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PROJECT DESCRIPTION

XYZ is an ads airing company, which telecast advertisements in tv's and broadcast. This company's mainly run with marketing and user's engagement towards the ad's.

So here we analyse the sales and the watch time and which brand has the highest percentage of ads engagement.

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. 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.

As a Data Analyst here I analyse the brands and their advertisement strategies and most favourable brand of ads and highest share of brands.





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.

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

They offer more control:

Ad pods help advertisers avoid running ads alongside direct competitors, ensuring that their offering stands out to viewers and that their message doesn't get saturated.

MY APPROACH

In this analysis, the initial step is to thoroughly examine the dataset, comprehend the variables it contains, and how they relate to the case study and the tasks at hand. As part of this process, I will consider the following questions:

1. What types of variables are included in the dataset?
2. Are there any inter-relationships between the columns?
3. How many columns are necessary for completing the tasks?
4. Are there any null values present in the dataset?

If there are null values, should they be dropped or replaced?

As an analyst, I will provide answers to these questions and continue with the analysis. The analysis can be conducted using statistical formulas or technical tools.

TECH TOOL

We have multiple technological tools available for data analysis. In this particular case, I utilized MS-Excel and Tableau for Visualization. These sheets serve as a means to clean and alter the data. We can perform a variety of analyses, utilize various formulas and functions, and answer questions using Excel and Tableau. The utilization of Pivot Tables and visual aids like charts can also enhance the analysis. Additionally, statistical formulas and charts can also be applied.

PROJECT INSIGHTS



Using MS-Excel, we are able to clean, manipulate, analyse, and visualize the data. It provides various functions and formulas to assist in this process. Pivot Tables and Charts can also be inserted for further analysis. The columns in the data can be transformed in multiple ways, and the pivot table compiles the data to yield insights.

THE TASK:-

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)

An ad pod is a group of ads that are sequenced together to be played back-to-back within a single ad break/placement, similar to ad breaks in traditional linear TV. Ad pods give publishers the opportunity to maximise revenue from each ad break and give advertisers more control over ad positioning.

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

Three reasons why advertisers and publishers use ad pods

1 – They offer more control :-

Ad pods allow advertisers to steer clear of airing ads alongside their direct competitors, which enhances the visibility of their offering and prevents their message from becoming over saturated.

2 – Ad pods offer a better way to monetize long-form content

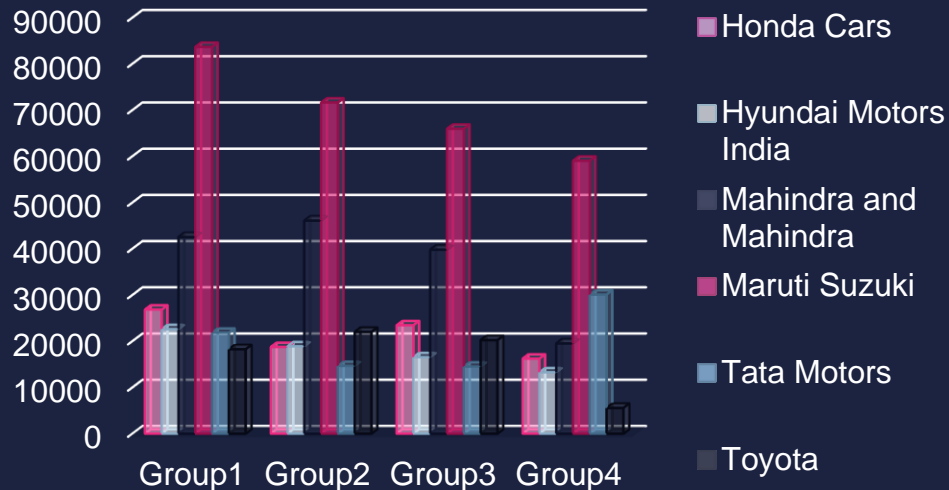
Publishers of longer-form content can take advantage of the capabilities provided by ad podding to implement more sophisticated monetization plans for their streaming content.

3- Ad pods improve the user experience

Ad pods enhance the user experience by delivering ads customized to the viewers' preferences.

