MAVEN SUPERBOWL CHALLENGE.

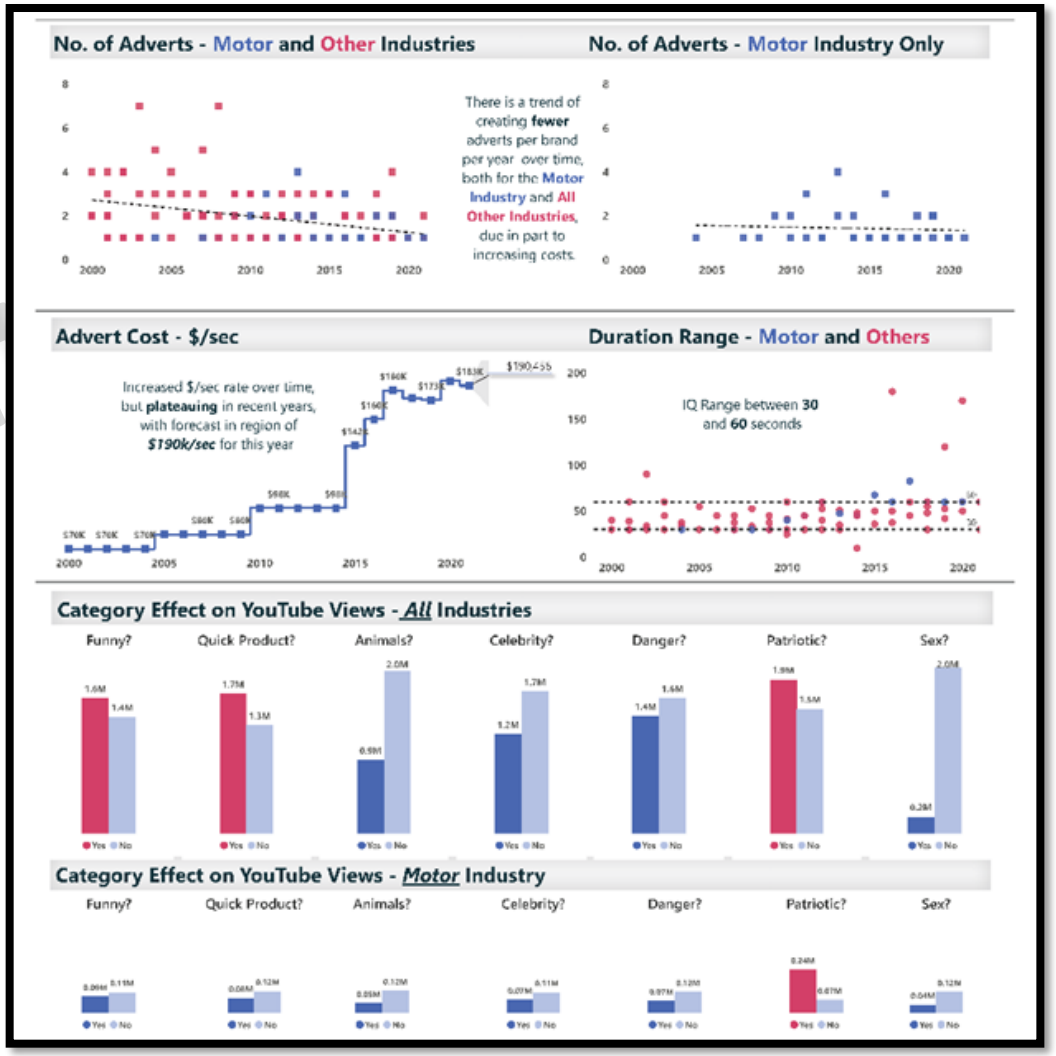
AGENDA.

- Introducing The Maven Superbowl Challenge.
- Key Steps In Planning And Strategizing.
- Read The Brief
- Consider The End User
- Summarise Scope And Objectives
- Review The Raw Data
- Data Not Considered Relevant
- Data Not Considered Relevant – Individual Brands / Ad Links
- Data Not Considered Relevant – Estimated Cost
- Data Not Considered Relevant – YouTube
- Data Not Considered Relevant – TV Viewers.
- Data Considered Relevant – Year / Brand Category
- Data Considered Relevant – Video Characteristics / Length
- Data Considered Relevant – YouTube Videos / $s
- Data Considered Relevant - Number Of Ads Per Brand Per Year
- Consider Available Metrics
- Develop A Story Or Flow & Sketch Out
- Execute And Review
- Polish
- Final Dashboard

INTRODUCING THE SUPERBOWL CHALLENGE.

