# XYZ Ads airing reports

BY
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Project objectives

- To understand the business behind the advertisement of brands
- Making competitive analysis of different brands based on their spends
- Understanding their strategies
- To Target those audiences from those types of media platforms where they convert them to their customers at a low cost.
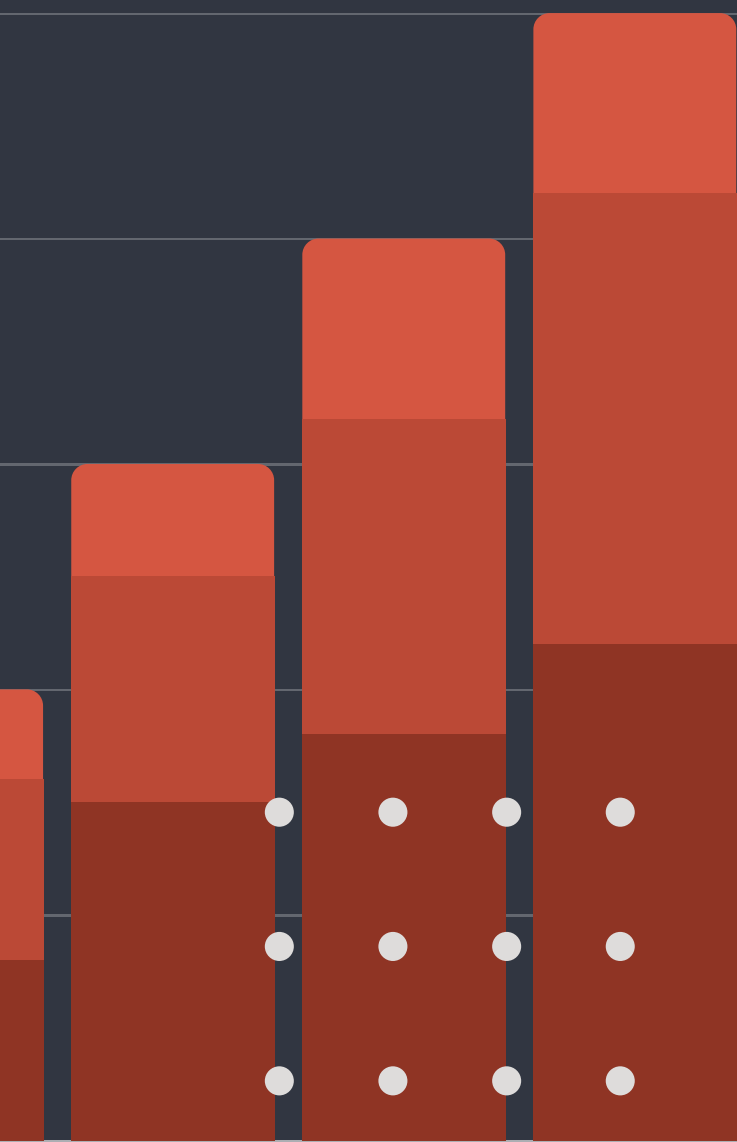
Approach

