



Bright TV case study

Viewership Analysis

November 2025

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INTRODUCTION

Problem Statement

The core problem is to determine which customer metrics and patterns can be leveraged to drive measurable growth.

Objective

To lay out actionable insights to grow the company's subscription base for this financial year.

Focus

- - Customer Segmentation
- - Content Performance
- - Marketing Effectiveness

METHODOLOGY



DATA SOURCED FROM
EXCEL



DATA PROCESSED AND
CLEANED IN SNOWFLAKE
USING SQL



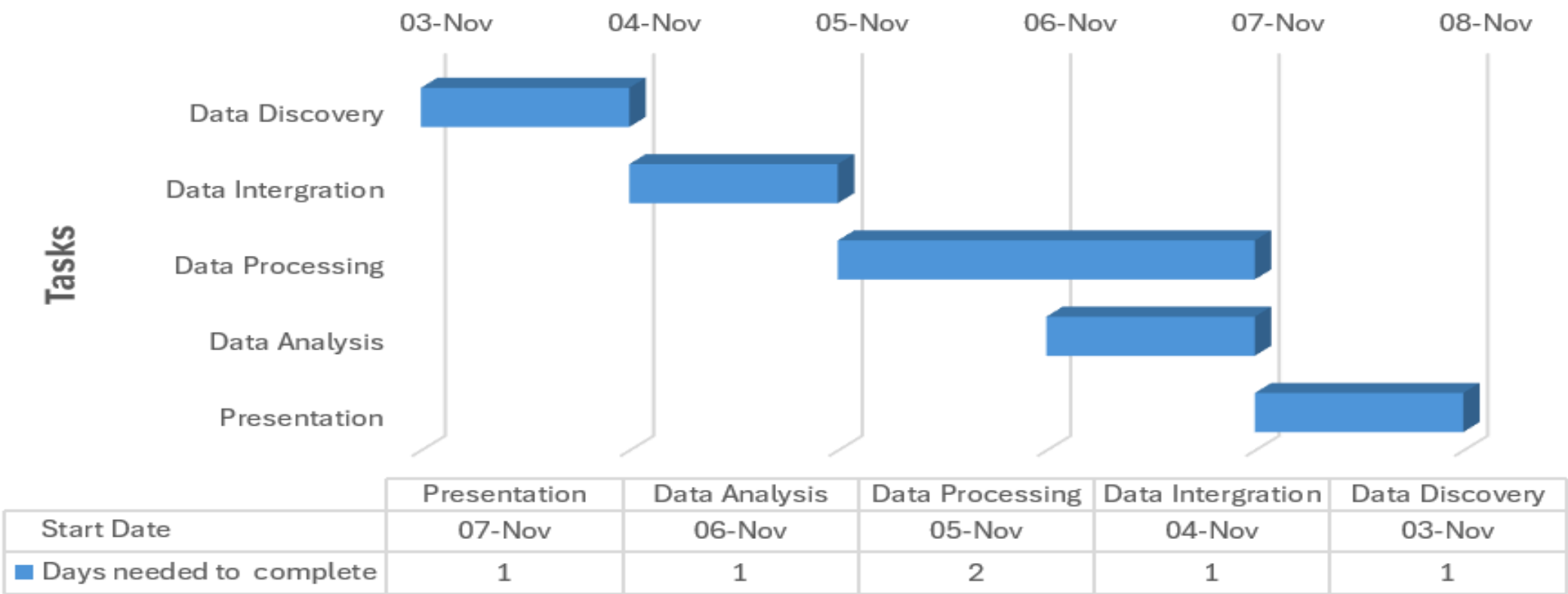
VISUALISATION IN EXCEL
DASHBOARD



INSIGHTS PRESENTED IN
POWERPOINT

PROGRESS MONITORING

Gantt Chart



A magnifying glass is positioned over a bar chart. The chart features blue and green bars grouped by quarter. The text 'ANALYSIS BREAKDOWN' is centered in white. A white horizontal line is drawn below the text, extending from the left edge of the magnifying glass handle to the right edge of the magnifying glass frame. The background chart shows a downward trend in values from Q1 to Q4.

