

FINAL PROJECT - 2



**XYZ ADS REPORT
ANALYSIS**
PARITOSH GANDRE

TRAINITY
TRAINEE
paritoshkrcg@gmail.com

PROJECT ANALYSIS

The project is about finding all the insights and conclusion of data represented through data visualization. XYZ Ads Airing Report introduced me to how ads are evaluated, I mean how Ads data is used to benefit the company running the ad. I never knew that companies even process their ads data to make it profitable as well, but now I know it and also how to analyze such type of data.

In this project, I have worked on few questions provided by the Trainity Team:

- What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company?
- What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?
- Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands.
- 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?

APPROACH

My approach to this project is very simple. First I have gone through the data. Scrutinized the data properly. Then I went and understood each question thoroughly, what it demands. Once everything is done, I jumped right into solving the questions within MS Excel and answered all the questions required.

TECH STACK USED

I have used MS EXCEL because I think I can answer these questions quicker in MS EXCEL than using any programming method.

RESULTS

1. POD POSITION

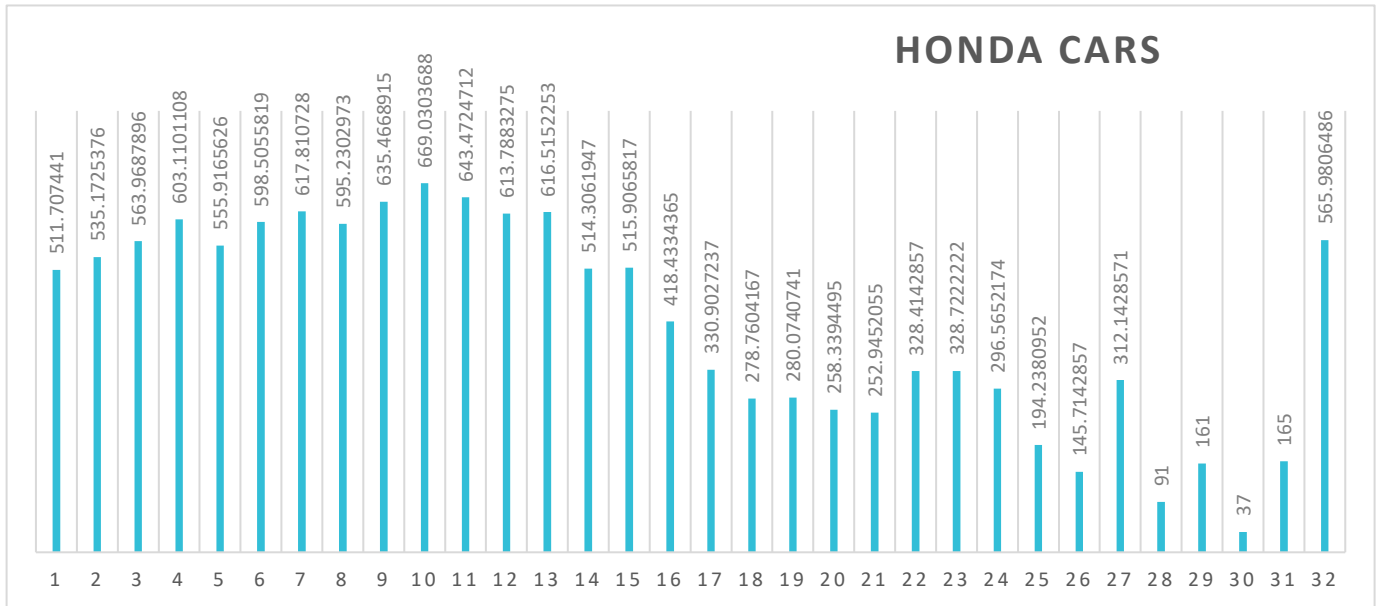
Pod position is the position of the ad commercial during an ad commercial break. E.g. If in a commercial break one sees Amul Butter ad first, then Big Basket as and then Amazon ad.

So, here the POD positions of brands AMUL, Big Basket and Amazon are 1,2,and 3 respectively.

Average of Spend (\$)	Column Labels																																
	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	Grand Total	
Honda Cars	511.074	535.1725376	563.9687896	603.1101108	555.9165626	598.5055819	617.810728	595.2302973	635.4668915	669.0303688	643.4724712	613.7883275	616.5152253	514.3061947	515.9065817	418.4334365	330.9027237	278.7604167	280.0740741	258.3394495	252.9452055	328.4142857	328.7222222	296.5652174	194.2380952	145.7142857	312.1428571	91	161	37	165	566	
Hyundai Motors India	2888.119	1810.573167	2467.425825	3358.793466	2517.864325	2620.939272	2324.108701	2611.46313	2476.639737	2110.40484	2139.41218	2445.787611	2550.500849	2169.752381	2014.573643	1890.511765	1970.801653	1468.92	2258.122807	3429.33333	3467.269231	3917.384615	1792.875	1290.5	275.8				1679		2536		
Mahindra and Mahindra	3722.685	2394.050568	2543.396467	2734.234466	2632.441617	2490.032407	2228.28577	2229.052414	2140.285977	2093.684966	2192.165315	2277.284571	2329.209482	2928.996743	2719.952632	1965.130435	2527.961039	3203.982906	2693.545455	3222.764706	1972.03125	1686.833333	934.777778	1496.52381	897.2857143	16174.66667		294	101		274	2686	
Maruti Suzuki	1729.617	1775.659437	2162.889118	2333.953994	2251.613803	2225.940178	2082.05607	1923.734549	1892.229459	1988.345079	2083.07839	2311.22773	2213.278689	2400.258173	2371.576779	2603.25188	2452.80597	2449.49763	2973.295597	1889.579439	1575.446154	2104.5	1931.55556	2136.13333	2639.4	818.81818	393.66667	274	90		2569	1993	
Tata Motors	1209.398	1124.436647	1202.358165	1209.757003	1190.088243	1202.111386	1183.476632	1048.887159	1090.598556	1005.254009	1089.545092	1234.030048	1148.935354	1099.957447	990.6907216	1056.514925	652.8421053	681.055556	754.4347826	1282.93333	854.3846154	258.5454545	649.75	141.2727273	1343.75	181.666667	2830	7		11	1170		
Toyota	2154.855	1691.091915	1757.716188	1655.621585	1477.943892	1415.064146	1362.315479	1423.675826	1665.462781	1821.735209	1730.140278	1834.734234	1499.466667	1975.71066	1349.827338	1411.684211	1527.578947	2260.86	1575.432432	699.5263158	1962	2121.083333	1932.22222	868	1093	1021	947					1706	
Grand Total	2029.456	1671.651852	1938.35904	2114.71869	1954.947246	1924.868214	1789.928384	1744.41598	1722.954572	1716.586199	1774.019666	1904.791672	1859.542695	1981.156018	1817.114133	1735.366553	1633.912331	1673.114286	1838.894325	1510.400576	1369.544681	1317.78836	1110.783019	1038.32	789	3880.035714	1042.2	151.4	507.75	24	1002.7	1903	

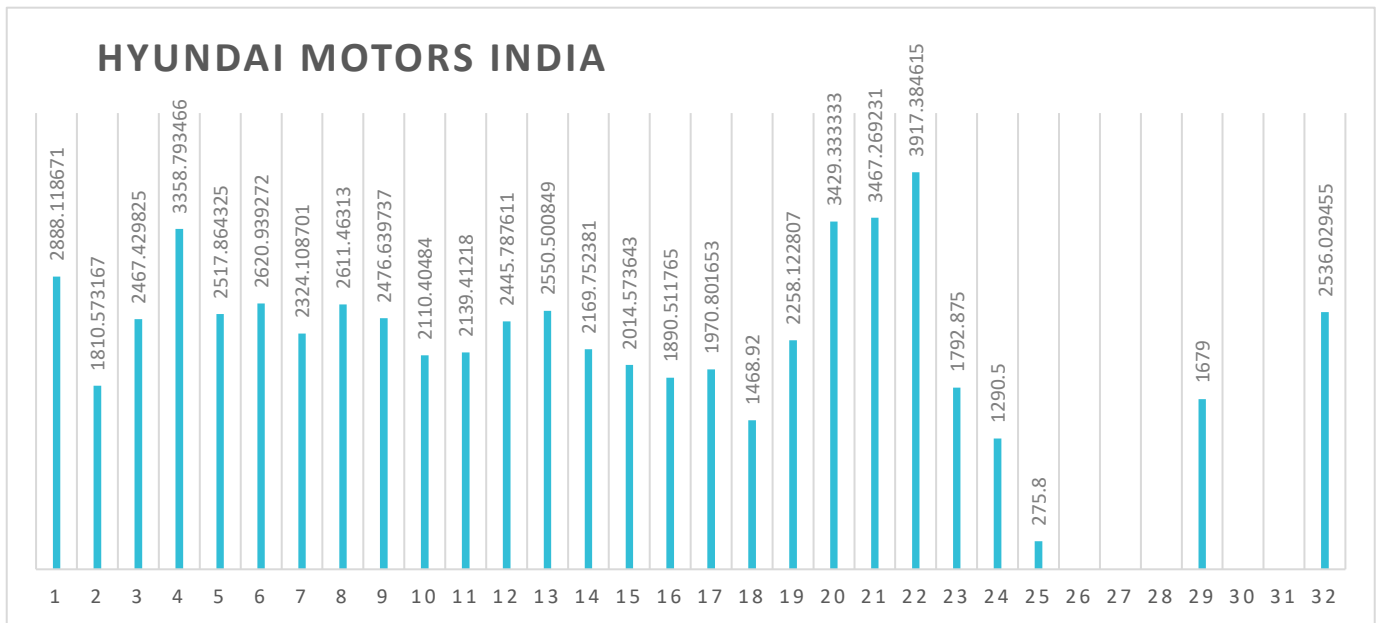
The above table shows us the values of AVG(AMT_SPENT) by each brand for various pod positions numbered from 1 to 31.

1.1 Pod Position – HONDA CARS



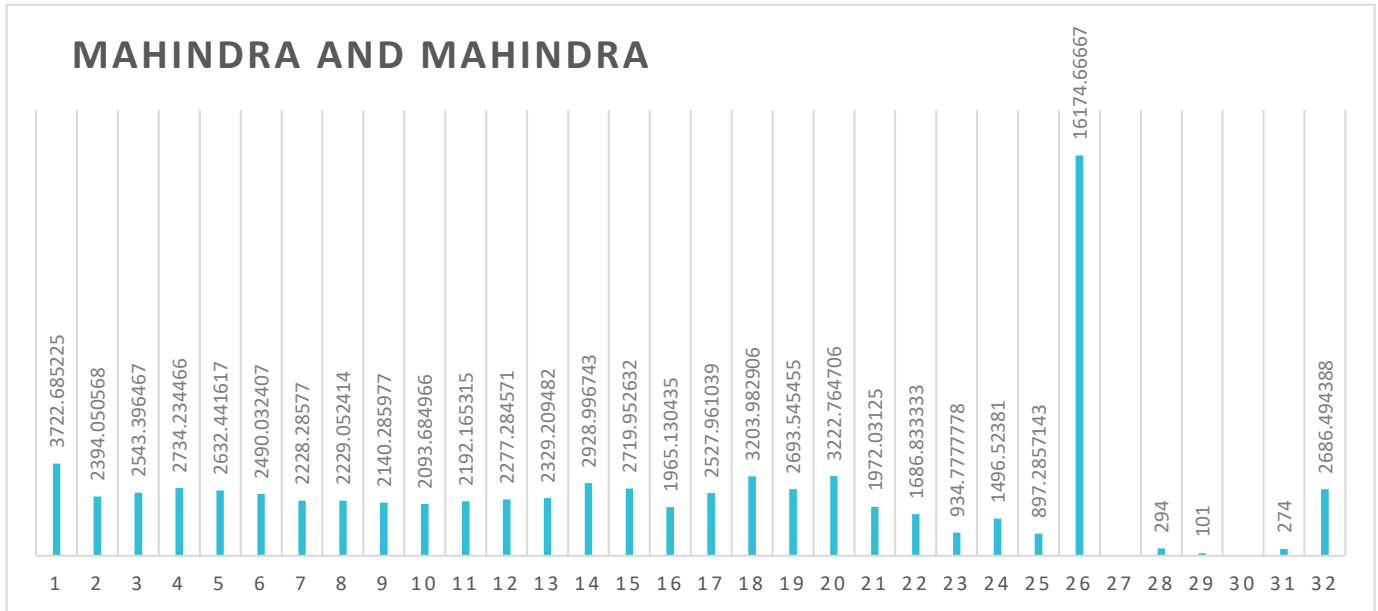
From the above chart we can infer that for Honda Cars as the Pod Position reaches 31, the amount spent first increases till pod pos.10 and gradually decreases from pod pos.11 onwards.

1.2 Pod Position –HYUNDAI MOTORS INDIA



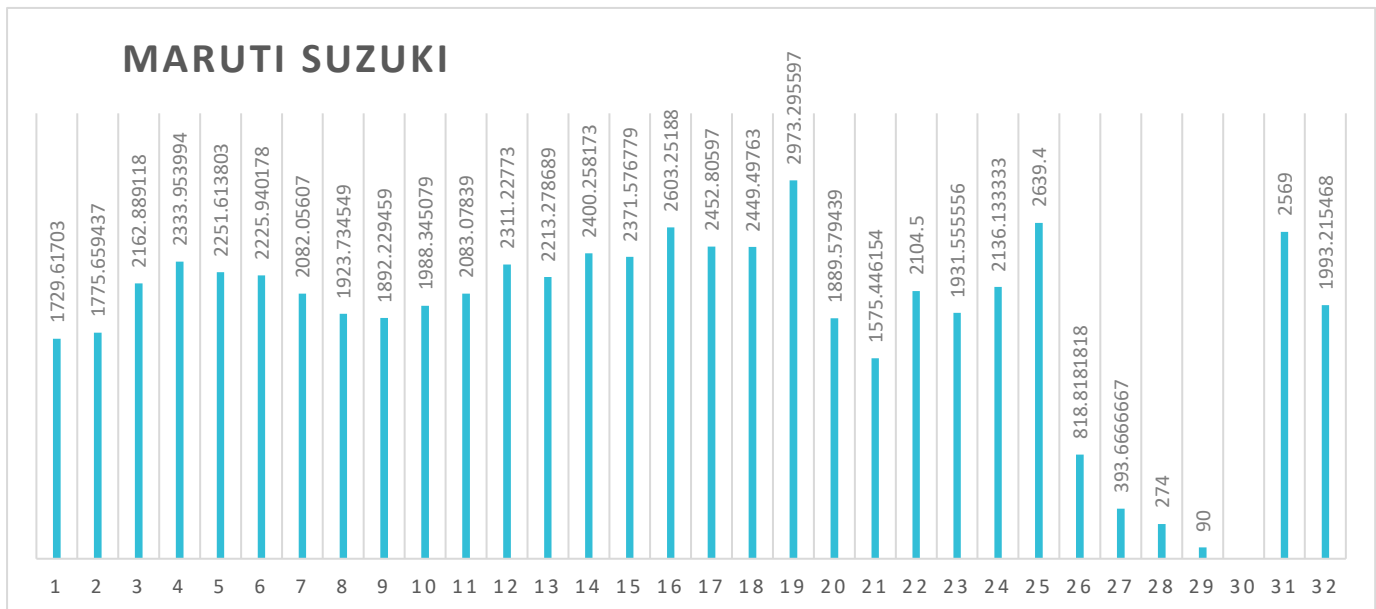
From the above chart we can infer that for HYUNDAI MOTORS as the Pod Position reaches 31, the amount spent first increases till pod pos.22 then starts decreasing from there i.e. from pod pos.23.

1.3 Pod Position – MAHINDRA AND MAHINDRA



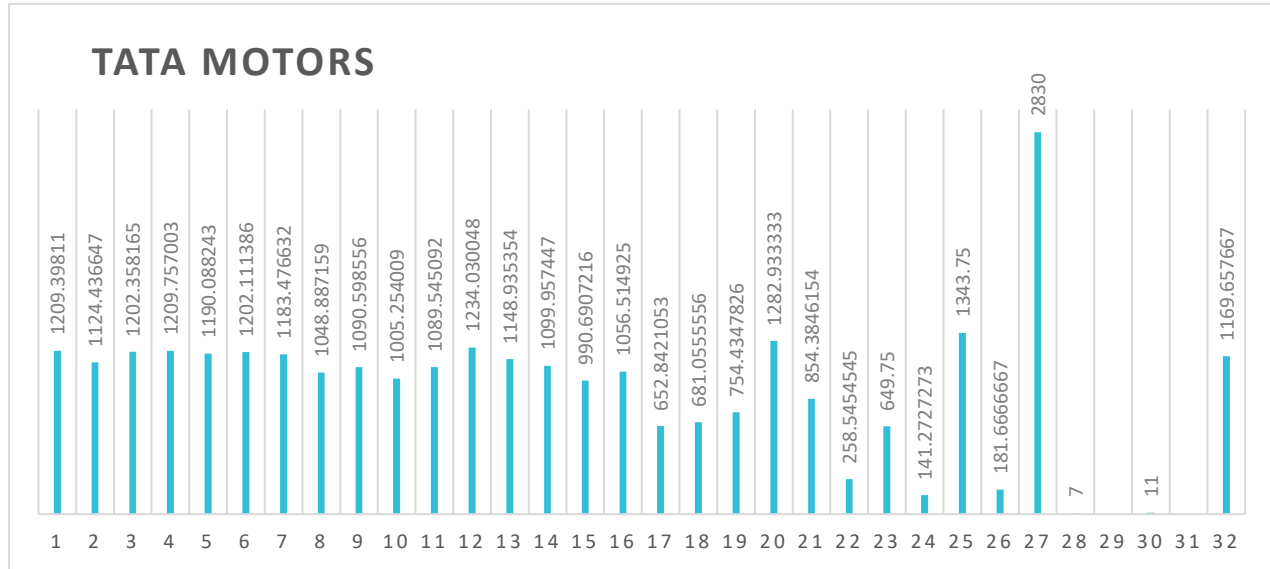
From the above bar chart we can infer that for MAHINDRA AND MAHINDRA as the Pod Position tends towards 31, the amount spent first increases till pod pos.26 and starts decreasing from pod pos.27 drastically.

1.4 Pod Position – MARUTI SUZUKI



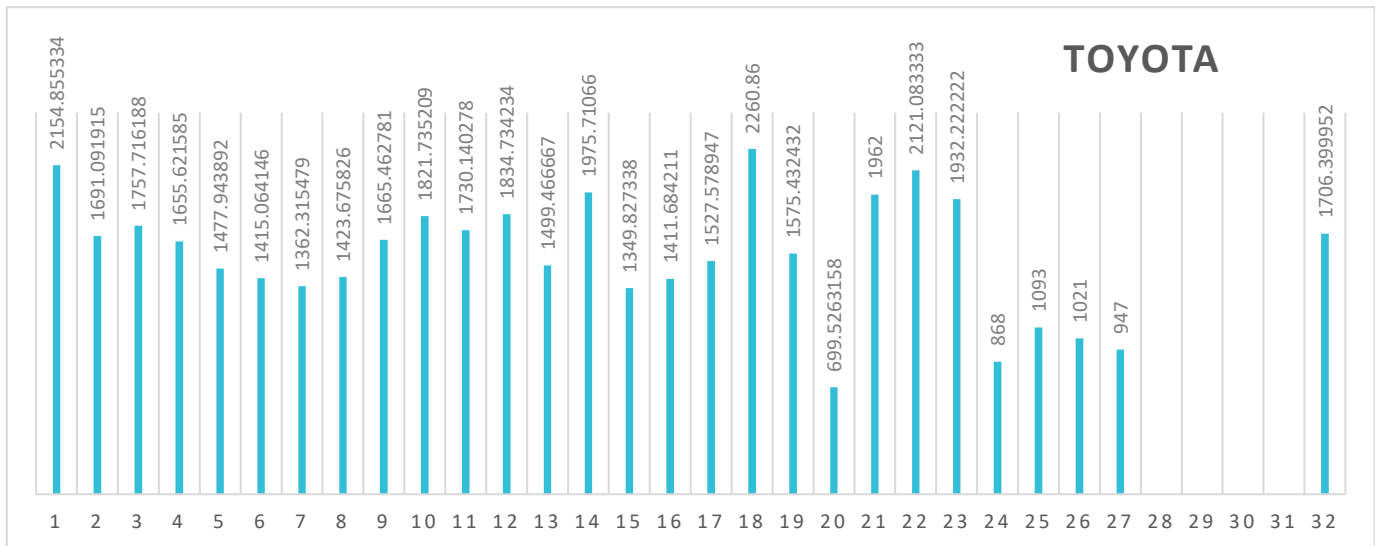
From the above bar chart we can say that Maruti Suzuki has seen an increase in trend till the Pod pos.19 then immediately a start of descending trend from pod pos. 20.

