

XYZ Ads Airing Report Analysis

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Project Description

- This project is all about advertisement analysis of various automobile companies and the marketing strategies they use to reach and understand their customers better which in turn helps in maximizing their profit and minimizing the marketing expense.
- Here, we aim to analyse the sales, the watch time, which brand has the highest percentage of ads engagement, brands and their advertisement strategies, most favourable brand of ads and highest share of brands.

Approach

- Understood the given dataset thoroughly
- Imported all the data into excel
- Data cleaning and manipulation
- Performed the analysis using charts and graphs for visualization
- Used functions, formulas pivot tables and charts

Tech Stack Used

- Microsoft Excel

Insight

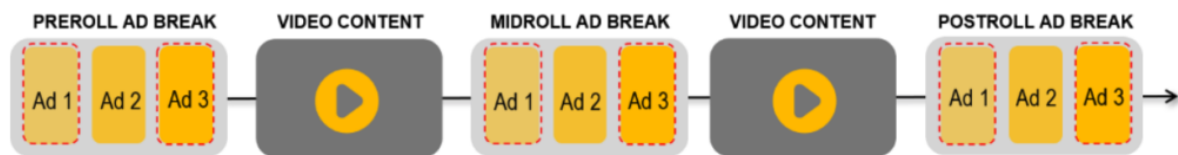
What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company? (Explain in Details with examples from the dataset provided)

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.

Ad pod is a term used in connection with CTV advertising to specify multiple ads sequenced together and played back-to-back within a single ad break, like traditional linear TV.

They allow publishers to return multiple ads from a single ad request, and then those ads are played in sequence.

If you are watching something and an ad break starts. You watch three different ads back-to-back, and then the episode resumes. You just sat through an ad pod.



Four reasons why advertisers and publishers use ad pods:

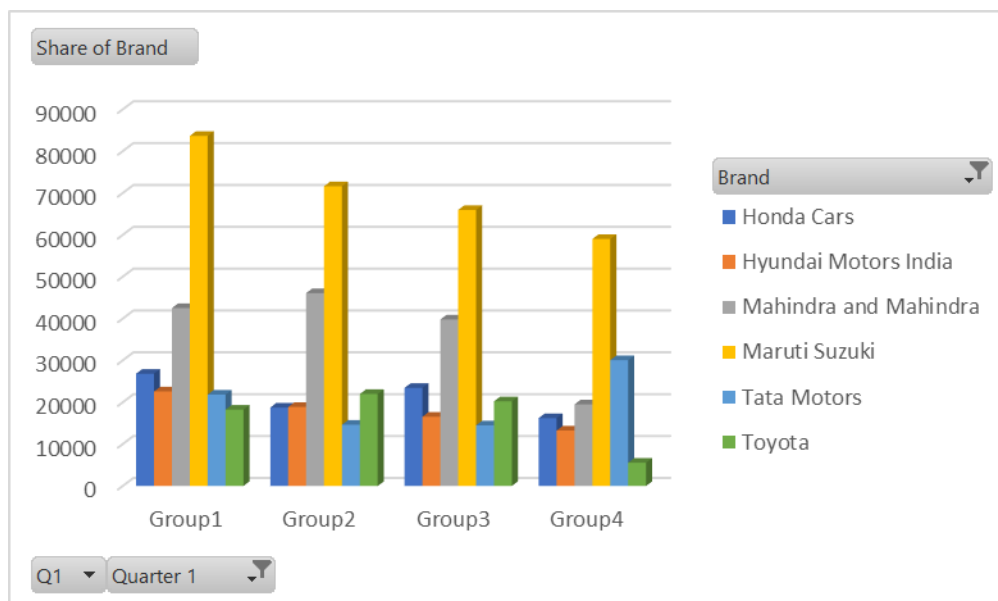
1. They offer more control Ad pods help advertisers avoid running ads alongside direct competitors, ensuring that their offering stands out to viewers and that their message doesn't get saturated.
2. Ad pods offer a better way to monetize long-form content publishers with longer-form content can leverage the controls offered by ad podding to set up more advanced monetization strategies for their streaming content.
3. Ad pods allow publishers to meet buyers' needs without an ad pod in place, advertisers have historically been spinning a wheel of chance when they bought into streaming apps on CTV. They have had very little control over frequency or the position of their ad within the ad break.
4. Ad pods improve the user experience Ad pods enable a better user experience because the ads are tailored to viewers' preferences.

