
XYZ ADS AIRING REPORT ANALYSIS



Trainity Project Report

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DESCRIPTION

This case study aims to identify low-cost options of advertising from TV airing ads platforms and to target potential customer which helps in increasing overall brand value and company's sales. Here you'll see the glimpse of marketing analysis, competitive analysis between the brands, pod position analysis and suggestion for digital advertising.

ABOUT DATASET

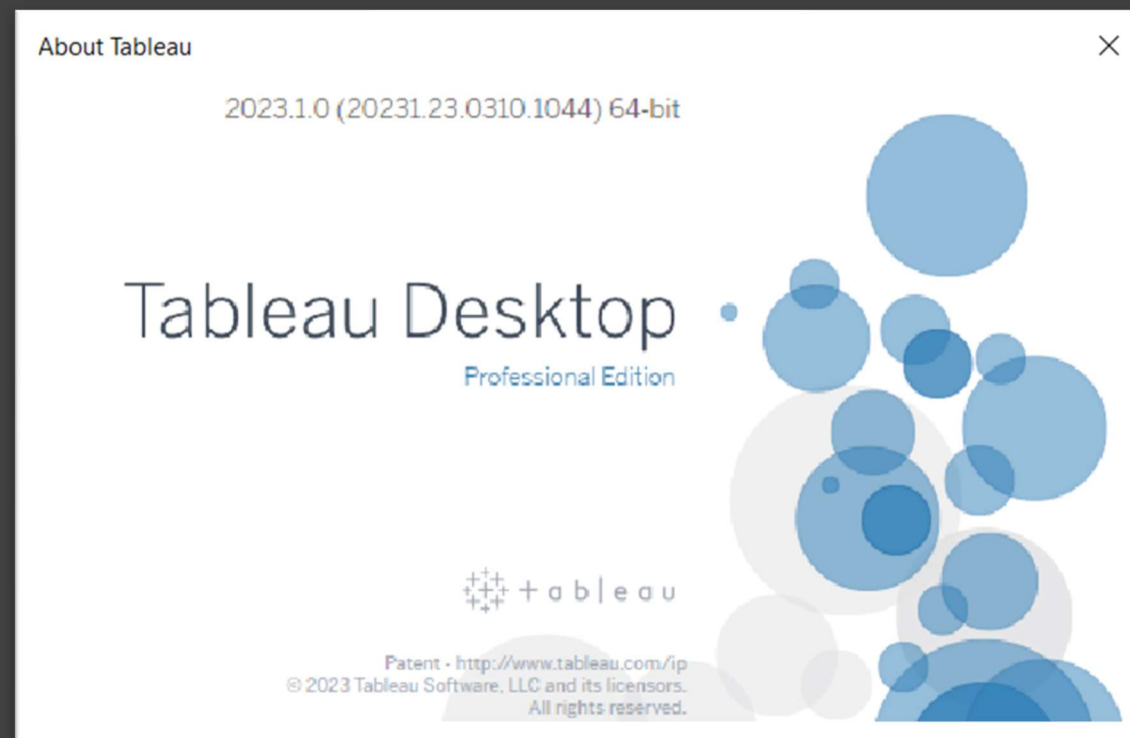
- This case study is based on dataset having different TV Airing Brands, their product cars
- Dataset includes the network through which Ads are airing, types of network like Cable/ Broadcast and the show name also on which Ads got aired. You can also see the data of Dayparts, Time zone and the time & 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.
- This dataset have 731784 rows with 19 column including 1 numerical, date & time column and remaining categorical column
- It contain complete 1 year of data recorded commencing from 1st Jan to 31stDec, 2021

Click here to download dataset

[XYZ ads airing data.xlsx](#)

TECH-STACK USED

- 'Tableau 2023.1 (2023) Desktop Version' was only use for visualization
- 'Microsoft Excel 2013' was used to perform Analysis
- 'MS Power Point 2013' was used to prepare to report.



[Solution Excel Workbook](#)

[Solution Tableau Workbook](#)

APPROACH



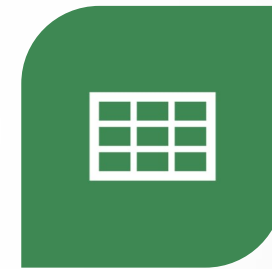
AFTER EXTRACTING & LOADING DATASET INTO EXCEL THE FIRST STEP TO UNDERSTAND AND CHECK THE DATASET CLEANING STANDARD.



THE PROVIDE DATASET WAS ALREADY CLEANED WITH 0 MISSING VALUES & OUTLIERS.



FURTHER I STARTED SOLVE PROBLEM AND ACHIEVES BEST POSSIBLE ANSWERS TO TARGETED GOALS



IN EXCEL I USE PIVOT TABLES & CHARTS



TO USE TABLEAU , FIRST I MADE LIVE CONNECTION BETWEEN EXCEL WORKBOOK AND TABLEAU DATA SOURCE.



AFTER SUCCESSFULLY IMPORTING DATASET IN TABLEAU, I EXPERIMENTS DIFFERENT COLUMN COMBINATION VISUALIZATION TO TAKE MEANINGFUL INSIGHTS FROM RAW DATA

FINDINGS

A vertical cyan line is positioned to the right of the word "FINDINGS". It extends from approximately the middle of the word's height to the top of the slide.

POD ANALYSIS

Q. What is POD Position ?

“Ad Pods” or “Podding” is a term used to refer to multiple ads that are placed together and then played back one after the other (back-to-back playback) in a single ad break.

The “POD position” is an individual advertisement position within a certain commercial “Ad pods”.



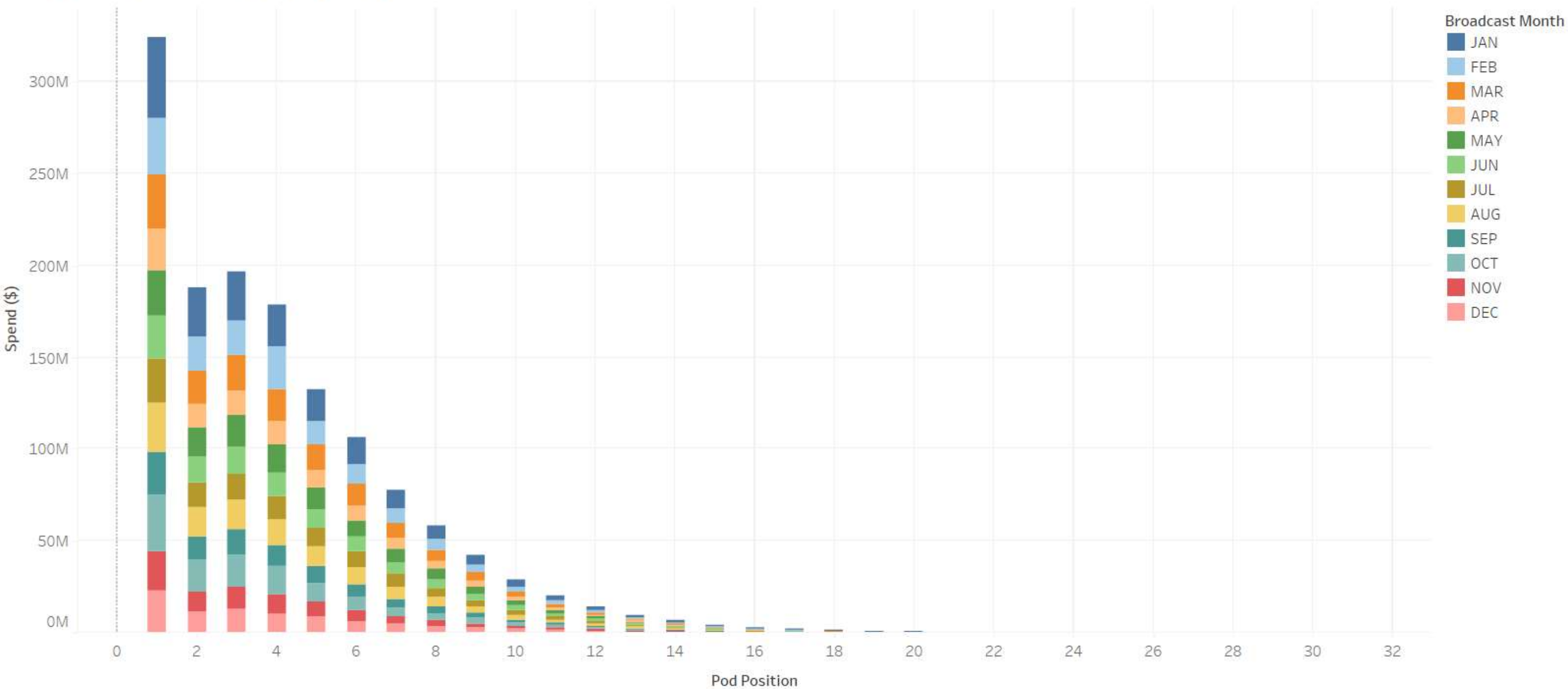


POD ANALYSIS

Q. Does the Pod position number affect the amount spent on Ads for a specific period of time by a company?

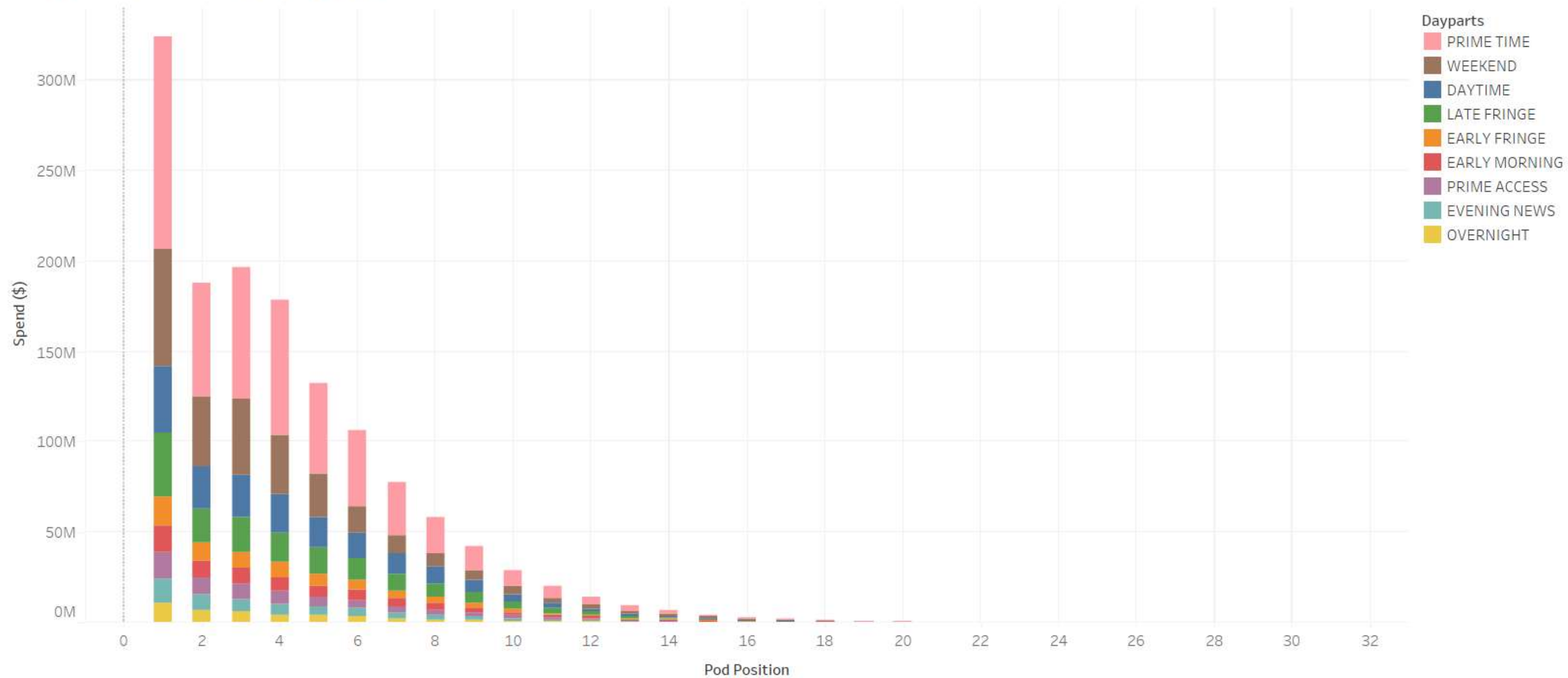
- Yes, POD position have direct impact on amount spent by company.
- 'The lesser the valuable'
- The Lower POD Position have Highest spent Amount
- 1st pod position is most valuable while 2nd, 3rd & 4th have kind of same price range with 5th position and further there is extreme downward trend
- Further we can see all pod position price is highest in 1st quarter compared to other
- 'PRIME TIME', 'WEEKEND', 'DAYTIME' this 3 parts of day have high price range for initial POD Position
- Weekdays Saturday & Sunday is costly
- All brands spends huge amounts in Day time (i.e., morning to Nights) ads