- Original challenge can be found here.

Superbowl Challenge



Maven Challenges – DG Analysis

KEY STEPS IN PLANNING AND STRATEGIZING.

- Read the brief.
- Consider the end user.
- Summarise scope and objectives.
- Review the raw data.
- Consider available metrics.
- Develop a story or flow.
- Sketch out layout and structure.
- Execute, review and polish.

READ THE BRIEF.

- *We've just added a brand-new data set to the Data Playground, containing data from Superbowl commercials for 10 popular brands this century.*

- *For this challenge, you'll be assuming the **role** of **Marketing Analyst at Maven Motors**, an up-and-coming US car manufacturer looking to make a splash in the market.*
  - *They have approved the budget to run a **TV spot** during the 2022 Super Bowl but need you to **analyse historical data** to help guide the **creative direction**.*

- *Your task is to **recommend a data-driven strategy** for the Maven Motors Super Bowl spot and **present** it in the form of a **single page** report **or dashboard**.*

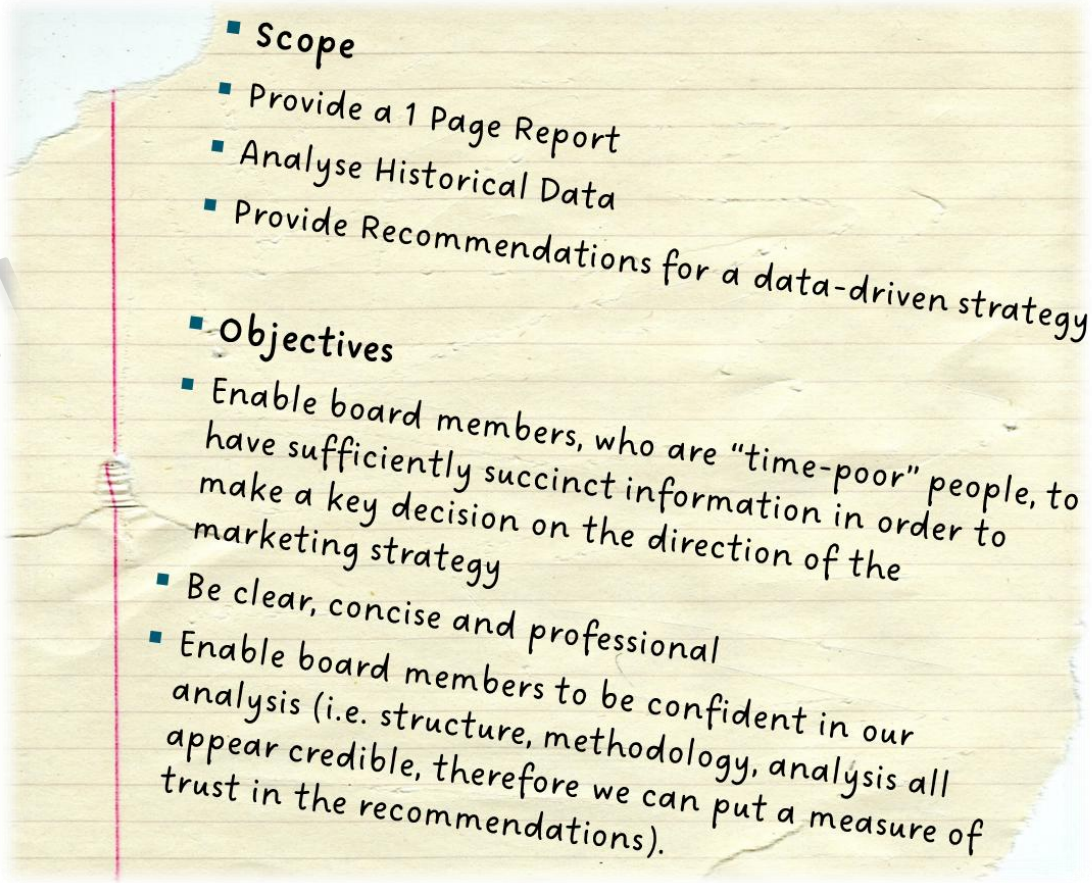
CONSIDER THE END USER.

