

XYZ Ads Airing Analysis Report



Submitted by
Rahul Inchal

XYZ Ads Airing Analysis Report

Project Description:

For your Final Project, we are providing you with a dataset having 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.

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. Until a customer deals with you directly and buys your products or services, your advertising may help to form their first impressions of your business. Target audience for businesses could be local, regional, national or international or a mixture. So, they use different ways for advertisement. Some of the types of advertisement are Internet/online directories, Trade and technical press, Radio, Cinema, Outdoor advertising, National papers, magazines and TV. Advertising business is very competitive as a lot of players bid a lot of money in a single segment of business to target the same audience. Here comes the analytical skills of the company to target those audiences from those types of media platforms where they convert them to their customers at a low cost.

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- **Tech Stack Used**

Microsoft Excel 365: It enables users to format, organize and calculate data in a spreadsheet. It organize data in an easy-to-navigate way. We need not to perform any complex mathematical functions. And it turn piles of data into helpful graphics and charts.

Microsoft Word 2021: It is used to make a report (PDF) to be presented to the leadership team.

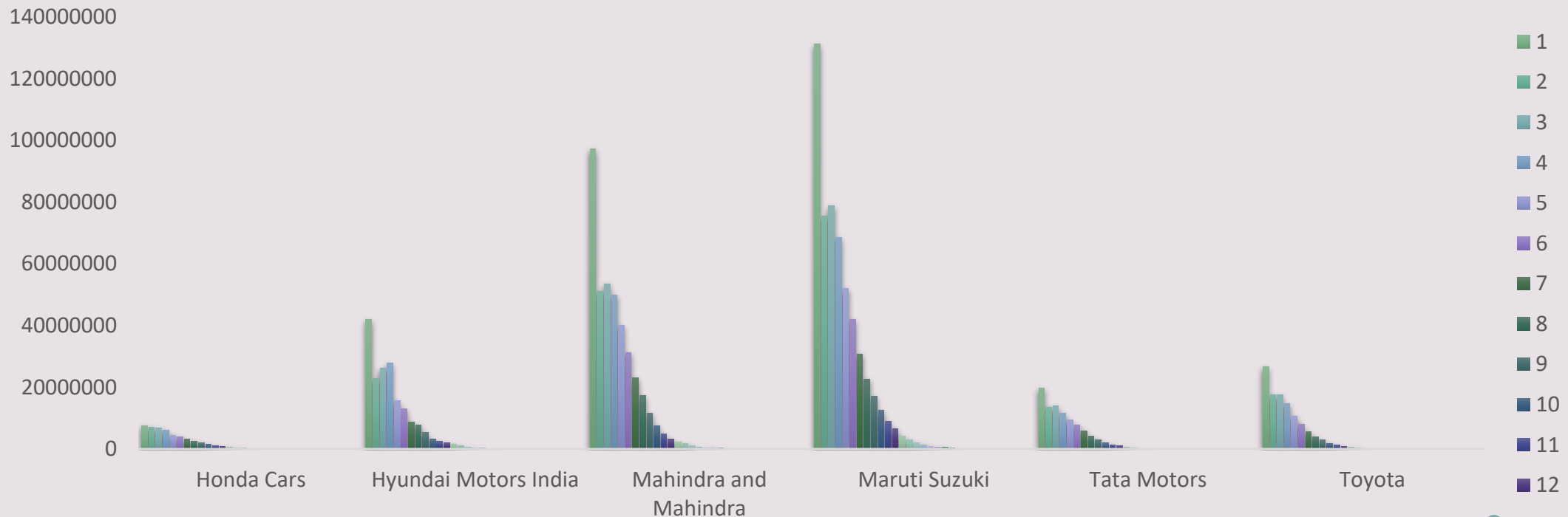
Approach

The dataset is already cleaned and hence no need of cleaning it.

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1. What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period by a company? (Explain in Details with examples from the dataset provided).
 - A group of ads are sequenced together to be played back-to-back within a single ad break. The position of an individual advertisement within a certain commercial pod is called Pod Position. Yes, the Pod position number affects the amount spent on Ads for a specific period by the company.

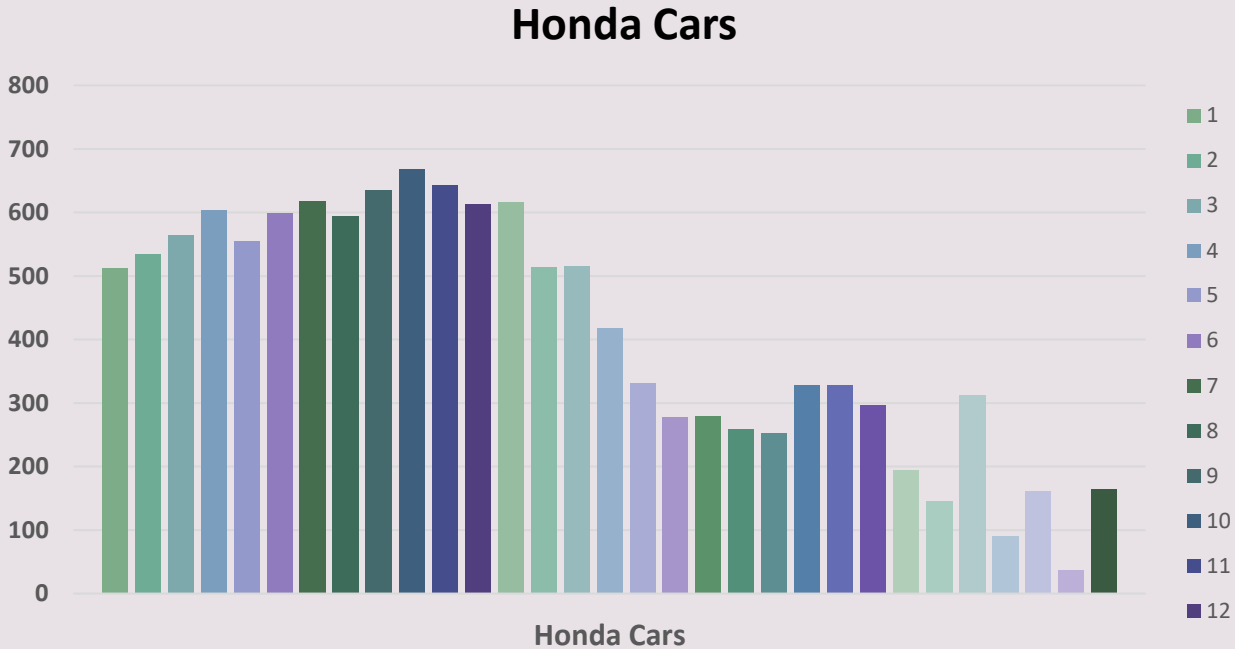


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Honda Cars

| Row Labels | Honda Cars |
|-------------|-------------|
| 1 | 511.707441 |
| 2 | 535.1725376 |
| 3 | 563.9687896 |
| 4 | 603.1101108 |
| 5 | 555.9165626 |
| 6 | 598.5055819 |
| 7 | 617.810728 |
| 8 | 595.2302973 |
| 9 | 635.4668915 |
| 10 | 669.0303688 |
| 11 | 643.4724712 |
| 12 | 613.7883275 |
| 13 | 616.5152253 |
| 14 | 514.3061947 |
| 15 | 515.9065817 |
| 16 | 418.4334365 |
| 17 | 330.9027237 |
| 18 | 278.7604167 |
| 19 | 280.0740741 |
| 20 | 258.3394495 |
| 21 | 252.9452055 |
| 22 | 328.4142857 |
| 23 | 328.7222222 |
| 24 | 296.5652174 |
| 25 | 194.2380952 |
| 26 | 145.7142857 |
| 27 | 312.1428571 |
| 28 | 91 |
| 29 | 161 |
| 30 | 37 |
| 31 | 165 |
| Grand Total | 565.9806486 |

