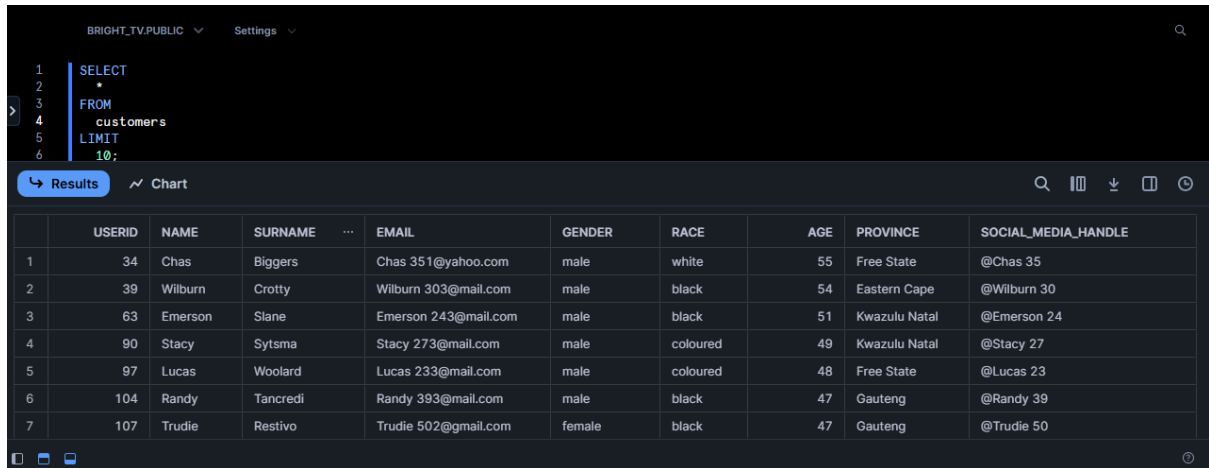


Bright Tv Case Study Methodology

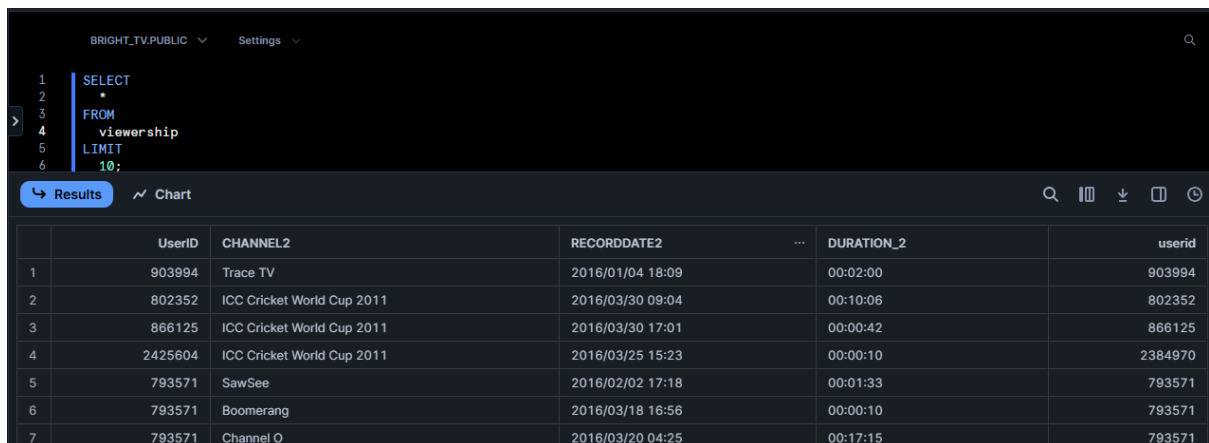
1) Customers table successfully loaded



The screenshot shows a database interface with a SQL query editor at the top and a results table below. The query is: `SELECT * FROM customers LIMIT 10;`. The results table has 10 columns: USERID, NAME, SURNAME, EMAIL, GENDER, RACE, AGE, PROVINCE, and SOCIAL_MEDIA_HANDLE. It displays 7 rows of customer data.