- Perhaps the **most important** question to ask is:
  - **Who are we creating this report for and how do I want them to feel when they look at it ?**
- This challenge is aimed at the **decision makers** within a large corporation.
  - If we were in their shoes, we could imagine they would want to see the following type of summary report or dashboard:

- **Structured** – easy to read and flows well.
- **Professional** – the product should align with the standards and values of the company.
- **Related** to the brief.
  - No need for **superfluous** information that distracts or wastes time.
- **Comprehensive** but to the point.
  - Only pick and present the key findings.
- Able to invite a **decision**.
  - Use the data and recommendations to enable an easy **decision** to be made.

SUMMARISE SCOPE AND OBJECTIVES.

- Following Project Management 101 techniques, we can then document our **scope** and **objectives**.
- This may seem like a duplication of the above but is **helpful** as a reference to always come back to.
- For this reason, write this out and have it sitting to the side to glance at as we work on the final solution.



REVIEW THE RAW DATA.

- It's **only now** that we actually come to open the data files and look to see what is in there.
- Having performed the above steps, when looking at the data we can **immediately consider** whether this particular type of information or column is **relevant** to the brief or objectives.
- In the next sections we will go through the thought process of reviewing the data and relating it back to the scope.

Year	Brand	Brand Category	Superbowl Ads Link	Youtube Link	Funny	Shows Product Quickly	Patriotic	Celebrity	Danger	Animals	Uses Sex	Length	Estimated Cost	Youtube Views	Youtube Likes	TV Viewers	$/s
2000	E-Trade	Services	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	FALSE	TRUE	FALSE	30	2.1	13615	84	88.47	70000
2000	E-Trade	Services	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	30	2.1	72772	146	88.47	70000
2000	Budweiser	Alcohol	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	30	2.1	5399	11	88.47	70000
2000	Bud Light	Alcohol	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	30	2.1	6699	8	88.47	70000
2000	Budweiser	Alcohol	https://superbo	https://www.you	TRUE	FALSE	FALSE	FALSE	FALSE	TRUE	FALSE	30	2.1	18972	6	88.47	70000
2000	Bud Light	Alcohol	https://superbo	https://www.you	TRUE	FALSE	FALSE	FALSE	TRUE	TRUE	TRUE	30	2.1	146	3	88.47	70000
2000	Budweiser	Alcohol	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	60	4.2	4047977	31000	88.47	70000
2000	Budweiser	Alcohol	https://superbo	https://www.you	TRUE	FALSE	FALSE	FALSE	TRUE	TRUE	FALSE	60	4.2	112246	163	88.47	70000
2001	Bud Light	Alcohol	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	FALSE	TRUE	FALSE	30	2.1	3613	10	84.34	70000
2001	Budweiser	Alcohol	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	30	2.1	58606	212	84.34	70000
2001	Bud Light	Alcohol	https://superbo	https://www.you	TRUE	FALSE	FALSE	FALSE	TRUE	FALSE	TRUE	30	2.1	73526	353	84.34	70000
2001	Pepsi	Soft Drinks & Sn	https://superbo	https://www.you	TRUE	FALSE	FALSE	FALSE	FALSE	FALSE	TRUE	30	2.1	1202	5	84.34	70000
2001	E-Trade	Services	https://superbo	https://www.you	FALSE	FALSE	FALSE	FALSE	TRUE	TRUE	FALSE	30	2.1	105126	191	84.34	70000
2001	Pepsi	Soft Drinks & Sn	https://superbo	https://www.you	TRUE	TRUE	FALSE	FALSE	FALSE	FALSE	TRUE	30	2.1	65284	110	84.34	70000
2001	Bud Light	Alcohol	https://superbo	https://www.you	TRUE	FALSE	FALSE	TRUE	FALSE	FALSE	TRUE	30	2.1	1047	3	84.34	70000
2001	Doritos	Soft Drinks & Sn	https://superbo	https://www.you	TRUE	TRUE	FALSE	TRUE	FALSE	FALSE	TRUE	30	2.1	4183	15	84.34	70000
2001	NFL	Sports	https://superbowl-ads.com/2001-		FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	60	4.2			84.34	70000
2001	Pepsi	Soft Drinks & Sn	https://superbo	https://www.you	TRUE	FALSE	TRUE	TRUE	FALSE	TRUE	TRUE	45	3.15	12595	13	84.34	70000
2001	Pepsi	Soft Drinks & Sn	https://superbo	https://www.you	TRUE	FALSE	FALSE	TRUE	TRUE	FALSE	FALSE	60	4.2	1632	15	84.34	70000
2001	E-Trade	Services	https://superbo	https://www.you	TRUE	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	30	2.1	6602	12	84.34	70000
2001	Budweiser	Alcohol	https://superbo	https://www.you	FALSE	FALSE	FALSE	TRUE	FALSE	FALSE	FALSE	30	2.1	78098	350	84.34	70000

DATA NOT CONSIDERED RELEVANT.