1.5 Pod Position – TATA MOTORS



From the above bar chart we can say that for Tata motors Pod position till 27 has seen a gradual increase in trend, but after pod pos.27 the trend has been declining at pod pos. 28 dramatically following it till pod pos.31.

1.6 Pod Position – TOYOTA MOTORS

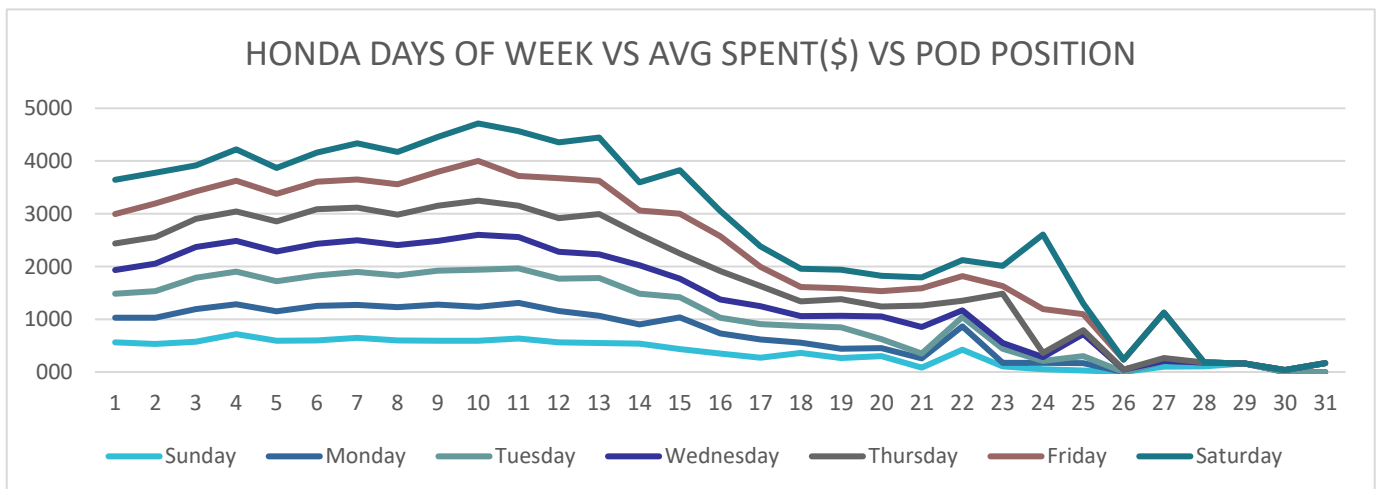


From the above chart we can say for Toyota as the Pod position tends towards 31, the amount first spent increases till the pod pos. 18 and then decreases from pod pos.19.

1.6. Honda Days of week v/s avg(amt_spent) v/s Pod position:

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sunday	562	532	574	718	590	597	647	601	592	595	635	565	550	538
Monday	468	496	618	564	561	656	622	628	688	638	675	594	514	366
Tuesday	452	507	595	621	569	576	627	600	643	707	654	609	716	579
Wednesday	454	523	582	583	566	603	604	580	563	661	593	510	449	538
Thursday	503	498	538	555	571	654	620	573	668	648	595	641	764	587
Friday	557	641	522	588	523	523	534	579	642	753	563	758	634	452
Saturday	646	580	492	593	490	554	683	608	660	711	850	677	820	534

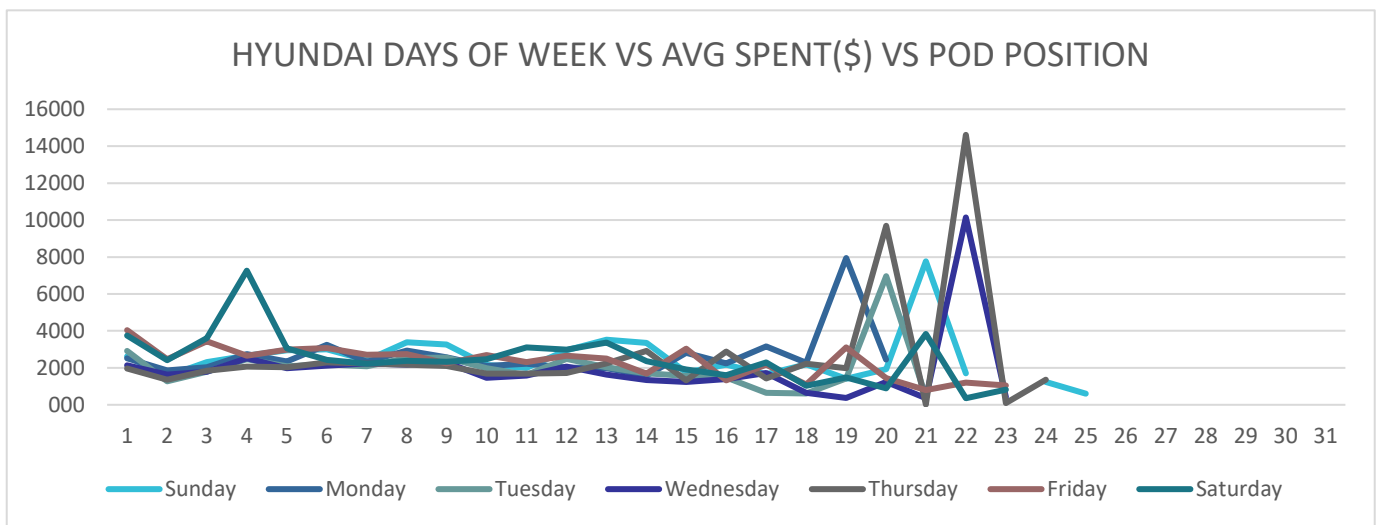
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sunday	433	348	272	363	263	304	083	424	108	052	031		100	106	161		
Monday	601	385	347	196	175	149	175	442	064	120	135		110	76			
Tuesday	386	295	290	310	407	170	092	176	268	037	136						
Wednesday	350	346	339	193	224	431	503	130	112	073	420	49				37	165
Thursday	480	542	384	276	313	187	409	178	933	079	070		55				
Friday	749	661	365	277	209	294	325	468	144	832	303	018 4	860				
Saturday	828	478	384	345	349	288	210	304	385	141 6	199						



1.7. Hyundai Days of week v/s avg(amt_spent) v/s Pod position:

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sunday	2620	1556	2312	2656	2956	3006	2412	3379	3270	2157	2006	2953	3518	3358
Monday	2519	1852	2032	2750	2352	3250	2326	2926	2571	2099	2219	2016	1980	1578
Tuesday	2913	1270	1787	2463	2087	2187	2092	2533	2560	1974	1617	2483	2036	1708
Wednesday	2138	1637	1799	2514	1988	2119	2244	2171	2297	1456	1581	2061	1633	1343
Thursday	1962	1350	1838	2073	2027	2288	2247	2171	2096	1685	1684	1725	2246	2916
Friday	4040	2460	3436	2649	2979	3064	2717	2740	2240	2699	2305	2656	2507	1688
Saturday	3744	2409	3617	7260	3056	2425	2228	2386	2325	2474	3110	2979	3371	2371

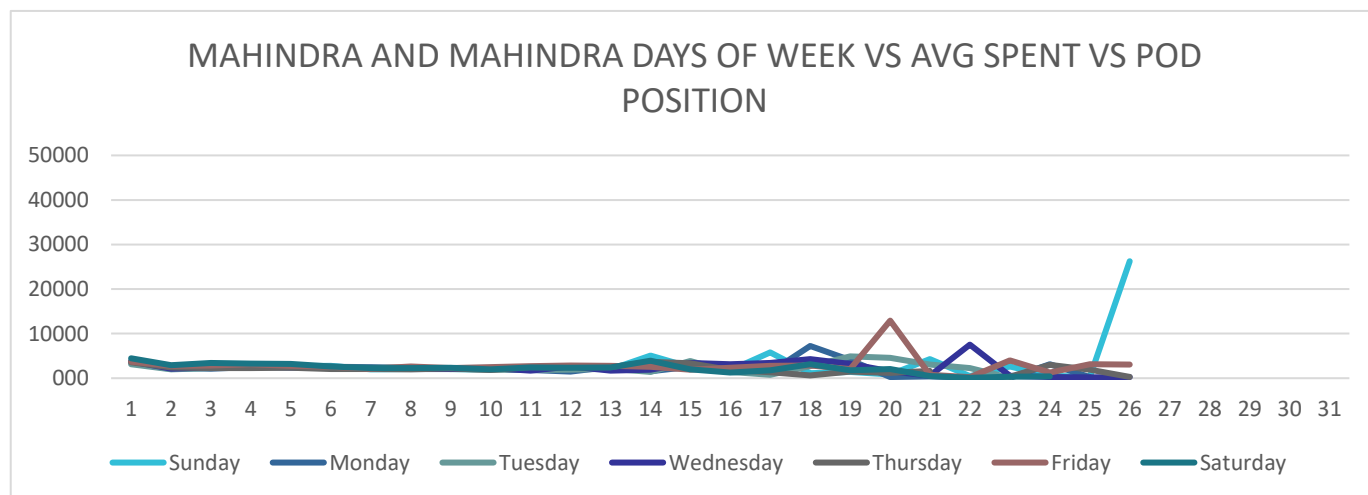
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sunday	1754	2174	1661	2196	1413	1932	7766	1705		1236	603						
Monday	2805	2235	3160	2270	7946	2448		187		1341							
Tuesday	1561	1475	654	615	1419	6962	429		5346		123						
Wednesday	1228	1388	1723	647	364	1236	359	10142	429		284						
Thursday	1330	2878	1431	2221	1982	9692	016	14613	098	1350							
Friday	3040	1330	2166	1091	3104	1440	797	1194	1049								
Saturday	1905	1602	2291	1037	1482	888	3840	356	823		085				1679		



1.8. Mahindra and Mahindra Days of week v/s avg(amt_spent) v/s Pod position:

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sunday	3491	2055	2345	2626	2685	2786	2016	2083	2074	1913	2324	2273	1968	5088
Monday	3780	2338	2159	2510	2443	2532	2455	2239	2067	2157	1870	1488	2537	1569
Tuesday	3149	2005	2252	2625	2564	2464	2370	2441	2031	1940	1822	1922	2121	1431
Wednesday	3810	2135	2425	2661	2407	2428	2285	2054	2075	2271	1665	2598	1706	1926
Thursday	3551	2428	2298	2248	2337	2069	2047	1958	2204	1877	2465	2382	2493	3672
Friday	3677	2774	2815	3104	2744	2527	2164	2612	2246	2468	2692	2814	2757	2588
Saturday	4469	2899	3403	3291	3219	2606	2266	2241	2327	2012	2439	2371	2425	3935

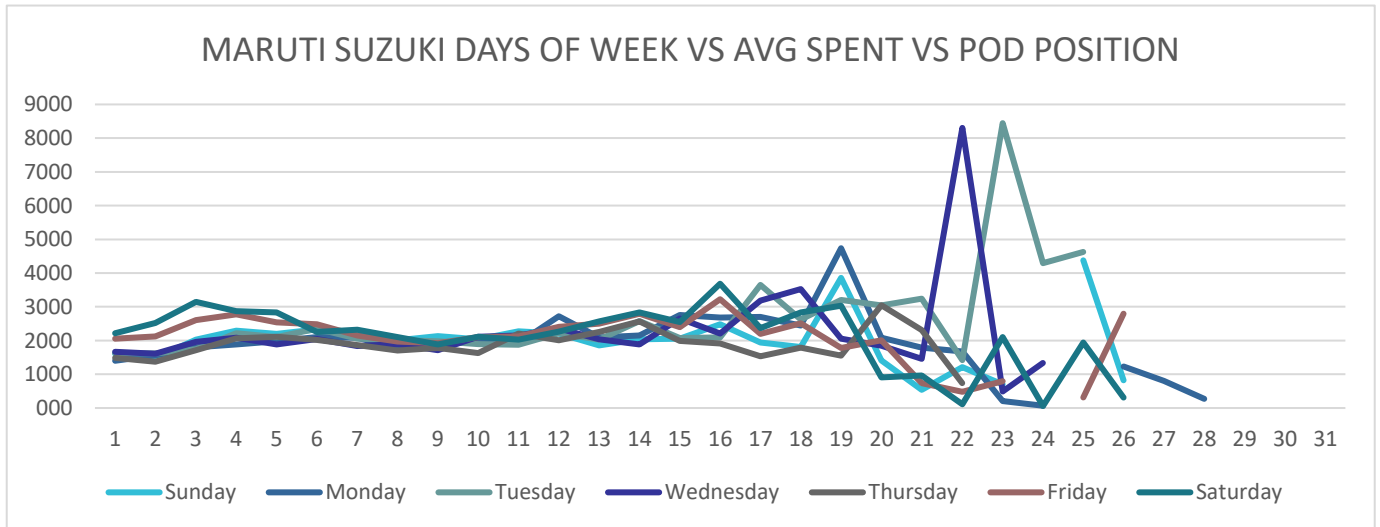
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sunday	2510	1780	5813	1090	1423	826	4258	456	2625	539	290	26254			101		
Monday	2582	1790	1321	7234	4048	272	397	092	051	3149	293						274
Tuesday	3838	1406		2712	4897	4586	3060	2241	084								
Wednesday	3400	3163	3424	4291	3219	1534	530	7534	579	253	192	279		294			
Thursday	3367	1842	1310	622	1491	1205	1640		304	2992	1914	291					
Friday	1903	2354	2797	2816	2068	1292	781	228	3982	1297	3112	3076					
Saturday	1984	1291	1762	3143	1749	2023	445	089	306	376		40894					



1.9. Maruti Suzuki Days of week v/s avg(amt_spent) v/s Pod position:

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sunday	1613	1489	2031	2293	2201	2333	2231	2011	2129	2040	2275	2204	1858	2037
Monday	1399	1565	1801	1882	1981	2098	2087	1764	1837	2007	1924	2722	2095	2152
Tuesday	1629	1621	1738	2216	2099	2345	2055	2011	1983	1893	1877	2213	2029	2581
Wednesday	1667	1610	1959	2086	1887	2046	1835	1893	1713	2108	2150	2361	2034	1883
Thursday	1484	1368	1716	2064	2115	2018	1868	1700	1784	1626	2210	2010	2250	2568
Friday	2056	2117	2601	2774	2542	2480	2152	1970	1918	2103	2120	2411	2502	2795
Saturday	2218	2519	3143	2874	2835	2252	2320	2098	1886	2113	2026	2260	2572	2837

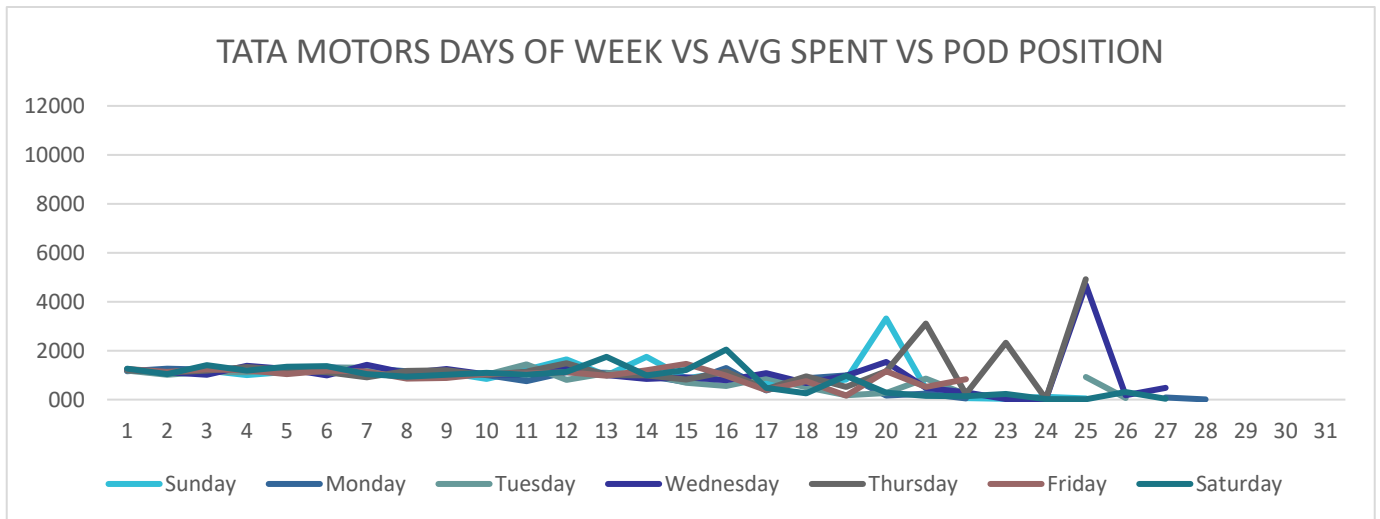
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sunday	2060	2482	1941	1808	3855	1410	539	1214	697		4377	822					
Monday	2760	2679	2696	2446	4737	2087	1791	1674	210	068		1226	806	274			
Tuesday	2070	2090	3653	2625	3199	3041	3243	1419	8445	4290	4623				090		
Wednesday	2655	2209	3181	3529	2051	1844	1460	8304	490	1332			188				
Thursday	1987	1911	1530	1792	1551	3047	2307	738		1691		064					
Friday	2400	3225	2193	2506	1779	2006	737	478	795		313	2794					2569
Saturday	2546	3684	2372	2831	3033	909	969	108	2100	058	1942	308					



1.10. Tata Days of week v/s avg(amt_spent) v/s Pod position:

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sunday	1181	1184	1191	1004	1130	1135	1138	1139	1104	842	1230	1643	986	1742
Monday	1153	1266	1227	1272	1173	1317	1283	1156	1098	1007	749	1123	1098	975
Tuesday	1190	1010	1135	1121	1189	1293	1317	1006	1103	1012	1439	804	1079	1048
Wednesday	1221	1124	1018	1386	1255	990	1420	1078	1255	1027	1030	1346	1006	849
Thursday	1200	1107	1182	1332	1208	1124	909	1178	1199	1008	1152	1488	1007	987
Friday	1247	1138	1237	1199	1040	1181	1147	855	882	1059	1073	1118	979	1202
Saturday	1268	1044	1412	1179	1347	1365	1042	933	1019	1094	1016	1138	1752	988

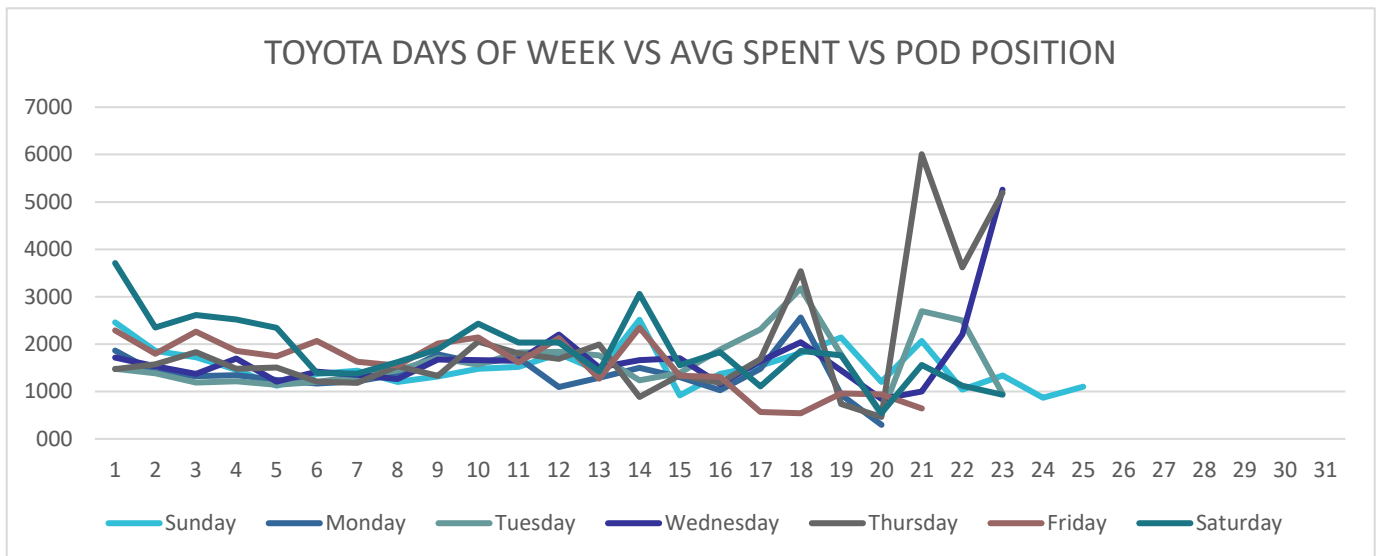
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sunday	867	1106	670	609	825	3314	449	063	032	118	051					11	
Monday	712	1290	368	873	989	162	247	043		546			082	7			
Tuesday	689	552	901	505	176	268	860	224			929	064					
Wednesday	910	797	1086	679	975	1534	480	298	021	011	4686	173	473				
Thursday	815	1146	430	948	523	1153	3111	230	2325	027	4918		10736				
Friday	1459	979	392	749	161	1162	513	834		009							
Saturday	1213	2044	477	254	978	285	148	138	227	025	014	308	029				