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

Share of Brand	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Group1	26839	22600	42522	83648	21836	18251	215696
Group2	18751	18887	46084	71632	14633	21981	191968
Group3	23450	16543	39788	65951	14499	20225	180456
Group4	16225	13266	19496	59043	30073	5561	143664
Grand Total	85265	71296	147890	280274	81041	66018	731784



- Here the groups are nothing but the Quarters. There are 4 quarters and each Quarter consists of 3 months.
- In almost all the quarters Maruti Suzuki has highest share.
- Considering all the quarters, 1st Quarter has highest share and it orderly decreased in quarter 4.
- There is a fall from Quarter 1 to Quarter 4

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

	Column Labels																			
	DAYTIME		EARLY FRINGE		EARLY MORNING		EVENING NEWS		LATE FRINGE		OVERNIGHT		PRIME ACCESS		PRIME TIME		WEEKEND		Total Count of Duration	Total Sum of EQ Units
Row Labels	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units	Count of Duration	Sum of EQ Units		
Honda Cars	28031	22966.94	7058	5723.12	14877	12666.41	3067	2549.82	6168	5114.31	5714	4598.13	1903	1577.16	8391	6771.95	10058	8292.21	85265	70260.05
Hyundai Motors India	12485	9552.5	4367	3479.5	8153	6352.5	2411	1936.5	10214	8304.5	6621	5299.5	2970	2409.5	13508	10917.5	10567	8229	71296	56481
Mahindra and Mahindra	33552	33220.61	9335	9109.34	13999	13590.05	4549	4485.87	24468	24078.49	6480	6464.27	4038	4018.1	28302	28213.41	23167	22856.04	147890	146036.18
Maruti Suzuki	49811	49134.04	17124	16939.53	35078	34764.42	9968	9866.62	45224	44707.79	27224	26807.81	9473	9219.93	47738	47224.18	38634	38210.14	280274	276874.46
Tata Motors	17745	9674.67	5346	2906.6	9226	5055.9	3007	1608.59	11137	6228.76	5819	3146.02	3030	1624.64	13553	7437.94	12178	6627.04	81041	44310.16
Toyota	17393	19591.45	4611	4104.33	8807	7240.14	2535	2126	7716	6057.16	3458	2710.29	2353	1915	9204	7325.5	9941	7947	66018	59016.87
Grand Total	159017	144140.21	47839	42262.42	90140	79669.42	25537	22573.4	104927	94491.01	55316	49026.02	23767	20764.33	120696	107890.48	104545	92161.43	731784	652978.72
MAX	49811	49134.04	17124	16939.53	35078	34764.42	9968	9866.62	45224	44707.79	27224	26807.81	9473	9219.93	47738	47224.18	38634	38210.14	280274	276874.46

60000

50000

40000

30000

20000

10000

0

Honda
Cars

Hyundai
Motors
India

Mahindra
and
Mahindra

Maruti
Suzuki

Tata
Motors

Toyota

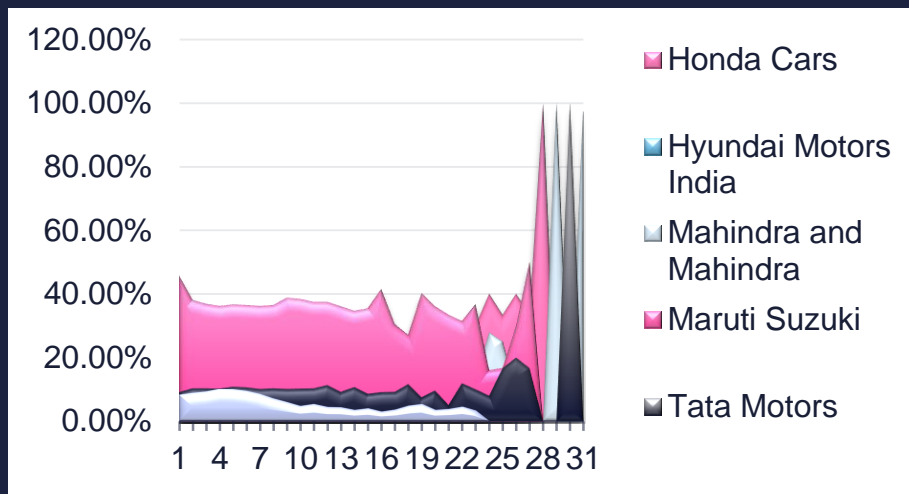
- DAYTIME - Count of Duration
- ▨ DAYTIME - Sum of EQ Units
- EARLY FRINGE - Count of Duration
- ▨ EARLY FRINGE - Sum of EQ Units
- EARLY MORNING - Count of Duration
- ▨ EARLY MORNING - Sum of EQ Units
- EVENING NEWS - Count of Duration