ANALYSIS BREAKDOWN

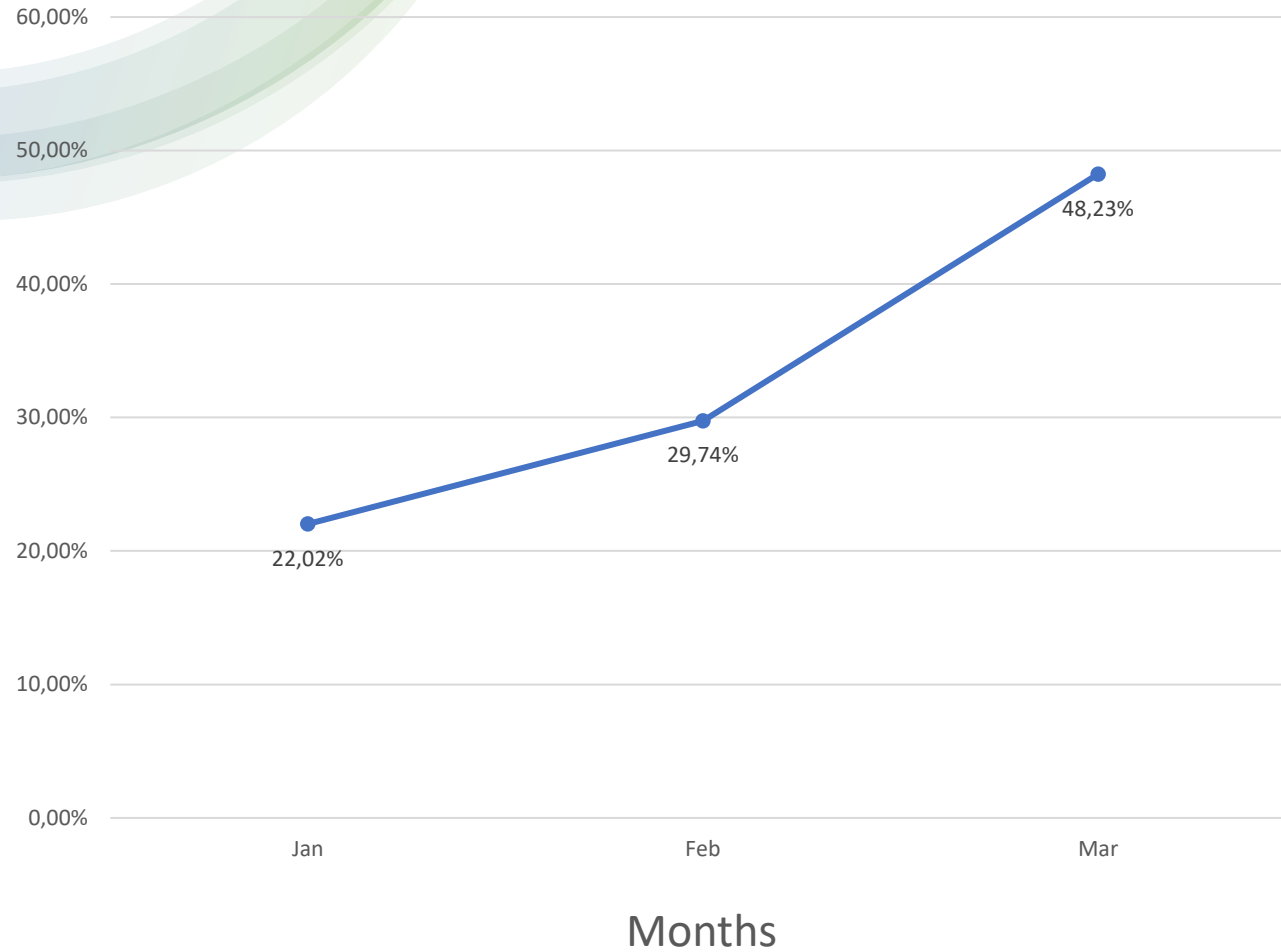
Q2

Q3

Q4

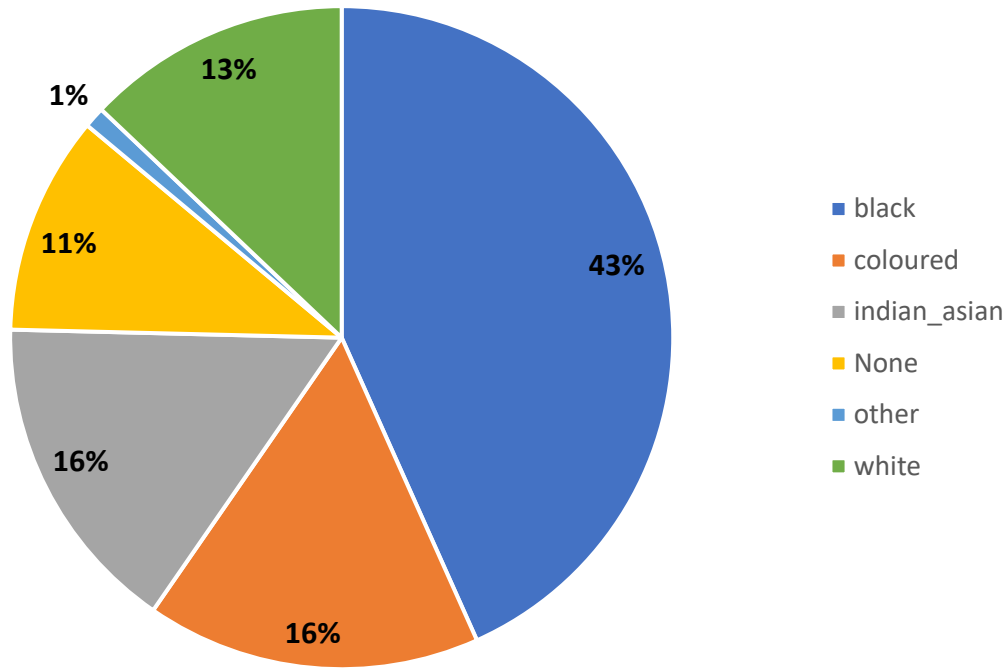
Viewership Growth Over Time

Viewership By Months

