



TV

# BRIGHTLIGHT

P R E S E N T A T I O N

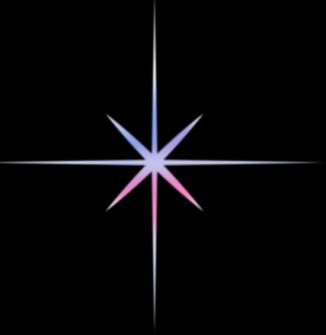


2025

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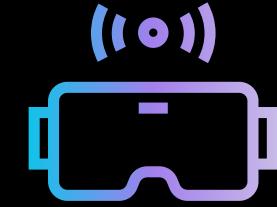


# BRIGHT TV OBJECTIVE

Grow the company's subscription base for this financial year.  
To support this, the CVM (Customer Value Management) team  
needs actionable insights based on current user and viewership  
data.

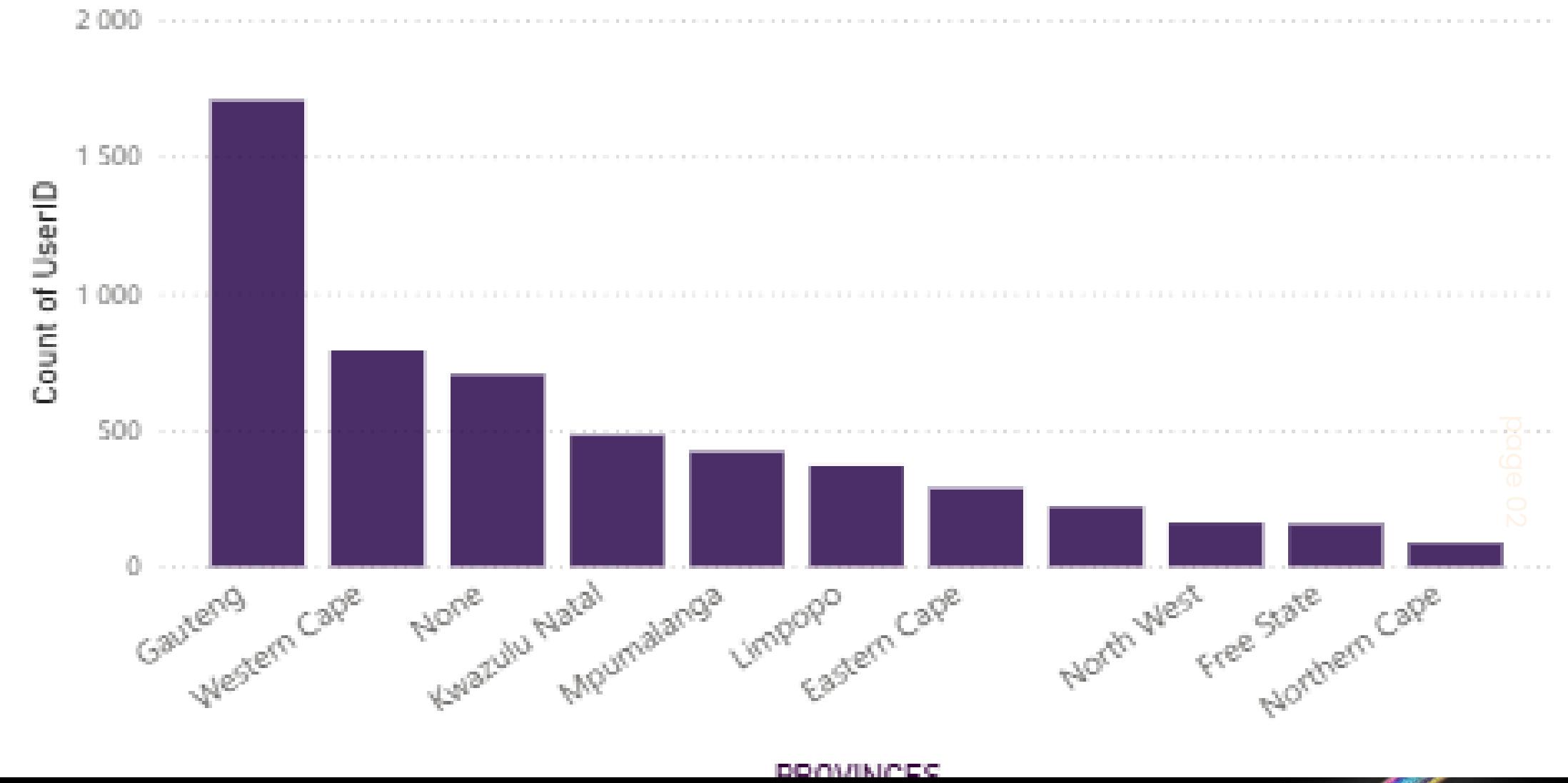
# Viewership by Province

TV



- Displays user distribution across provinces.
- Helps identify regions with the highest engagement.
- Useful for targeted marketing strategies

VIEWERSHIP BY PROVINCE



TV

# Distinct Viewers KPI

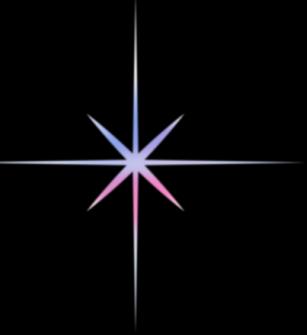


## UNIQUE VIEWERS

- Helps gauge audience reach.
- Can track growth over time.
- Shows the number of unique viewers in the dataset.