1.11. Toyota Days of week v/s avg(amt_spent) v/s Pod position:

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sunday	2458	1855	1721	1459	1119	1371	1440	1199	1316	1476	1520	1796	1433	2514
Monday	1864	1404	1321	1340	1239	1168	1215	1362	1781	1599	1706	1094	1291	1496
Tuesday	1482	1384	1188	1215	1139	1199	1313	1447	1708	1564	1822	1839	1763	1239
Wednesday	1713	1530	1368	1695	1207	1417	1347	1260	1675	1663	1649	2204	1504	1661
Thursday	1471	1575	1829	1476	1506	1208	1179	1532	1328	2052	1802	1690	1991	885
Friday	2286	1795	2259	1859	1745	2069	1631	1544	2010	2140	1611	2124	1271	2346
Saturday	3710	2348	2611	2521	2343	1394	1381	1623	1888	2430	2034	2034	1422	3056

	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Sunday	920	1373	1545	1810	2139	1202	2069	1041	1340	868	1098						
Monday	1306	1030	1477	2560	932	296						1021					
Tuesday	1393	1882	2312	3175	1783	508	2696	2499	951								
Wednesday	1699	1153	1640	2038	1442	842	996	2203	5259				947				
Thursday	1343	1180	1678	3536	737	462	6007	3621	5192		1088						
Friday	1331	1311	568	541	956	937	641										
Saturday	1554	1831	1110	1859	1763	543	1560	1121	930								

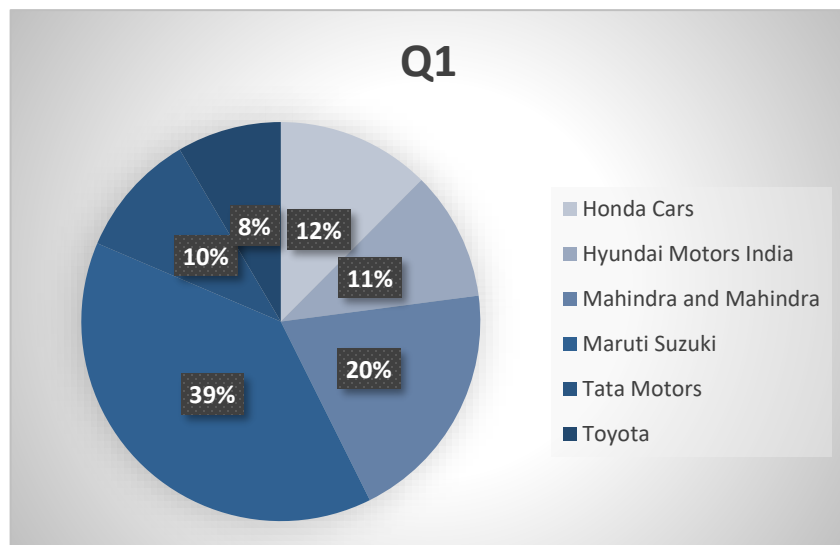


From all the bar plots of Bivariate and Trivariate analysis of POD position, we can infer that for all brands as the Pod Position reaches 31, the average amount spent on Ads increases till certain position and then decreases from that position and never arise again.

SHARE OF EACH BRAND QUARTER WISE

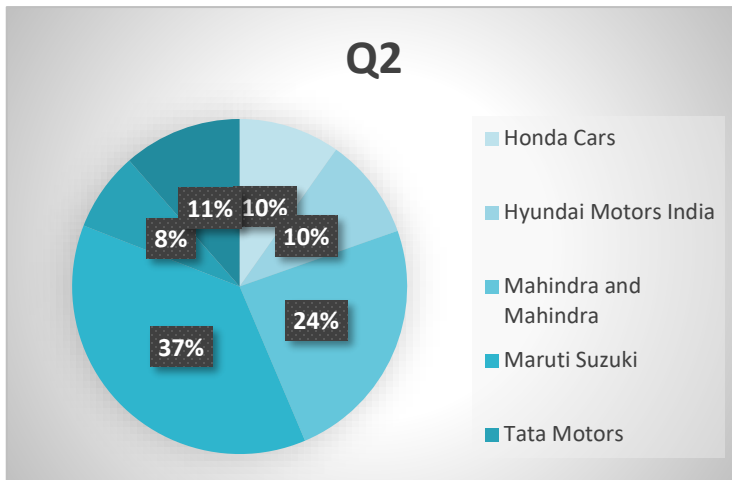
Column Labels										
	Sum of Spend (\$)				Count of Id				Total Sum of Spend (\$)	Total Count of Id
Row Labels	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4		
Honda Cars	3.80%	2.82%	3.90%	3.18%	12.44%	9.77%	12.99%	11.29%	3.47%	11.65%
Hyundai Motors India	13.62%	12.51%	12.55%	12.97%	10.48%	9.84%	9.17%	9.23%	12.98%	9.74%
Mahindra and Mahindra	27.63%	30.84%	30.18%	25.57%	19.71%	24.01%	22.05%	13.57%	28.53%	20.21%
Maruti Suzuki	40.39%	39.71%	39.53%	40.80%	38.78%	37.31%	36.55%	41.10%	40.12%	38.30%
Tata Motors	5.92%	5.01%	4.72%	12.60%	10.12%	7.62%	8.03%	20.93%	6.81%	11.07%
Toyota	8.64%	9.12%	9.13%	4.89%	8.46%	11.45%	11.21%	3.87%	8.09%	9.02%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

From the above we can infer that the brand named MARUTI SUZUKI has the highest share in each Quarter for TV airings.



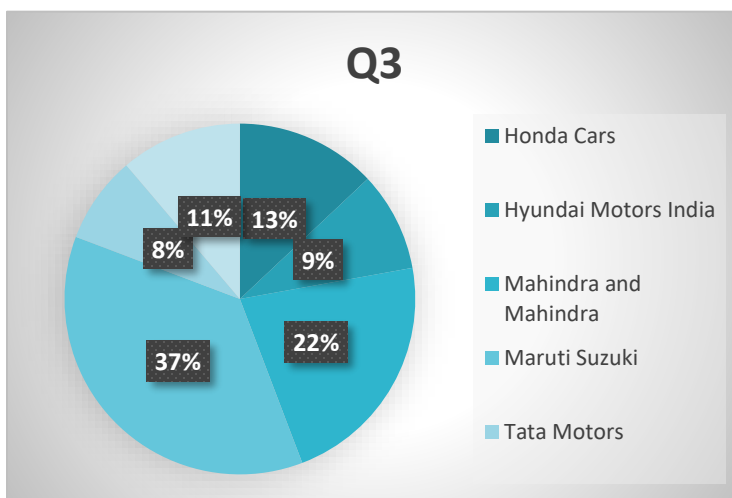
Row Labels	Q1
Honda Cars	12.44%
Hyundai Motors India	10.48%
Mahindra and Mahindra	19.71%
Maruti Suzuki	38.78%
Tata Motors	10.12%
Toyota	8.46%

From above pie chart and table we can infer that MARUTI SUZUKI has the highest share in TV airings in Q1 = 38.78%



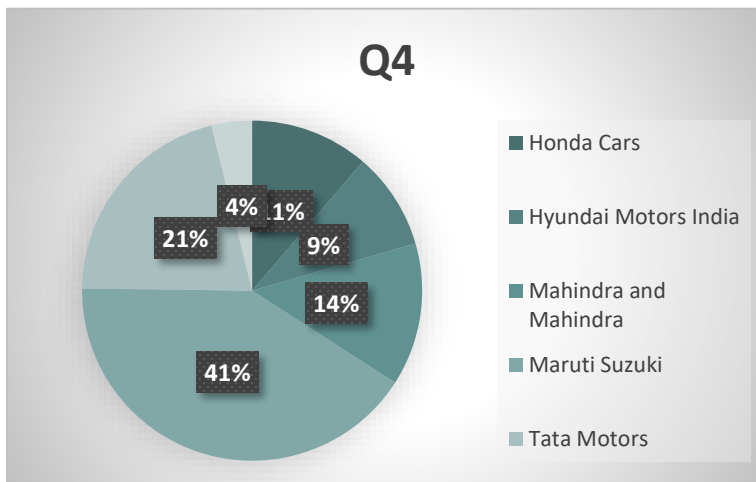
Row Labels	Q2
Honda Cars	9.77
Hyundai Motors India	9.84
Mahindra and Mahindra	24.01
Maruti Suzuki	37.31
Tata Motors	7.62
Toyota	11.45

From the chart and table we can say that “Maruti Suzuki” has the highest share in TV AIRINGS in Q2 i.e. 37%



Row Labels	Q3
Honda Cars	12.99
Hyundai Motors India	9.17
Mahindra and Mahindra	22.05
Maruti Suzuki	36.55
Tata Motors	8.03
Toyota	11.21

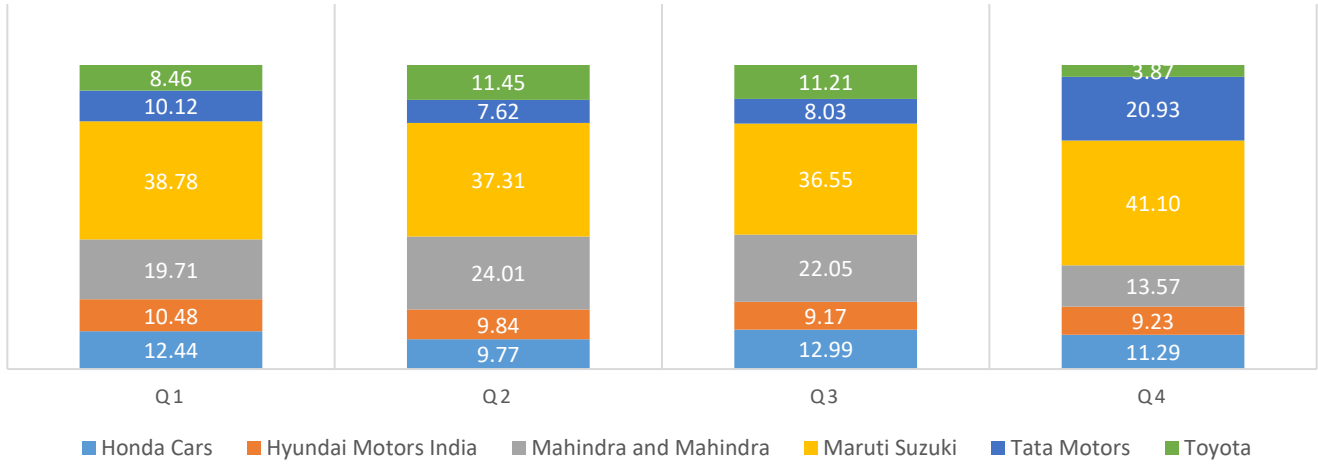
From the chart and table we can say that “Maruti Suzuki” has the highest share in TV AIRINGS in Q3 i.e. 37%



Row Labels	Q4
Honda Cars	11.29
Hyundai Motors India	9.23
Mahindra and Mahindra	13.57
Maruti Suzuki	41.10
Tata Motors	20.93
Toyota	3.87

From the chart and table we can say that “Maruti Suzuki” has the highest share in TV AIRINGS in Q4 i.e. 41%

SHARE OF BRANDS IN TV AIRINGS IN EACH QUARTER(PERCENTAGE)

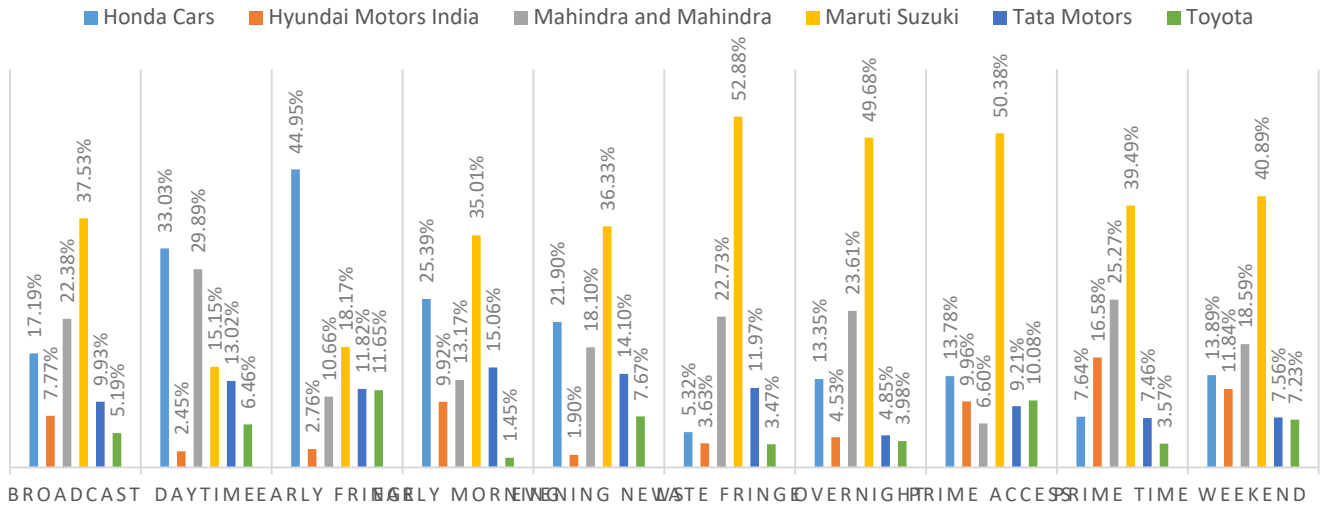


COMPETITIVE ANALYSIS

Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
[-] broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
+ DAYTIME	33.03%	2.45%	29.89%	15.15%	13.02%	6.46%	100.00%
+ EARLY FRING	44.95%	2.76%	10.66%	18.17%	11.82%	11.65%	100.00%
+ EARLY MORI	25.39%	9.92%	13.17%	35.01%	15.06%	1.45%	100.00%
+ EVENING NE	21.90%	1.90%	18.10%	36.33%	14.10%	7.67%	100.00%
+ LATE FRINGE	5.32%	3.63%	22.73%	52.88%	11.97%	3.47%	100.00%
+ OVERNIGHT	13.35%	4.53%	23.61%	49.68%	4.85%	3.98%	100.00%
+ PRIME ACCE	13.78%	9.96%	6.60%	50.38%	9.21%	10.08%	100.00%
+ PRIME TIME	7.64%	16.58%	25.27%	39.49%	7.46%	3.57%	100.00%
+ WEEKEND	13.89%	11.84%	18.59%	40.89%	7.56%	7.23%	100.00%
[-] cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
+ DAYTIME	16.31%	8.32%	20.34%	32.71%	11.00%	11.32%	100.00%
+ EARLY FRING	13.56%	9.38%	19.86%	36.49%	11.15%	9.56%	100.00%
+ EARLY MORI	16.02%	9.00%	15.66%	39.13%	9.97%	10.22%	100.00%
+ EVENING NE	11.38%	9.92%	17.80%	39.21%	11.63%	10.07%	100.00%
+ LATE FRINGE	5.94%	10.39%	23.38%	42.06%	10.47%	7.77%	100.00%
+ OVERNIGHT	9.83%	13.19%	9.76%	49.14%	11.45%	6.63%	100.00%
+ PRIME ACCE	7.55%	12.70%	17.80%	39.03%	13.03%	9.89%	100.00%
+ PRIME TIME	6.89%	10.67%	23.27%	39.56%	11.60%	8.02%	100.00%
+ WEEKEND	9.13%	9.91%	22.57%	36.50%	12.12%	9.77%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%

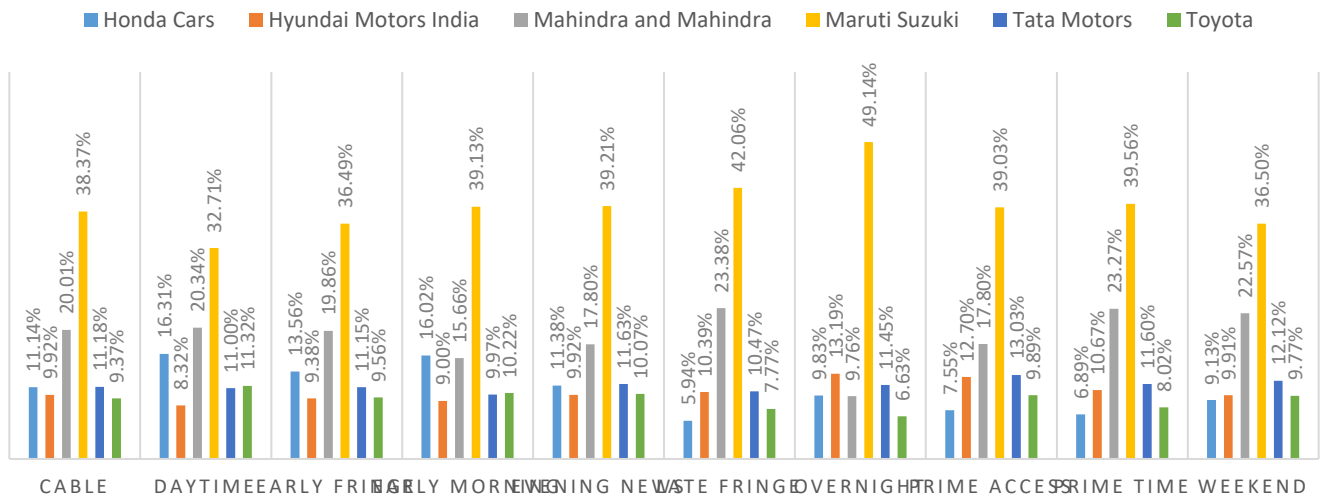
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
DAYTIME	33.03%	2.45%	29.89%	15.15%	13.02%	6.46%	100.00%
EARLY FRINGE	44.95%	2.76%	10.66%	18.17%	11.82%	11.65%	100.00%
EARLY MORNIN	25.39%	9.92%	13.17%	35.01%	15.06%	1.45%	100.00%
EVENING NEWS	21.90%	1.90%	18.10%	36.33%	14.10%	7.67%	100.00%
LATE FRINGE	5.32%	3.63%	22.73%	52.88%	11.97%	3.47%	100.00%
OVERNIGHT	13.35%	4.53%	23.61%	49.68%	4.85%	3.98%	100.00%
PRIME ACCESS	13.78%	9.96%	6.60%	50.38%	9.21%	10.08%	100.00%
PRIME TIME	7.64%	16.58%	25.27%	39.49%	7.46%	3.57%	100.00%
WEEKEND	13.89%	11.84%	18.59%	40.89%	7.56%	7.23%	100.00%

