

XYZ ADS AIRING REPORT ANALYSIS

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PROJECT DESCRIPTION



IN THIS PROJECT WE ARE SUPPOSED TO MAKE A DETAILED REPORT OF ADS AIRED BY DIFFERENT BRANDS IN DIFFERENT TIME PERIODS. BY ANALYSING THE DATA WE WILL GET SUITABLE POD POSITION, TIME, LOCATION ETC FOR THE DIFFERENT BRANDS.

APPROACH

FOR THIS PROJECT I HAVE USED EXCEL FOR ANALYSIS. FIRSTLY I HAVE ADDED ONE COLUMN “QUARTER” WHICH HELPED ME GETTING BETTER INSIGHTS. I HAVE USED DIFFERENT PIVOTS AND CHARTS TO GATHER REQUIRED INSIGHT AND ALSO ADDED SOME FILTERS WHEREVER REQUIRED.



TECH-STACK USED



I HAVE USED MS EXCEL FOR COMPLETE DATA ANALYSIS USING DIFFERENT PIVOTS AND CHARTS. I HAVE ALSO USED POWER POINT TO CREATE THE COMPLETE REPORT AND USED SOME PICTURES FROM GOOGLE TO MAKE THE REPORT MORE ATTRACTIVE.

INSIGHTS

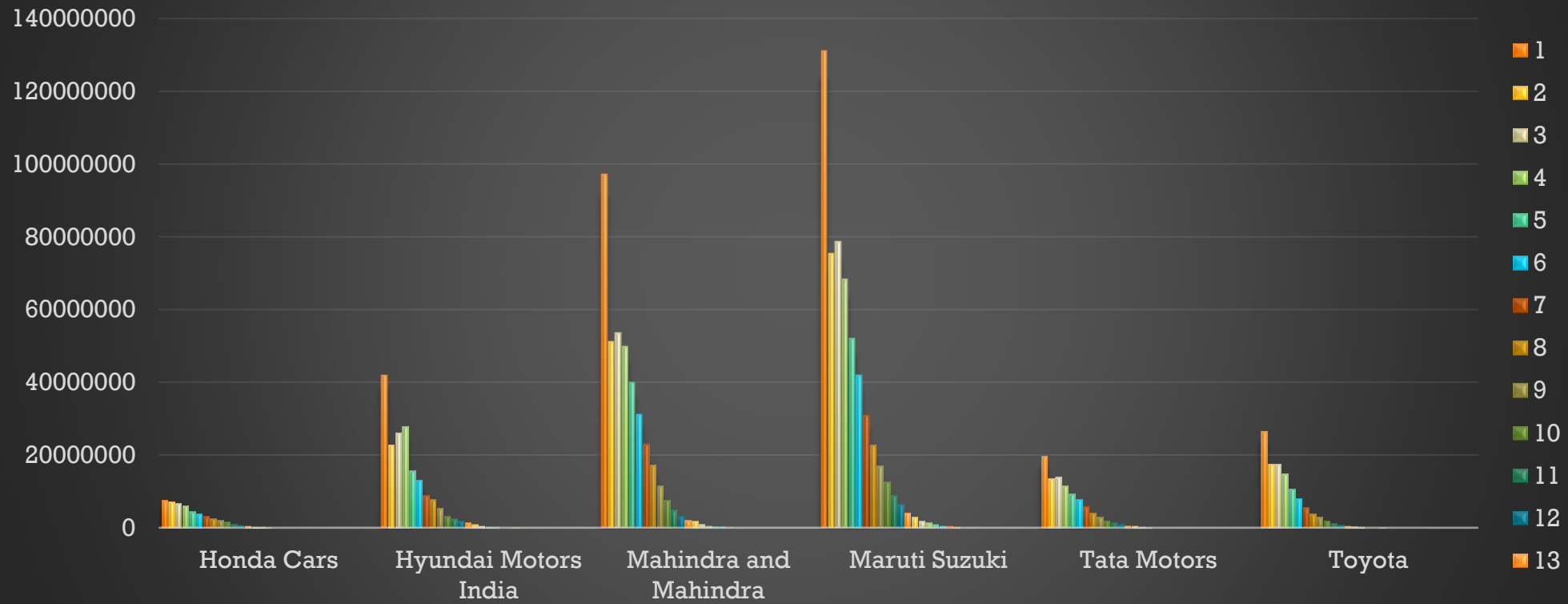
Q1. What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

Pod position is the position of an individual advertisement within a certain commercial pod. It helps to play each individual ad in a specific sequence based on assigned sequence numbers for each ad. If an ad isn't played for some reason, the ad pod simply assigns that slot to whichever ad is up next in the sequence.