# SELECT

TV



Race

All

black

coloured

indian\_asian

None

other

white

Gender

Select all

male

None

female

Province

Select all

Eastern Cape

Free State

Gauteng

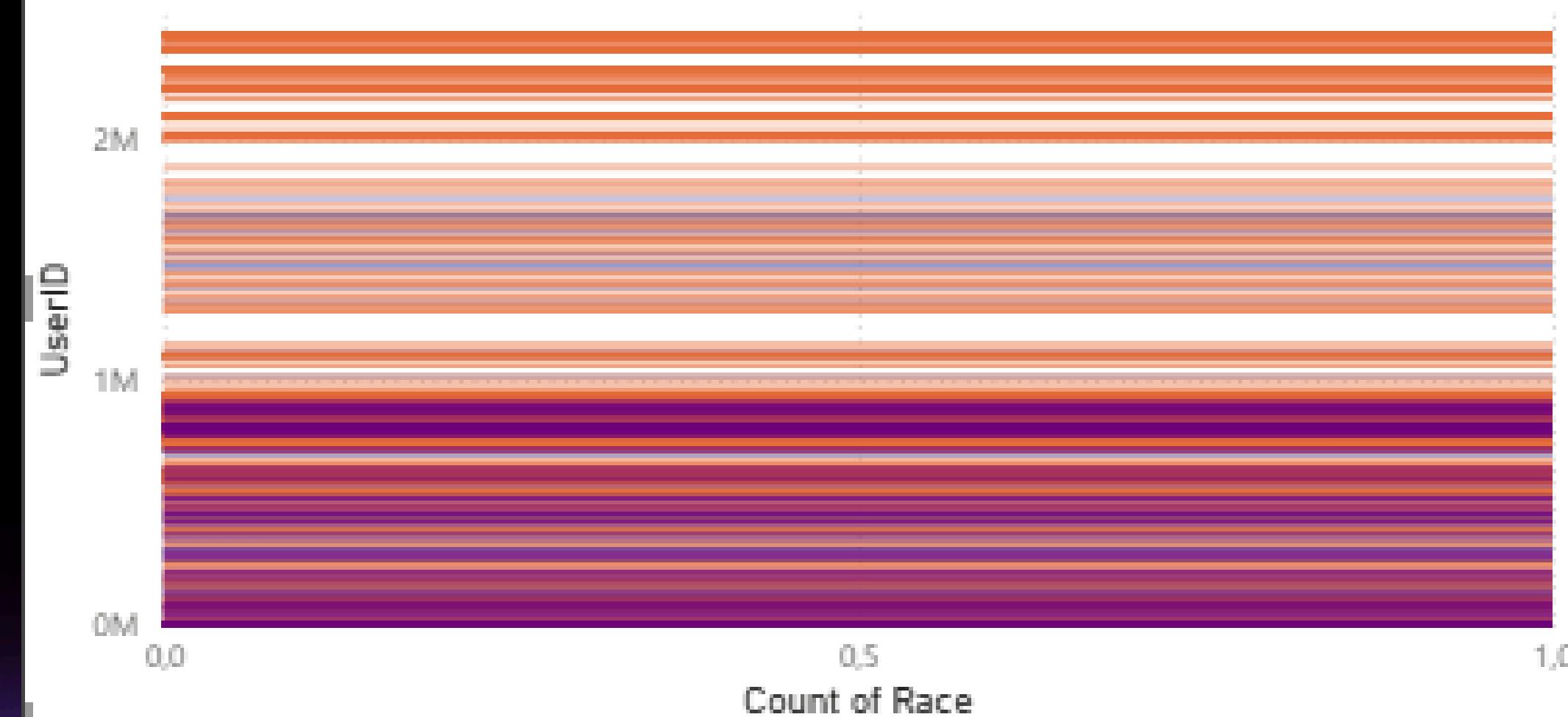
Kwazulu Natal

# RACE & GENDER



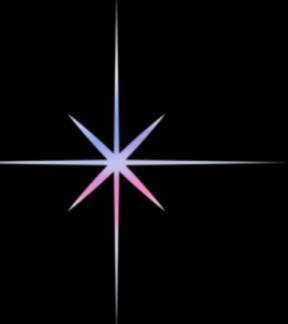
Count of Race by UserID and Gender

Gender ● female ● male ● None