- Here's point ***number one*****.**

  - **NOT ALL DATA WILL BE RELEVANT**.

- Therefore, it is important to put aside any items that are not particularly useful in relation to the scope of works.
  - Looking at the above table, these are highlighted in **light blue**.

DATA NOT CONSIDERED RELEVANT – INDIVIDUAL BRANDS / AD LINKS.

- **Individual Brands**.
- You may argue that the brand is **important**, but we could argue otherwise.
  - What's the **difference** between **Coke** and **Pepsi**, or **Bud** and **Bud Light** in the **context** of this data ?
    - This data set **isn't** going to tell us, especially with the **individual** sample sizes.
  - What may give **insight** is the **type** of brand (**food**, **cars**, **alcohol**, etc. which we will address later).
  - So, we took the decision to **ignore *individual* brands**.

- **Ad Links**.
- The links themselves have **no data analysis** value here.
  - Their only use may be to look at the actual ads or provide a link in your dashboard or report.
  - Therefore, **ignore** these.

DATA NOT CONSIDERED RELEVANT – ESTIMATED COST.

- You may think- how can you **ignore cost** ?
  - Well, we're **not** going to totally **ignore the cost**, but the total cost provides **little insight**, as there is the **variable** of **ad length** to consider.
  - The **longer the ad**, the **higher the cost**, right ?
    - The $ cost per second is **constant** for each year.
  - Therefore, **ignore** the **total cost**, and focus on the **$ cost per second** instead.

DATA NOT CONSIDERED RELEVANT – YOUTUBE.

- Why YouTube **views**, but **not likes** ?
  - YouTube itself does **not** place too much importance on "**likes**" these days, they are more likely to **track views**, **duration**, **click through**, etc.
  - Additionally, the number of **views** is not **underestimating** the number of people who have engaged with the video (even if they only watched for a few seconds), but the number of **likes** will actually **underestimate** the number of people who actually like the video, as it is **not compulsory** to click the like button if you liked it.

DATA NOT CONSIDERED RELEVANT – TV VIEWERS.

- If you take the time to look at the TV views for any given year, you will see they are pretty much **constant**.
  - You can read into this that the money you pay to advertise during the Super Bowl is giving you the **direct access** to everyone that is watching.

- As it is constant, the duration, brand, type, etc. are **not directly impacting** the number of viewers.
  - We would **only** take this into account if we had a live feed of figures while the ads were being watched.

Year	Brand	Brand Category	Youtube Views	Youtube Likes	TV Viewers	$/s
2000	E-Trade	Services	13615	84	88.47	70000
2000	E-Trade	Services	72772	146	88.47	70000
2000	Budweiser	Alcohol	5399	11	88.47	70000
2000	Bud Light	Alcohol	6699	8	88.47	70000
2000	Budweiser	Alcohol	18972	6	88.47	70000
2000	Bud Light	Alcohol	146	3	88.47	70000
2000	Budweiser	Alcohol	4047977	31000	88.47	70000
2000	Budweiser	Alcohol	112246	163	88.47	70000

DATA CONSIDERED RELEVANT – YEAR / BRAND CATEGORY.

- What exactly are we **actually** interested in, and what information relevant to the **scope** do we think we can get out of it ?

  - **Year**.
    - **Year** is an easy one – we want to potentially see how our **variables change over time**, so we will definitely be keeping Year.

  - **Brand Category**.
    - With ten brands, its a little **difficult** to **compare**.
    - However, if we can reduce this to a **smaller** set of categories, it may be of benefit.
    - It might be useful to look at the **performance** of Kia, Hyundai and Toyota as a **group**, rather than as **individual** companies as it effectively provides a **larger single sample size**.
      - Following that, it makes sense to **group** the others into Alcohol, Snacks and Drinks, Sports and Services, and see if there were any **trends** among those categories.
      - YouTube Video showing how to create those categories.

DATA CONSIDERED RELEVANT - VIDEO CHARACTERISTICS / LENGTH.