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- ❑ In this Competitive Analysis, every one have unique idea.
 - ❑ In this analysis, I considered columns,
Dayparts, Duration, Brand, EQ Units , Brand Months as Quarters.
 - ❑ Here the almost all the brands advertise all their products in all the Day Parts.
 - ❑ But Maruti Suzuki advertise their products in all their day parts, with high duration.
 - ❑ So the Equivalent Sales are high for this Brand.
 - ❑ Maruti Suzuki have a different strategy , means engaging people in all the day parts with high duration ads, which makes more profit for them.
 - ❑ Other Brands can also use this type of strategies for their growth.
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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?

Here there are different brands, But here we only consider Mahindra company, and all the analysis has to be done in Quarters.

Count of Broadcast Month	Column Labels							
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total	
1	9.93%	10.51%	16.63%	45.64%	9.13%	8.16%	100.00%	
2	13.10%	12.44%	17.44%	38.02%	10.30%	8.70%	100.00%	
3	12.49%	11.06%	20.12%	36.85%	10.39%	9.09%	100.00%	
4	13.10%	10.02%	20.61%	36.11%	10.26%	9.91%	100.00%	
5	12.48%	9.36%	20.86%	36.61%	10.88%	9.81%	100.00%	
6	12.62%	9.16%	21.86%	36.37%	10.68%	9.31%	100.00%	
7	12.68%	9.03%	23.56%	36.15%	10.13%	8.45%	100.00%	
8	13.06%	9.82%	23.37%	36.39%	10.32%	7.04%	100.00%	
9	13.11%	9.42%	22.73%	38.68%	10.16%	5.90%	100.00%	
10	13.78%	9.69%	23.22%	38.30%	10.29%	4.73%	100.00%	
11	14.21%	10.63%	22.01%	37.44%	10.37%	5.34%	100.00%	
12	16.15%	10.35%	20.42%	37.40%	11.32%	4.37%	100.00%	
13	18.19%	11.39%	20.81%	36.02%	9.27%	4.32%	100.00%	
14	16.15%	13.62%	21.30%	34.63%	10.80%	3.50%	100.00%	
15	22.00%	10.77%	19.23%	35.38%	8.62%	4.00%	100.00%	
16	20.81%	8.28%	17.41%	41.40%	9.13%	2.97%	100.00%	
17	27.16%	11.34%	18.21%	30.45%	9.25%	3.58%	100.00%	
18	25.00%	9.27%	22.18%	27.02%	11.69%	4.84%	100.00%	
19	21.39%	8.02%	17.65%	40.11%	7.49%	5.35%	100.00%	
20	28.95%	10.53%	11.40%	35.96%	9.65%	3.51%	100.00%	
21	32.05%	10.26%	15.38%	33.33%	5.13%	3.85%	100.00%	
22	31.34%	7.46%	13.43%	31.34%	11.94%	4.48%	100.00%	
23	30.00%	6.67%	13.33%	36.67%	10.00%	3.33%	100.00%	
24	40.00%	8.00%	28.00%	16.00%	8.00%	0.00%	100.00%	
25	33.33%	8.33%	25.00%	16.67%	16.67%	0.00%	100.00%	
26	40.00%	0.00%	10.00%	30.00%	20.00%	0.00%	100.00%	
27	33.33%	0.00%	0.00%	50.00%	16.67%	0.00%	100.00%	
28	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	
29	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	
30	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	100.00%	
31	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	
Grand Total	12.44%	10.48%	19.71%	38.78%	10.12%	8.46%	100.00%	



- Prior to inserting the pivot table, I used the "Find and Replace" function to convert the broadcast month into quarters. In the pivot table analysis, I included quarters, brands, and pod position. The table is arranged with pod position as rows, brand as columns, count of broadcast month as values, and quarters as filters. From the table, it is evident that Maruti holds the highest number of broadcasts and valuable positions. For strong growth in 2023, it is recommended that Mahindra advertise across all day parts.