BROADCAST NETWORK TYPE

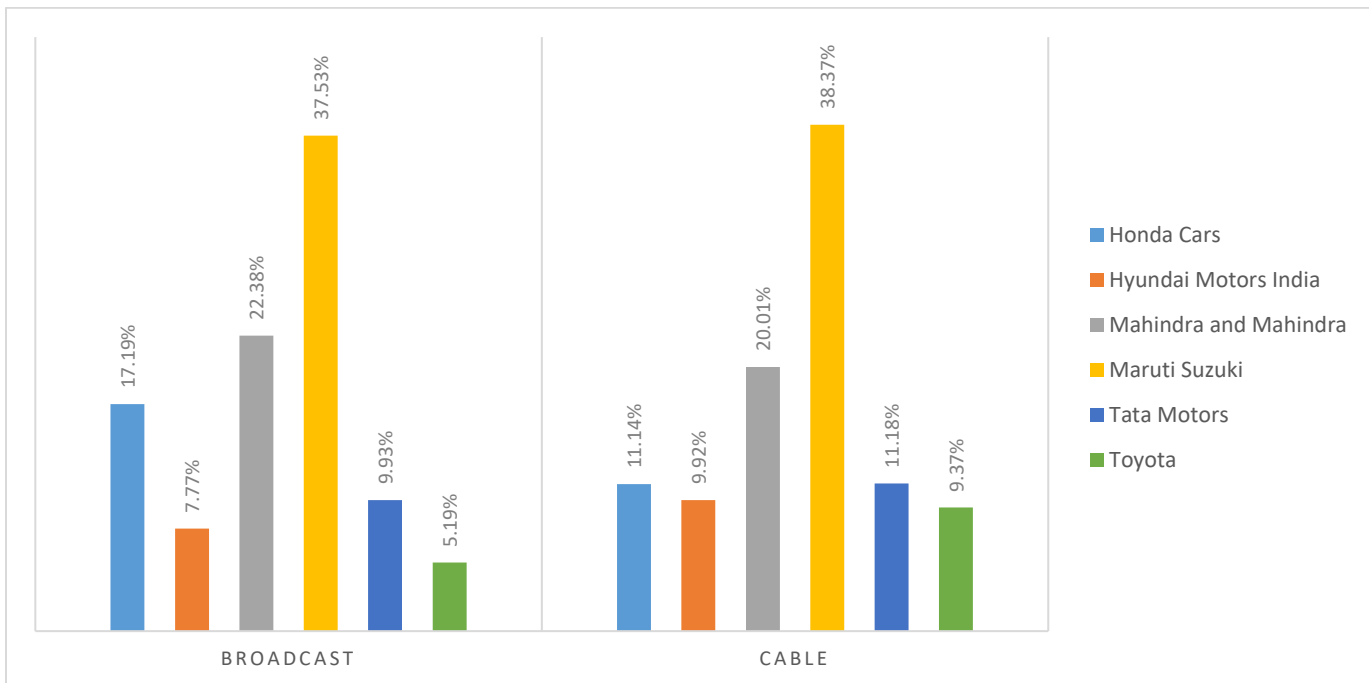


Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
DAYTIME	16.31%	8.32%	20.34%	32.71%	11.00%	11.32%	100.00%
EARLY FRINGE	13.56%	9.38%	19.86%	36.49%	11.15%	9.56%	100.00%
EARLY MORNING	16.02%	9.00%	15.66%	39.13%	9.97%	10.22%	100.00%
EVENING NEWS	11.38%	9.92%	17.80%	39.21%	11.63%	10.07%	100.00%
LATE FRINGE	5.94%	10.39%	23.38%	42.06%	10.47%	7.77%	100.00%
OVERNIGHT	9.83%	13.19%	9.76%	49.14%	11.45%	6.63%	100.00%
PRIME ACCESS	7.55%	12.70%	17.80%	39.03%	13.03%	9.89%	100.00%
PRIME TIME	6.89%	10.67%	23.27%	39.56%	11.60%	8.02%	100.00%
WEEKEND	9.13%	9.91%	22.57%	36.50%	12.12%	9.77%	100.00%

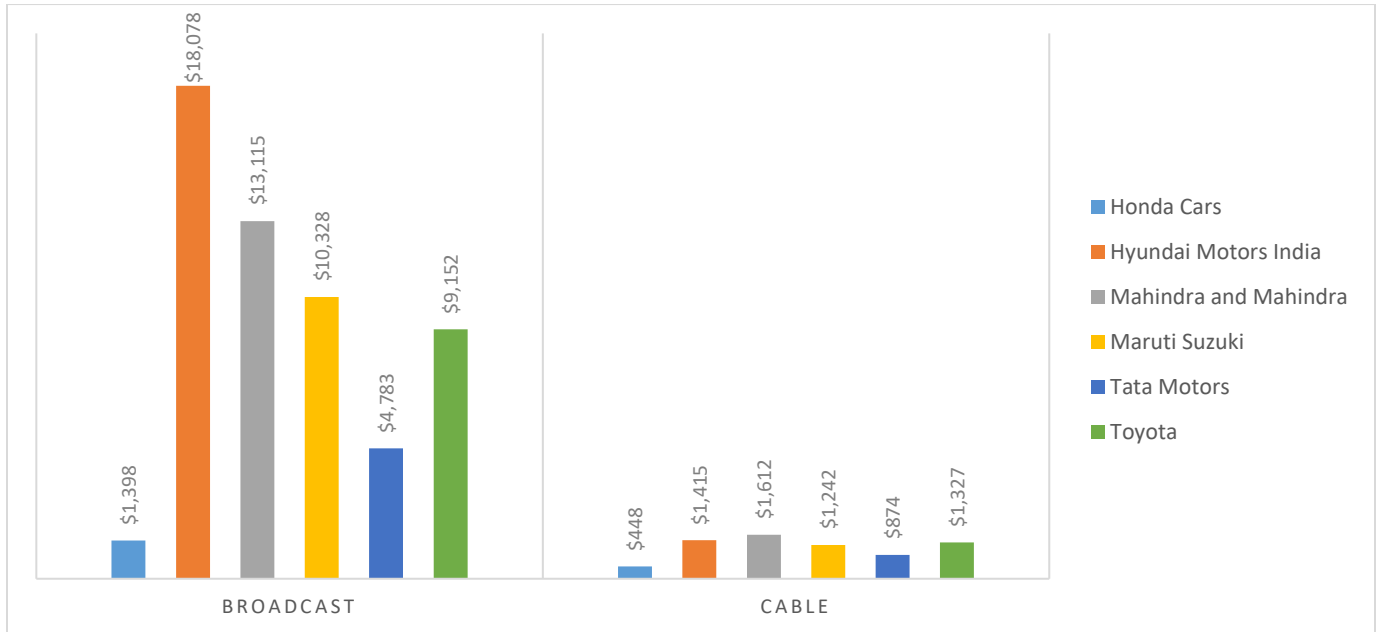
CABLE NETWORK TYPE



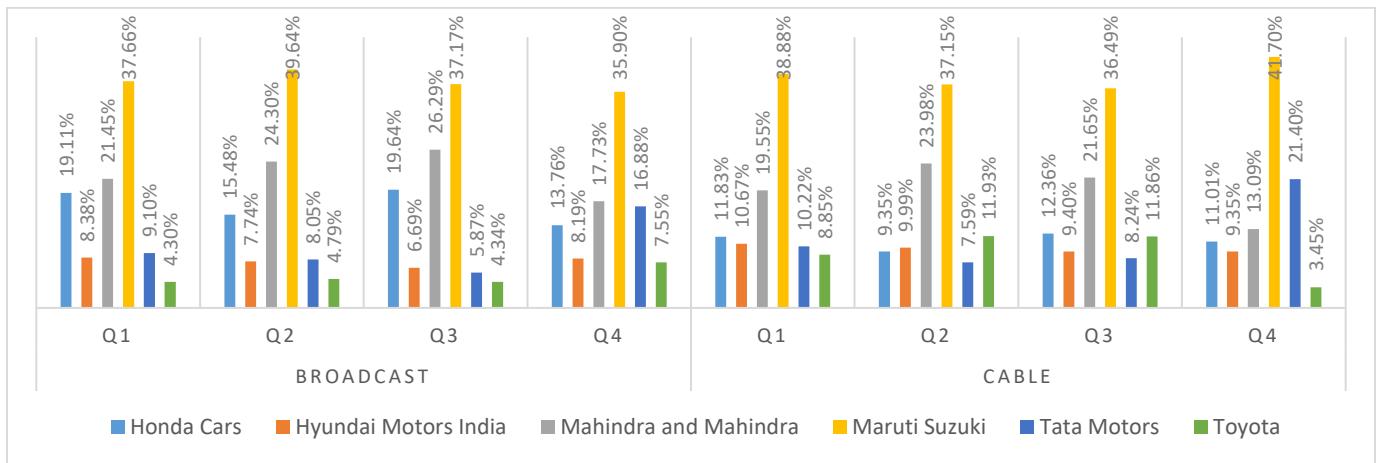
Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%



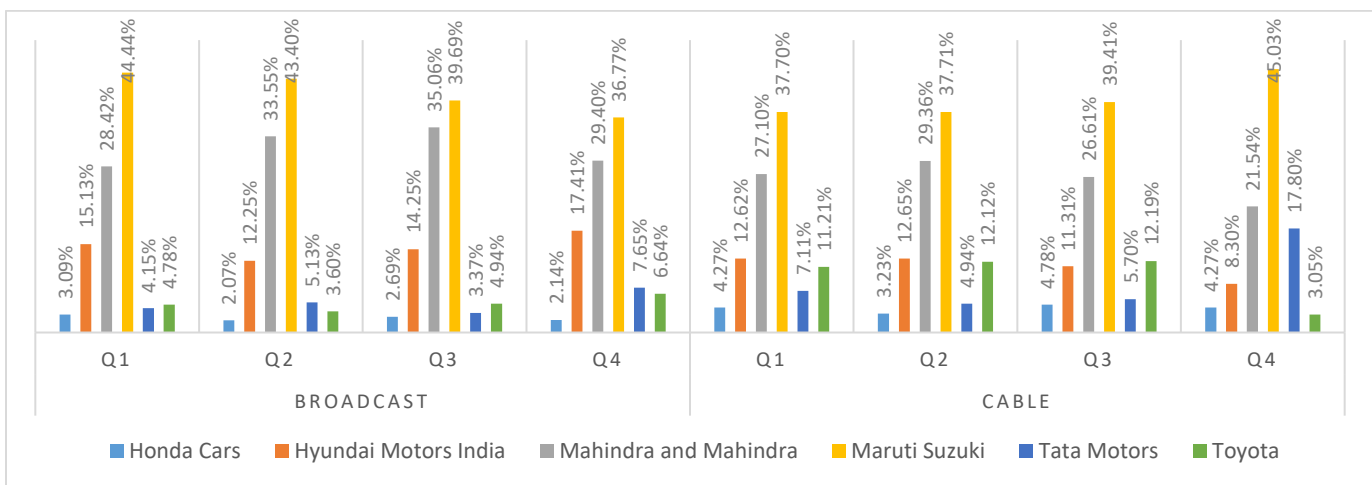
Average of Spenc Column Labels 							
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
broadcast	\$1,398	\$18,078	\$13,115	\$10,328	\$4,783	\$9,152	\$9,407
cable	\$448	\$1,415	\$1,612	\$1,242	\$874	\$1,327	\$1,212
Grand Total	\$566	\$2,536	\$2,686	\$1,993	\$1,170	\$1,706	\$1,903



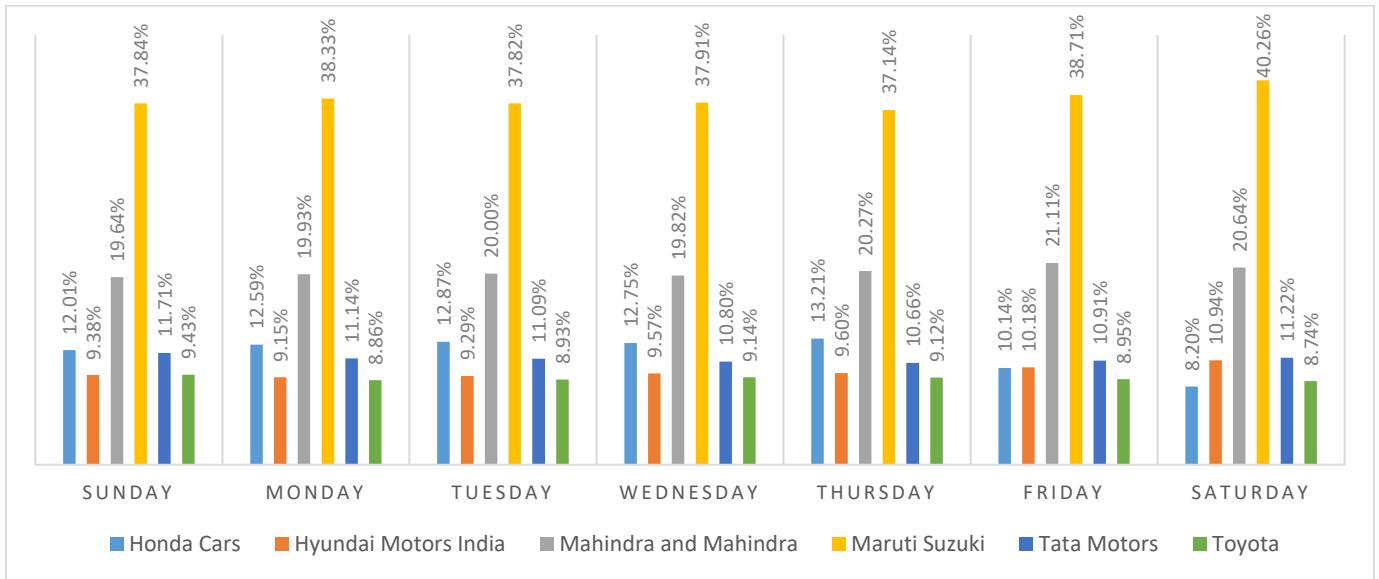
Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
[-] broadcast	17.19%	7.77%	22.38%	37.53%	9.93%	5.19%	100.00%
+ Q1	19.11%	8.38%	21.45%	37.66%	9.10%	4.30%	100.00%
+ Q2	15.48%	7.74%	24.30%	39.64%	8.05%	4.79%	100.00%
+ Q3	19.64%	6.69%	26.29%	37.17%	5.87%	4.34%	100.00%
+ Q4	13.76%	8.19%	17.73%	35.90%	16.88%	7.55%	100.00%
[-] cable	11.14%	9.92%	20.01%	38.37%	11.18%	9.37%	100.00%
+ Q1	11.83%	10.67%	19.55%	38.88%	10.22%	8.85%	100.00%
+ Q2	9.35%	9.99%	23.98%	37.15%	7.59%	11.93%	100.00%
+ Q3	12.36%	9.40%	21.65%	36.49%	8.24%	11.86%	100.00%
+ Q4	11.01%	9.35%	13.09%	41.70%	21.40%	3.45%	100.00%
Grand Total	11.65%	9.74%	20.21%	38.30%	11.07%	9.02%	100.00%



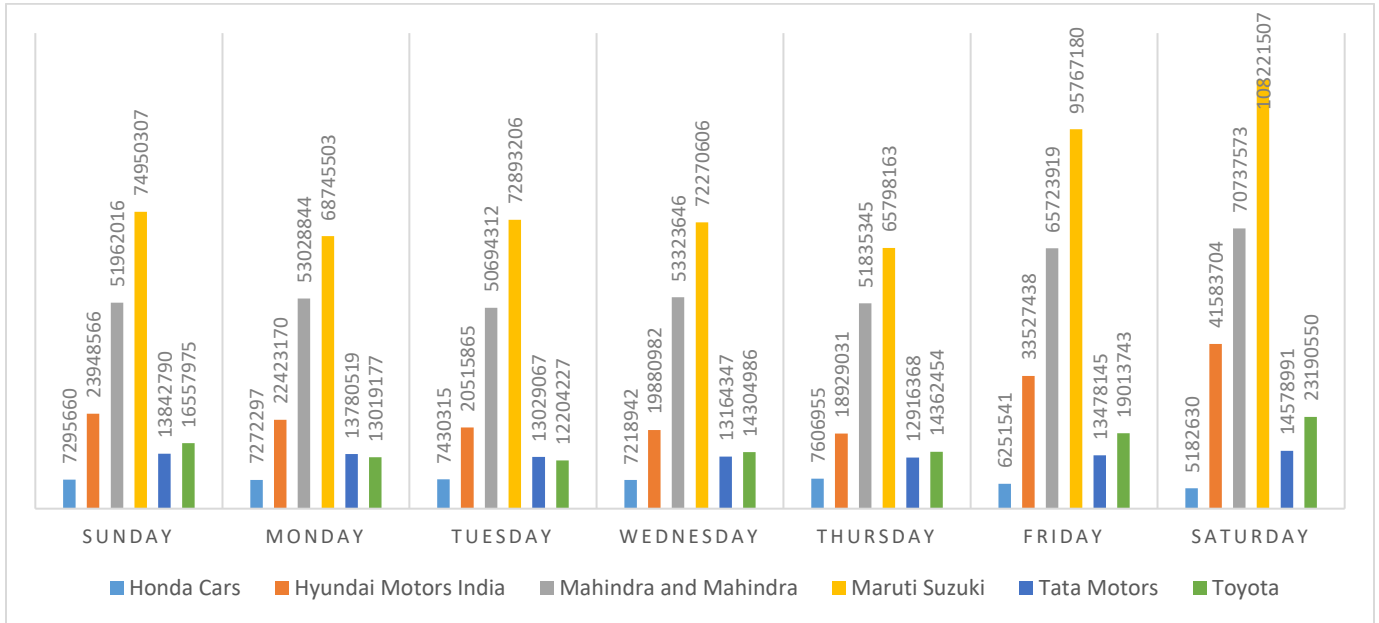
Sum of Spend (\$) Column Labels								
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total	
[-] broadcast	2.56%	14.93%	31.21%	41.20%	5.05%	5.05%	100.00%	
+ Q1	3.09%	15.13%	28.42%	44.44%	4.15%	4.78%	100.00%	
+ Q2	2.07%	12.25%	33.55%	43.40%	5.13%	3.60%	100.00%	
+ Q3	2.69%	14.25%	35.06%	39.69%	3.37%	4.94%	100.00%	
+ Q4	2.14%	17.41%	29.40%	36.77%	7.65%	6.64%	100.00%	
[-] cable	4.12%	11.59%	26.62%	39.35%	8.07%	10.26%	100.00%	
+ Q1	4.27%	12.62%	27.10%	37.70%	7.11%	11.21%	100.00%	
+ Q2	3.23%	12.65%	29.36%	37.71%	4.94%	12.12%	100.00%	
+ Q3	4.78%	11.31%	26.61%	39.41%	5.70%	12.19%	100.00%	
+ Q4	4.27%	8.30%	21.54%	45.03%	17.80%	3.05%	100.00%	
Grand Total	3.47%	12.98%	28.53%	40.12%	6.81%	8.09%	100.00%	



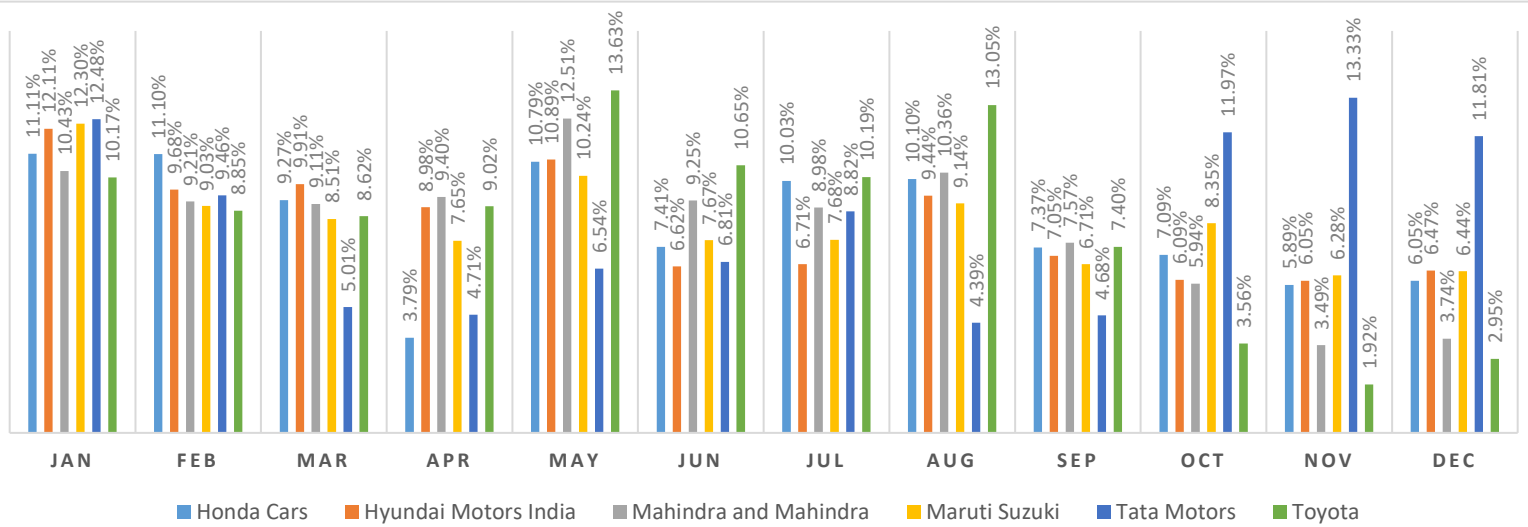
Count of Id	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Sunday	12.01%	9.38%		19.64%	37.84%	11.71%	9.43%
Monday	12.59%	9.15%		19.93%	38.33%	11.14%	8.86%
Tuesday	12.87%	9.29%		20.00%	37.82%	11.09%	8.93%
Wednesday	12.75%	9.57%		19.82%	37.91%	10.80%	9.14%
Thursday	13.21%	9.60%		20.27%	37.14%	10.66%	9.12%
Friday	10.14%	10.18%		21.11%	38.71%	10.91%	8.95%
Saturday	8.20%	10.94%		20.64%	40.26%	11.22%	8.74%
Grand Total	11.65%	9.74%		20.21%	38.30%	11.07%	9.02%



