

Qwest: Dashboard Storyboard





Description of Dashboard

- This dashboard will utilize the following tools:
 - Flask template
 - Javascript objects to be hosted on an interactive website
 - Graphs and images created using Python and Pandas
 - Database stored on AWS
- Interactive elements
 - Tick boxes and drop down menus will be used throughout the dashboard
 - More detailed descriptions of the options within each menu will be presented where relevant



Landing Page

Description of Qwest and project goals

QWEST^{TV}

WHERE GREAT MUSIC MEETS

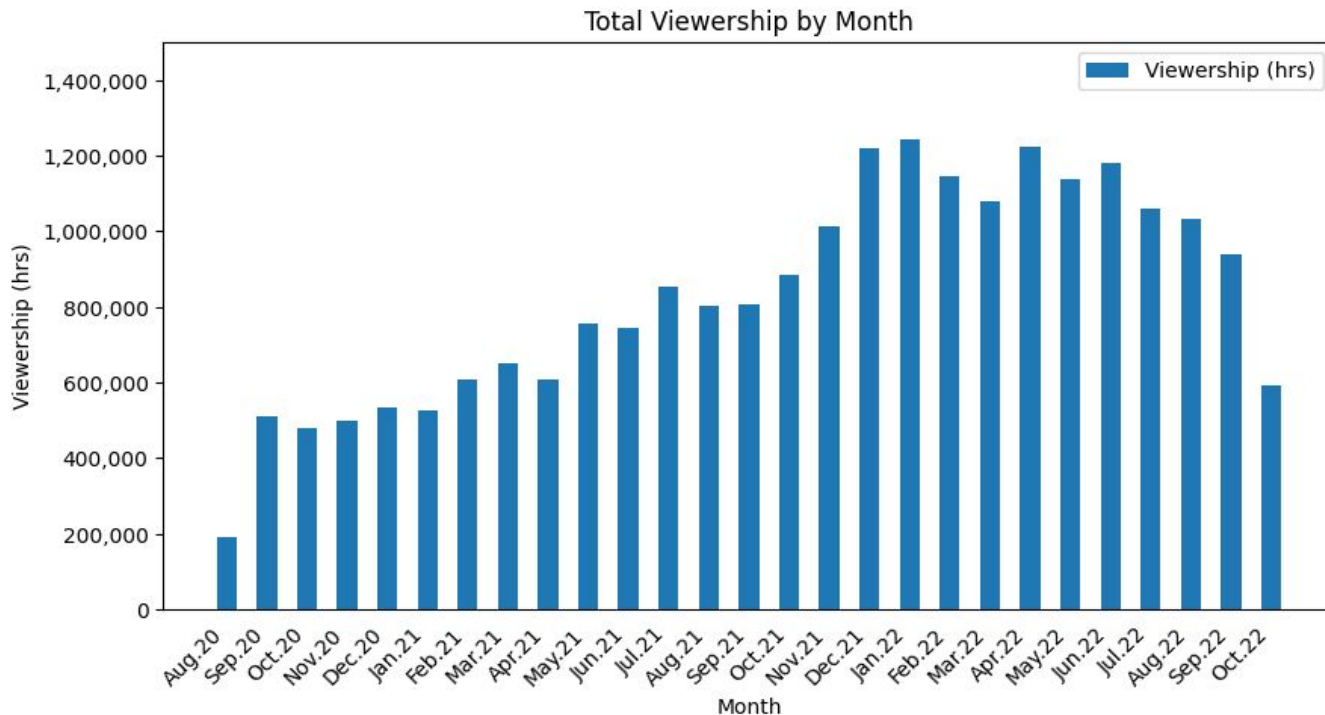
Qwest Analytics

Viewership and Revenue

According to PwC's latest Global Entertainment & Media Outlook 2022, the streaming video industry was valued at \$79.1 billion in revenues worldwide in 2021 and will continue to grow at a pace of 7-10% annually for the next few years. The big driver of opportunity is a major shift by all major players in the subscription video space (Netflix, Amazon Prime Video, Disney+, Paramount+, Peacock) to hybrid streaming models that combine lower-priced, ad-supported tiers with more premium, ad-free tiers. Across the streaming video industry, content providers and distributors are moving into big data to analyze subscriber funnels and viewership patterns to optimize content production/acquisition costs, help with programming decisions, improve content recommendation to their users and ultimately drive subscriber and advertising revenue.