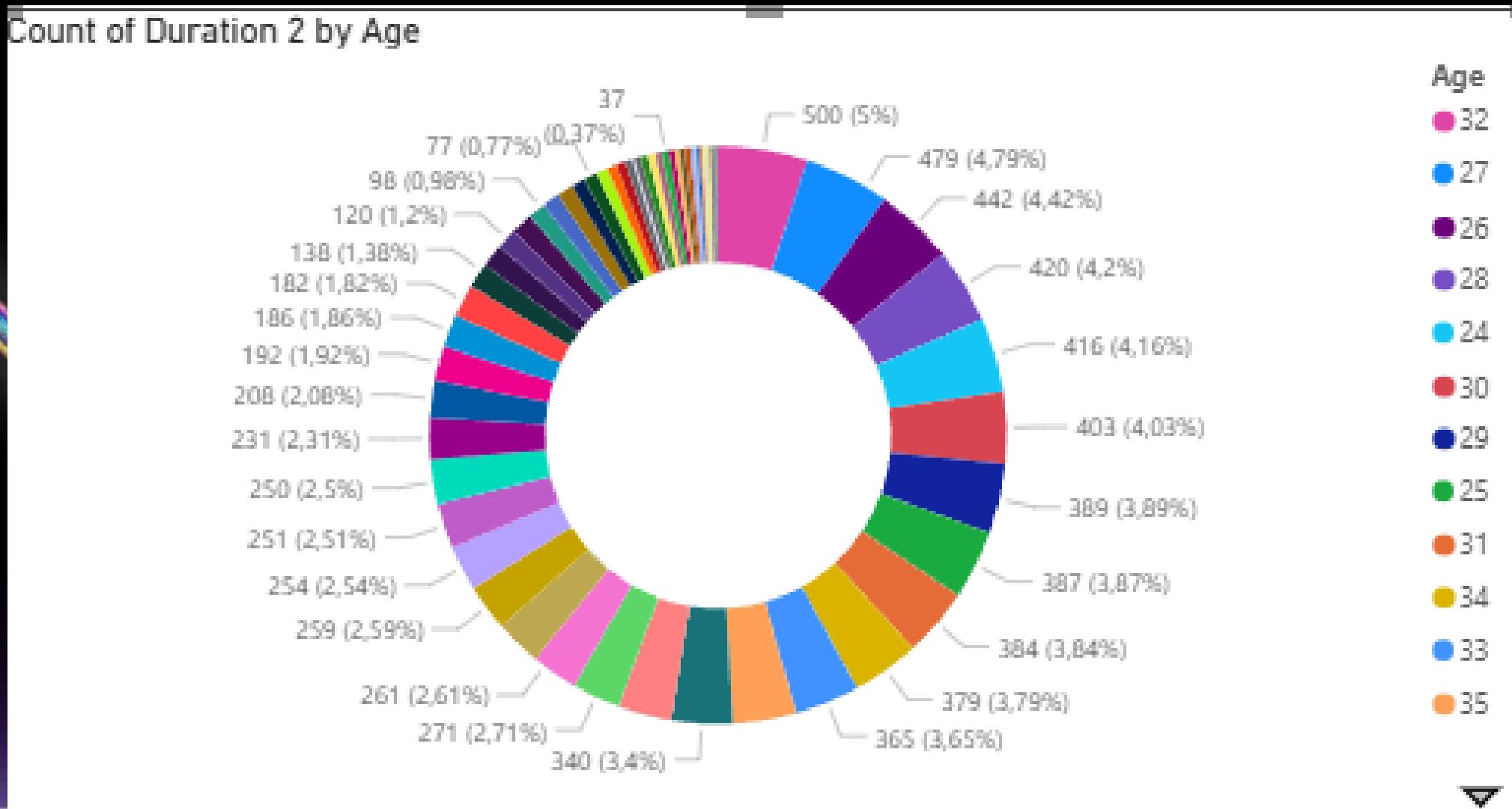


TV

# Viewership by Age Group



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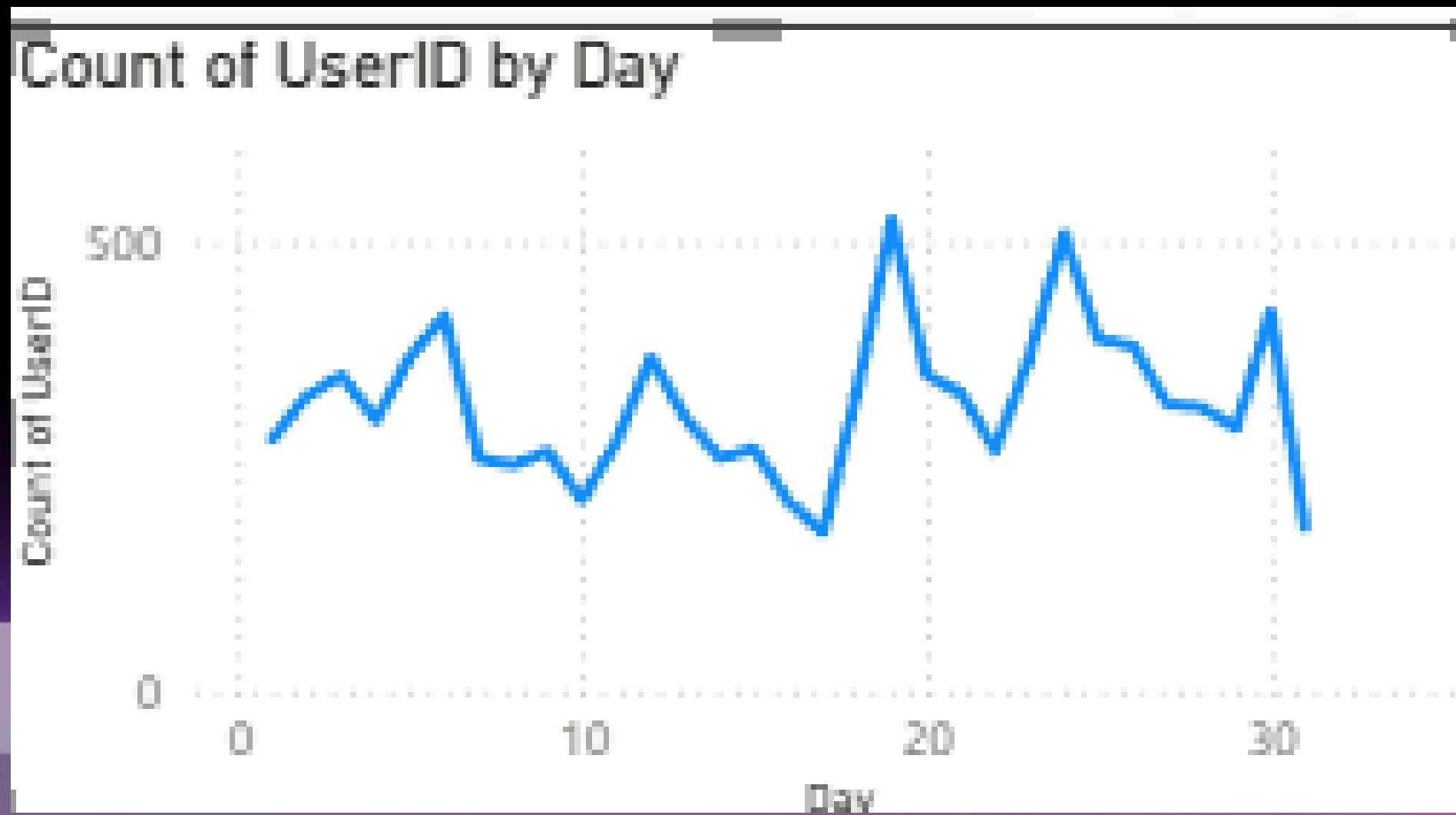