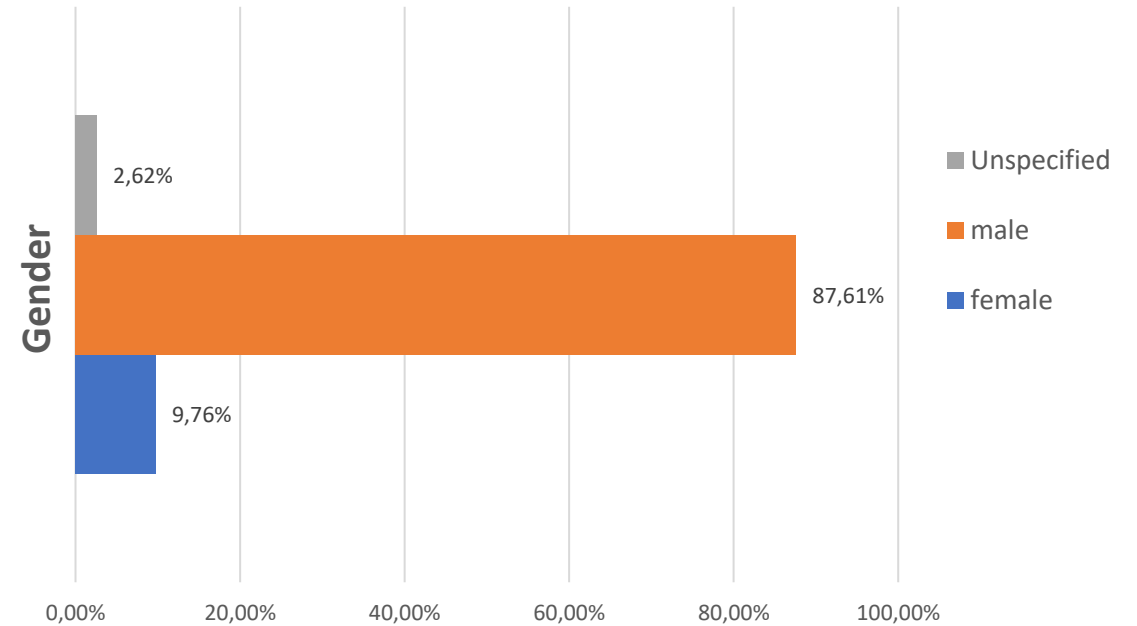


- Viewership from January has been increasing.
- Over the past three months, total viewership has grown by 26,23%