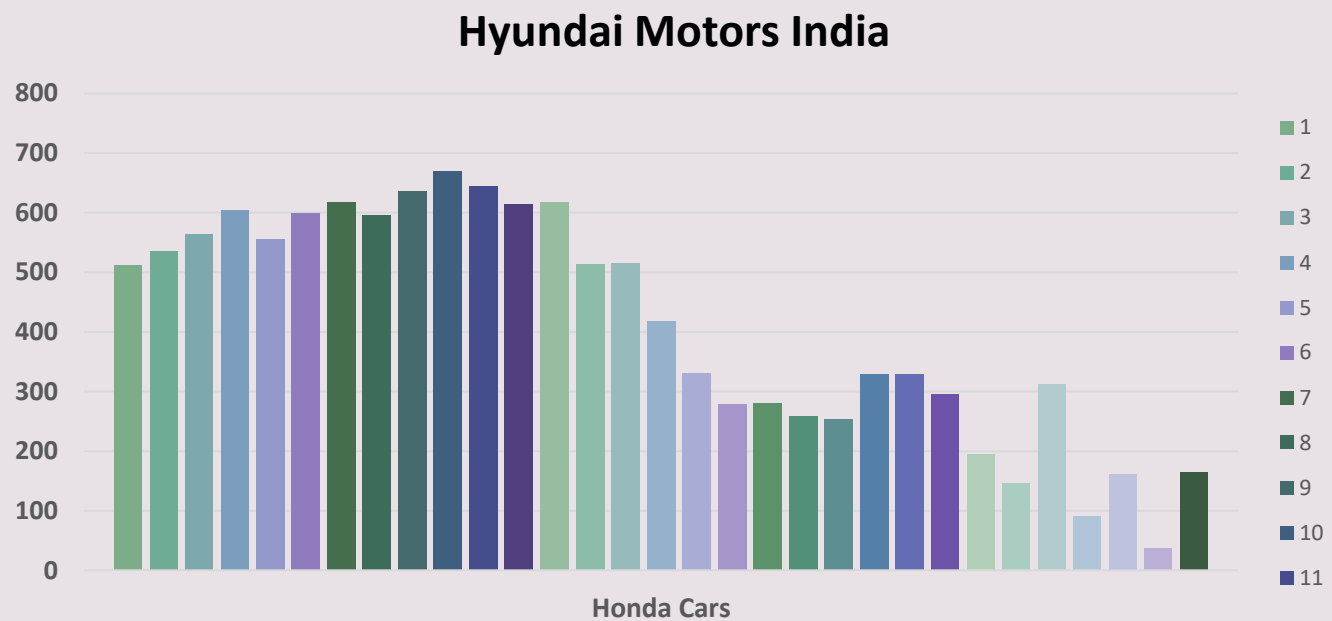


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| Row Labels | Hyundai Motors India |
|-------------|----------------------|
| 1 | 2888.118671 |
| 2 | 1810.573167 |
| 3 | 2467.429825 |
| 4 | 3358.793466 |
| 5 | 2517.864325 |
| 6 | 2620.939272 |
| 7 | 2324.108701 |
| 8 | 2611.46313 |
| 9 | 2476.639737 |
| 10 | 2110.40484 |
| 11 | 2139.41218 |
| 12 | 2445.787611 |
| 13 | 2550.500849 |
| 14 | 2169.752381 |
| 15 | 2014.573643 |
| 16 | 1890.511765 |
| 17 | 1970.801653 |
| 18 | 1468.92 |
| 19 | 2258.122807 |
| 20 | 3429.333333 |
| 21 | 3467.269231 |
| 22 | 3917.384615 |
| 23 | 1792.875 |
| 24 | 1290.5 |
| 25 | 275.8 |
| 29 | 1679 |
| Grand Total | 2536.029455 |

Hyundai Motors India

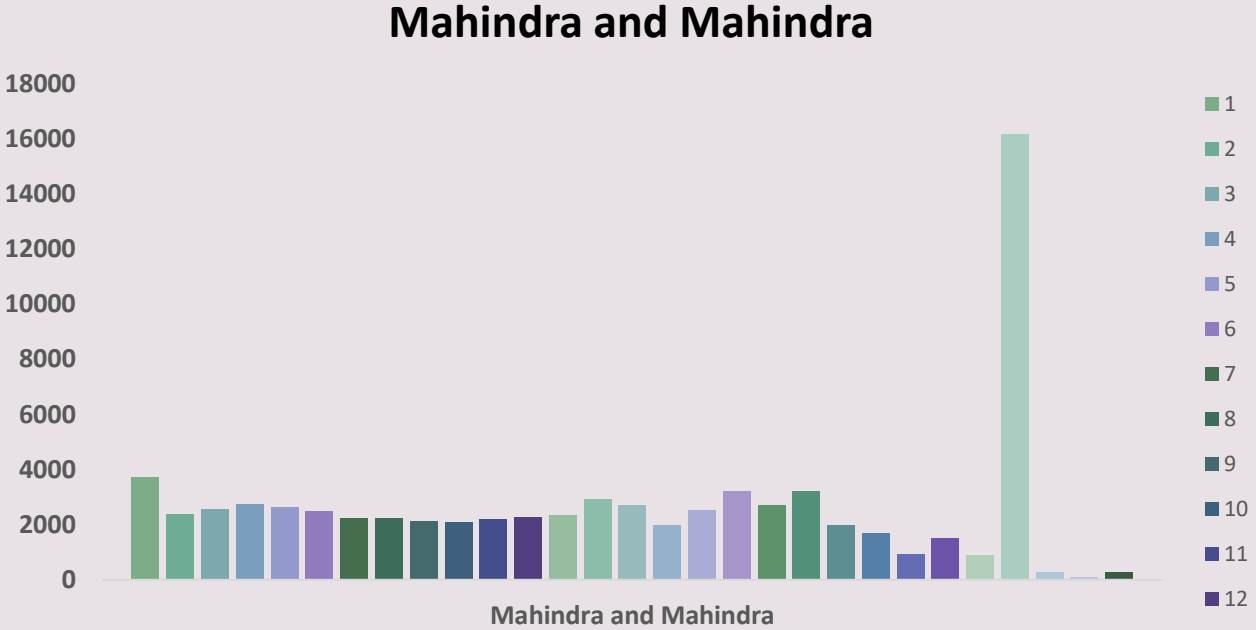


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Mahindra and Mahindra

| Row Labels | Mahindra and Mahindra |
|-------------|-----------------------|
| 1 | 3722.685225 |
| 2 | 2394.050568 |
| 3 | 2543.396467 |
| 4 | 2734.234466 |
| 5 | 2632.441617 |
| 6 | 2490.032407 |
| 7 | 2228.28577 |
| 8 | 2229.052414 |
| 9 | 2140.285977 |
| 10 | 2093.684966 |
| 11 | 2192.165315 |
| 12 | 2277.284571 |
| 13 | 2329.209482 |
| 14 | 2928.996743 |
| 15 | 2719.952632 |
| 16 | 1965.130435 |
| 17 | 2527.961039 |
| 18 | 3203.982906 |
| 19 | 2693.545455 |
| 20 | 3222.764706 |
| 21 | 1972.03125 |
| 22 | 1686.833333 |
| 23 | 934.7777778 |
| 24 | 1496.52381 |
| 25 | 897.2857143 |
| 26 | 16174.66667 |
| 28 | 294 |
| 29 | 101 |
| 31 | 274 |
| Grand Total | 2686.494388 |

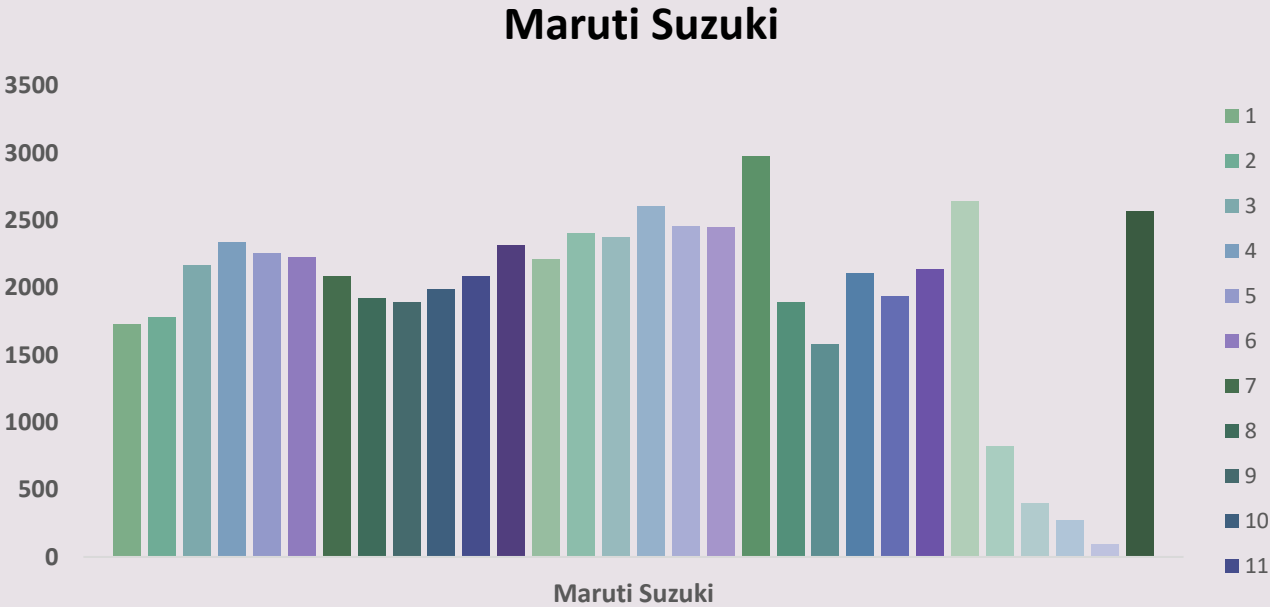


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Maruti Suzuki

| Row Labels | Maruti Suzuki |
|-------------|---------------|
| 1 | 1729.61703 |
| 2 | 1775.659437 |
| 3 | 2162.889118 |
| 4 | 2333.953994 |
| 5 | 2251.613803 |
| 6 | 2225.940178 |
| 7 | 2082.05607 |
| 8 | 1923.734549 |
| 9 | 1892.229459 |
| 10 | 1988.345079 |
| 11 | 2083.07839 |
| 12 | 2311.22773 |
| 13 | 2213.278689 |
| 14 | 2400.258173 |
| 15 | 2371.576779 |
| 16 | 2603.25188 |
| 17 | 2452.80597 |
| 18 | 2449.49763 |
| 19 | 2973.295597 |
| 20 | 1889.579439 |
| 21 | 1575.446154 |
| 22 | 2104.5 |
| 23 | 1931.555556 |
| 24 | 2136.133333 |
| 25 | 2639.4 |
| 26 | 818.8181818 |
| 27 | 393.6666667 |
| 28 | 274 |
| 29 | 90 |
| 31 | 2569 |
| Grand Total | 1993.215468 |

