XYZ Ads Airing Report

Project description:

This dataset has different TV Airing Brands, their product, their category. 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

Approach:

I downloaded the dataset from the website and had a overlook of what the data is about and read the column one by one to understand the meaning of each columns. After doing a quick view of provided dataset. I looked into questions and started doing analysis with the help of pivot tables in Microsoft excel

Tech stack used:

Microsoft Excel 2021

Insights:

After analysing the data I came to know that how companies use their marketing strategy in TV ads. How they place their ads to the specific set of people, how and when they target audience etc. I also got more familiar with pivot tables while analysing this dataset

Results:

I analysed and found solution for every question for the problem statements given in this project. Used pivot bar and line charts for data interpretation. Following are the solutions to the problem statements

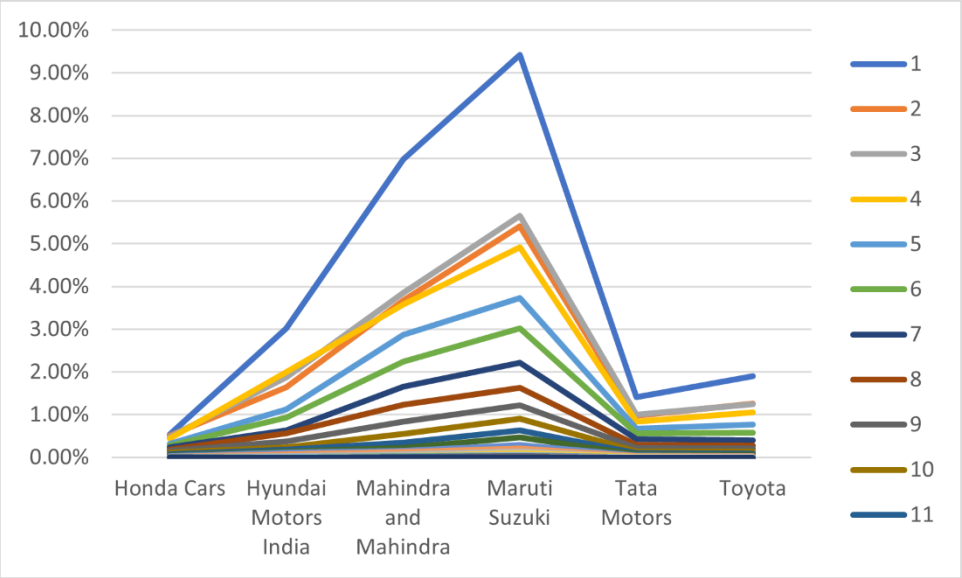
Task a:

Pod position:

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

From the given data set, Pod Position no varies from 1 to 31. I analysed using pivot tables whether this pod position number affects the amount spend with respect to specific time period

I used different columns like duration, dayparts and observed similar graphs like the one below



Percentage with respect to Pod

Summary:

It is seen that every company has spent more money for pod 1 and it decreases gradually This observation is observed for any conditions irrespective of specific time period. Pod position number doesn't affect the amount of money spent for a specific period of time

Task b:

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

Solution:

Here, the problem is to find the share for various brands on the basis of quarters in 2021

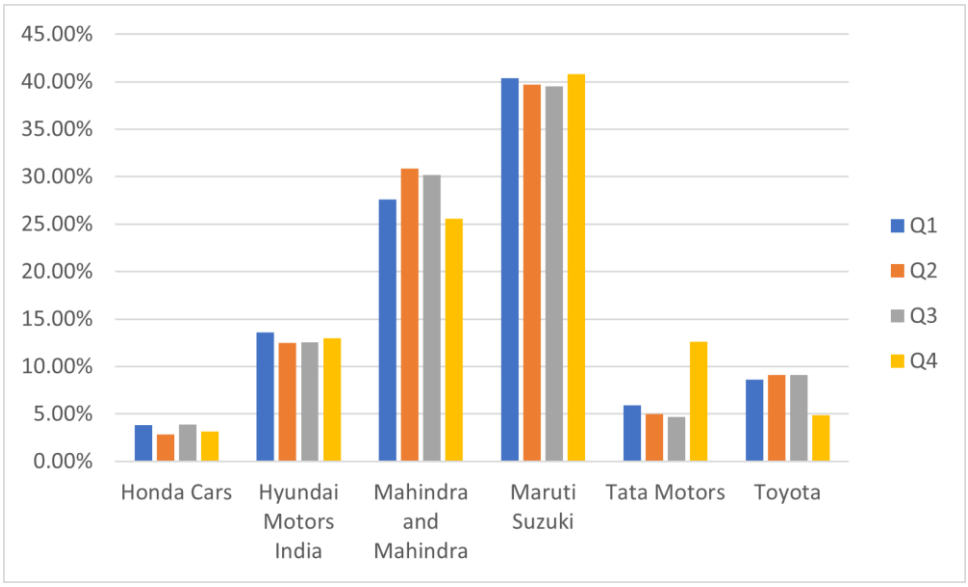
Step 1: Insert pivot table from the table

