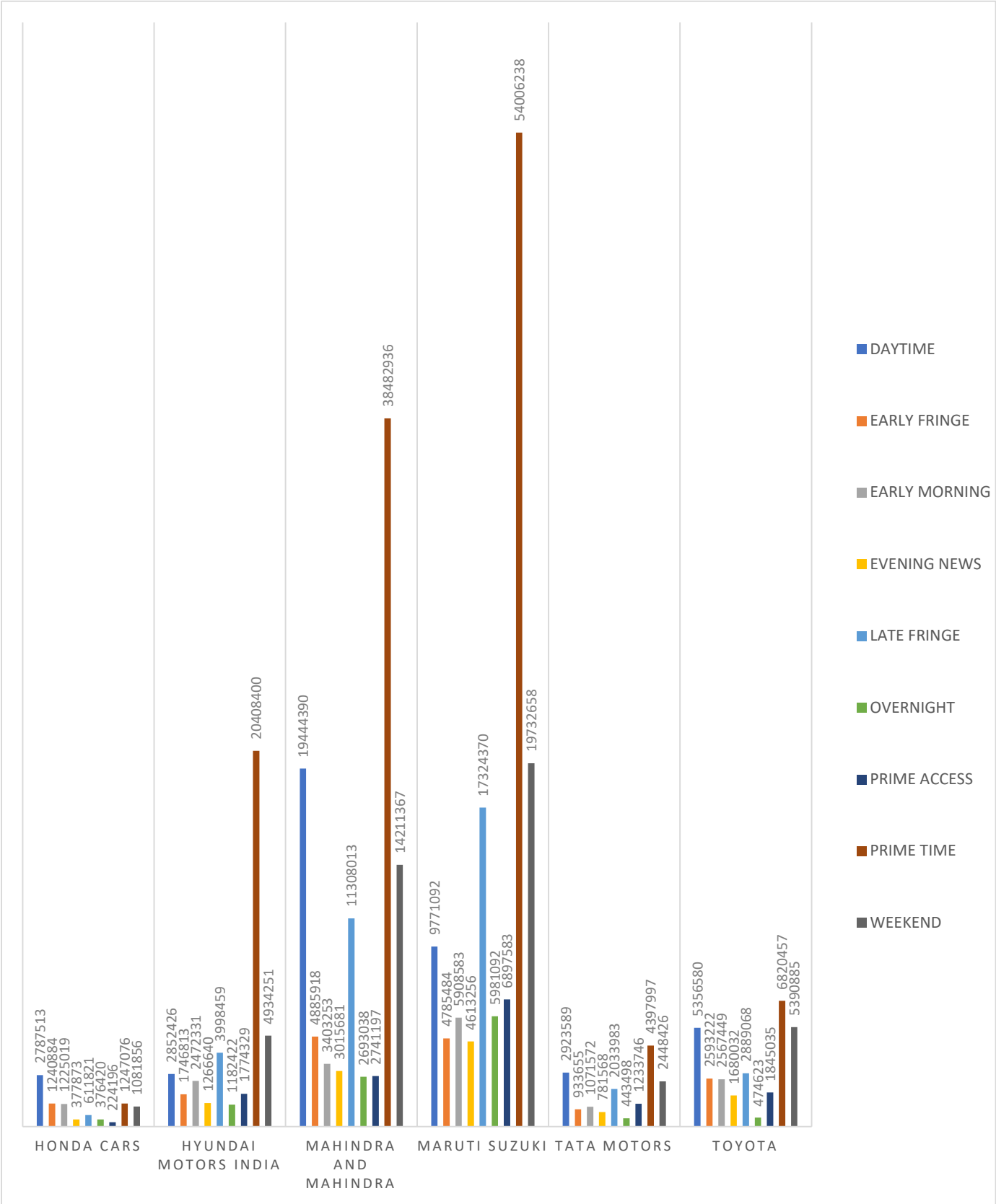
- All the 3 sectors SUM OF SPEND, SUM OF POD POSITION ,SUM OF DURATION HAS DECREASED FROM Q1 TO Q4
- In Overall share of companies in above 3 sectors Mahindra has also decreased share values from q1 to q4.

