

XYZ Ads Airing Analysis Report

A DATA ANALYTICS PROJECT BY Yash Sangwan

Key talking points

1. Overview
2. Approach
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4. Outcomes
5. Insights & Results

PROJECT OVERVIEW

This project comprises of a dataset of the advertisements that were broadcast from January 2021 to December 2021, through which we hope to learn more about the various business methods that different organisations (in this case, automakers) employ.

Together with this, we'll be looking at how we can leverage various related keywords in the ads dataset to uncover insights that can be useful for marketing in order to attract the most customers at the lowest possible cost.





Approach

In order to extract the most insightful conclusions from the problem statement, we first tried to grasp it and then work in the best way possible. In specifically, I used an observational method in the first stage to make an educated judgement about the pattern the dataset will follow, and then I used conceptual processes to arrive at the final result.

Tech Stack Used



The following list includes the software(s) used in this project: -

- M.S Word
- M.S Excel



OUTCOMES

Let's move on to the project's actual cases and problem statements to see what insights we can offer there:

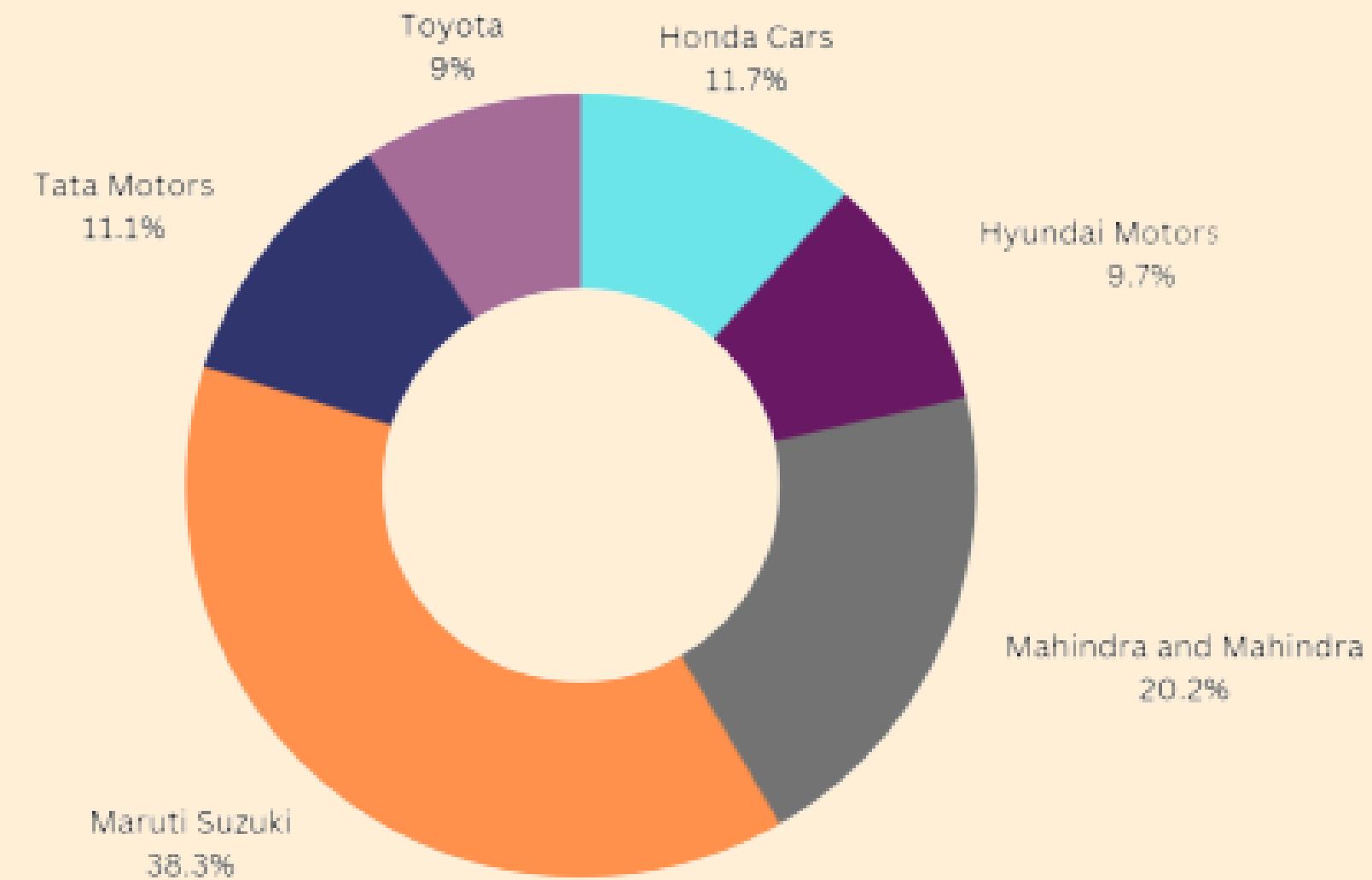
What is Pod Position, exactly? Does a company's spending on advertisements over a given time period depend on the Pod position number?