- **Video Characteristics**.
  - It is difficult to glean any real insight into the 7 categories without **more detailed** analysis.
    - Further, it is part of the brief to **influence** the ***"creative direction"*** of the advertisement.
  - Therefore, we will **retain** this data.
  - YouTube Video showing you how to "**unpivot**" these characteristics for more effective analysis.

- **Length**.
  - We can see that there are **varying lengths** of ads, and that there may be a **potential trend** over time which may allow us impart some **recommendation** on what the **current trend** is.

DATA CONSIDERED RELEVANT – YOUTUBE VIDEOS / $s.

- **YouTube Views**.
- This is one of the **key** data points.
  - As Maven Motors are already gaining access to the TV network through having a **large** marketing budget, we can suggest that a **true test** of whether an ad was ***"creatively successful"*** (viral), was whether people then took the time to seek it out on YouTube to **watch again**, or felt the need to **share it** with friends, family and their social networks.

- **$/s**.
- As discussed earlier, the $/s for advertisements was **constant for each year**, which makes sense.
  - We can keep and use this **data point** as we will be able to see the **trend in cost** over time and potentially give further **assurance** to the board on likely **final expenditure** (even though budgets were already approved).

DATA CONSIDERED RELEVANT - NUMBER OF ADS PER BRAND PER YEAR.

- **Number of Ads per Brand per Year**.
  - One further data point to notice is that some brands are having **more than one ad per year**.
  - The example shows Budweiser using 13 ads over 4 Super Bowl events.
    - Again, this is something that would be **interesting** to look at further to see if there were **additional recommendations** to make on the **potential** number of ads to run.

Year	Brand	Brand Category	Youtube Views	Youtube Likes	TV Viewers	$/s
2000	Budweiser	Alcohol	5399	11	88.47	70000
2000	Budweiser	Alcohol	18972	6	88.47	70000
2000	Budweiser	Alcohol	4047977	31000	88.47	70000
2000	Budweiser	Alcohol	112246	163	88.47	70000
2001	Budweiser	Alcohol	58606	212	84.34	70000
2001	Budweiser	Alcohol	78098	350	84.34	70000
2002	Budweiser	Alcohol	147441	845	86.8	70000
2002	Budweiser	Alcohol	49992	329	86.8	70000
2002	Budweiser	Alcohol	14401	54	86.8	70000
2002	Budweiser	Alcohol			86.8	70000
2003	Budweiser	Alcohol	27782	18	88.64	70000
2003	Budweiser	Alcohol	2948	10	88.64	70000
2003	Budweiser	Alcohol	21838	10	88.64	70000

CONSIDER AVAILABLE METRICS.

- Considering all of the above, we can come up with a **list of data points** or metrics to examine and present and make data-driven recommendations on.

  - **The number of ads in a campaign year**.
    - What was the average number of ads per year per brand category.

  - **Ad Duration**.
    - What is considered a standard ad length, and what is the trend over time telling us we should do this year.

  - **$/second**.
    - What is the historical trend in ad cost and see if we can forecast the range for the coming year.

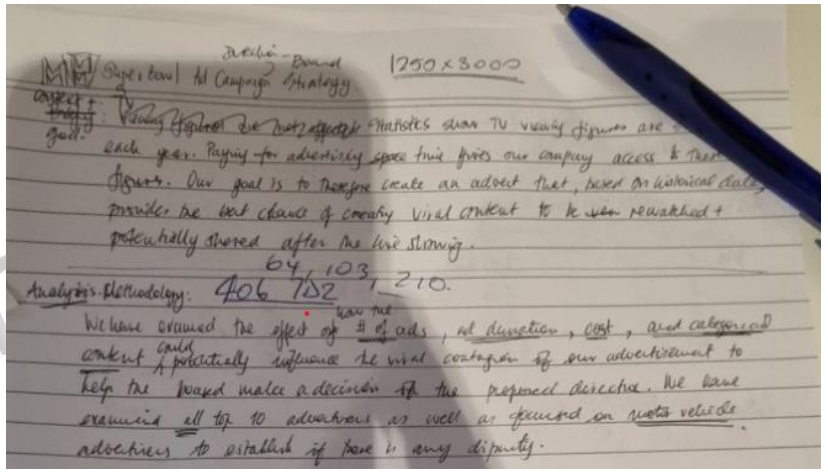
  - **Average YouTube Views vs Ad Characteristics**.
    - Analyse each characteristic and see which is more likely to garner additional views.