	USERID	NAME	SURNAME	EMAIL	GENDER	RACE	AGE	PROVINCE	SOCIAL_MEDIA_HANDLE
1	34	Chas	Biggers	Chas 351@yahoo.com	male	white	55	Free State	@Chas 35
2	39	Wilburn	Crotty	Wilburn 303@mail.com	male	black	54	Eastern Cape	@Wilburn 30
3	63	Emerson	Slane	Emerson 243@mail.com	male	black	51	Kwazulu Natal	@Emerson 24
4	90	Stacy	Sytsma	Stacy 273@mail.com	male	coloured	49	Kwazulu Natal	@Stacy 27
5	97	Lucas	Woolard	Lucas 233@mail.com	male	coloured	48	Free State	@Lucas 23
6	104	Randy	Tancredi	Randy 393@mail.com	male	black	47	Gauteng	@Randy 39
7	107	Trudie	Restivo	Trudie 502@gmail.com	female	black	47	Gauteng	@Trudie 50

2) Viewers table successfully loaded



The screenshot shows a database interface with a SQL query editor at the top and a results table below. The query is: `SELECT * FROM viewership LIMIT 10;`. The results table has 7 columns: UserID, CHANNEL2, RECORDDATE2, DURATION_2, and userid. It displays 7 rows of viewership data.

	UserID	CHANNEL2	RECORDDATE2	DURATION_2	userid
1	903994	Trace TV	2016/01/04 18:09	00:02:00	903994
2	802352	ICC Cricket World Cup 2011	2016/03/30 09:04	00:10:06	802352
3	866125	ICC Cricket World Cup 2011	2016/03/30 17:01	00:00:42	866125
4	2425604	ICC Cricket World Cup 2011	2016/03/25 15:23	00:00:10	2384970
5	793571	SawSee	2016/02/02 17:18	00:01:33	793571
6	793571	Boomerang	2016/03/18 16:56	00:00:10	793571
7	793571	Channel O	2016/03/20 04:25	00:17:15	793571

3) Join the 2 tables using Full outer join – Renamed to BrightTv_Summary

Syntax

BRIGHT_TV.PUBLICSettingsCode Versions

```
1 SELECT
2   a.userid,
3   a.name,
4   a.gender,
5   a.race,
6   a.age,
7   a.province,
8   b.channel2,
9   b.duration_2,
10  b.recorddate2
11 FROM CUSTOMERS AS A
12 FULL OUTER JOIN VIEWERSHIP AS B
13 ON a.userid =b.userid
```

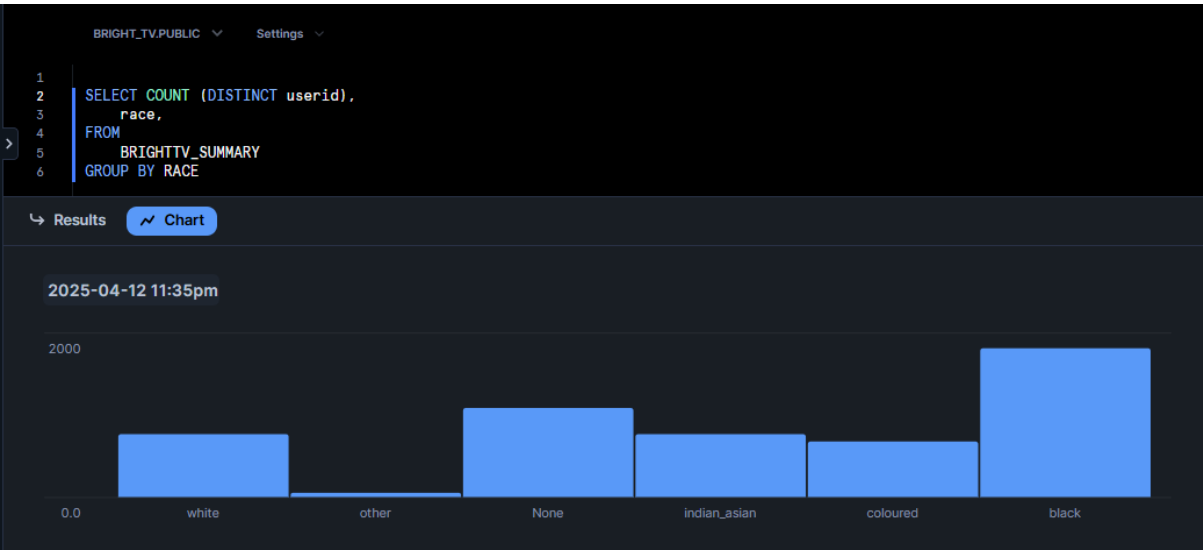
ResultsChart

	USERID	NAME	GENDER	RACE	...	AGE	PROVINCE	CHANNEL2	DURATION_2	RECORDDATE2
1	903994	Bernardo	male	coloured		33	Western Cape	Trace TV	00:02:00	2016/01/04 18:09
2	802352	None	None	None		0	None	ICC Cricket World Cup 2011	00:10:06	2016/03/30 09:04
3	866125	Emerson	male	indian_asian		30	Gauteng	ICC Cricket World Cup 2011	00:00:42	2016/03/30 17:01
4	2425604	Tiffani	female	white		51	Gauteng	ICC Cricket World Cup 2011	00:00:10	2016/03/25 15:23

