XYZ ADS AIRING REPORT

PROJECT DESCRIPTION: This project is based on TV Ads airing report analysis. XYZ is an ads airing company. In this project we are provided with dataset having different TV Airing Brands, their product, their category. Dataset includes the network through which Ads are airing, types of networks like Cable/ Broadcast and the show name also on which Ads got aired. We can also see the data of Dayparts, Time zone and the time & date at which Ads got aired.

Here we have to analyse the brands and their advertisement strategies and most favourable brands and which brand has the highest share.

APPROACH: In this dataset, I first went through the data set to understand the details of the different variables and columns. I checked for any null values, missing or blank cells, duplicate data or if any data cleaning is required. After checking all these fields, I went up to perform the data analysis and answer the required questions.

TOOLS USED: MS Excel 2019 and MS Word 2019

INSIGHTS:

Q1.) What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

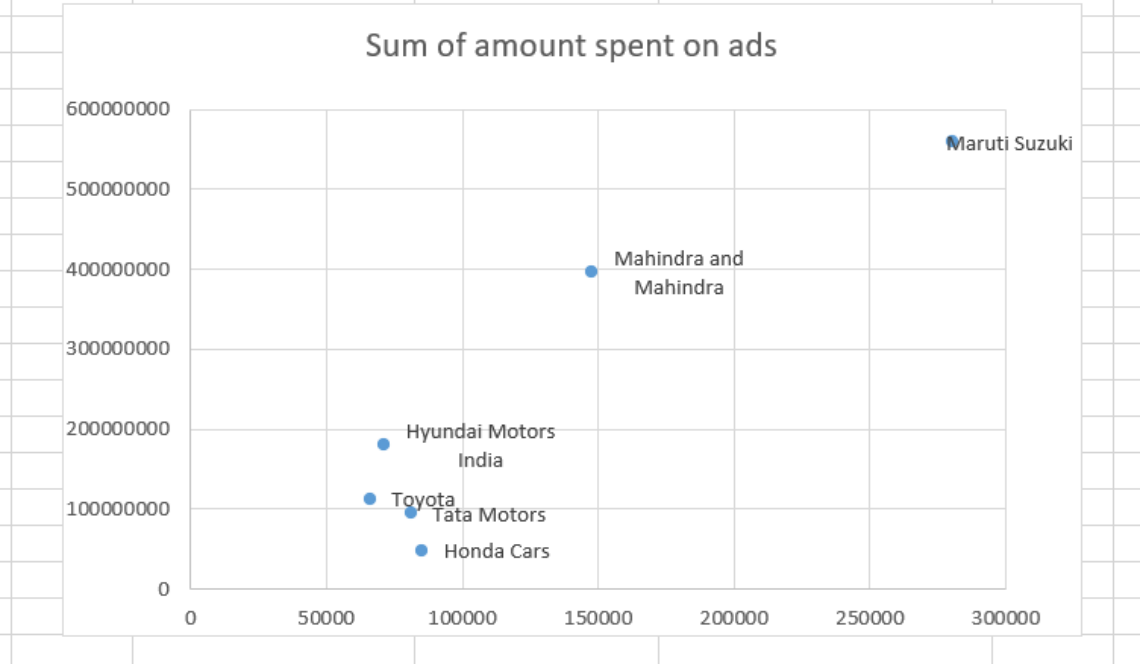
Ans - Ad Pods" or "Podding" is a term used to refer to multiple ads that are placed together and then played back one after the other (back-to-back playback) in a single ad break.