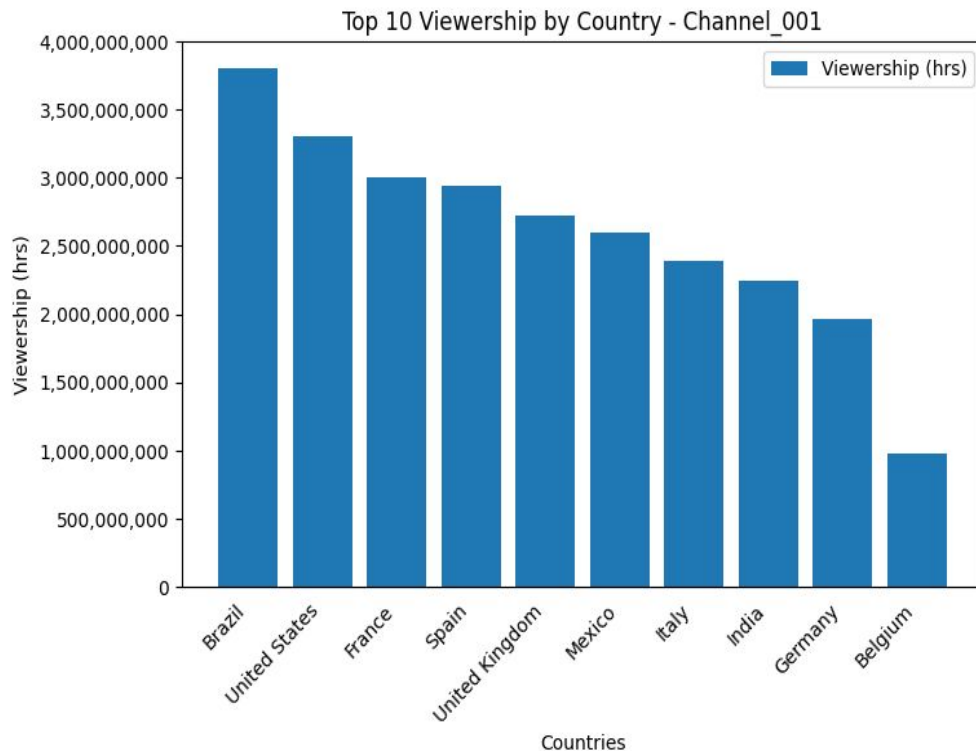
Total Viewership by Month





Top Viewership by Country

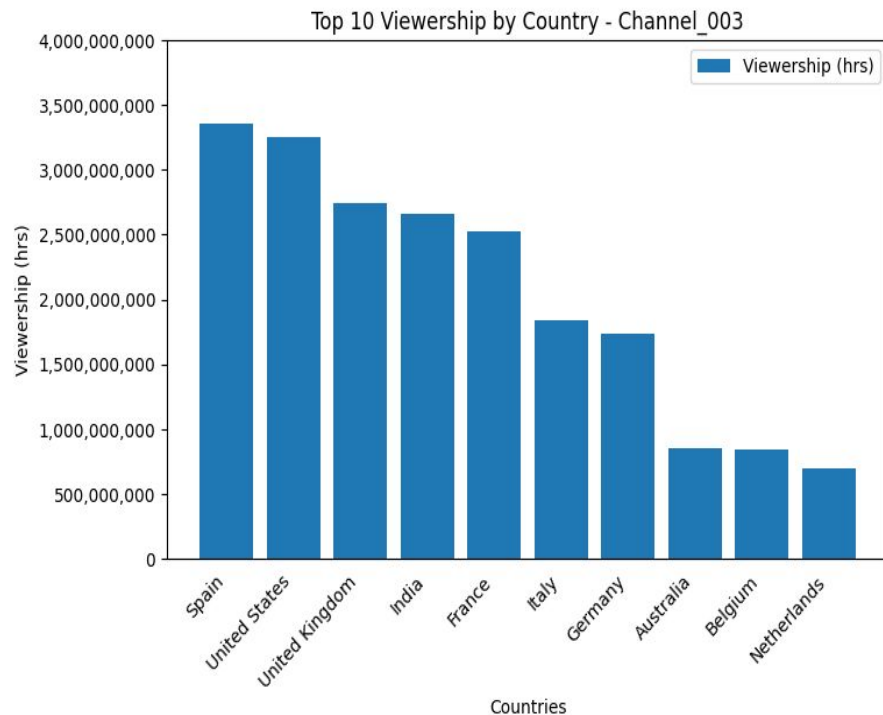
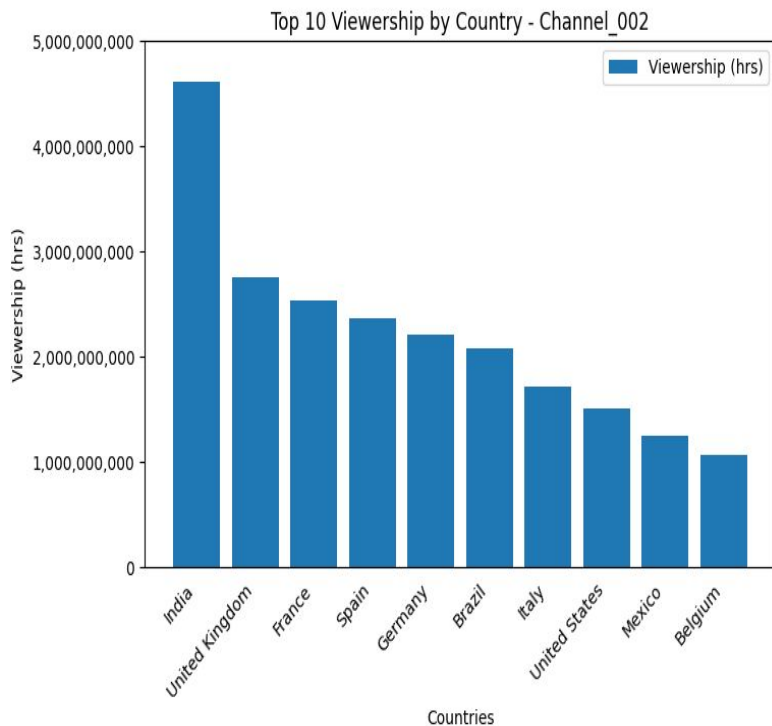
- Series of bar graphs displaying top 10 countries based on total hours of viewership
- Interactive element
 - Drop down menu for each of the three channels