1. Understanding the data and problem statement

2. Cleansing the data(not needed if it was clean)

3. Understanding the relationship b/w features

4. Visualizing the data and deriving insights

5. Making conclusions based on insights
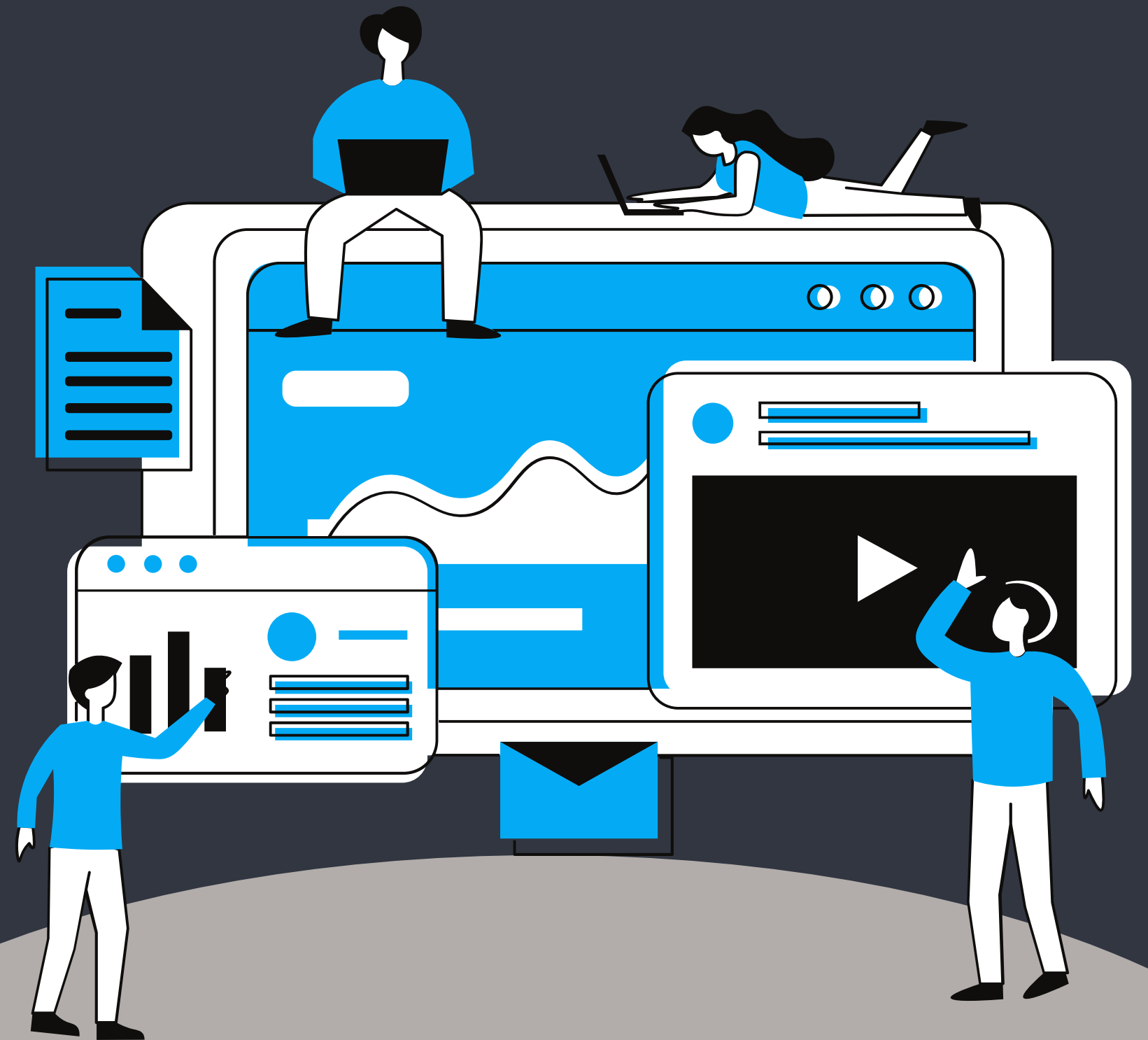
Tech stack used

Understanding data

- ID is the unique identifier for each record
- Brand, as we know its the brand/company
- Product, it's the column that has different products of the company has (here products are cars)
- Network & Network Type of the company aren't needed for analysis
- Date column holds the dates for which the ads were posted/broadcasted.
- Time is the column which represents at what time the advertisement was posted/broadcasted.
- Dayparts is the column where it holds the data regarding in which part of the day the ad was posted like morning, late night, prime time, etc. Spend(in $) is the amount spent by the brand for the advertisement
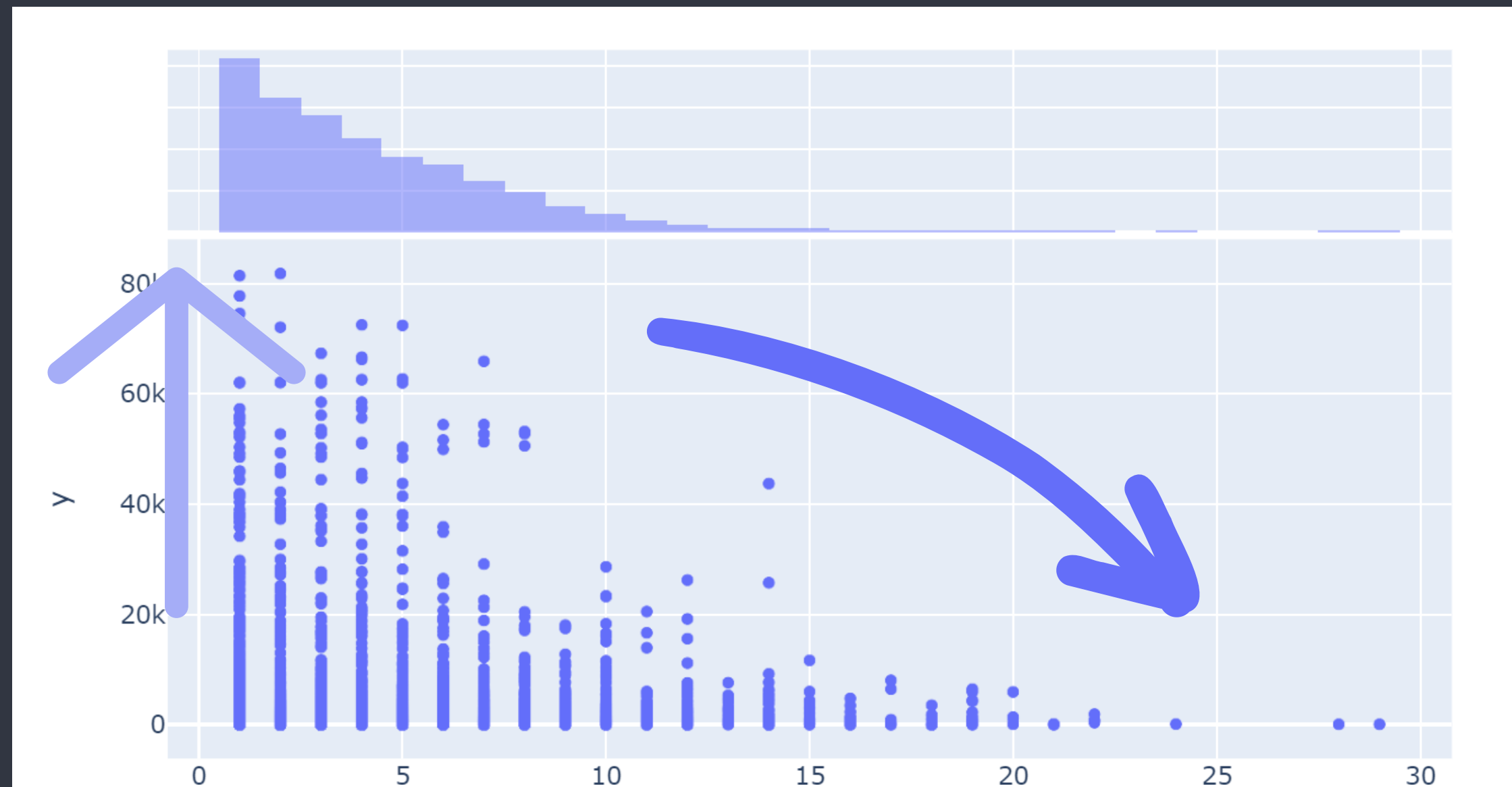
Understanding Pod Position