Few important things to know about ad pod: -

- Individual ads in an ad pod have "sequence numbers" and these numbers determine the order in which the player should playback the ads.
- If an ad cannot be played, then the player moves on to the next ad based on the sequence number.
- The player must attempt to play all the ads in the pod, unless, the ads cannot be played back or they do not fit into the ad slot. For example, if three 30-second ads are returned for a 60-second ad slot.
- If an ad cannot be played, the player can playback the next ad in the sequence or playback a stand-alone/non-sequenced ad

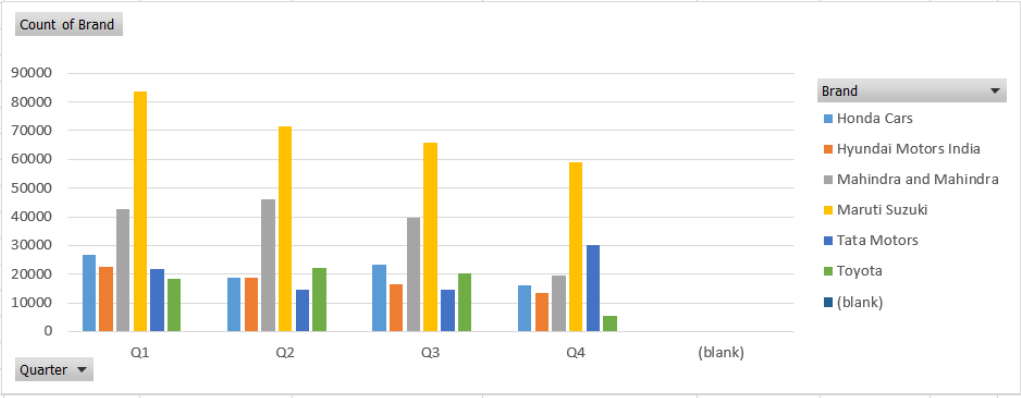
Yes, the Pod position number affects the amount spent on Ads for a specific period of time by the company.

Company	Count of Ads	Sum of amount spent on ads
Honda Cars	85265	48258340
Hyundai Motors India	71296	180808756
Mahindra and Mahindra	147890	397305655
Maruti Suzuki	280274	558646472
Tata Motors	81041	94790227
Toyota	66018	112653112



Q2.) What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?

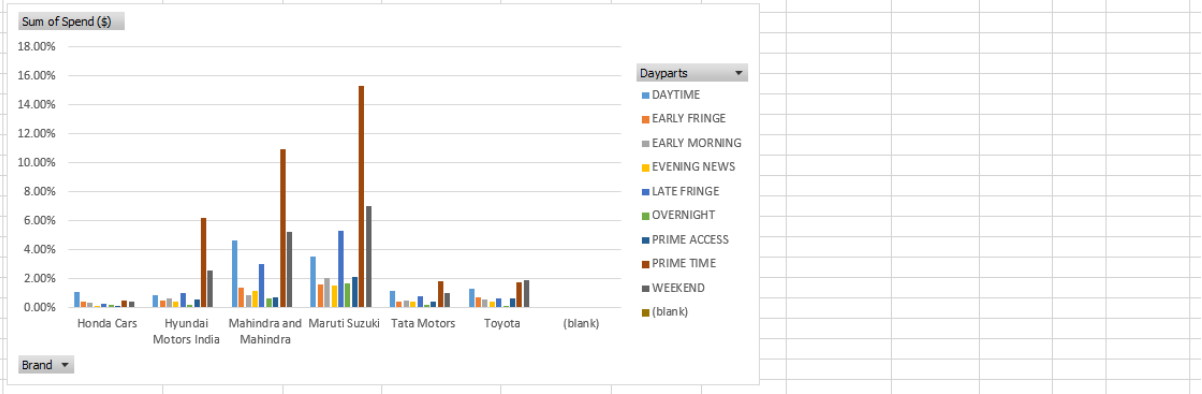
Count of Brand	Column Labels							
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	(blank)	Grand Total
Q1	26839	22600	42522	83648	21836	18251		215696
Q2	18751	18887	46084	71632	14633	21981		191968
Q3	23450	16543	39788	65951	14499	20225		180456
Q4	16225	13266	19496	59043	30073	5561		143664
(blank)								
Grand Total	**85265**	**71296**	**147890**	**280274**	**81041**	**66018**		**731784**



- Maruti Suzuki has the highest share in almost all quarters followed by Mahindra and Mahindra.
- Toyota has the lowest share in TV Airings.

