

BRIGHT TV VIEWERSHIP ANALYTICS

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Project Insights

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Project Context



Brief description

Bright TV CEO desire to increasde subscription base for the financial year.he desire to have insight that will assist in decision making.he requested his team to assisting him meet the objective.

Objectives



- To provide insight on user and usage trends of BrightTV
- determine what influence consumption
- recommend content to improve consupction
- provide initiative for further growth



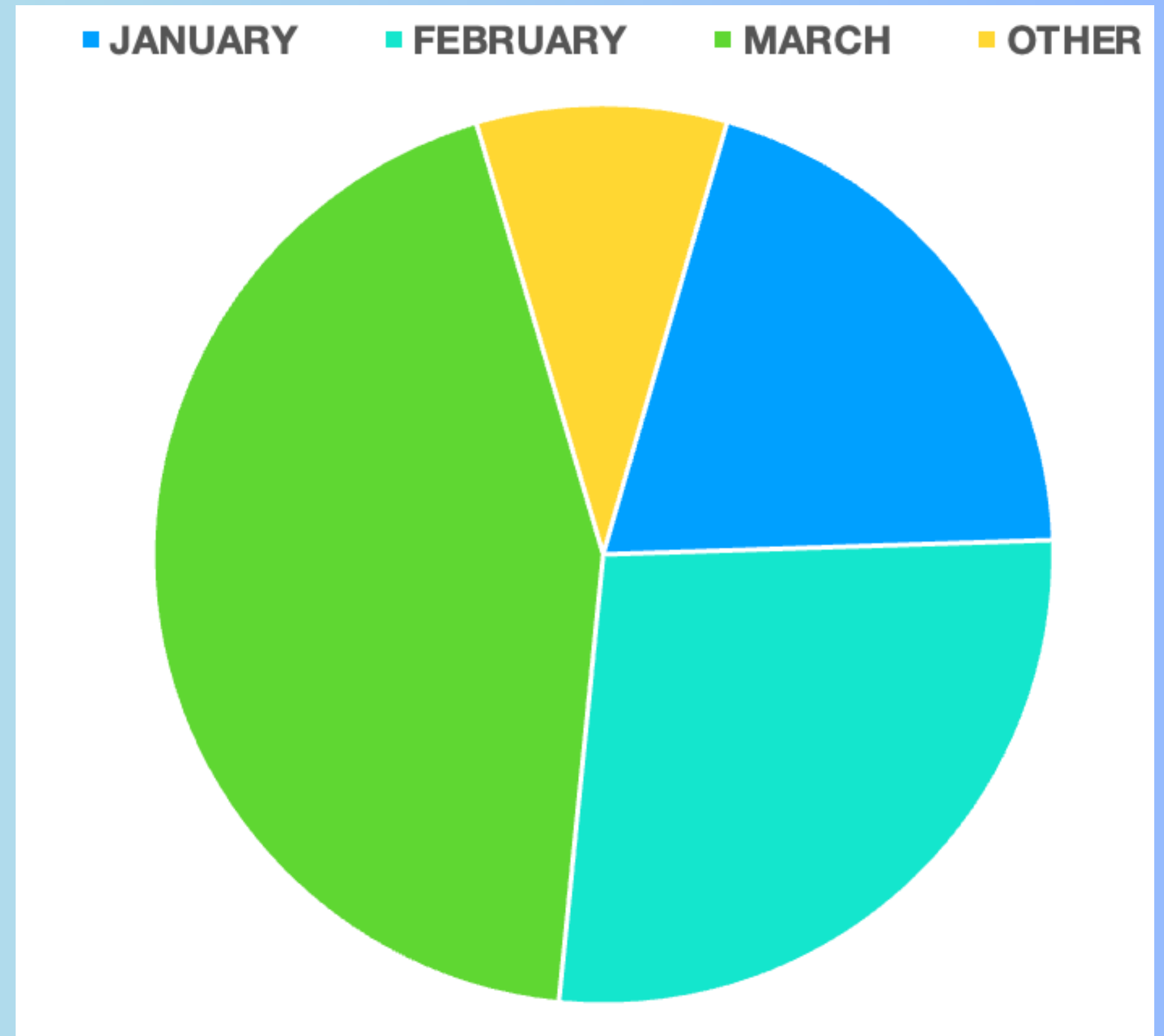
Data provided



- Information about customer usage.
- customers details.