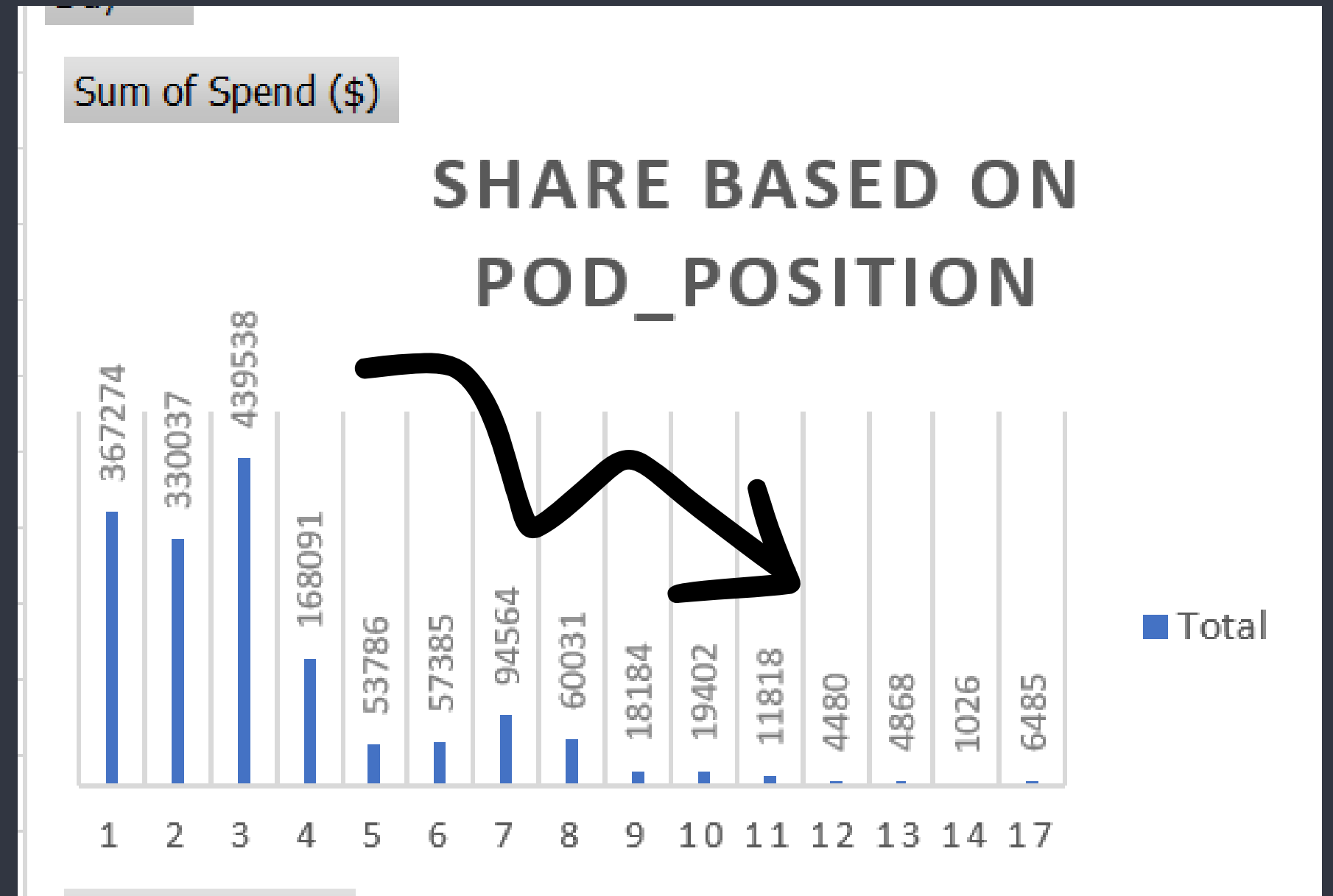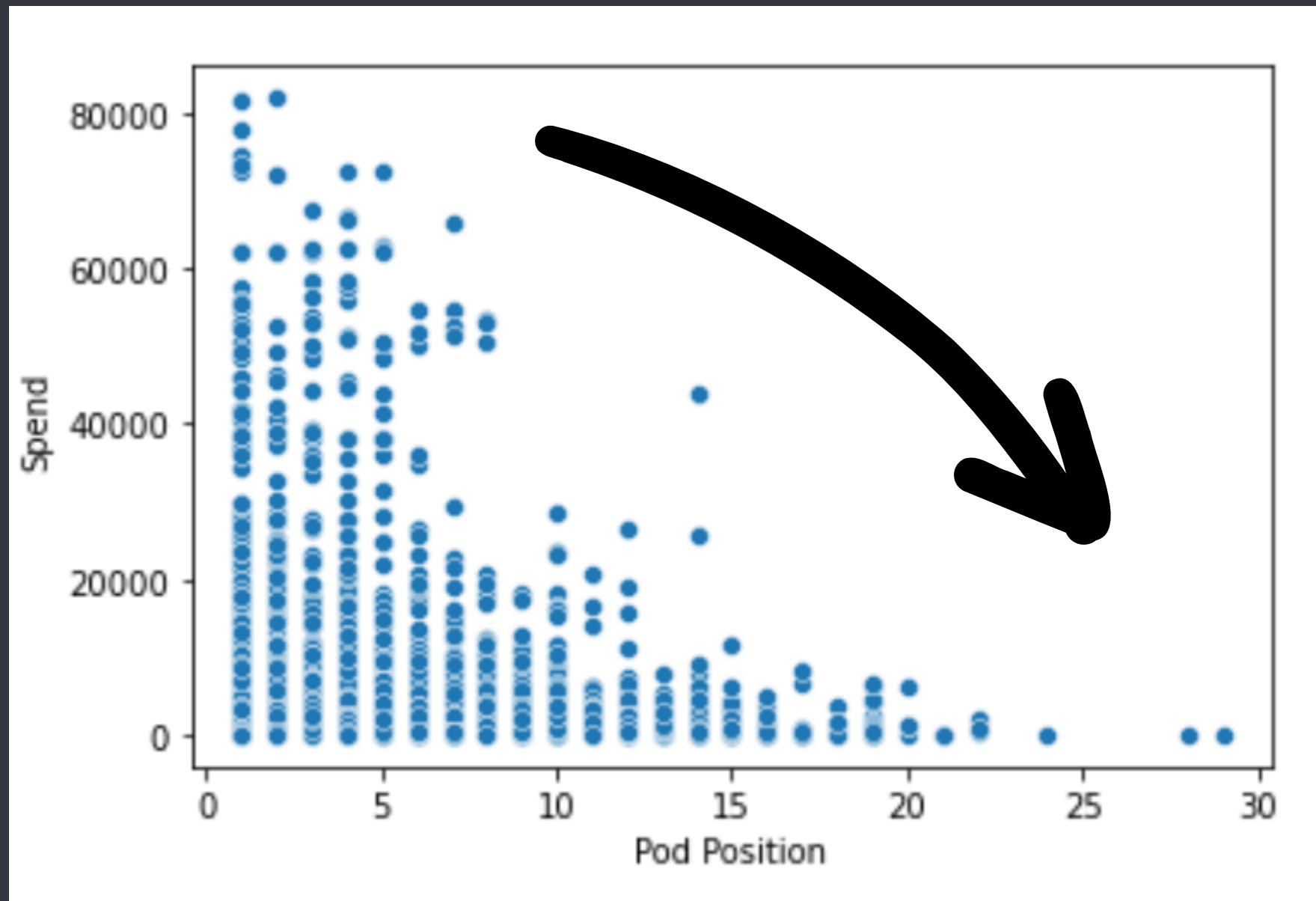Pod Position is the position of the ad where the multiple ads are grouped together and are played one after another with a single break each time Say you're watching DareDevil series in Hotstar, while watching ad appears while watching the episode, there will be three ads played back to back after then the episode resumes. You just sat through an ad pod.
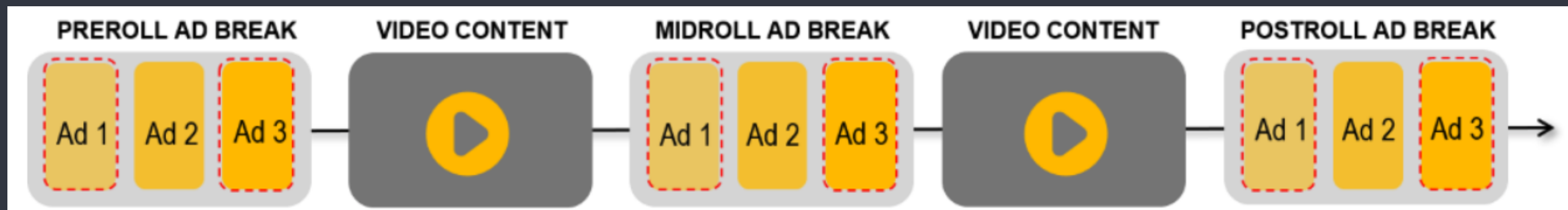
"Pod position has an impact on spend(in dollars), which we will see through visualization"