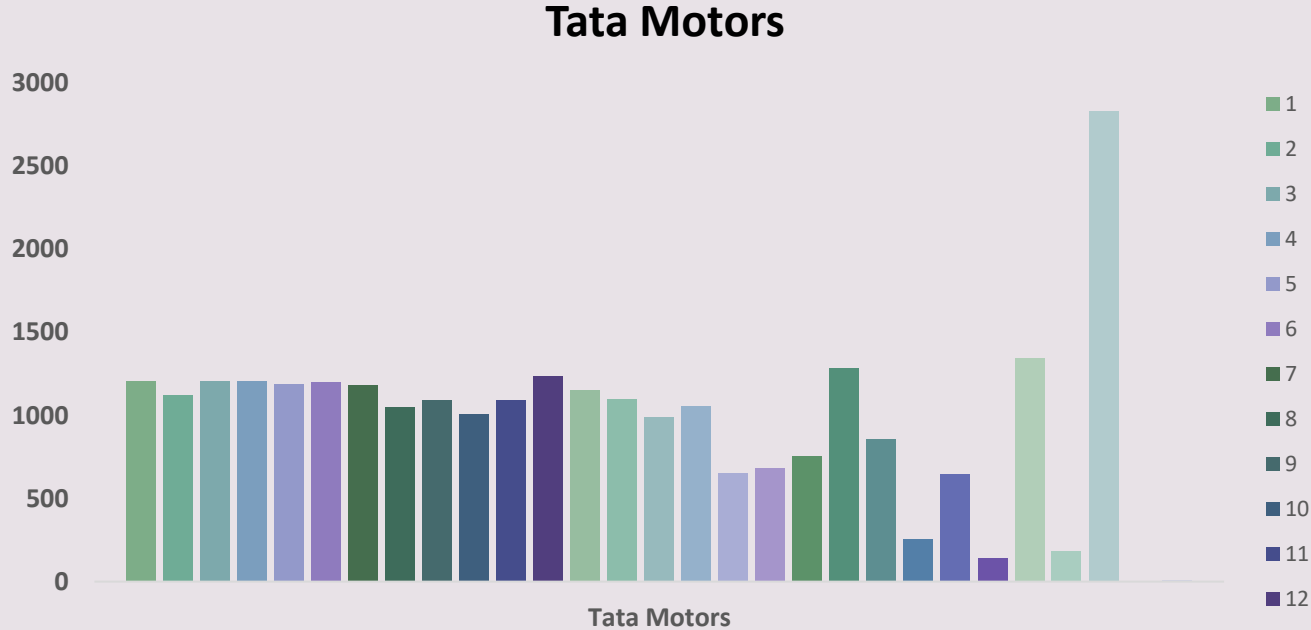


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| Row Labels | Tata Motors |
|-------------|-------------|
| 1 | 1209.39811 |
| 2 | 1124.436647 |
| 3 | 1202.358165 |
| 4 | 1209.757003 |
| 5 | 1190.088243 |
| 6 | 1202.111386 |
| 7 | 1183.476632 |
| 8 | 1048.887159 |
| 9 | 1090.598556 |
| 10 | 1005.254009 |
| 11 | 1089.545092 |
| 12 | 1234.030048 |
| 13 | 1148.935354 |
| 14 | 1099.957447 |
| 15 | 990.6907216 |
| 16 | 1056.514925 |
| 17 | 652.8421053 |
| 18 | 681.0555556 |
| 19 | 754.4347826 |
| 20 | 1282.933333 |
| 21 | 854.3846154 |
| 22 | 258.5454545 |
| 23 | 649.75 |
| 24 | 141.2727273 |
| 25 | 1343.75 |
| 26 | 181.6666667 |
| 27 | 2830 |
| 28 | 7 |
| 30 | 11 |
| Grand Total | 1169.657667 |

Tata Motors

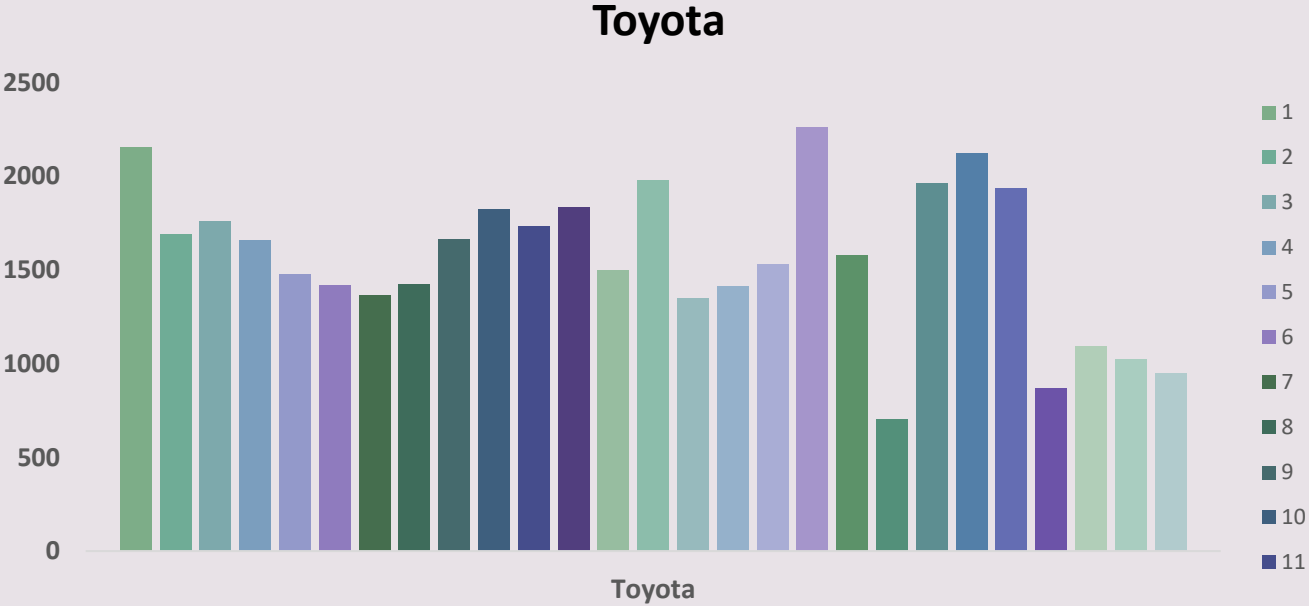


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| Row Labels | Toyota |
|-------------|-------------|
| 1 | 2154.855334 |
| 2 | 1691.091915 |
| 3 | 1757.716188 |
| 4 | 1655.621585 |
| 5 | 1477.943892 |
| 6 | 1415.064146 |
| 7 | 1362.315479 |
| 8 | 1423.675826 |
| 9 | 1665.462781 |
| 10 | 1821.735209 |
| 11 | 1730.140278 |
| 12 | 1834.734234 |
| 13 | 1499.466667 |
| 14 | 1975.71066 |
| 15 | 1349.827338 |
| 16 | 1411.684211 |
| 17 | 1527.578947 |
| 18 | 2260.86 |
| 19 | 1575.432432 |
| 20 | 699.5263158 |
| 21 | 1962 |
| 22 | 2121.083333 |
| 23 | 1932.222222 |
| 24 | 868 |
| 25 | 1093 |
| 26 | 1021 |
| 27 | 947 |
| Grand Total | 1706.399952 |

Toyota



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Insights

1. Honda cars and Maruti Suzuki follows the same trend. As the number of pod position increases, amount spent on running the Ads also starts increasing and afterwards, it starts declining.
2. Hyundai Motors India and Toyota follows almost the same trend. As the number of pod position increases, amount spent on running the Ads starts declining in beginning. But then after, it starts increasing and again declining at last positions.
3. Tata Motors and Mahindra and Mahindra follows the same trend. As the number of pod position increases, amount spent on running the Ads very slightly starts declining in beginning, and then starts very slightly increasing and again decreasing at the end.
4. For the car manufactures, as the pod position increases, price increases earlier and then after it starts decreasing.