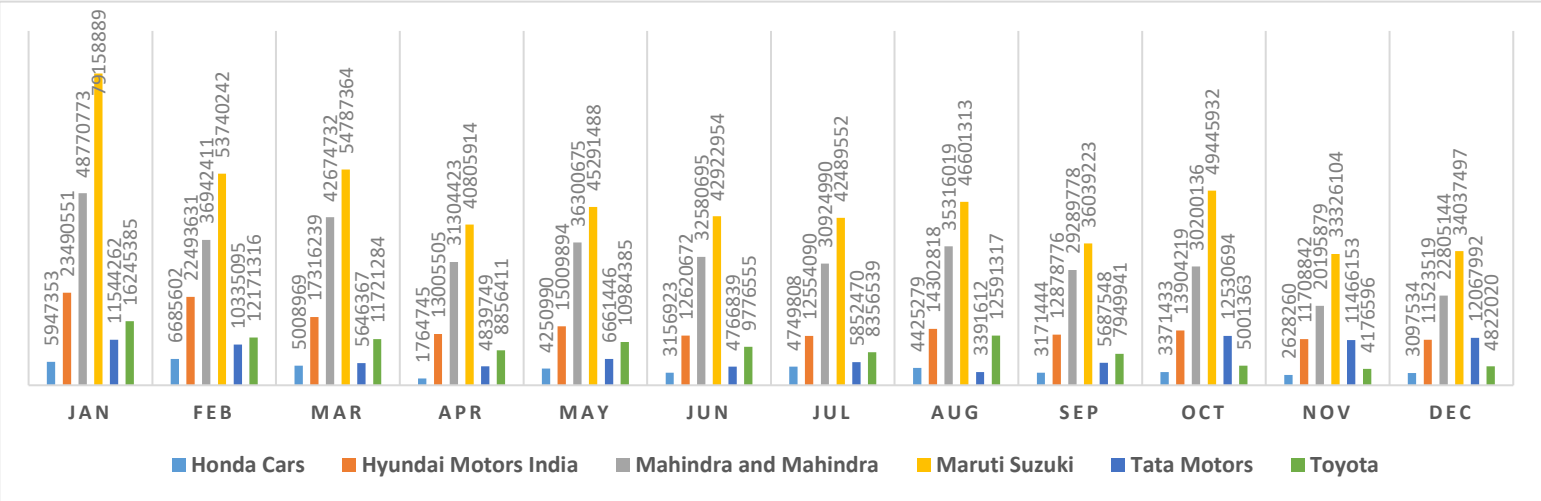
Sum of Spend (\$) Column Labels							
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Sunday	7295660	23948566	51962016	74950307	13842790	2E+07	188557314
Monday	7272297	22423170	53028844	68745503	13780519	1E+07	178269510
Tuesday	7430315	20515865	50694312	72893206	13029067	1E+07	176766992
Wednesday	7218942	19880982	53323646	72270606	13164347	1E+07	180163509
Thursday	7606955	18929031	51835345	65798163	12916368	1E+07	171448316
Friday	6251541	33527438	65723919	95767180	13478145	2E+07	233761966
Saturday	5182630	41583704	70737573	108221507	14578991	2E+07	263494955
Grand Total	48258340	180808756	397305655	558646472	94790227	1E+08	1392462562



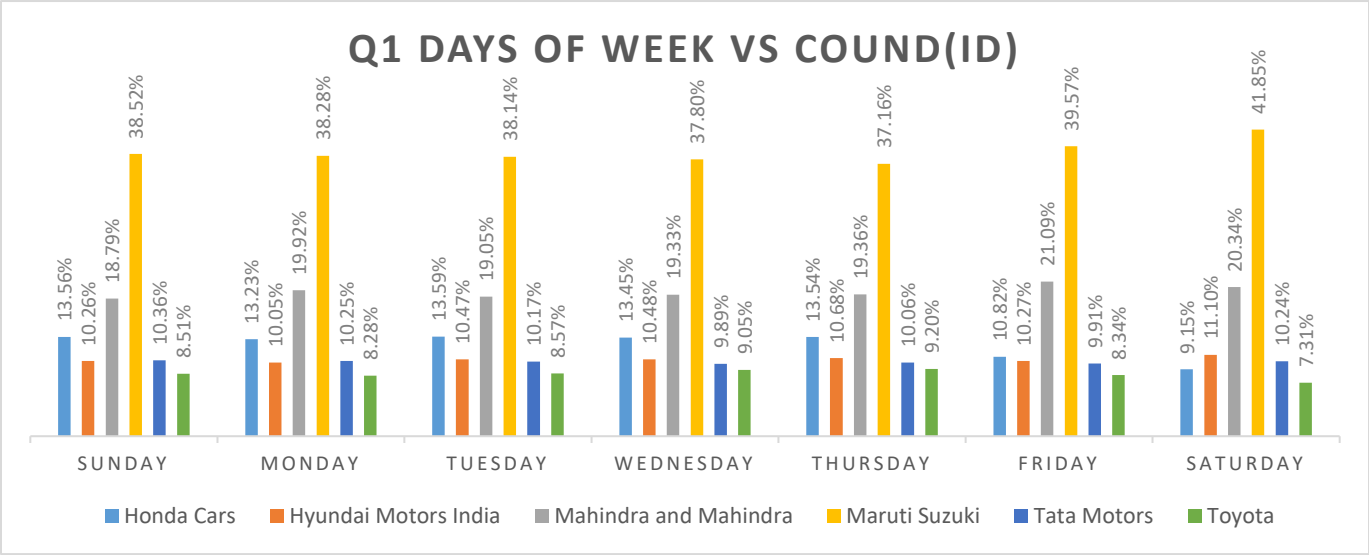
Count of Id Column Labels							
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
JAN	11.11%	12.11%	10.43%	12.30%	12.48%	10.17%	11.59%
FEB	11.10%	9.68%	9.21%	9.03%	9.46%	8.85%	9.40%
MAR	9.27%	9.91%	9.11%	8.51%	5.01%	8.62%	8.48%
APR	3.79%	8.98%	9.40%	7.65%	4.71%	9.02%	7.48%
MAY	10.79%	10.89%	12.51%	10.24%	6.54%	13.63%	10.72%
JUN	7.41%	6.62%	9.25%	7.67%	6.81%	10.65%	8.03%
JUL	10.03%	6.71%	8.98%	7.68%	8.82%	10.19%	8.47%
AUG	10.10%	9.44%	10.36%	9.14%	4.39%	13.05%	9.35%
SEP	7.37%	7.05%	7.57%	6.71%	4.68%	7.40%	6.83%
OCT	7.09%	6.09%	5.94%	8.35%	11.97%	3.56%	7.47%
NOV	5.89%	6.05%	3.49%	6.28%	13.33%	1.92%	6.04%
DEC	6.05%	6.47%	3.74%	6.44%	11.81%	2.95%	6.13%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%



Sum of Spend (\$) Column Labels							
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
JAN	5947353	23490551	48770773	79158889	11544262	16245385	185157213
FEB	6685602	22493631	36942411	53740242	10335095	12171316	142368297
MAR	5008969	17316239	42674732	54787364	5646367	11721284	137154955
APR	1764745	13005505	31304423	40805914	4839749	8856411	100576747
MAY	4250990	15009894	36300675	45291488	6661446	10984385	118498878
JUN	3156923	12620672	32580695	42922954	4766839	9776555	105824638
JUL	4749808	12554090	30924990	42489552	5852470	8356539	104927449
AUG	4425279	14302818	35316019	46601313	3391612	12591317	116628358
SEP	3171444	12878776	29289778	36039223	5687548	7949941	95016710
OCT	3371433	13904219	30200136	49445932	12530694	5001363	114453777
NOV	2628260	11708842	20195879	33326104	11466153	4176596	83501834
DEC	3097534	11523519	22805144	34037497	12067992	4822020	88353706
Grand Total	48258340	180808756	397305655	558646472	94790227	112653112	1392462562



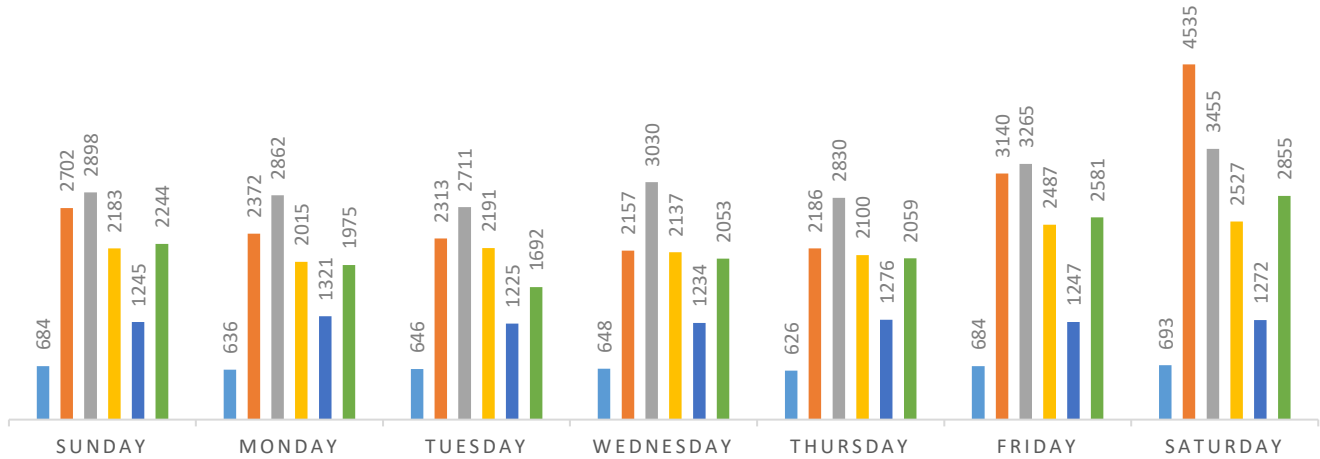
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Sunday	13.56%	10.26%	18.79%	38.52%	10.36%	8.51%	100.00%
Monday	13.23%	10.05%	19.92%	38.28%	10.25%	8.28%	100.00%
Tuesday	13.59%	10.47%	19.05%	38.14%	10.17%	8.57%	100.00%
Wednesday	13.45%	10.48%	19.33%	37.80%	9.89%	9.05%	100.00%
Thursday	13.54%	10.68%	19.36%	37.16%	10.06%	9.20%	100.00%
Friday	10.82%	10.27%	21.09%	39.57%	9.91%	8.34%	100.00%
Saturday	9.15%	11.10%	20.34%	41.85%	10.24%	7.31%	100.00%



Row Labels	Honda Cars	Hyundai Motors India	Mahindra and	Maruti Suzuki	Tata Motors	Toyota
Sunday	684	2702	2898	2183	1245	2244
Monday	636	2372	2862	2015	1321	1975
Tuesday	646	2313	2711	2191	1225	1692
Wednesday	648	2157	3030	2137	1234	2053
Thursday	626	2186	2830	2100	1276	2059
Friday	684	3140	3265	2487	1247	2581
Saturday	693	4535	3455	2527	1272	2855

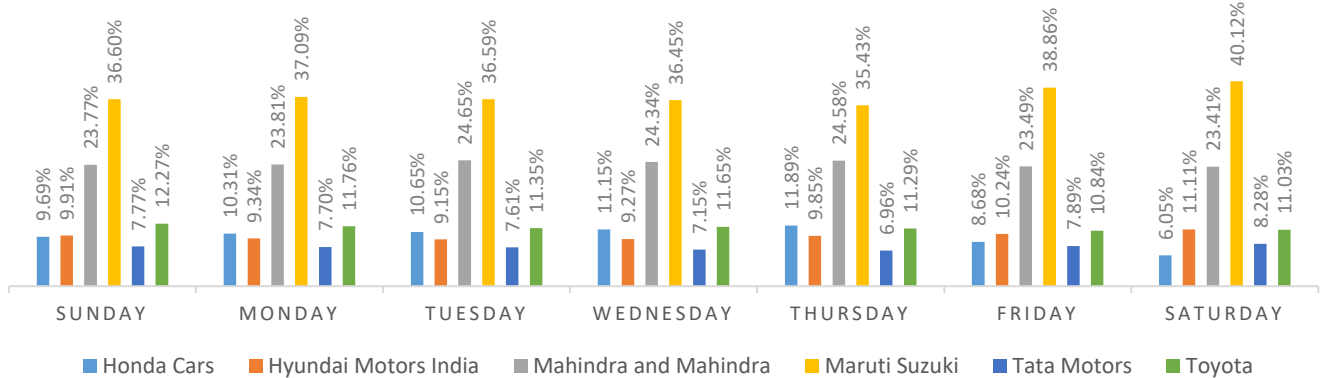
Q1 DAYS OF WEEK VS AVG \$ SPENT

■ Honda Cars ■ Hyundai Motors India ■ Mahindra and Mahindra ■ Maruti Suzuki ■ Tata Motors ■ Toyota



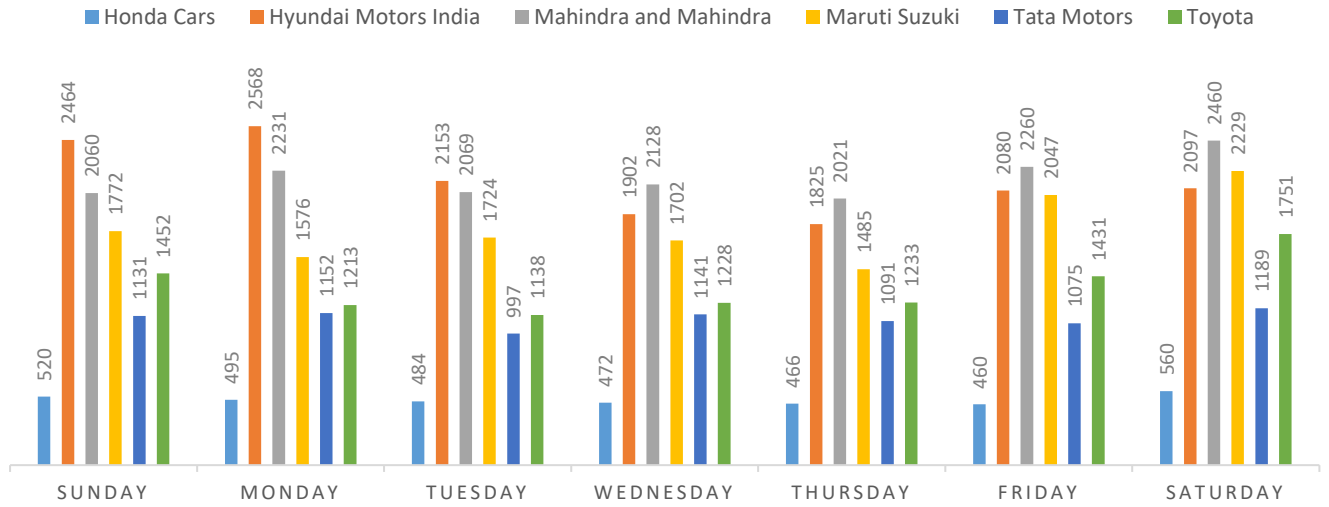
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Sunday	9.69%	9.91%	23.77%	36.60%	7.77%	12.27%	100.00%
Monday	10.31%	9.34%	23.81%	37.09%	7.70%	11.76%	100.00%
Tuesday	10.65%	9.15%	24.65%	36.59%	7.61%	11.35%	100.00%
Wednesday	11.15%	9.27%	24.34%	36.45%	7.15%	11.65%	100.00%
Thursday	11.89%	9.85%	24.58%	35.43%	6.96%	11.29%	100.00%
Friday	8.68%	10.24%	23.49%	38.86%	7.89%	10.84%	100.00%
Saturday	6.05%	11.11%	23.41%	40.12%	8.28%	11.03%	100.00%

Q2 DAYS OF WEEK VS COUNT(ID)



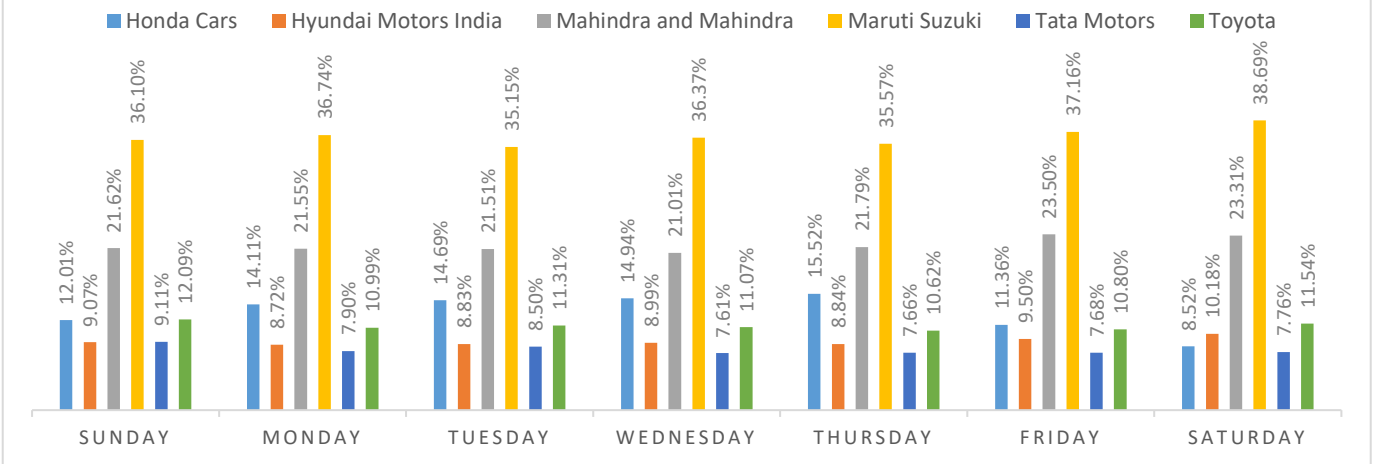
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and	Maruti Suzuki	Tata Motors	Toyota
Sunday	520	2464	2060	1772	1131	1452
Monday	495	2568	2231	1576	1152	1213
Tuesday	484	2153	2069	1724	997	1138
Wednesday	472	1902	2128	1702	1141	1228
Thursday	466	1825	2021	1485	1091	1233
Friday	460	2080	2260	2047	1075	1431
Saturday	560	2097	2460	2229	1189	1751

Q2 DAYS OF WEEK VS AVG \$ SPENT



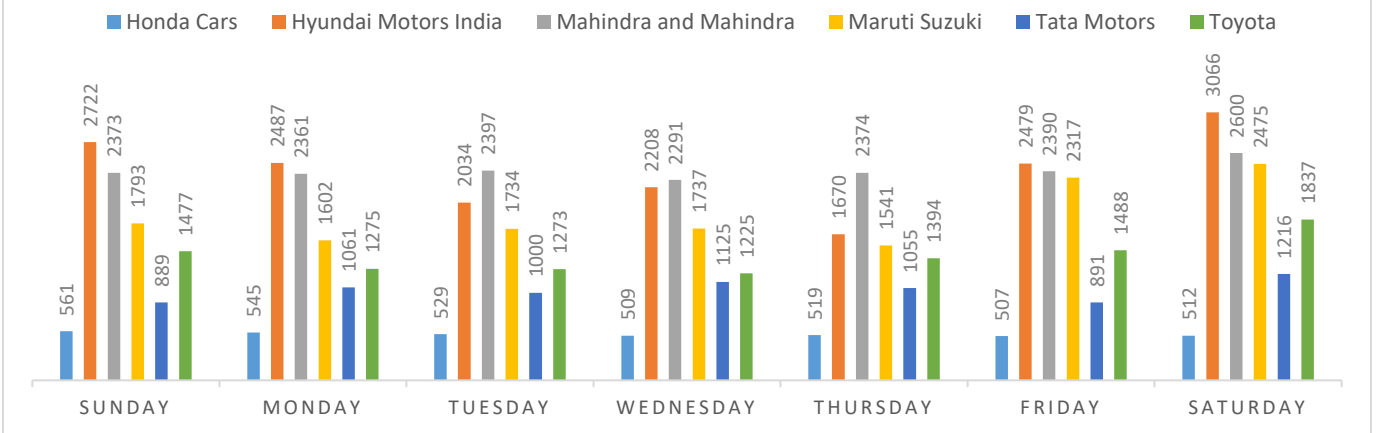
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Sunday	12.01%	9.07%	21.62%	36.10%	9.11%	12.09%	100.00%
Monday	14.11%	8.72%	21.55%	36.74%	7.90%	10.99%	100.00%
Tuesday	14.69%	8.83%	21.51%	35.15%	8.50%	11.31%	100.00%
Wednesday	14.94%	8.99%	21.01%	36.37%	7.61%	11.07%	100.00%
Thursday	15.52%	8.84%	21.79%	35.57%	7.66%	10.62%	100.00%
Friday	11.36%	9.50%	23.50%	37.16%	7.68%	10.80%	100.00%
Saturday	8.52%	10.18%	23.31%	38.69%	7.76%	11.54%	100.00%