Usage Trends

01 Jan 2016–01 April 2026



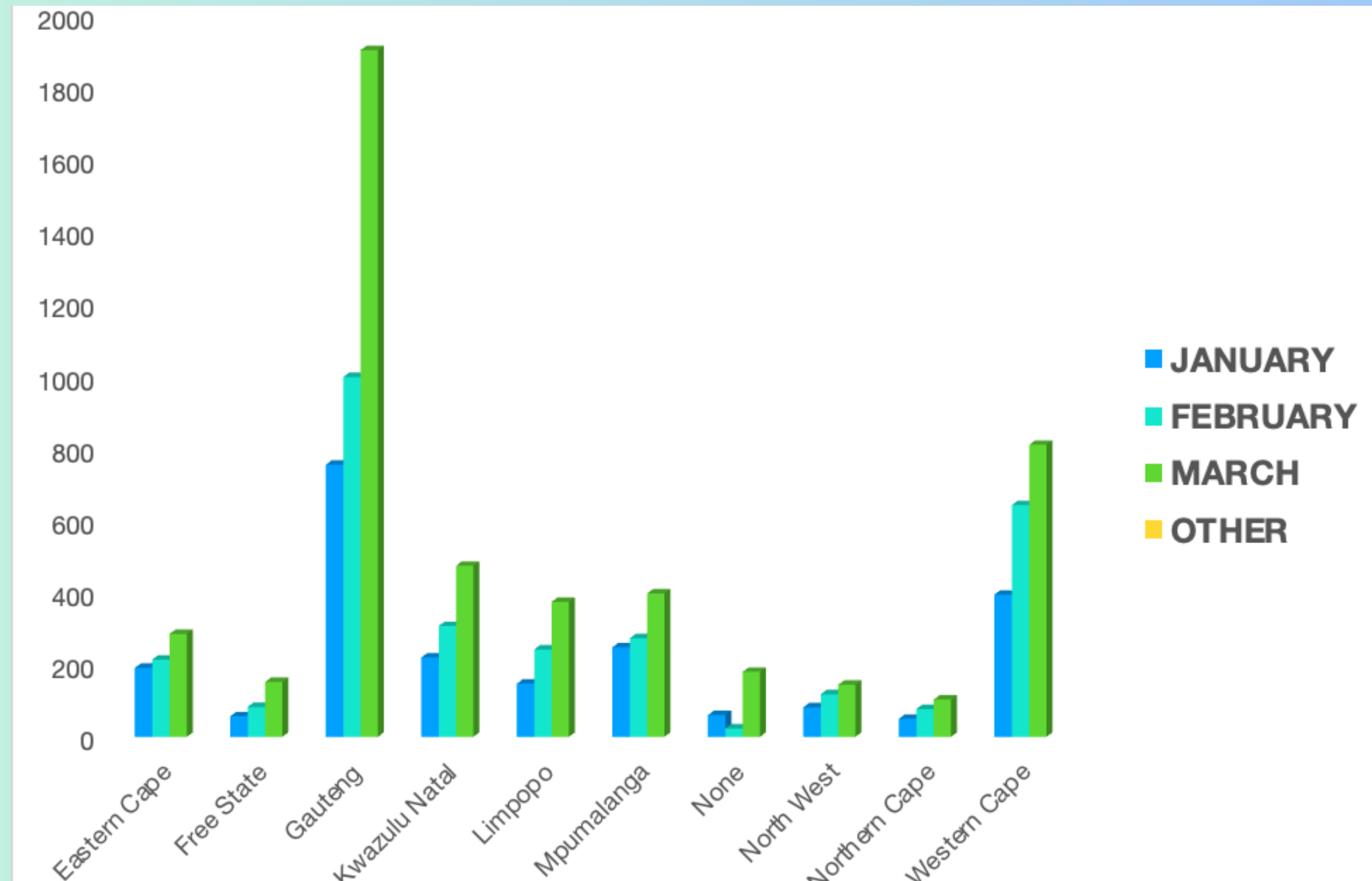
Viewership by Province

3654

Gauteng with the
Highest view in all