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

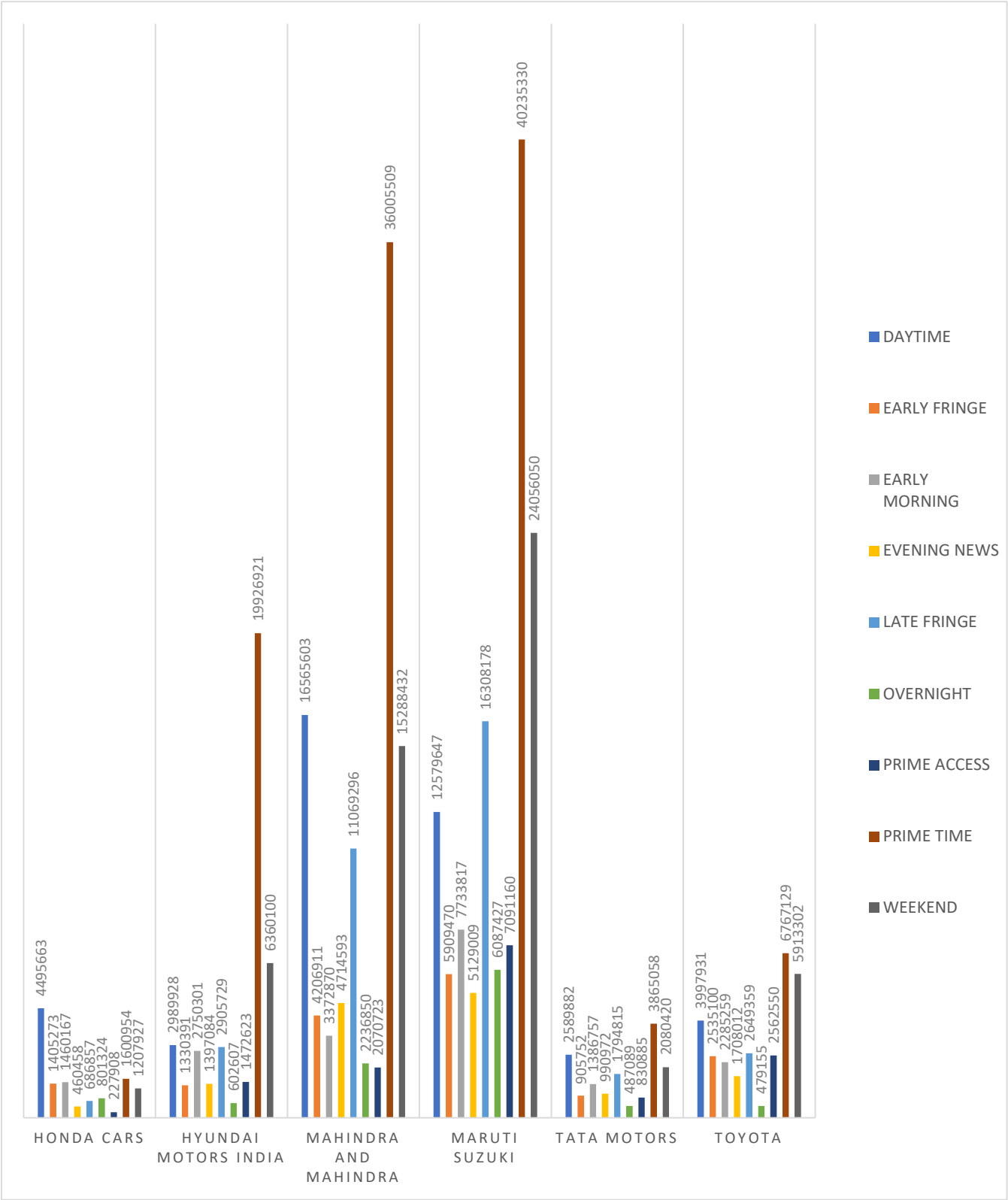
Q1(JAN-FEB-MARCH) SUM OF SPEND IN DAY PART