Step 2: Add Broadcast month in row labels and Group them Q1, Q2, Q3, Q4

Step 3: After grouping them, Add broadcast month column in column label and add Brand in Row label

Step 4: Add Amount spend and count of id in values section

Step 5: Use pivot charts for visualisation



Brands vs Amount spend

Summary:

Maruti Suzuki is the only company which spends the money almost equally in all the quarters. Except Tata Motors, all other brands spend more money in Q1 and it decreases gradually along the quarters

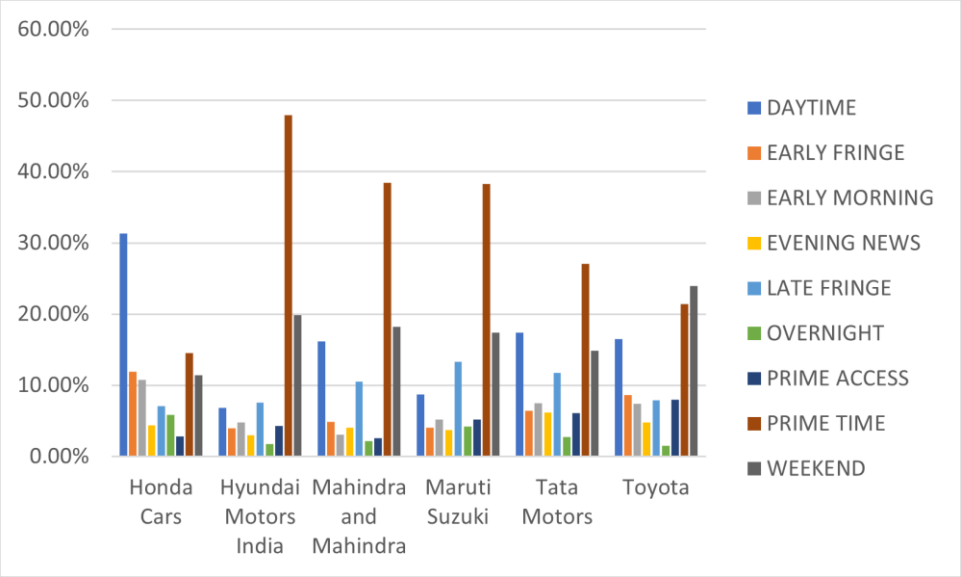
Task c:

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

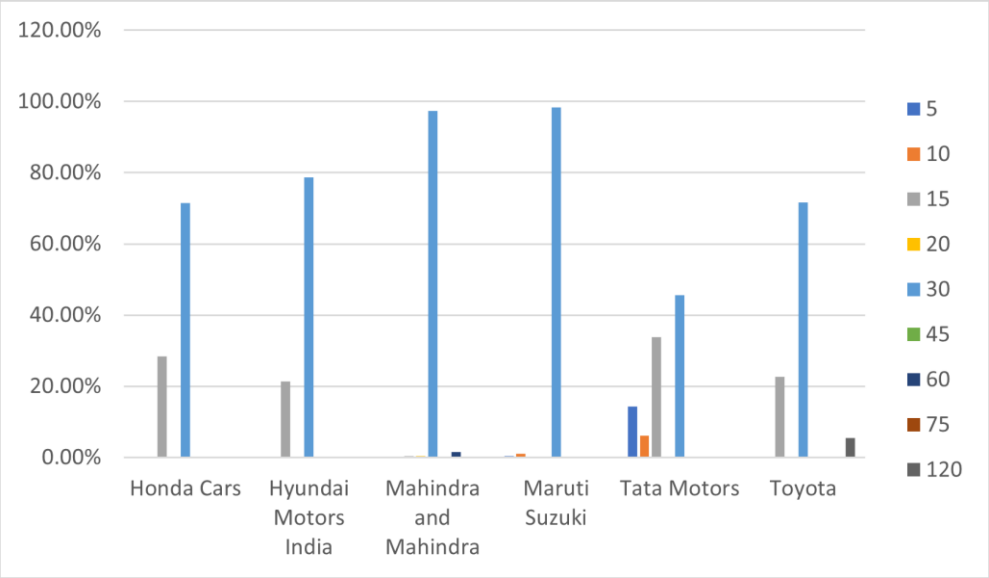
Solution:

I found few variables in this dataset and compared with other brands

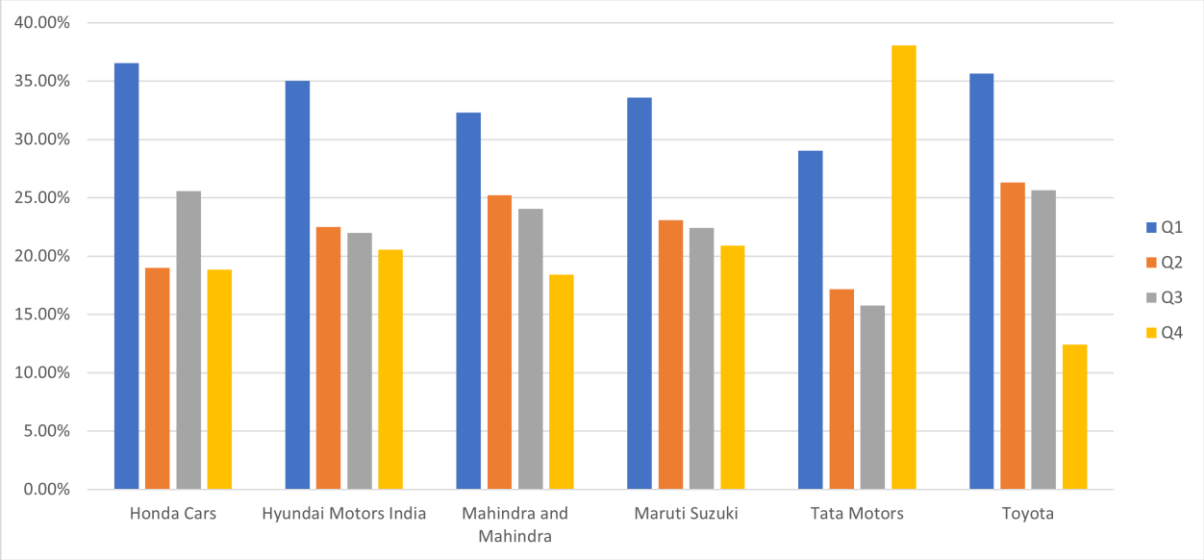
1. Dayparts
2. Duration
3. Network type
4. Day of the week
5. Product
6. Time zone
7. Broadcast month quarter
8. EQ units



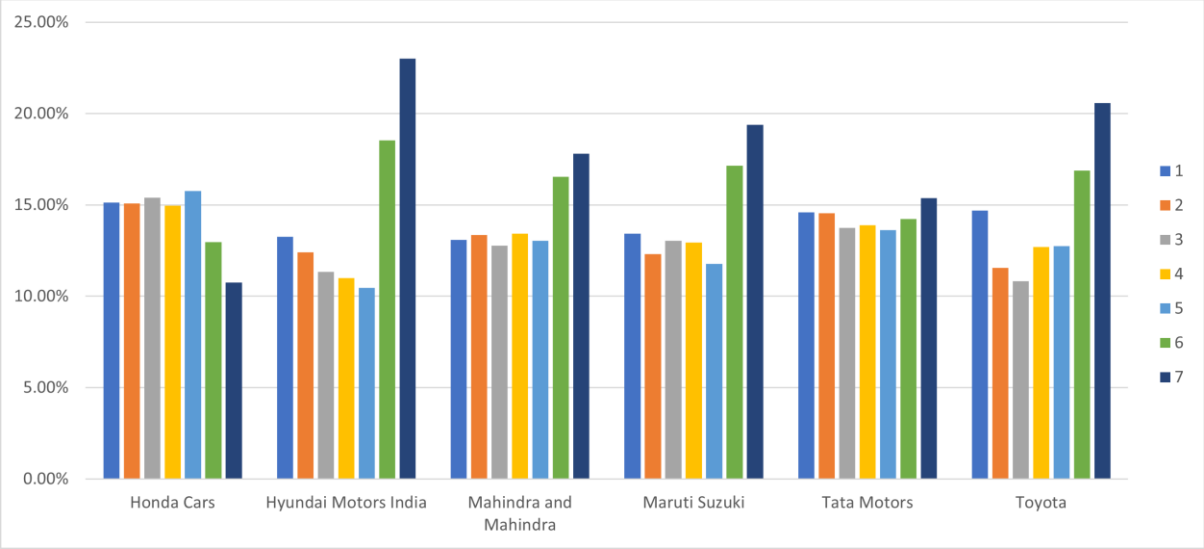
Brands have invested more money for Prime time