Viewership by Country - Channel 2 and 3

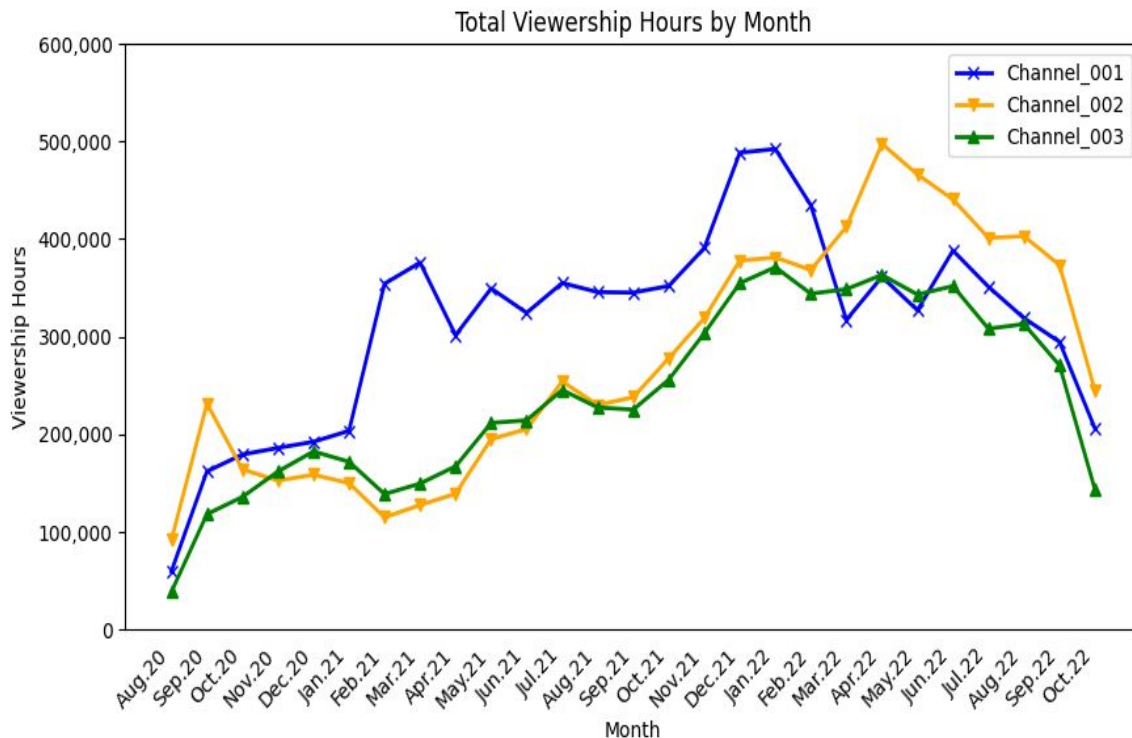
Graphs





Viewership by Channel

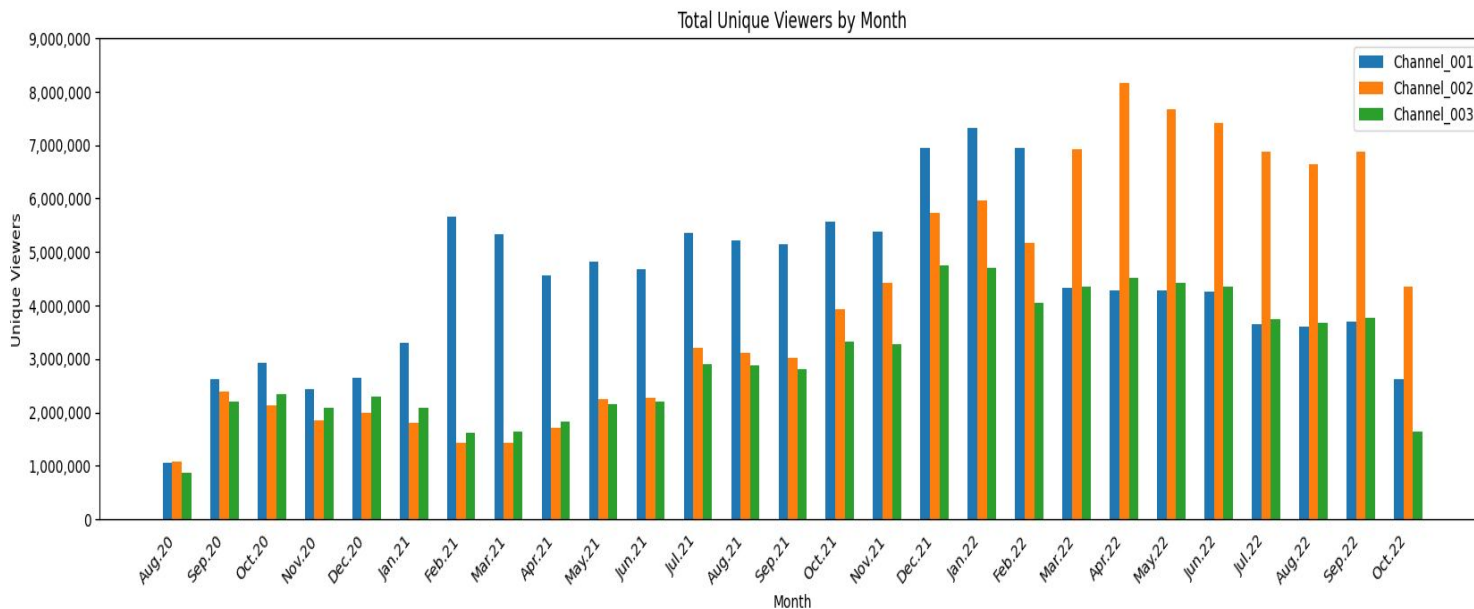
- Line graph tracing monthly viewership from August 2020 to October 2022
- Interactive element
 - Drop down menu for channel selection





