



## **XYZ Ads Airing Report**

### **Advanced Excel**

For our Final Project, we are provided with a dataset having different TV Airing Brands, their product, and their category. The 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. It also includes other data like Pod Position (the lesser the valuable), the duration for which Ads aired on screen, Equivalent sales, and the total amount spent on the Ads aired.

As Data Analysts, our job is to go through these trends and draw insights from them to complete Case Study Objectives.

### **Project Approach Used**

This project is completely based on Microsoft Excel and its advanced and statistical functions. Raw data was provided in Microsoft Excel itself.

### **Tech Stack Used**

From data cleaning, to delivering the results Microsoft Excel was used. For sharing the insights Microsoft Word was used.

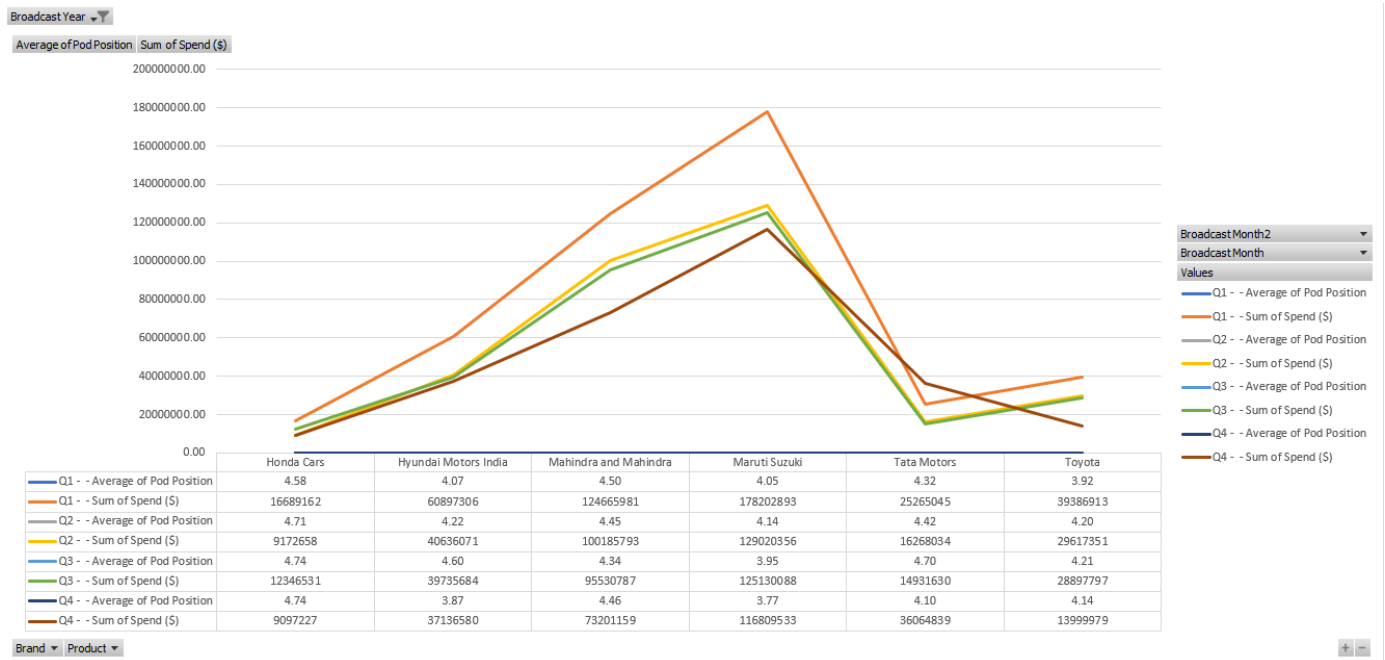
# Project Insights

## • Case Study Objectives:

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?