As we can see here the distribution as well as the graph plotted between Podposition(along horizontal axis), and Spend($) along the vertical axis. As pod position increases, the spend is increasing initially, but later on that relation became inverse. Like when pod position increasing, the spend is getting decreased.

Sum of Spend ($)

SHARE BASED ON POD_POSITION

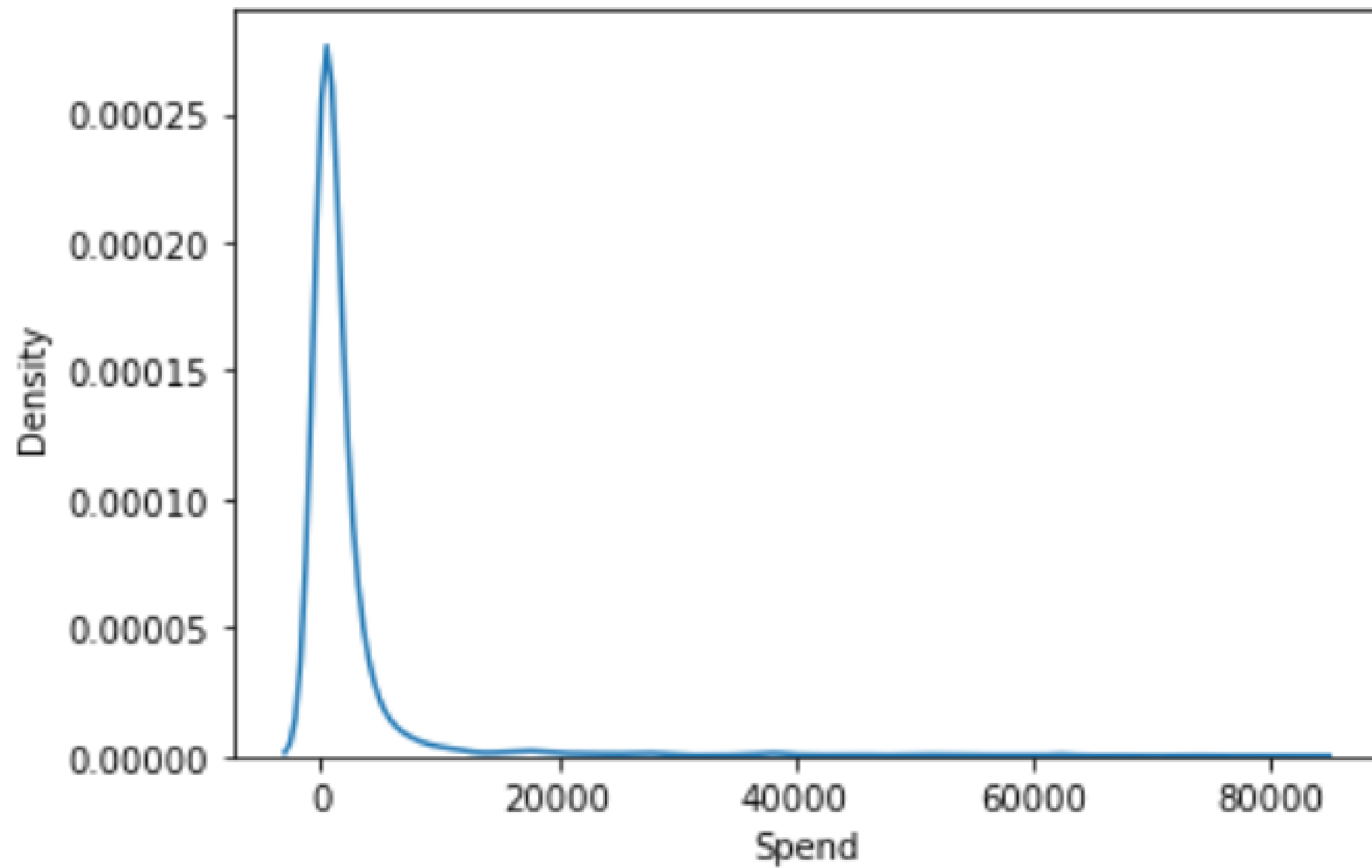| Pod Position	Total
1	367274
2	330037
3	439538
4	168091
5	53786
6	57385
7	94564
8	60031
9	18184
10	19402
11	11818
12	4480
13	4868
14	1026
17	6485

