PROOF OF CONCEPT-----Dashboard Planning

<table>
<tr><td rowspan="2">Overview</td><td>OBJECTIVES</td><td>Visualize daily viewership trends: to identify peak days and patterns.

Analyse platform distribution: to understand which platforms are watched most by viewers.

Track watch time trends: to highlight days with higher engagement.</td></tr>
<tr><td>Drop-Down Menu (Interactive Filter)</td><td>The dashboard includes a drop-down menu to allow users to filter the data dynamically by Platform. This means the charts can update automatically when a user selects a specific option. Filters are by Age group, Gender, Channels, Month and Province.</td></tr>
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<table>
<tr><td rowspan="4">Scenarios</td><td>PAGE 1</td><td>Demographics</td></tr>
<tr><td>Race break Across Provinces</td><td>A 100% Stacked Bar Chart: To show proportion of each race within each province</td></tr>
<tr><td>Audience by Gender</td><td>A pie chart Quick proportion of male vs female (and others, if applicable).</td></tr>
<tr><td>Viewership by Age Group</td><td>A Stacked Bar Chart: To show age group distribution across platforms or content categories.</td></tr>
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<tr><td rowspan="4">Scenarios</td><td>PAGE 2</td><td>Viewing Patterns</td></tr>
<tr><td>Weekly Viewing Patterns</td><td>A bar chart showing daily views, helping identify high-traffic days.</td></tr>
<tr><td>Monthly Trends in Viewership</td><td>A line chart illustrating watch time trends to gauge viewer engagement. Month-wise comparison</td></tr>
<tr><td>Audience by time of day</td><td>A bar chart showing different audience segments stacked to show composition over hours.</td></tr>
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Scenarios	PAGE 1	Channel Insight
	Most watched Channels	**Horizontal Bar Chart:** Quickly identify which channels dominate viewership.
	Channel popularity	**Line Chart/ bar chart** Show which channels are growing, steady, or declining over time.