Table Columns

	USERID	NAME	GENDER	RACE	...	PROVINCE	CHANNEL2	RECORDDATE2	DURATION_2
1	903994	Bernardo	male	coloured		Western Cape	Trace TV	2016/01/04 18:09	00:02:00
2	802352	None	None	None		None	ICC Cricket World Cup 2011	2016/03/30 09:04	00:10:06
3	866125	Emerson	male	indian_asian		Gauteng	ICC Cricket World Cup 2011	2016/03/30 17:01	00:00:42
4	2425604	Tiffani	female	white		Gauteng	ICC Cricket World Cup 2011	2016/03/25 15:23	00:00:10
5	793571	Shelley	female	white		Eastern Cape	SawSee	2016/02/02 17:18	00:01:33
6	793571	Shelley	female	white		Eastern Cape	Boomerang	2016/03/18 16:56	00:00:10
7	793571	Shelley	female	white		Eastern Cape	Channel O	2016/03/20 04:25	00:17:15

4) Group data by Race



Total number of customers

```
16
17 SELECT COUNT (DISTINCT USERID)
18 FROM BRIGHTTVFINALE;
19
20
21
22
23
```

Results

Chart

🔍 📄 ⬇️ 📋 ↻

	...	COUNT (DISTINCT USERID)
1		5375

Group by Gender

29

30

31

32

33

34

35

36

37

```
SELECT COUNT (DISTINCT USERID),
        GENDER
FROM
  BRIGHTTVFINALE
GROUP BY GENDER
```

↶ Results

~ Chart

	...	COUNT (DISTINCT USERID)	GENDER
1		3918	male
2		537	female
3		218	null
4		702	None

Gropu by Province

36

37

38

39

40

41

42

43

44

45

```
SELECT COUNT (DISTINCT USERID),  
        PROVINCE  
FROM  
    BRIGHTTVFINALE  
GROUP BY PROVINCE
```

Results

Chart

	...	COUNT (DISTINCT USERID)	PROVINCE
1		791	Western Cape
2		702	None
3		1704	Gauteng
4		287	Eastern Cape
5		481	Kwazulu Natal

MINIMUM AGE

50

51

52

53

SELECT MIN (AGE)

FROM

BRIGHTTVFINALE

↶ Results

↷ Chart

	...	MIN (AGE)
1		0

MAXIMUM AGE

50	
51	SELECT MAX (AGE)
52	FROM
53	BRIGHTTVFINALE

Results		Chart
		MAX (AGE)
1		114

Age group buckets

55

SELECT

56

name,

57

race,

58

AGE,

59

channel2,

60

CASE

61

WHEN AGE between 0 and 12 then 'Children'

62

WHEN AGE between 13 and 19 then 'teenagers'

63

WHEN AGE between 20 and 35 then 'young_adults'

64

WHEN AGE between 36 and 50 then 'adults'

65

WHEN AGE between 51 and 80 then 'seniors'

66

else 'pensioneers'

67

END AS AGE_GROUP

Results

Chart

	NAME	RACE	...	AGE	CHANNEL2	AGE_GROUP
173	Kyle	black		24	Cartoon Network	young_adults
174	Kyle	black		24	ICC Cricket World Cup 2011	young_adults
175	Wilton	black		31	Africa Magic	young_adults
176	Wilton	black		31	ICC Cricket World Cup 2011	young_adults

Minimum record date

71

72

73

74

75

76

```
SELECT MIN (RECORDDATE2)
FROM
  BRIGHTTVFINALE
```

↶ Results

📈 Chart

	MIN (RECORDDATE2)
1	2016/01/01 00:32

Maximum record date

71

72

73

74

75

76

```
SELECT MAX (RECORDDATE2)
FROM
  BRIGHTTVFINALE
```

↶ Results

📈 Chart

	MAX (RECORDDATE2)
1	2016/03/31 23:37