YES, POD POSITION AFFECTS THE AMOUNT SPENT ON ADS FOR A SPECIFIC PERIOD OF TIME BY A COMPANY. ANY COMPANY THAT ADVERTISES ITS BRAND WANTS ITS AD IN 1ST POD POSITION AS THE ATTENTION OF THE VIEWERS ARE MORE HIGHER DURING THE FIRST FEW ADS.

TO CONFIRM MY OBSERVATION I HAVE DONE SOME ANALYSIS OF THE DATA TO GET A DETAILED REPORT OF THE SPENT ON THE POD POSITION.

SPENT ON POD POSITION



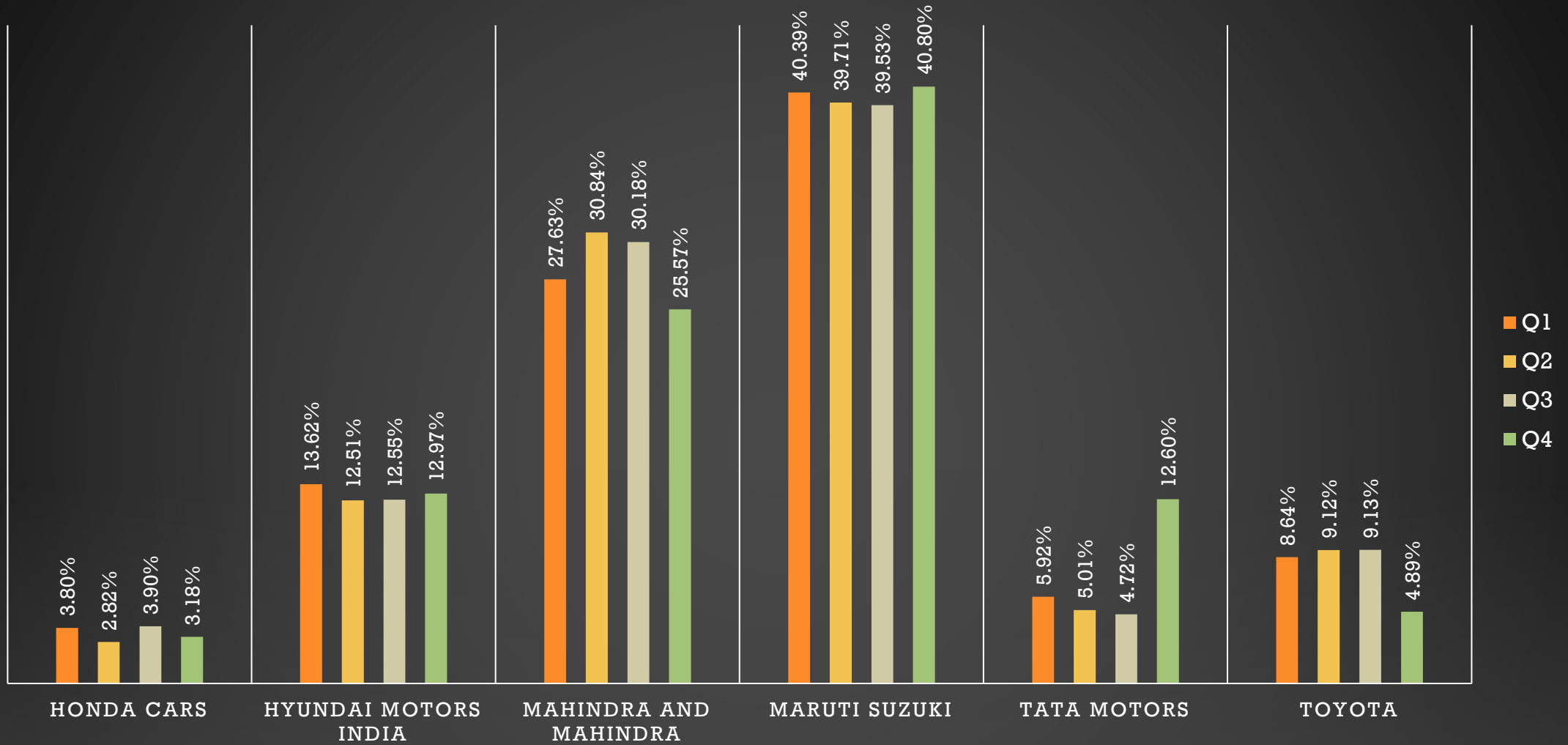
FROM THE ABOVE CHART WE CAN CLEARLY SEE EVERY COMPANY IS SPENDING MORE AMOUNT AS THE POD POSITION GETS HIGHER. SPECIALLY, MARUTI SUZUKI AND MAHINDRA AND MAHINDRA ARE SPENDING MORE MONEY ON 1ST POD POSITION THAN OTHER COMPANIES.