3months

1845

Western Cape 2nd
highest in all 3
months



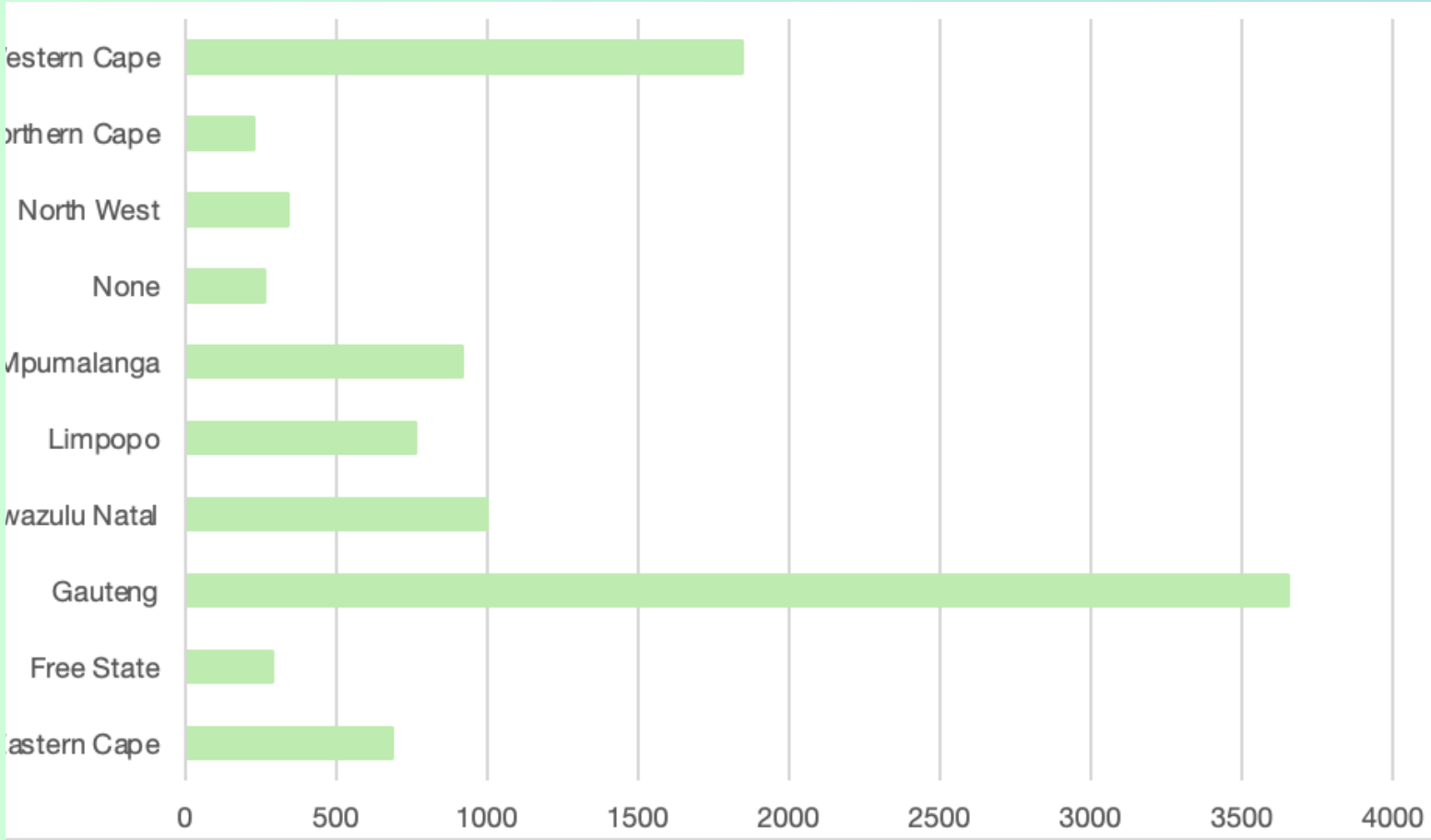
1001

KZN, The 3rd highest
in all 3 months.