Observing the trend brand wise. The distribution of spend seems to be normally distributed according the pod position.
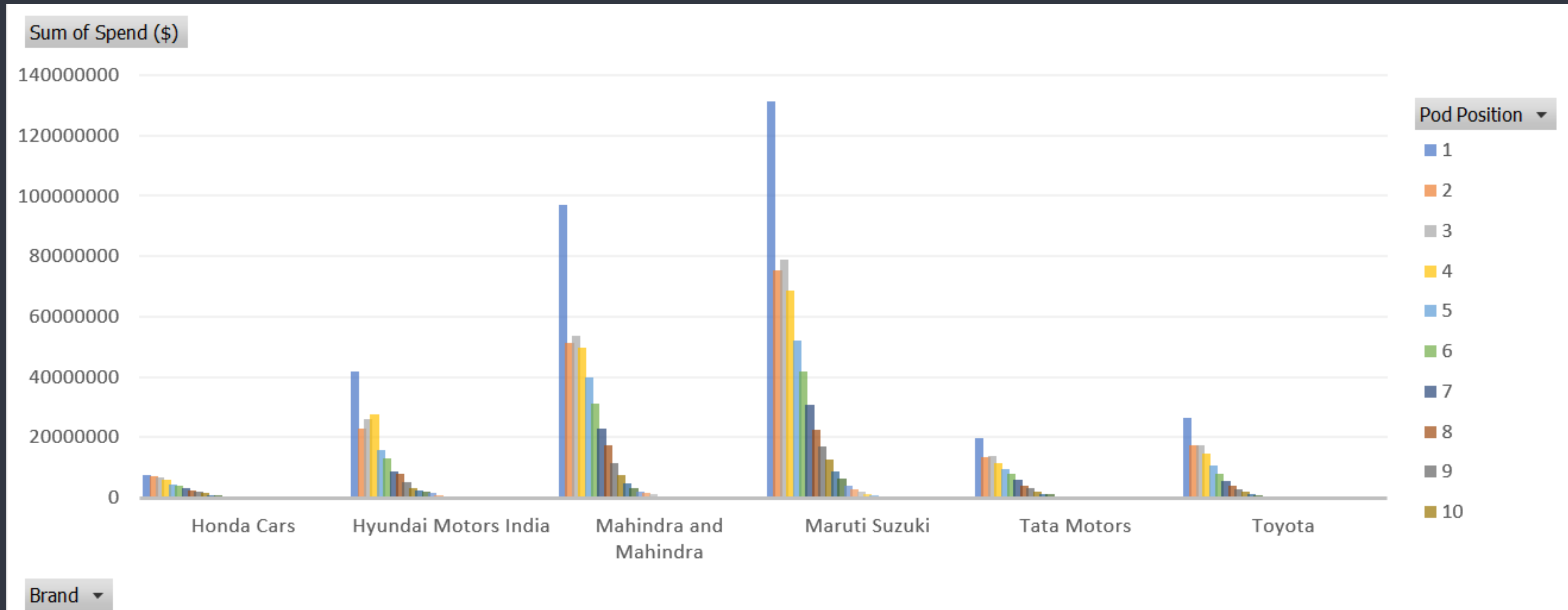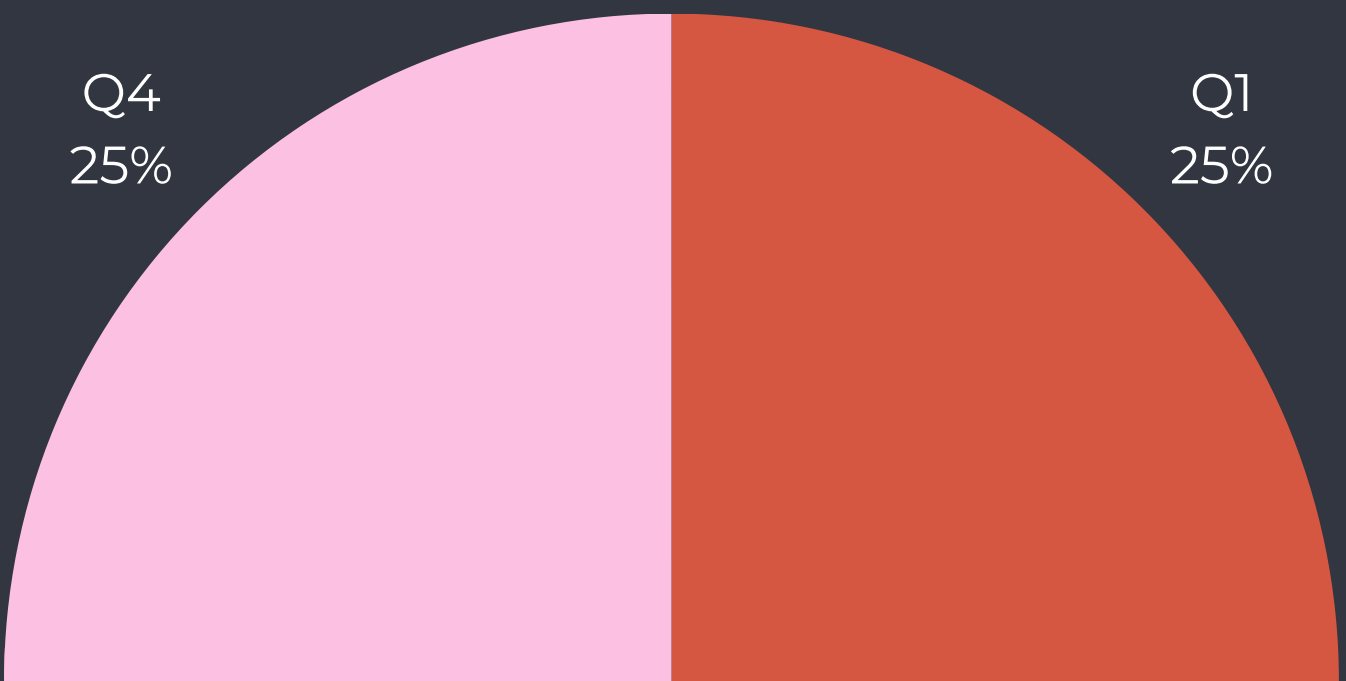
Quarter wise share analysis

