Methodology: Bright TV

Data Sources

User Profile Table

Contains demographic and social data for each viewer, including (User ID, Name, Surname, Email, Gender, Race, Age, Province, Social Media Handle)

Viewership Table

Captures user-level viewing behavior, including (User ID, Channel2, Date, Time, Duration 2)

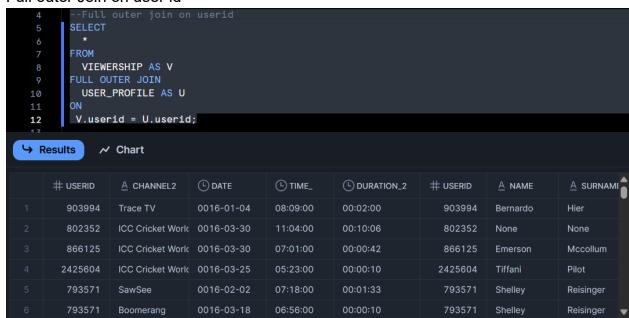
Data Cleaning and Preparation

- Verified consistency in User ID across both tables to ensure relational integrity.
- Removed duplicate records and incomplete entries (e.g., missing Duration or User ID values).
- Standardized time (from UTC to SA Time) and date formats for chronological analysis.

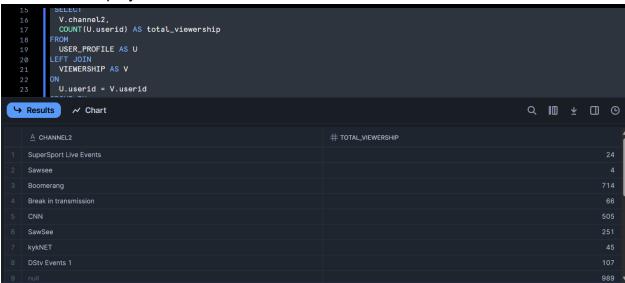
Data Integration

Joined the two tables using User ID as the primary key to form a unified dataset for analysis.

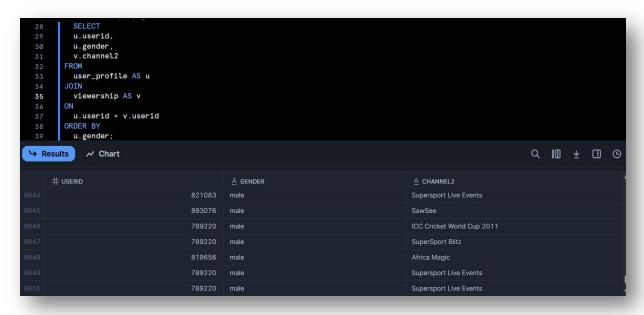
1. Full outer Join on user id



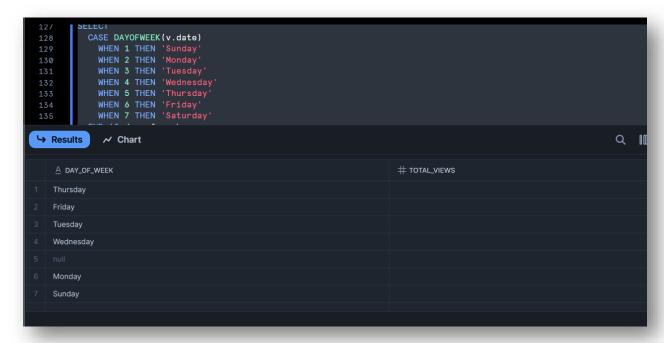
2. Total viewership by Channel



3. Viewership by gender



4. Daily interval



5. Converting duration time to seconds



6. Time intervals, age grouping and Month conversion