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XYZ Ads Airing Analysis Report

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

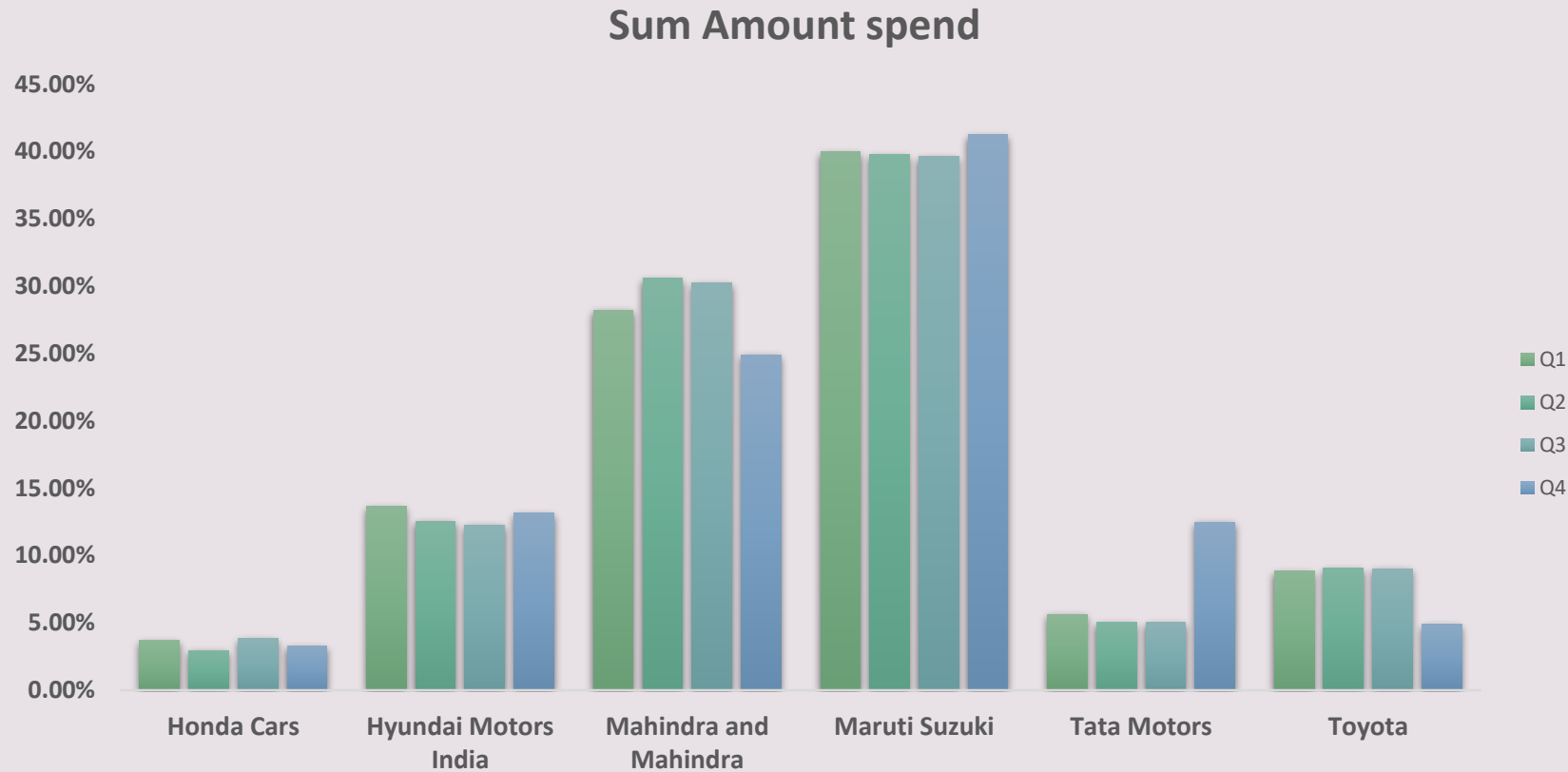
Sum of Spending

| Row Labels | Q1 | Q2 | Q3 | Q4 | Grand Total |
|-----------------------|---------|---------|---------|---------|-------------|
| Honda Cars | 3.71% | 2.94% | 3.83% | 3.28% | 3.47% |
| Hyundai Motors India | 13.65% | 12.56% | 12.29% | 13.17% | 12.98% |
| Mahindra and Mahindra | 28.22% | 30.61% | 30.21% | 24.92% | 28.53% |
| Maruti Suzuki | 39.98% | 39.76% | 39.62% | 41.27% | 40.12% |
| Tata Motors | 5.63% | 5.05% | 5.02% | 12.48% | 6.81% |
| Toyota | 8.81% | 9.08% | 9.02% | 4.88% | 8.09% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

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Sum of Spending



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Sum of Spending

Insights

1. Maruti Suzuki has the highest share in TV Airings followed by Mahindra and Mahindra.
2. Honda Cars has the lowest share in TV Airings.
3. For Honda Motors and Hyundai Motors India, the share of amount spending slightly decreases from Q1 to Q4 in 2021.
4. The share of amount spending of Mahindra and Mahindra has slightly decreased more.
5. For Toyota, it has decreases almost 5% from Q1 to Q4.
6. The share of amount spending of Maruti Suzuki has slightly increases from Q1 to Q4.
7. The share of Tata Motors has almost increased 3 times of Q1 in Q4.

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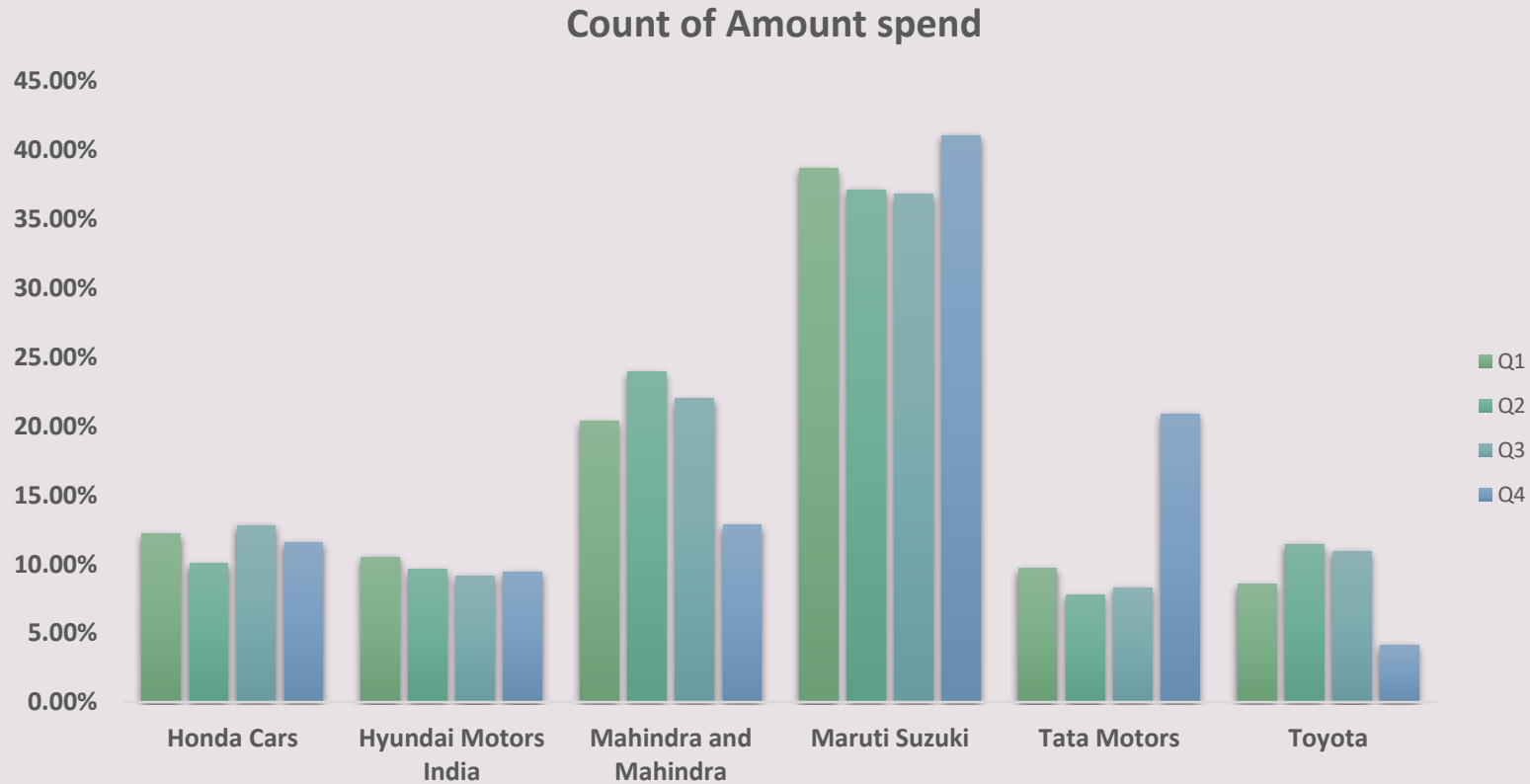
Count of Spending

| Row Labels | Q1 | Q2 | Q3 | Q4 | Grand Total |
|-----------------------|---------|---------|---------|---------|-------------|
| Honda Cars | 12.18% | 10.05% | 12.80% | 11.60% | 11.65% |
| Hyundai Motors India | 10.52% | 9.65% | 9.17% | 9.45% | 9.74% |
| Mahindra and Mahindra | 20.37% | 23.96% | 21.99% | 12.84% | 20.21% |
| Maruti Suzuki | 38.68% | 37.15% | 36.81% | 41.10% | 38.30% |
| Tata Motors | 9.71% | 7.75% | 8.29% | 20.88% | 11.07% |
| Toyota | 8.55% | 11.44% | 10.94% | 4.14% | 9.02% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

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Count of Spending



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Count of Spending

Insight

1. The counting id of Maruti Suzuki is the highest and so the share.
2. The share of Id count decreases from Q1 to Q4 for Mahindra and Mahindra, Toyota, Honda Cars and Hyundai Motors India.
3. The share of Id count increases from Q1 to Q4 for Tata Motors the most, followed by the Maruti Suzuki.