For quarter wise share from Q1 to Q4, I created a new column named Quarter which has 4 quarters in which each quarter holds 3 months each from the start. (Q1 has Jan, Feb, Mar and so on)

Quarter
Q1
Q1
Q1
Q1
Q1
Q1
Q1
Q1
Q1

Q4
25%

Q1
25%

shares of brands over the quarters of the year 2021
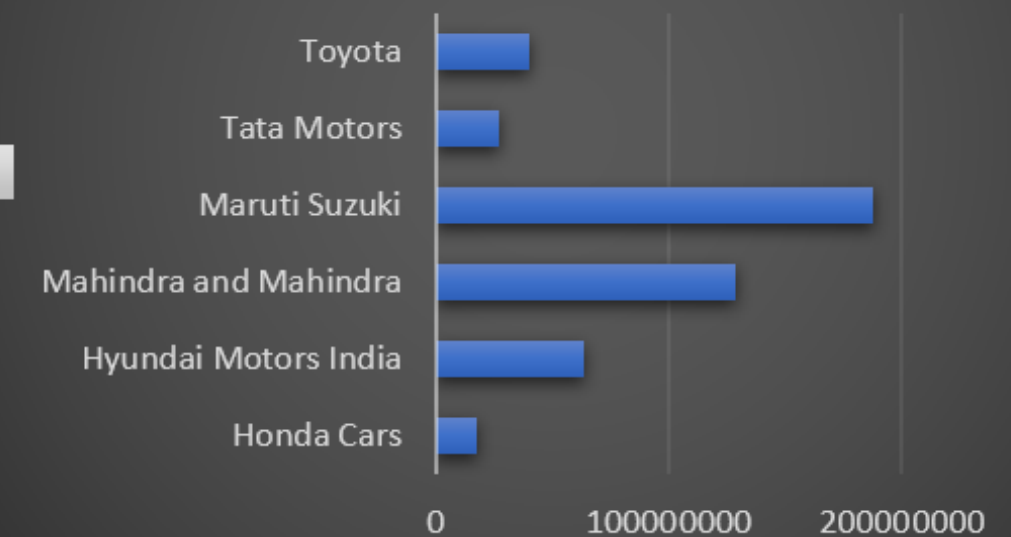
When we go brand wise, and their share spent,
observations:

- Spent Share of Honda is too less when compared to other brands

- Tatamotors & Toyota are other 2 brands which have less shares.

- The share is decreasing when going fromQ1 to Q4 in 2021 but except for

- Tata motors where share is high in the Q4 than in Q_1, O2, O3).

- The trend is almost similar for all the brands

- Share of Suzuki is highest

Competitive Analysis

Over the year 2021, To observe the strategy for the leading share among the brands, first if we can see the sum of shares of each brand the share of Maruti suzuki is the highest spent when compared to others where Mahindra and Mahindra pulls the 2nd place and Hyundai in the third. We can say these are the top share brands which are highly competitive. Exactly on what basis we can analyze the strategy of the brands. If we take duration of the ads, Suzuki has the highest duration ad.
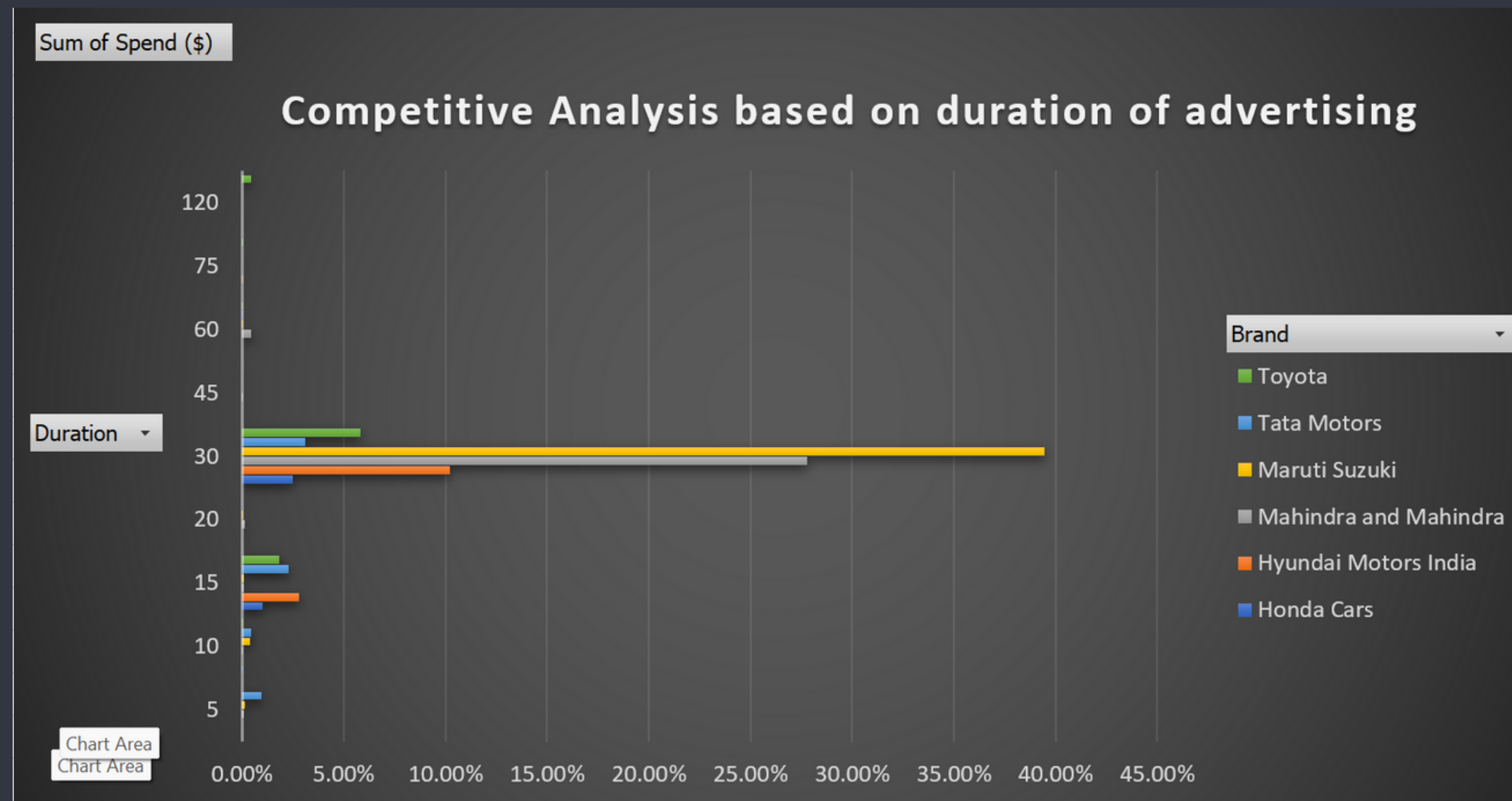
In the 5 & 10 min ad duration, Maruti Suzuki isn't having the highest share where instead Tata Motors is leading position with high share comparitively but overall, its share is also less in number to say. In the 10 min ad even Tata and Maruti are almost having equal share that too with less amount. Most of the brands are most probably to occur for the 30 min ad where Maruti Suzuki is having the highest here. There is huge competition if we can see

