

XYZ Ads Airing Report Analysis

Project Description:

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.

Tech-Stack used:

We have used python libraries such as pandas, matplotlib and seaborn for the analysis and visualization of data.

Data Analysis:

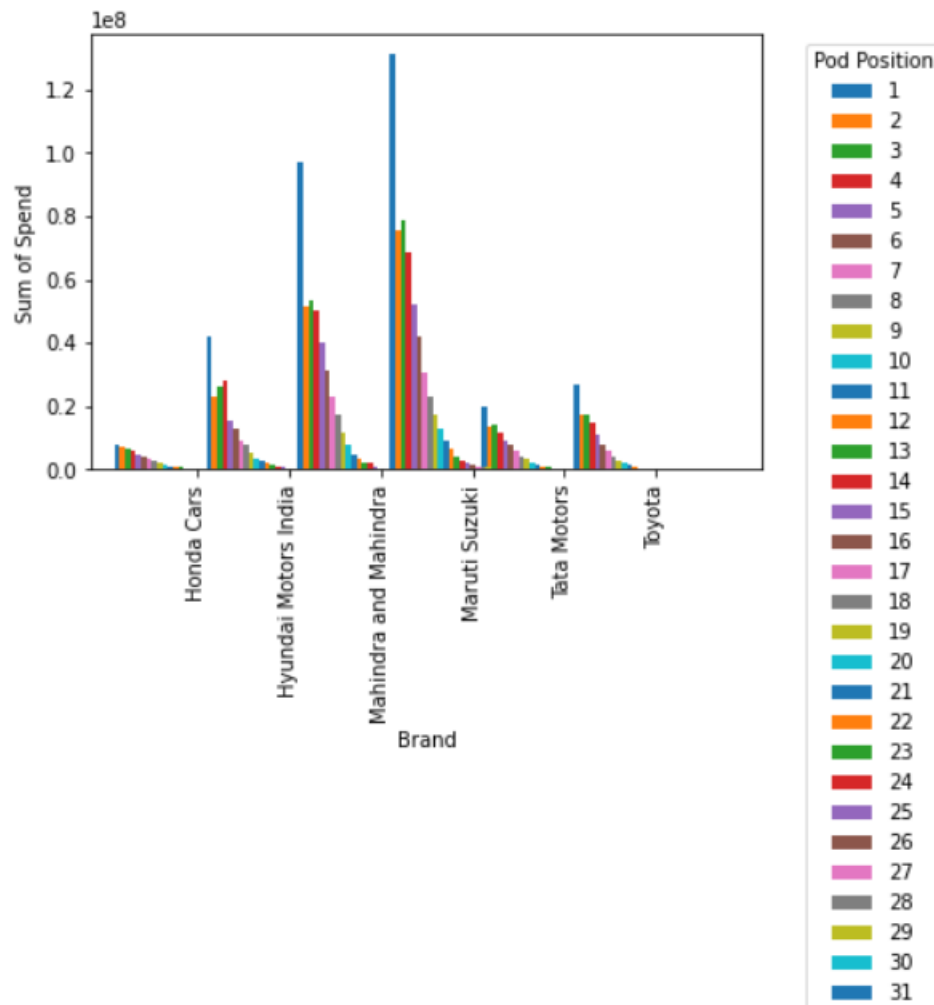
- a. What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)**

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.

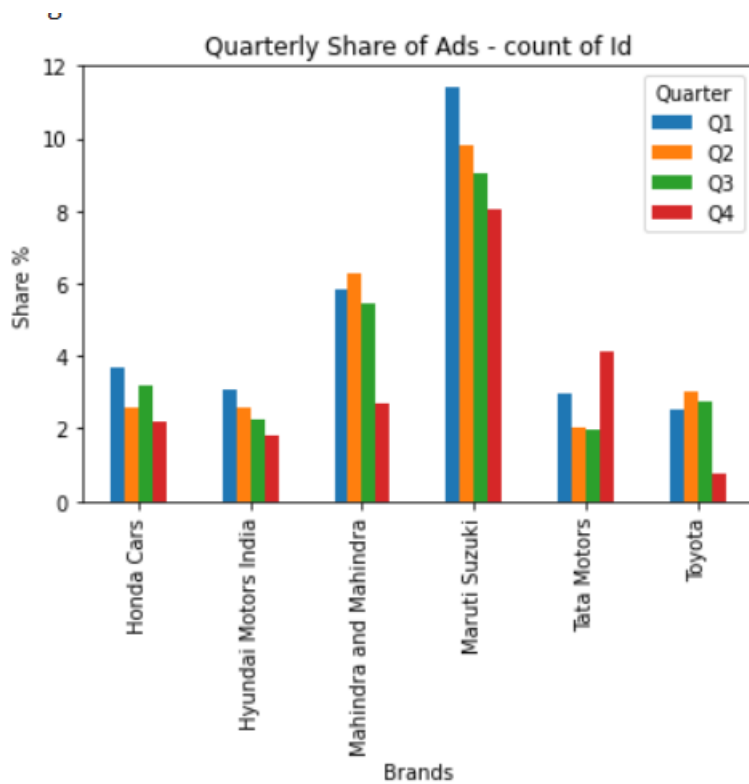
Say you're streaming Brooklyn 99 on Hulu and halfway through the episode an ad break starts. You watch three different ads back-to-back, and then the episode resumes. You just sat through an ad pod.