Unique Viewers by Month

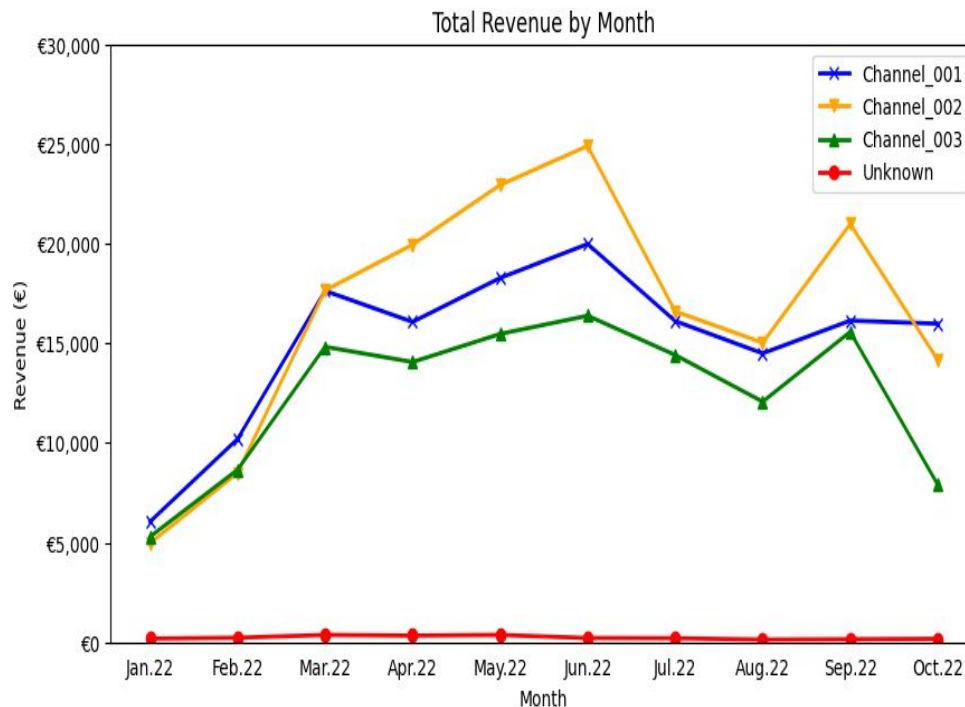
- Total unique viewers by month
- Interactive element
 - Tick boxes to select channel 1, 2, and/or 3





Total Revenue by Month

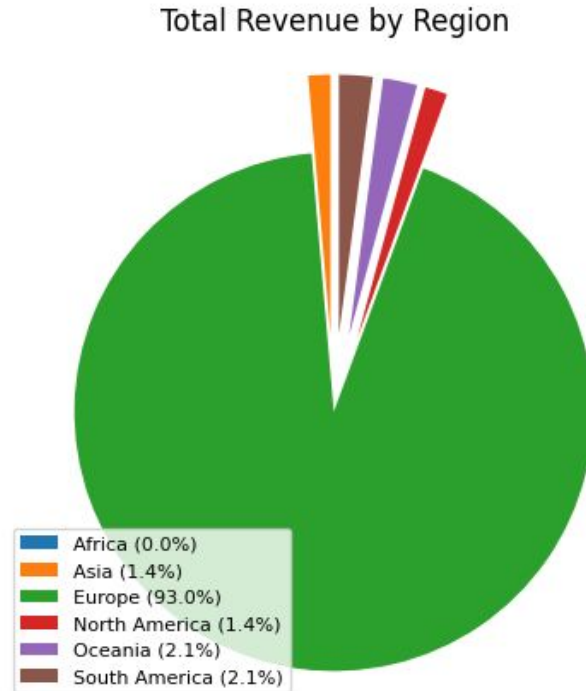
- Total monthly revenue in Euros from January 22 to October 2022
- Interactive element
 - Tick boxes for Channel 1, 2, 3, and/or Unknown