**Task:** Explain in Detail with examples from the dataset provided.

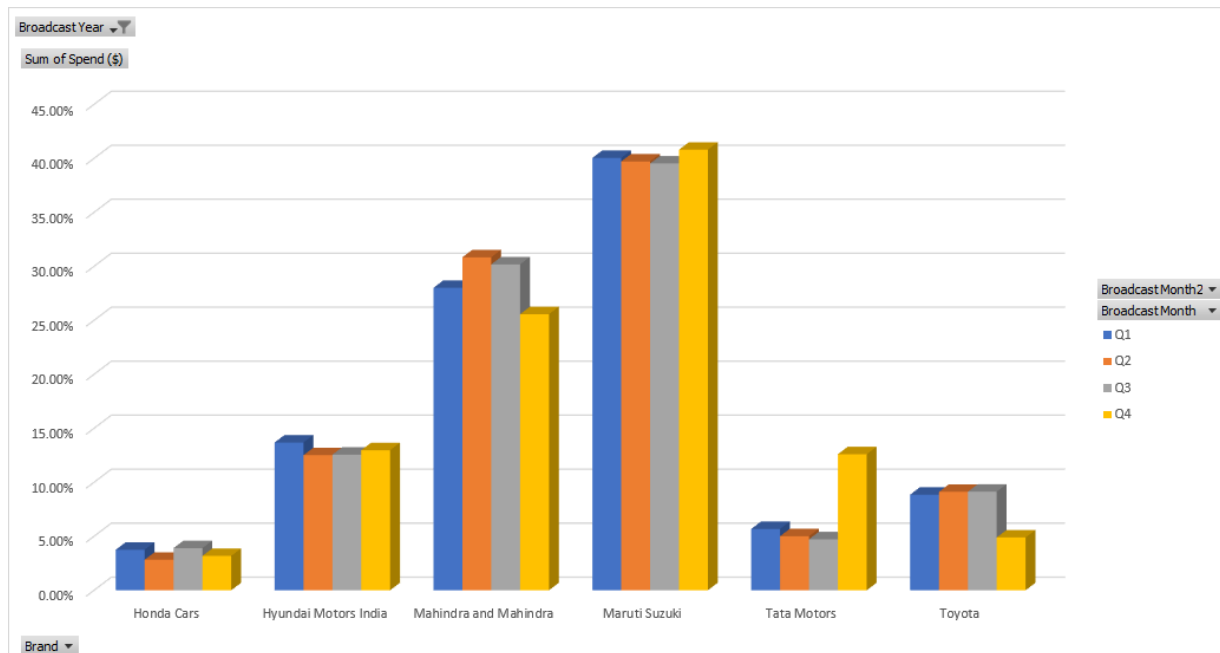
The term Pod Position is used to specify the ranking of the advertisement in the ad break. Ad positioned right after the show will be having the 1<sup>st</sup> pod position in the break and the ad at the end of the ad break will be having the last pod position in the ad break.



This chart shows us the average pod position every brand has bid upon and the sum of the amount spent on that position quarter-wise for Jan 2021 to Dec 2021. Here we can see that Maruti Suzuki has spent more money on ads and has a lesser average pod position.