918

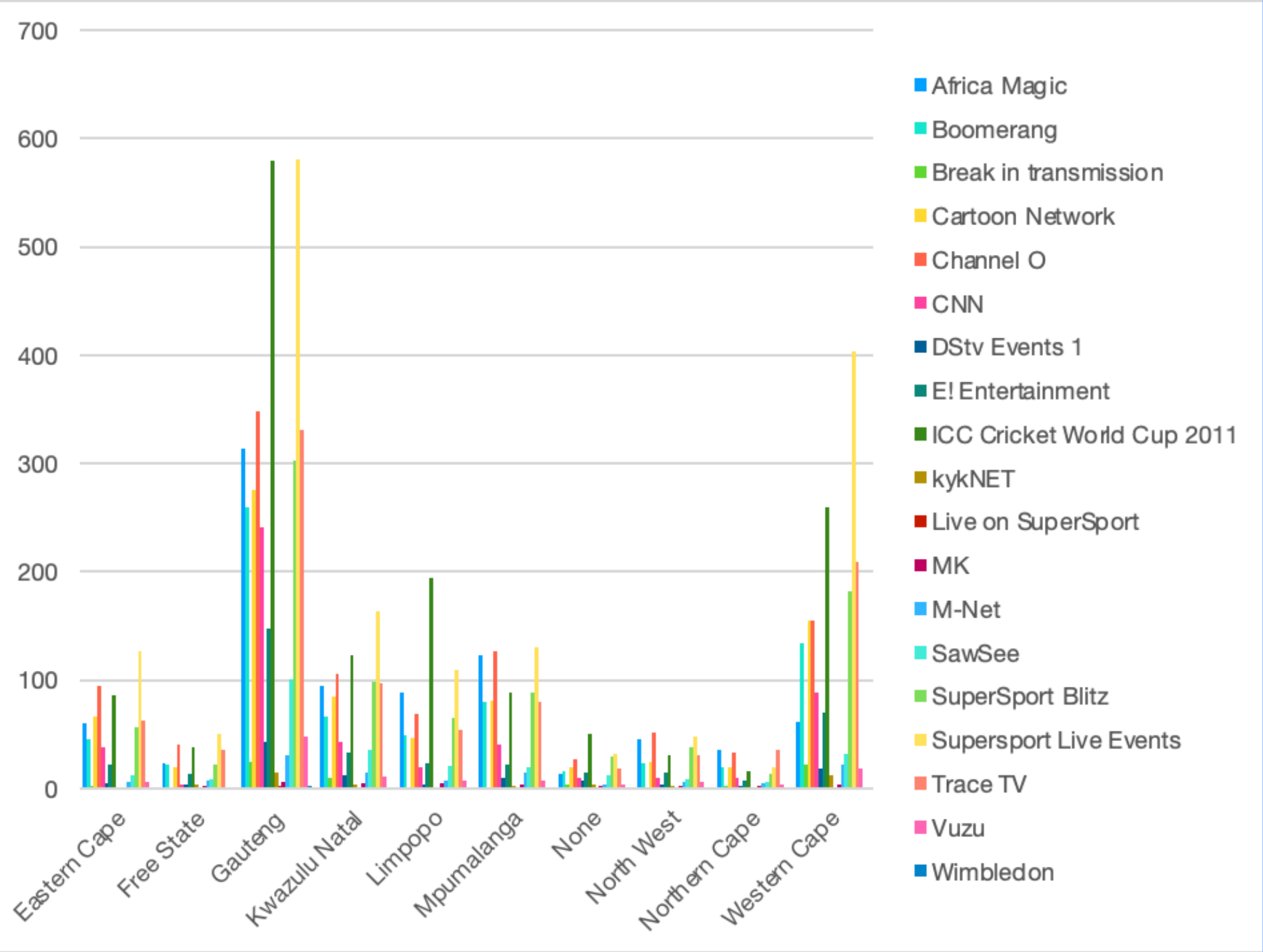
Mpumalanga which
is the 4th highest in
all 3 months.