If we consider on Dayparts basis, we can observe the proportion of shares spent in each brand
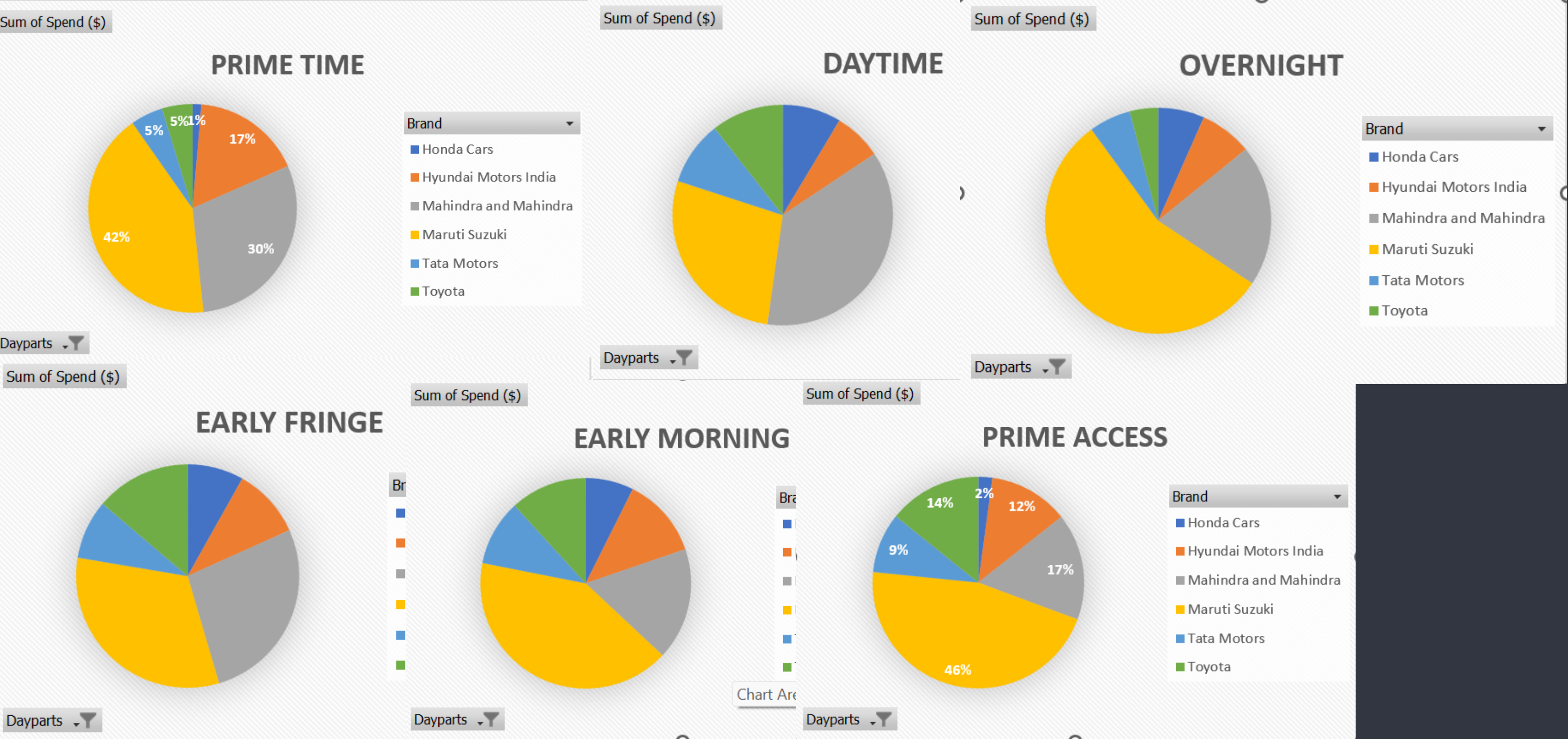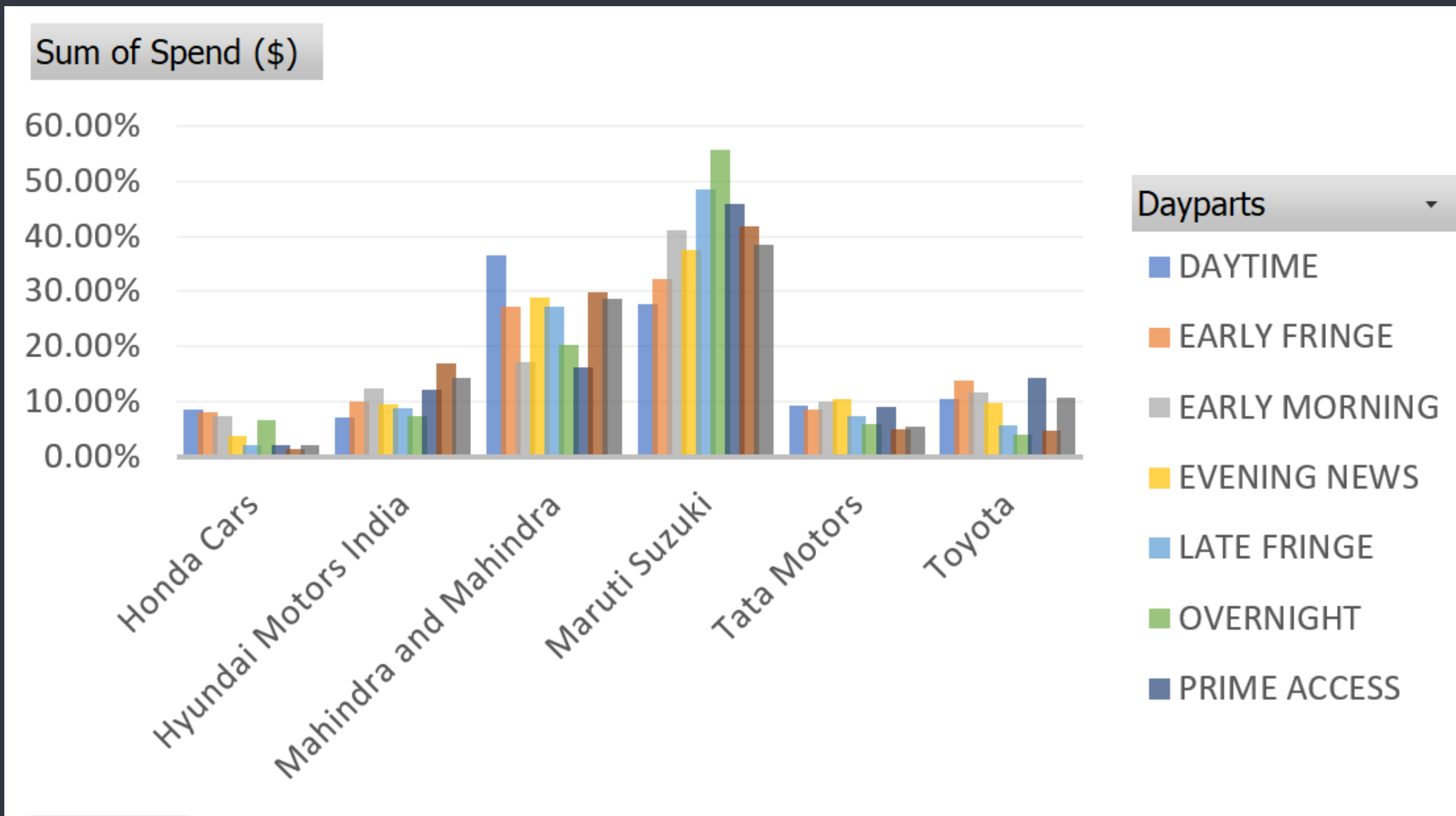
Toyota do not have any specific distribution by which we can say that money spent is different during the same period