POD Position Price spent by Month



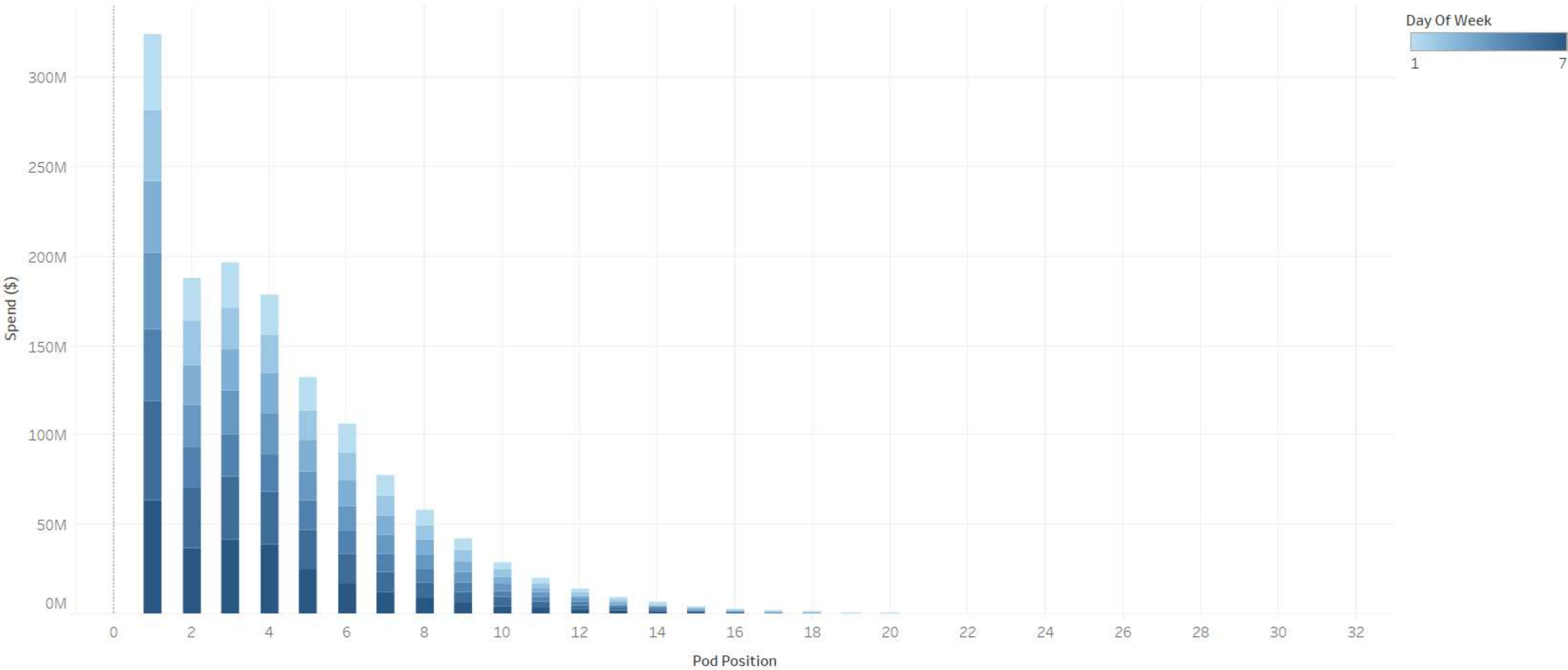
The plot of sum of Spend (\$) for Pod Position. Color shows details about Broadcast Month.

POD Position Price spent by Dayparts



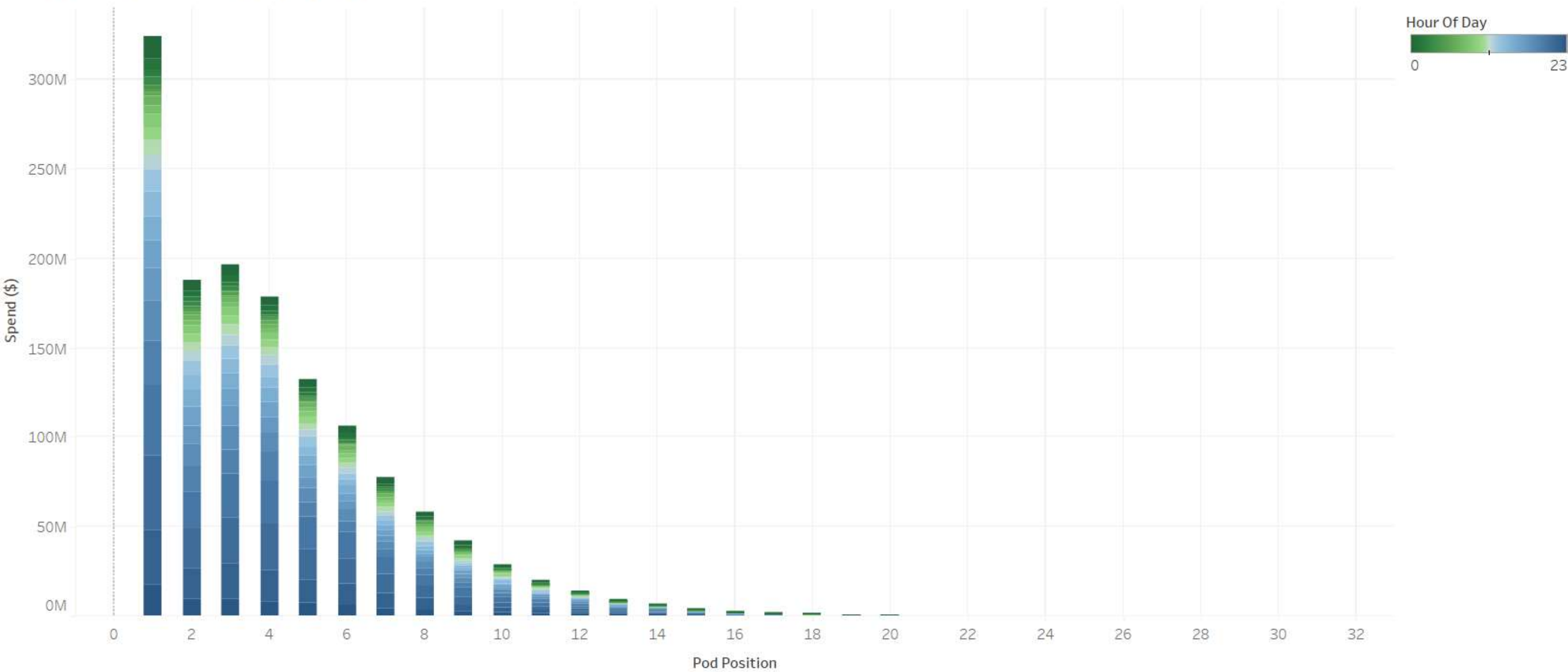
The plot of sum of Spend (\$) for Pod Position. Color shows details about Dayparts.

POD Position Price spent by Day of Week



The plot of sum of Spend (\$) for Pod Position. Color shows details about Day Of Week.

POD Position Price spent by Hours

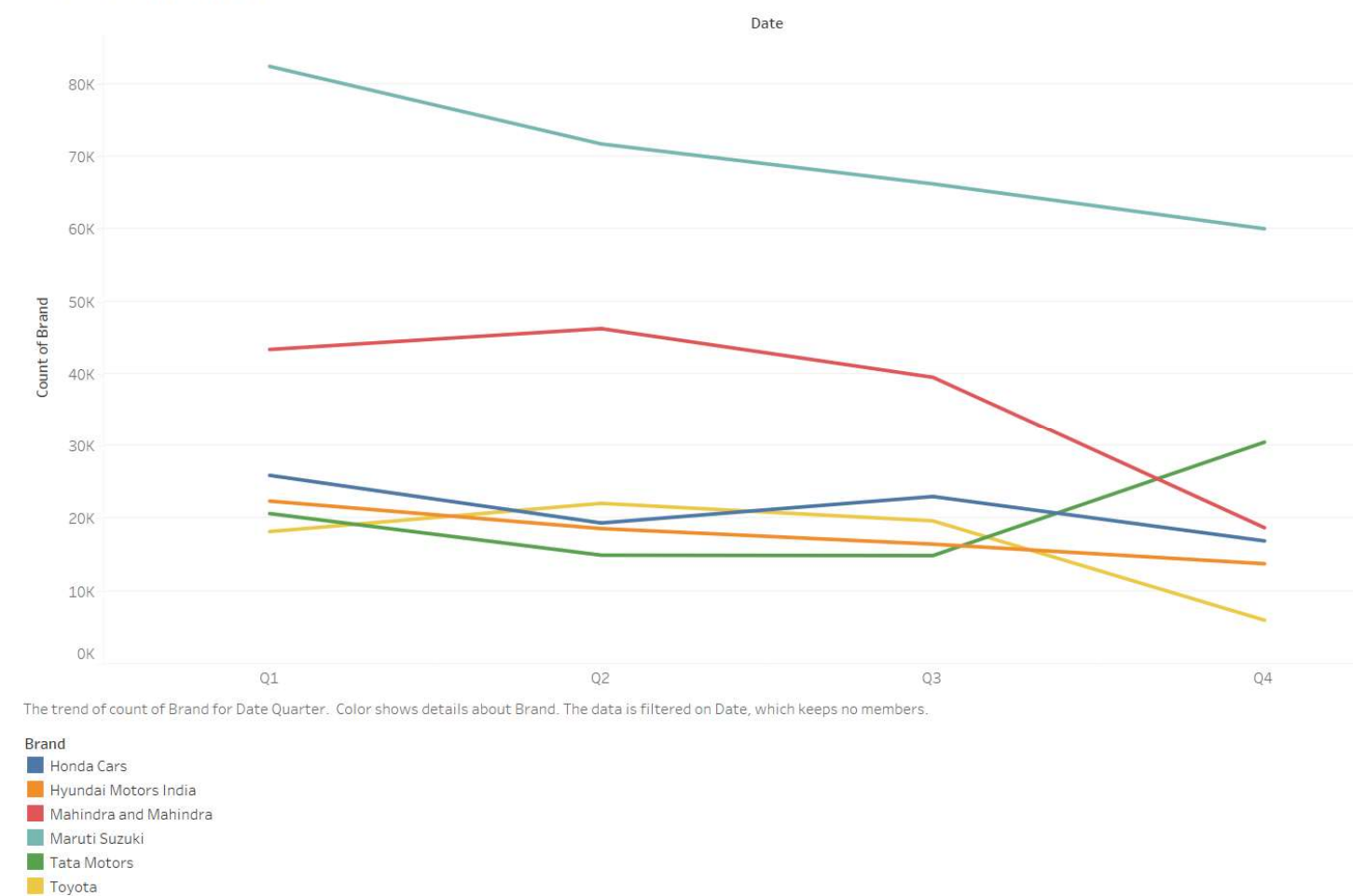


The plot of sum of Spend (\$) for Pod Position. Color shows details about Hour Of Day.

BRAND'S SHARE PER QUARTER

- Maruti Suzuki advertises its products the most
- M & M comes at 2nd position
- Remaining brands advertise its products at same level
- All brands expect Tata motors advertise more in 1st quarter and follow downward trend while Tata motor advertise more in 4th Quarter
- Check in details advertisement strategy of each brand in following slides