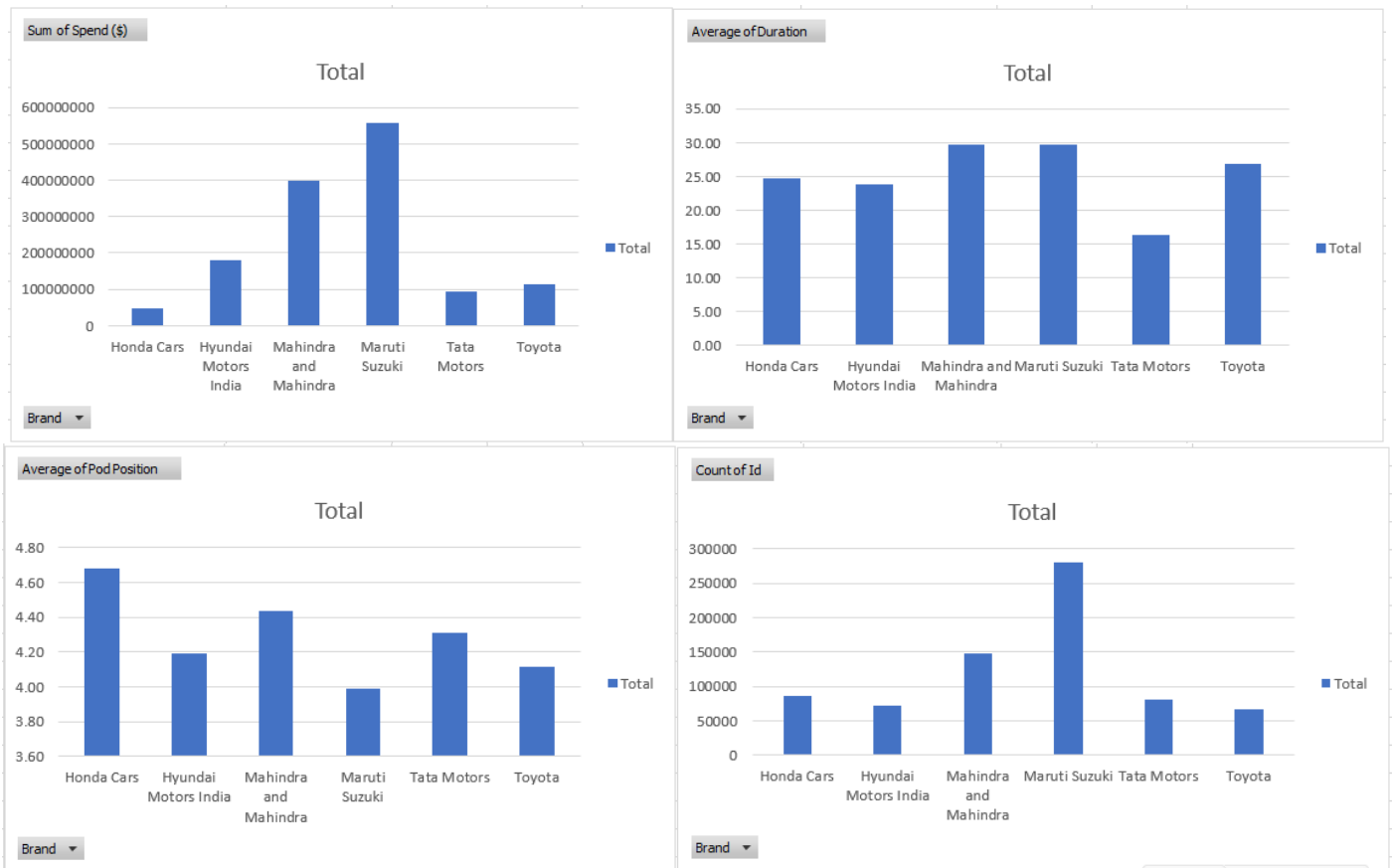
**2. What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?**

Broadcast Year	2021				
Sum of Spend (\$)	Column Labels				
	+ Q1	+ Q2	+ Q3	+ Q4	YEAR 2021
Row Labels					
Honda Cars	3.75%	2.82%	3.90%	3.18%	3.45%
Hyundai Motors India	13.68%	12.51%	12.55%	12.97%	12.99%
Mahindra and Mahindra	28.01%	30.84%	30.18%	25.57%	28.67%
Maruti Suzuki	40.04%	39.71%	39.53%	40.80%	40.00%
Tata Motors	5.68%	5.01%	4.72%	12.60%	6.74%
Toyota	8.85%	9.12%	9.13%	4.89%	8.15%
YEAR 2021	100.00%	100.00%	100.00%	100.00%	100.00%



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

From the charts below we can see that every other brand is following a different strategy. Like Maruti Suzuki is spending the highest spender and keeping their pod position at the lowest and highest number of ads at the same time. Tata motors keeps its ads duration and the number of ads at the lowest. The charts below are self-explanatory.



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.

Brand	Mahindra and Mahindra			
Broadcast Month	JAN			
Broadcast Year	2022			
Row Labels	Average of Pod Position	Count of Id	Sum of Duration	Sum of Spend (\$)
1	3.96	116	3470	574514
2	3.93	138	4140	857456
3	3.48	132	3960	952153
4	3.98	112	3360	680893
5	3.63	103	3090	656919
<b>Grand Total</b>	<b>3.80</b>	<b>601</b>	<b>18020</b>	<b>3721935</b>