Channel Viewership per Province



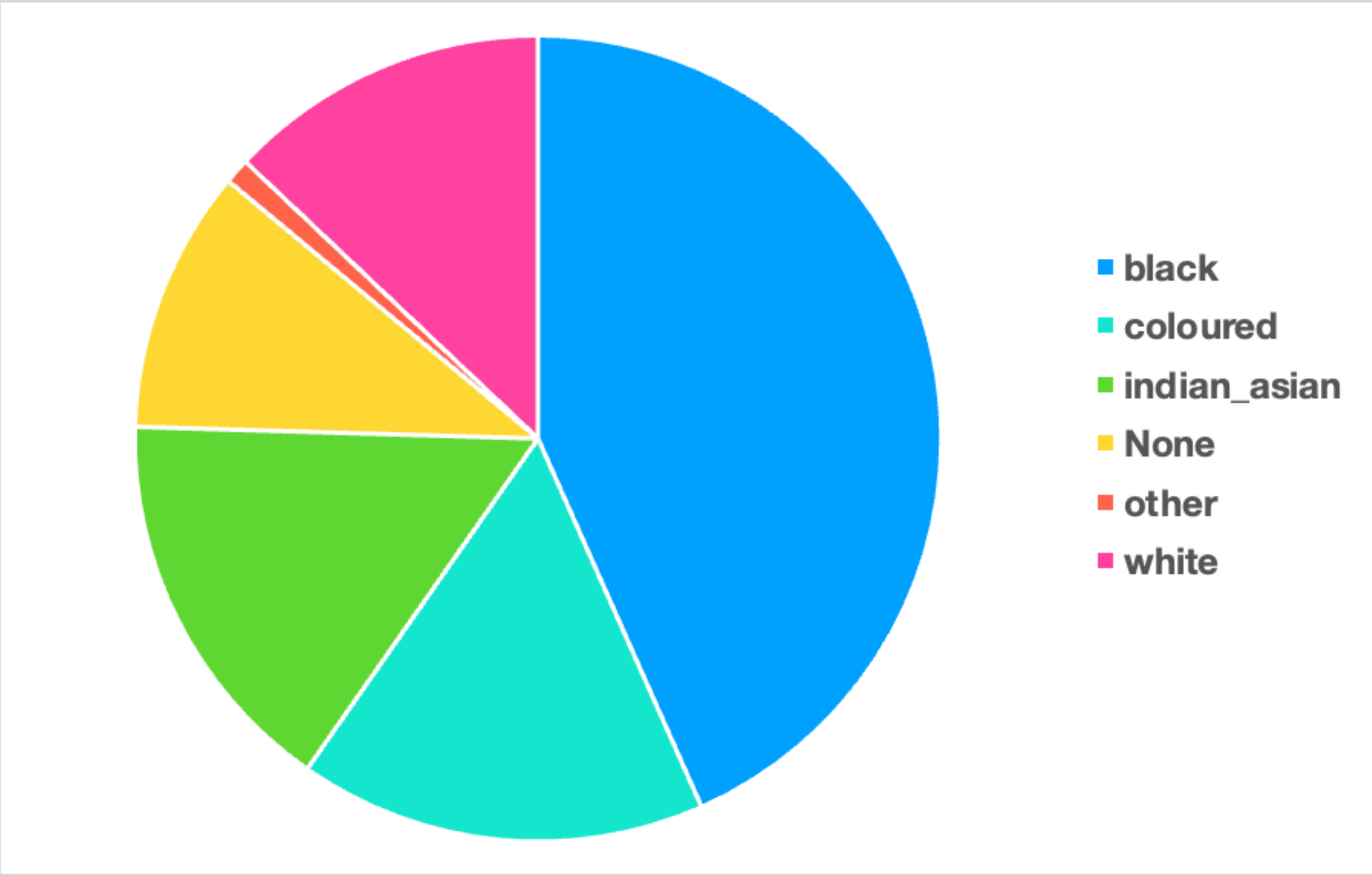
Total channels= 4000

The graphs depicts the total channels watched in their respective area and which channels are being watched the most.