Brand's Share per Quarter



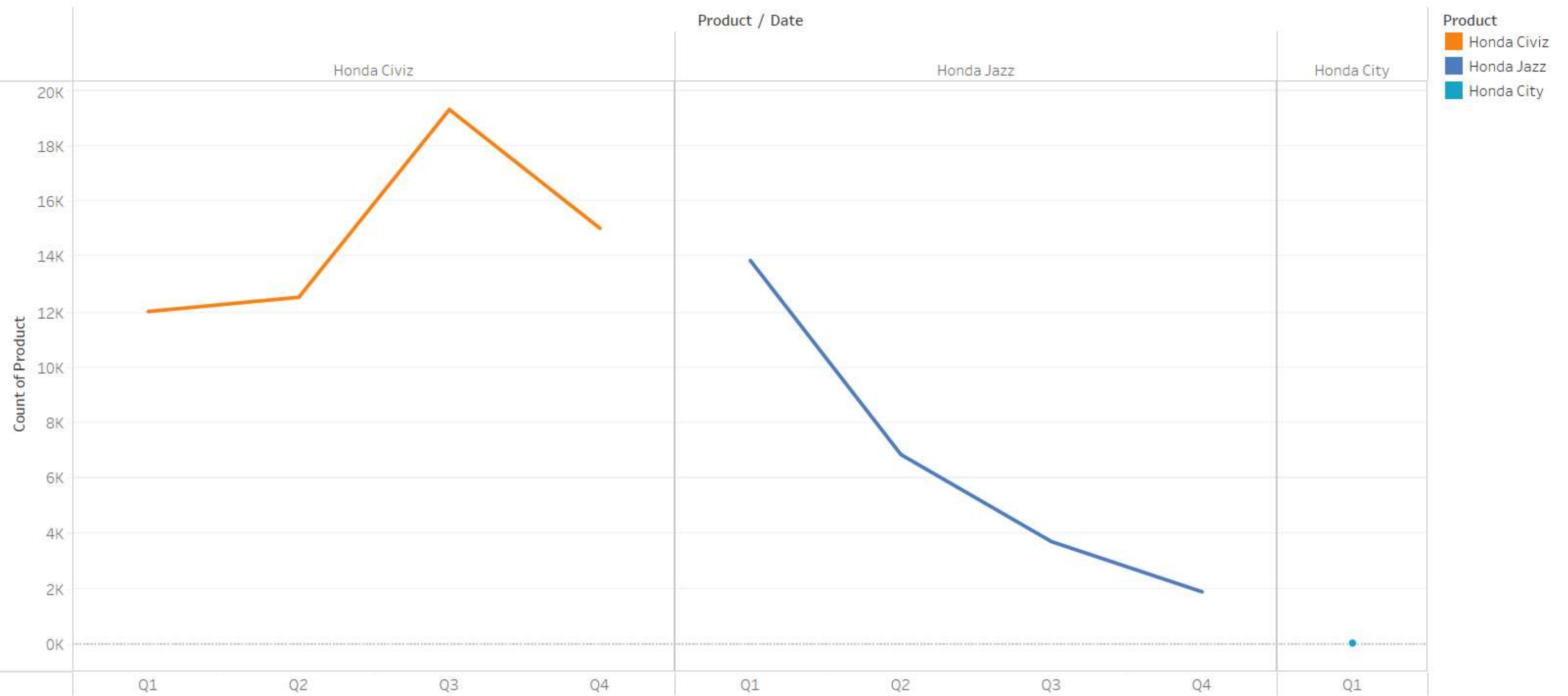


COMPETITIVE ANALYSIS AMONG BRANDS

Quarter Wise

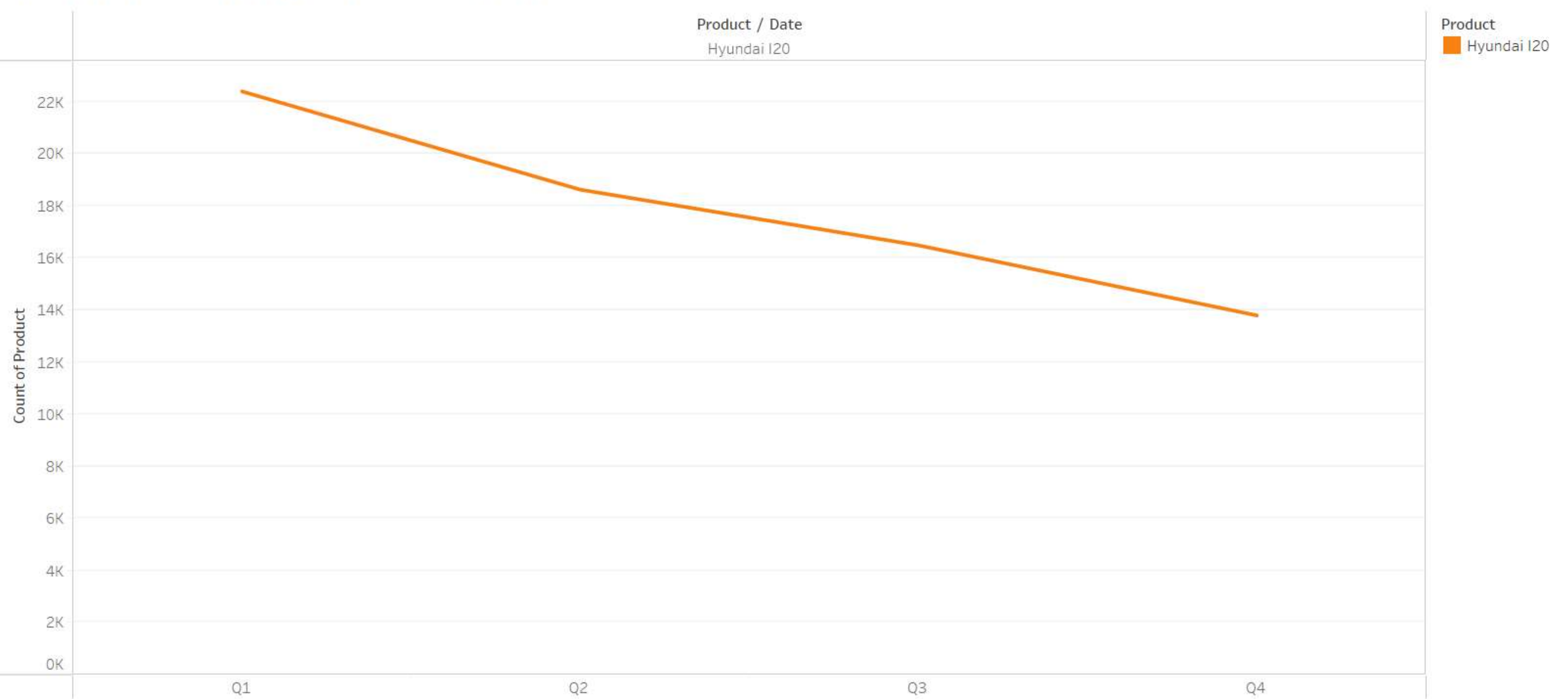
- All brands emphasis on promoting single product except Toyota
- Every brand have different strategy for each product per quarter
- Maruti Suzuki follow zig-zag pattern most
- M & M is very much focus on single product (i.e., Mahindra New Thar) and this car is highly promoted among all cars
- Tata promoted their ideal product in 4thquarter most
- Honda promoted their ideal product in 3rdquarter most and for remaining product they downward trend from 1st quarter
- Hyundai promoted their car in 1st quarter follow downfall
- Toyota have different strategy for each cars.

Honda Cars's Products Shares per Quarter



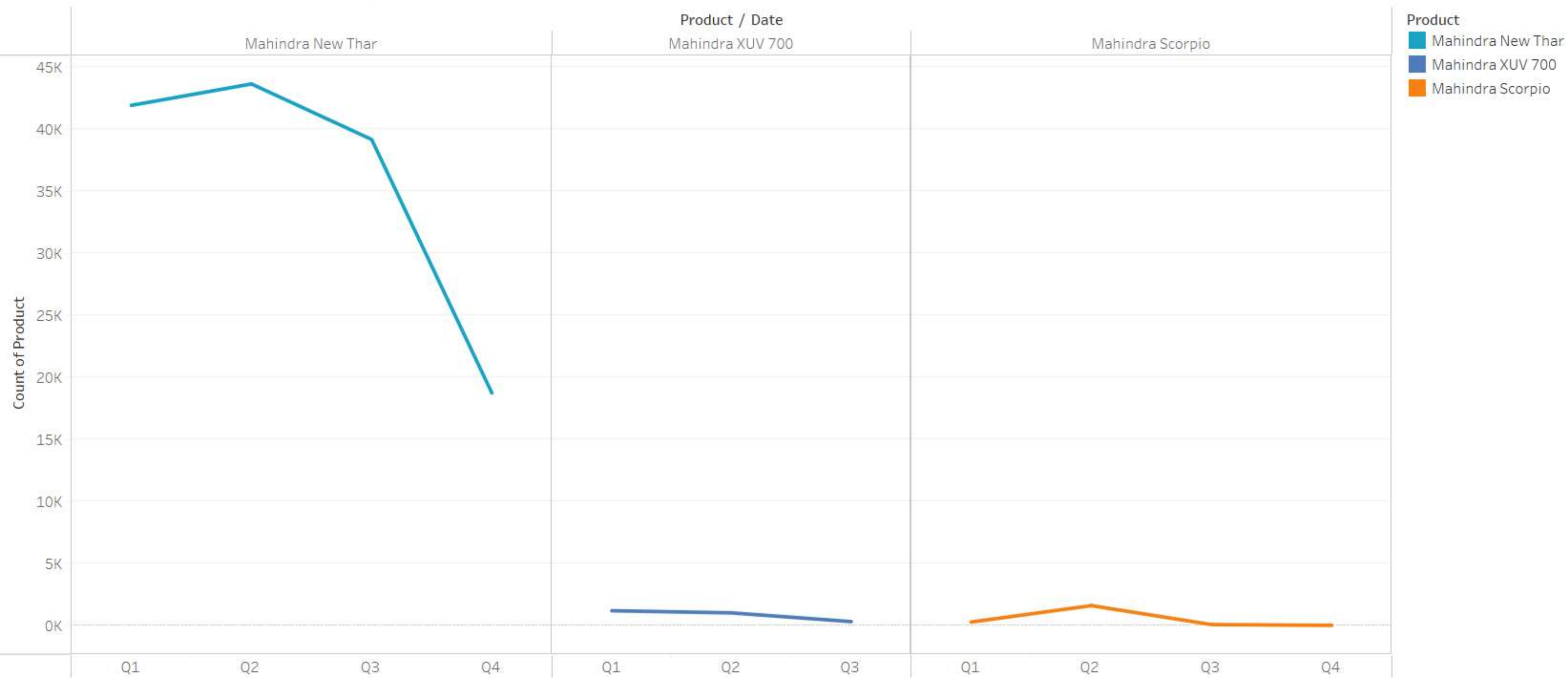
The trend of count of Product for Date Quarter broken down by Product. Color shows details about Product. The data is filtered on Brand, which keeps Honda Cars. The view is filtered on Product, which keeps no members.

Hyundai Motors India's Products Shares per Quarter



The trend of count of Product for Date Quarter broken down by Product. Color shows details about Product. The data is filtered on Brand, which keeps Hyundai Motors India. The view is filtered on Product, which keeps no members.

Mahindra and Mahindra's Products Shares per Quarter



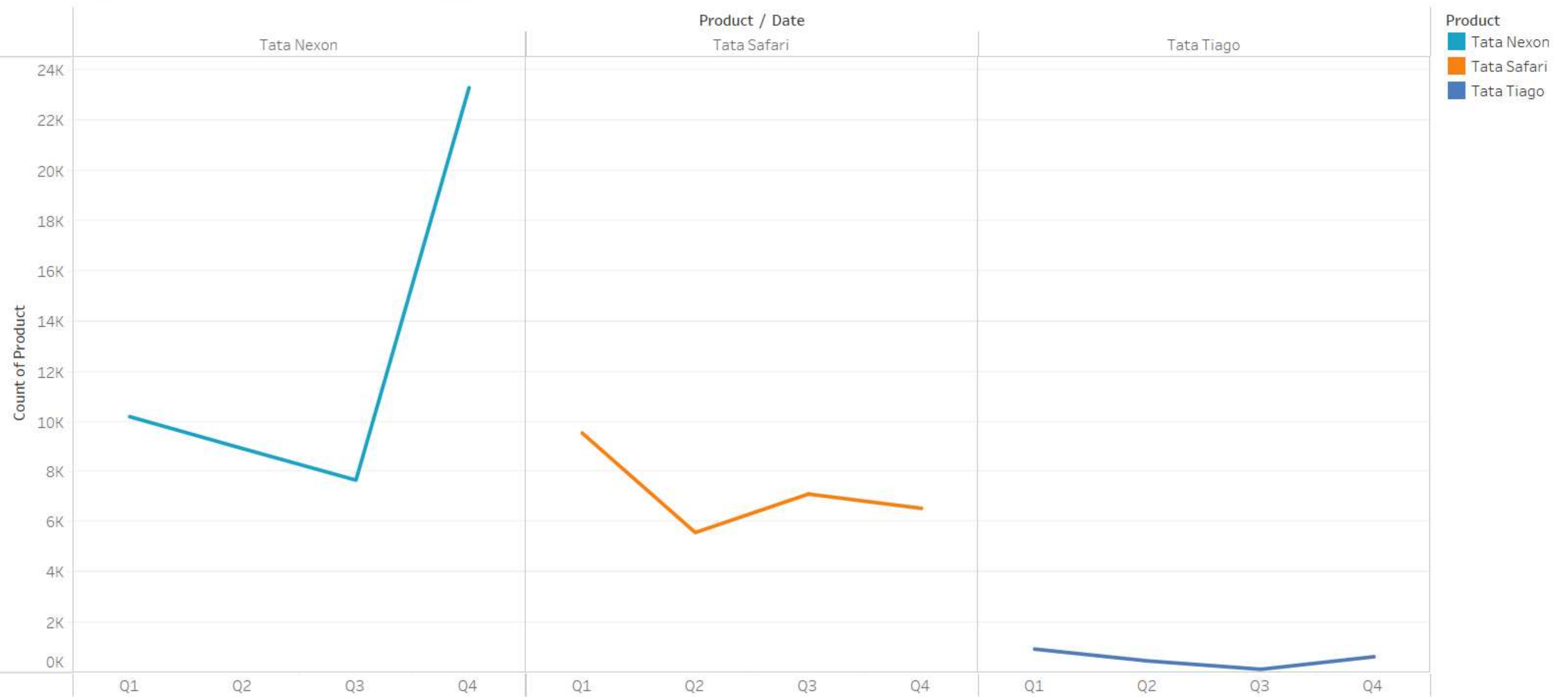
The trend of count of Product for Date Quarter broken down by Product. Color shows details about Product. The data is filtered on Brand, which keeps Mahindra and Mahindra. The view is filtered on Product, which keeps no members.

Maruti Suzuki's Products Shares per Quarter



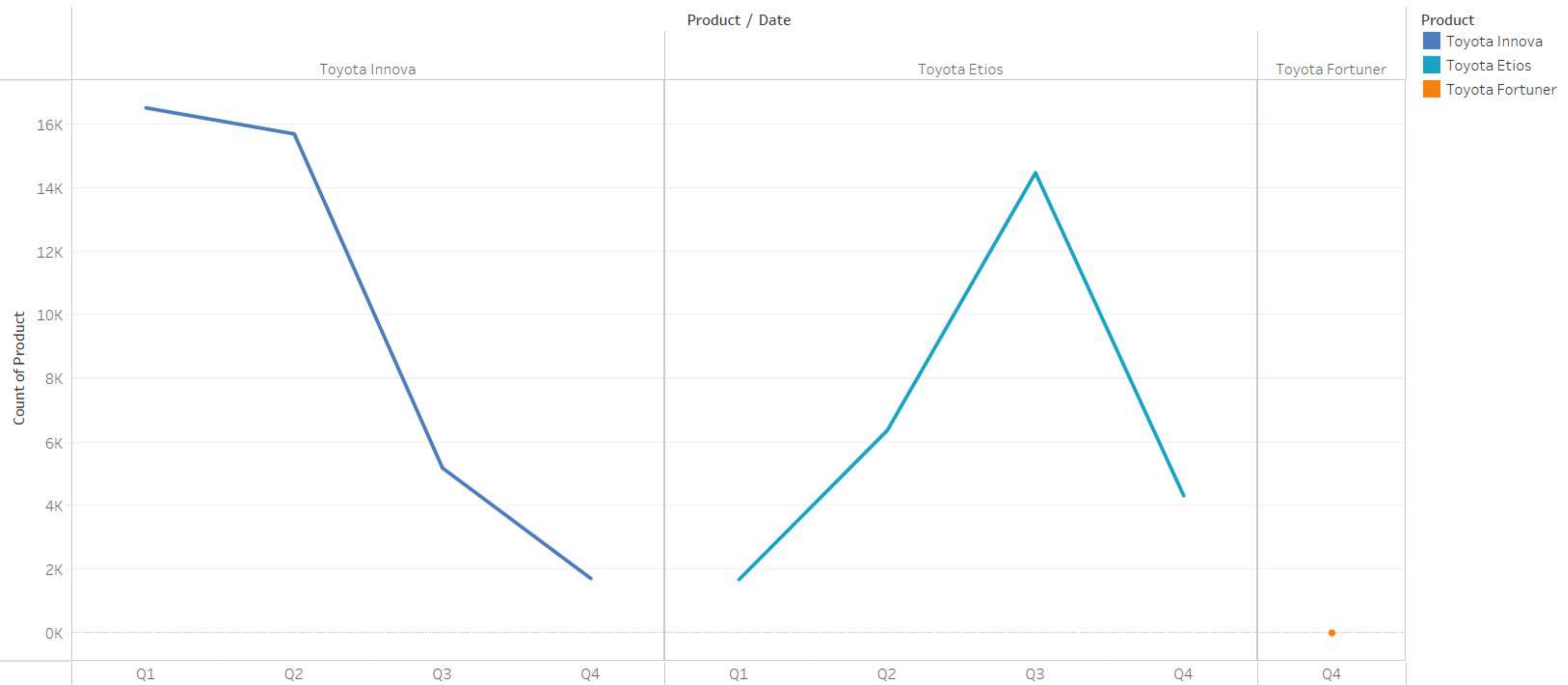
The trend of count of Product for Date Quarter broken down by Product. Color shows details about Product. The data is filtered on Brand, which keeps Maruti Suzuki. The view is filtered on Product, which keeps no members.