Example:

Suppose you're streaming Brooklyn 99 on Hulu and halfway through the episode an ad break starts. You watch three different ads back-to-back, and then the episode resumes. You just sat through an ad pod.

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

Share of Brand		Column Labels			
		+ Group1	+ Group2	+ Group3	+ Group4
Row Labels		Grand Total			
Honda Cars		26839	18751	23450	16225
Hyundai Motors India		22600	18887	16543	13266
Mahindra and Mahindra		42522	46084	39788	19496
Maruti Suzuki		83648	71632	65951	59043
Tata Motors		21836	14633	14499	30073
Toyota		18251	21981	20225	5561
Grand Total		215696	191968	180456	143664



- The 4 Groups are the 4 Quarters respectively.
- Each quarter consists of 3 months.
- Maruti Suzuki has highest share in almost all the quarters.
- The 1st quarter has highest share which decreased in 4th quarter.

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

Column Labels								
<div> <div>⊕ Honda Cars</div> <div>⊕ Hyundai Motors India</div> <div>⊕ Mahindra and Mahindra</div> <div>⊕ Maruti Suzuki</div> <div>⊕ Tata Motors</div> <div>⊕ Toyota</div> <div>Grand Total</div> </div>								MAX
Row Labels								
DAYTIME								
Count of Duration	28031	12485	33552	49811	17745	17393	159017	49811
Sum of EQ Units	22966.94	9552.5	33220.61	49134.04	9674.67	19591.45	144140.21	49134.04
EARLY FRINGE								
Count of Duration	7056	4367	9335	17124	5346	4611	47839	17124
Sum of EQ Units	5723.12	3479.5	9109.34	16939.53	2906.6	4104.33	42262.42	16939.53
EARLY MORNING								
Count of Duration	14877	8153	13999	35078	9226	8807	90140	35078
Sum of EQ Units	12666.41	6352.5	13590.05	34764.42	5055.9	7240.14	79669.42	34764.42
EVENING NEWS								
Count of Duration	3067	2411	4549	9968	3007	2535	25537	9968
Sum of EQ Units	2549.82	1936.5	4485.87	9866.62	1608.59	2126	22573.4	9866.62
LATE FRINGE								
Count of Duration	6168	10214	24468	45224	11137	7716	104927	45224
Sum of EQ Units	5114.31	8304.5	24078.49	44707.79	6228.76	6057.16	94491.01	44707.79
OVERNIGHT								
Count of Duration	5714	6621	6480	27224	5819	3458	55316	27224
Sum of EQ Units	4598.13	5299.5	6464.27	26807.81	3146.02	2710.29	49026.02	26807.81
PRIME ACCESS								
Count of Duration	1903	2970	4038	9473	3030	2353	23767	9473
Sum of EQ Units	1577.16	2409.5	4018.1	9219.93	1624.64	1915	20764.33	9219.93
PRIME TIME								
Count of Duration	8391	13508	28302	47738	13553	9204	120696	47738
Sum of EQ Units	6771.95	10917.5	28213.41	47224.18	7437.94	7325.5	107890.48	47224.18
WEEKEND								
Count of Duration	10058	10567	23167	38634	12178	9941	104545	38634
Sum of EQ Units	8292.21	8229	22856.04	38210.14	6627.04	7947	92161.43	38210.14
Total Count of Duration	85265	71296	147890	280274	81041	66018	731784	280274
Total Sum of EQ Units	70260.05	56481	146036.18	276874.46	44310.16	59016.87	652978.72	276874.46

- In this question, the attributes Dayparts, Duration, Brand, EQ Units , Brand Months are considered as Quarters.
- Almost all the brands advertise their products in all the Day Parts among which Maruti Suzuki advertises with the highest duration.
- Maruti Suzuki has the highest sale because it follows a different strategy which results in people's engagement throughout the day parts with long high duration ads.
- After Maruti Suzuki comes Mahindra and Mahindra on the second position.
- All the other companies perform more or less the same.