Insights: The location of an ad within an ad pod is known as its pod position (group of ads to be released during a specific commercial). For instance, if we look at data from our dataset for the brand "Honda cars" and its product "Honda City," we can see that the amount spent on advertising is strongly correlated with pod position; specifically, if we are talking about daytime pods, the amount spent is lower on days when pod position is at its highest or lowest (for example, days 1, 2, or 9), respectively. As a result, brands tend to spend less when they know that their ads will get the attention even if the content is slightly on the low side. However, when brands know that their pod positions are not the peak ones, they have to spend more money and risk losing viewers. This trend may be due to the attention patterns of viewers, who are more likely to pay attention and remember either the first ads or the last ones (peak points).

OUTCOMES

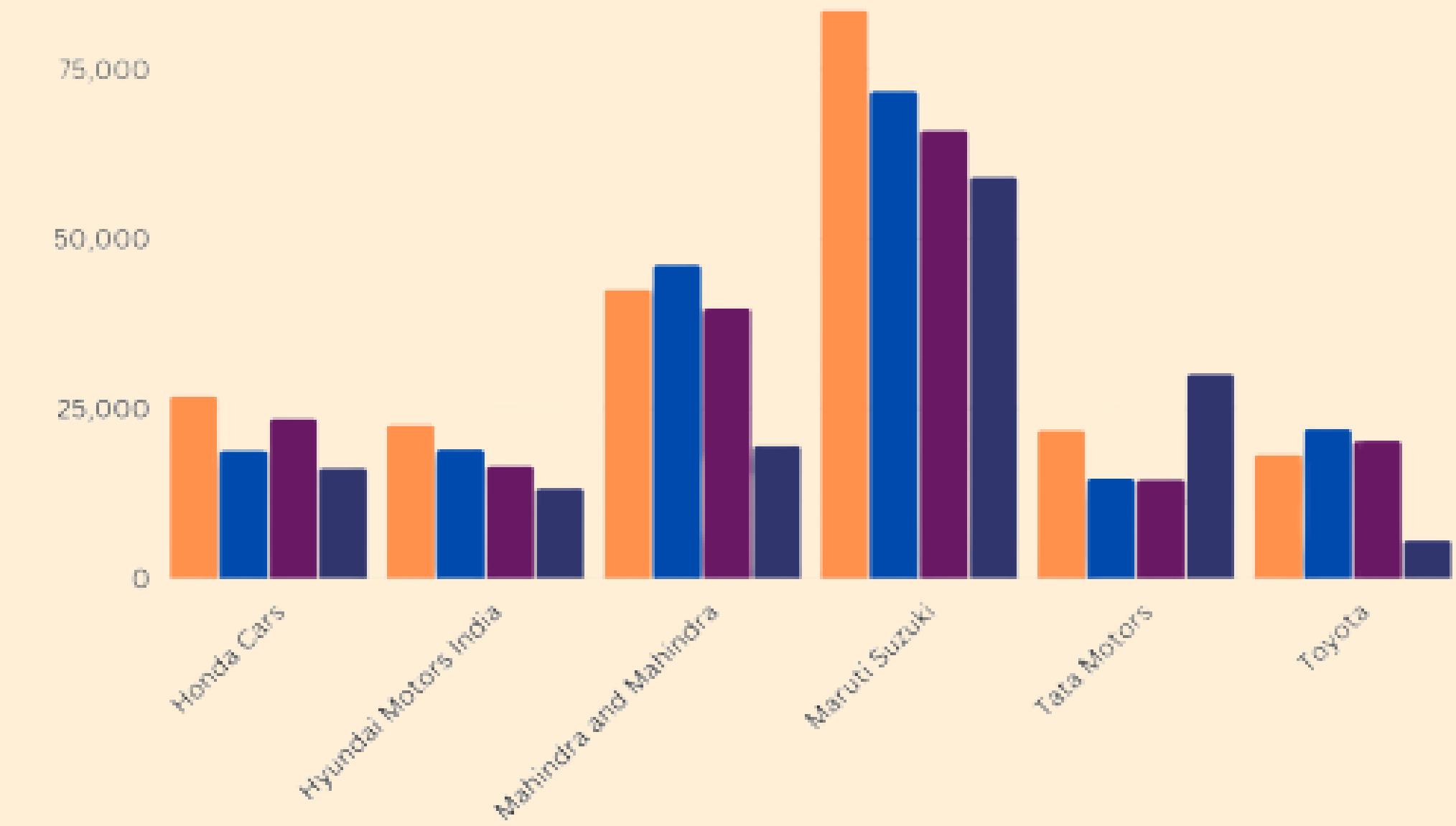
2. What is the share of various brands in TV airings and how has it changed from Q1 to Q4 in 2021?