Tata Motors's Products Shares per Quarter



The trend of count of Product for Date Quarter broken down by Product. Color shows details about Product. The data is filtered on Brand, which keeps Tata Motors. The view is filtered on Product, which keeps no members.

Toyota's Products Shares per Quarter



The trend of count of Product for Date Quarter broken down by Product. Color shows details about Product. The data is filtered on Brand, which keeps Toyota. The view is filtered on Product, which keeps no members.

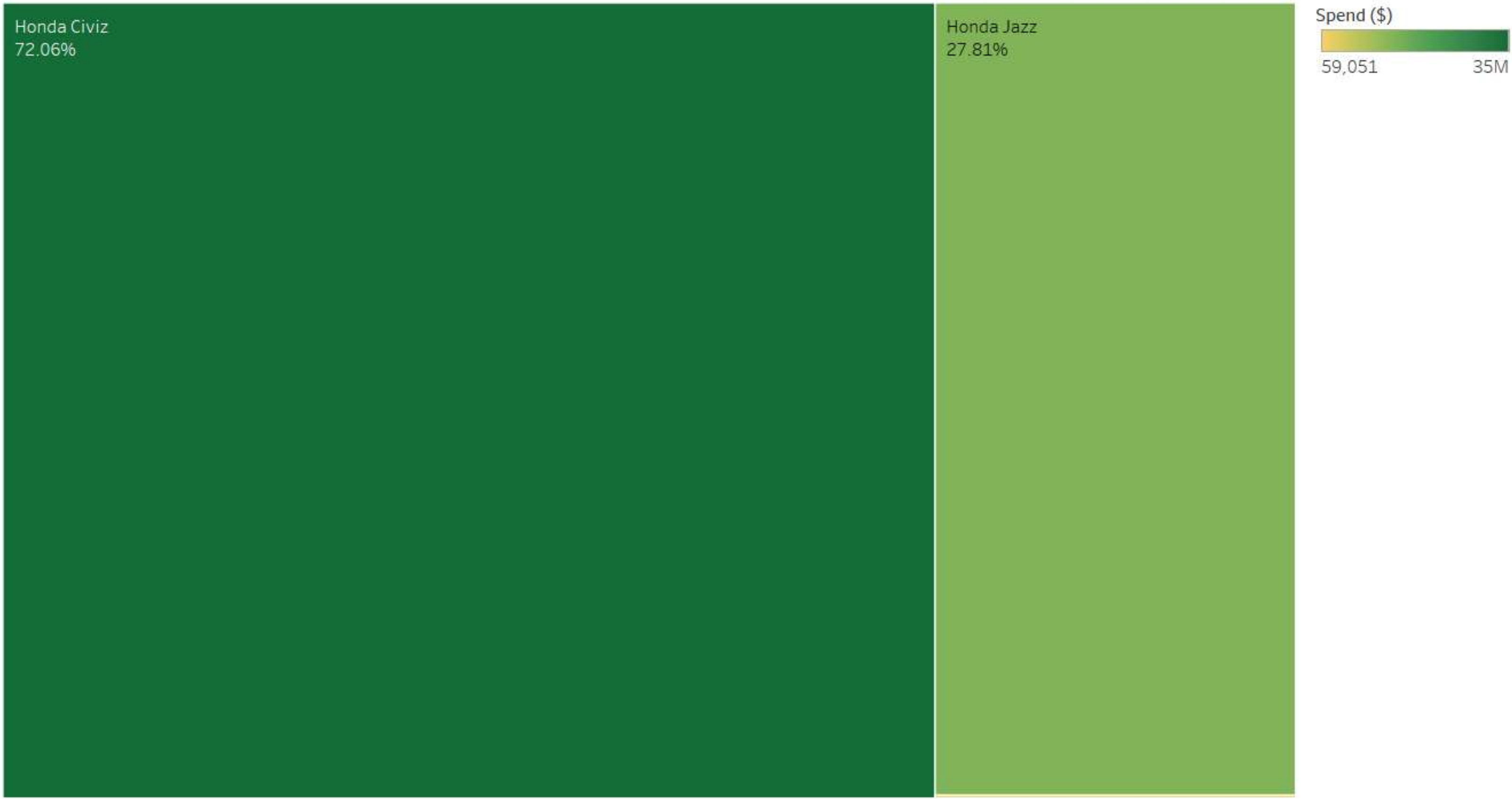


COMPETITIVE ANALYSIS AMONG BRANDS

Spending Wise

- Spending of advertisement is directly related to how much your advertisement; hence you'll find similarities in ads share and spendings
- Hyundai have single car to promote , hence they gave 100% spendings on single car
- While M&M have 3 cars on way still it spends 98% on single product and reaming 2% on 2 cars for advertisement
- Honda & Toyota have 3 cars each to promote, and they have similar strategy for advertisement which focuses on 2 cars
- Tata motors promoted their all cars in 72-25-2% ratio
- While Maruti Suzuki have highest no. cars i.e., 7 and they focused on 3 cars in 60-35-4 % ratio for spending

Spending Strategy of Honda Cars



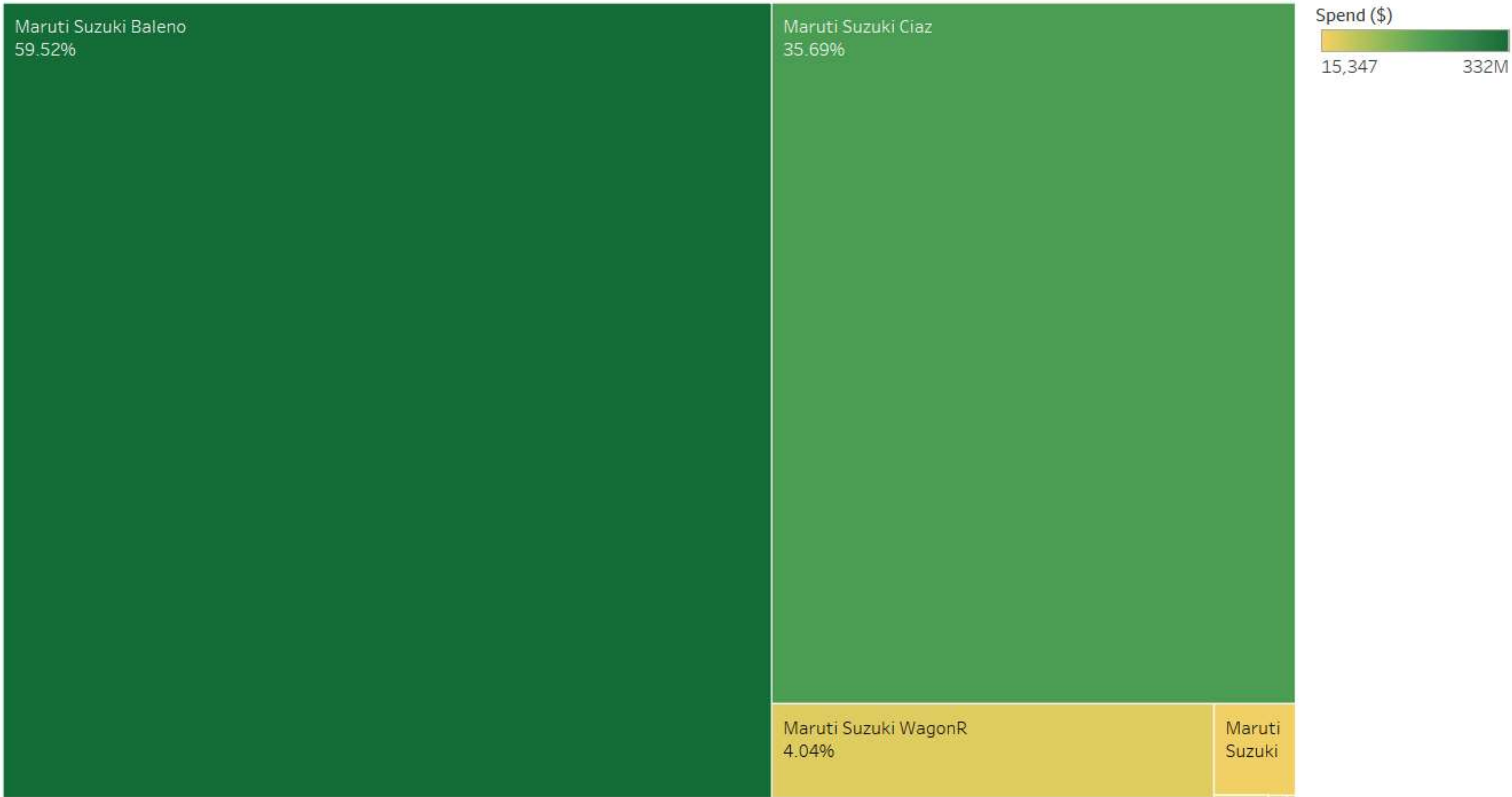
Spending Strategy of Hyundai Motors India



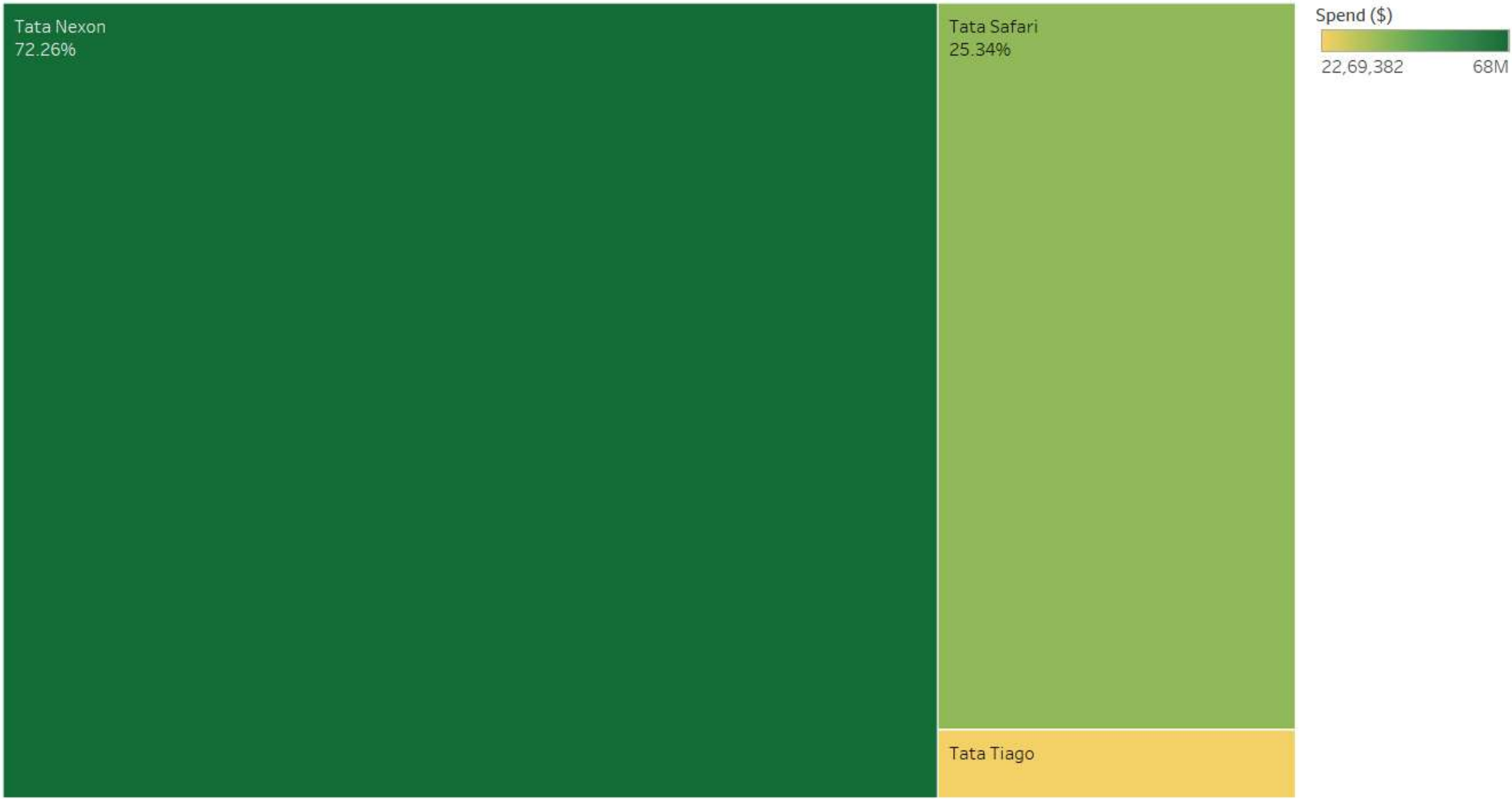
Spending Strategy of Mahindra and Mahindra



