

PROOF OF CONCEPT-----Dashboard Planning

Overview	OBJECTIVES	<p>Visualize daily viewership trends: to identify peak days and patterns.</p> <p>Analyze 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)	<p>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, Day name, Time Buckets and Province.</p>

Scenarios	Section A	Overview Viewership
	Viewership by Provinces	A Bar Chart: To show proportion of viewers within each province
	Monthly Viewership Trends	A line chart illustrating watch time trends to gauge viewer engagement. Month-wise comparison
	Daily viewership Patterns	A bar chart showing daily views, helping identify high-traffic days.

Scenarios	Section B	Demographics Analysis
	Viewership by Race & Gender	A Bar chart s to understand who is watching your content and how different demographic groups engage with it
	Age Group Breakdown	A Pie Chart To show age group distribution across platforms or content categories
	Gender & Age based viewership	A Bar chart analysis focuses on understanding how different age groups and genders consume your content.

Scenarios	Section C	Time-Based Analysis
	Most watched Channels	Horizontal Bar Chart: Quickly identify which channels dominate viewership.
	Channel popularity by day type	Horizontal bar chart Show which channels are growing, steady, or declining over time.
	Viewership by time of the day	Bar Chart analysis helps you understand when your audience is watching content , which is crucial for scheduling, programming, and marketing.

Scenarios	Section D	Combined Insight Analysis
	Viewership Patterns Across Day types	Horizontal Bar Chart: focuses on understanding how audience behavior differs between weekdays and weekends (or other day categories like holidays, special events, etc.)
	Channel popularity by Age Groups	Horizontal bar chart shows which channels are preferred by different age segments , helping you understand audience preferences and tailor content or marketing strategies.