

New Dashboard 2025-09-30 20:03:32

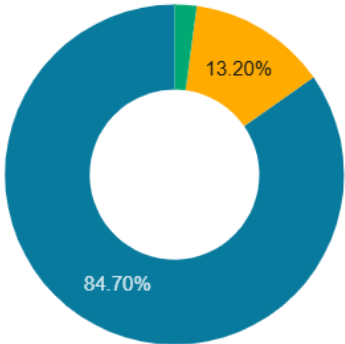
Data Bright TV Dashboard

BRIGHT TV DASHBOARD VIEWERSHIP ANALYSIS

Gender Distribution

Our customers are male dominated, about 85% male customers and only 13% female customers, we need to promote channels loved by

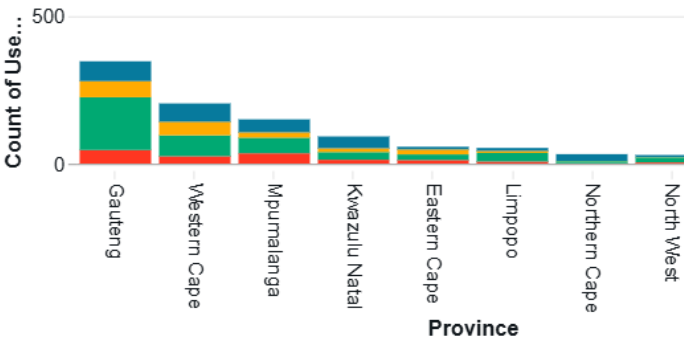
Count of UserID



Gender: male female None

Age Groups by Province

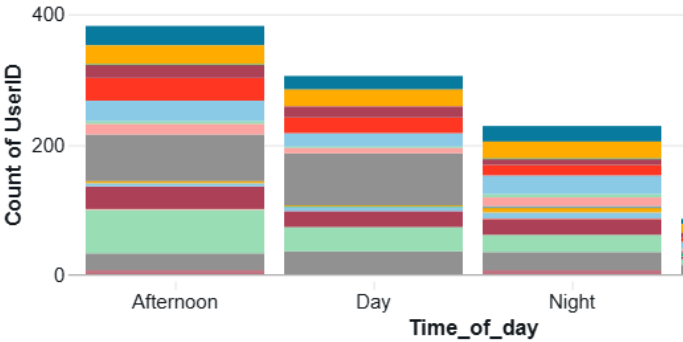
Most customers comes from Gauteng and mostl young adults, promotion needs to be done in provinces like Northen Cape , North West and Free State as we have very few customers in those



Age_groups: Adults Seniors Young Adults Youth

Time of day by Channel2

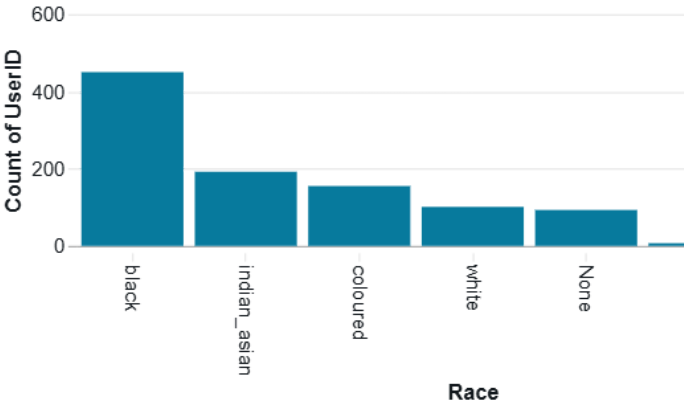
More viewership takes place in the afternoon, followed by day then night less viws in the morning. Leading channels are ICC Cricket followed by Supersport events. Channelos like Channet O and



Channel2: Africa Magic Boomerang Break in transmissior Cartoon Network Channel O CNN DSTv Events 1

User Count by Race

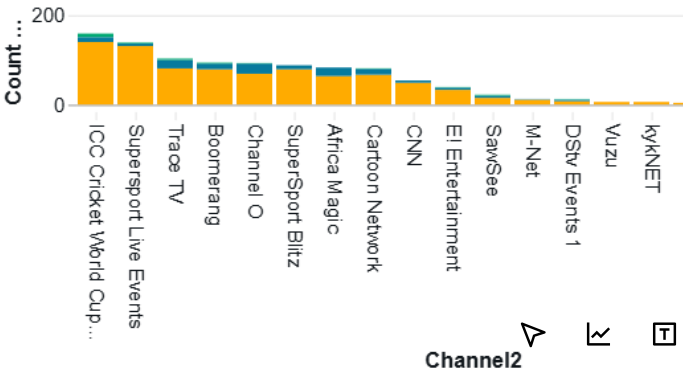
Most of the users of Bright Tv are black people followed by Indians and coloured and few whites, channels loved by white people needs to be promoted more ti increase white viewers.



Race

Gender by Channel

Almost all channels are male dominated, channels loved by females need to be promoted more.

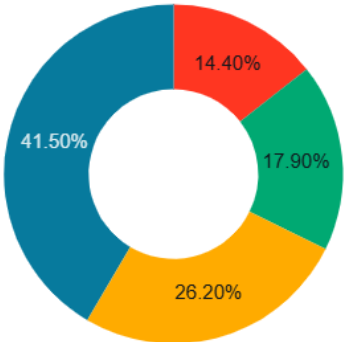


Gender: female male None

Age Group Distribution

Most of our viwers are young adults followed by adults seniors then youth, youth channels needs to be promoted more.

Count of UserID



Age_groups: Young Adults Adults Seniors Youth