Insights: From our analysis, we have obtained the following results for TV Airings share by various brands in the year 2021:



OUTCOMES

Now here, the chart describes the accumulated result for the whole year, but for a better understanding we have also drawn insights about the changes that happened between different quarters of the year 2021 i.e. from Q1 to Q4 :

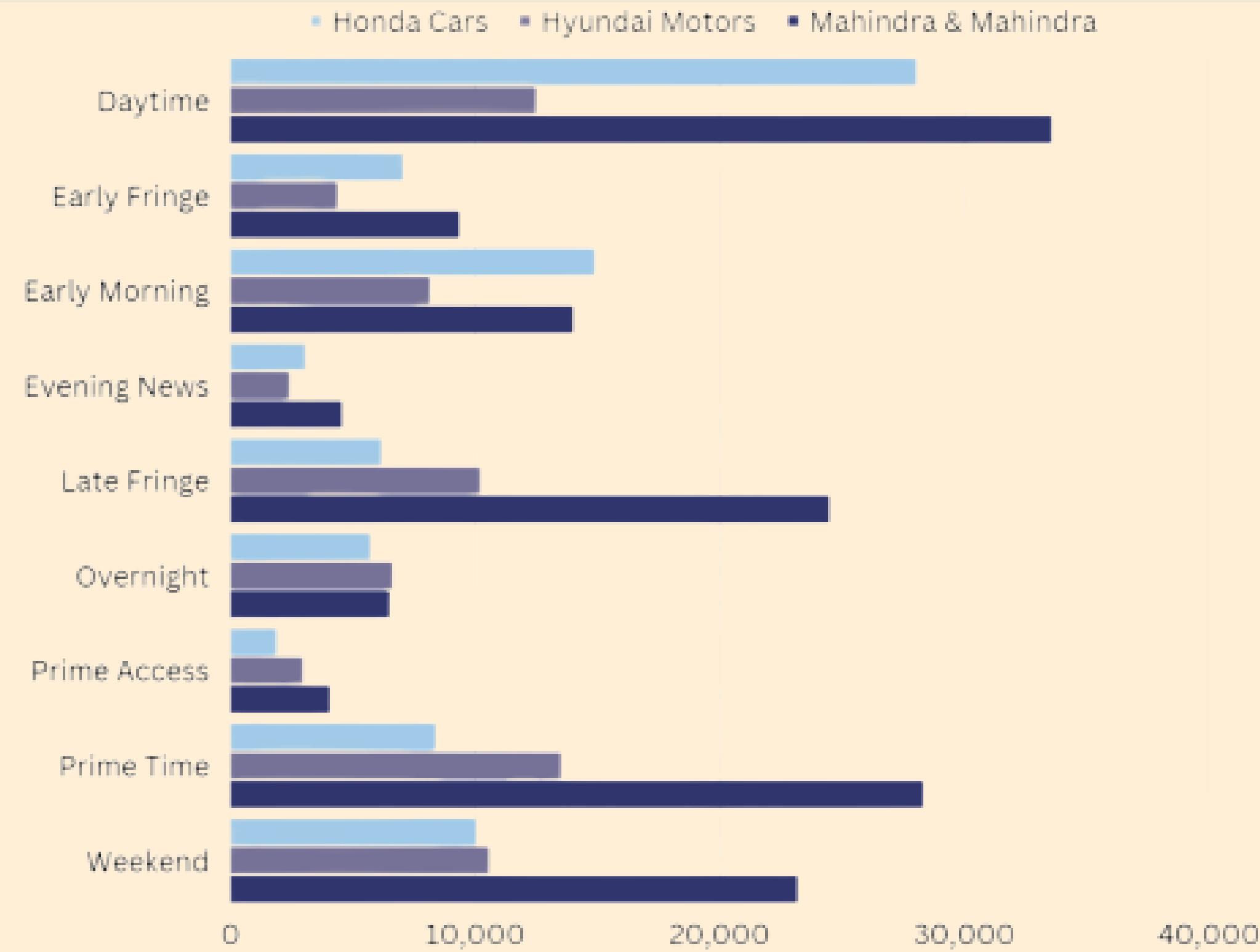


OUTCOMES

From the above charts, we can conclude the following results:

- 1) Maruti Suzuki has the highest shares in ads airing in all quarters(accumulatively 38.3%).
 - 2) Tata motors has the lowest airings in Q2 and Q3 , and Toyota was the lowest in Q1 and Q4.
 - 3) Overall, Tata motors showed the highest growth from all others in Q4 as compared to its airings in previous quarters.
 - 4) When Maruti's and Hyundai's ads shares kept decreasing in a constant manner over the period, on the other hand, Toyota showed a drastic decline in its share in Q4.
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3. Conduct a competitive analysis for the brands and define advertisement strategy of different brands and how it differs across the brands. Insights: We have took some major brands out of all that were in the dataset, to do our analysis over it to have a better and clear understanding of their marketing strategies and how it vary accross one another, the insights are charted below:

OUTCOMES





OUTCOMES

From the above chart, we can deduce that:

- Honda cars prefers to air its advertisements more during the day, early in the morning, and on weekends. This marketing strategy is rather peculiar, but there is a chance that this decision was made on purpose to draw as much attention to this particular brand as possible. At the moment, very few brands take the risk of airing their advertisements because viewership is lower than during peak hours (prime time, etc.), so Honda cars can potentially benefit from this.
- The technique adopted here can be based mostly on the share of budget, as Hyundai Motors had practically an equal share of advertising airing throughout daytime and primetime. both the hours (one in daytime and the other in prime time), so that it can draw large audiences at prime time while still remaining competitive by continuing with its daytime advertisements (even if few times). Overall, this approach worked well to balance marketing and finance.