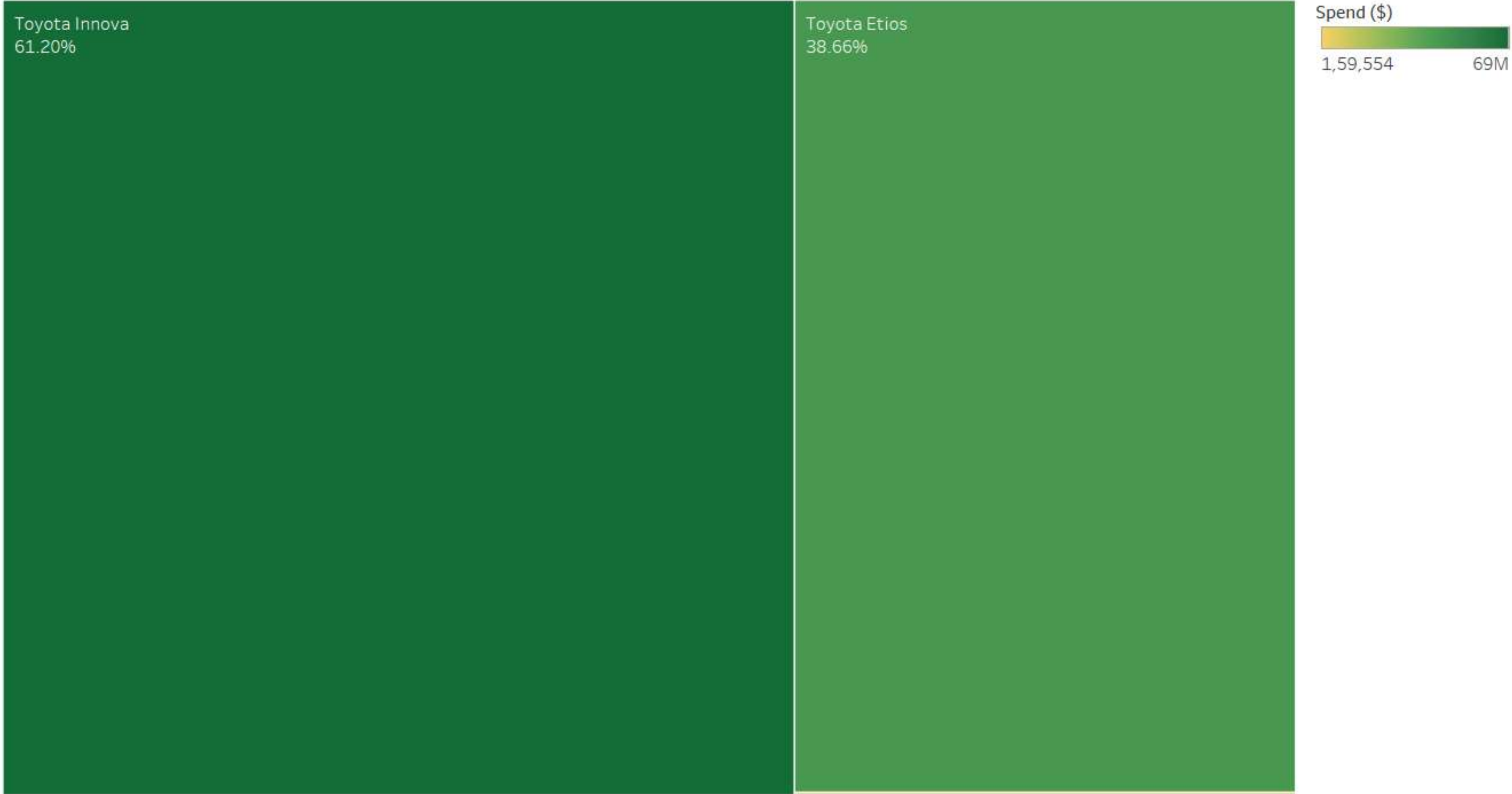
Spending Strategy of Maruti Suzuki



Spending Strategy of Tata Motors



Spending Strategy of Toyota



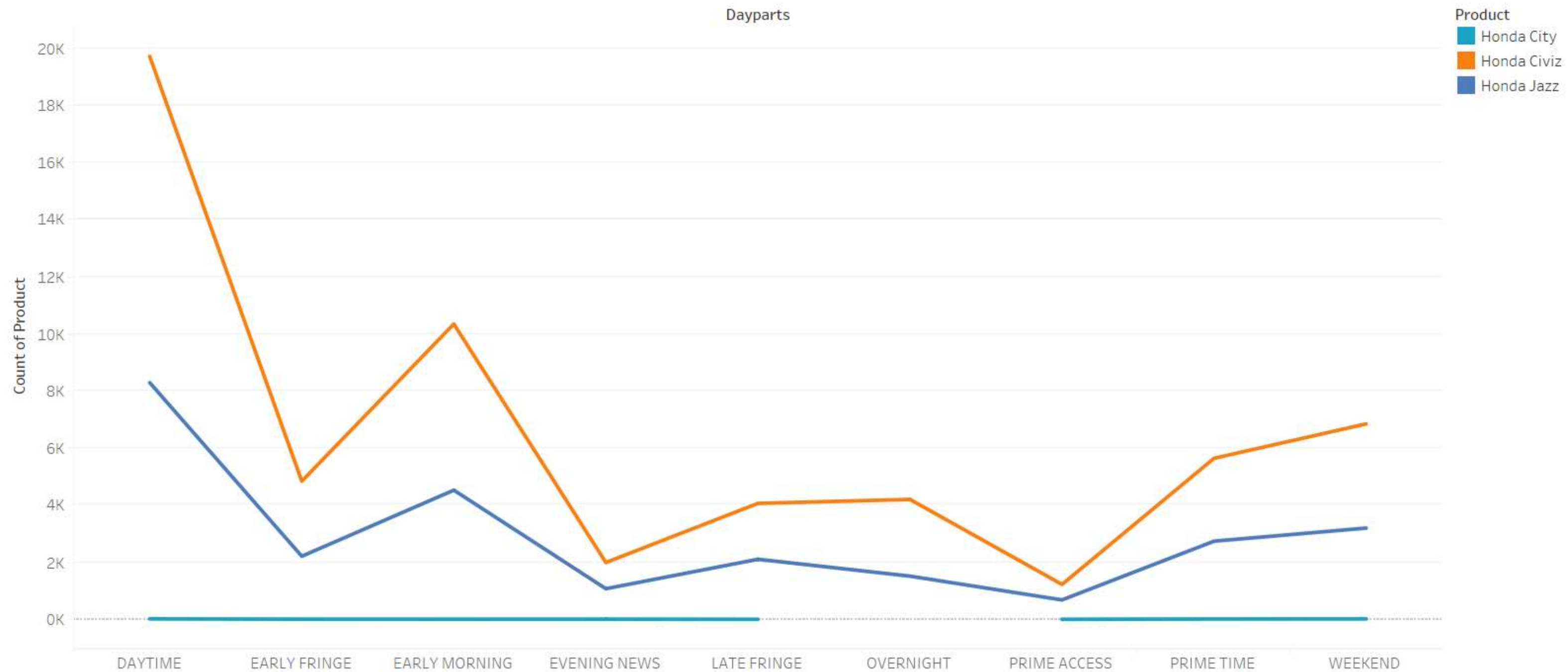


COMPETITIVE ANALYSIS AMONG BRANDS

Daypart Wise

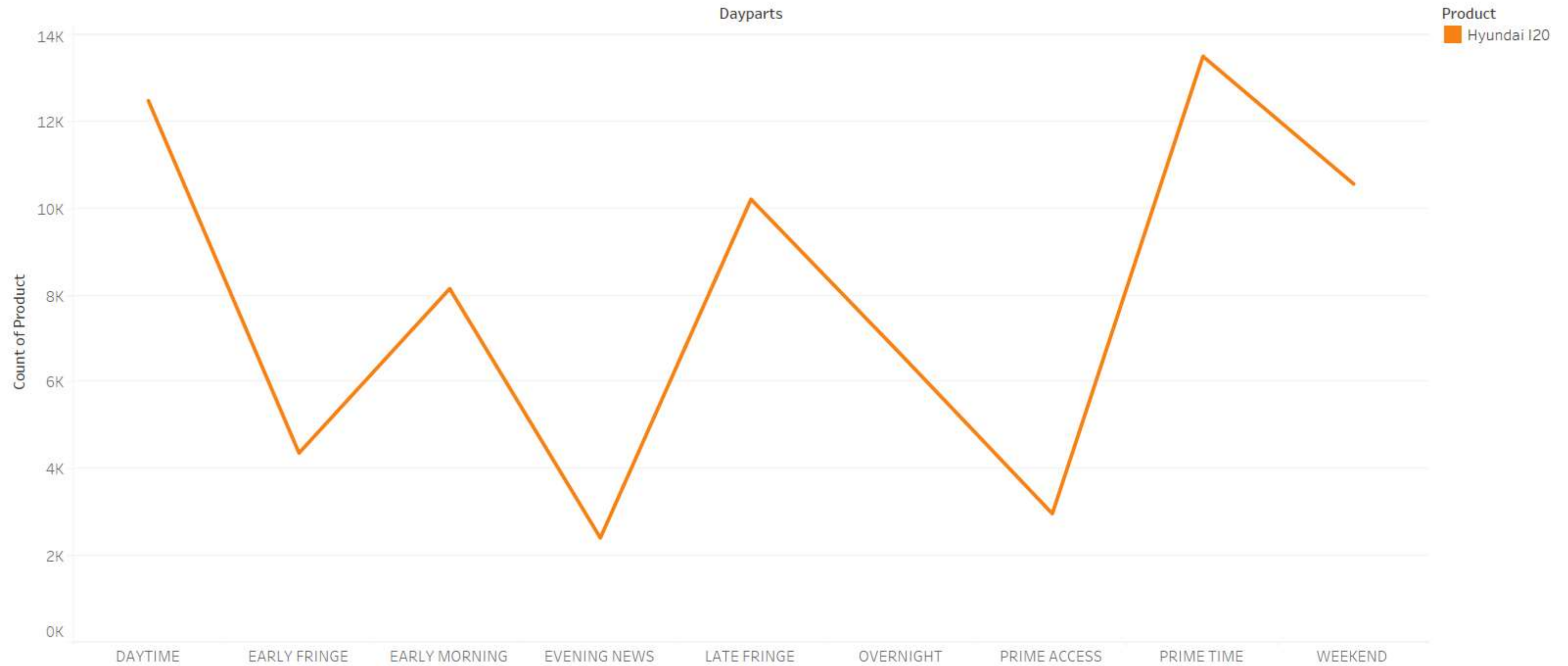
- All brands have same strategy for each product
- All brands have very quiet similar in dayparts strategy for advertisement
- Brands promote their products on 'DAYTIME' and 'PRIME TIME' most.
- "Daytime" Have highest advertainment counts

Honda Cars's Strategy for Dayparts



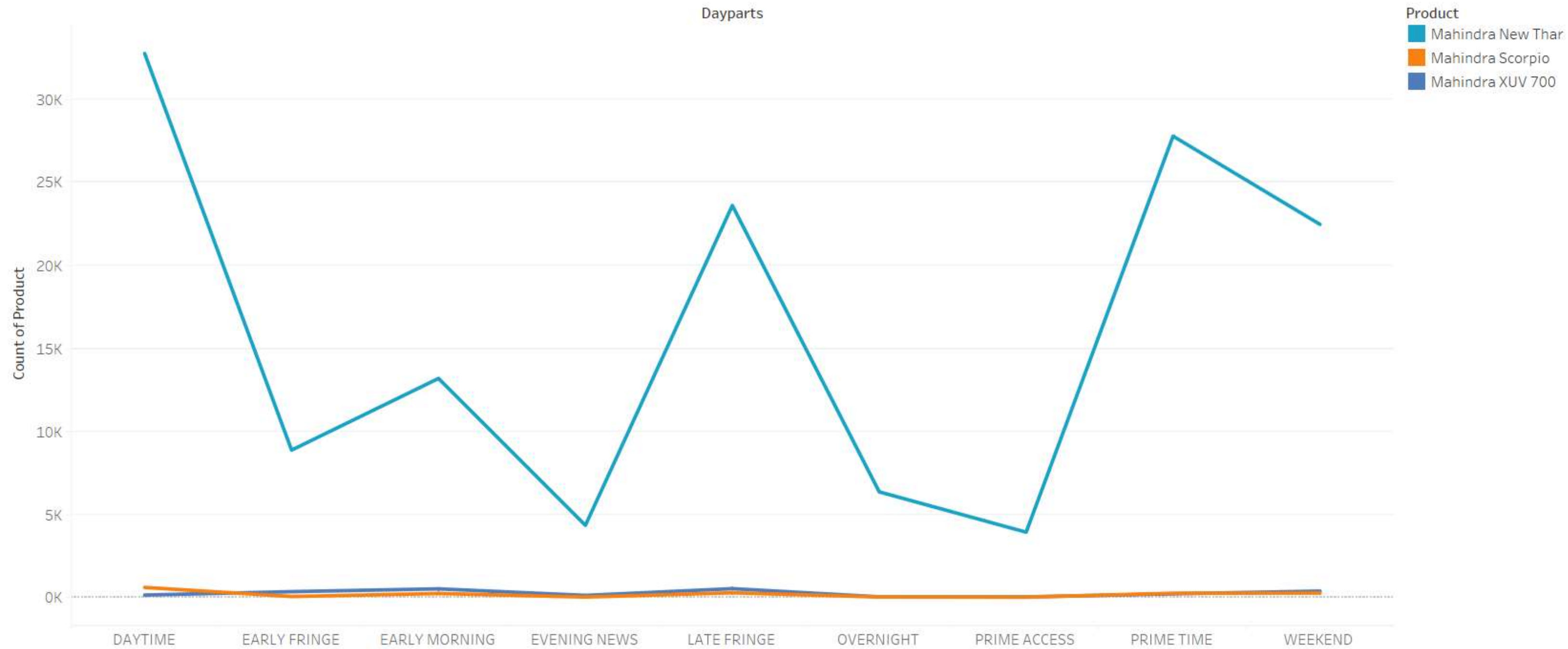
The trend of count of Product for Dayparts. Color shows details about Product. The data is filtered on Brand, which keeps Honda Cars.