Q2. What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?

FOR SOLVING THIS PROBLEM FIRST I HAVE ADDED ONE NEW COLUMN NAMED QUARTER IN THE DATA SET USING THE IF CONDITION ON BROADCAST MONTH WHERE JAN-MAR IS Q1, APR-JUN IS Q2, JUL-SEP IS Q3 AND OCT-DEC IS Q4.

TO ANSWER THIS QUESTION I HAVE MADE SOME ANALYSIS USING A COLUMN CHART TO MAKE A REPORT OF SHARES OF EVERY BRAND IN EACH QUARTER.

QUARTER WISE BRAND SHARES

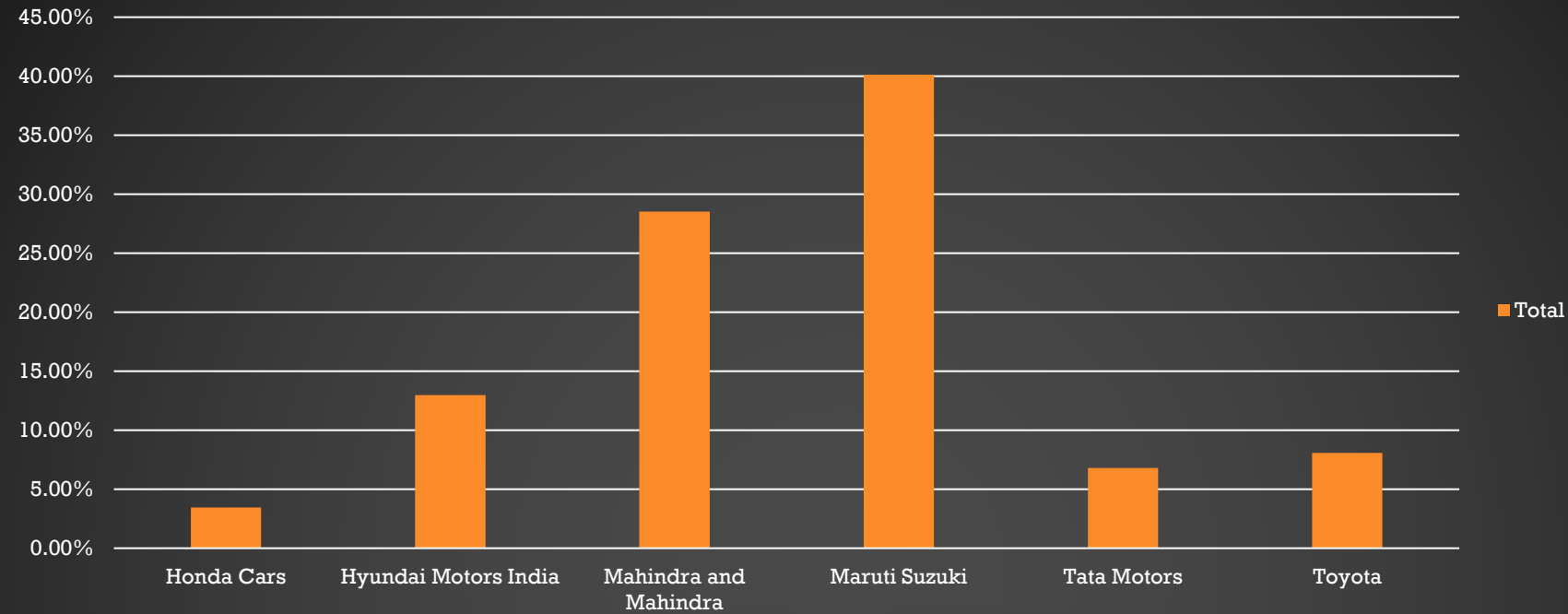


Sum of Spend (\$)	Column Labels				
Row Labels	Q1	Q2	Q3	Q4	Grand Total
Honda Cars	3.80%	2.82%	3.90%	3.18%	3.47%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	12.98%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	28.53%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	40.12%
Tata Motors	5.92%	5.01%	4.72%	12.60%	6.81%
Toyota	8.64%	9.12%	9.13%	4.89%	8.09%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

FROM THE ABOVE PIVOT AND CHART WE CAN CLEARLY SEE THE FOLLOWING INSIGHTS.