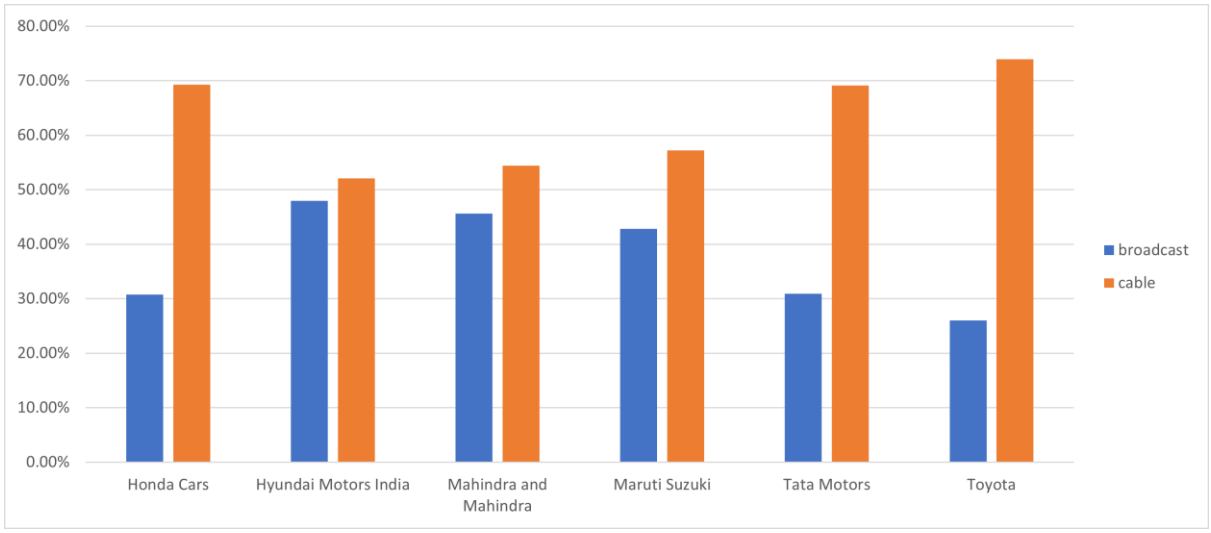
30minutes duration ads are so common among all the brands



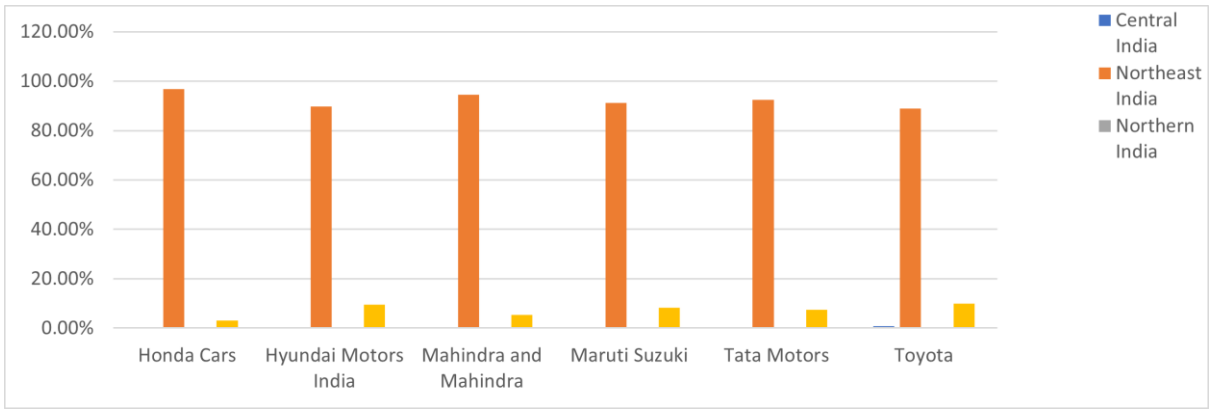
All the brands except Tata motors have invested more in 1st quarter



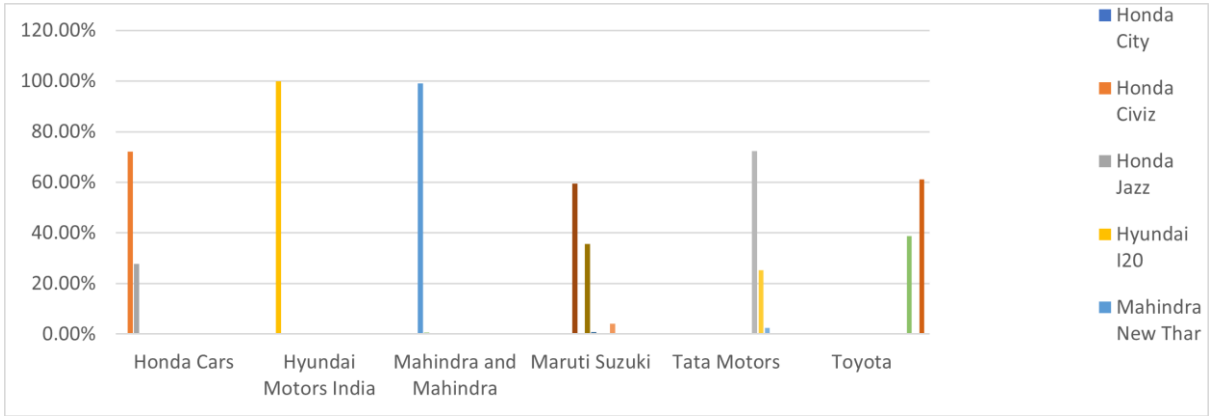
General pattern observed here is that on the 7th day of the week brands have invested more money for tv ads



