

PROOF OF CONCEPT-----Dashboard Planning

Overview	OBJECTIVES	<p>Visualize daily viewership trends: to identify peak days and patterns.</p> <p>Analyse platform distribution: to understand which platforms are watched most by viewers.</p> <p>Track watch time trends: to highlight days with higher engagement.</p>
	Drop-Down Menu (Interactive Filter)	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.

Scenarios	PAGE 1	Demographics
	Race break Across Provinces	A 100% Stacked Bar Chart: To show proportion of each race within each province
	Audience by Gender	A pie chart Quick proportion of male vs female (and others, if applicable).
	Viewership by Age Group	A Stacked Bar Chart: To show age group distribution across platforms or content categories.

Scenarios	PAGE 2	Viewing Patterns
	Weekly Viewing Patterns	A bar chart showing daily views, helping identify high-traffic days.
	Monthly Trends in Viewership	A line chart illustrating watch time trends to gauge viewer engagement. Month-wise comparison
	Audience by time of day	A bar chart showing different audience segments stacked to show composition over hours.

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.