

XYZ ADS AIRING REPORT ANALYSIS

[illegible]

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PROJECT DESCRIPTION

This project aims at drawing insights from a given data set of Ads Airing. The project is a detailed study of the TV ads airing brand and their ads placements. The detailed analysis will lead to the answers of the following questions:

PROBLEM 1

What is Pod Position? Does the Pod position number affect the amount spent on Ads for a specific period of time by a company?

PROBLEM 2

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

PROBLEM 3

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

PROBLEM 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.

My approach to this project involves understanding the dataset. After understanding the dataset I have used SQL and Excel to draw insights. I have imported the excel file in SQL and extracted data by running SQL queries and I have used excel to create charts and graphs for the better understanding of the result.

APPROACH

Purpose - This tool is used to create the data base and store records. It is also used to carry out the required analysis by writing SQL queries. I have attached the link of the SQL queries for the reference.

https://drive.google.com/file/d/1GQqmgoXQ5N-bG9_5vQ590k9LXP9Nv89y/view?usp=sharing

TECH-STACK USED

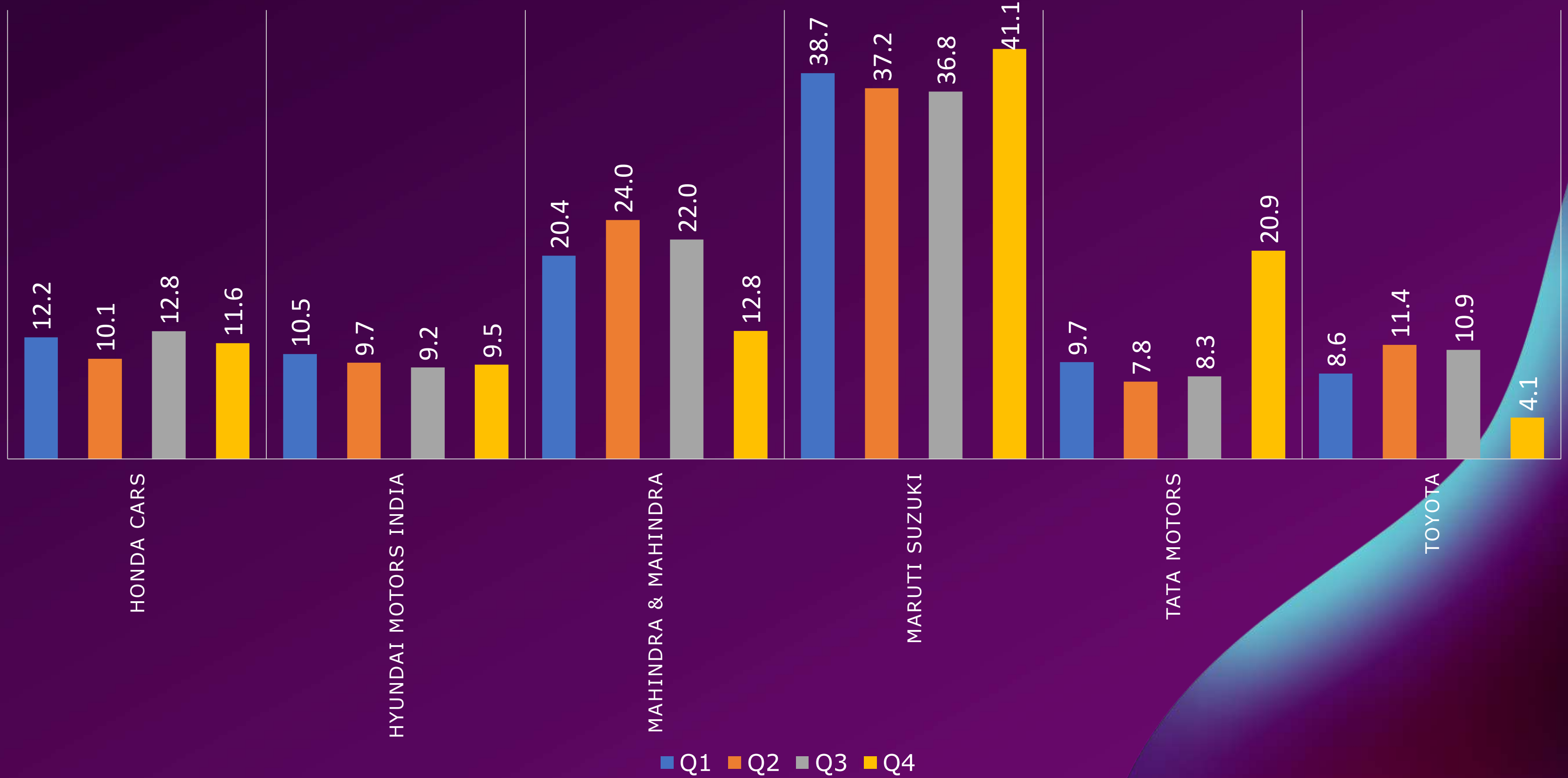
Microsoft®Excel®2016

Purpose - This tool is used to clean data as well as to carry out the analysis using formulas and pivot tables. The charts and graphs are built with the help of this tool only. I have attached the link of the excel file for reference.