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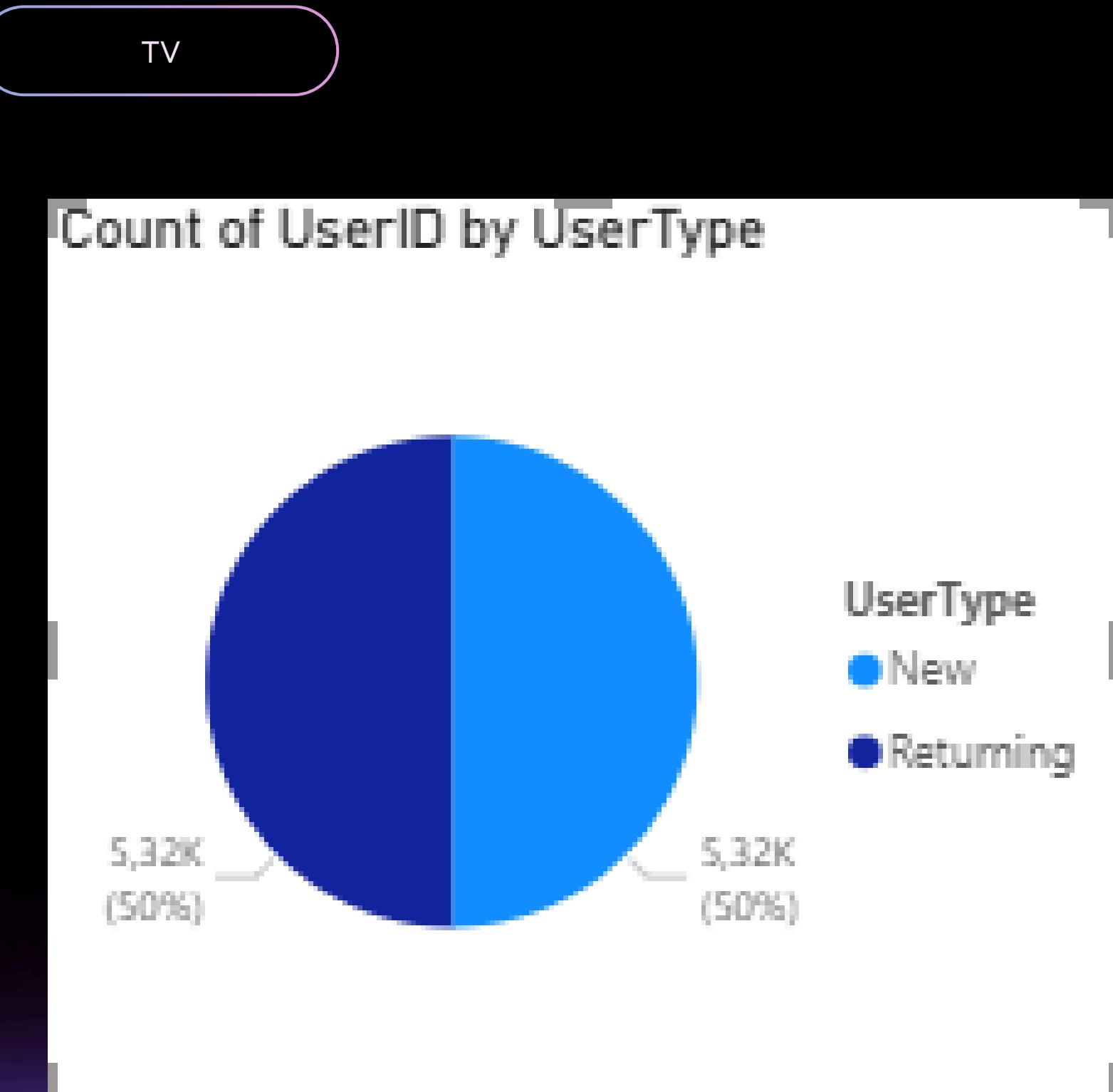