The position of an individual advertisement within an ad pod is called a pod position.



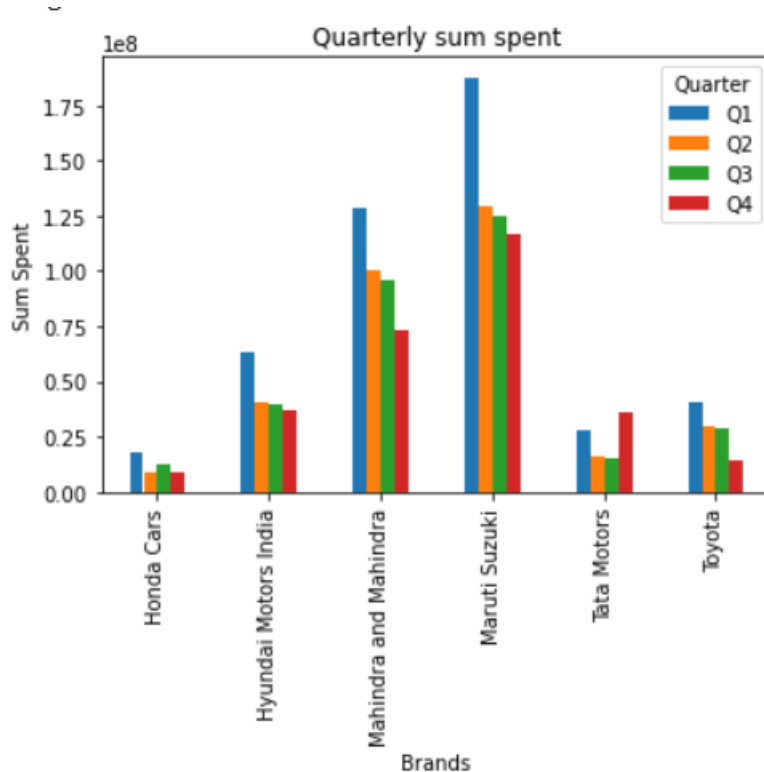
We have analysed the relationship between pod position and the amount spent by brands for ads airing. From the above graph we can see that lesser the pod position higher is the amount spent by the company for airing. Therefore, we can conclude that pod position affects the amount spent on ads for a specific period of time by the company, as any company would like their ads to be at 1st or as early as possible when the commercial starts.