Q3 DAYS OF WEEK VS COUNT(ID)

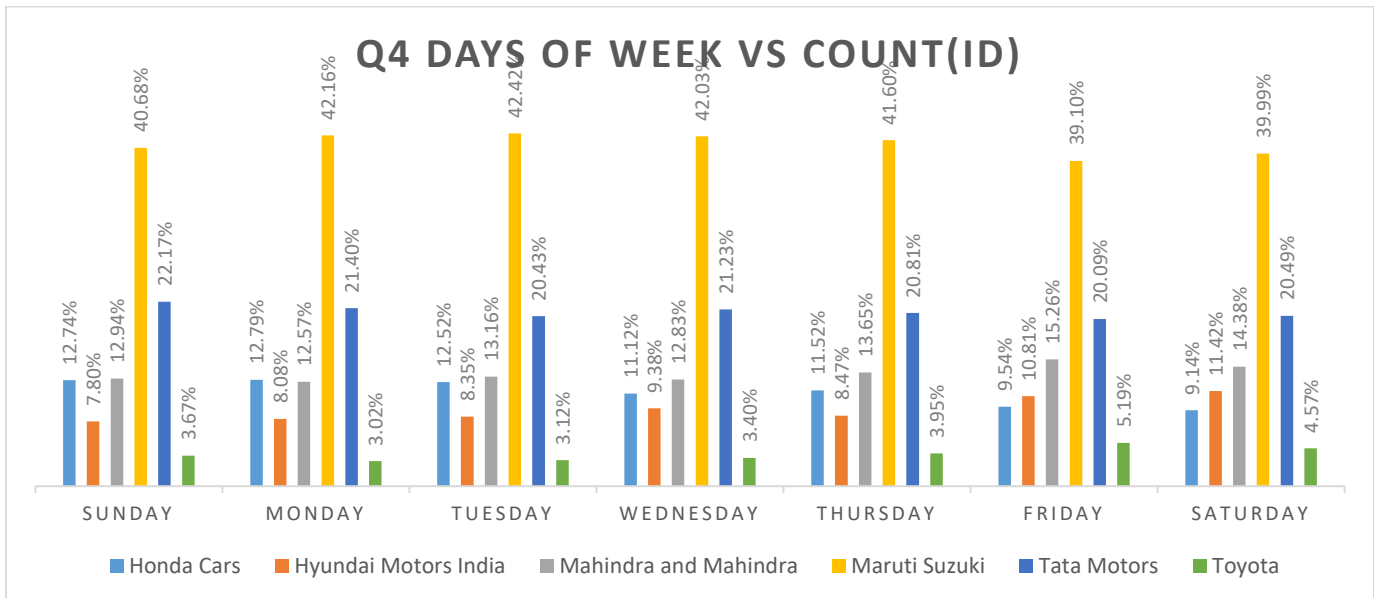


Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
Sunday	561	2722	2373	1793	889	1477
Monday	545	2487	2361	1602	1061	1275
Tuesday	529	2034	2397	1734	1000	1273
Wednesday	509	2208	2291	1737	1125	1225
Thursday	519	1670	2374	1541	1055	1394
Friday	507	2479	2390	2317	891	1488
Saturday	512	3066	2600	2475	1216	1837

Q3 DAYS OF WEEK VS AVG \$ SPENT



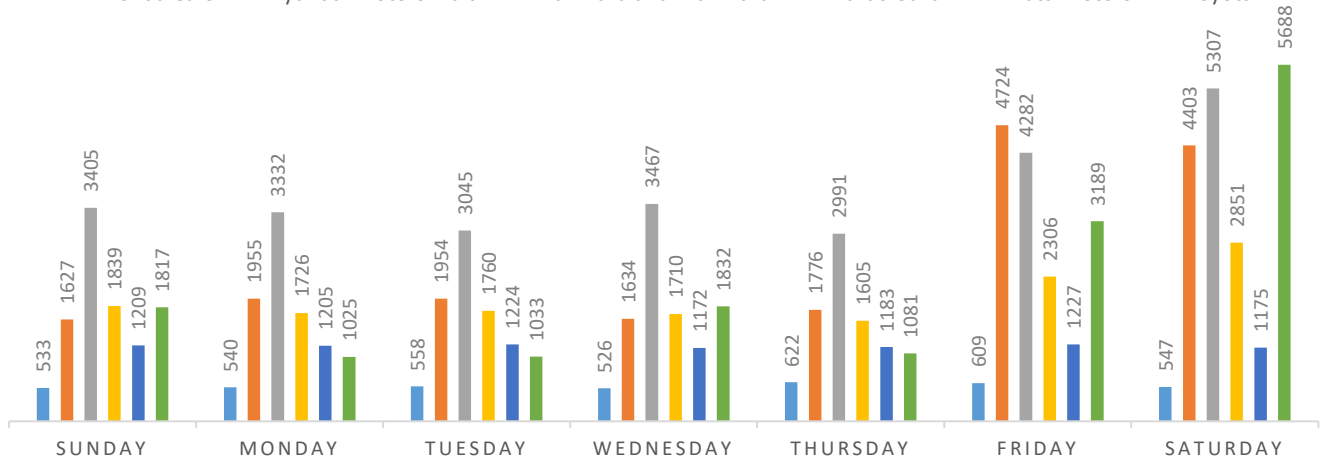
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	Grand Total
Sunday	12.74%	7.80%		12.94%	40.68%	22.17%	100.00%
Monday	12.79%	8.08%		12.57%	42.16%	3.02%	100.00%
Tuesday	12.52%	8.35%		13.16%	42.42%	3.12%	100.00%
Wednesday	11.12%	9.38%		12.83%	42.03%	3.40%	100.00%
Thursday	11.52%	8.47%		13.65%	41.60%	3.95%	100.00%
Friday	9.54%	10.81%		39.10%	20.09%	5.19%	100.00%
Saturday	9.14%	11.42%		14.38%	39.99%	4.57%	100.00%



Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota
Sunday	533	1627	3405	1839	1209	1817
Monday	540	1955	3332	1726	1205	1025
Tuesday	558	1954	3045	1760	1224	1033
Wednesday	526	1634	3467	1710	1172	1832
Thursday	622	1776	2991	1605	1183	1081
Friday	609	4724	4282	2306	1227	3189
Saturday	547	4403	5307	2851	1175	5688

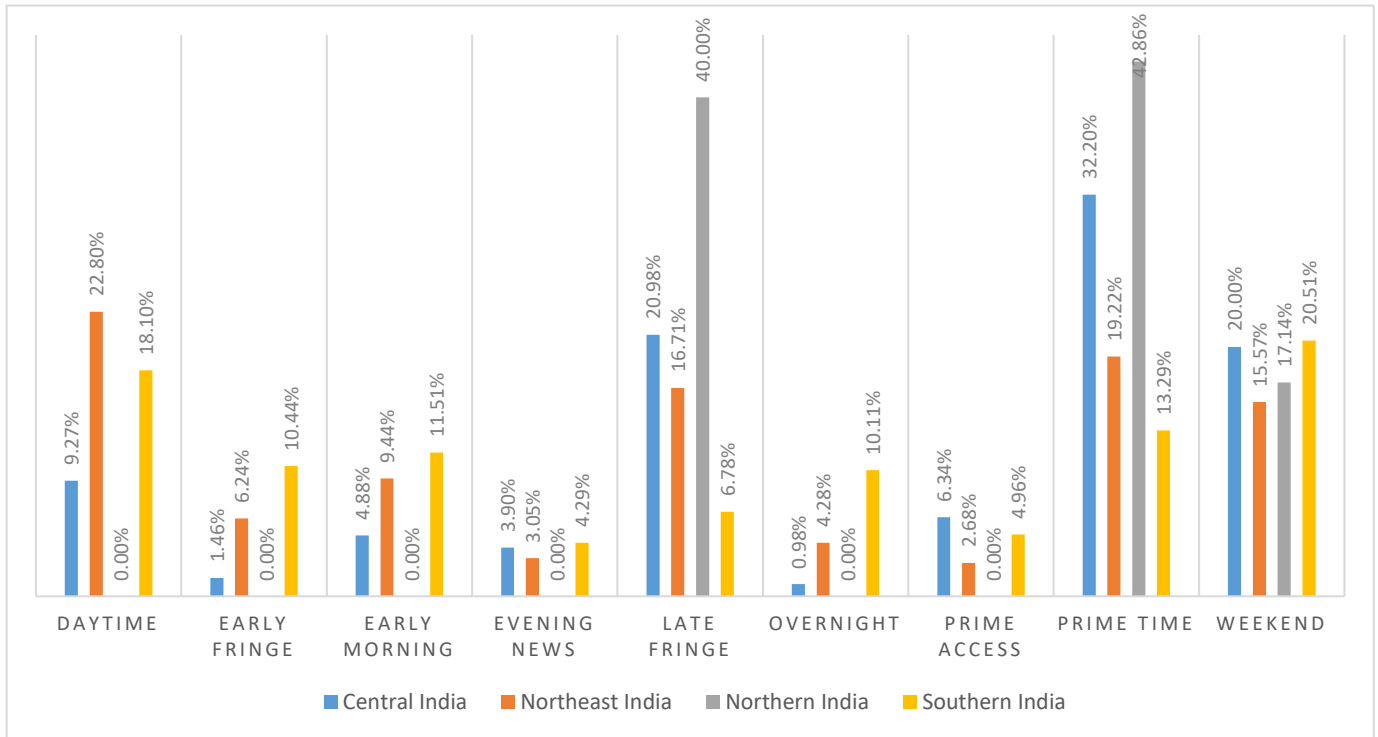
Q4 DAYS OF WEEK VS AVG \$ SPENT

■ Honda Cars ■ Hyundai Motors India ■ Mahindra and Mahindra ■ Maruti Suzuki ■ Tata Motors ■ Toyota

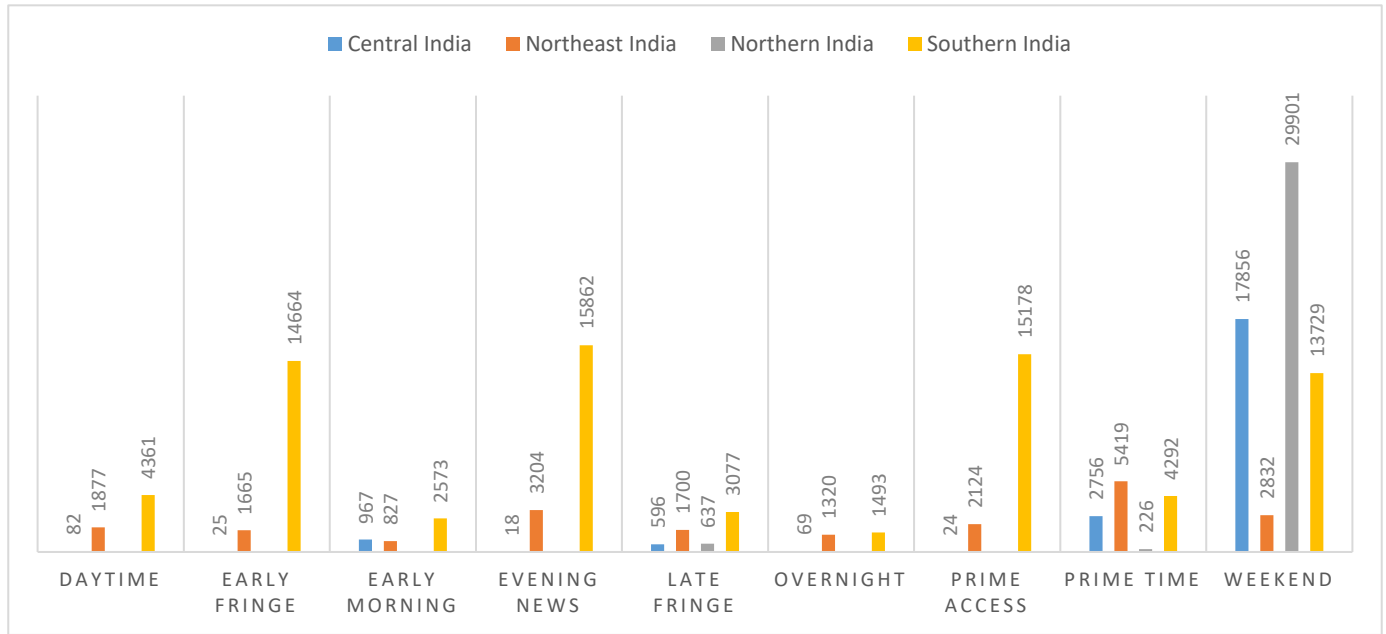


MAHINDRA AND MAHINDRA AD CAMPAIGN

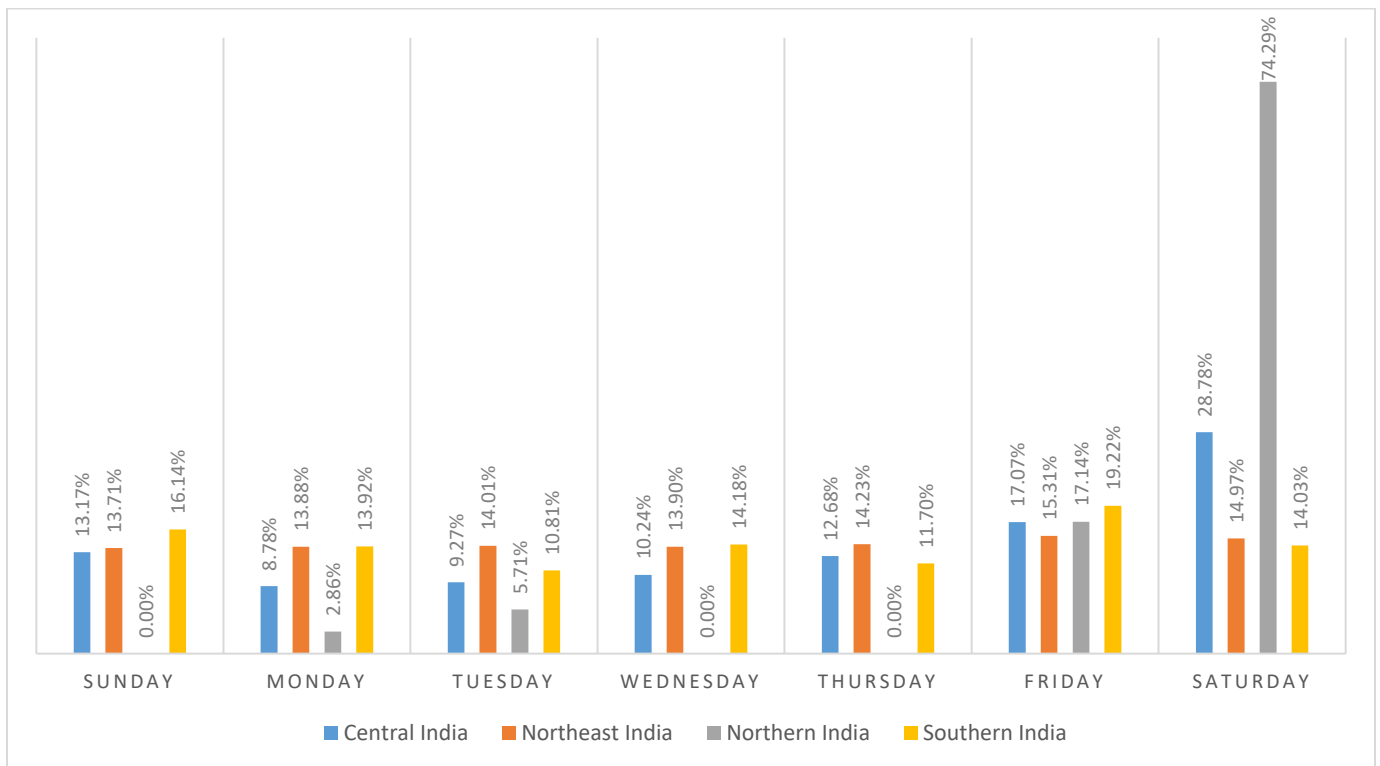
Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
	<div> <div>Central India</div> <div>Northeast India</div> <div>Northern India</div> <div>Southern India</div> <div>Grand Total</div> </div>				
Row Labels					
DAYTIME	9.27%	22.80%	0.00%	18.10%	22.69%
EARLY FRINGE	1.46%	6.24%	0.00%	10.44%	6.31%
EARLY MORNING	4.88%	9.44%	0.00%	11.51%	9.47%
EVENING NEWS	3.90%	3.05%	0.00%	4.29%	3.08%
LATE FRINGE	20.98%	16.71%	40.00%	6.78%	16.54%
OVERNIGHT	0.98%	4.28%	0.00%	10.11%	4.38%
PRIME ACCESS	6.34%	2.68%	0.00%	4.96%	2.73%
PRIME TIME	32.20%	19.22%	42.86%	13.29%	19.14%
WEEKEND	20.00%	15.57%	17.14%	20.51%	15.67%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%



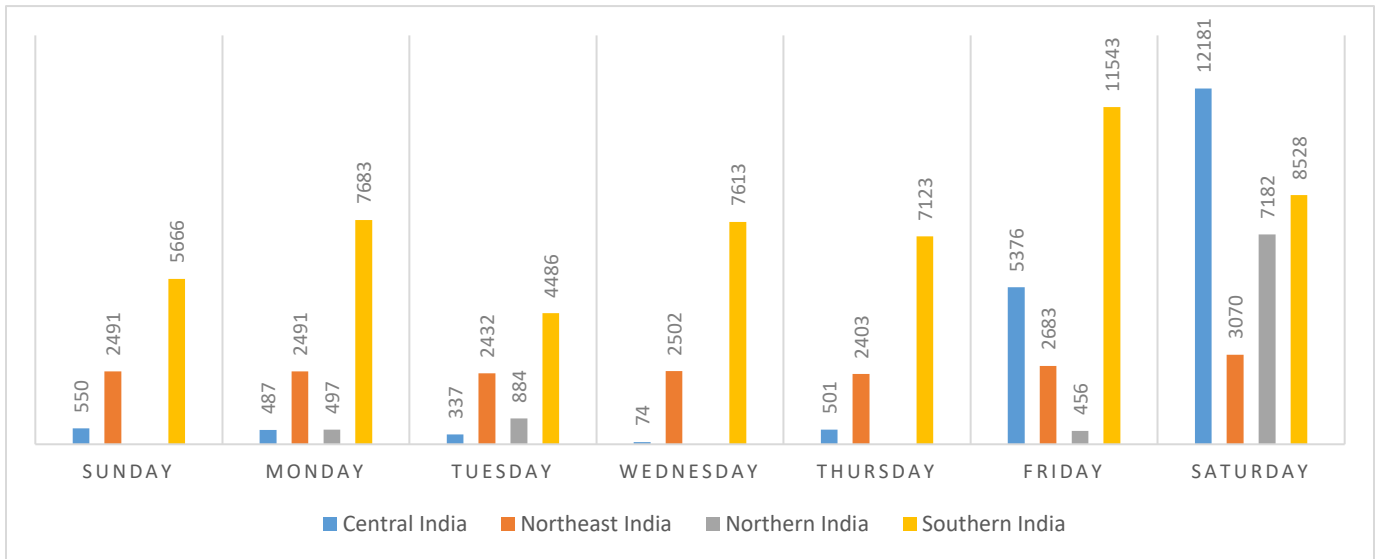
Brand	Mahindra and Mahindra				
Average of Spend (\$)	Column Labels				
	<div> <div>Central India</div> <div>Northeast India</div> <div>Northern India</div> <div>Southern India</div> <div>Grand Total</div> </div>				
Row Labels					
DAYTIME	82	1877		4361	1912
EARLY FRINGE	25	1665		14664	2057
EARLY MORNING	967	827		2573	866
EVENING NEWS	18	3204		15862	3521
LATE FRINGE	596	1700	637	3077	1708
OVERNIGHT	69	1320		1493	1327
PRIME ACCESS	24	2124		15178	2551
PRIME TIME	2756	5419	226	4292	5396
WEEKEND	17856	2832	29901	13729	3126
Grand Total	4641	2588	5478	7797	2686