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

Percentage of sum

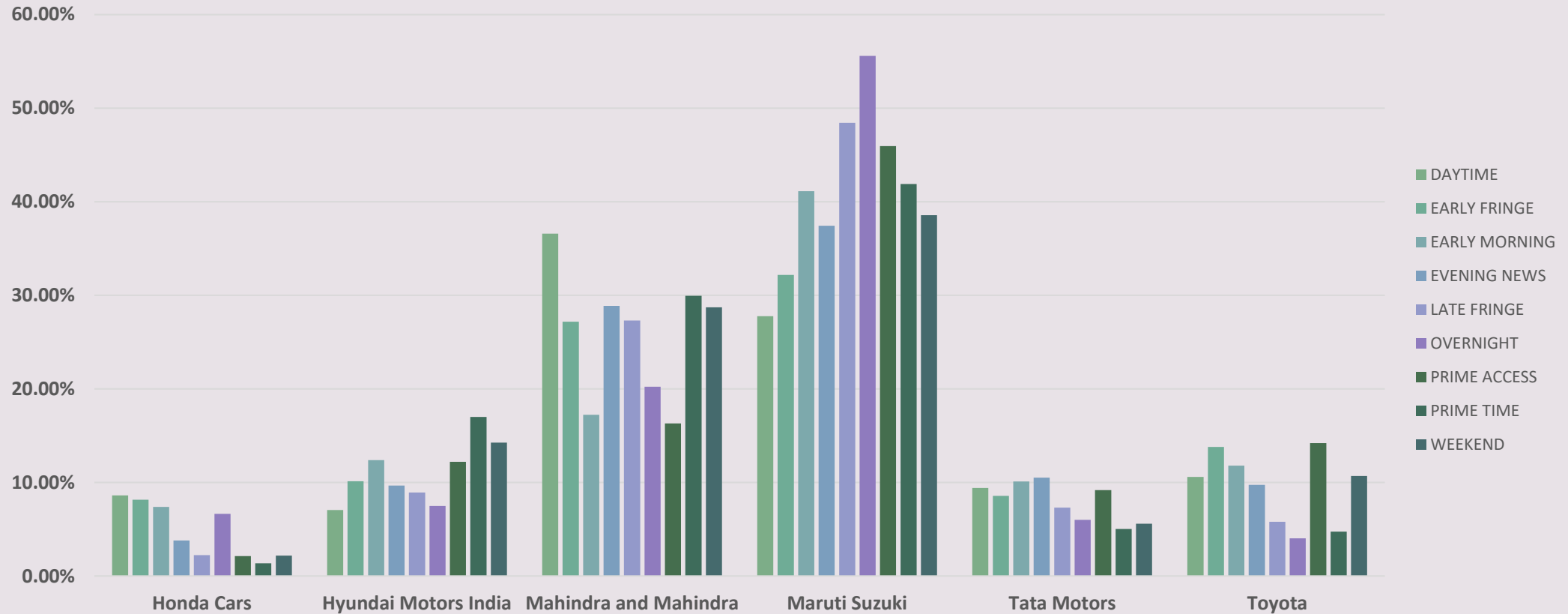
| Row Labels | DAYTIME | EARLY FRINGE | EARLY MORNING | EVENING NEWS | LATE FRINGE | OVERNIGHT | PRIME ACCESS | PRIME TIME | WEEKEND | Grand Total |
|-----------------------|---------|--------------|---------------|--------------|-------------|-----------|--------------|------------|---------|-------------|
| Honda Cars | 8.61% | 8.16% | 7.38% | 3.79% | 2.24% | 6.64% | 2.14% | 1.37% | 2.18% | 3.47% |
| Hyundai Motors India | 7.05% | 10.13% | 12.38% | 9.66% | 8.92% | 7.49% | 12.21% | 17.01% | 14.26% | 12.98% |
| Mahindra and Mahindra | 36.58% | 27.17% | 17.23% | 28.86% | 27.32% | 20.24% | 16.31% | 29.95% | 28.72% | 28.53% |
| Maruti Suzuki | 27.76% | 32.18% | 41.11% | 37.43% | 48.43% | 55.59% | 45.95% | 41.90% | 38.56% | 40.12% |
| Tata Motors | 9.42% | 8.57% | 10.11% | 10.50% | 7.30% | 6.01% | 9.18% | 5.03% | 5.60% | 6.81% |
| Toyota | 10.58% | 13.79% | 11.79% | 9.75% | 5.80% | 4.04% | 14.22% | 4.74% | 10.68% | 8.09% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

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XYZ Ads Airing Analysis Report

Percentage of sum

Competitive Analysis - Sum Spent



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Percentage of sum

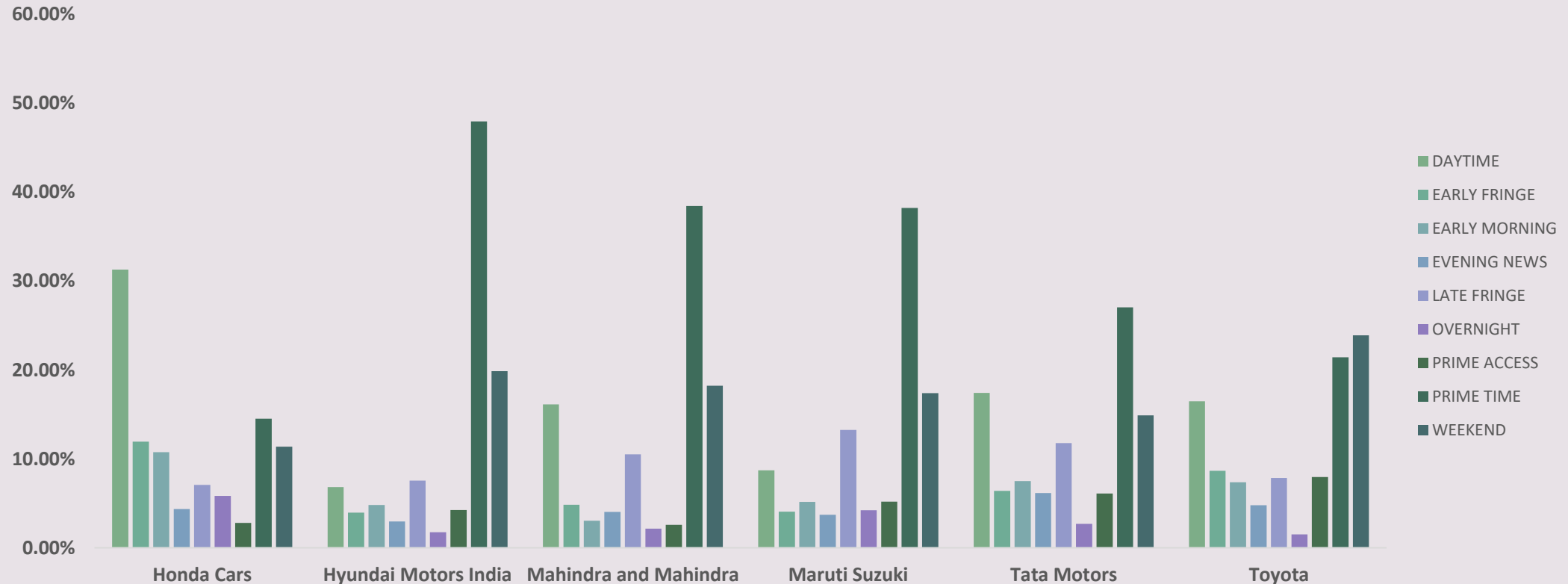
| Row Labels | DAYTIME | EARLY FRINGE | EARLY MORNING | EVENING NEWS | LATE FRINGE | OVERNIG HT | PRIME ACCESS | PRIME TIME | WEEKEN D | Grand Total |
|-----------------------|---------|--------------|---------------|--------------|-------------|------------|--------------|------------|----------|-------------|
| 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% |
| Grand Total | 12.59% | 5.08% | 5.05% | 3.99% | 10.98% | 3.05% | 4.54% | 36.62% | 18.11% | 100.00% |

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XYZ Ads Airing Analysis Report

Percentage of sum

Competitive Analysis - Sum Spent



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XYZ Ads Airing Analysis Report

