

BRIGHTTV VIEWERSHIP ANALYSIS

OBJECTIVE

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

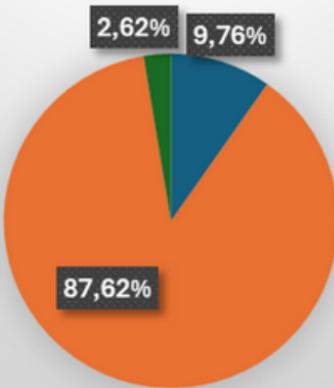
PROJECT OVERVIEW

- 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.

VIEWEVERSHIP BY GENDER

Viewership by Gender

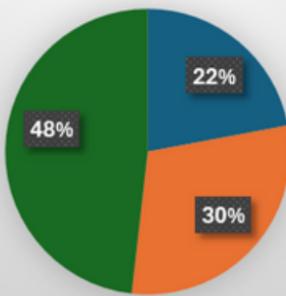
■ female ■ male ■ None



VIEWERSHIP BY MONTH

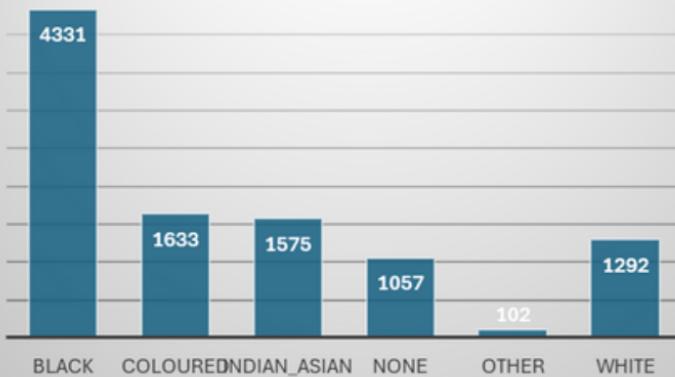
Viewership per Month

■ Jan ■ Feb ■ Mar



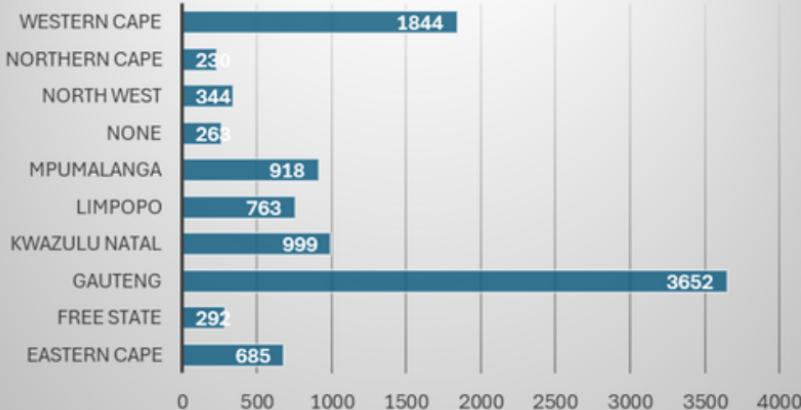
VIEWERSHIP BY RACE

Viewership by Race

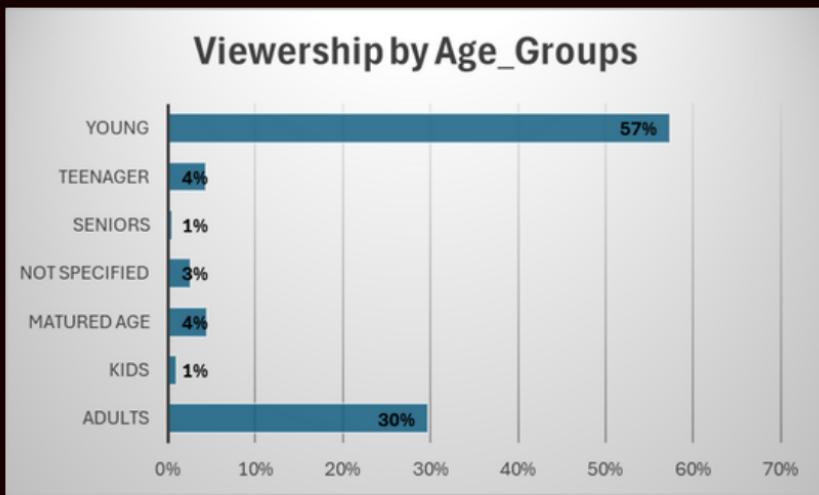


VIEWERSHIP BY PROVINCE

Viewership by Province



VIEWEVERSHIP 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 - incase 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**