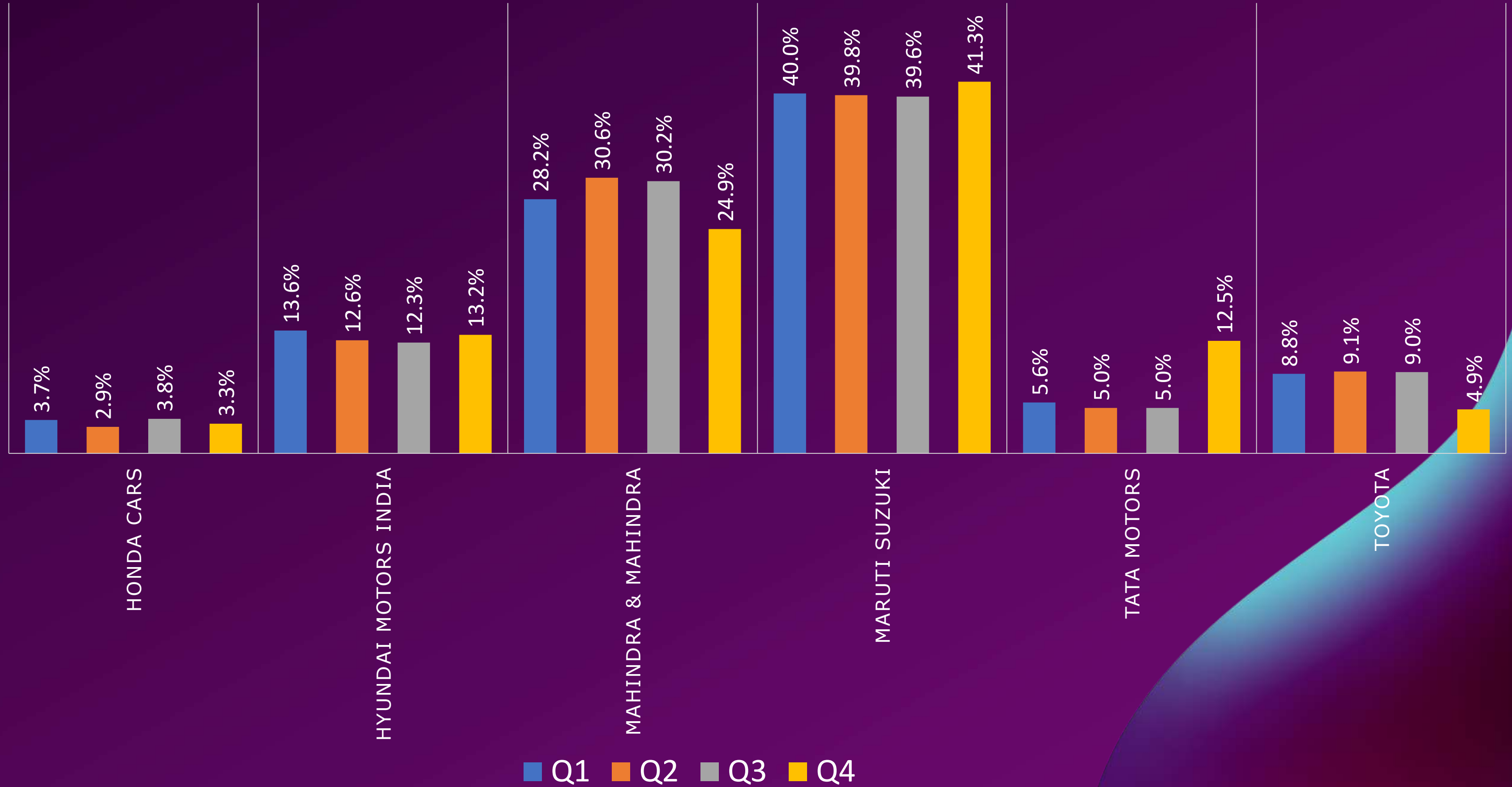
<https://docs.google.com/spreadsheets/d/1tvvPWldCz2MKJ9GI22emnWxjatURrTly/edit?usp=sharing&oid=114888847224303662552&rtpof=true&sd=true>

Pod Position can be defined as the placement/position of an individual advertisement within a certain commercial duration in a show. Yes the pod position does affect the total amount spent on ads over time (1 Year) by a company. The heat map in the above slide clearly depicts that companies has spent most on the pod position 1 airing on multiple shows over the span of 1 year. As evident from the heat map the maximum amount has been spent on pod position 1 by each companies. With the increasing pod position the total amount spent is clearly reducing. Thus proving ads which are placed first are paid more attention.