1. HONDA CARS SPENDS MORE IN Q3 AND Q1 THAN Q4 AND Q2.
2. HYUNDAI MOTORS INDIA SPENDS HIGHER IN Q1 WHICH IS 13.62% AND BELOW 13% IN Q2, Q3 AND Q4.
3. MAHINDRA AND MAHINDRA IS THE SECOND HIGHEST COMPANY WHICH SPENDS HIGH MONEY IN Q1, Q2, Q3, AND Q4.
4. MARUTI SUZUKI IS THE TOP PERFORMER IN EVERY QUARTER WITH APPROX 40% SPENDING.
5. TATA MOTORS LIKES TO SPEND MORE IN Q4 THAN ANY OTHER QUARTER.
6. TOYOTA LIKES TO SPEND IN Q2 AND Q3 THE MOST.

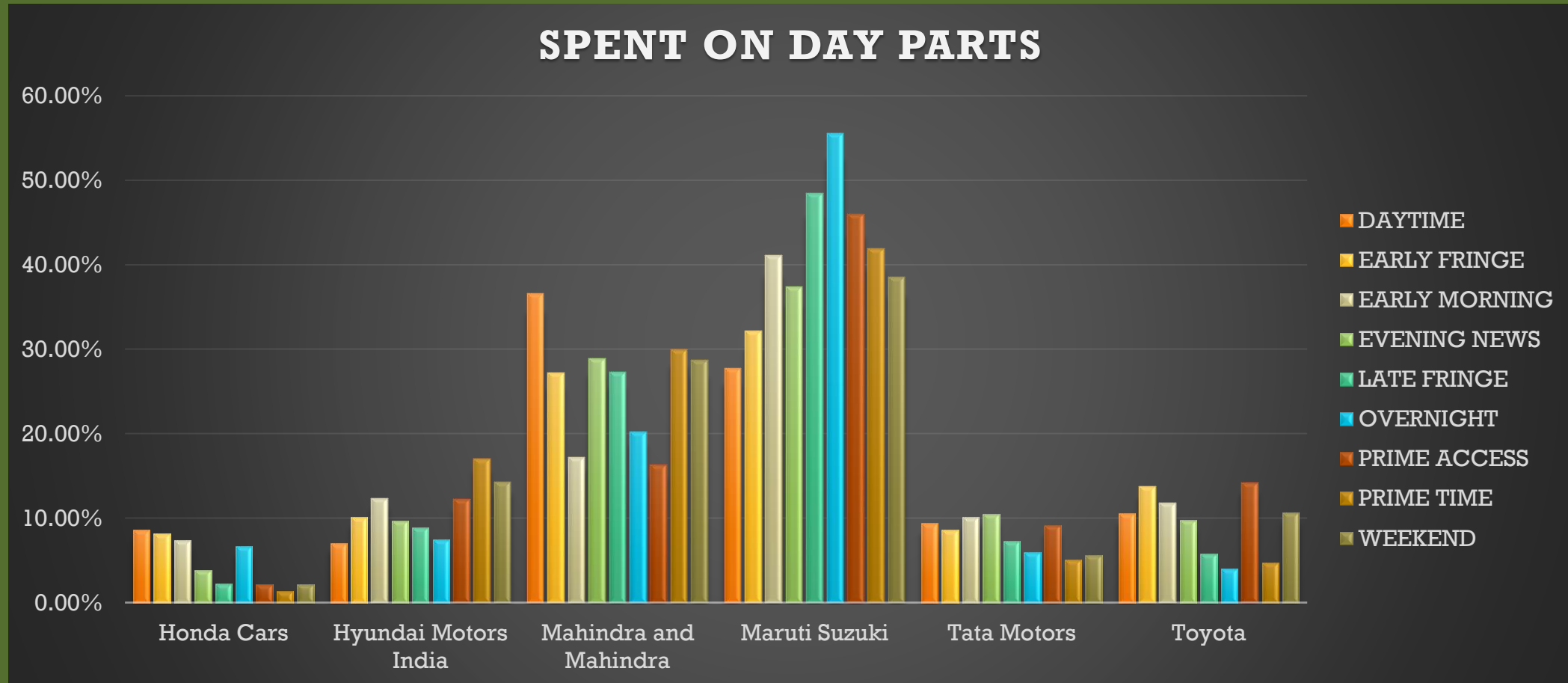
SPENT SHARES BY DIFFERENT BRANDS



FROM THE ABOVE CHART WE CAN CLEARLY OBSERVE THE SHARES OF DIFFERENT BRANDS.