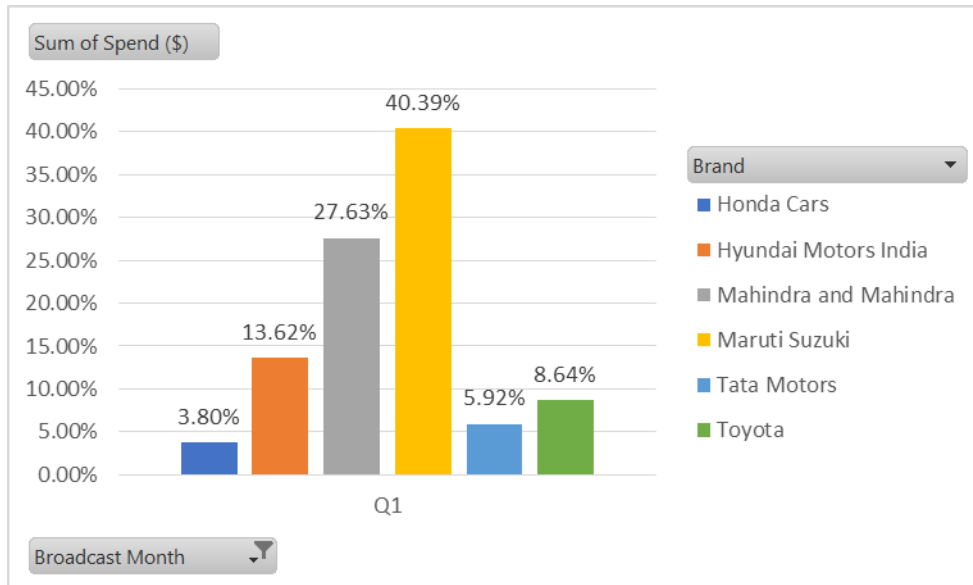
Broadcast Month	Q1						
Count of Broadcast Month	Column Labels						
Row Labels	Honda Cars	Hyundai Motors India	Mahindra and Mahindra	Maruti Suzuki	Tata Motors	Toyota	
1	9.93%	10.51%	16.63%	45.64%	9.13%	8.16%	
2	13.10%	12.44%	17.44%	38.02%	10.30%	8.70%	
3	12.49%	11.06%	20.12%	36.85%	10.39%	9.09%	
4	13.10%	10.02%	20.61%	36.11%	10.26%	9.91%	
5	12.48%	9.36%	20.86%	36.61%	10.88%	9.81%	
6	12.62%	9.16%	21.86%	36.37%	10.68%	9.31%	
7	12.68%	9.03%	23.56%	36.15%	10.13%	8.45%	
8	13.06%	9.82%	23.37%	36.39%	10.32%	7.04%	
9	13.11%	9.42%	22.73%	38.68%	10.16%	5.90%	
10	13.78%	9.69%	23.22%	38.30%	10.29%	4.73%	
11	14.21%	10.63%	22.01%	37.44%	10.37%	5.34%	
12	16.15%	10.35%	20.42%	37.40%	11.32%	4.37%	
13	18.19%	11.39%	20.81%	36.02%	9.27%	4.32%	
14	16.15%	13.62%	21.30%	34.63%	10.80%	3.50%	
15	22.00%	10.77%	19.23%	35.38%	8.62%	4.00%	
16	20.81%	8.28%	17.41%	41.40%	9.13%	2.97%	
17	27.16%	11.34%	18.21%	30.45%	9.25%	3.58%	
18	25.00%	9.27%	22.18%	27.02%	11.69%	4.84%	
19	21.39%	8.02%	17.65%	40.11%	7.49%	5.35%	
20	28.95%	10.53%	11.40%	35.96%	9.65%	3.51%	
21	32.05%	10.26%	15.38%	33.33%	5.13%	3.85%	
22	31.34%	7.46%	13.43%	31.34%	11.94%	4.48%	
23	30.00%	6.67%	13.33%	36.67%	10.00%	3.33%	
24	40.00%	8.00%	28.00%	16.00%	8.00%	0.00%	
25	33.33%	8.33%	25.00%	16.67%	16.67%	0.00%	
26	40.00%	0.00%	10.00%	30.00%	20.00%	0.00%	
27	33.33%	0.00%	0.00%	50.00%	16.67%	0.00%	
28	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
29	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	
30	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	
31	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	
Grand Total	12.44%	10.48%	19.71%	38.78%	10.12%	8.46%	

Based on Q1 2021 data Mahindra should focus on the following media plan:

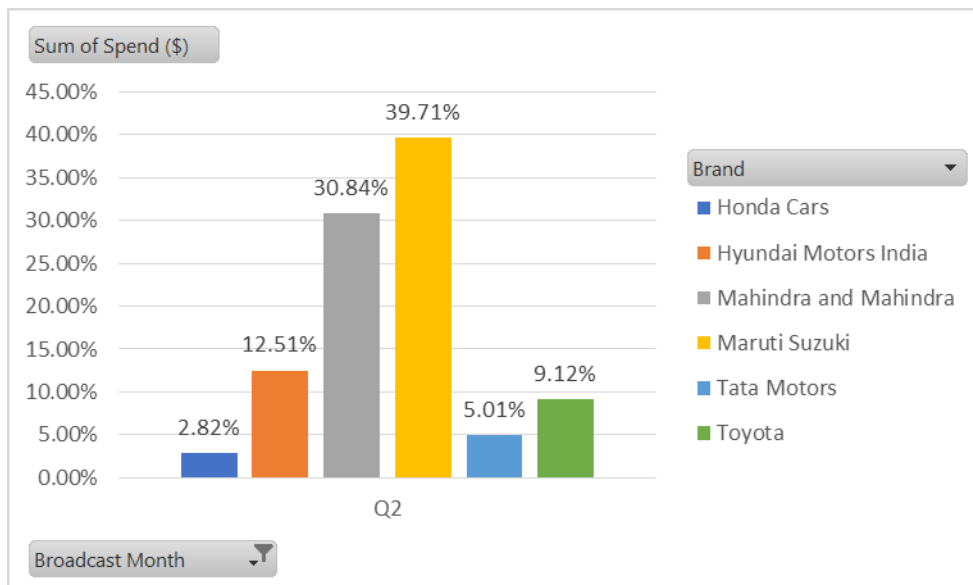
- Audiences: youth
- Dayparts : All
- Social media Platforms: Instagram, YouTube, Facebook
- Pod position: 1-2
- Spending: Above 50k