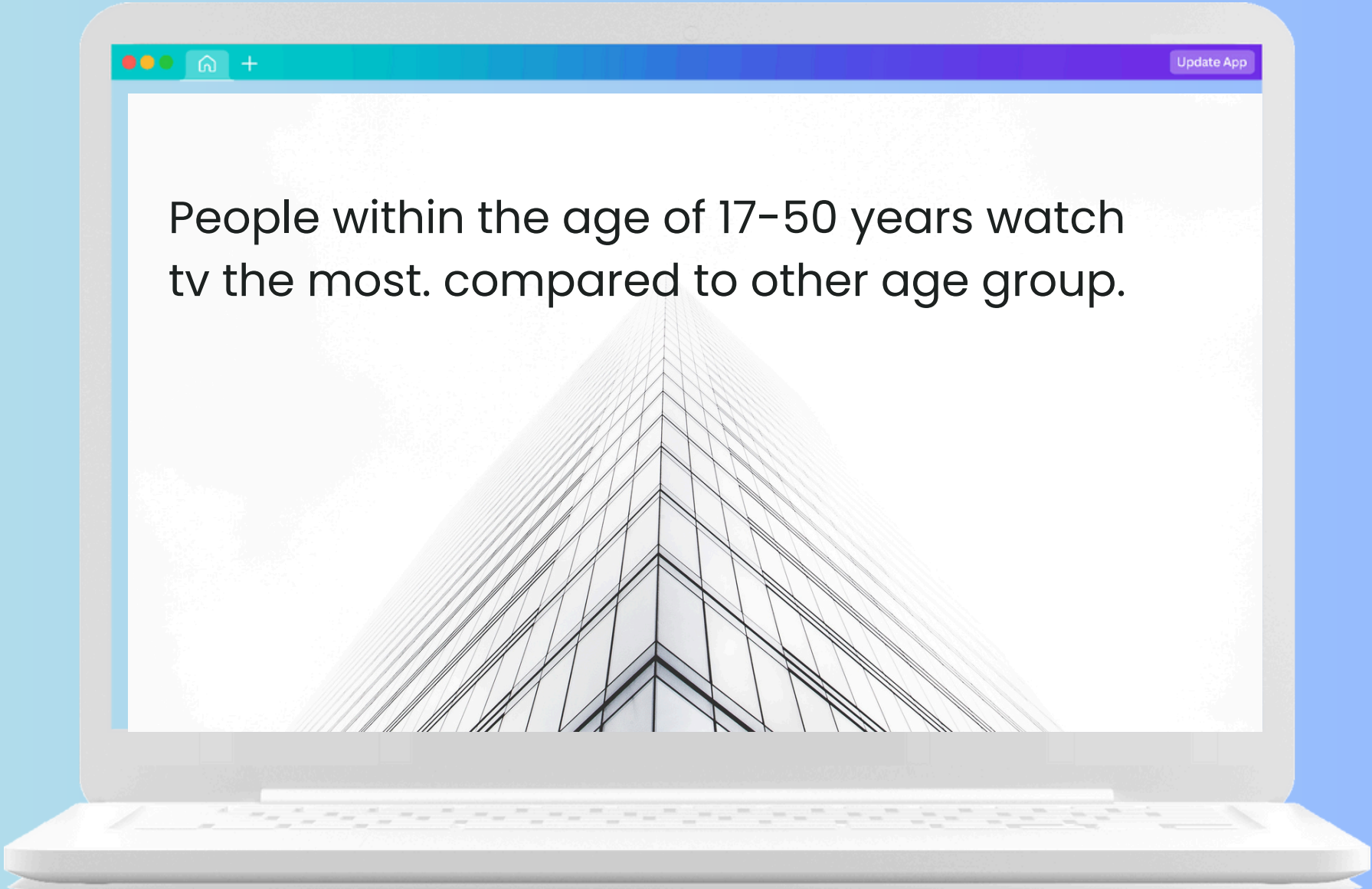