BRANDS QUATERLY ADS SHARE IN 2021

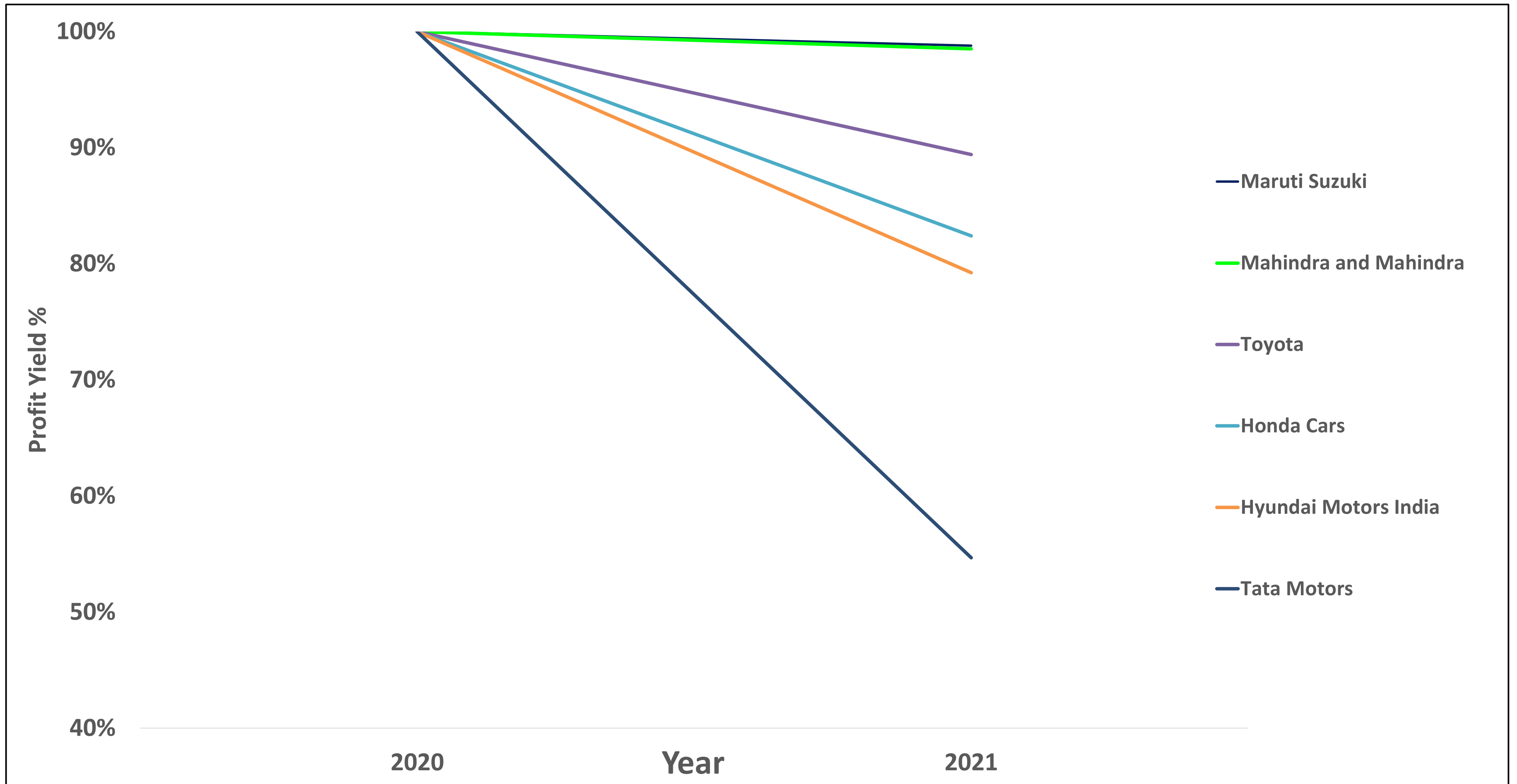


BRANDS QUATERLY SPEND SHARES IN 2021



If we look at the above two slides we can bring out the analogy that Brand Maruti Suzuki has spend on the ads proportionally to the percentage of aids airing on multiple shows.