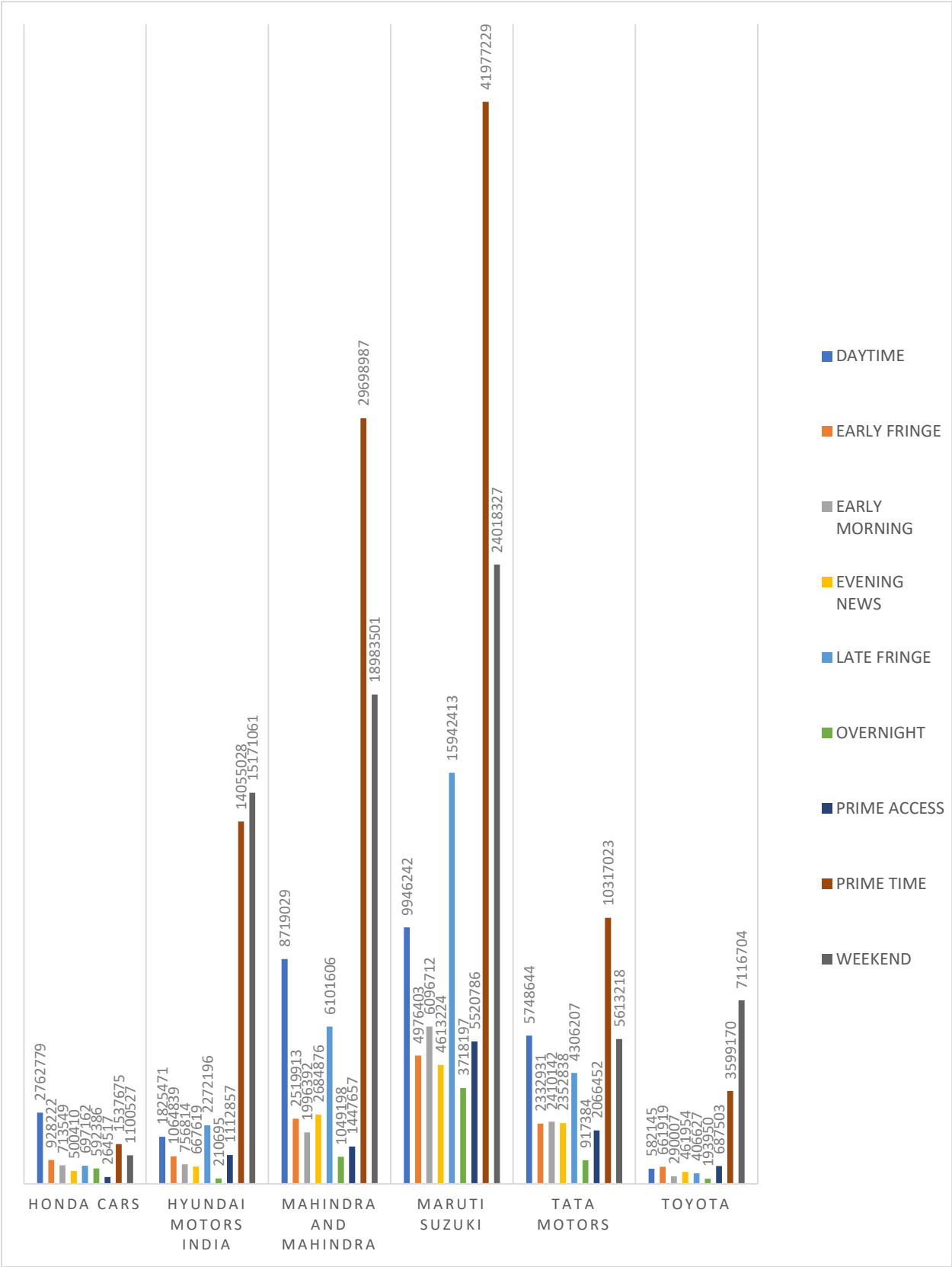
Q2 (April-May -June)



Q3(JUL-AUG-SEPT)



Q4 (OCT-NOV-DEC)



Conclusion-

❖ **HONDA-**

In all the 4 Year splits – Honda company always focuses on Day time.

❖ **Hyundai –**

In Q1, Q2, Q3 Hyundai company focuses on prime time but in Q4 Company Focuses more on weekends.

❖ **Mahindra & Mahindra-**

- In all the 4 Year splits –Mahindra & Mahindra company always focuses on Prime Time.
- Mahindra & Mahindra is the highest spender for day time among the companies in overall year .
- Mahindra & Mahindra is the 2nd highest spender for Early Fringe ,early morning ,evening news ,late fringe ,over night ,prime access among the companies in overall year .

❖ **Maruti Suzuki –**

- In all the 4 Year splits – Maruti Suzuki company always focuses on Prime Time.
- Maruti Suzuki is the 2nd highest spender for the daytime
- Maruti Suzuki is the highest spender for Early Fringe, early morning ,Evening news, late fringe , over night , prime access , among the companies in overall year .

❖ **Tata Motors-**

- In all the 4 Year splits – Tata Motors company always focuses on Prime Time.
- All the 3 sectors SUM OF SPEND, SUM OF POD POSITION ,SUM OF DURATION HAS Increased FROM Q1 TO Q4 .
- In Overall share of companies in above 3 sectors Tata has also increased share values from q1 to q4

❖ **Toyota**

In Q1 & Q4 Toyota company focuses on weekend but in Q2, Q3 Toyota company focuses on Prime Time .

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.

Insights Of Mahindra In Q1

- All the 3 sectors SUM OF SPEND, SUM OF POD POSITION ,SUM OF DURATION HAS DECREASED FROM Q1 TO Q4
- In Overall share of companies in above 3 sectors Mahindra has also decreased share values from q1 to q4.

- In all the 4 Year splits –Mahindra & Mahindra company always focuses on Prime Time.
- Mahindra & Mahindra is the highest spender for day time among the companies in overall year .
- Mahindra & Mahindra is the 2nd highest spender for Early Fringe ,early morning ,evening news ,late fringe ,over night ,prime access among the companies in overall year.

Suggesting

- **Mahindra should focus also on weekends, late fridge , evening news and prime access because here the company can target the working class audience who watch tv after coming back from office & in free time .& they are the money decision makers of the family**
- **Mahindra should also increase there share in ad durations & pod positions . although it is in the 2nd position in the Q1 but it can also turnover there profit.**