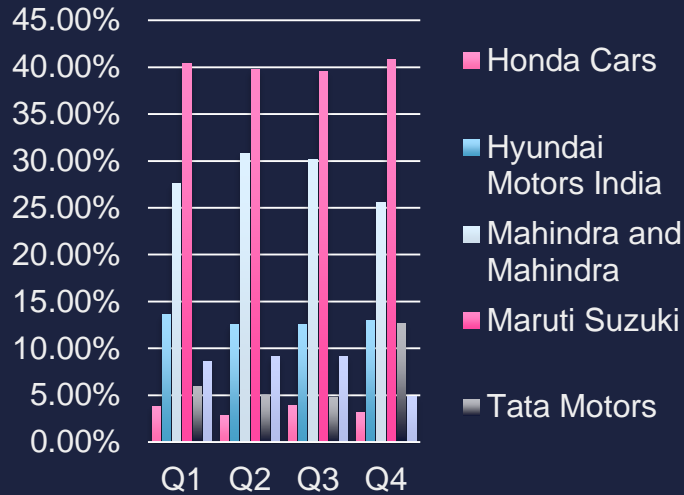
❖ Additional Insights from the Ads data given

I have took a question – How much amount did the brand spend for the advertisements quarter wise



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



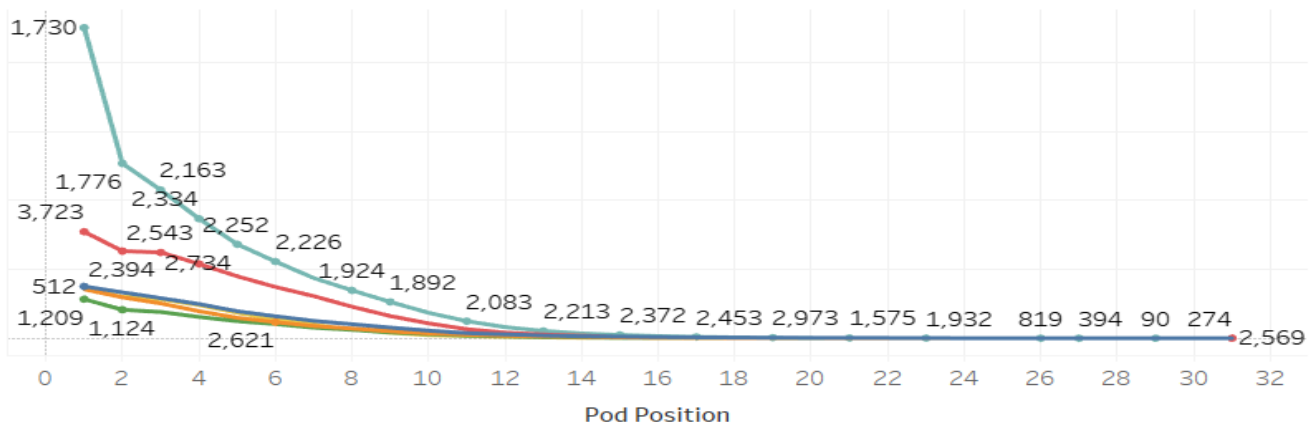


- ❑ Maruti Suzuki evenly distributes its spending across all quarters. Meanwhile, other brands experience fluctuations in their spending from quarter to quarter. Among these brands, Mahindra and Mahindra maintain a relatively stable balance..