Viewership distribution by Race

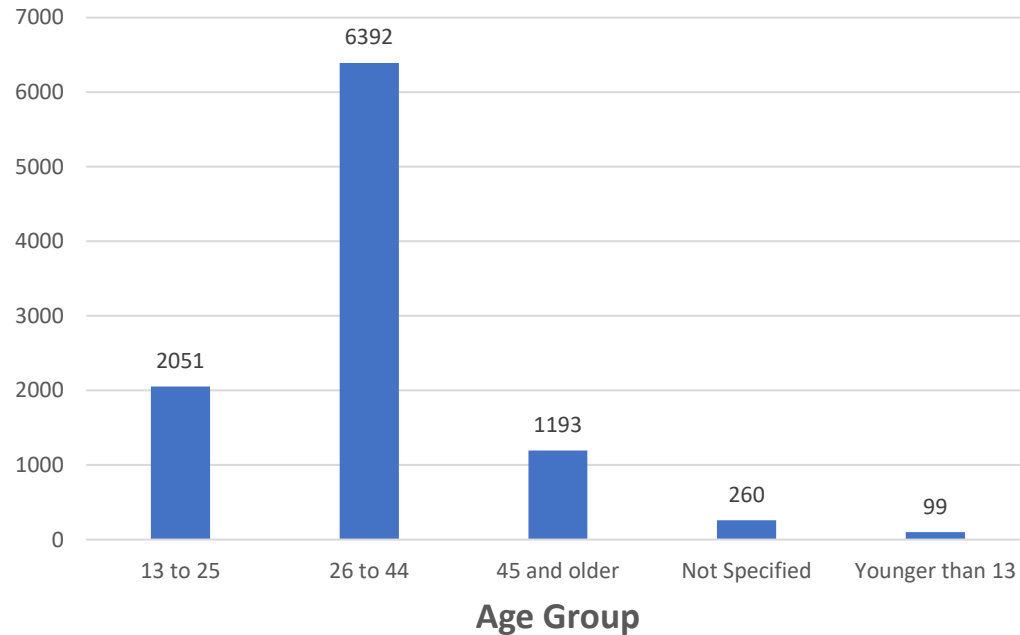


Viewership by Gender

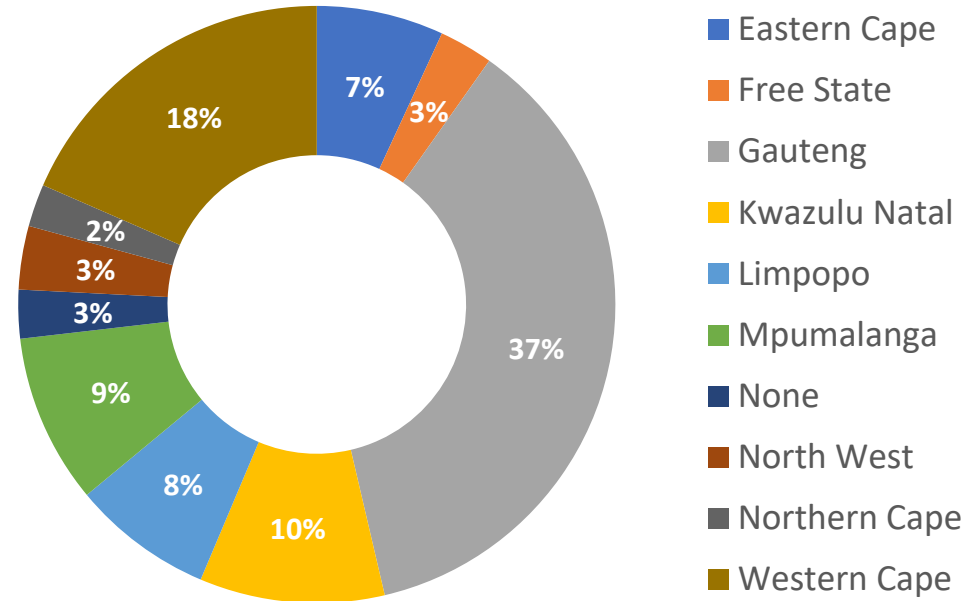


- The highest viewership record from the past three months emerged from black people with the total percentage of 43%.
- Based on gender, male people hit 88% of the total viewership which is the highest.