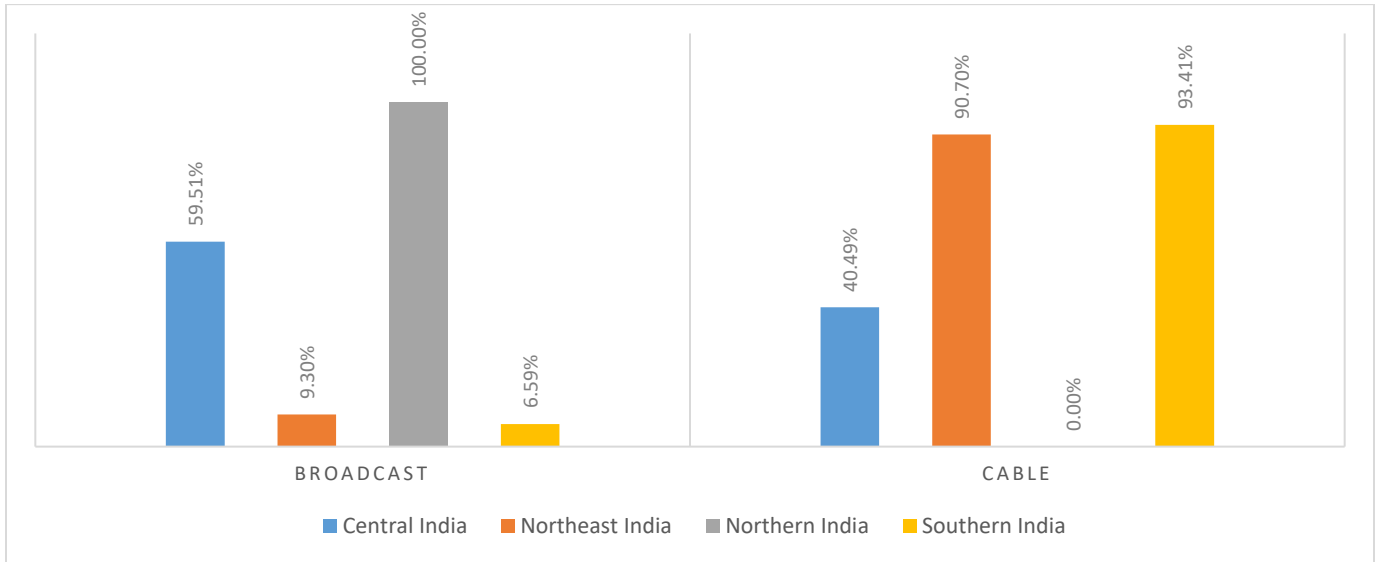
Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
Row Labels	<div> <div>Central India</div> <div>Northeast India</div> <div>Northern India</div> <div>Southern India</div> <div>Grand Total</div> </div>				
Sunday	13.17%	13.71%	0.00%	16.14%	13.75%
Monday	8.78%	13.88%	2.86%	13.92%	13.87%
Tuesday	9.27%	14.01%	5.71%	10.81%	13.94%
Wednesday	10.24%	13.90%	0.00%	14.18%	13.89%
Thursday	12.68%	14.23%	0.00%	11.70%	14.18%
Friday	17.07%	15.31%	17.14%	19.22%	15.38%
Saturday	28.78%	14.97%	74.29%	14.03%	14.98%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%



Brand	Mahindra and Mahindra ▼				
Average of Spend (\$)	Column Labels ▼				
	⊕ Central India ⊕ Northeast India ⊕ Northern India ⊕ Southern India Grand Total				
Row Labels ▼					
Sunday	550	2491		5666	2556
Monday	487	2491	497	7683	2585
Tuesday	337	2432	884	4486	2459
Wednesday	74	2502		7613	2595
Thursday	501	2403		7123	2472
Friday	5376	2683	456	11543	2889
Saturday	12181	3070	7182	8528	3192
Grand Total	4641	2588	5478	7797	2686



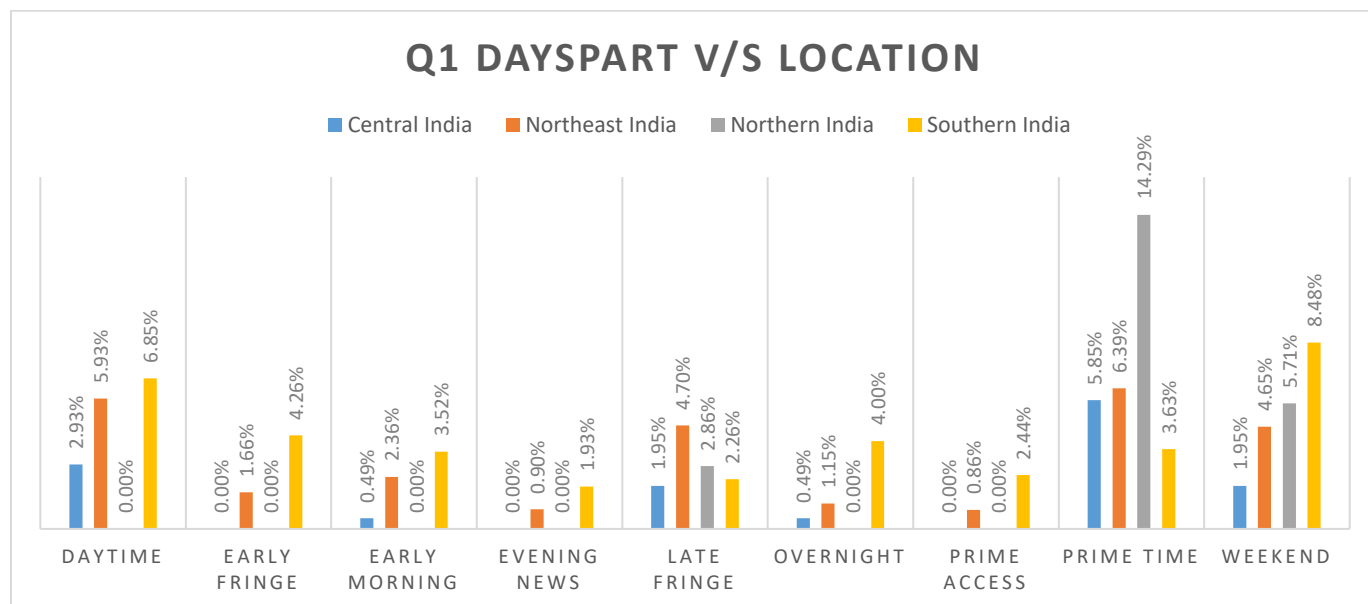
Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
	<div> <div>Central India</div> <div>Northeast India</div> <div>Northern India</div> <div>Southern India</div> <div>Grand Total</div> </div>				
Row Labels					
broadcast	59.51%	9.30%	100.00%	6.59%	9.34%
cable	40.49%	90.70%	0.00%	93.41%	90.66%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%



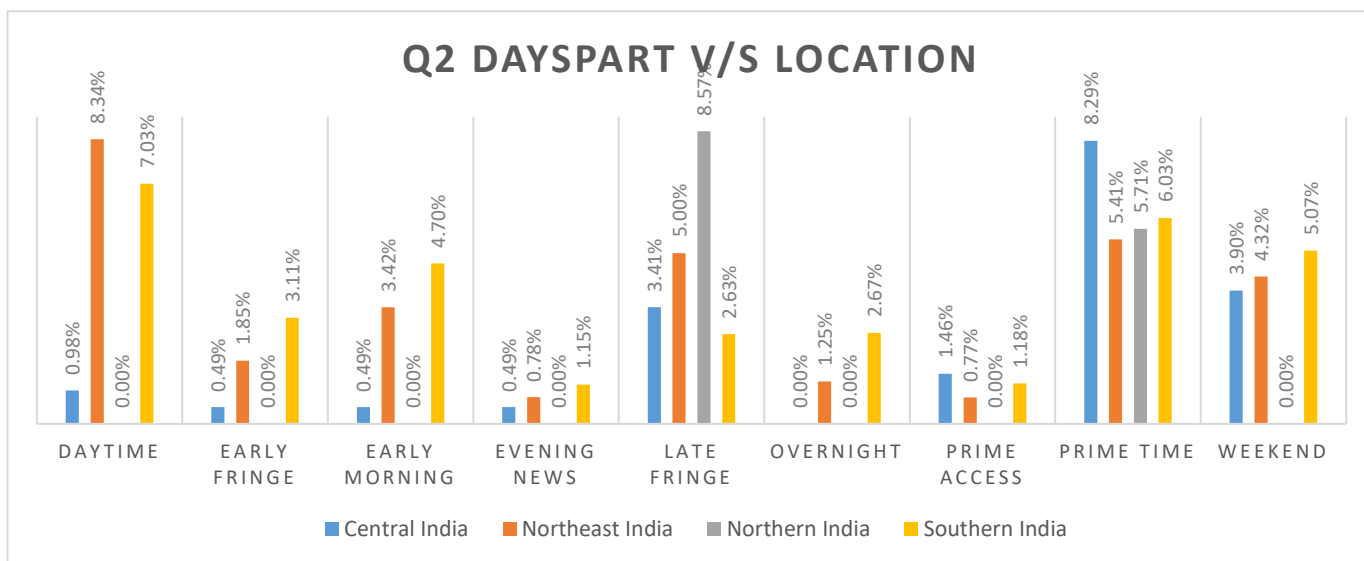
Brand	Mahindra and Mahindra				
Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
Q1	13.66%	28.61%	22.86%	37.36%	28.75%
DAYTIME	2.93%	5.93%	0.00%	6.85%	5.94%
EARLY FRINGE	0.00%	1.66%	0.00%	4.26%	1.71%
EARLY MORNING	0.49%	2.36%	0.00%	3.52%	2.38%
EVENING NEWS	0.00%	0.90%	0.00%	1.93%	0.91%
LATE FRINGE	1.95%	4.70%	2.86%	2.26%	4.66%
OVERNIGHT	0.49%	1.15%	0.00%	4.00%	1.20%
PRIME ACCESS	0.00%	0.86%	0.00%	2.44%	0.89%
PRIME TIME	5.85%	6.39%	14.29%	3.63%	6.34%
WEEKEND	1.95%	4.65%	5.71%	8.48%	4.71%
Q2	19.51%	31.14%	14.29%	33.58%	31.16%
DAYTIME	0.98%	8.34%	0.00%	7.03%	8.30%
EARLY FRINGE	0.49%	1.85%	0.00%	3.11%	1.87%
EARLY MORNING	0.49%	3.42%	0.00%	4.70%	3.43%
EVENING NEWS	0.49%	0.78%	0.00%	1.15%	0.78%
LATE FRINGE	3.41%	5.00%	8.57%	2.63%	4.96%
OVERNIGHT	0.00%	1.25%	0.00%	2.67%	1.27%
PRIME ACCESS	1.46%	0.77%	0.00%	1.18%	0.78%
PRIME TIME	8.29%	5.41%	5.71%	6.03%	5.42%
WEEKEND	3.90%	4.32%	0.00%	5.07%	4.33%
Q3	50.73%	27.04%	48.57%	17.66%	26.90%
DAYTIME	4.39%	5.67%	0.00%	3.18%	5.62%
EARLY FRINGE	0.00%	1.95%	0.00%	1.70%	1.94%
EARLY MORNING	3.41%	2.47%	0.00%	2.59%	2.48%
EVENING NEWS	3.41%	0.99%	0.00%	0.78%	0.99%
LATE FRINGE	12.20%	4.66%	28.57%	1.48%	4.62%
OVERNIGHT	0.49%	1.32%	0.00%	1.85%	1.33%
PRIME ACCESS	4.88%	0.79%	0.00%	0.67%	0.79%
PRIME TIME	15.61%	4.92%	14.29%	2.26%	4.89%
WEEKEND	6.34%	4.26%	5.71%	3.15%	4.24%
Q4	16.10%	13.21%	14.29%	11.40%	13.18%
DAYTIME	0.98%	2.86%	0.00%	1.04%	2.82%

EARLY FRINGE	0.98%	0.78%	0.00%	1.37%	0.79%
EARLY MORNING	0.49%	1.19%	0.00%	0.70%	1.18%
EVENING NEWS	0.00%	0.39%	0.00%	0.44%	0.39%
LATE FRINGE	3.41%	2.35%	0.00%	0.41%	2.31%
OVERNIGHT	0.00%	0.56%	0.00%	1.59%	0.58%
PRIME ACCESS	0.00%	0.26%	0.00%	0.67%	0.26%
PRIME TIME	2.44%	2.50%	8.57%	1.37%	2.48%
WEEKEND	7.80%	2.34%	5.71%	3.81%	2.38%
Grand Total	100.00%	100.00%	100.00%	100.00%	100.00%

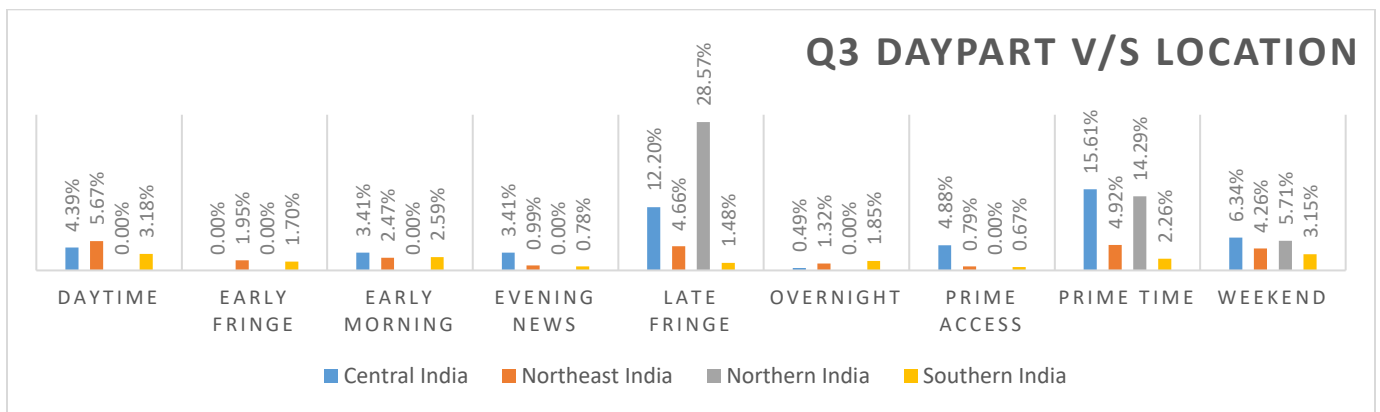
Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
DAYTIME	2.93%	5.93%	0.00%	6.85%	5.94%
EARLY FRINGE	0.00%	1.66%	0.00%	4.26%	1.71%
EARLY MORN	0.49%	2.36%	0.00%	3.52%	2.38%
EVENING NEV	0.00%	0.90%	0.00%	1.93%	0.91%
LATE FRINGE	1.95%	4.70%	2.86%	2.26%	4.66%
OVERNIGHT	0.49%	1.15%	0.00%	4.00%	1.20%
PRIME ACCESS	0.00%	0.86%	0.00%	2.44%	0.89%
PRIME TIME	5.85%	6.39%	14.29%	3.63%	6.34%
WEEKEND	1.95%	4.65%	5.71%	8.48%	4.71%



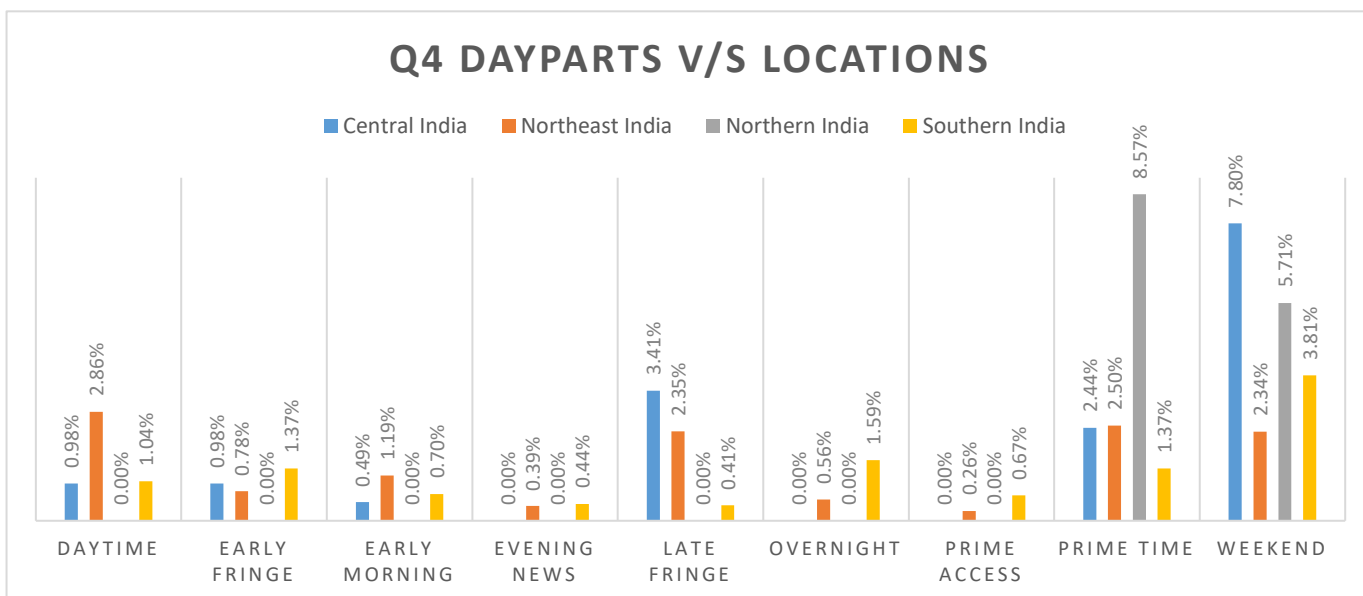
Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
DAYTIME	0.98%	8.34%	0.00%	7.03%	8.30%
EARLY FRING	0.49%	1.85%	0.00%	3.11%	1.87%
EARLY MORN	0.49%	3.42%	0.00%	4.70%	3.43%
EVENING NEV	0.49%	0.78%	0.00%	1.15%	0.78%
LATE FRINGE	3.41%	5.00%	8.57%	2.63%	4.96%
OVERNIGHT	0.00%	1.25%	0.00%	2.67%	1.27%
PRIME ACCE	1.46%	0.77%	0.00%	1.18%	0.78%
PRIME TIME	8.29%	5.41%	5.71%	6.03%	5.42%
WEEKEND	3.90%	4.32%	0.00%	5.07%	4.33%



Count of Id	Column Labels				
Row Labels	Central India	Northeast India	Northern India	Southern India	Grand Total
DAYTIME	4.39%	5.67%	0.00%	3.18%	5.62%
EARLY FRINGE	0.00%	1.95%	0.00%	1.70%	1.94%
EARLY MORN	3.41%	2.47%	0.00%	2.59%	2.48%
EVENING NEV	3.41%	0.99%	0.00%	0.78%	0.99%
LATE FRINGE	12.20%	4.66%	28.57%	1.48%	4.62%
OVERNIGHT	0.49%	1.32%	0.00%	1.85%	1.33%
PRIME ACCESS	4.88%	0.79%	0.00%	0.67%	0.79%
PRIME TIME	15.61%	4.92%	14.29%	2.26%	4.89%
WEEKEND	6.34%	4.26%	5.71%	3.15%	4.24%