- 1. HONDA CARS ARE THE BOTTOM PERFORMER ACCORDING TO AD SPENT.
- 2. MARUTI SUZUKI AND MAHINDRA AND MAHINDRA LIKE TO SPEND ON ADS. THEY ARE THE TOP PERFORMERS.

Q3. Conduct a competitive analysis for the brands and define the advertisement strategy of different brands and how it differs across the brands.



Sum of Spend (\$)	Column Labels									
BRANDS	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total
Honda Cars	8.61%	8.16%	7.38%	3.79%	2.24%	6.64%	2.14%	1.37%	2.18%	3.47%
Hyundai Motors India	7.05%	10.13%	12.38%	9.66%	8.92%	7.49%	12.21%	17.01%	14.26%	12.98%
Mahindra and Mahindra	36.58%	27.17%	17.23%	28.86%	27.32%	20.24%	16.31%	29.95%	28.72%	28.53%
Maruti Suzuki	27.76%	32.18%	41.11%	37.43%	48.43%	55.59%	45.95%	41.90%	38.56%	40.12%
Tata Motors	9.42%	8.57%	10.11%	10.50%	7.30%	6.01%	9.18%	5.03%	5.60%	6.81%
Toyota	10.58%	13.79%	11.79%	9.75%	5.80%	4.04%	14.22%	4.74%	10.68%	8.09%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

ANALYSIS

1. HONDA CARS SPEND MORE DURING DAYTIME AND EARLY FRINGE.
2. HYUNDAI MOTORS INDIA LIKES TO SPEND MORE DURING PRIME TIME AND EARLY FRINGE.
3. MAHINDRA AND MAHINDRA SPEND THE HIGHEST DURING THE DAYTIME.
4. MARUTI SUZUKI SPENDS A HUGE AMOUNT ON ADS DURING OVERNIGHT.
5. TATA MOTORS SPENDS LESS BUT LIKES TO SPEND ON EVENING NEWS.
6. TOYOTA LIKES HAS ITS OWN FAVOURITE TIME TO SPEND ON PRIME ACCESS AND EARLY FRINGE.

Q4. Mahindra and Mahindra want 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.

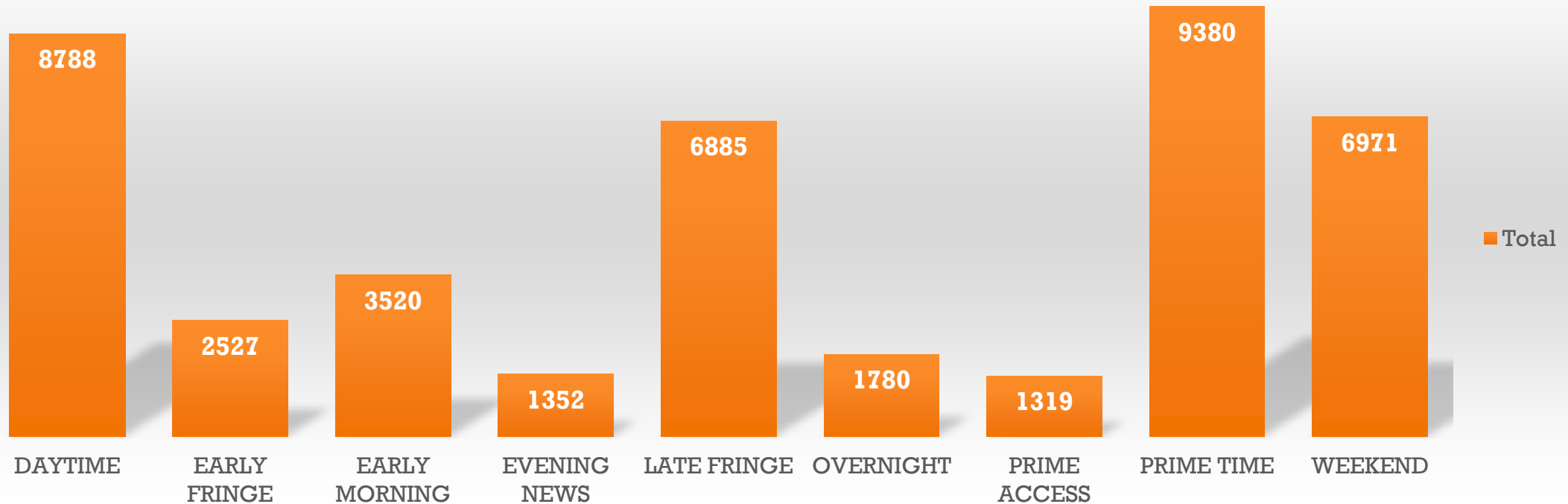
TO SOLVE THIS PROBLEM I HAVE MADE DIFFERENT CHARTS USING DIFFERENT COLUMNS TO GATHER MEANINGFUL INSIGHTS. I HAVE MADE A TOTAL OF 3 CHARTS WITH DIFFERENT PVOT TABLES.