- The approach used in this case is primarily based on the budget share, as Hyundai Motors had nearly an equal amount of advertising airing between daytime and evening. both the hours (one during the day and the other at prime time), allowing it to continue airing its daytime commercials and yet garner sizable audiences during prime time (even if few times). This strategy did a good job of balancing marketing and finances overall.



OUTCOMES

4. In Q1 2022, Mahindra and Mahindra plans to launch a digital advertising campaign to supplement its current TV advertising. Provide the Mahindra & Mahindra CMO a media plan based on the data from 2021. Which demographic should they aim for?

Insights: The following findings, which might aid Mahindra and Mahindra in making wiser judgements, can be drawn from our research of a few key statistics:

- Our investigation revealed that Mahindra and Mahindra's Q1 2021 advertisements were primarily broadcast in the northern region at late hours.
It is better to broadcast mostly during the daytimes in the north region in winter times and shift the late evening airings (if necessary) to the less cold regions like south, etc. in order to improve night and evening timings in 2022. At this time, the northern region faces winter season, and people tend to sleep early during winters.
- Another recommendation would be to air advertisements as much as possible on weekends because people are less inclined to venture outside during the winter, which is advantageous for marketing.
- Winter (or Q1) is a perfect time to target adolescents by enticing them with winter-related activities employing Automobiles, etc. People are more likely to become enthused about visiting hill stations and mountains during this season, especially the young (such as doing a car camping).
- Last but not least, the beginning of the year is typically a time for bonuses and new purchases, so experimenting with targeting adult audiences is also a good option.



Additional Insights and Results:

- Brands should try to do more broadcast airing rather than cable ones, as nowadays more and more audience is using platforms like youtube, Instagram, etc. so it can be a good way to have their attention with more fascinating ads on these platforms.
- It has been observed that many brands have been either showing the same product in their ads for a long period, or they are just switching frequently between several products, preferably both of these methods can be avoided and a balance should be maintained between showing a particular product for a certain period of time so that it sits on a viewers mind properly and then switch to a different product.

THANK YOU

