Q.1. If the market has only two media players i.e., PLAYER 1 & PLAYER 2 - do you observe any uptrend/ downtrend in the overall Advt. flow year-on year? Support your observations with data points

Ans: Both media players i.e., PLAYER 1 & PLAYER 2 is the best in performance in the year 2019. But 2020 overall Advt. flow is in a downtrend which is worse than 2018.

|  |  |  |
| --- | --- | --- |
| year | Publication | VOL\_SQCM(yr-wise sum) |
| 2018 | PLAYER 1 | 9932843 |
| 2019 | PLAYER 1 | 12873746 |
| 2020 | PLAYER 1 | 8556296 |
| 2018 | PLAYER 2 | 14315061 |
| 2019 | PLAYER 2 | 17268855 |
| 2020 | PLAYER 2 | 10180178 |
|  |  |  |

Q.2. What are the highlights in the performance of Each Player? Identify 5 Super Categories & Advertisers where Each Player is strong. Support your answers with data findings.

Ans:

For Player1`s performance highlight is on **Gen-Display Obituary (Black & white)**, from last 3 years data Gen-Display Obituary is in the first position based on vol\_sqcm data

**Player 1`s 5** Super Categories & Advertisers are:

|  |  |
| --- | --- |
| **Super Categories** | **Advertisers** |
| Miscellaneous | Gen-Display Obituary |
| Miscellaneous | Dept Of Lotteries (Ker) |
| Auto | Maruti Suzuki India Ltd |
| Accessories | Kalyan Jewellers |
| Auto | Honda Motorcycle & Scooter I Ltd |

For Player2`s performance highlight is on **Gen-Display Obituary (Colour)**, from last 3 years data Gen-Display Obituary is in the first position based on vol\_sqcm data

**Player 2`s 5** Super Categories & Advertisers are:

|  |  |
| --- | --- |
| **Super Categories** | **Advertisers** |
| Miscellaneous | Gen-Display Obituary |
| Miscellaneous | Dept Of Lotteries (Ker) |
| Auto | Maruti Suzuki India Ltd |
| Auto | Renault India |
| Auto | Hyundai Motor India Ltd |

Q.4. If Player 1 has to select 10 Advertisers for having extended great support to its Publication - which 10 Advertisers would you identify for the same? Give reasons for your selection.

Based on total VOL\_SQCM from 3years of data following are 10 Advertisers who stand with Player1 during these 3 years

1. Gen-Display Obituary
2. Dept Of Lotteries (Ker)
3. Hindustan Lever Ltd
4. Maruti Suzuki India Ltd
5. Kalyan Jewellers
6. Maruti Suzuki India Ltd
7. Honda Motorcycle & Scooter I Ltd
8. Hyundai Motor India Ltd
9. Govt Of Kerala
10. Renault India