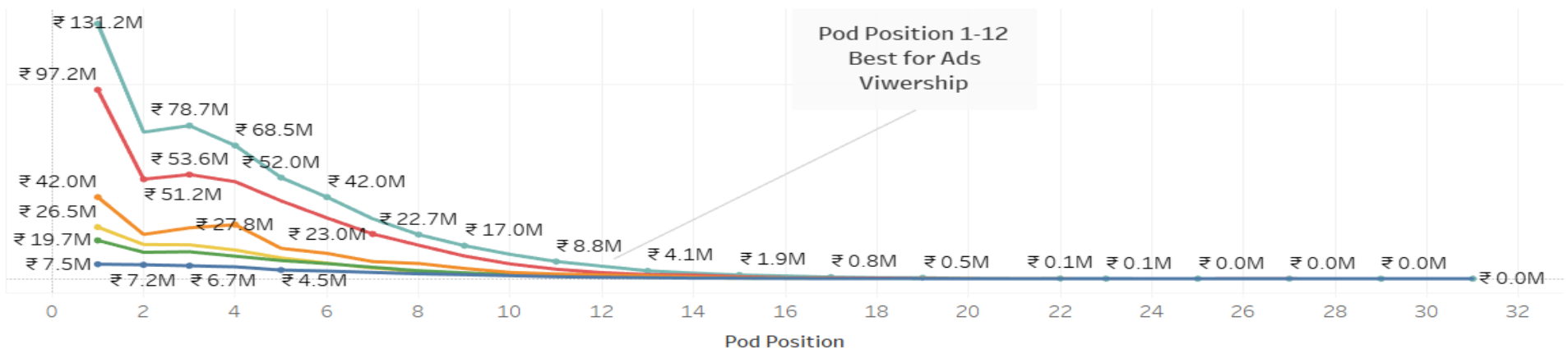
Avg.Duration Ads

Honda Cars	25.61	24.17	25.06	23.54
Hyundai Motors I..	24.25	23.24	23.38	24.15
Mahindra and Mahi..	29.82	29.44	29.69	29.46
Maruti Suzuki	29.92	29.72	28.93	29.92
Tata Motors	18.51	15.79	12.74	17.01
Toyota	31.51	27.05	23.88	21.40
	Q1	Q2	Q3	Q4

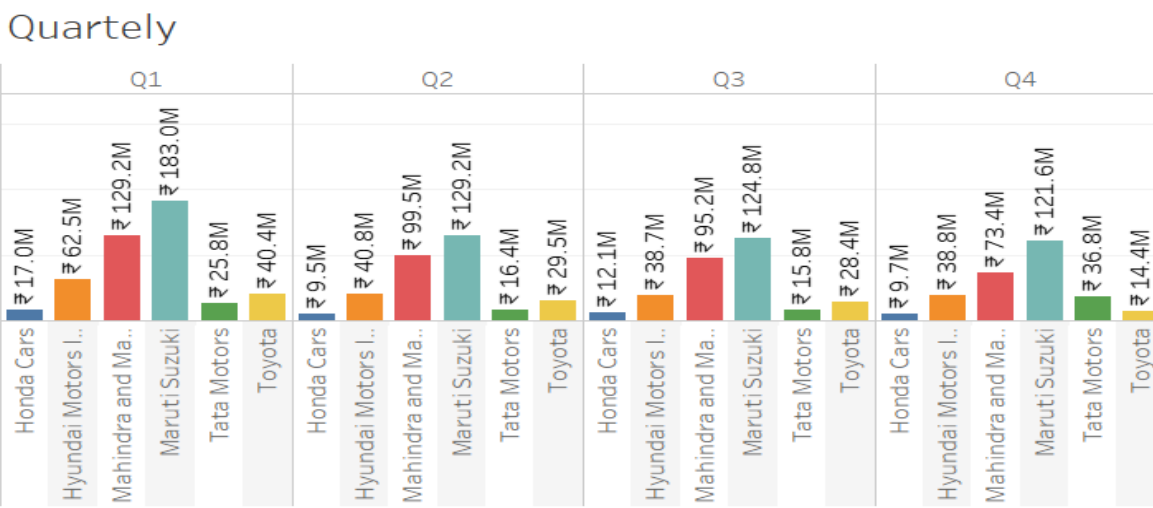
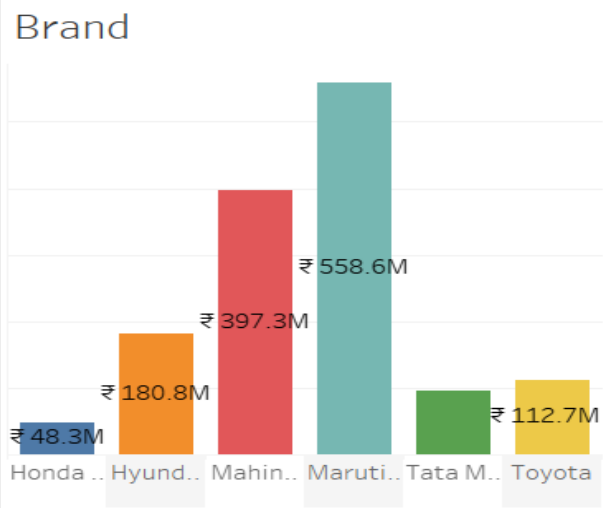
Pod Rank Spending