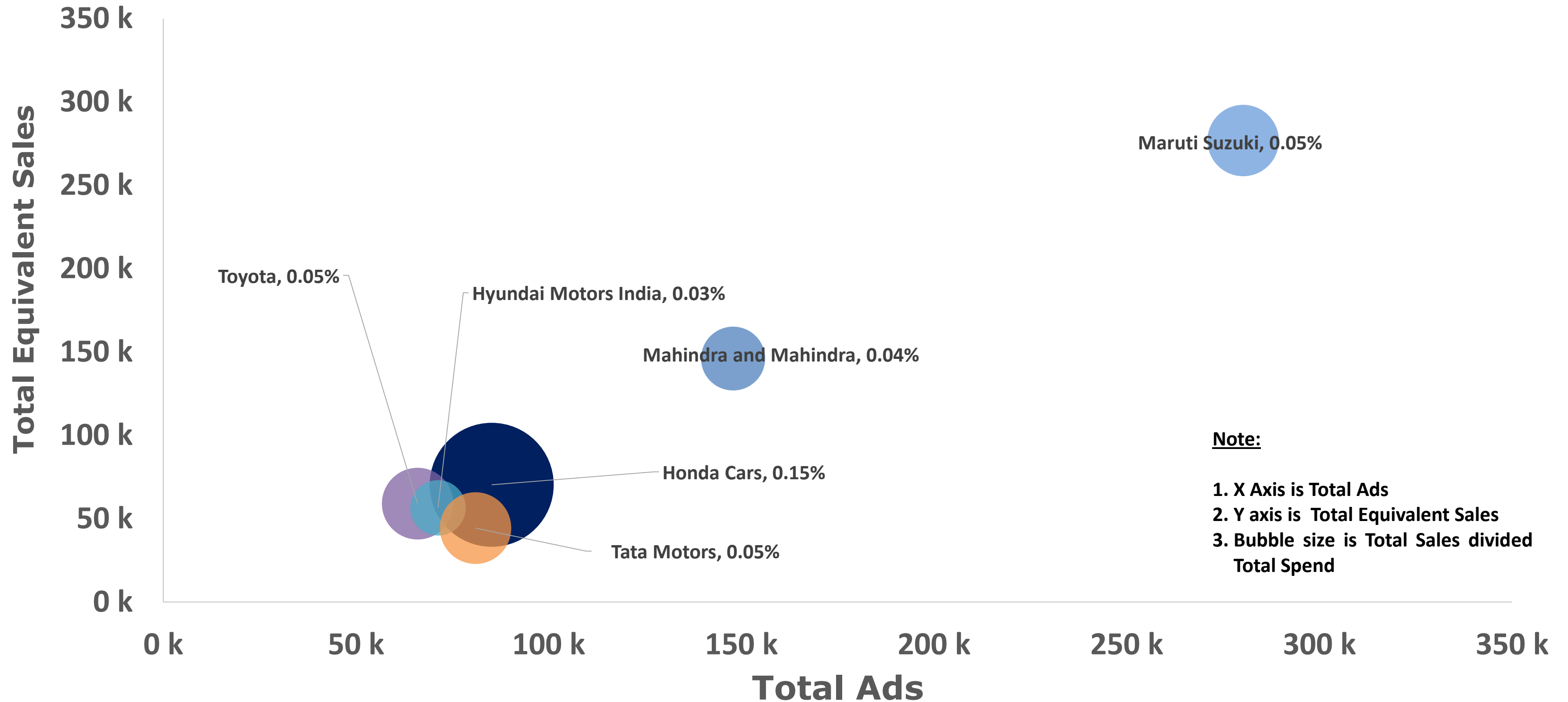
% PROFIT YIELD BRAND CURVES YEAR WISE



In the above slide % Profit Yield has been calculated as the Total Equivalent Sales Per Brand divided by the Total Ads Per Brand. Considering 2020s Profit Yield as 100 % the curves are being drawn for 2021. As evident from the graph from 2020 to 2021 the % profit yield has for Maruti Suzuki and Mahindra and Mahindra are slightly better compared to the other brands. Although the below slide showcase the total sales to total spend ratio is better for Honda Cars (0.015%). Slide 13 