Total Revenue by Region

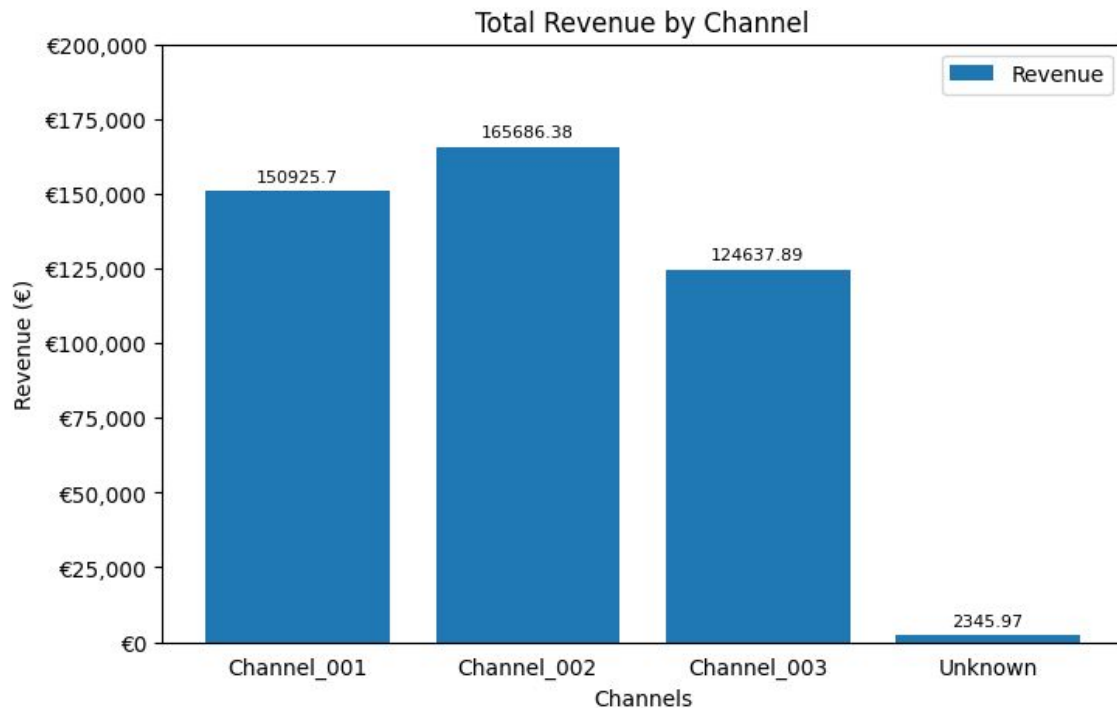
- Total revenue in Euros by regions
- Regions include Africa, Asia, Europe, N. America, Oceania, and S. America