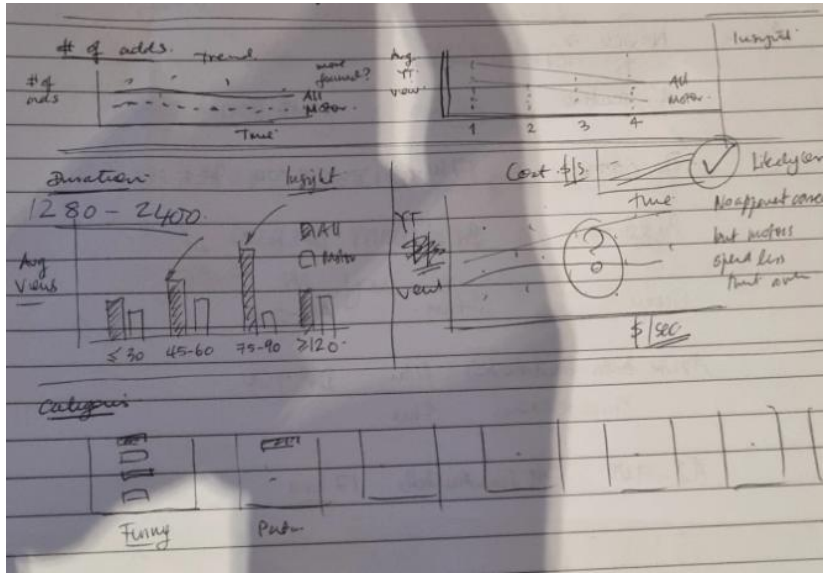
DEVELOP A STORY OR FLOW & SKETCH OUT.

- The next steps are to **capture** the entire process into a single structured sheet that would form the final report.

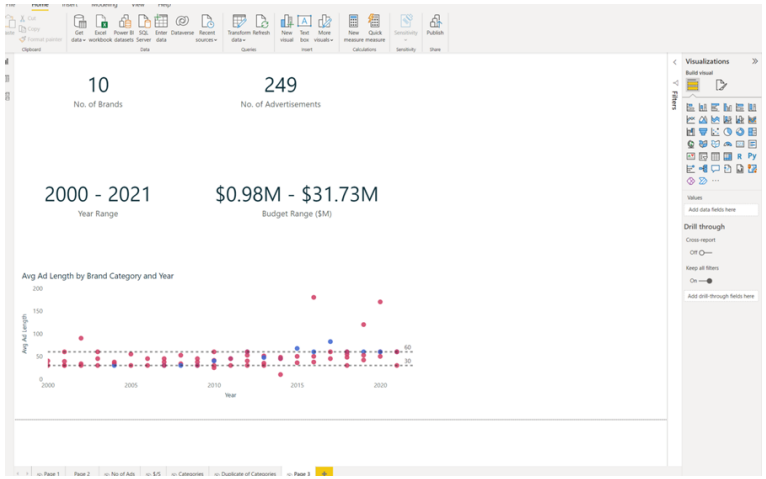
- The story needs to:
  - ***Set the scene*** *(providing context).*
  - ***Layout*** *the methodology.*
  - ***Establish*** *the scope of the data analysed.*
  - ***Present*** *the key data and insights.*
  - *Give a* ***summary*** *recommendation.*

- For this report there is a **significant** amount of text.
  - This was on purpose as one of the key objectives was to **enable** the board members to have **confidence** in the analysis.
    - If the context, methodology and recommendations are layed out in a **clear concise language**, that is then further **backed up by data**, this will then provide that level of confidence required.





EXECUTE AND REVIEW.



- **Data Scope and Ad Length Visuals.**
  - This gets the concepts down, so we know the type of data we want to show and in what general format.
- **Options for Ad Characteristics – Phase 1.**
  - We can experiment with how things are presented and how well the visual can communicate the point we want to make.
- **Options for Ad Characteristics – Phase 2.**
  - Once we are comfortable with the concept, we can look to “polish” it.

POLISH.

- Selecting an **appropriate** colour theme/palette and applying consistent colours for headings, text and visuals.
  - There are lots of websites that help generate themes and palettes.
- Apply **consistent fonts** and **font sizes**.

- **Remove superfluous information**.
  - Axis titles (if already obvious).
  - Axis values (if using data labels).
  - Repeated legends, which can be done with use of consistent colouring.
  - Gridlines, axis lines, etc. unless really needed.
  - Give concise visual titles.
  - Any other item that is not conveying information.

- **Align** titles, text boxes, visuals.
- Provide **consistent spacings**.

FINAL DASHBOARD.