Extra – Quarterly advertising expenditure of all the companies

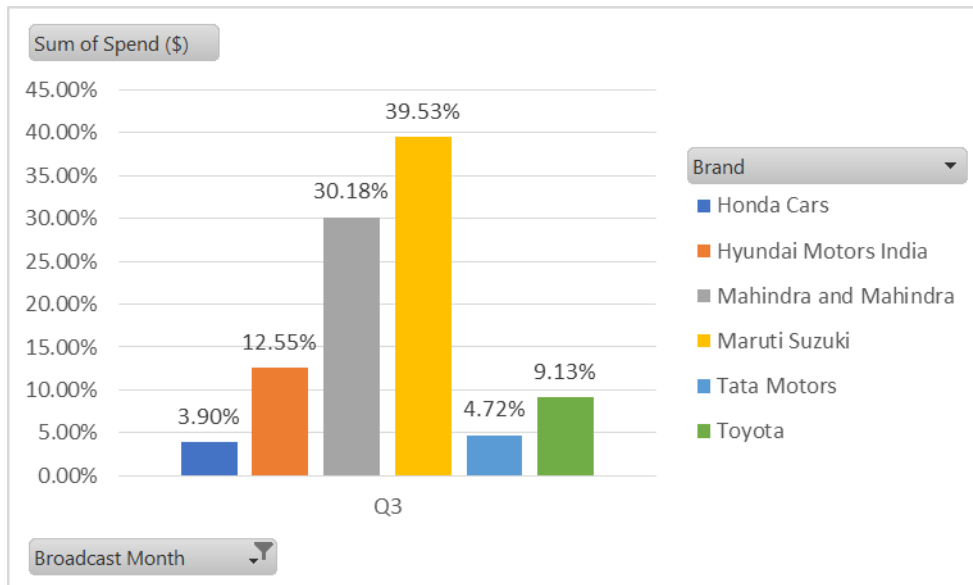
Quarter 1



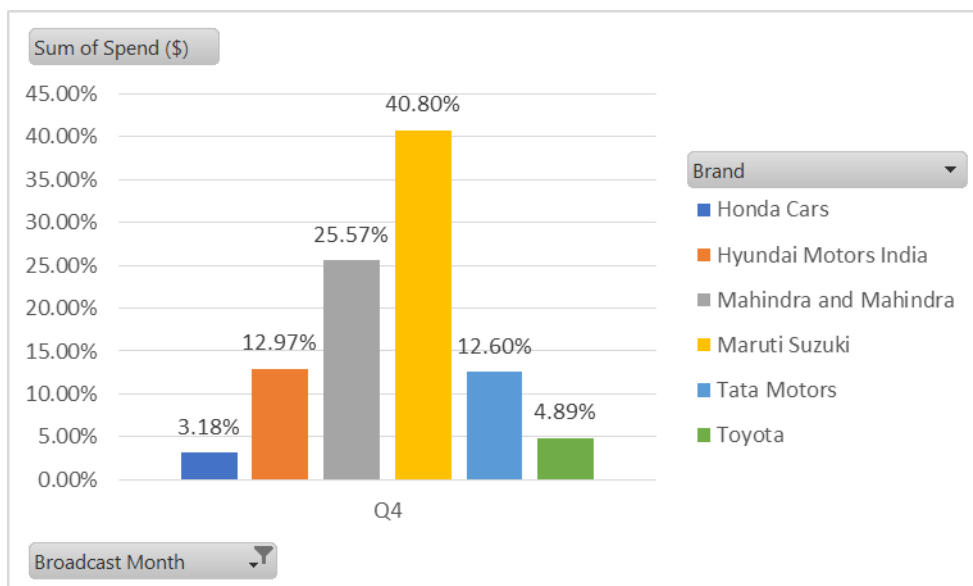
Quarter 2



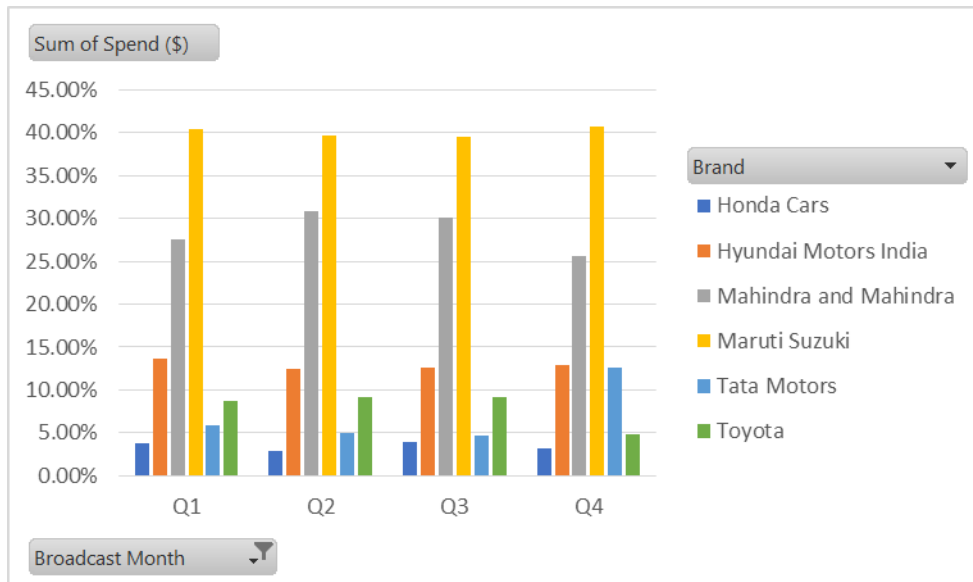
Quarter 3



Quarter 4



All Quarters



- Thus we see that Maruti Suzuki has spent equally in all four quarters
- Mahindra and Mahindra as see before stands second in advertising expenditure

Result

- Among all the brands Maruti Suzuki has spent equally on advertisements in all the four quarters and they cast their ads in all parts of the day.
- On the other hand Mahindra and Mahindra spends the second highest on advertising but should cast their ads in all parts of the day in order to maximize profit.
- The average amount spent on advertising is highest in quarter 2
- Pod position of an individual advertisement within a certain commercial pod and most watching hours will have highest value in case of the given data it is prime show
- The pod position v/s amount spend trend line almost declines to negative throughout the year

Link to my excel workbook:

https://docs.google.com/spreadsheets/d/1_x37LqzS6cECJ7VwhBpu-A9xotgoVo4n/edit?usp=share_link&ouid=105915985785625399872&rtpof=true&sd=true