

# XYZ ADS AIRING REPORT

## ANALYSIS

Final Project-3



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## Introduction 🧑 :

Advertising analysis is a form of market research that professionals use to create effective and unique advertisements. This analysis addresses each stage of the process, including the development, creation and delivery of an advertisement.

## Project Description 📄 :

In this Final project-3, XYZ Ads Airing Report Analysis, We are given an Dataset in excel format, on which we have to perform analysis and Find out the answers for the tasks we are asked to solve.

This project introduces us to the field of marketing analytics and the world of Marketing in the whole.

## Approach 🗉 :

As always we have to first read the dataset and make a birds-eye view of the dataset and connect the dot of relation between different columns. We then use the help of Excel advanced functions to garner the insights on the data set and solve the tasks.

## Tech-Stack Used 💻 :

We are going to use MS Excel to perform analysis on the Dataset since this is the tool that has been asked in the project guidelines.

We are going to make use of Pivot Table function in Excel to solve most of our tasks.

## Insights 💡 :

In this project we are introduced to the Marketing world. Though marketing has to deal with customer in more of a human form, we can use the power of data analytics to enhance the marketing efforts and make it more efficient so that we could reap the max benefit of technology and Data.

We got to analyse the ads aired for the automobile companies and how it varies from brand to brand. We can clearly see that Maruti Suzuki is the elephant in the room with having nearly 40% share in the total money spent on ads and total ads shown. We can see how the money spent varies during days and the medium they chose to show them and also how companies show and spend on ads according the goal they may have thought of reaching such as brand awareness , persuasion etc.

## Result 🏆 :

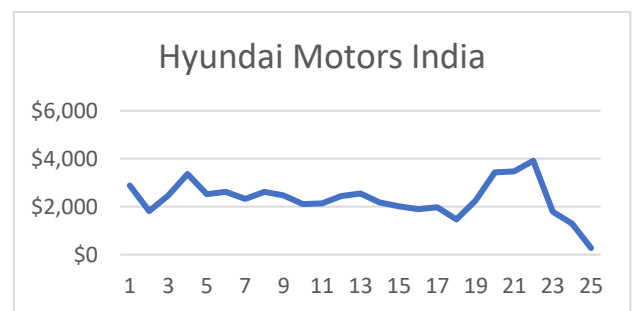
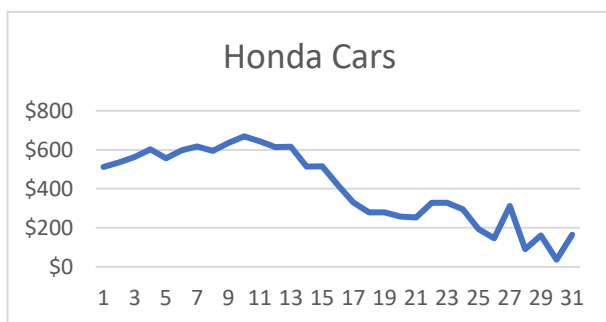
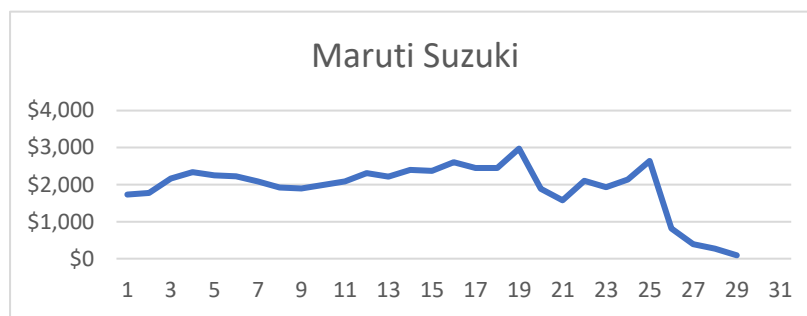
One drive link to access the MS Excel workbook for this project :  
<https://1drv.ms/u/s!Ar7M-p48YQ6LpX14QkNwb6hIjewi?e=Ur1lh9>

# #1 Pod position analysis 1 2 3 4

Pod position is the position of a TV ad in the sequence which may contain ads from different brands.