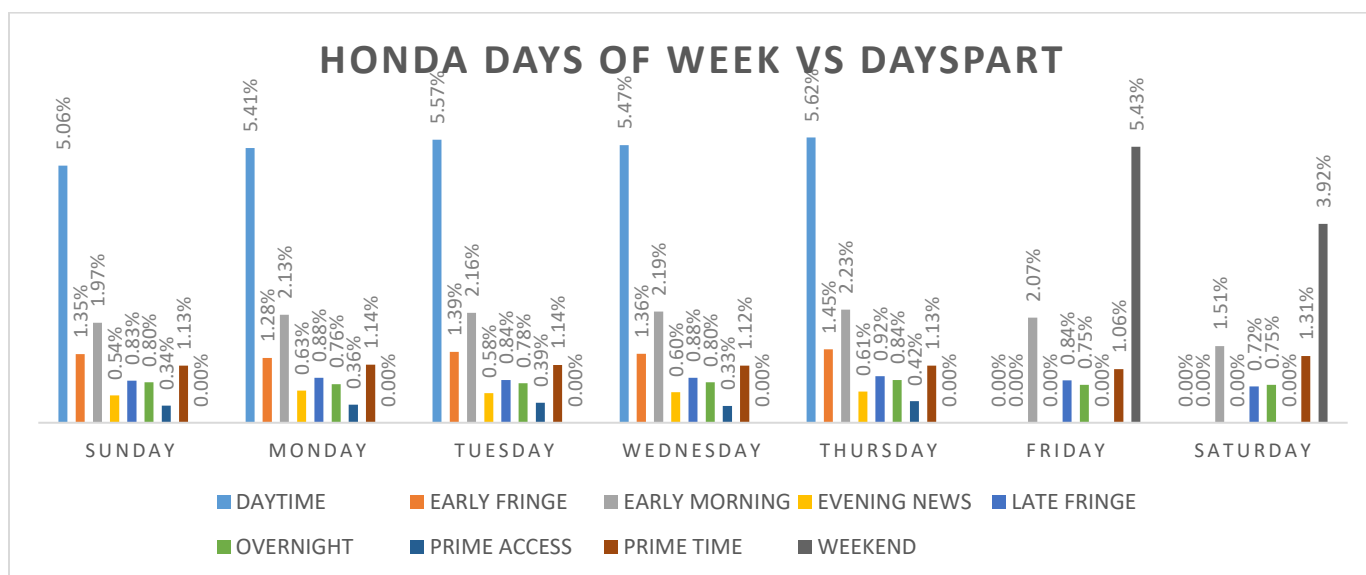


Count of Id Row Labels	Column Labels				
	Central India	Northeast India	Northern India	Southern India	Grand Total
DAYTIME	0.98%	2.86%	0.00%	1.04%	2.82%
EARLY FRINGE	0.98%	0.78%	0.00%	1.37%	0.79%
EARLY MORNING	0.49%	1.19%	0.00%	0.70%	1.18%
EVENING NEWS	0.00%	0.39%	0.00%	0.44%	0.39%
LATE FRINGE	3.41%	2.35%	0.00%	0.41%	2.31%
OVERNIGHT	0.00%	0.56%	0.00%	1.59%	0.58%
PRIME ACCESS	0.00%	0.26%	0.00%	0.67%	0.26%
PRIME TIME	2.44%	2.50%	8.57%	1.37%	2.48%
WEEKEND	7.80%	2.34%	5.71%	3.81%	2.38%



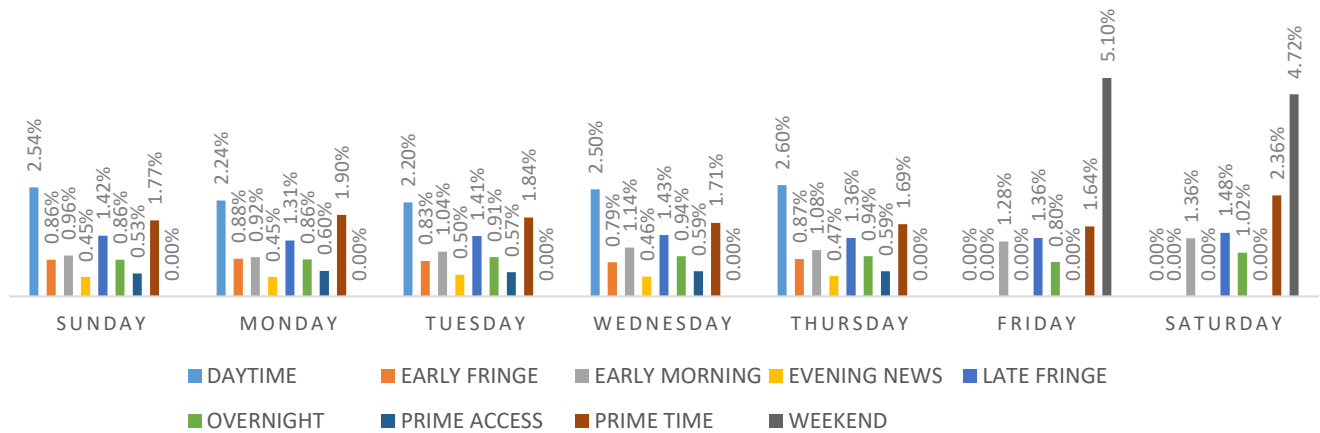
ADDITIONAL INSIGHTS

Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND
Sunday	5.06%	1.35%	1.97%	0.54%	0.83%	0.80%	0.34%	1.13%	0.00%
Monday	5.41%	1.28%	2.13%	0.63%	0.88%	0.76%	0.36%	1.14%	0.00%
Tuesday	5.57%	1.39%	2.16%	0.58%	0.84%	0.78%	0.39%	1.14%	0.00%
Wednesday	5.47%	1.36%	2.19%	0.60%	0.88%	0.80%	0.33%	1.12%	0.00%
Thursday	5.62%	1.45%	2.23%	0.61%	0.92%	0.84%	0.42%	1.13%	0.00%
Friday	0.00%	0.00%	2.07%	0.00%	0.84%	0.75%	0.00%	1.06%	5.43%
Saturday	0.00%	0.00%	1.51%	0.00%	0.72%	0.75%	0.00%	1.31%	3.92%



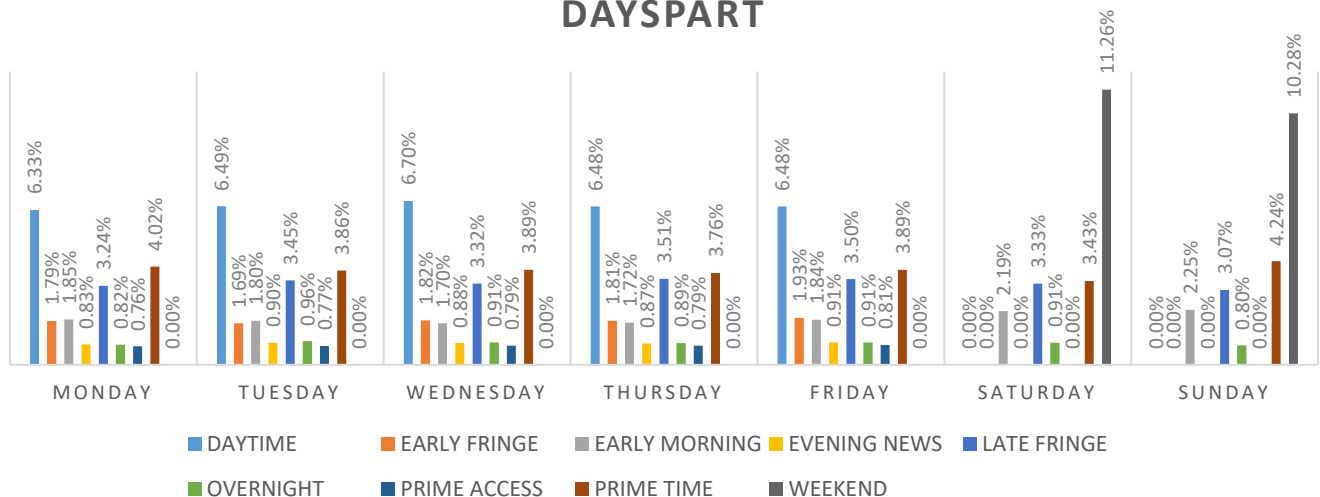
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORN	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCE	PRIME TIME	WEEKEND
Sunday	2.54%	0.86%	0.96%	0.45%	1.42%	0.86%	0.53%	1.77%	0.00%
Monday	2.24%	0.88%	0.92%	0.45%	1.31%	0.86%	0.60%	1.90%	0.00%
Tuesday	2.20%	0.83%	1.04%	0.50%	1.41%	0.91%	0.57%	1.84%	0.00%
Wednesday	2.50%	0.79%	1.14%	0.46%	1.43%	0.94%	0.59%	1.71%	0.00%
Thursday	2.60%	0.87%	1.08%	0.47%	1.36%	0.94%	0.59%	1.69%	0.00%
Friday	0.00%	0.00%	1.28%	0.00%	1.36%	0.80%	0.00%	1.64%	5.10%
Saturday	0.00%	0.00%	1.36%	0.00%	1.48%	1.02%	0.00%	2.36%	4.72%

HYUNDAI DAYS OF WEEK VS DAYSPART



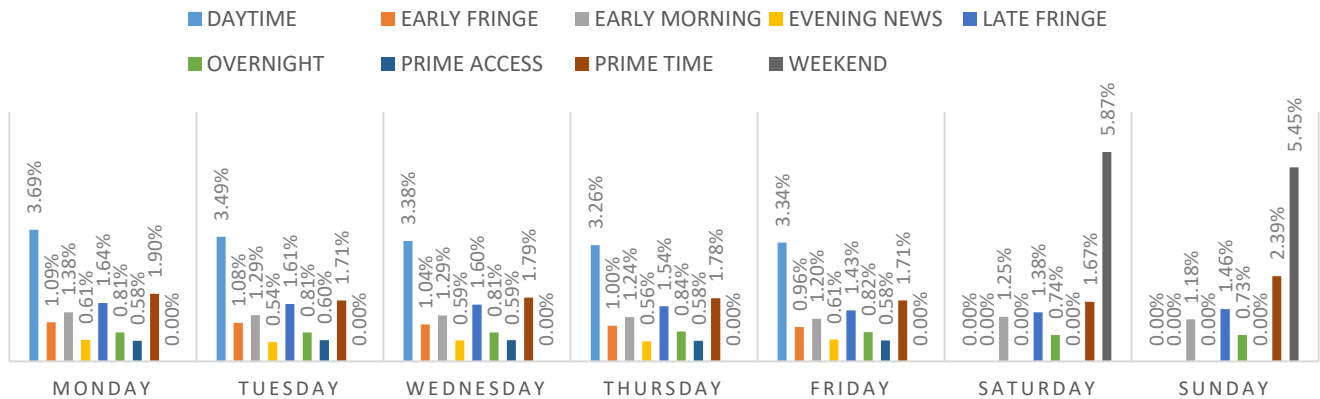
Mahindra and Mahindra									
	DAYTIME	EARLY FRINGE	EARLY MORN	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACC	PRIME TIME	WEEKEND
MONDAY	6.33%	1.79%	1.85%	0.83%	3.24%	0.82%	0.76%	4.02%	0.00%
TUESDAY	6.49%	1.69%	1.80%	0.90%	3.45%	0.96%	0.77%	3.86%	0.00%
WEDNESDAY	6.70%	1.82%	1.70%	0.88%	3.32%	0.91%	0.79%	3.89%	0.00%
THURSDAY	6.48%	1.81%	1.72%	0.87%	3.51%	0.89%	0.79%	3.76%	0.00%
FRIDAY	6.48%	1.93%	1.84%	0.91%	3.50%	0.91%	0.81%	3.89%	0.00%
SATURDAY	0.00%	0.00%	2.19%	0.00%	3.33%	0.91%	0.00%	3.43%	11.26%
SUNDAY	0.00%	0.00%	2.25%	0.00%	3.07%	0.80%	0.00%	4.24%	10.28%

MAHINDRA AND MAHINDRA DAYS OF WEEK VS DAYSPART



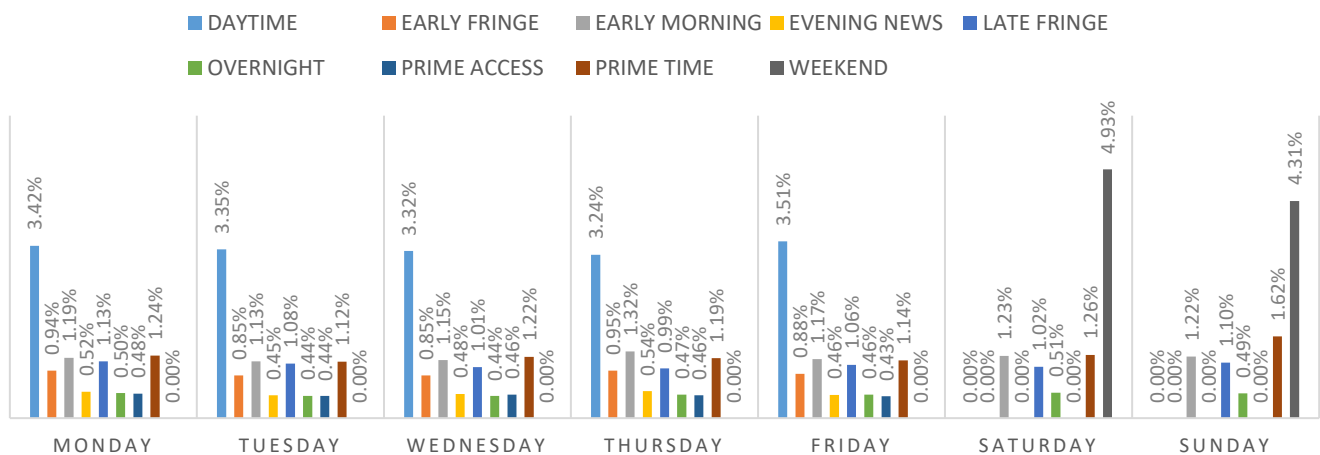
	Tata Motors								
	DAYTIME	EARLY FRINGE	EARLY MORN	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACC	PRIME TIME	WEEKEND
MONDAY	3.69%	1.09%	1.38%	0.61%	1.64%	0.81%	0.58%	1.90%	0.00%
TUESDAY	3.49%	1.08%	1.29%	0.54%	1.61%	0.81%	0.60%	1.71%	0.00%
WEDNESDAY	3.38%	1.04%	1.29%	0.59%	1.60%	0.81%	0.59%	1.79%	0.00%
THURSDAY	3.26%	1.00%	1.24%	0.56%	1.54%	0.84%	0.58%	1.78%	0.00%
FRIDAY	3.34%	0.96%	1.20%	0.61%	1.43%	0.82%	0.58%	1.71%	0.00%
SATURDAY	0.00%	0.00%	1.25%	0.00%	1.38%	0.74%	0.00%	1.67%	5.87%
SUNDAY	0.00%	0.00%	1.18%	0.00%	1.46%	0.73%	0.00%	2.39%	5.45%

TATA MOTORS DAYS OF WEEK VS DAYSPART



	Toyota								
	DAYTIME	EARLY FRINGE	EARLY MORN	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACC	PRIME TIME	WEEKEND
MONDAY	3.42%	0.94%	1.19%	0.52%	1.13%	0.50%	0.48%	1.24%	0.00%
TUESDAY	3.35%	0.85%	1.13%	0.45%	1.08%	0.44%	0.44%	1.12%	0.00%
WEDNESDAY	3.32%	0.85%	1.15%	0.48%	1.01%	0.44%	0.46%	1.22%	0.00%
THURSDAY	3.24%	0.95%	1.32%	0.54%	0.99%	0.47%	0.46%	1.19%	0.00%
FRIDAY	3.51%	0.88%	1.17%	0.46%	1.06%	0.46%	0.43%	1.14%	0.00%
SATURDAY	0.00%	0.00%	1.23%	0.00%	1.02%	0.51%	0.00%	1.26%	4.93%
SUNDAY	0.00%	0.00%	1.22%	0.00%	1.10%	0.49%	0.00%	1.62%	4.31%

TOYOTA DAYS OF WEEK VS DAYSPART



CONCLUSIONS

- The POD position of different Brands has some sort of relation with the amount spent. Firstly the amount spent for POD position increases upto certain POD position and when the POD position tends towards 31 there is a gradual decrease in the amount spent for some brands while for some brands the amount spent for POD position decreases drastically.
- For brands like HONDA the AVG SPENT AMOUNT is the highest or is at the peak for POD position around 10.
- For brand like HYUNDAI MOTORS the AVG SPENT AMOUNT is the highest or is at the peak for POD position around 20 and 22.
- For brand like MARUTI SUZUKI the AVG SPENT AMOUNT is the highest or is at the peak for POD position around 18.
- For brand like TATA MOTORS the AVG SPENT AMOUNT is the highest or at peak for the POD position number 25 and 27.
- For brand like TOYOTA the AVG SPENT AMOUNT is the highest or at peak for POD position around 18, 21, and 23.
- We can infer from the bar plots and line plots that, from POD position 28 there is very less amount of AVG_AMT_SPENT by all brands.
- From the pie charts and stacked bar plots we can infer that :
 - The brand “MARUTI SUZUKI” had the highest Ads proportion in all the quarters i.e.
 - 38.78% in Q1
 - 37% in Q2
 - 37% in Q3
 - 41% in Q4
- For brand “HONDA” :
 - We can infer that it has shown a decline in TV Ads Airings from Q1 (12.44%) to Q2 (9.77%) to Q3 (12.99%) it has increased and then from Q3 to Q4 (11.29%) it has again decreased.
- For brand “HYUNDAI MOTORS”:
 - We can infer that it has shown a decline in TV Ads Airings from Q1 (10.48%) to Q2 (9.84%) to Q3 (9.17%) it has increased and then from Q3 to Q4 (9.23%) it has shown some increase.
- For brand “MAHINDRA AND MAHINDRA”:
 - We can infer that it has shown a decline in TV Ads Airings from Q1 (19.71%) to Q2 (24.01%) to Q3 (22.05%) it has shown some decline, then from Q3 to Q4 (13.57%) it has shown a drastic decline.
- For brand “MARUTI SUZUKI”:
 - We can infer that it has shown a decline in TV Ads Airings from Q1 (38.78%) to Q2 (37.31%) to Q3 (36.55%) it has shown some decline and then from Q3 to Q4 (40.10%) it has increased by almost 5%.

- For brand “TATA MOTORS”:
 - We can infer that it has shown a decline in TV Ads Airings from Q1 (10.12%) to Q2 (7.62%) to Q3 (8.03%) it has increased and then from Q3 to Q4 (20.93%) it has increased almost 12%.
- For brand “TOYOTA”:
 - We can infer that it has shown a decline in TV Ads Airings from Q1 (8.44%) to Q2 (11.45%) to Q3 (11.21%) it has shown some decline, and then from Q3 to Q4 (3.87%) it has again decreased by almost 10%.
- From the competitive Bar Plots and Tables we can infer that:
 - The brand MARUTI SUZUKI has the highest share for TV Ads in both network types with Broadcast (37.53%) and cable (38.37%).
 - The avg_amt_spent on Broadcast type network is the highest for the brand ‘Hyundai Motors India’ i.e. \$18,078 and on cable type network is the highest for the brand ‘Mahindra and Mahindra’ i.e. \$1,612.
 - For the broadcast type network the brand ‘Maruti Suzuki’ has the highest share for the Early Morning(35.01%), Evening News(36.33%), Late Fringe(52.88%), Overnight(49.68%), Prime Access(50.38%), Prime Time(39.49%), Weekend(40.89%), but for Daytime and Early Fringe the brand ‘Honda Cars’ has the highest share i.e. 33.03% and 44.95% respectively.
 - For the cable type network the brand ‘Maruti Suzuki’ has the highest share for all the DayParts of TV Ads.
 - Also the brand ‘Maruti Suzuki’ has the highest share in TV Ads Airings in all Quarters (Q1, Q2, Q3 and Q4) for both the network types: Broadcast type and Cable Type.
 - Also the brand ‘Maruti Suzuki’ spent the highest sum of amount in TV Ads Airings in all Quarters (Q1, Q2, Q3 and Q4) for both the network types: Broadcast type and Cable Type.
 - The brand ‘Maruti Suzuki’ has the highest share and also spent the most for TV Ads Airings for all days of week.
- For the brand ‘Mahindra and Mahindra’ from the bar plots and tables we can infer that:
 - Most of the share of TV Ads is from the dayspart Late Fringe (40%) for Northern India, Prime Time (42.86%) for Northern India and Daytime (22.80%) for North East India
 - Most of the share for TV Ads is on Friday, Saturday and Sunday; On Sunday the share for Northern India is 74.29%
 - In case of Cable network the share of Central India is 40.49%; share of North East India is 90.70%; share of Northern India is 0% and share of Southern India is 93.41%
 - In case of Broadcast network the share of Central India is 59.51%; share of North East India is 9.30%; share of Northern India is 100% and share of Southern India is 6.59%
 - In Q1 Prime Time has the highest share from Northern India i.e. 14.29%
 - In Q2 Late Fringe has the highest share from Northern India i.e. 8.57%
 - In Q3 again Late Fringe has the highest share from Northern India i.e. 28.57%
 - In Q4 Prime Time has the highest share from Northern India i.e.8.57%
 - So, the CMO can select such a tactic which can compete with the above conditions in daily, weekly, quarterly as well as on monthly basis.

Also most of the share in TV Ads Airing for each brand was on Saturday Weekend show daypart.

Also it is a verified fact that most of the viewers have day off Sunday and most of them watch TV for late night hours on Saturday Night and so most of the Brands bid a huge amount for POD positions in these Saturday weekend shows.

Also if some viewers want to get into more details for a particular model of the brand they came across during the Ad break on Saturday Weekend show; they could visit the nearest showroom of that particular brand and even purchase the model if they liked it, which would gain profits for the brand.

So, most of the brands find it profitable to bid on POD positions on the Saturday Weekend Shows.

THANK YOU