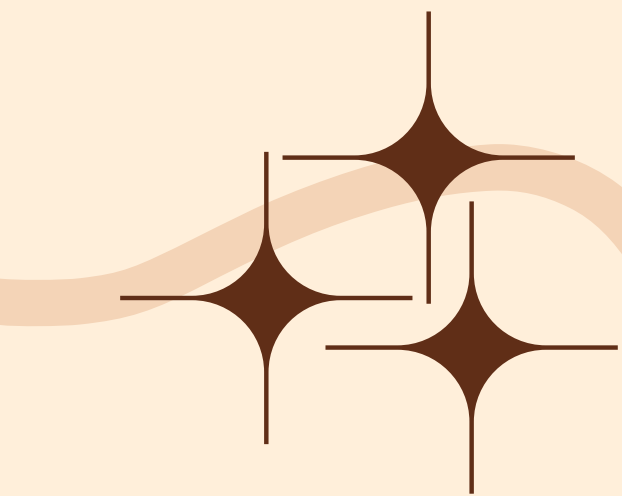




BRIGHTTV PRESENTATION

Presented by: Mavis Ramaphosa

2025/05/10



Agenda

- **Overview of Data and Objectives**
- **User and Usage Trends**
- **Factors Influencing Consumption**
- **Content Recommendations**
- **Growth Initiatives**
- **Q&A**

Overview of Data

Tables:

- **userpro.csv** (user information)
- **Viewership.csv** (viewership)