# Viewership by Day of Week

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# New vs Returning Users



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# Top 10 Most Watched Channels



Channel 2

Africa Magic

Boomerang

Break in transmission

Cartoon Network

Channel O

CNN

DStv Events 1

E! Entertainment

ICC Cricket World Cup 2011

kykNET

Live on SuperSport

MK

M-Net

SawSee

SuperSport Blitz

Supersport Live Events

Trace TV

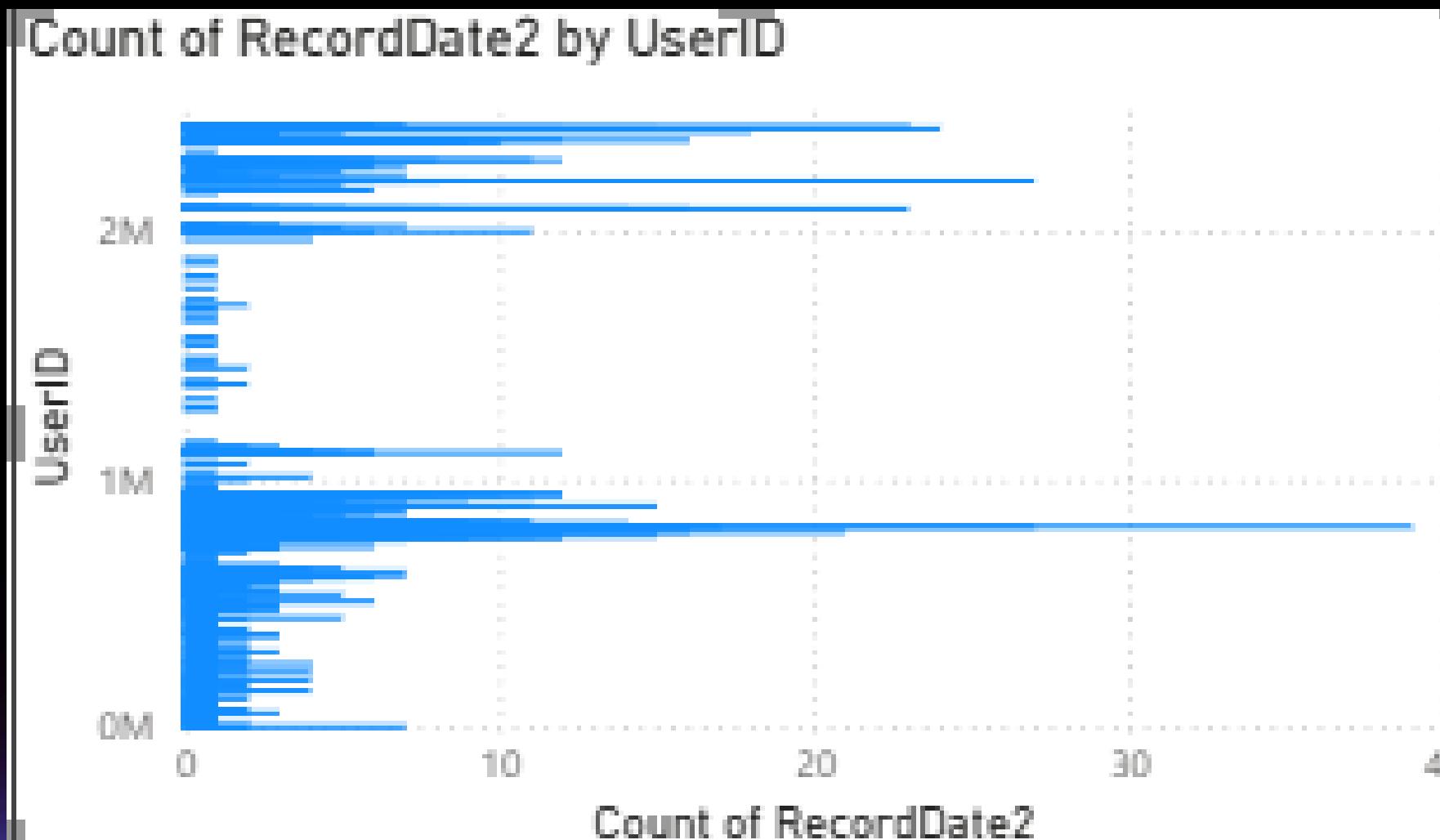
Vuzu

Wimbledon



# Daily Viewership Trend

TV

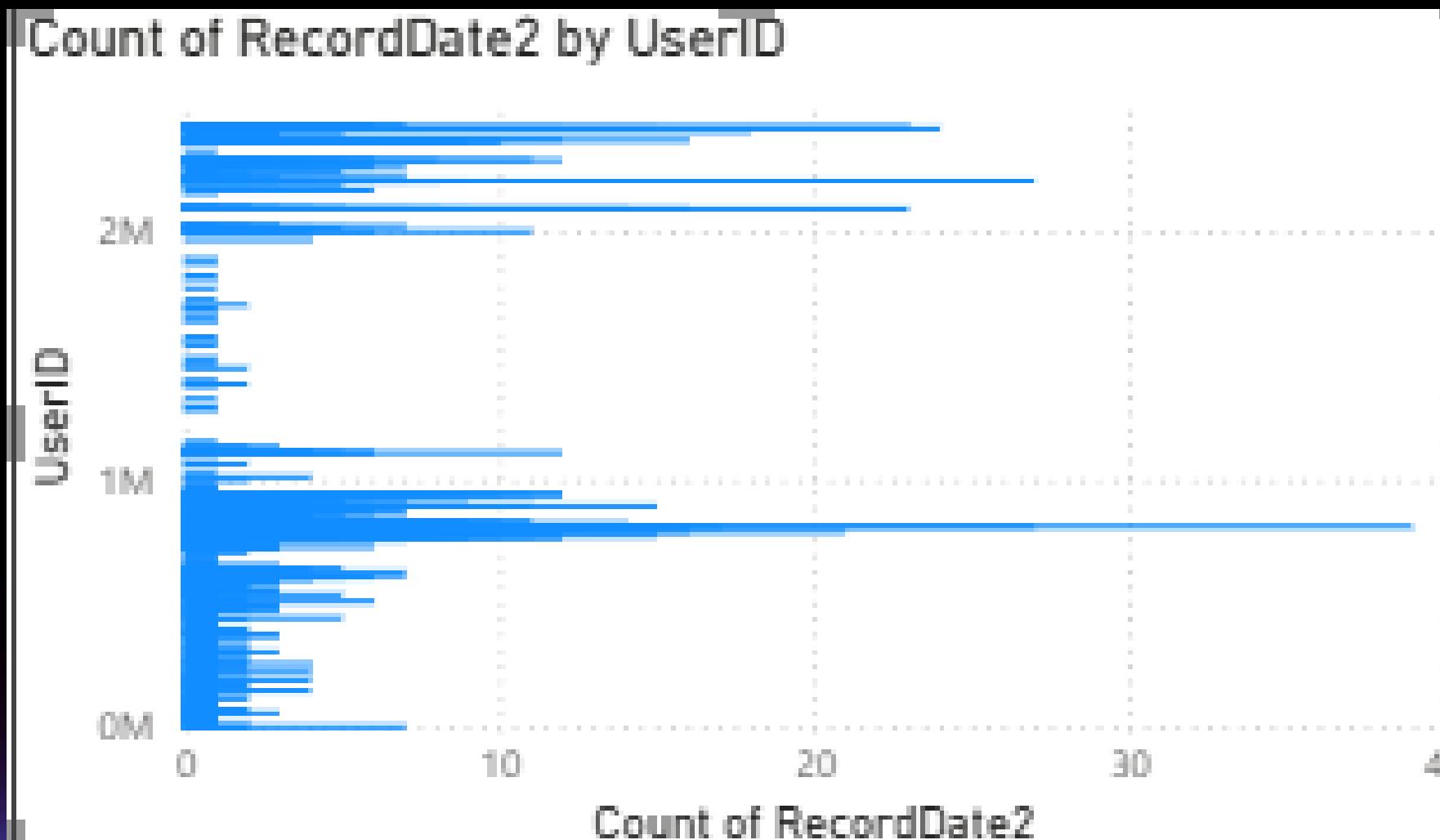


- Can track growth over time.
- Useful for optimizing content scheduling.