Hyundai Motors India's Strategy for Dayparts



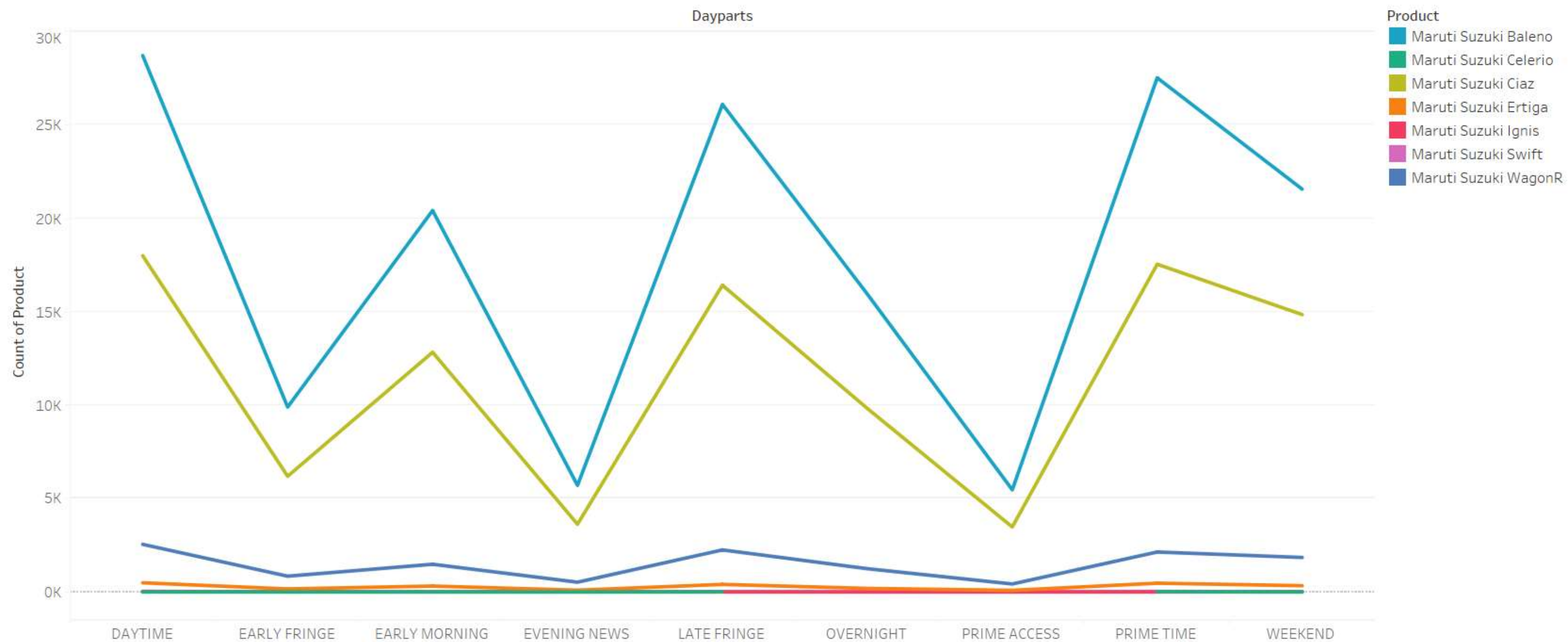
The trend of count of Product for Dayparts. Color shows details about Product. The data is filtered on Brand, which keeps Hyundai Motors India.

Mahindra and Mahindra's Strategy for Dayparts



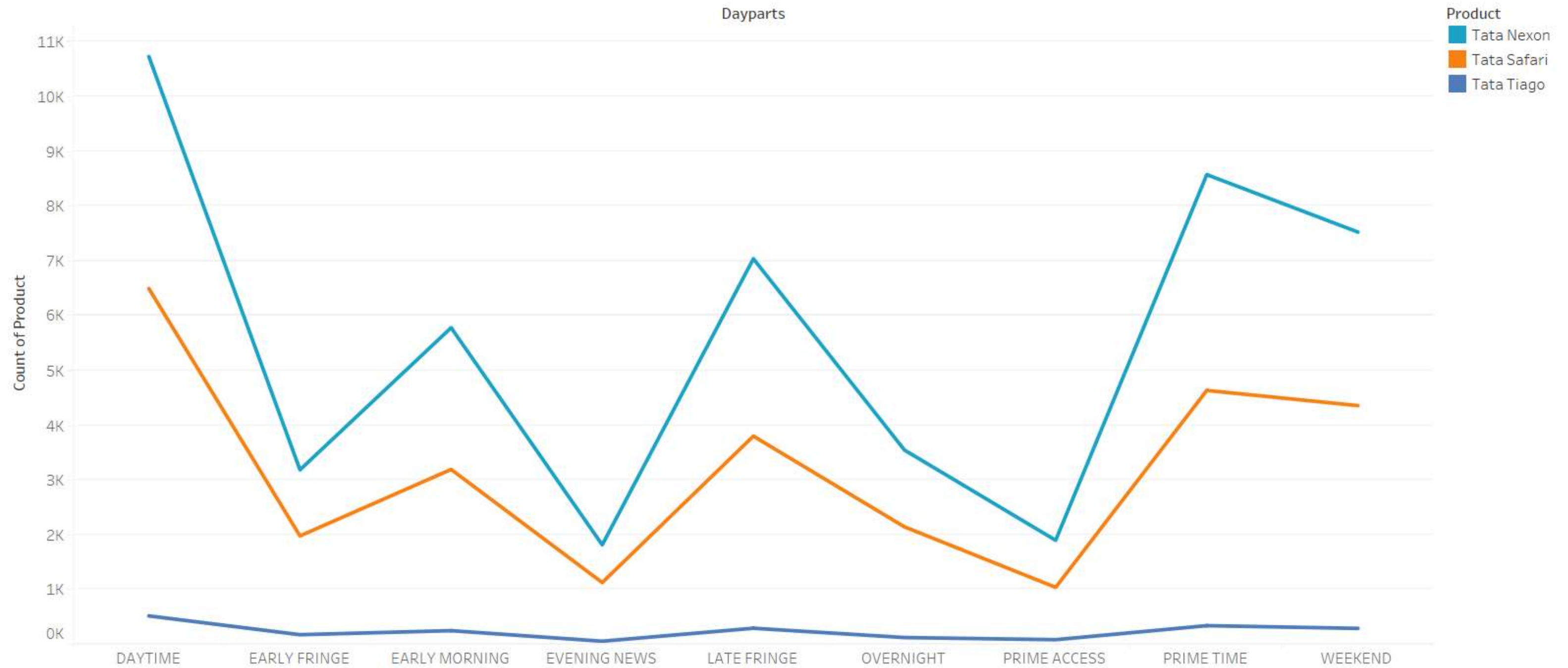
The trend of count of Product for Dayparts. Color shows details about Product. The data is filtered on Brand, which keeps Mahindra and Mahindra.

Maruti Suzuki's Strategy for Dayparts



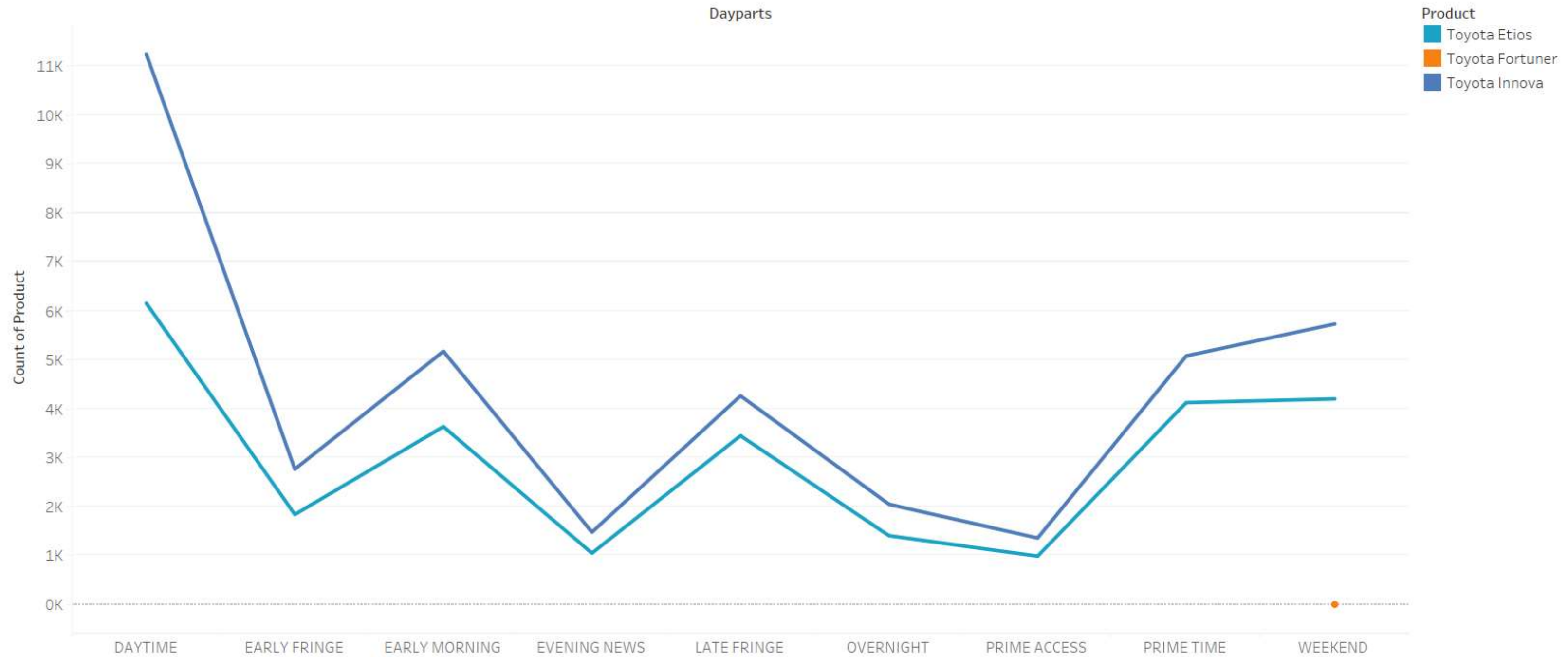
The trend of count of Product for Dayparts. Color shows details about Product. The data is filtered on Brand, which keeps Maruti Suzuki.

Tata Motors's Strategy for Dayparts



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Toyota's Strategy for Dayparts



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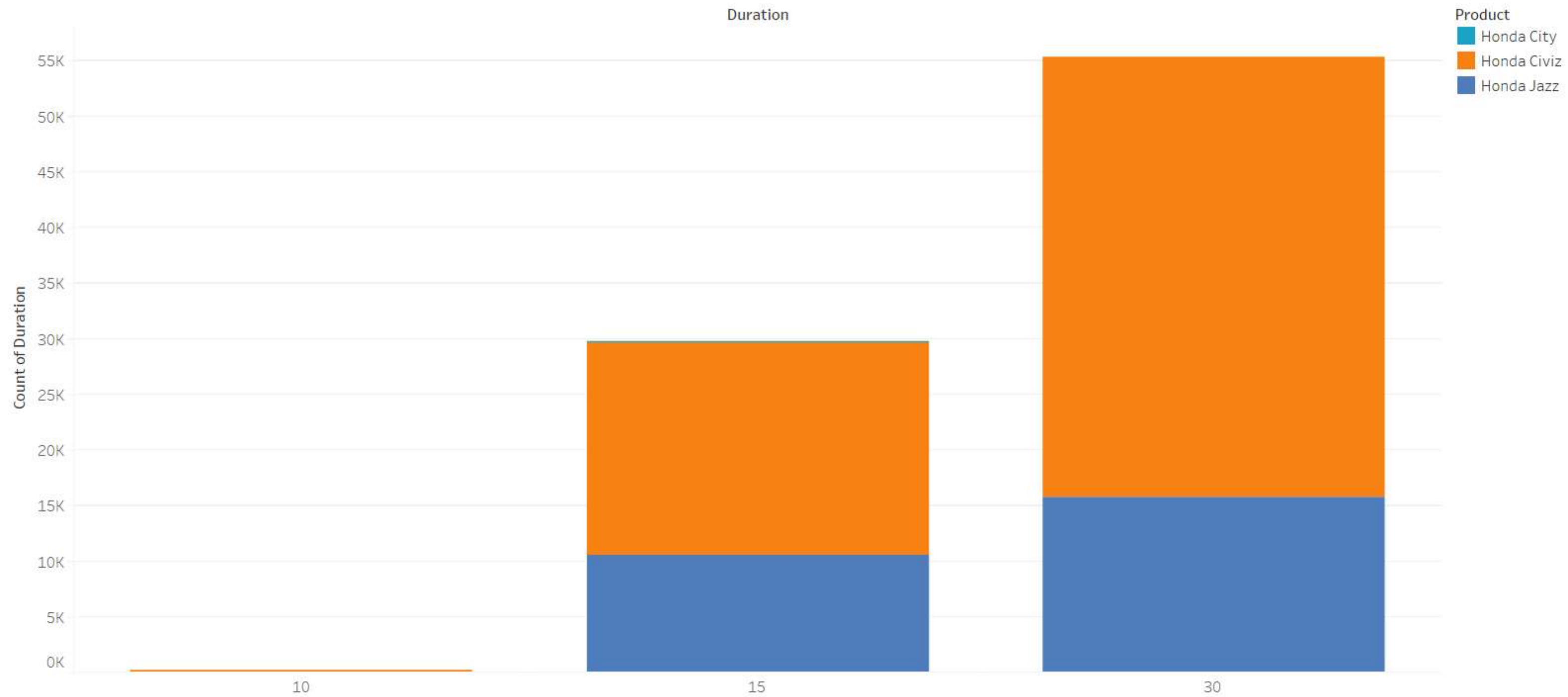


