



**BRIGHTTV  
VIEWERSHIP  
ANALYSIS**

# **OBJECTIVE**

**Increase BrighTv's subscriber numbers during the the financial year by offering the CVM team useful insights .**

# PROJECT OVERVIEW

**-This case study analyzes the demographic and channel viewership patterns of a sample audience totaling 10,000 viewers.**

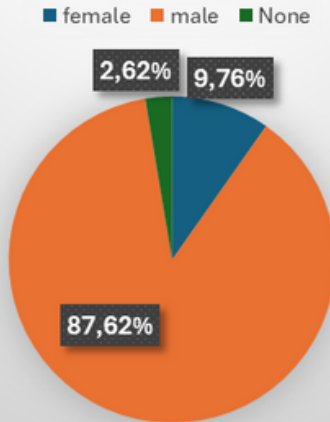
**-The two tables in the dataset: User Profiles & Viewership**

**-The dataset provided was gathered in January to March 2016.**

**-The data provides insights into gender, racial distribution, and top-performing TV channels.**

# VIEWEERSHIP BY GENDER

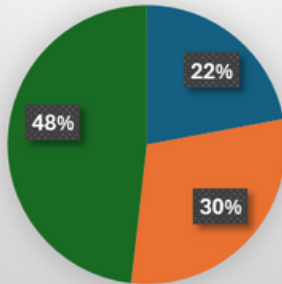
Viewersio by Gender



# VIEWERSHIP BY MONTH

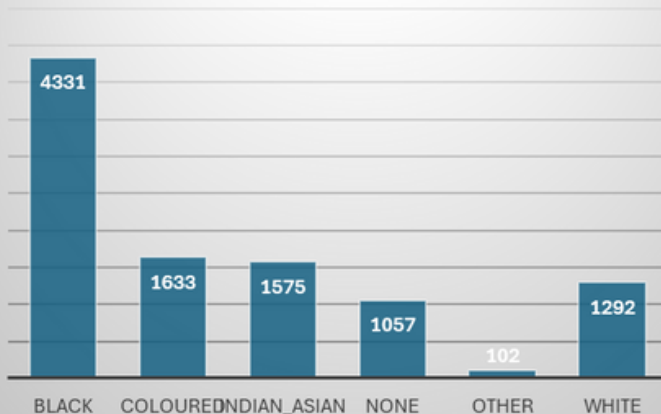
Viewership per Month

■ Jan ■ Feb ■ Mar



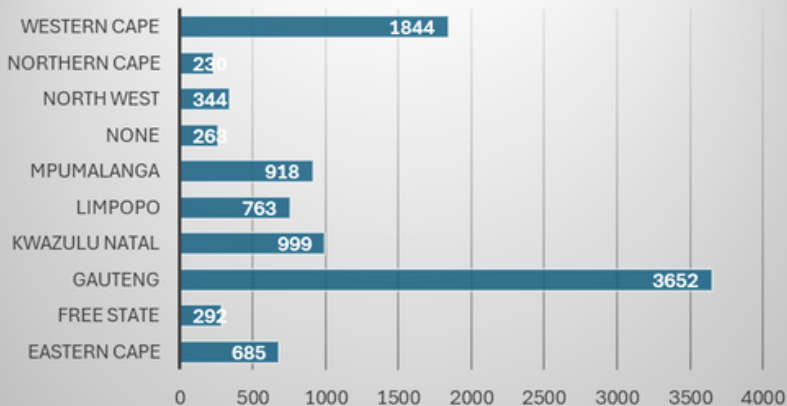
# VIEWERSHIP BY RACE

Viewership by Race

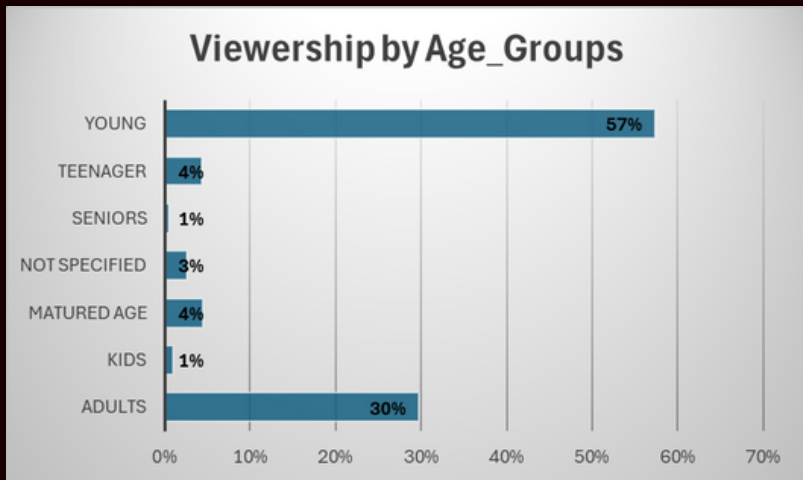


# VIEWERSHIP BY PROVINCE

Viewership by Province



# VIEWERSHIP BY AGE\_GROUPS





# SUMMARY

**Black people make up 43% of the total viewership which makes up the highest consumption by race.**

**Age group with the highest viewership is Young people which ranges between 20 and 35 years old which makes up 57% of the total views.**

**Male have the highest viewership which is 88% of the total viewership.**

**Gauteng is the highest with viewership at 37%.**

**Friday afternoon has the highest viewers which are males, followed by Saturday afternoon**

# **RECOMMENDATIONS**

- 1. Prioritize high performing channels - increase production; reduce investment in low performing categories;**
- 2. Offer different channels attracting every gender race and age group;**
- 3. Design content for the neglected audience, trigger alerts for new episodes for loyal viewers;**
- 4. Optimize peak hours by loading most consumed content;**
- 5. Concentrate campaigns on high performing viewership provinces**