Percentage of Count

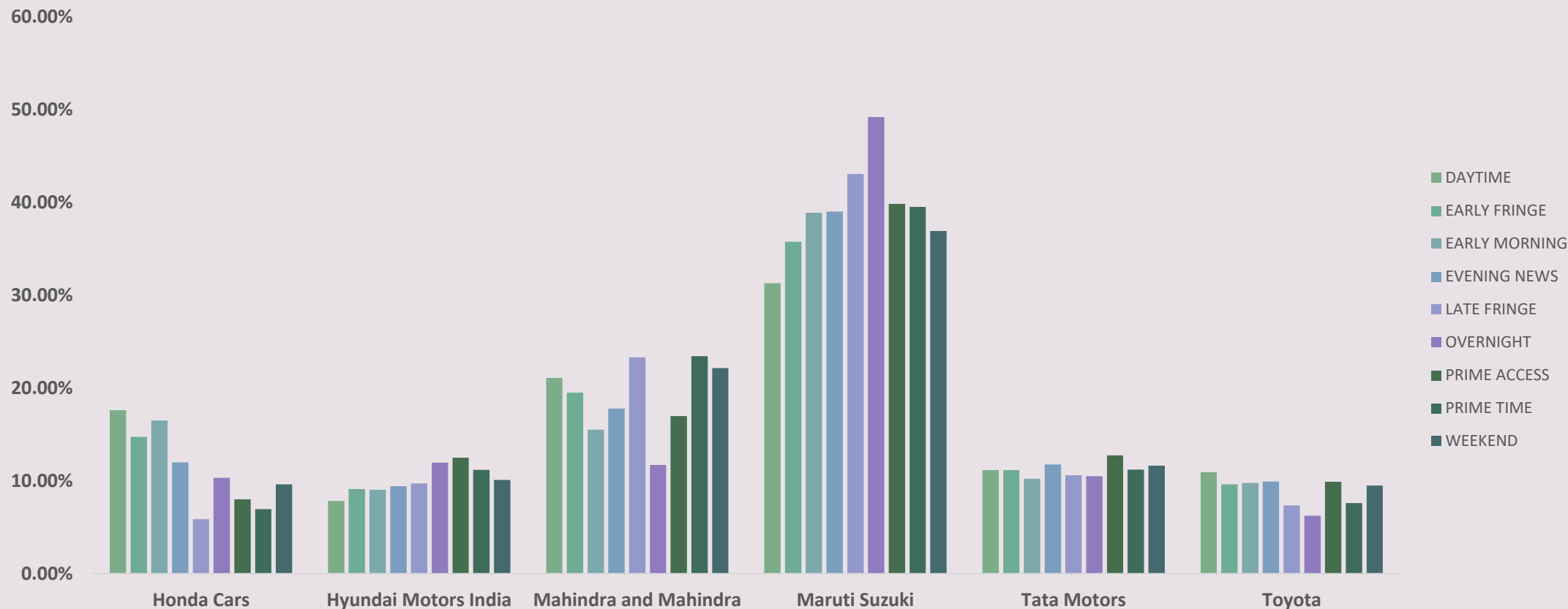
| Row Labels | DAYTIME | EARLY FRINGE | EARLY MORNING | EVENING NEWS | LATE FRINGE | OVERNIGHT | PRIME ACCESS | PRIME TIME | WEEKEND | Grand Total |
|-----------------------|---------|--------------|---------------|--------------|-------------|-----------|--------------|------------|---------|-------------|
| Honda Cars | 17.63% | 14.75% | 16.50% | 12.01% | 5.88% | 10.33% | 8.01% | 6.95% | 9.62% | 11.65% |
| Hyundai Motors India | 7.85% | 9.13% | 9.04% | 9.44% | 9.73% | 11.97% | 12.50% | 11.19% | 10.11% | 9.74% |
| Mahindra and Mahindra | 21.10% | 19.51% | 15.53% | 17.81% | 23.32% | 11.71% | 16.99% | 23.45% | 22.16% | 20.21% |
| Maruti Suzuki | 31.32% | 35.80% | 38.92% | 39.03% | 43.10% | 49.22% | 39.86% | 39.55% | 36.95% | 38.30% |
| Tata Motors | 11.16% | 11.17% | 10.24% | 11.78% | 10.61% | 10.52% | 12.75% | 11.23% | 11.65% | 11.07% |
| Toyota | 10.94% | 9.64% | 9.77% | 9.93% | 7.35% | 6.25% | 9.90% | 7.63% | 9.51% | 9.02% |
| Grand Total | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% | 100.00% |

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Percentage of Count

Competitive Analysis - Ad Count



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Percentage of Count

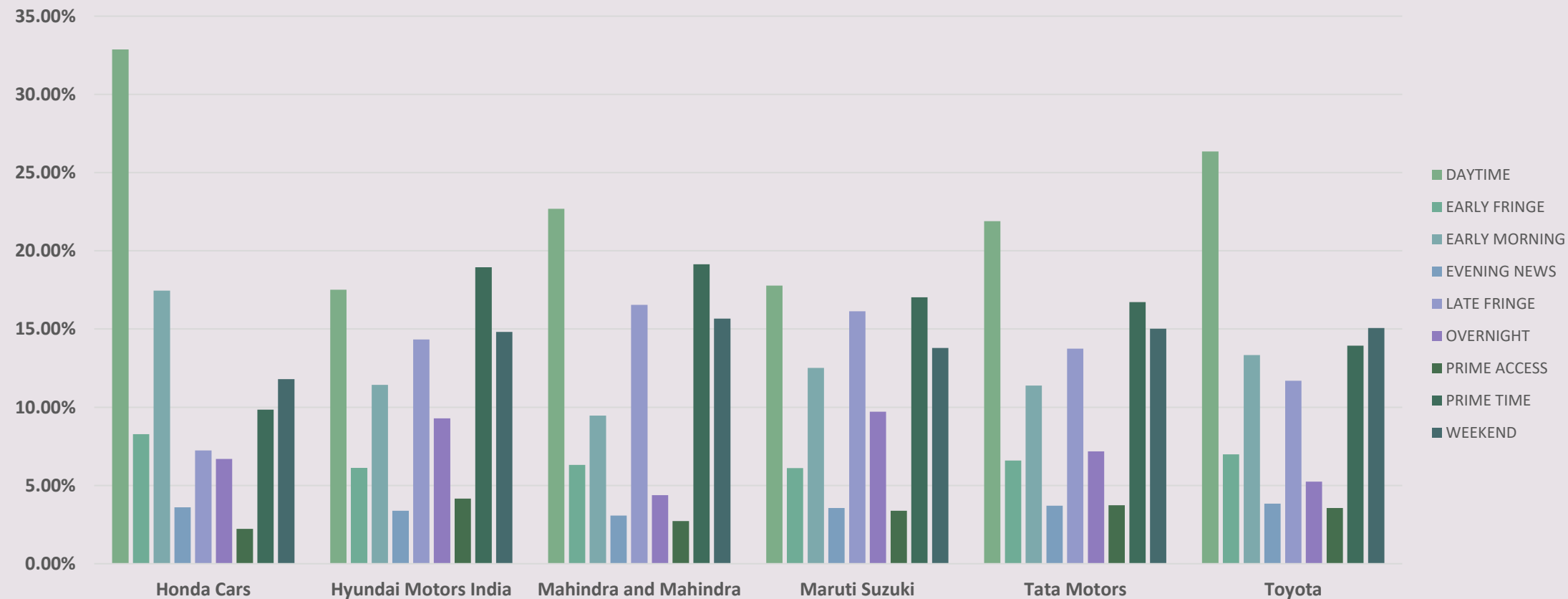
| Row Labels | DAYTIME | EARLY FRINGE | EARLY MORNING | EVENING NEWS | LATE FRINGE | OVERNIGHT | PRIME ACCESS | PRIME TIME | WEEKEND | Grand Total |
|-----------------------|---------|--------------|---------------|--------------|-------------|-----------|--------------|------------|---------|-------------|
| Honda Cars | 32.88% | 8.28% | 17.45% | 3.60% | 7.23% | 6.70% | 2.23% | 9.84% | 11.80% | 100.00% |
| Hyundai Motors India | 17.51% | 6.13% | 11.44% | 3.38% | 14.33% | 9.29% | 4.17% | 18.95% | 14.82% | 100.00% |
| Mahindra and Mahindra | 22.69% | 6.31% | 9.47% | 3.08% | 16.54% | 4.38% | 2.73% | 19.14% | 15.67% | 100.00% |
| Maruti Suzuki | 17.77% | 6.11% | 12.52% | 3.56% | 16.14% | 9.71% | 3.38% | 17.03% | 13.78% | 100.00% |
| Tata Motors | 21.90% | 6.60% | 11.38% | 3.71% | 13.74% | 7.18% | 3.74% | 16.72% | 15.03% | 100.00% |
| Toyota | 26.35% | 6.98% | 13.34% | 3.84% | 11.69% | 5.24% | 3.56% | 13.94% | 15.06% | 100.00% |
| Grand Total | 21.73% | 6.54% | 12.32% | 3.49% | 14.34% | 7.56% | 3.25% | 16.49% | 14.29% | 100.00% |

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Percentage of Count

Competitive Analysis - Ad Count



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Insights

1. Honda Spends the maximum(32.88%) share of money for ads during the DAYTIME Dayparts and minimum share during PRIME ACCESS(2.23%) Dayparts while of all the spends done during DAYTIME, Honda accounts for only 8.61% of the Total.
2. Maruti Suzuki bears 55.59% of total spends done during OVERNIGHT Dayparts and it also has the maximum share for Number of Ads in the OVERNIGHT Dayparts(49.22%). This shows Maruti's strategy for showing their ads.
3. Mahindra has 36.5% share of the total amount spend during DAYTIME but gets only 21.1% share of Ads count from DAYTIME. Suzuki on the other hand has 31.32% share in ad count during DAYTIME with only 27.76% Spends share during DAYTIME, clearly stating that the cost of ads for Mahinda is more than that of Suzuki. This also means Mahinda is more preferred by People than Maruti Suzuki.
4. Toyota doesn't have a specific preference when it comes to selecting a specific time to show its ads. The ad percentage for Toyota is almost Evenly distribute across the Dayparts for ad count share but the money spent is different during the same period.
5. Suzuki has the maximum percentage of spend across all Dayparts.