showcase that Brand Maruti Suzuki and Mahindra and Mahindra has aired ads for longer duration for every dayparts. The below slides showcase patterns which is evident that almost every brands are following the same strategy in terms of ads aired via different network types. In terms of duration of the ads aired every brand has aired ads in different dayparts but Maruti Suzuki and Mahindra and Mahindra being consistent in terms of airing ads on every dayparts for a longer duration.

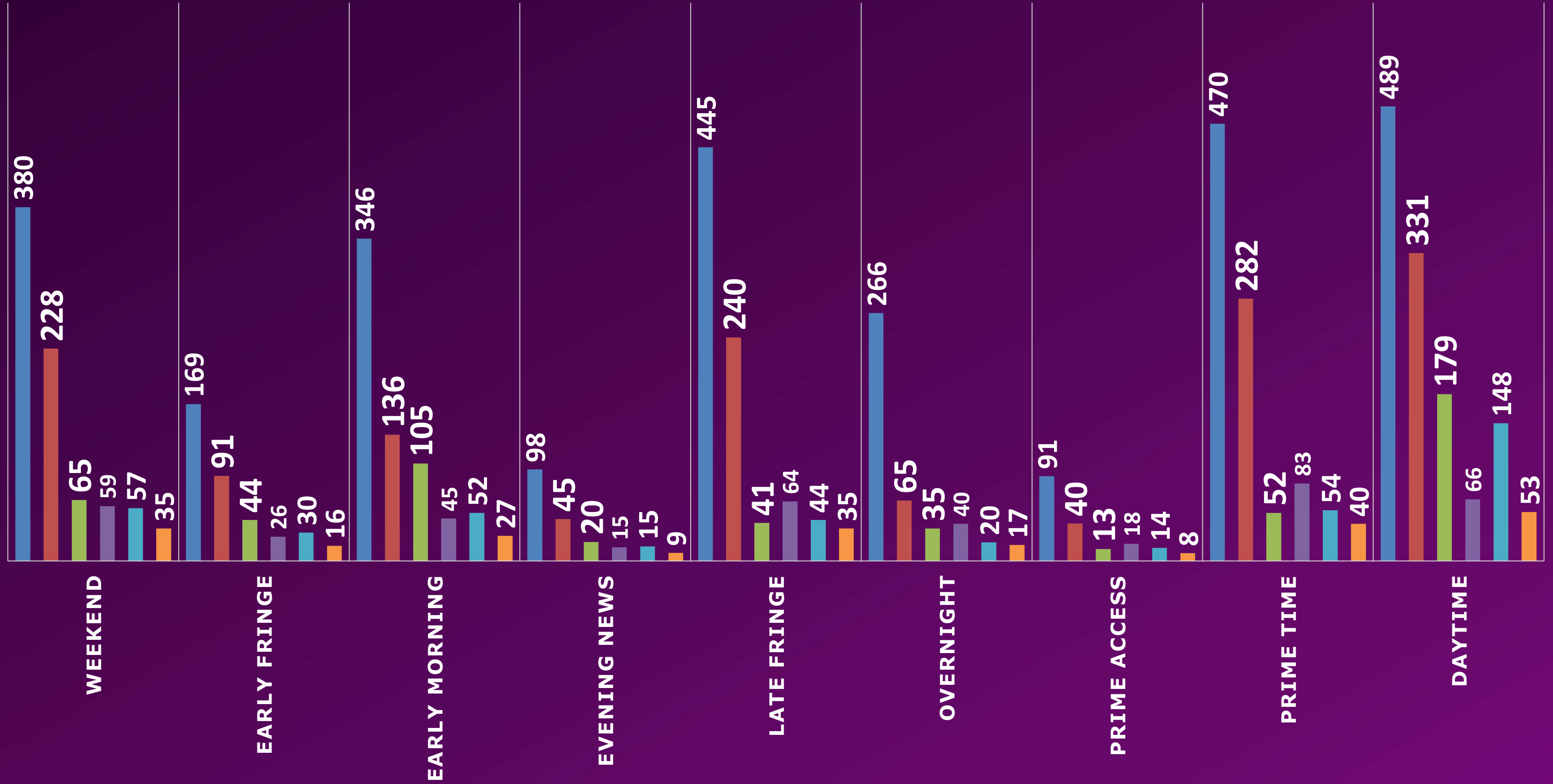
TOTAL EQUIVALENT SALES VS TOTAL ADS BY BRAND

