BrightTV Viewership & CVM Case Study

Overview
This case study analyzes BrightTV's user profiles and viewership data to support the company's objective of growing its subscription base and improving customer engagement. The focus is on identifying usage trends, consumption drivers, and opportunities for growth.

What Was Done
- Cleaned and prepared user profile and viewership datasets.
- Converted timestamps from UTC to South African Standard Time (SAST).
- Merged demographic and viewing session data.
- Analyzed consumption patterns by time, demographics, content, and geography.
- Built dashboards and visualizations to track viewership performance.
- Developed strategic recommendations for CVM and revenue growth.

Key Insights
- Viewership peaks during evenings and weekends.
- Users aged 25–44 show the highest engagement.
- Urban provinces (Gauteng, KZN, Western Cape) dominate consumption.
- Content type and time of day strongly influence viewing behavior.
- Younger users prefer shorter, mobile-friendly sessions.

Tools Used
- Microsoft Excel
- Google Looker Studio
- Powerpoint
- Databricks
- Miro

Outcome
The analysis provides actionable insights and visual dashboards that can help BrightTV improve engagement, grow subscriptions, and increase revenue.

Bright Motors Car Sales Analysis

Overview
This case study analyzes historical car sales data from Bright Motors to generate actionable business insights for a newly appointed Head of Sales. The goal was to identify revenue drivers, sales trends, and regional performance patterns to support data-driven decision-making around inventory optimization, dealership expansion, and profitability improvement.

What Was Done
- Cleaned and transformed raw car sales data for analysis
- Calculated key business metrics such as total revenue and profit margin
- Analyzed sales performance by car make, model, year, fuel type, and region

- Built interactive visualizations to highlight trends and insights
- Summarized findings and provided business recommendations

How the Case Study Was Done

1. Data Preparation
   - Converted raw data into a structured format
   - Removed duplicates and handled missing or inconsistent values
   - Converted text-based price fields into numeric values

2. Data Processing & Analysis
   - Loaded the cleaned dataset into a SQL environment
   - Created calculated fields such as:
     - `Total Revenue = Selling Price × Units Sold`
     - `Profit Margin = (Selling Price − Cost Price) / Selling Price`
   - Grouped and aggregated data by time period, region, and vehicle attributes

3. Visualization & Insights
   - Connected the processed data to a BI tool
   - Built dashboards with filters for region, fuel type, and year
   - Identified high-performing models, pricing trends, and regional sales patterns

Key Insights Found

- Certain car makes and models consistently generated the highest revenue
- Newer vehicles generally sold at higher prices with lower mileage
- Sales volumes varied significantly by region, highlighting expansion opportunities
- Fuel type preferences showed emerging trends aligned with market demand
- High-margin vehicles were not always the highest-selling, indicating pricing optimization opportunities

Tools Used

- Databricks
- Microsoft Excel and Power BI
- Miro
- PowerPoint

Outcome

This project demonstrates the use of SQL, data analysis, and visualization skills to turn raw sales data into meaningful business insights. The findings can help Bright Motors improve sales strategy, optimize inventory, and increase overall profitability.