Viewership by Age group

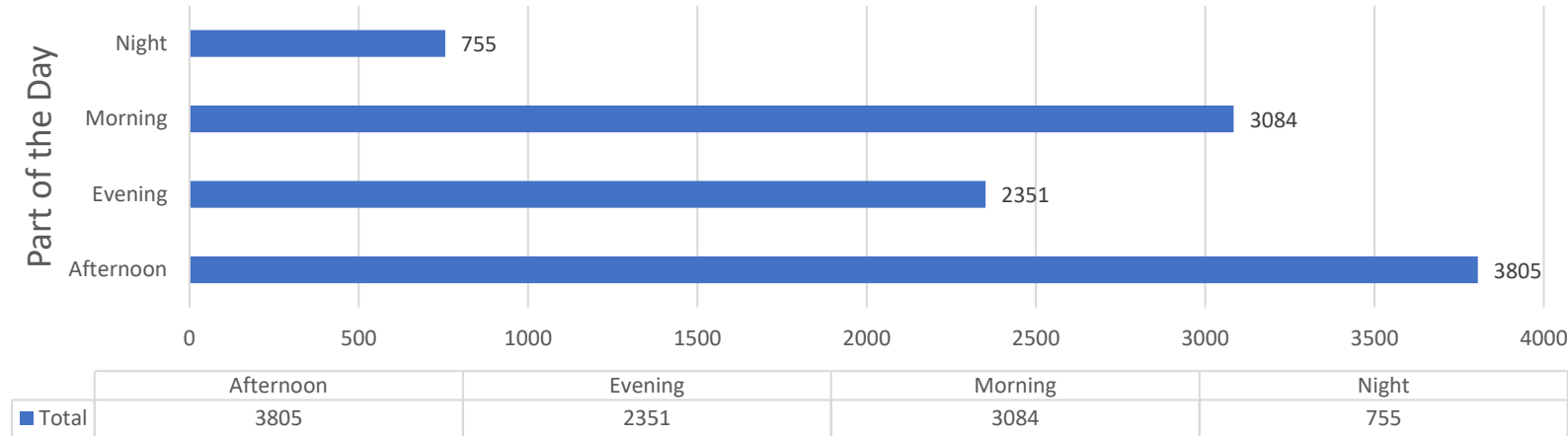


Viewership distribution by Province



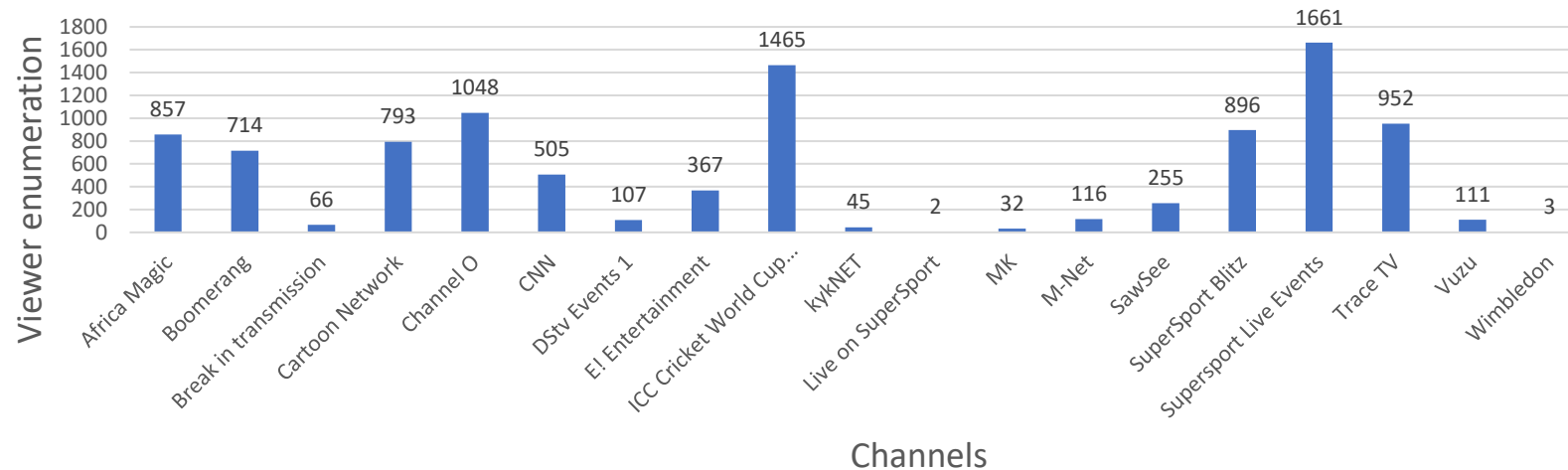
- The highest total viewership record was observed in Gauteng with 37% across all provinces.
- Based on the age group, people of ages between 26 to 44 have the highest viewership with the enumeration of 6392.
- People on ages 13 and younger have the lowest enumeration on 99.