TOTAL SALES VS TOTAL ADS

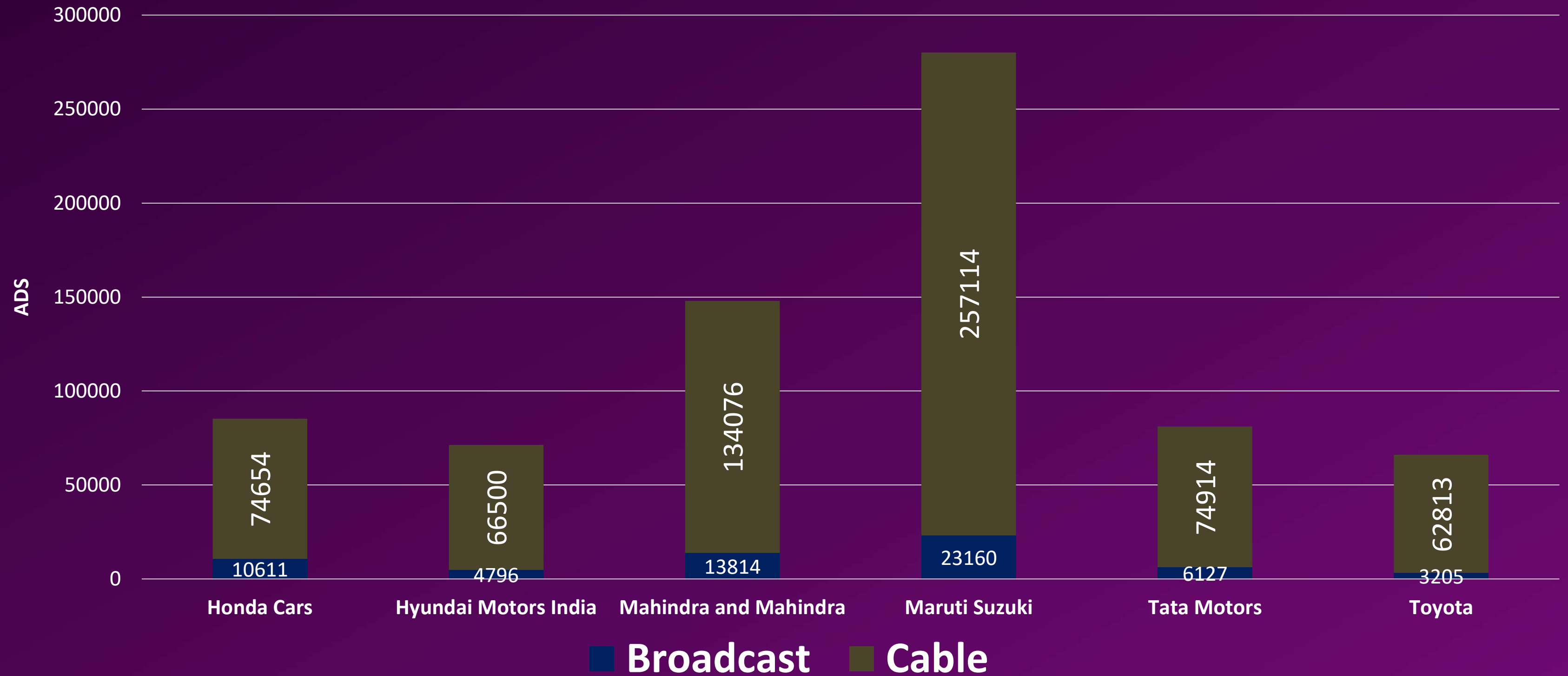


DURATION (HRS) ADS AIRED ON DAYPARTS PER BRAND

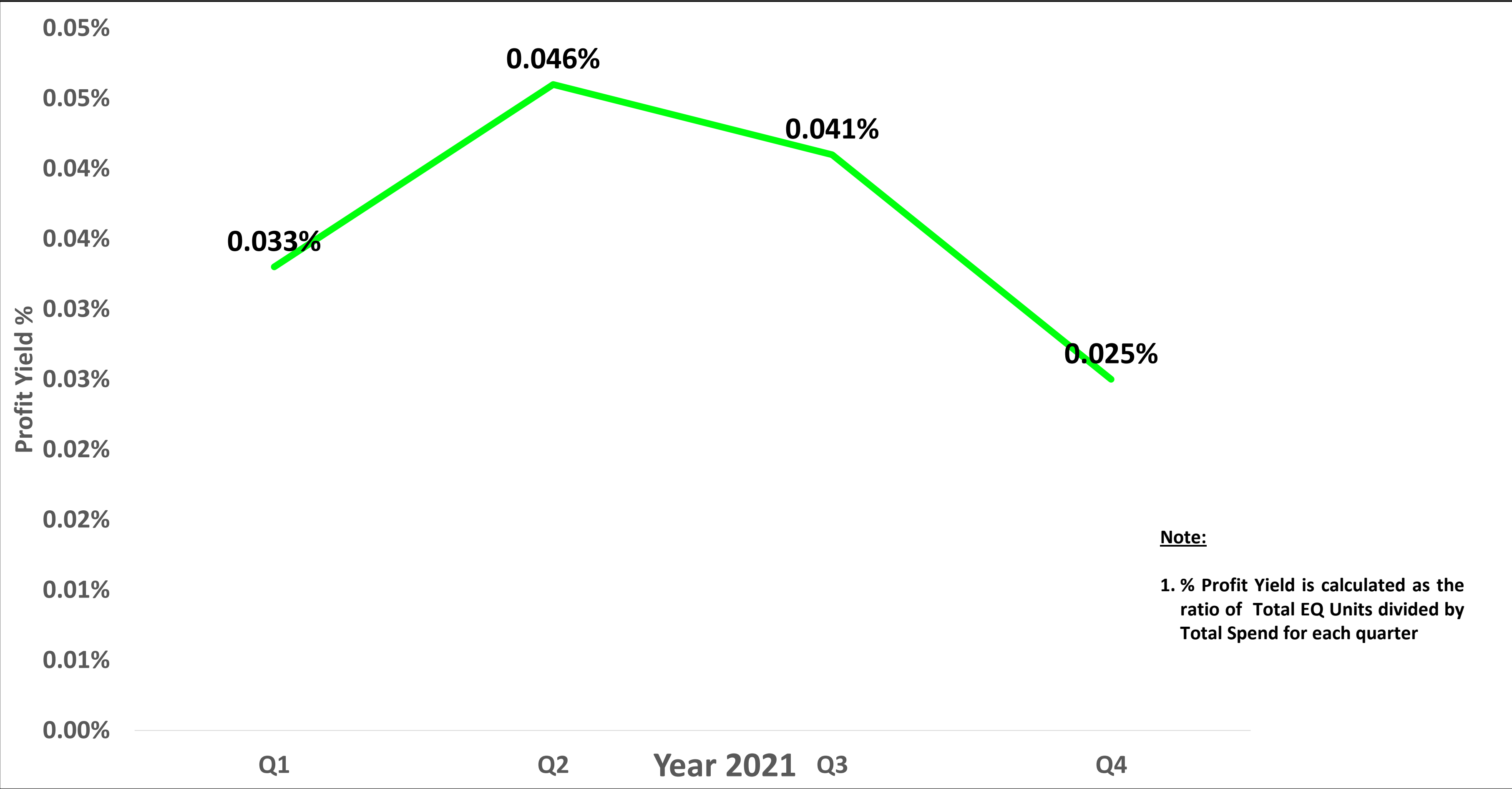
■ Maruti Suzuki ■ Mahindra and Mahindra ■ Honda Cars ■ Hyundai Motors India ■ Toyota ■ Tata Motors