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

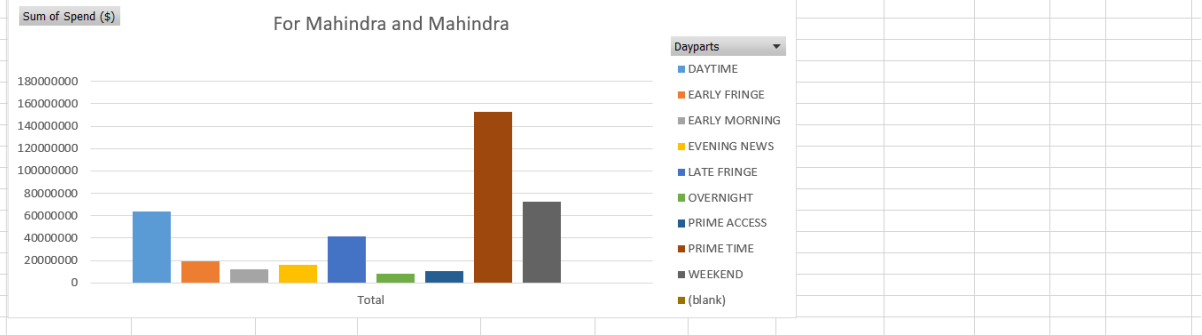
Sum of Spend ($)	Column Labels									
Row Labels	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	(blank)	Grand Total
Honda Cars	1.08%	0.41%	0.37%	0.15%	0.25%	0.20%	0.10%	0.50%	0.39%	0.00%	3.47%
Hyundai Motors India	0.89%	0.51%	0.63%	0.39%	0.98%	0.23%	0.55%	6.23%	2.58%	0.00%	12.98%
Mahindra and Mahindra	4.61%	1.38%	0.87%	1.15%	3.00%	0.62%	0.74%	10.97%	5.20%	0.00%	28.53%
Maruti Suzuki	3.50%	1.63%	2.08%	1.49%	5.32%	1.70%	2.08%	15.34%	6.98%	0.00%	40.12%
Tata Motors	1.19%	0.44%	0.51%	0.42%	0.80%	0.18%	0.42%	1.84%	1.01%	0.00%	6.81%
Toyota	1.33%	0.70%	0.60%	0.39%	0.64%	0.12%	0.64%	1.73%	1.93%	0.00%	8.09%
(blank)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Grand Total	**12.59%**	**5.08%**	**5.05%**	**3.99%**	**10.98%**	**3.05%**	**4.54%**	**36.62%**	**18.11%**	**0.00%**	**100.00%**



- Most of the brands spend most in daytime and least in overnight.
- Honda Cars spends relatively more in daytime than in other parts of day.
- Mahindra and Mahindra spend most in daytime.
- Maruti Suzuki spends most in primetime.

Q.4.) Mahindra and Mahindra want 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?

	Column Labels									
	DAYTIME	EARLY FRINGE	EARLY MORNING	EVENING NEWS	LATE FRINGE	OVERNIGHT	PRIME ACCESS	PRIME TIME	WEEKEND	(blank)	Grand Total
Sum of Spend ($)	**64154402**	**19204408**	**12119383**	**16018235**	**41781609**	**8597788**	**10299276**	**152713257**	**72417297**		**397305655**



Company gave most ads during the primetime.

However, they should also increase ads during other times of day as there is audience throughout the day.

Google drive link for excel file - https://docs.google.com/spreadsheets/d/1reBzOZeJ906fv8tVdzuXQLuP_mSGX3_H/edit?usp=sharing&ouid=112715989555881480949&rtpof=true&sd=true