Lower the pod position is, costlier the TV ad slot may cost.

Here we can confirm that trend as we analyse the charts of these brands , we can see as the pod position increases , the amount spent also decreases because pod position is proportionate on the basis of the attention viewers pay . As the pod position increases, viewers lose interest.

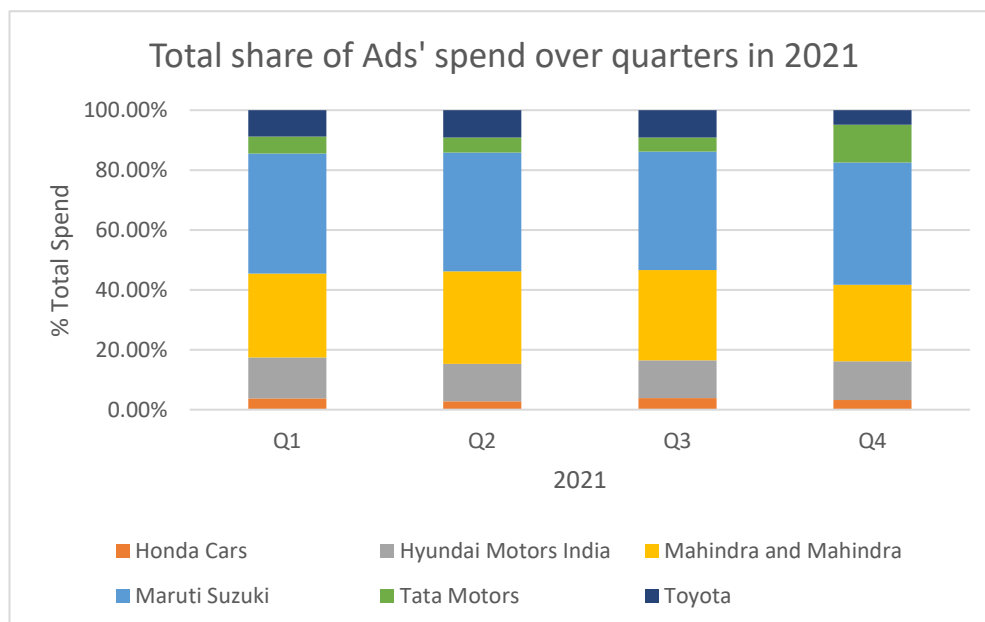


Brands	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Honda Cars	\$512	\$535	\$564	\$603	\$556	\$599	\$618	\$595	\$635	\$669	\$643	\$614	\$617	\$514	\$516	\$418	\$331	\$279	\$280	\$258	\$253	\$328	\$329	\$297	\$194	\$146	\$312	\$91	\$161	\$37	\$165
Hyundai Motors India	\$2,888	\$1,811	\$2,467	\$3,359	\$2,518	\$2,621	\$2,324	\$2,611	\$2,477	\$2,110	\$2,139	\$2,446	\$2,551	\$2,170	\$2,015	\$1,891	\$1,971	\$1,469	\$2,258	\$3,429	\$3,467	\$3,917	\$1,793	\$1,291	\$276				\$1,679		
Mahindra and Mahindra	\$3,723	\$2,394	\$2,543	\$2,734	\$2,632	\$2,490	\$2,228	\$2,229	\$2,140	\$2,094	\$2,192	\$2,277	\$2,329	\$2,929	\$2,720	\$1,965	\$2,528	\$3,204	\$2,694	\$3,223	\$1,972	\$1,687	\$935	\$1,497	\$897	\$16,175	\$294	\$101		\$274	
Maruti Suzuki	\$1,730	\$1,776	\$2,163	\$2,334	\$2,252	\$2,226	\$2,082	\$1,924	\$1,892	\$1,988	\$2,083	\$2,311	\$2,213	\$2,400	\$2,372	\$2,603	\$2,453	\$2,449	\$2,973	\$1,890	\$1,575	\$2,105	\$1,932	\$2,136	\$2,639	\$819	\$394	\$274	\$90	\$2,569	
Tata Motors	\$1,209	\$1,124	\$1,202	\$1,210	\$1,190	\$1,202	\$1,183	\$1,049	\$1,091	\$1,005	\$1,090	\$1,234	\$1,149	\$1,100	\$991	\$1,057	\$653	\$681	\$754	\$1,283	\$854	\$259	\$650	\$141	\$1,344	\$182	\$2,830	\$7		\$11	
Toyota	\$2,155	\$1,691	\$1,758	\$1,656	\$1,478	\$1,415	\$1,362	\$1,424	\$1,665	\$1,822	\$1,730	\$1,835	\$1,499	\$1,976	\$1,350	\$1,412	\$1,528	\$2,261	\$1,575	\$700	\$1,962	\$2,121	\$1,932	\$868	\$1,093	\$1,021	\$947				
Grand Total	\$2,029	\$1,672	\$1,938	\$2,115	\$1,955	\$1,925	\$1,790	\$1,744	\$1,723	\$1,717	\$1,774	\$1,905	\$1,860	\$1,981	\$1,817	\$1,735	\$1,634	\$1,673	\$1,839	\$1,510	\$1,370	\$1,318	\$1,111	\$1,038	\$789	\$3,880	\$1,042	\$151	\$508	\$24	\$1,003