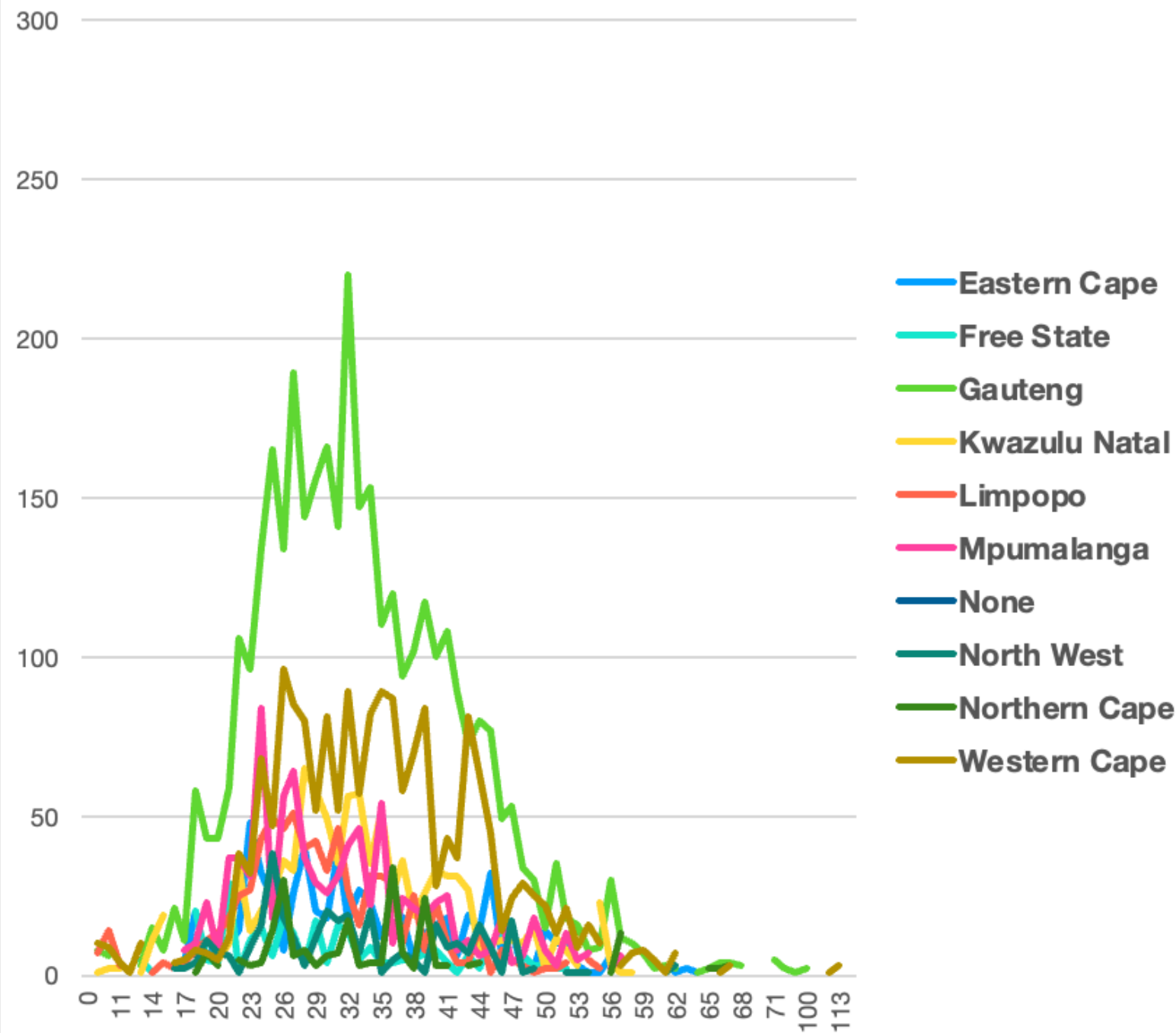