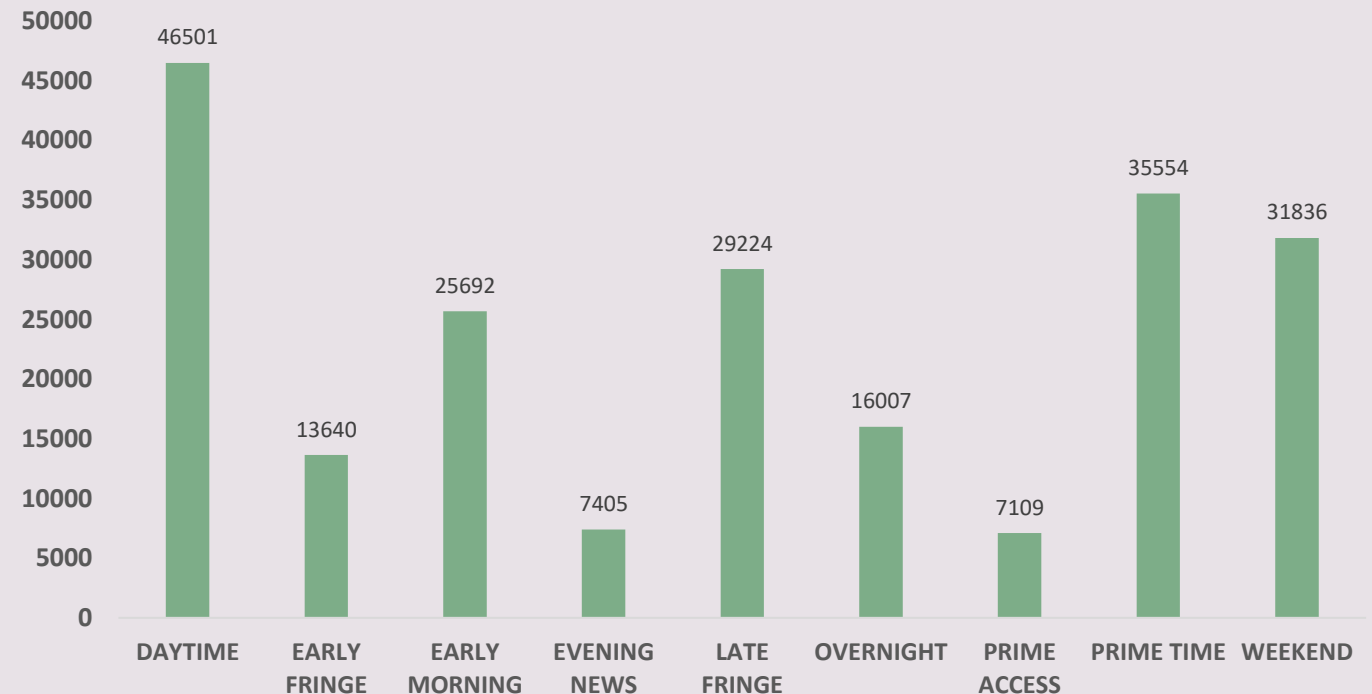
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4. Mahindra and Mahindra wants to run a digital ad campaign to complement its existing TV ads in Q1 of 2022. Based on the data from 2021, suggest a media plan to the CMO of Mahindra and Mahindra. Which audience should they target? *Assume XYZ Ads has the ad viewership data and TV viewership for the people in India.

| Row Labels | Count of Spend (\$) |
|---------------|---------------------|
| DAYTIME | 46501 |
| EARLY FRINGE | 13640 |
| EARLY MORNING | 25692 |
| EVENING NEWS | 7405 |
| LATE FRINGE | 29224 |
| OVERNIGHT | 16007 |
| PRIME ACCESS | 7109 |
| PRIME TIME | 35554 |
| WEEKEND | 31836 |
| Grand Total | 212968 |

Spent by Mahindra by dayparts in Q1



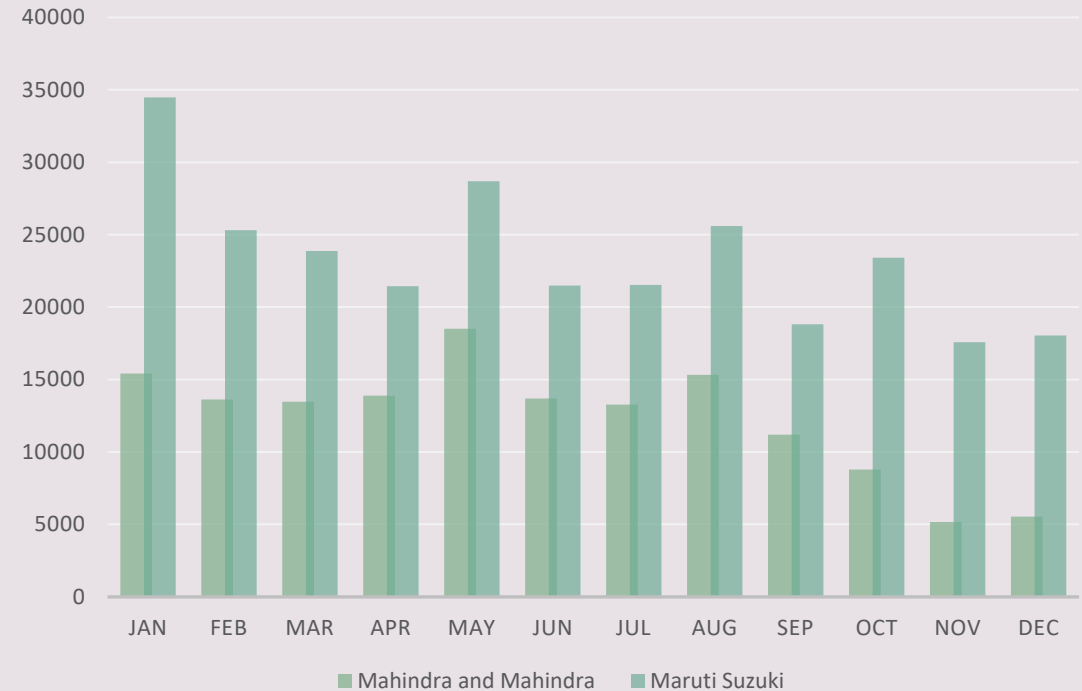
Suggestions

Mahindra & Mahindra should Target the Audience of DAYTIME and PRIMETIME viewers in the First Quarter of 2022. As observed from the Comparative Analysis Table Mahinda followed the same trend in 2021.

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Count of Spent between Maruti Suzuki
and mahindra

| Row Labels | Mahindra and Mahindra | Maruti Suzuki | Grand Total |
|-------------|-----------------------|---------------|-------------|
| JAN | 15422 | 34479 | 49901 |
| FEB | 13628 | 25304 | 38932 |
| MAR | 13472 | 23865 | 37337 |
| APR | 13896 | 21447 | 35343 |
| MAY | 18504 | 28689 | 47193 |
| JUN | 13684 | 21496 | 35180 |
| JUL | 13274 | 21523 | 34797 |
| AUG | 15317 | 25608 | 40925 |
| SEP | 11197 | 18820 | 30017 |
| OCT | 8792 | 23407 | 32199 |
| NOV | 5168 | 17588 | 22756 |
| DEC | 5536 | 18048 | 23584 |
| Grand Total | 147890 | 280274 | 428164 |