Viewership by parts of the day

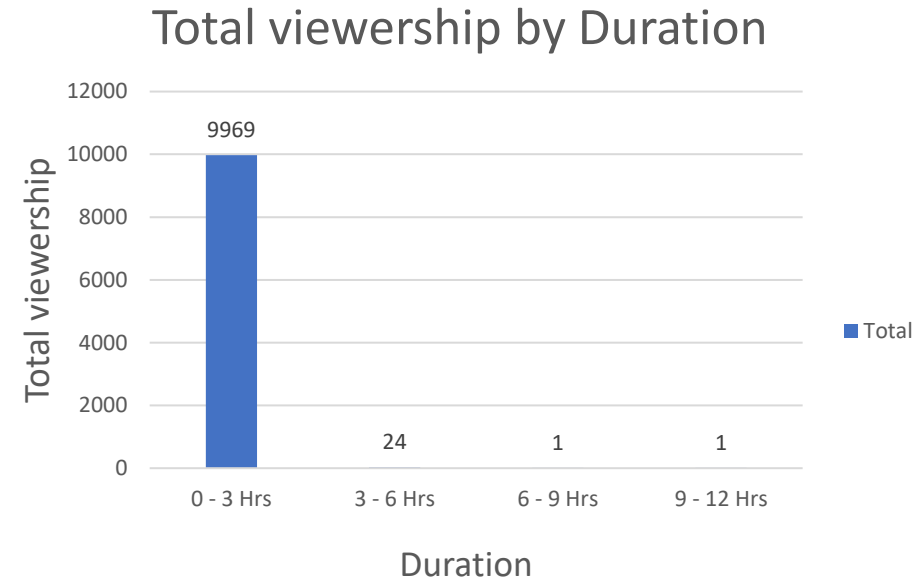
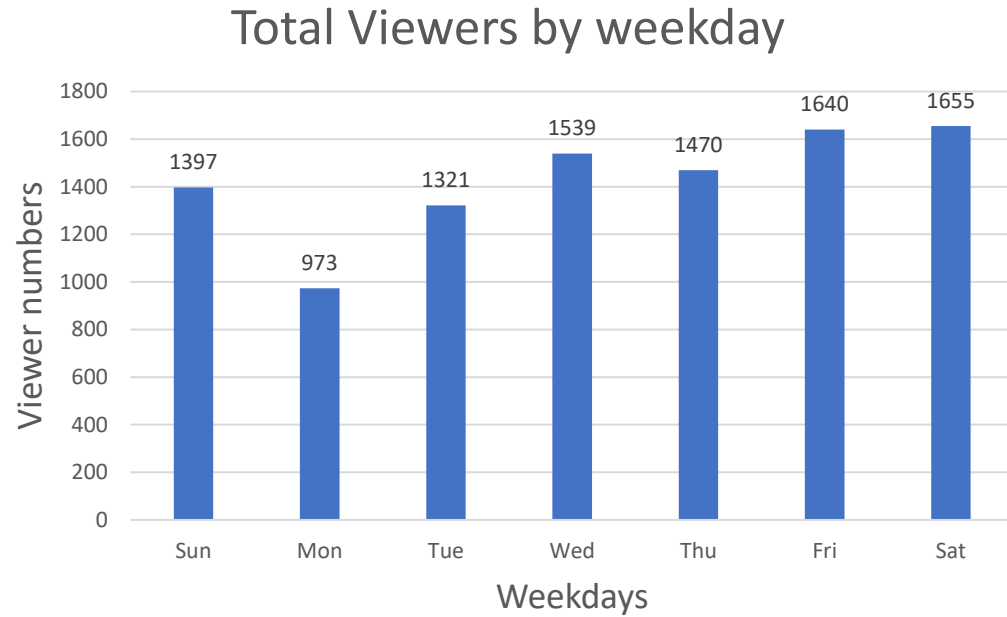


- Afternoons have the highest viewings, it is the most used time of the day with the total view of 38%.
- Nights appears to be the lowest used time of the day with the total view of 7%.

Total Viewership by Channels



- Supersport Live Events and ICC Cricket World Cup 2011 are the most watched channels since they both have high enumeration.
- It can be concluded that majority of viewers are males.



- Nearly all views—99%—occur within the first three hours.
- Fridays record the highest viewership, marking a 75% increase compared to Mondays.
- This suggests that audiences are more engaged with channels on Fridays and Saturdays than at the start of the week.

Variables that impact viewership

Population and societal influences

- Younger audiences often enjoy quick, bite-sized content, while older viewers are more likely to favor conventional television programming.
- People often choose to watch media during particular times that fit into their daily schedules.
- Content presented in a local language or that reflects cultural traditions tends to appeal to specific groups of viewers.

Technology Access and Use

- The type of technology people use—like smartphones, tablets, or smart TVs—affects their viewing habits and locations.
- Having a reliable internet connection plays a big role in whether people can use streaming platforms.
- Well-made content with strong visuals and sound tends to grab attention and keep viewers engaged.

CONCLUSION AND RECOMMENDATIONS

- Since audiences tend to tune in less on Mondays—often due to stress—launching uplifting reality-based content early in the week can help boost engagement.
- Offer culturally relevant drama series with familiar themes that run under three hours to maintain viewer interest.
- Implement targeted online marketing strategies tailored to different audience segments.
- Direct programming and outreach efforts toward university students, college communities, and township-based viewers.



THANK YOU

Nonkululeko Mokansi