1. COUNT OF SPENT ON DAY PARTS IN Q1.

2. HOURS VS SPENT CHART.

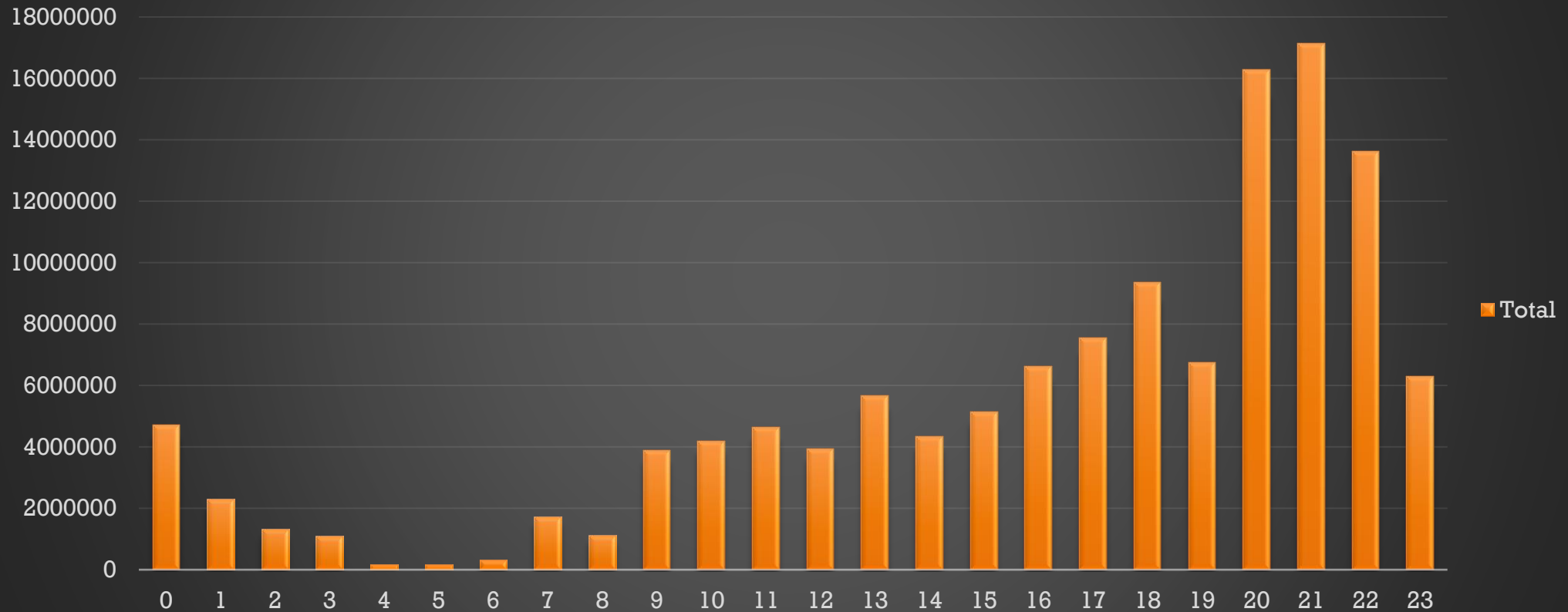
3. SPENT ON THE DAY OF THE WEEK

COUNT OF SPENT ON DAY PARTS IN Q1



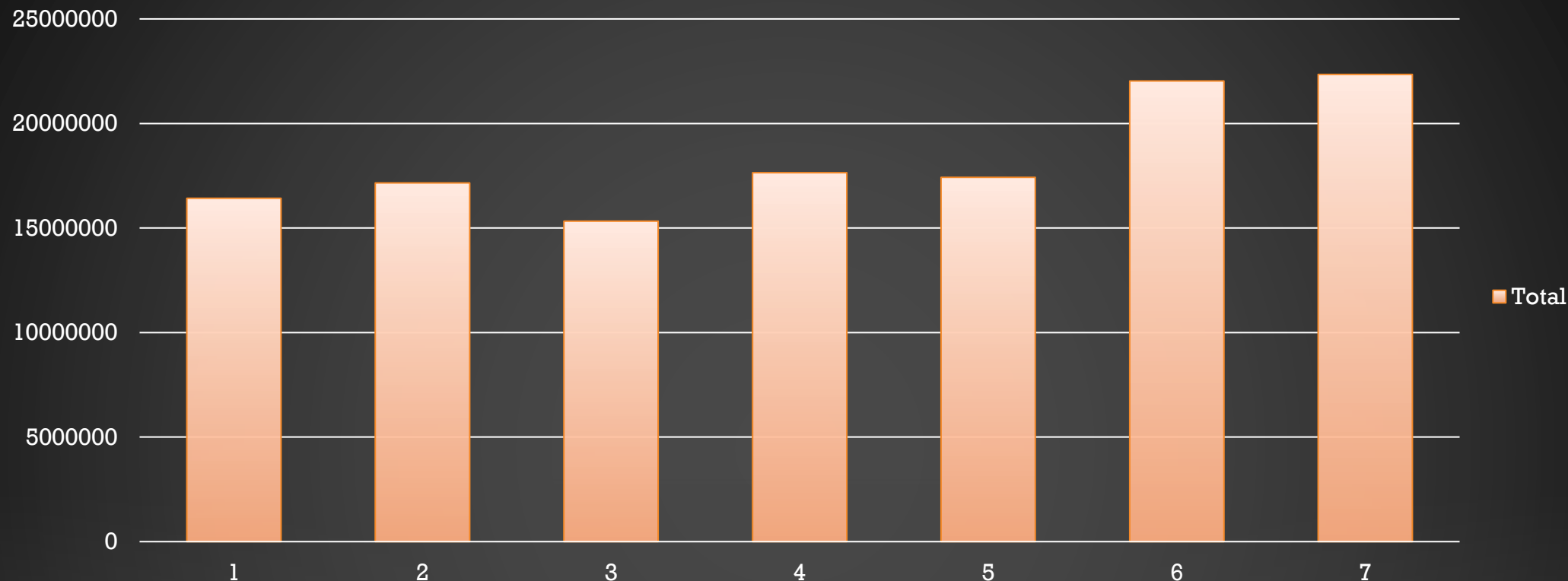
FROM THIS CHART WE CAN CLEARLY OBSERVE THAT MAHINDRA AND MAHINDRA LIKE TO SPEND DURING PRIME TIME IN Q1.

HOURS VS SPENT



FROM THE ABOVE CHART WE CAN OBSERVE THAT MAHINDRA AND MAHINDRA WANT ITS TO BE VIEWED DURING 9 PM.