## #2: The share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021 🚗 🚙 🚛 .

Here we can clearly see that Maruti Suzuki is the giant. It spends 40% of the total ads money and airs 38% of the total number of ads. Mahindra and Mahindra is the distant second here.

Broadcast Year	2021									
Column Labels										
	Q1	Q2		Q3		Q4		Total % total Spend (\$)		
Row Labels	% total Spend (\$)	% No. of ads	% total Spend (\$)	% No. of ads	% total Spend (\$)	% No. of ads	% total Spend (\$)	% No. of ads	Total % total Spend (\$)	Total % No. of ads
Honda Cars	3.75%	12.36%	2.82%	9.84%	3.90%	12.98%	3.18%	11.30%	3.45%	11.63%
Hyundai Motors India	13.68%	10.51%	12.51%	9.78%	12.55%	9.20%	12.97%	9.26%	12.99%	9.67%
Mahindra and Mahindra	28.01%	20.31%	30.84%	23.97%	30.18%	22.06%	25.57%	13.52%	28.67%	20.08%
Maruti Suzuki	40.04%	38.61%	39.71%	37.27%	39.53%	36.58%	40.80%	41.06%	40.00%	38.31%
Tata Motors	5.68%	9.70%	5.01%	7.68%	4.72%	7.98%	12.60%	20.98%	6.74%	11.43%
Toyota	8.85%	8.52%	9.12%	11.47%	9.13%	11.20%	4.89%	3.87%	8.15%	8.88%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



# #3

## Competitive analysis for the brands

When we observe the table below we can find a clear pattern which all the brands follow i.e. they are spending more on cable ads than broadcast ads, since broadcast ads may cost more and for the money spent on cable ads , they are clearly getting more ads in number.

Most of the brands except Honda cars , are airing their ads in prime time ,hence they are spending more for less ads count. Honda cars airs most of its ads in the daytime when they can get more ads count for less money spent.

Brand	% total of Spend (\$)	% total of Ads
<b>Honda Cars</b>	<b>3.47%</b>	<b>11.69%</b>
broadcast	1.07%	1.46%
cable	2.40%	10.23%
<b>Hyundai Motors India</b>	<b>12.98%</b>	<b>9.68%</b>
broadcast	6.23%	0.66%
cable	6.76%	9.01%
<b>Mahindra and Mahindra</b>	<b>28.53%</b>	<b>19.89%</b>
broadcast	13.01%	1.90%
cable	15.52%	17.98%
<b>Maruti Suzuki</b>	<b>40.12%</b>	<b>38.36%</b>
broadcast	17.18%	3.20%
cable	22.94%	35.16%
<b>Tata Motors</b>	<b>6.81%</b>	<b>11.53%</b>
broadcast	2.10%	0.88%
cable	4.70%	10.66%
<b>Toyota</b>	<b>8.09%</b>	<b>8.86%</b>
broadcast	2.11%	0.46%
cable	5.98%	8.40%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>