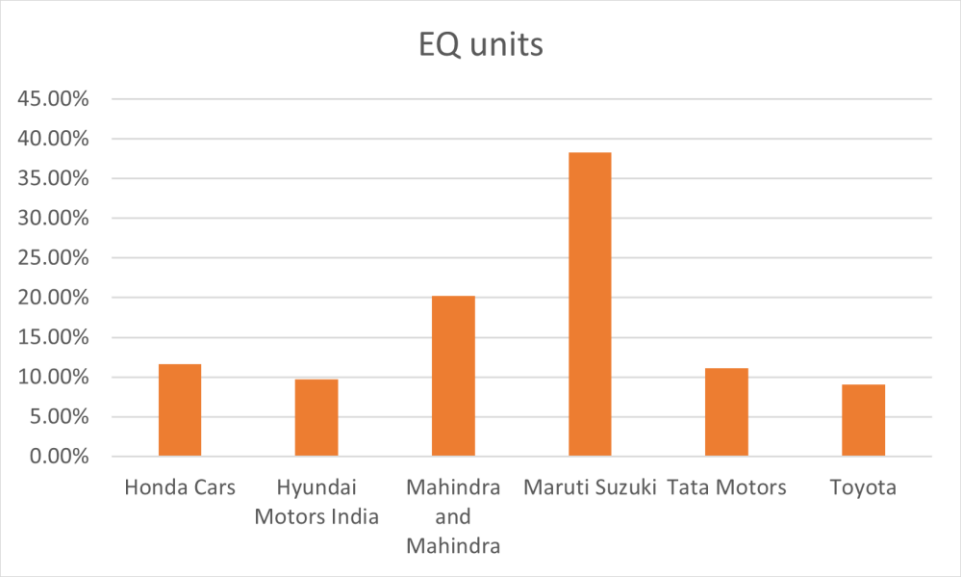
All the brands have invested more in cable ads



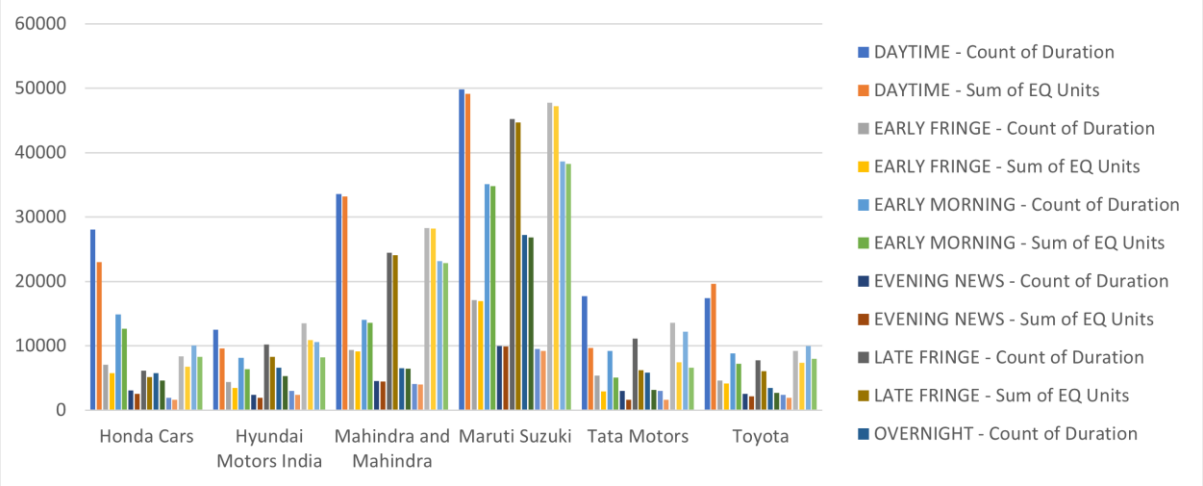
It is seen that all the brands have targeted North eastern audience



All the brands have invested more money for their one or few products



Maruti Suzuki has the best EQ units



Summary:

From the above charts, we can say that all the automobile brands target **North eastern** audience and even though all the brands advertise their brands in all dayparts, we can conclude that **Maruti Suzuki** advertises their brands in all of the **dayparts with high duration** than others. This may be the reason why it has **high EQ units** than others