COMPETITIVE ANALYSIS AMONG BRANDS

Duration Wise

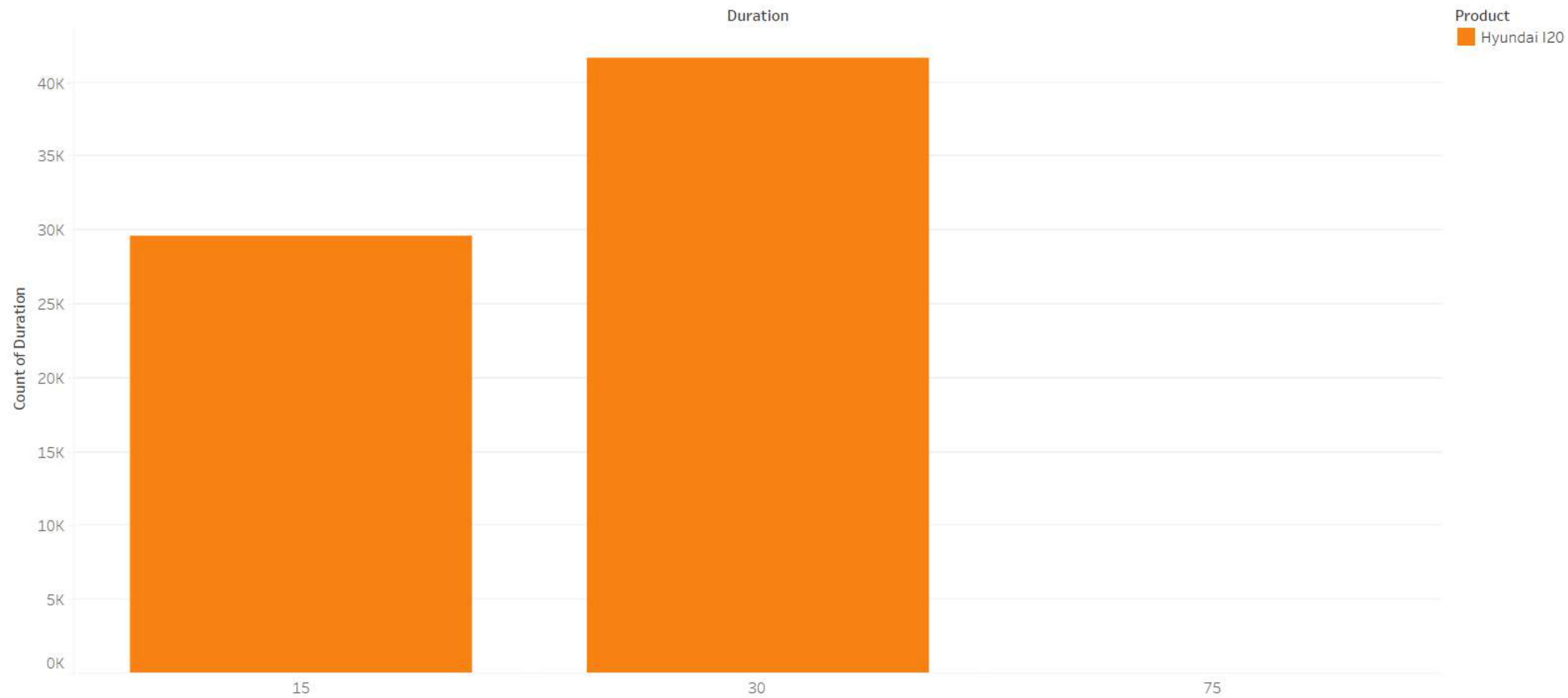
- Tata is only Brand that advertise its product using 15 sec ads most and all other brands promoted their product with 30 sec ads
- Toyota is only Brands which invested 120 sec long ad as well
- 15 sec & 30 sec ads is highly demanding ads
- Tata motors more focused on short ads from 5 to 15 sec ads
- M&M and Maruti Suzuki have similar distribution they only focused on 30 sec ads
- Honda & Toyota focused on 15 & 30 sec ads most

Honda Cars's Strategy for Duration



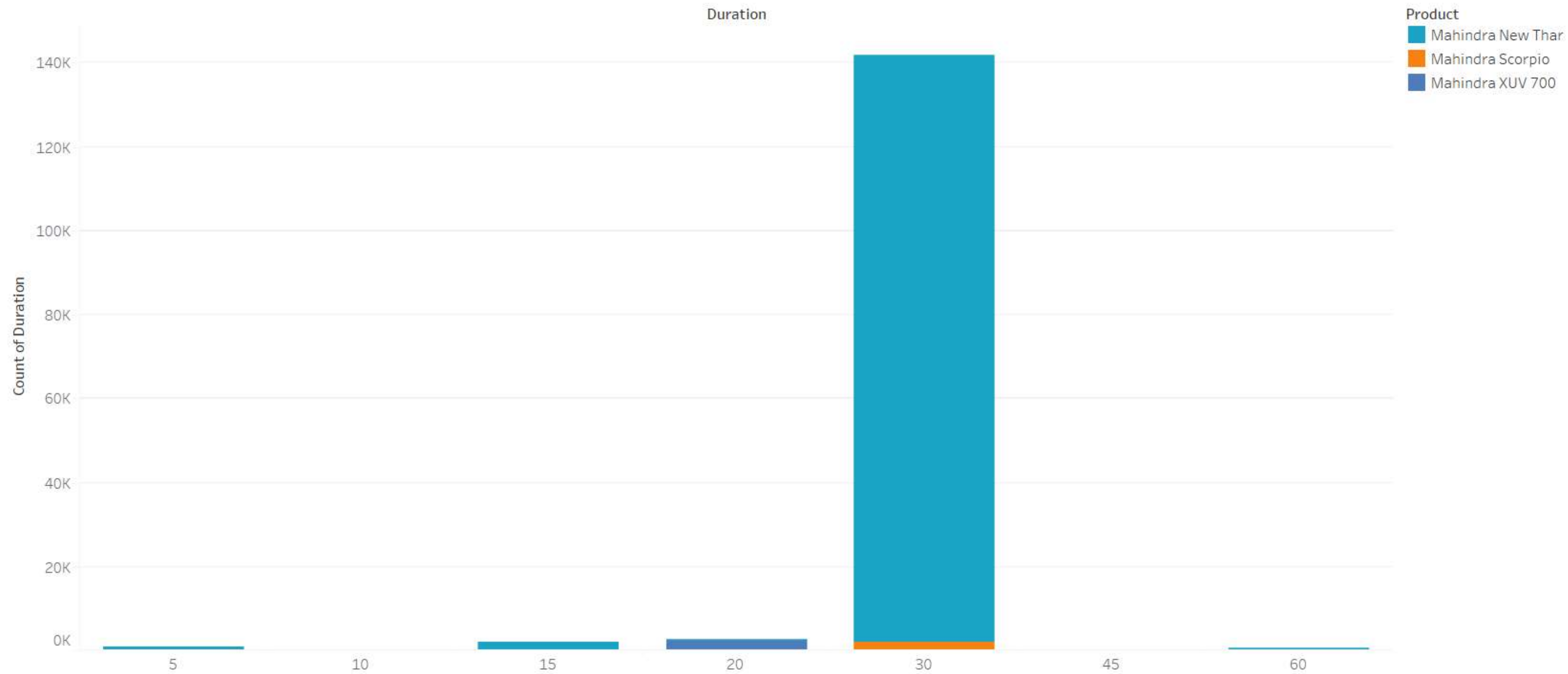
Count of Duration for each Duration. Color shows details about Product. The data is filtered on Brand, which keeps Honda Cars.

Hyundai Motors India's Strategy for Duration



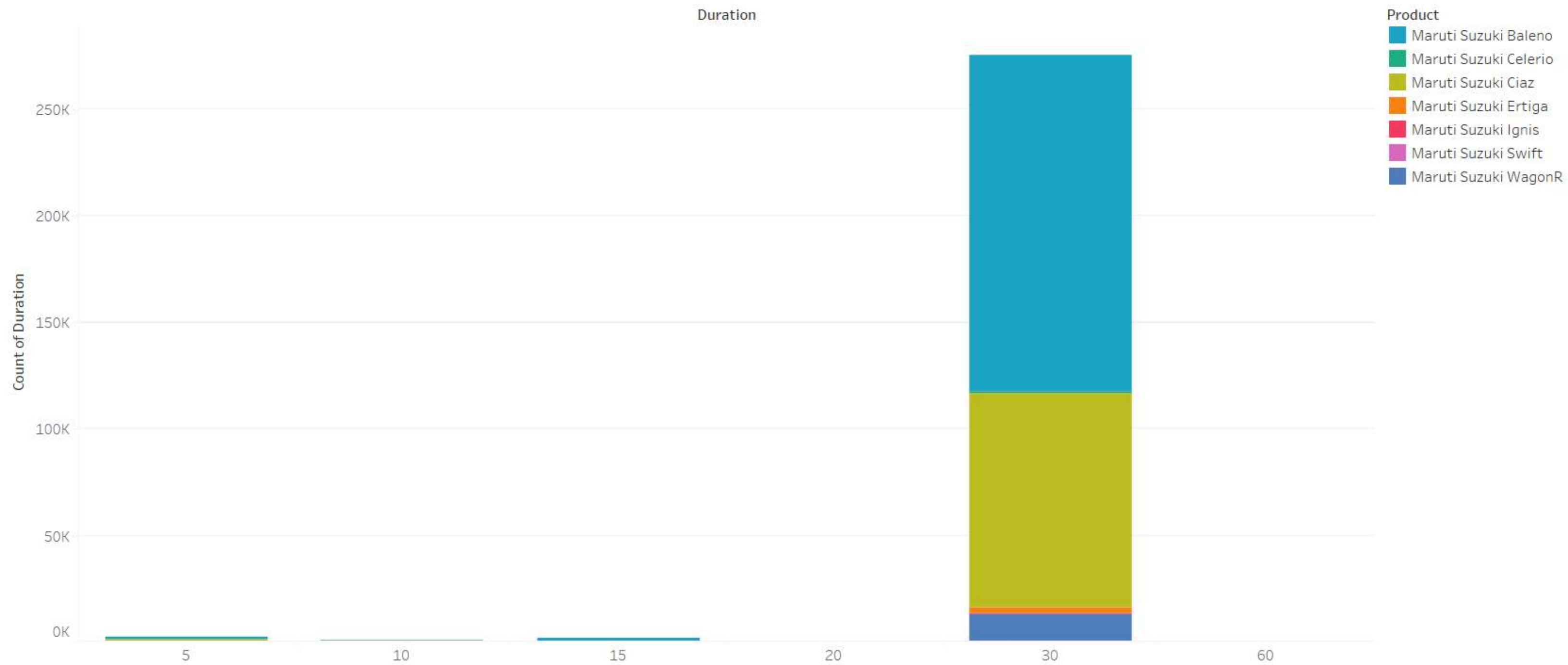
Count of Duration for each Duration. Color shows details about Product. The data is filtered on Brand, which keeps Hyundai Motors India.

Mahindra and Mahindra's Strategy for Duration



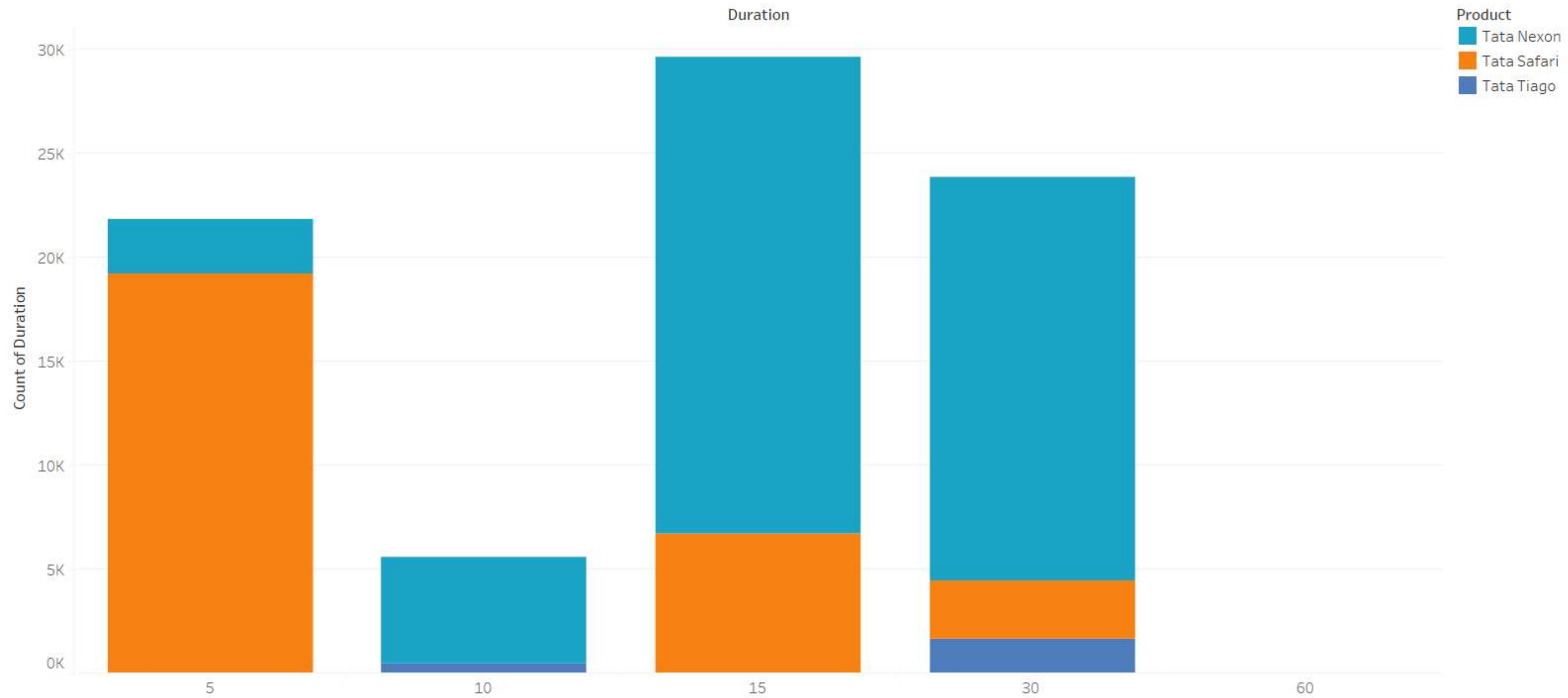
Count of Duration for each Duration. Color shows details about Product. The data is filtered on Brand, which keeps Mahindra and Mahindra.