Brand	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEW	LATE FRINGE	OVERNIGHT	PRIME ACCI	PRIME TIME	WEEKEND	Grand Tot
Honda Cars	31.30%	11.94%	10.76%	4.36%	7.09%	5.84%	2.80%	14.51%	11.39%	100.00%
Hyundai Motors India	6.84%	3.96%	4.82%	2.97%	7.55%	1.76%	4.27%	47.97%	19.88%	100.00%
Mahindra and Mahindra	16.15%	4.83%	3.05%	4.03%	10.52%	2.16%	2.59%	38.44%	18.23%	100.00%
Maruti Suzuki	8.71%	4.07%	5.18%	3.72%	13.26%	4.23%	5.19%	38.24%	17.40%	100.00%
Tata Motors	17.42%	6.39%	7.50%	6.15%	11.77%	2.69%	6.12%	27.06%	14.89%	100.00%
Toyota	16.48%	8.65%	7.36%	4.80%	7.87%	1.52%	7.97%	21.43%	23.91%	100.00%
<b>Grand Total</b>	<b>12.59%</b>	<b>5.08%</b>	<b>5.05%</b>	<b>3.99%</b>	<b>10.98%</b>	<b>3.05%</b>	<b>4.54%</b>	<b>36.62%</b>	<b>18.11%</b>	<b>100.00%</b>

## #4 Strategic suggestion for Mahindra and Mahindra 🚗✅

We can see M&M has spent \$125m on 42000 ads that it has aired in just Q1 in 2021 alone.

We can see month after month in Q1 2021. M&M has spent nearly 35% of its total ads budget on Prime Time ads even after getting just 22% of ads count. This may be by assuming that more viewers are going to be watching the ads if its aired in prime time.

If that strategy is not giving the desired results, then we can think of distributing the ads budget on the other dayparts where we can find viewer who might be interested in our Brands' products. We will get a chance to spread awareness about our Brands' products to more viewers who we previously haven't already considered in our plan. We might even get more ads for less money spent, like in case of Honda cars' strategy.

		Brand		Mahindra and Mahindra									
		Quarter		Q1									
		Broadcast Year		2021									
		Brand		Sum of Spend (\$)		Count of Id							
Brand		Mahindra and Mahindra		JAN	\$	4,50,48,838	14821						
Quarter		Q1		FEB	\$	3,69,42,411	13628						
Broadcast Year		2021		MAR	\$	4,26,74,732	13472						
				Grand Total	\$	12,46,65,981	41921						
% Total of Spend													
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total			
JAN	15.26%	6.16%	3.02%	4.87%	10.44%	1.87%	2.91%	33.01%	22.46%	100.00%			
FEB	15.21%	6.48%	2.65%	4.43%	10.47%	2.69%	3.41%	35.94%	18.72%	100.00%			
MAR	14.37%	5.01%	2.15%	3.65%	10.52%	1.75%	3.06%	43.31%	16.18%	100.00%			
Grand Total	14.94%	5.86%	2.61%	4.32%	10.48%	2.07%	3.11%	37.41%	19.20%	100.00%			
Brand		Mahindra and Mahindra											
Quarter		Q1											
Broadcast Year		2021											
% Total of Ads													
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	Grand Total			
JAN	18.96%	5.81%	9.24%	3.29%	16.44%	4.06%	2.98%	21.25%	17.97%	100.00%			
FEB	20.25%	5.93%	8.33%	3.23%	16.39%	4.05%	3.16%	22.31%	16.36%	100.00%			
MAR	22.96%	5.91%	7.27%	3.00%	15.68%	4.39%	3.14%	22.24%	15.42%	100.00%			
Grand Total	20.66%	5.88%	8.31%	3.18%	16.18%	4.16%	3.09%	21.91%	16.63%	100.00%			

THANK YOU 🙏