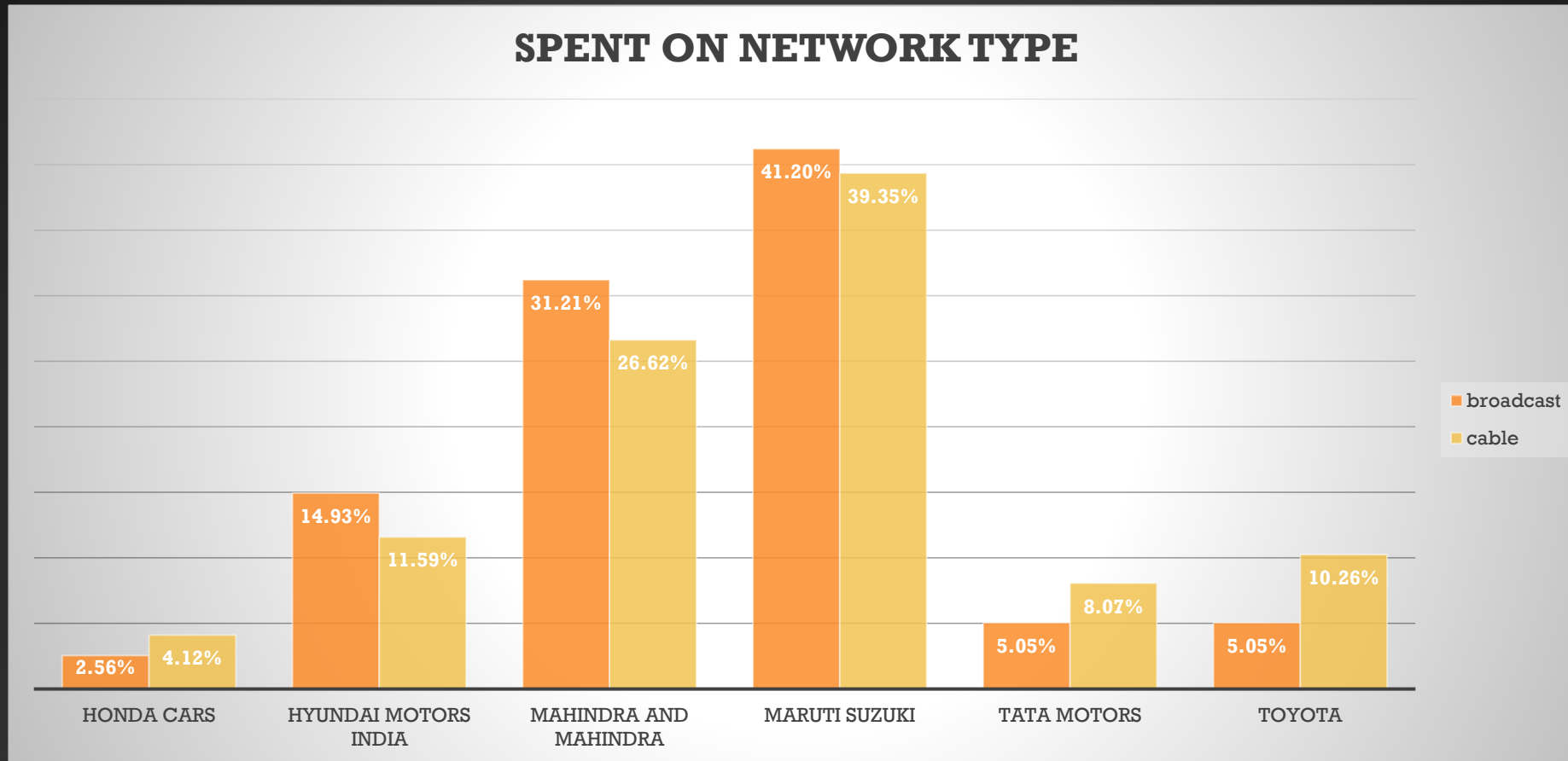
SPENT ON DAYS OF WEEK



FROM THE ABOVE CHART WE CAN OBSERVE THAT MAHINDRA AND MAHINDRA WANTS TO SPEND MORE ON 6TH AND 7TH DAY OF THE WEEK.

- CONCLUSION: ACCORDING TO MY ANALYSIS MAHINDRA AND MAHINDRA SHOULD TARGET PRIME TIME APPROX 9 PM ON 6TH AND 7TH DAY OF THE WEEK.
- P.S. Brownie points for any additional actionable insights you can draw from the dataset.

Sum of Spend (\$)	Column Labels		
Row Labels	broadcast	cable	Grand Total
Honda Cars	2.56%	4.12%	3.47%
Hyundai Motors India	14.93%	11.59%	12.98%
Mahindra and Mahindra	31.21%	26.62%	28.53%
Maruti Suzuki	41.20%	39.35%	40.12%
Tata Motors	5.05%	8.07%	6.81%
Toyota	5.05%	10.26%	8.09%
Grand Total	100.00%	100.00%	100.00%



- FROM THIS CHART WE CAN ANALYSE THE SPENT ON NETWORK TYPE BY DIFFERENT BRANDS.
- WE CAN CLEARLY SEE MARUTI SUZUKI SPENDS HIGHER ON BROADCAST AND CABLE TYPE.

RESULT

- 1. I HAVE LEARNT ABOUT POD POSITIONS AND AIRING ADS.
- 2. I HAVE LEARNT HOW TO DEAL WITH HUGE AMOUNTS OF DATA.
- 3. I HAVE LEARNT TO MAKE DIFFERENT PIVOTS AND CHARTS.
- 4. I HAVE ALSO LEARNT HOW BRANDS LIKE TO SPEND MONEY ON ADS.
- 5. OVERALL I HAVE LEARNT HOW THE COMPANY CONVERTS CUSTOMERS FROM ADS AT A LOW COST.

DRIVE LINK: **EXCEL FILE**

https://docs.google.com/spreadsheets/d/1I_NpgQATbr--udddhPLyDAmdOtriWJtn/edit?usp=share_link&ouid=113747271976476220784&rtpof=true&sd=true



THANK YOU