Total Revenue by Channel

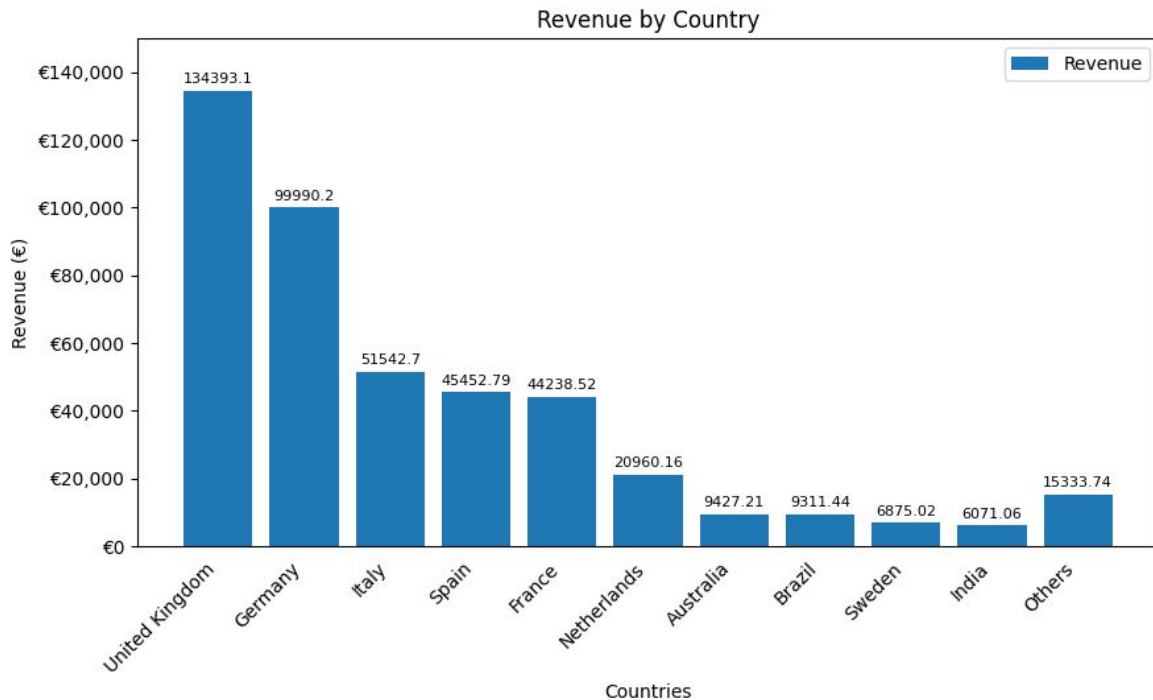
- Total revenue in Euros by Channel





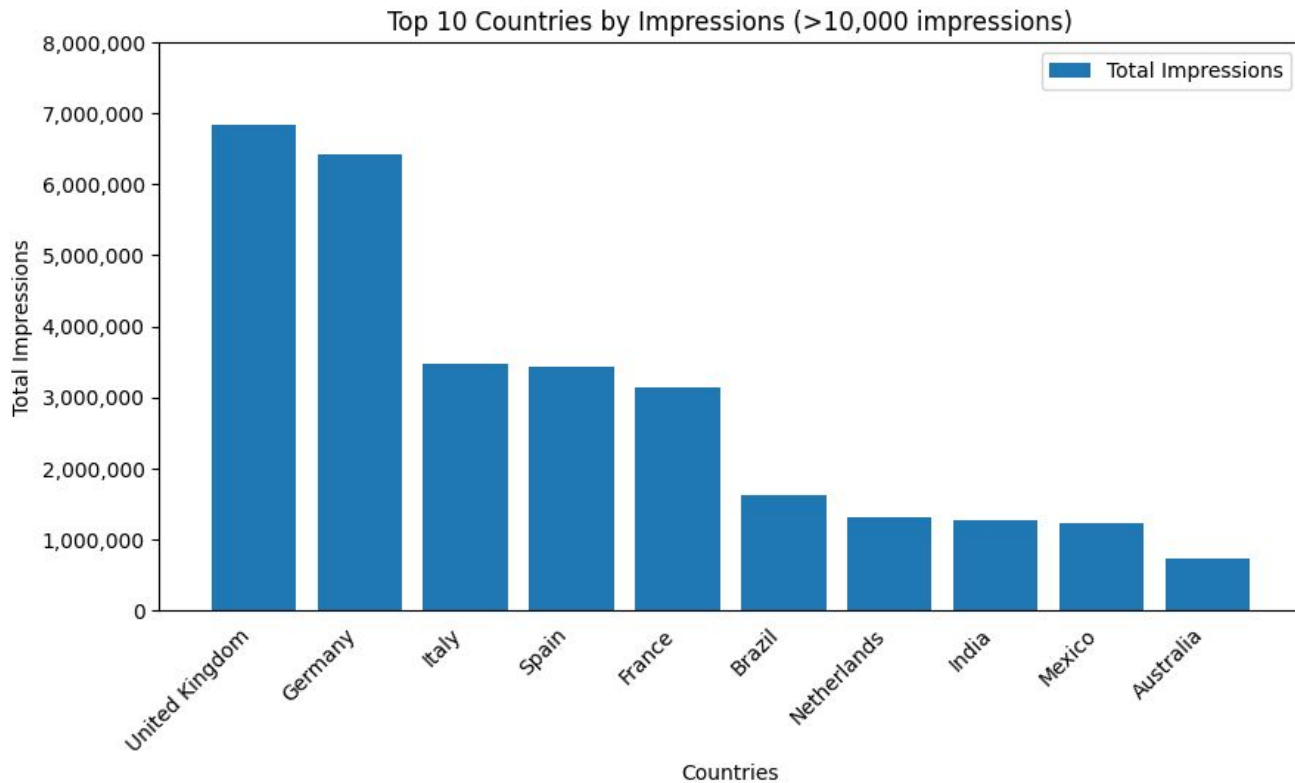
Revenue by Country

- Revenue by Country in Euros
- Stretch goal
 - Interactive element of text box search function for countries





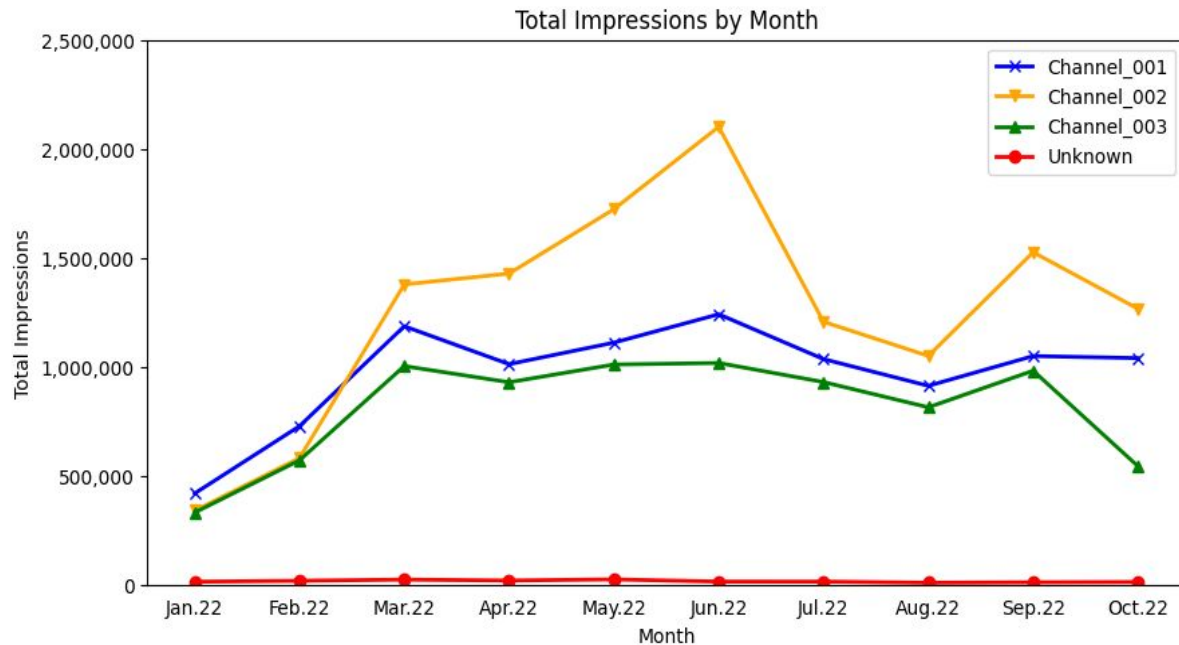
Top 10 Countries by Impression





Total Impressions per Month

- Total impressions by month from Jan 22 to Oct 22
- Interactive element
 - Tick boxes for Channel 1, 2, 3, and/or Unknown





Machine Learning

- Presentation of graphs for machine learning model predictions for revenue in next 2 quarters
- Display machine learning model results for content recommendations based on viewership data