Usage by Race

Row Labels	Count of DURATION2
Black	4331
coloured	1633
indian_asian	1575
None	1057
other	102
white	1292
Grand Total	9990



Age group viewrship per Province



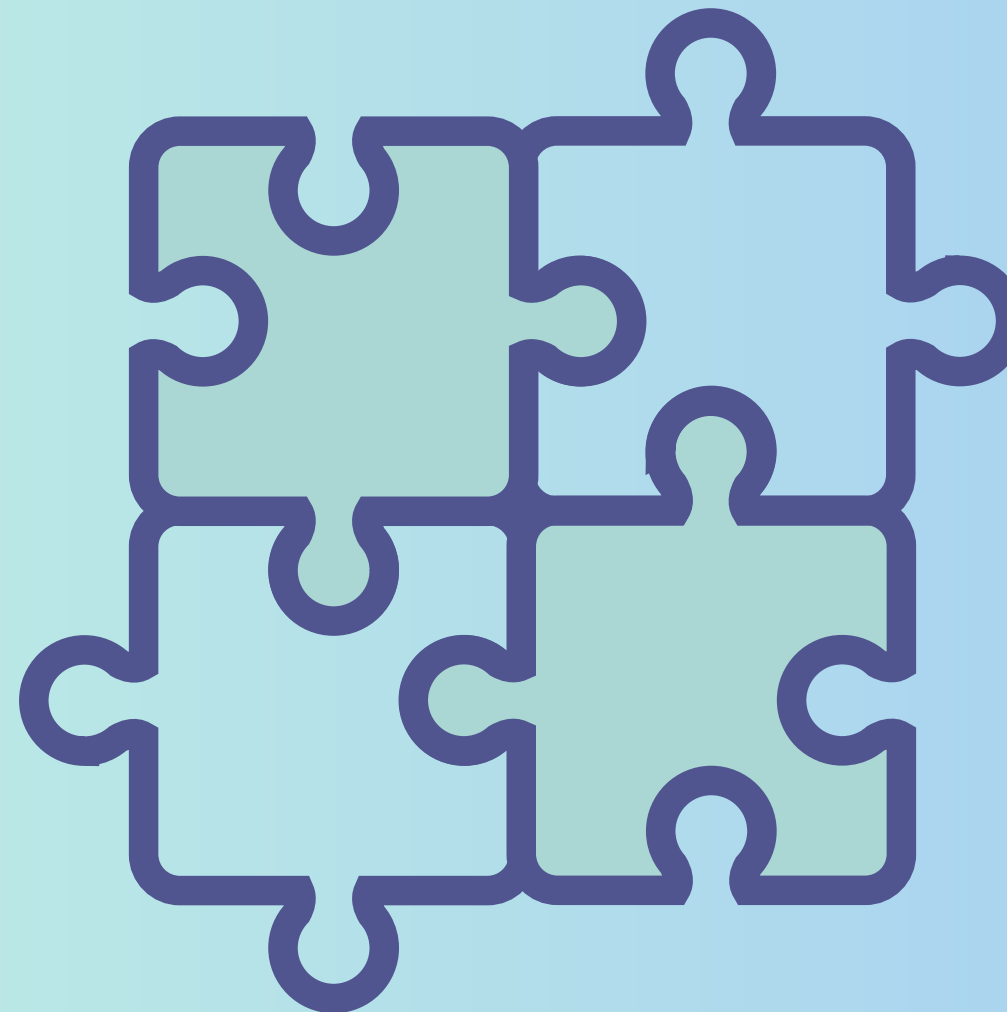
RECOMMENDATIONS

AREA

Gauteng Has the largest group of viewers than most viewing province for people at age 17-50 years. therefore .laveraging social media advertisemen,prioritizing digital,radio and bill board can increase customers and increase profit.

AGE GROUP

focusing on product type can improve revenue.strutegising on studentsand providing flexible financing plan.providing deals that accomodate all family members.



TIME

viewrship times asist with detertiming which chneels are watched the most.in this case the age group and location plays a role on what is being watched .in recommendation a system needs to bcreated that that sport the channels that viewers likes the most and suggest same conntact based on the area

RACE

the results has indicated that black people are the onw that watches tv the most.one can conclude that bright light can sell packages that is suitable for for black people affordability inorder to make profit.pridict channela that is relevent to their life style.

*Thank you,
very much!*