Maruti Suzuki's Strategy for Duration



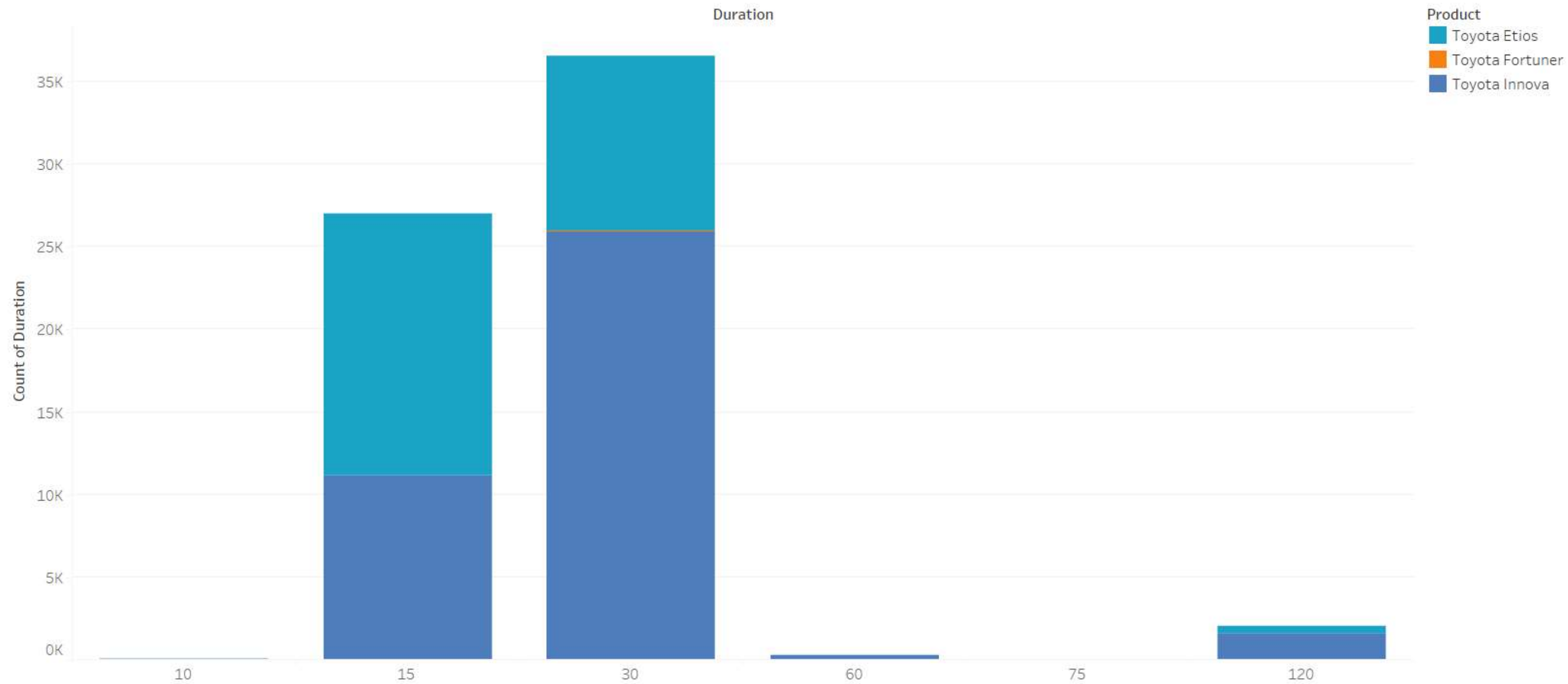
Count of Duration for each Duration. Color shows details about Product. The data is filtered on Brand, which keeps Maruti Suzuki.

Tata Motors's Strategy for Duration



Count of Duration for each Duration. Color shows details about Product. The data is filtered on Brand, which keeps Tata Motors.

Toyota's Strategy for Duration



Count of Duration for each Duration. Color shows details about Product. The data is filtered on Brand, which keeps Toyota.

STRATEGY FOR RUN DIGITAL ADVERTISING

For Mahindra & Mahindra

- Digital advertising refers to marketing through online channels, such as websites, streaming content, and more.
- Digital ads span media formats, including text, image, audio, and video.
- They can help you achieve a variety of business goals across the marketing funnel, ranging from brand awareness to customer engagement, to launching new products and driving repeat sales.
- Digital marketing is cheapest and most effective way of today's marketing
- Best options of digital advertising
 - a) Search engine optimization (SEO)
 - b) Pay-per-click (PPC) advertising.
 - c) Social media marketing.
 - d) Content marketing.
 - e) Email marketing.
- The more you advertise , the more you sell
- To increase the sell of and brand values companies need to advertise on above mention platforms

STRATEGY FOR DIGITAL ADVERTISING

For Mahindra & Mahindra

- The very First Step is to identify group of people we are targeting based on Product
e.g. Young age people, middle-class people, old-age people, high class people etc...
- Then make creative ads according to need of customer group, e.g., how your product will make their life easy?, What are new features?, Uniqueness of product? etc.
- **Pay per Clicks** ads is most effective way to target potential client. We can target those customer who looking and searching for cars through internet with key word searching. For this GOOGLE ADS and BING ADS are good options
- Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services
- Search engine optimization (SEO) is one of best way to generate traffic on companies' website and promote our various product to people
- Social media such as Instagram, Facebook etc are also good option for ads. Here we can collaborate with social media influencer which are cheap in cost and target large no. of people
- You Tube creators are best way to do ads, here we can collaborate with such creators who create content videos on cars, car technology, cars reviews etc..
- Collaboration with youtuber is very impactful way of ads as it target very potential customers

STRATEGY FOR DIGITAL ADVERTISING

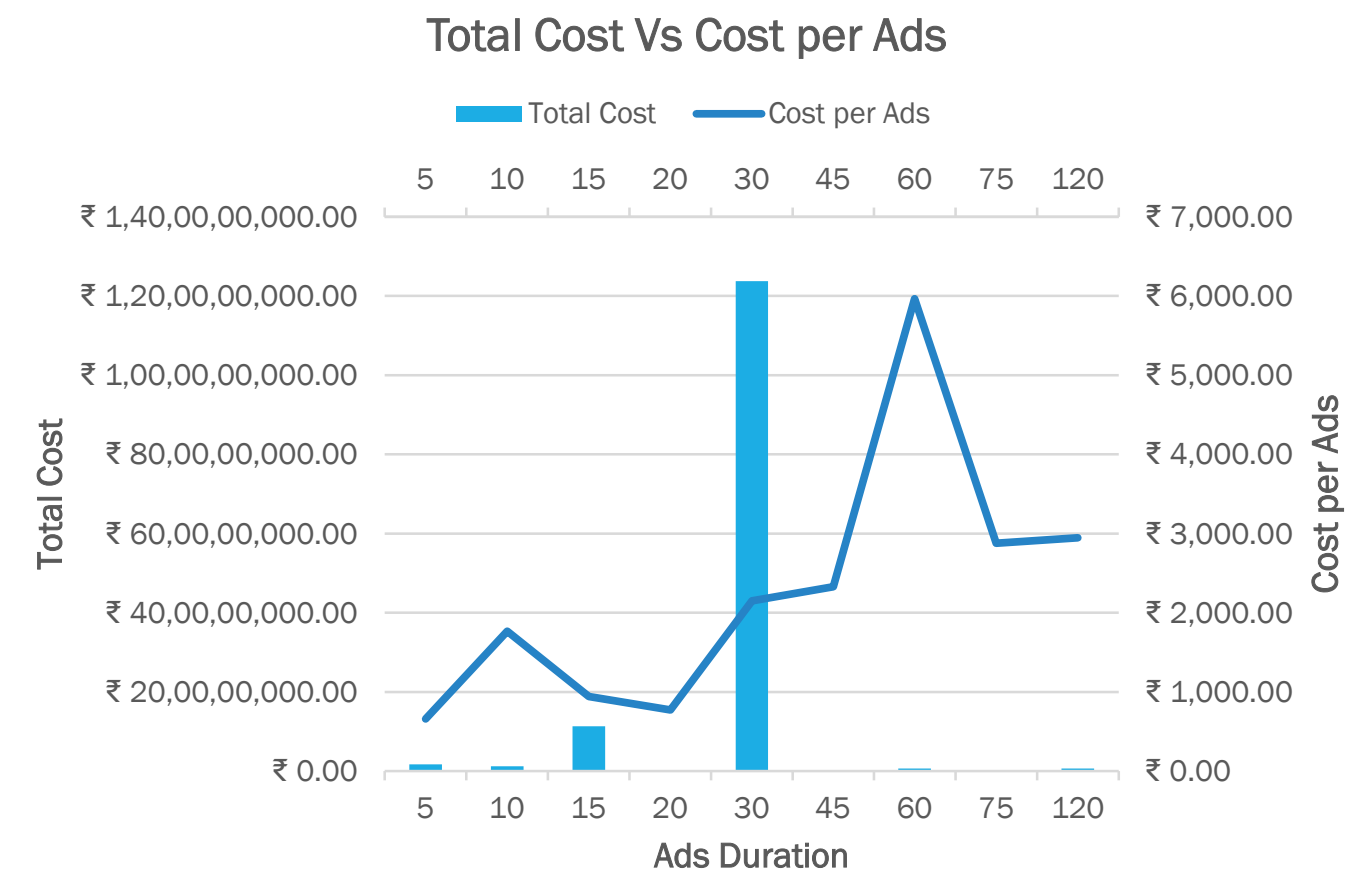
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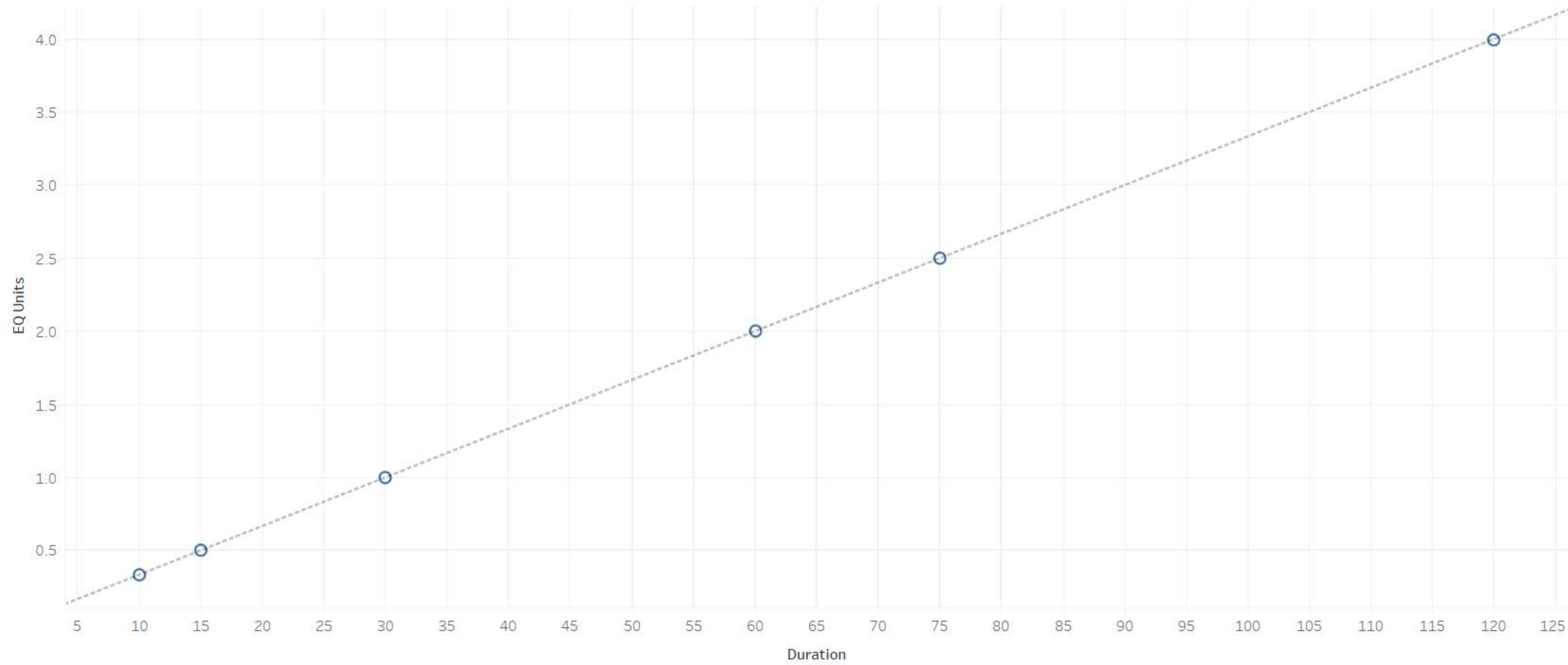
STRATEGY FOR DIGITAL ADVERTISING

For Mahindra & Mahindra

- Ads duration and EQ Units is directly related each other
- “The more ads duration, The more EQ Units”
- From above charts 120 sec ads have high potential to improve sales
- Mahindra & Mahindra should diversify their advertisement in different product and should invest in long duration ads.



EQ Units vs Duration



Duration vs. EQ Units. The data is filtered on Brand, which keeps Toyota.

SUMMARY



POD position from 1st to 4th is very costly for ads and its price also varies according to weekend dayparts, ads duration.



All Brands some where share similar ads strategy during quarter and focus on promoting single product in entire year



Ads duration is directly related EQ Units. “The longer ads duration, The higher EQ Units”



Adverting strategy of all brands is different from each brands



Investing in ads which have 120 sec duration is very effective as it is cheapest among all and return highest EQ Units sales



Along with this companies should expand their ways of prompting brands through Digital Marketing as it is most effective with low-cost budgets



THANK YOU