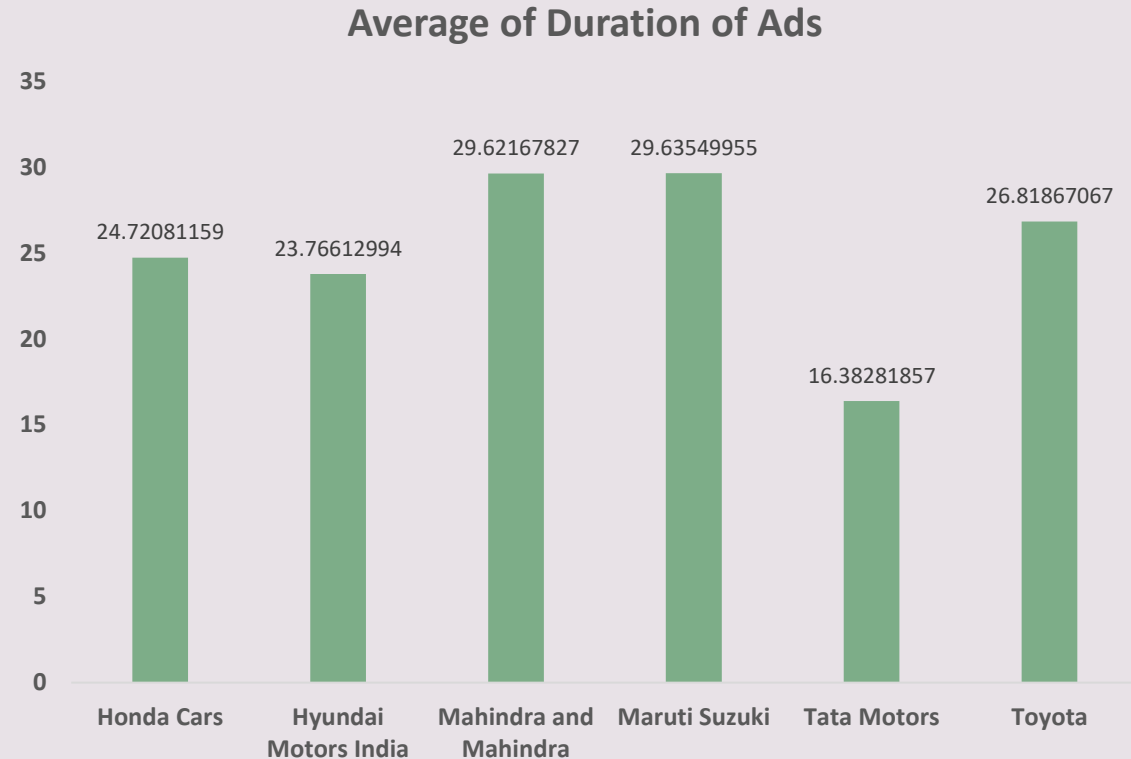


Suggestions

Maximum number of Ads are played in the Month of January and Suzuki tops the list with 34479 ads. Mahindra's got less than half of it. In the 1st Quarter of 2022 Mahindra needs to increase the number of Ads it plays to get better results.

XYZ Ads Airing Analysis Report

| Row Labels | Average of Duration |
|-----------------------|---------------------|
| Honda Cars | 24.72081159 |
| Hyundai Motors India | 23.76612994 |
| Mahindra and Mahindra | 29.62167827 |
| Maruti Suzuki | 29.63549955 |
| Tata Motors | 16.38281857 |
| Toyota | 26.81867067 |
| Grand Total | 26.76644338 |



Suggestions

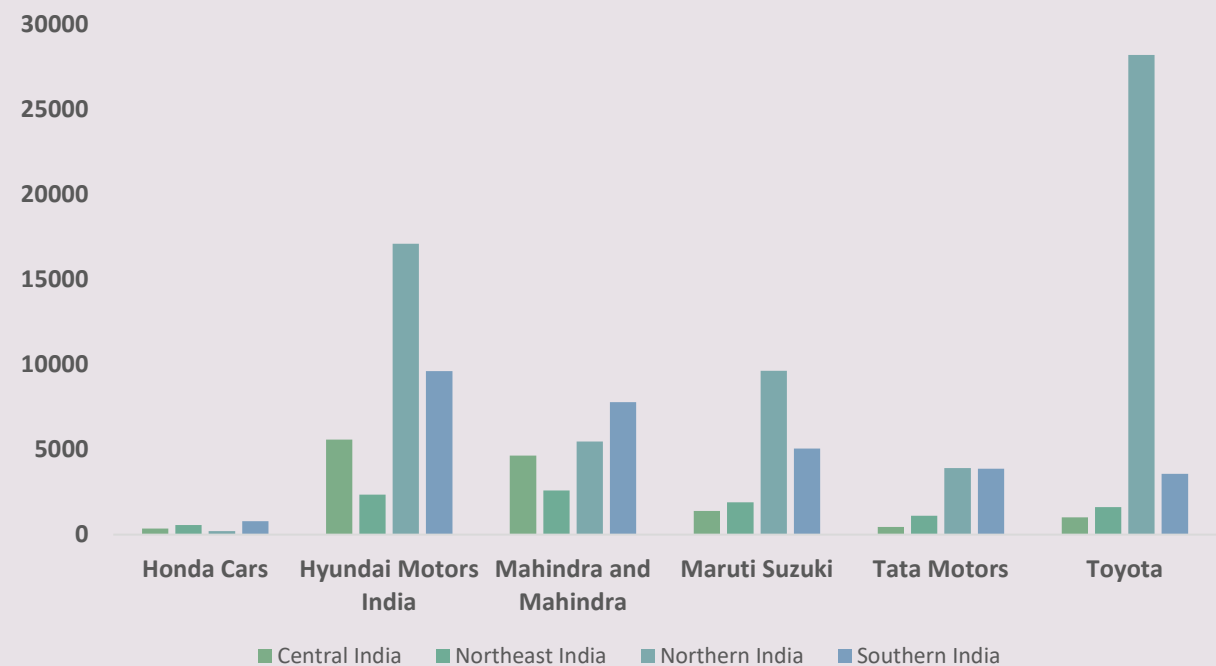
The average duration of Mahindra and Mahindra is almost same of their competitor. So, this is a good approach.

Submitted by
Rahul Inchal

XYZ Ads Airing Analysis Report

| Row Labels | Central India | Northeast India | Northern India | Southern India | Grand Total |
|-----------------------|---------------|-----------------|----------------|----------------|-------------|
| Honda Cars | 361.9102564 | 561.4082368 | 209 | 787.7200214 | 565.9806486 |
| Hyundai Motors India | 5585.716981 | 2341.558241 | 17115.23077 | 9618.737832 | 2536.029455 |
| Mahindra and Mahindra | 4641.268293 | 2587.832472 | 5477.857143 | 7796.646057 | 2686.494388 |
| Maruti Suzuki | 1395.665653 | 1890.12906 | 9638.902439 | 5052.030401 | 1993.215468 |
| Tata Motors | 446.0453074 | 1109.419205 | 3911.588235 | 3881.218372 | 1169.657667 |
| Toyota | 1016.399399 | 1619.519079 | 28209.57143 | 3563.920986 | 1706.399952 |
| Grand Total | 1554.056616 | 1810.307779 | 9105.313559 | 5094.121833 | 1902.832751 |

Average spent in Different part of country



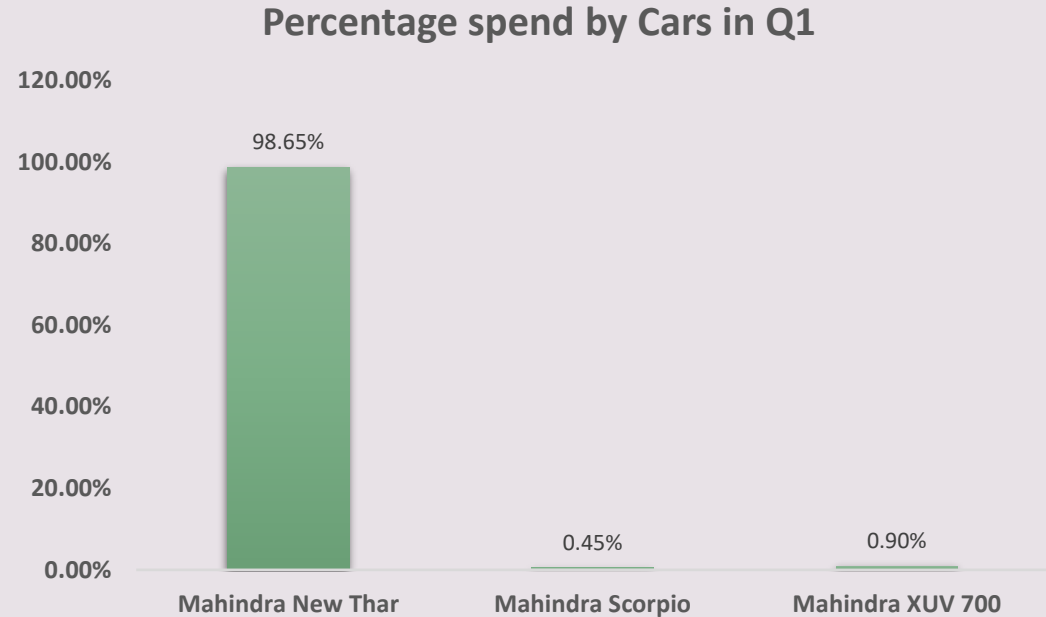
Suggestions

As the competitor of Mahindra and Mahindra are focusing more on Northern part of India, hence the suggestion would to be more aggressive towards that region.

Submitted by
Rahul Inchal

XYZ Ads Airing Analysis Report

| Row Labels | Sum of Spend (\$) |
|-------------------|-------------------|
| Mahindra New Thar | 98.65% |
| Mahindra Scorpio | 0.45% |
| Mahindra XUV 700 | 0.90% |
| Grand Total | 100.00% |



Suggestions

As Mahindra is focusing way too much on Mahindra Thar and spending almost everything on Mahindra thar. Suggestion would be focusing more on other two SUV as well i.e., Scorpio and XUV 700.

Submitted by
Rahul Inchal

XYZ Ads Airing Analysis Report

Results

1. The company spends a lot of money for the advertising. I learned how a data analyst can help the company to learn where to spend the money to get the maximum profit.
2. I learned about the pod position. I got to know how the ordering of ads are related to the money spent by the company.
3. I implemented the understanding of competitive analysis and how it can be done to get the valuable insights.
4. I learned the analytical skills of how a company can convert the audience to their customers at a low cost.

Submitted by
Rahul Inchal