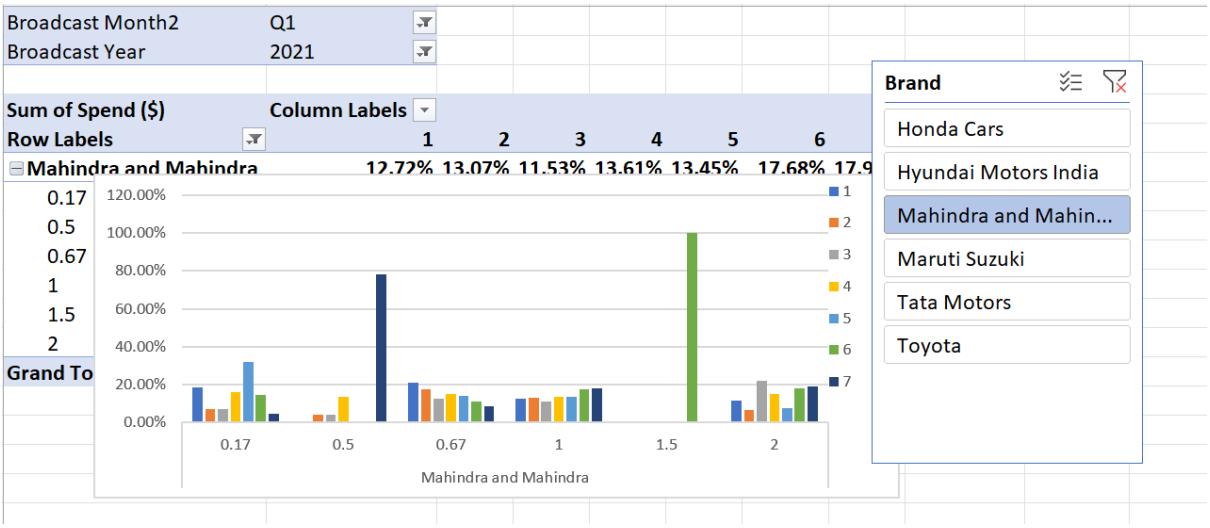
Other brands focus on one or few products for advertising**,** but Maruti doesn't focus on specific products like others for advertising and also it spends almost **equal amount of money in all the quarter. All the Brands** spend most of the money in the last days of the week.

Task 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.

Solution:

For this problem, I again used pivot table but used **filters and slicers too**



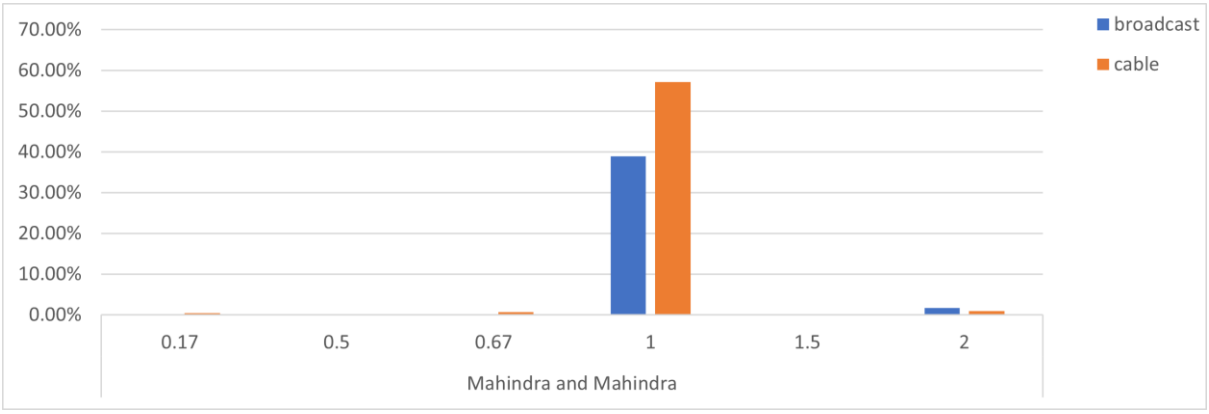
To find the Target audience for Mahindra and Mahindra,

In the row labels, I added EQ Units and brand and added amount spend in values section Added Q1 and broadcast year 2021 in the filter section. Used Slicers for Brand and chose Mahindra and Mahindra

I used EQ units because it tells the ratio of people liked the ads to the amount spent on ads