Data Volume: 10000 viewership

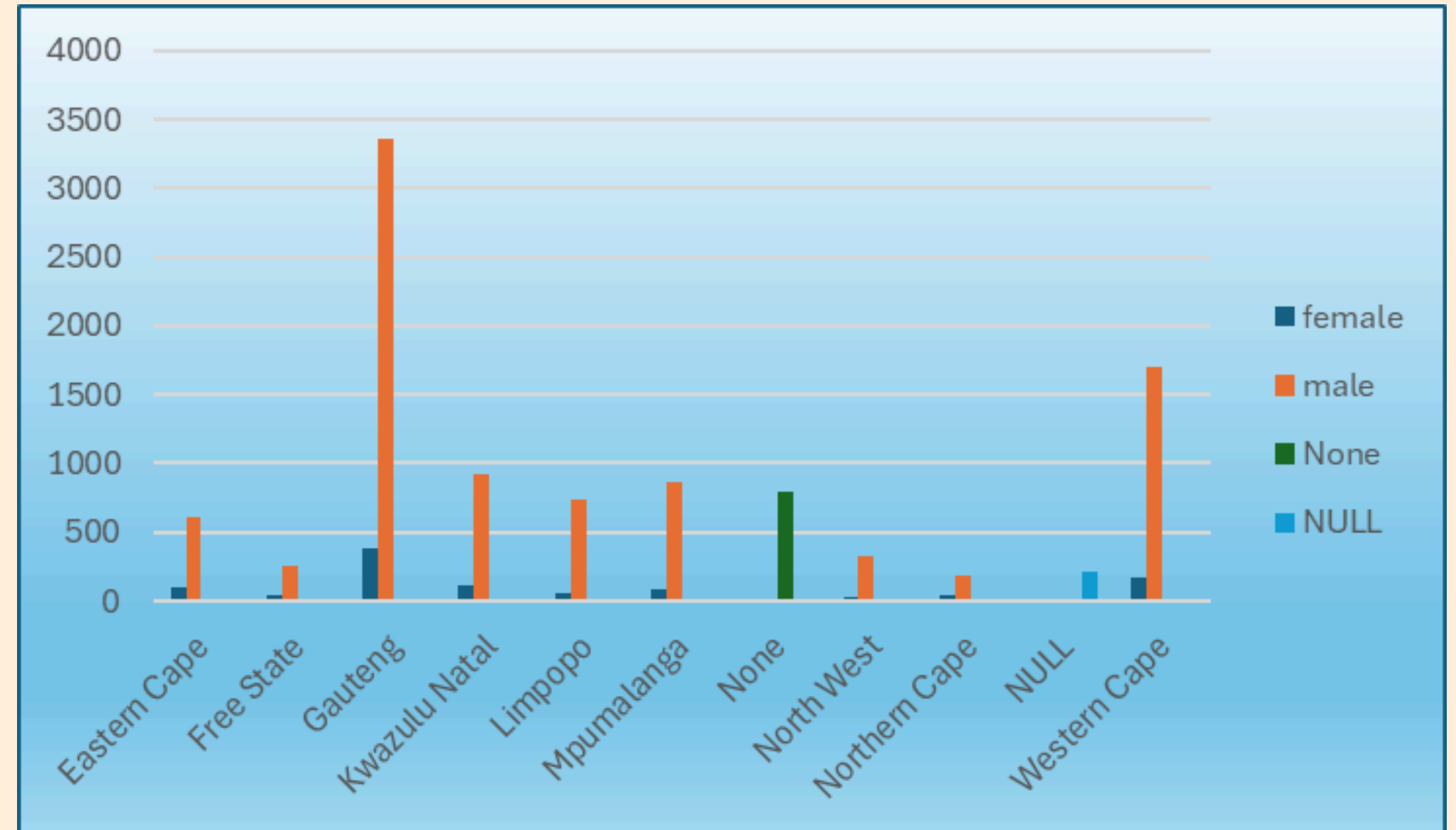
Cleaning Actions

- Duplicates removed
- Changed timestamps to SA
- Standardized demographics province and gender



User Trends

- Total number of Viewer: 10000
- Top Provinces: Gauteng, Western Cape, KwaZulu-Natal
- Gender Distribution: Balanced or slightly skewed