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



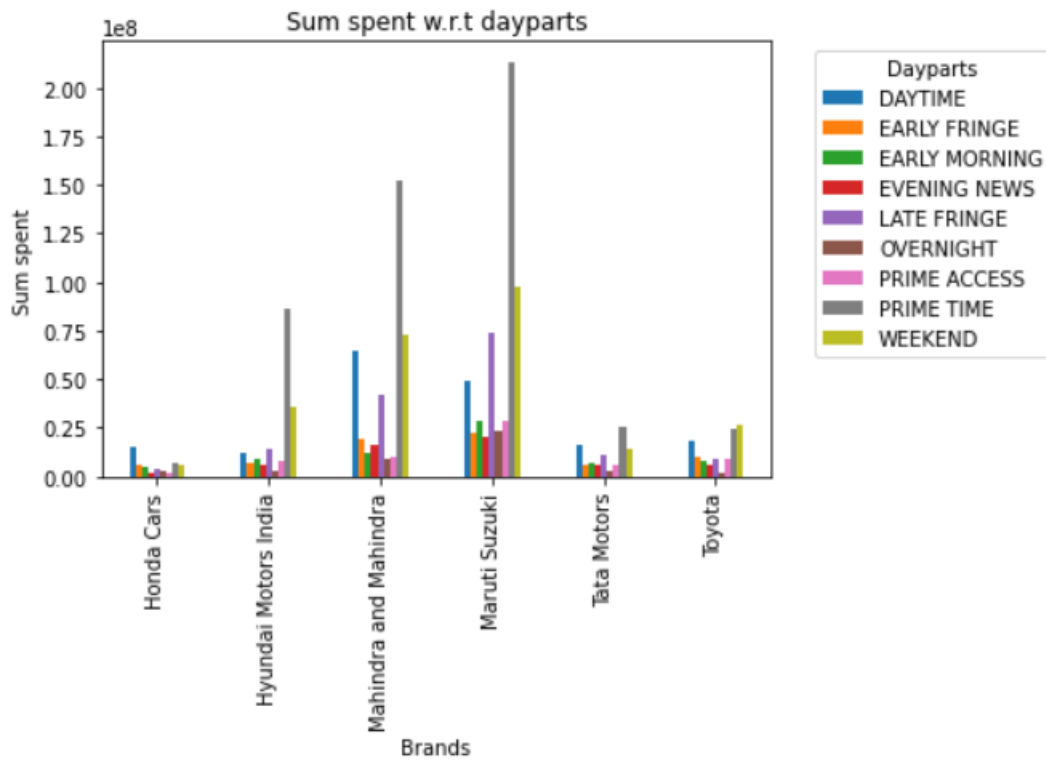
Insights:

- Maruti Suzuki has the highest number of ads and so the share.
- The count of ads has decreased drastically in Q4 for Mahindra and Mahindra and Toyota.
- For Tata Motors the number of ads has increased in Q4.



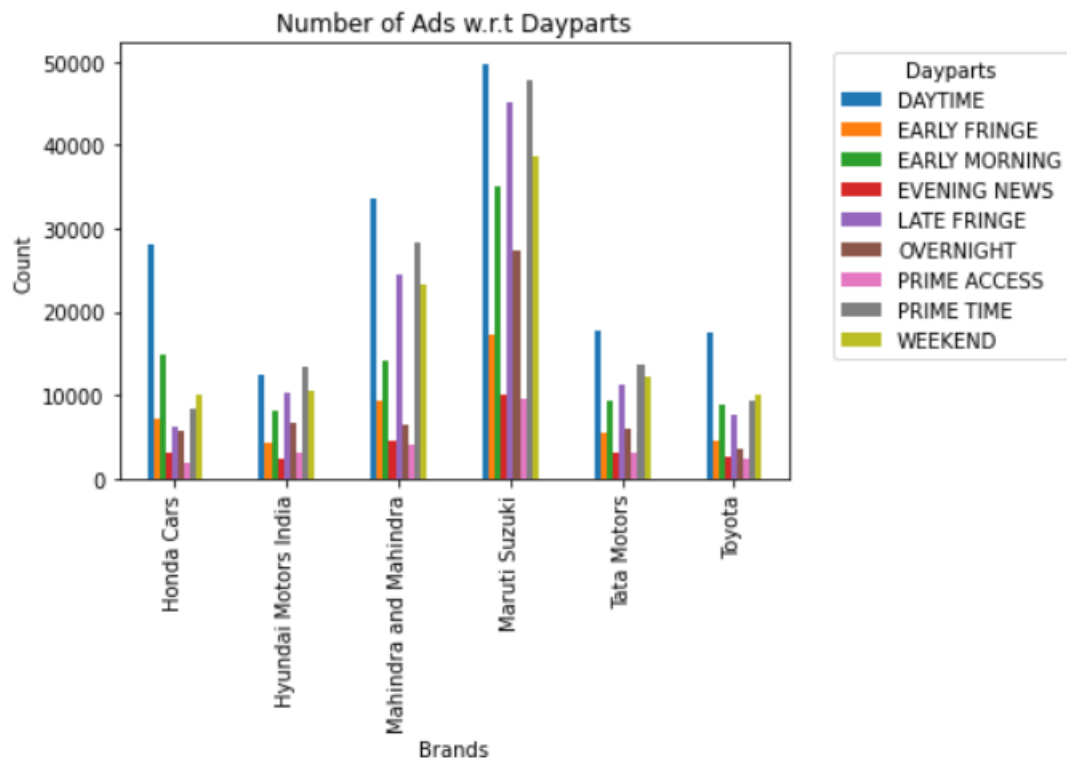
Insights:

- Maruti Suzuki has spent the highest for ads airings followed by Mahindra and Mahindra.
 - Honda Cars has spent the least amount for ads airings.
 - The amount spent by Tata motors has slightly decreased in Q2 and Q3, but has increased in Q4.
 - Mahindra and Mahindra, Maruti Suzuki, Hyundai and Toyota have spent the highest in Q1 which slightly decreases for the rest of the year.
- c. **Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.**



Insights:

- Honda Cars has spent most on daytime.
- Hyundai, Mahindra and Mahindra, Maruti Suzuki and Tata motors have spent most of their money for Prime time with Maruti Suzuki being the highest.
- Toyota has spent most of its money for airing the ads on weekend followed by Primetime.



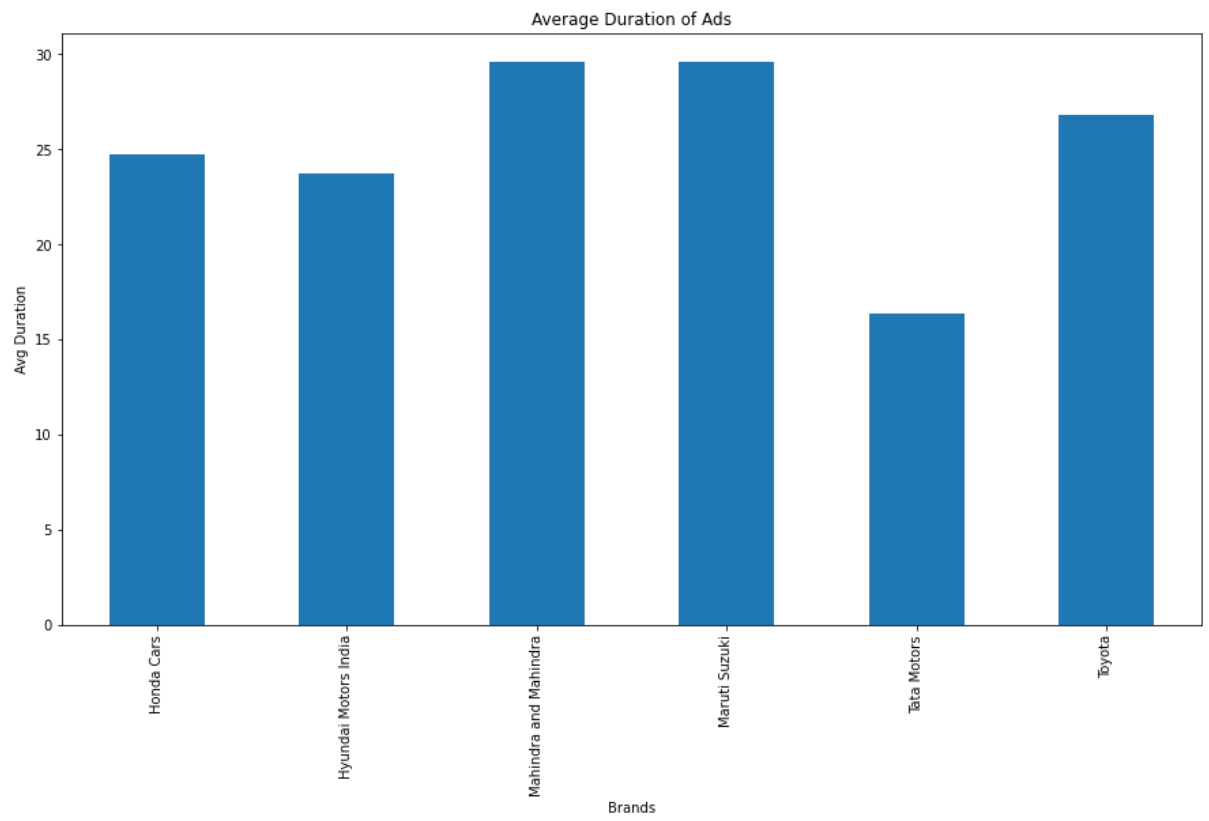
Insights:

- Maruti Suzuki has broadcasted most of its ads in daytime followed by prime time.
- Next highest number of ads has been played by Mahindra and Mahindra at daytime followed by prime time.
- Almost all the brands have broadcasted the most number of ads at daytime.
- Hyundai has telecasted almost similar number of ads at Prime time and daytime.