Found few variables and added them one by one on column labels

1. Network type
2. Day of week
3. Time zone
4. Product
5. Duration
6. Dayparts
7. Pod position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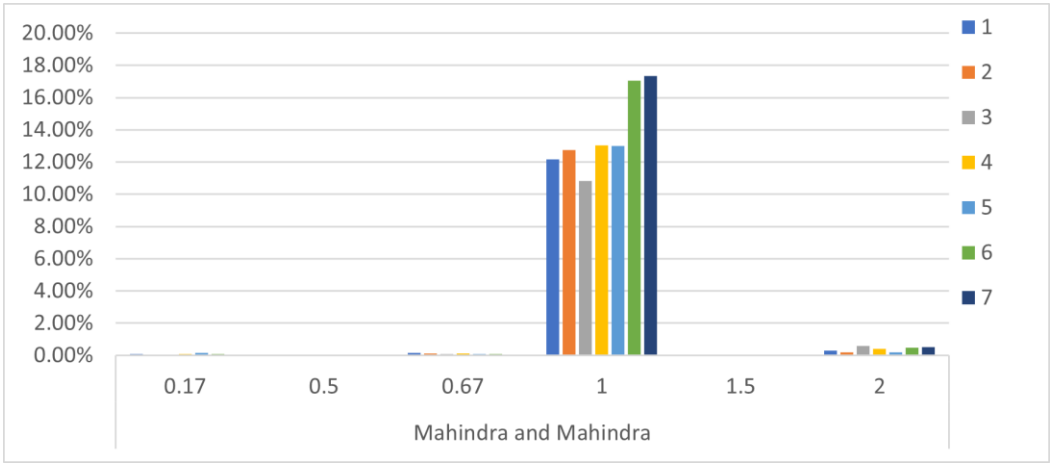
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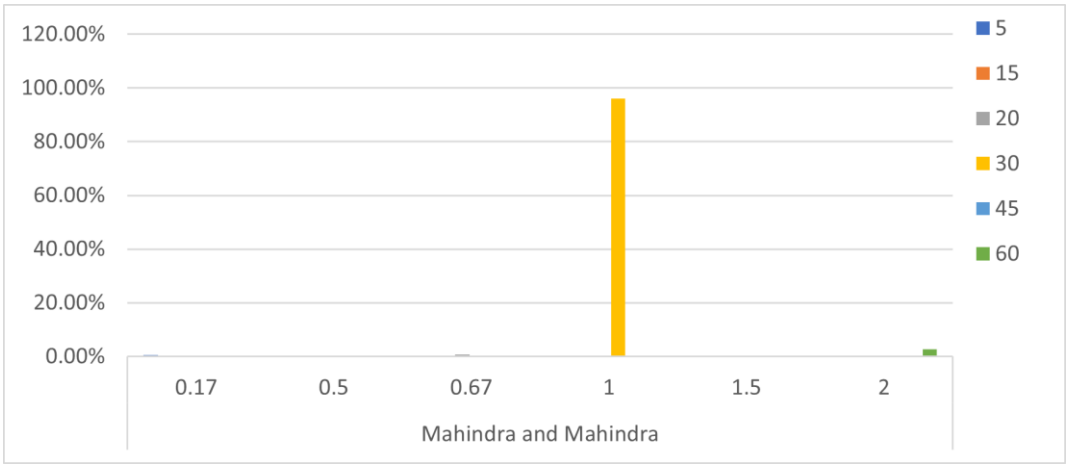
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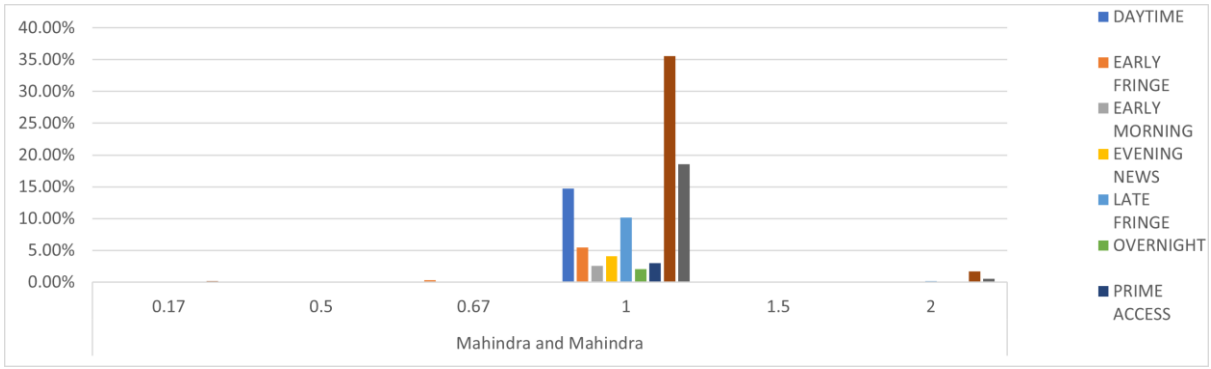
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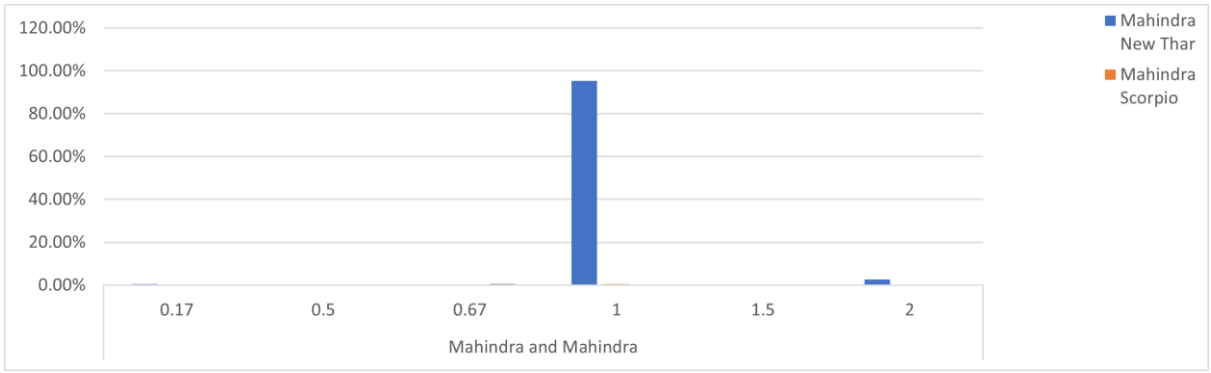
OVERNIGHT