In the most of the dayparts, Maruti Suzuki is the leading(except for daytime it seems, where Mahindra and Mahindra is leading in the daytime). Maruti spent most at overnight. Mahindra spent most at the daytime and also the Honda cars spent most at the day time whereas Hyundai at prime time.

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?
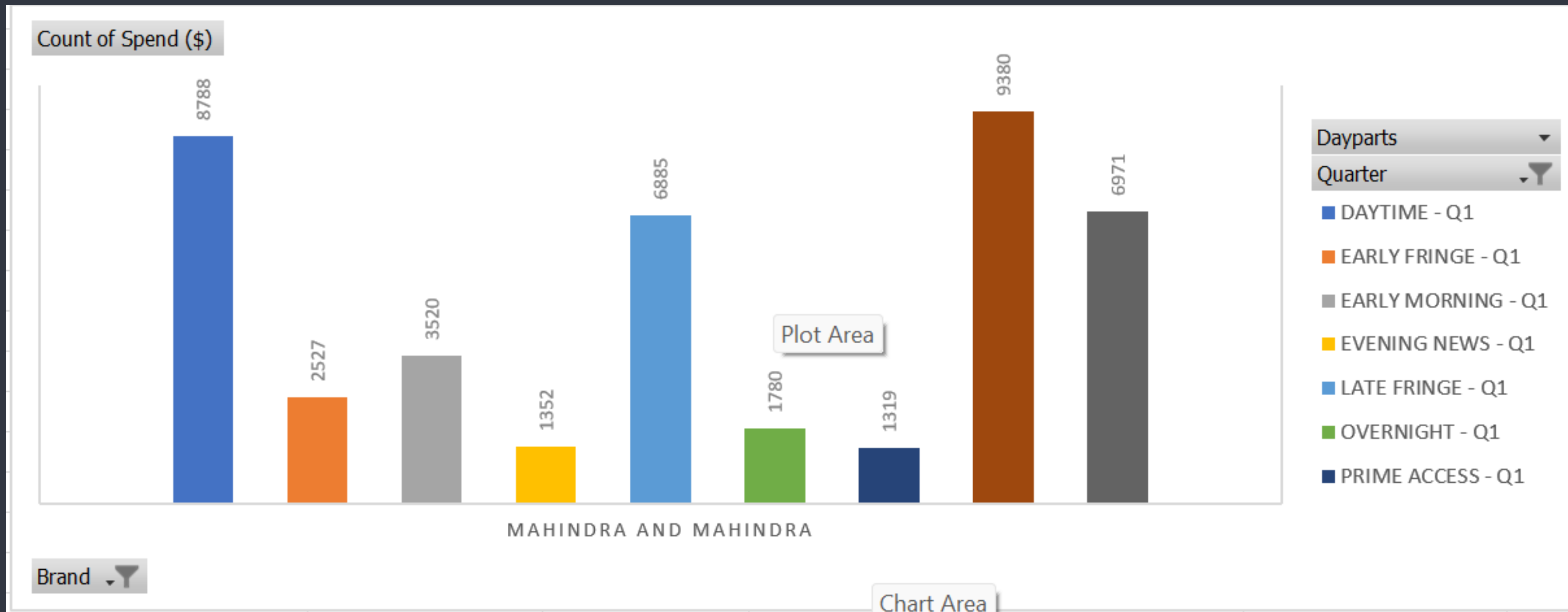
Mahindra should target the Prime time, Day time, Weekend audience, the viewers. As per the 2021's first quarter's trend basis we can say that in 2022 the trend could be similar.

Thank You