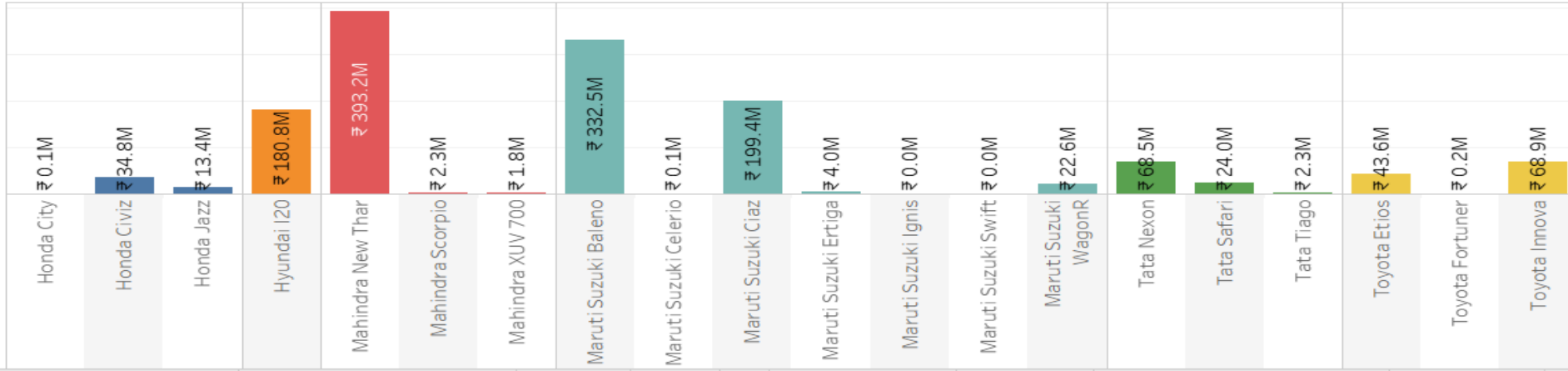
Pod Position Brand Spend

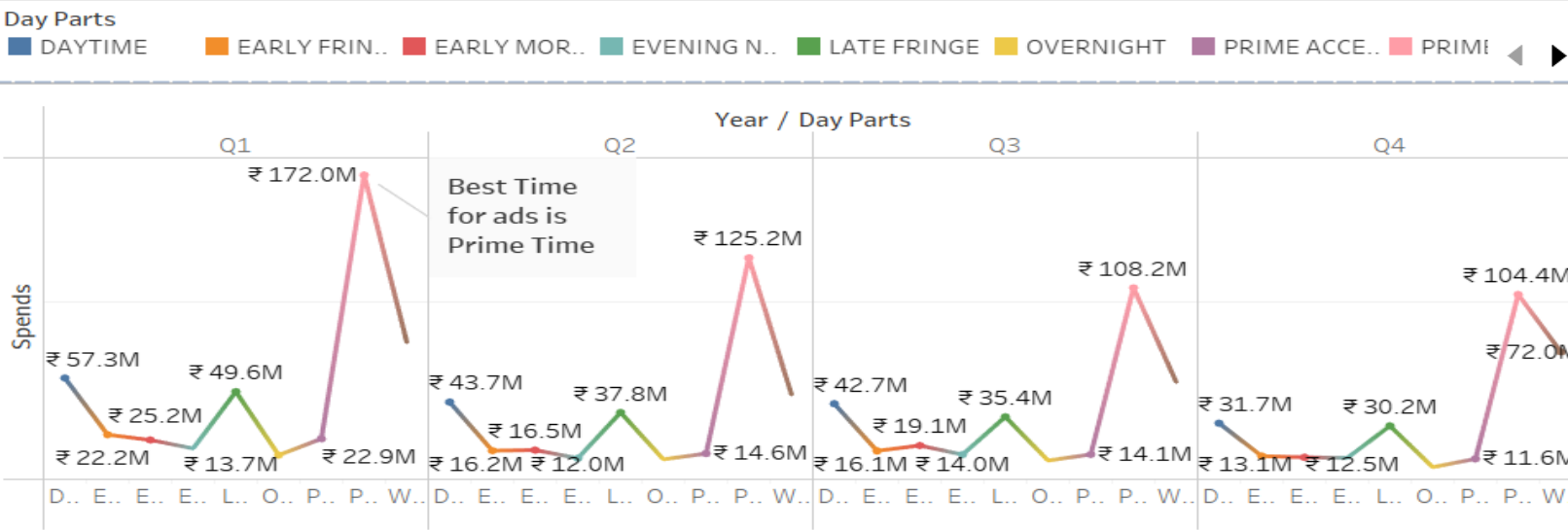


Brand Honda Cars Hyundai Mo... Mahindra a... Maruti Suzu... Tata Motors Toyota



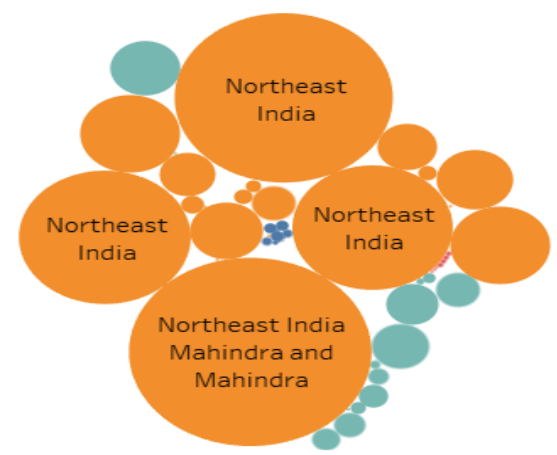
Product Segment



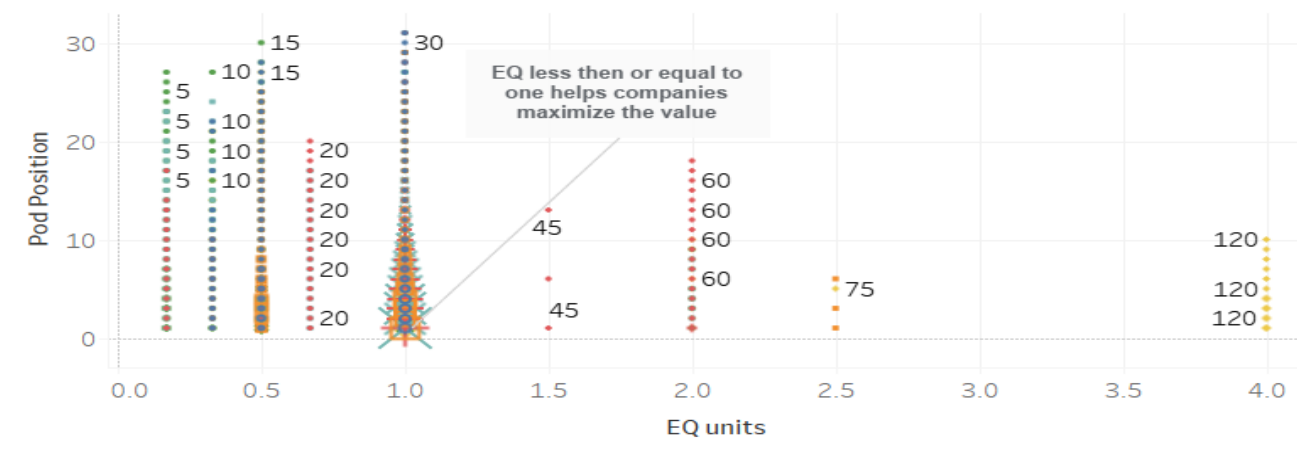


- Brand**
- Honda Cars
 - Hyundai Motors ..
 - Mahindra and M..
 - Maruti Suzuki
 - Tata Motors
- Time Zone**
- Central India
 - Northeast India
 - Northern India
 - Southern India

Region Spending



EQ



Results:-

Based on my analysis of the data, I have gleaned some insights. The ad placement is arranged in a sequence. The share value is highest in Q1 and lowest in Q4. Maruti Suzuki broadcasts advertisements throughout the day. For a strong start in 2023, Mahindra and Mahindra should also advertise across all day parts. Additionally, Maruti Suzuki allocated equal spending for each quarter.

Link

Excel

https://docs.google.com/spreadsheets/d/1GFtals-2IDRo5MQ2Zu801aqSquPBpVnH/edit?usp=share_link&ouid=108433007974397532023&rtpof=true&sd=true

Tableau

https://public.tableau.com/shared/PBQSTMJ9N?:display_count=n&:origin=viz_share_link

Thank
You