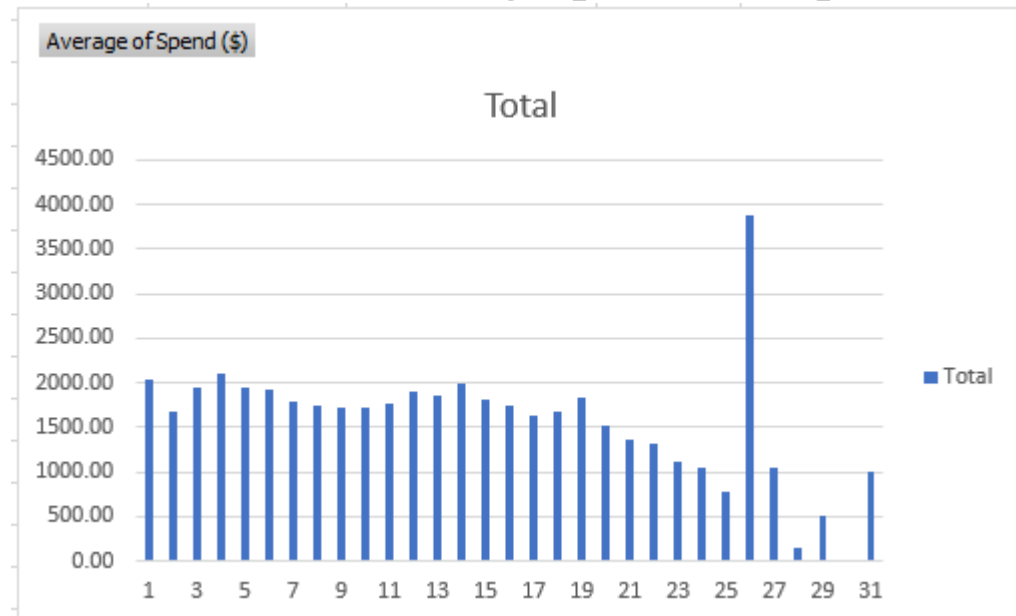
Above data about Mahindra and Mahindra ad campaign, we can see that it should start their campaign on weekends also. And they can increase their spending on their ad campaign like Maruti Suzuki.

## 5. Additional actionable insights

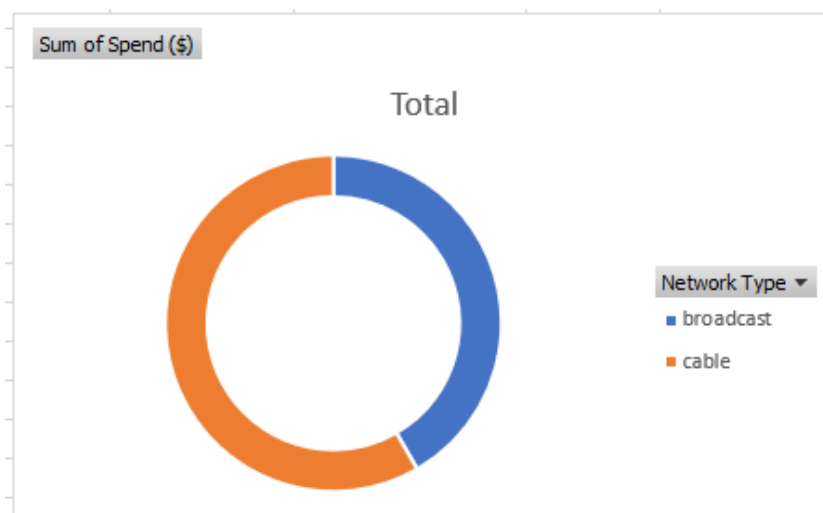
### a. Top 5 Products that spent the most on their ad campaign

Row Labels	Sum of Spend (\$)
Mahindra New Thar	393217909
Maruti Suzuki Baleno	332492531
Maruti Suzuki Ciaz	199405767
Hyundai I20	180808756
Toyota Innova	68942417

### b. Pod Position and average spend for the position



### c. Network type and the sum of spending



**Top 5 show where brands have spent the most money-**

Row Labels	Sum of Spend (\$)
S-17401	61434213
S-17261	50652773
S-12560	39206332
S-16729	22466326
S-12551	21991024

## RESULTS

After running all the formulas in Microsoft Excel we answered all the questions asked by the hiring department.

In the making of this report, we used our Microsoft Excel knowledge in a real world example.

## DRIVE LINK

<https://drive.google.com/drive/folders/1tk6jKHpzyKUfn86bIXt3xBbRyn-oVZoI?usp=sharing>