Conclusion:

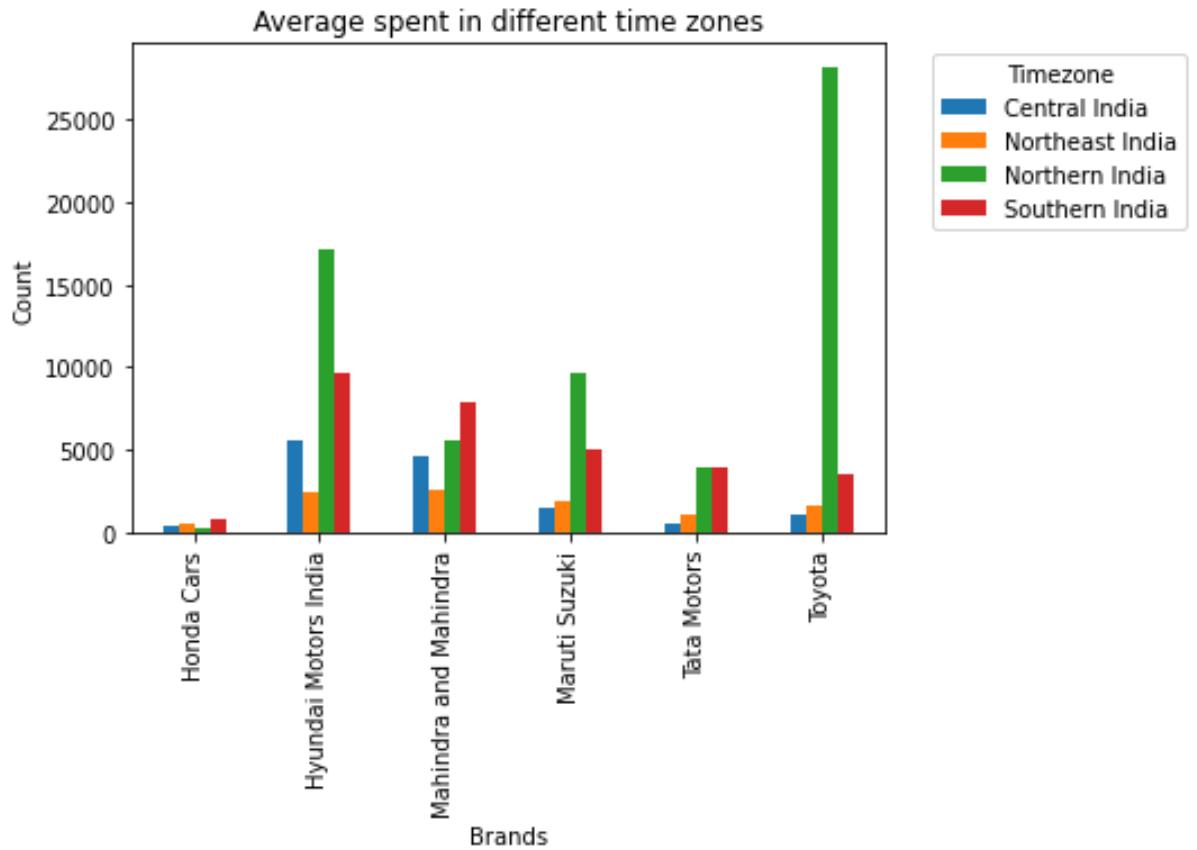
Almost all the brands spend most for airing the ads at Prime time and weekend as this is the time when large number of audiences are most likely to watch TV. And they also seem to air most number of ads at daytime.

- 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.**



Insights:

Mahindra and Mahindra and Maruti Suzuki have the highest duration of ads.



Insights:

- Majority of the brands have focused more on northern India.
- Toyota tops the list by spending the most on the northern part.
- Mahindra and Mahindra has spent the most on Southern part followed by the northern part of India.

Insights:

- Mahindra and Mahindra has spent most of its expenditure on weekend and prime time on days 6 and 7.
- Mahindra and Mahindra has also spent a considerable amount of its expenditure on all days of the week at Prime time.

Conclusion:

- Mahindra and Mahindra should focus on all time zones to register their brand all over India especially the northern part like other brands to be able to compete with the other brands at the northern part.
- Mahindra and Mahindra should consider spending more on Overnight slots on the weekend as many people tend to watch TV on the weekend nights.

Results:

- By working on this project, I was able to understand the strategies used by the companies to advertise their products.
- I learnt how to implement competitive analysis and how insights can be drawn from it.
- I learnt how a company can make its decision about marketing their products based on the insights gained from previous years data.