PRIME ACCESS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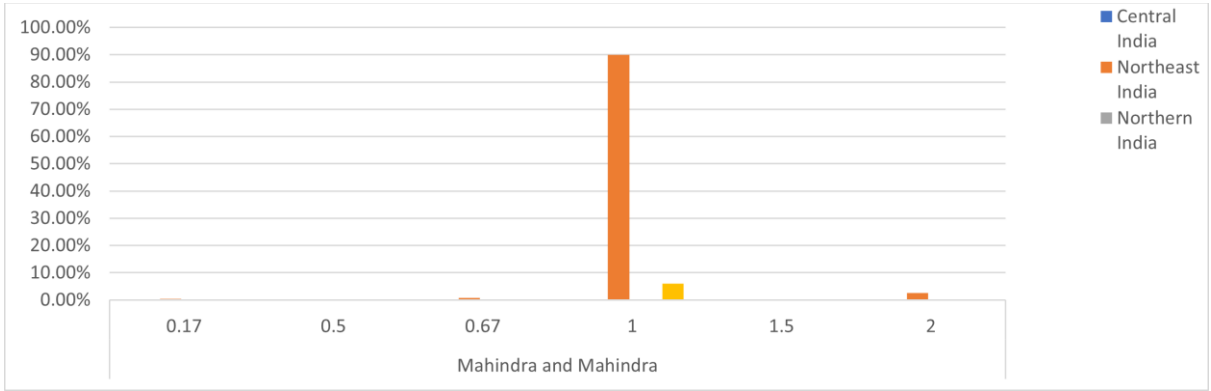
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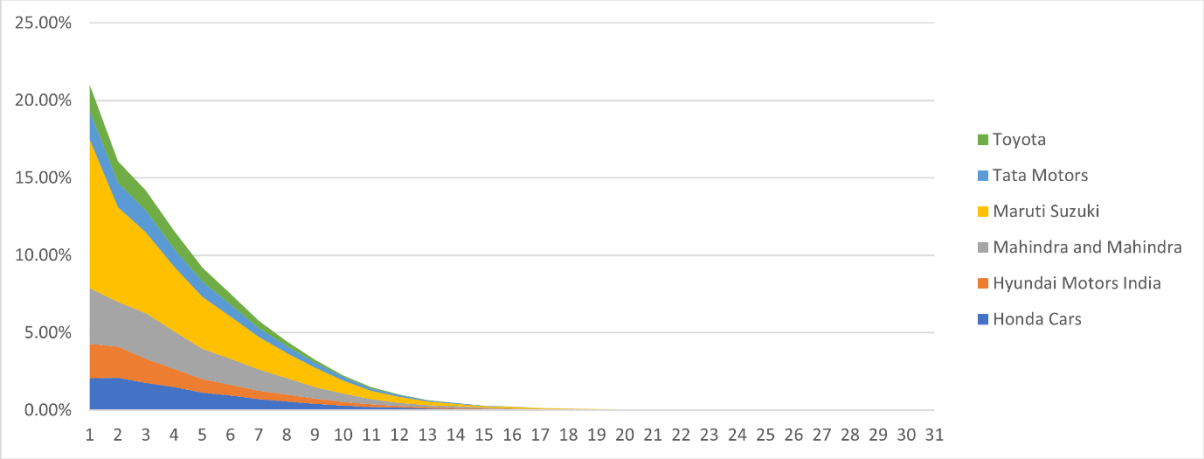

Summary:

Based on these charts,

Target audience for Mahindra and Mahindra:

Cable network people who live in **North eastern** zone and show them ads about **Mahindra new Thar** at **Prime time** for a duration of **30 minutes** on **6th or 7th day** of the week

Marketing strategy should be like **Maruti Suzuki** where they **dominate in all the quarters** of the year with **high EQ units** because of their **high duration and investment**