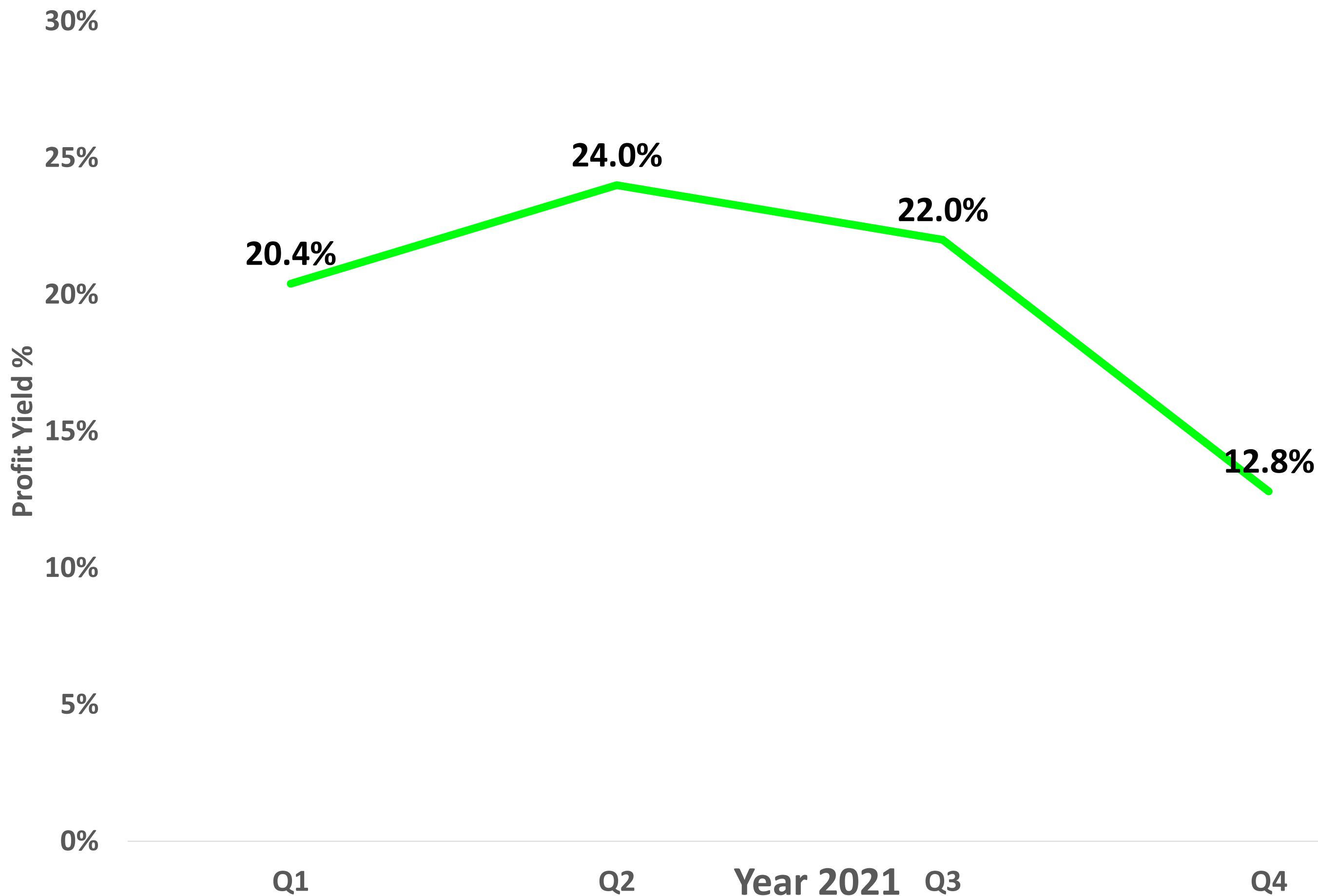
ADS BY NETWORK TYPE



% PROFIT YIELD CURVE QUARTER WISE



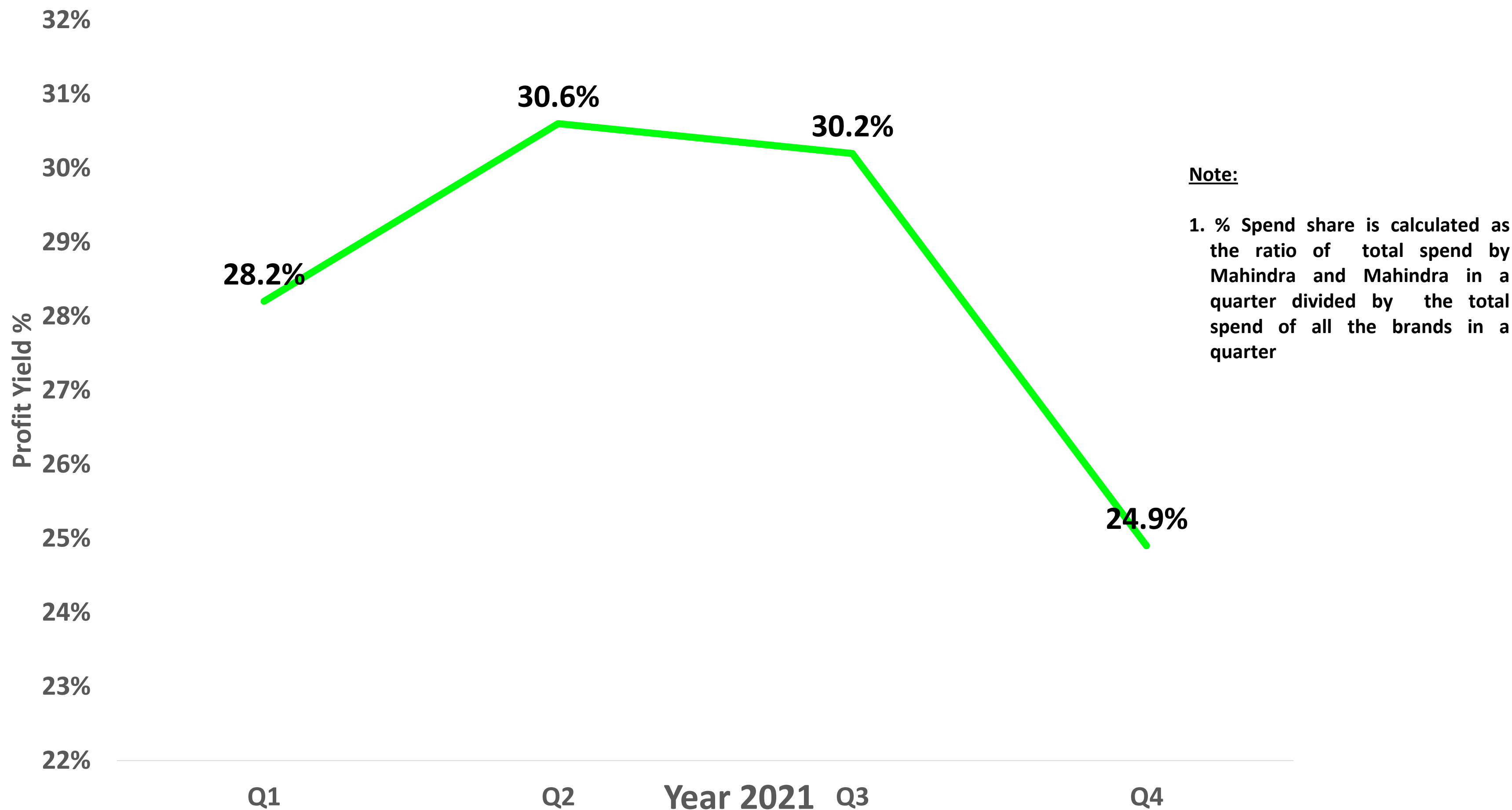
% ADS SHARE CURVE QUARTER WISE



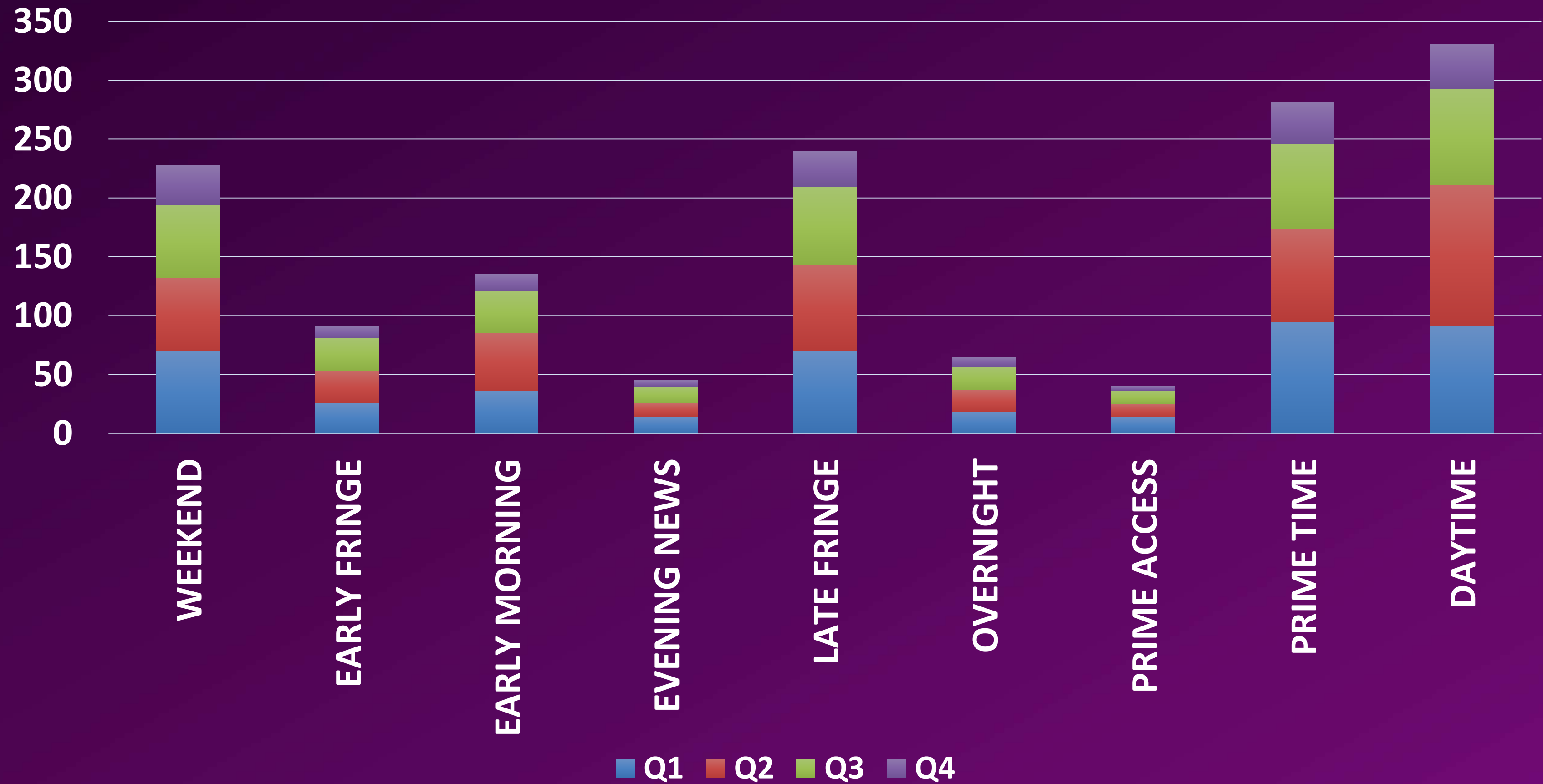
Note:

1. % Ads share is calculated as the ratio of total Ads by Mahindra and Mahindra in a quarter divided by the total ads of all the brands in a quarter

% SPEND SHARE CURVE QUARTER WISE



DURATION (HRS) ADS AIRED ON DAYPARTS PER QUARTER



In the above slides if we track the growth of Mahindra and Mahindra the growth has been inconsistent per quarter. A better digital plan would be to increase the number of ads per quarter and maintain it throughout the rest of the quarters. % Spend share curve showcase the increase in % spend has resulted in better profit yield in Q2. Thus Mahindra and Mahindra should increase the amount spend on ads aired per quarter.