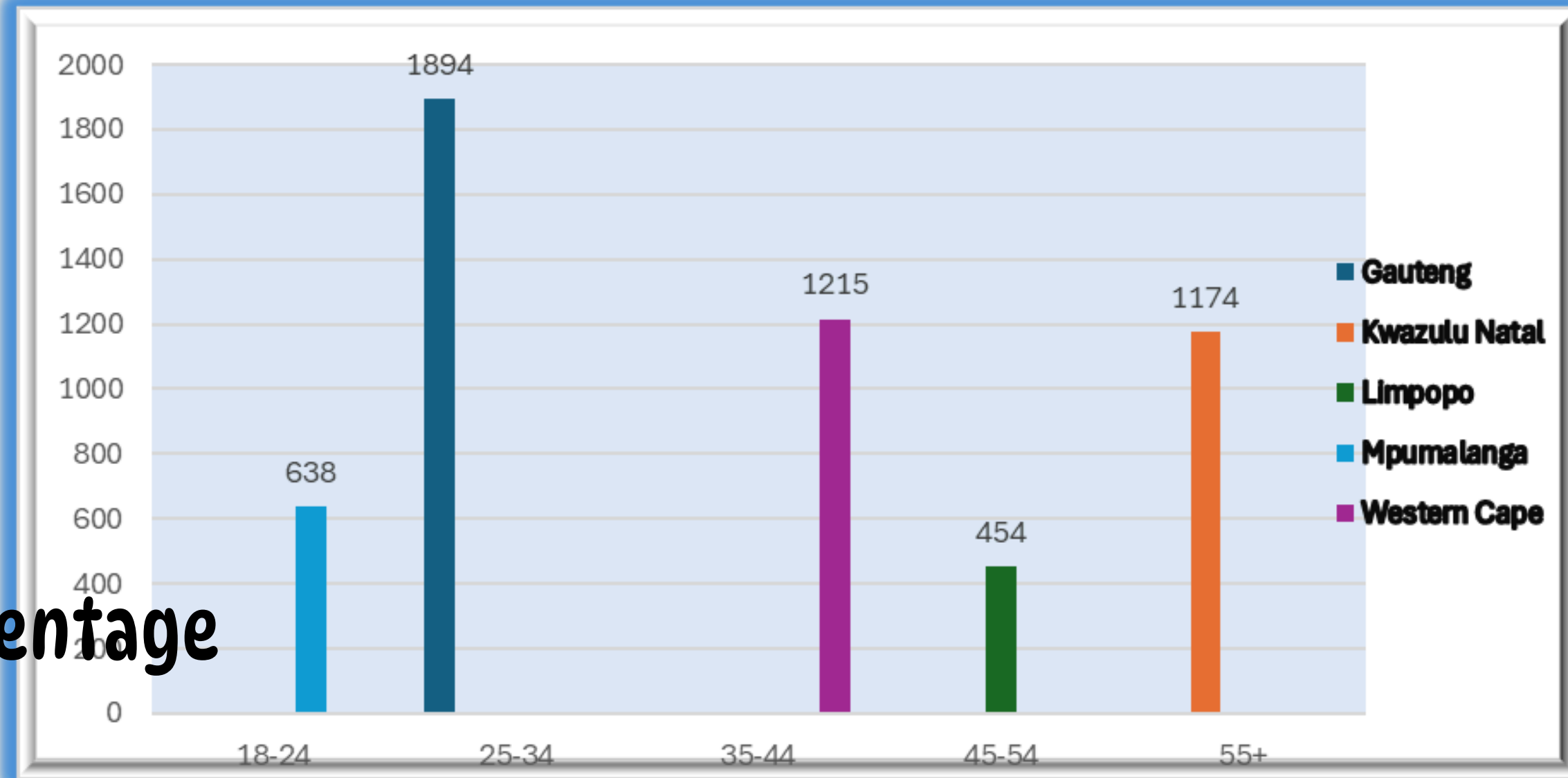
Viewership By Race

- Age Group Dominance: 25-34 most active

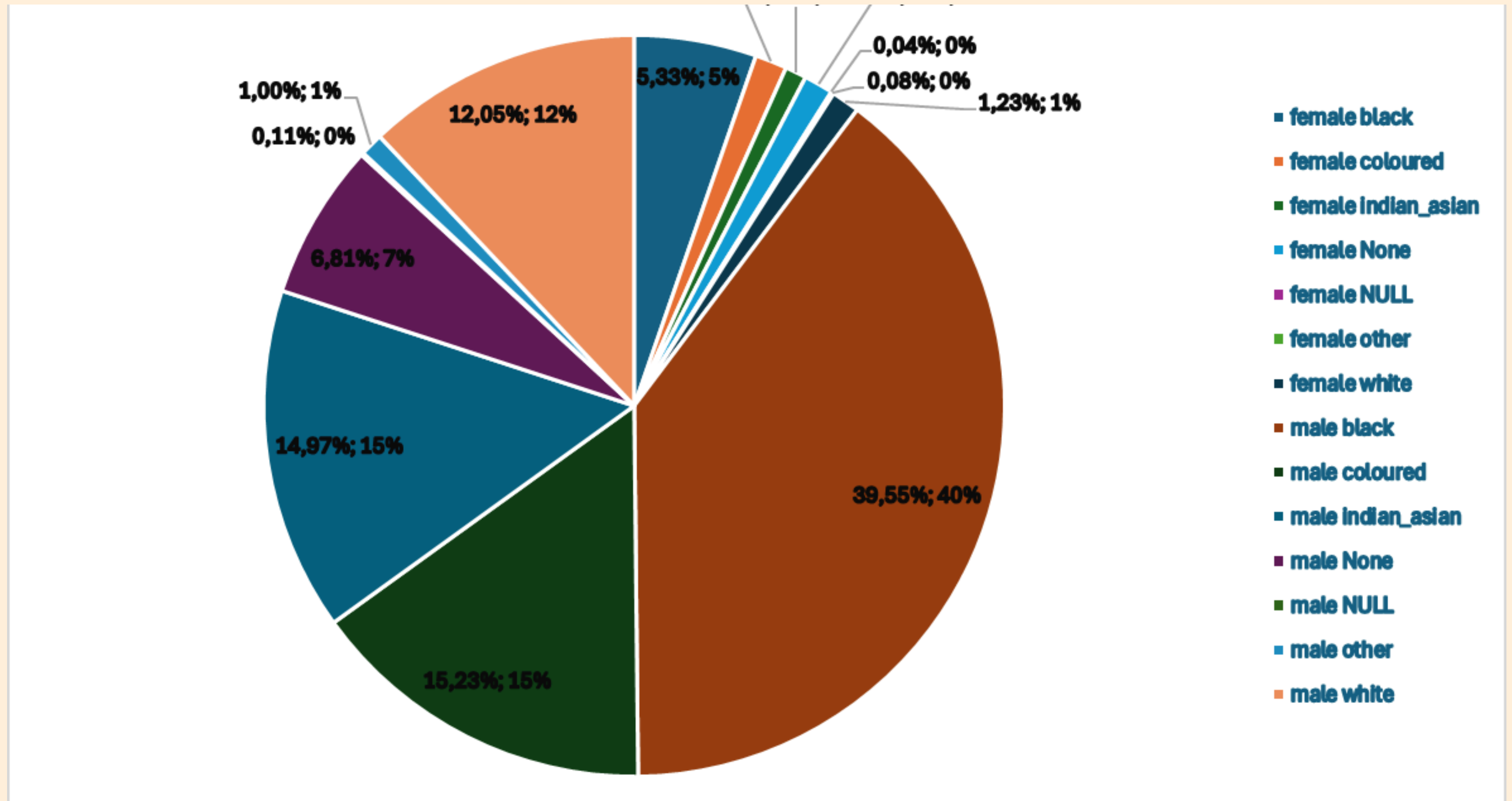
- Distinct Viewers is 5375

- Views by percentages

- Gauteng has the most percentage



User By Race



Insights

- Females makes 10% of viewership
- Male dominate by 88%
- 3% of uncategorized

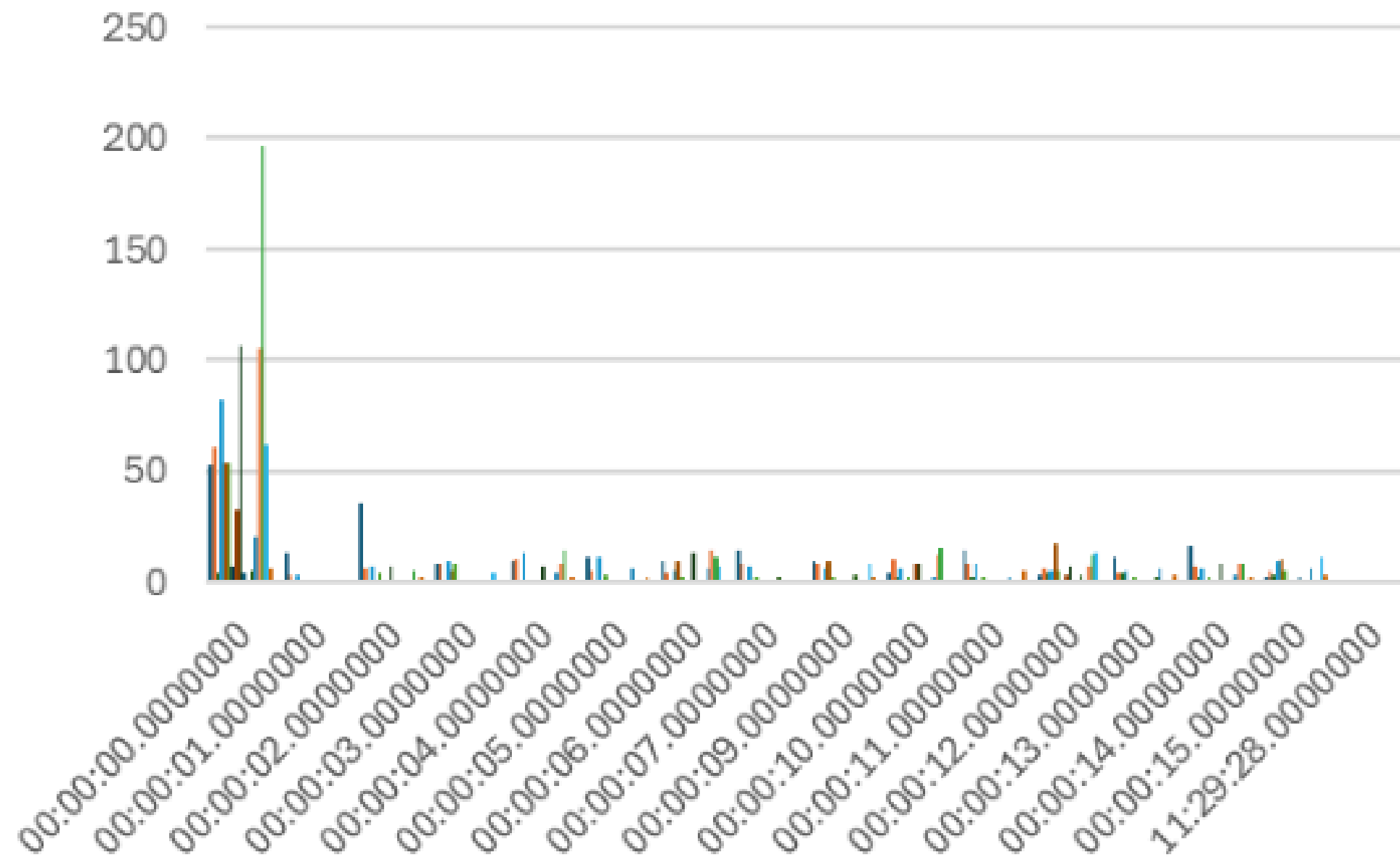
Count of UserID	Column Labels			
	female	male	None	Grand Total
Row Labels				
black	501	3830		4331
coloured	135	1498		1633
indian_asian	92	1483		1575
None	125	670	262	1057
NULL	2	8		10
other	7	95		102
white	115	1177		1292
Grand Total	977	8761	262	10000

Age By Group

- 25–34 most active
- 45-54 less viewer

Age_Group	User_Count
25-34	1894
35-44	1215
55+	1174
18-24	638
45-54	454

Count of RecordDate



Channel

- Africa Magic
- Boomerang
- Break in transmission
- Cartoon Network
- Channel O
- CNN
- DStv Events 1
- E! Entertainment

Duration

THANK YOU



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