# Daily Viewership Trend

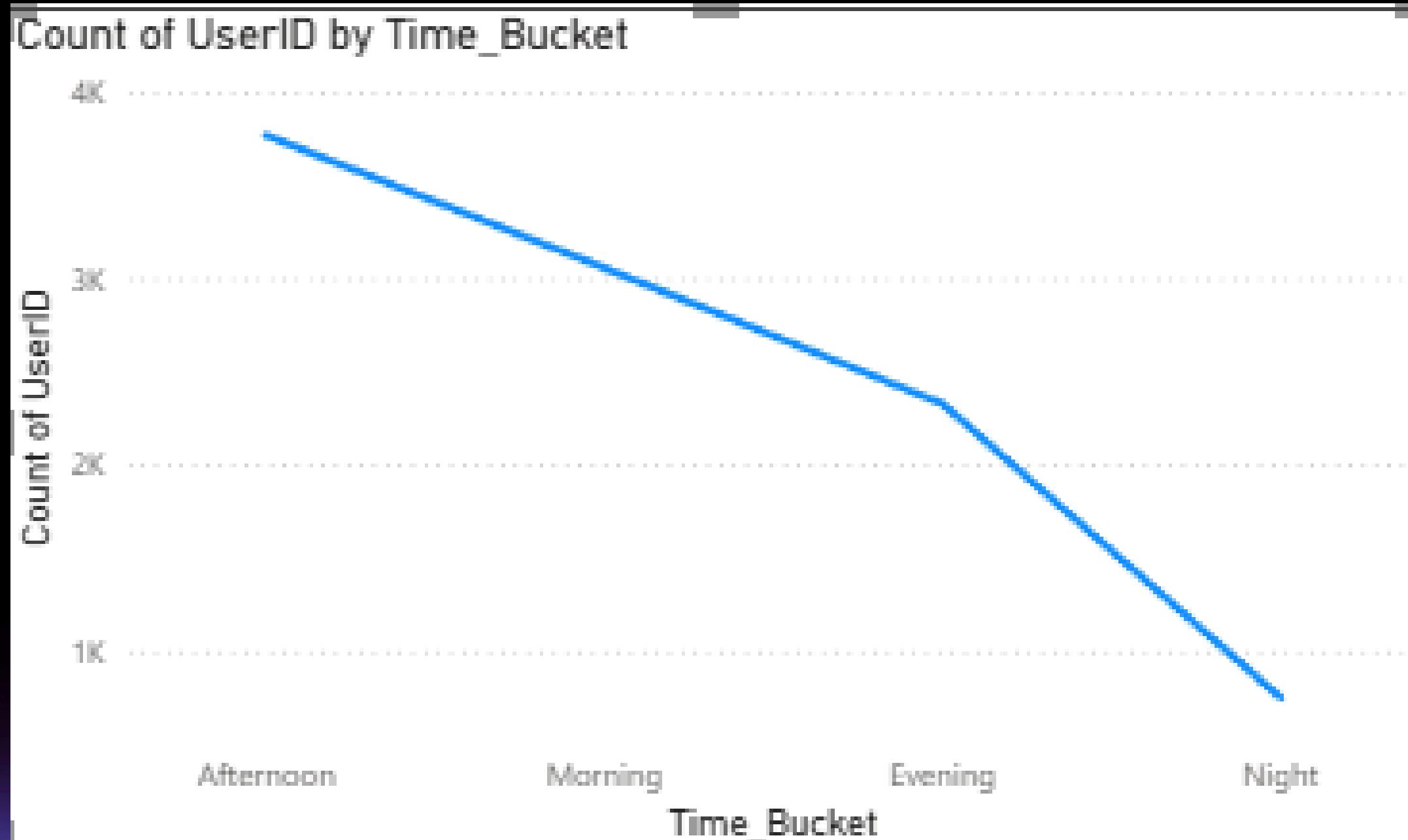
TV



- Can track growth over time.
- Useful for optimizing content scheduling.

# Viewership by Time Bucket

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# THANK YOU!

[HTTPS://GITHUB.COM/KEGO-S/BRIGHTLIGHT-TV-ANALYSIS](https://github.com/kego-s/brightlight-tv-analysis)