

# Qwest: Dashboard Storyboard

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# Landing Page

Description of Qwest and project goals

# QWEST<sup>TV</sup>

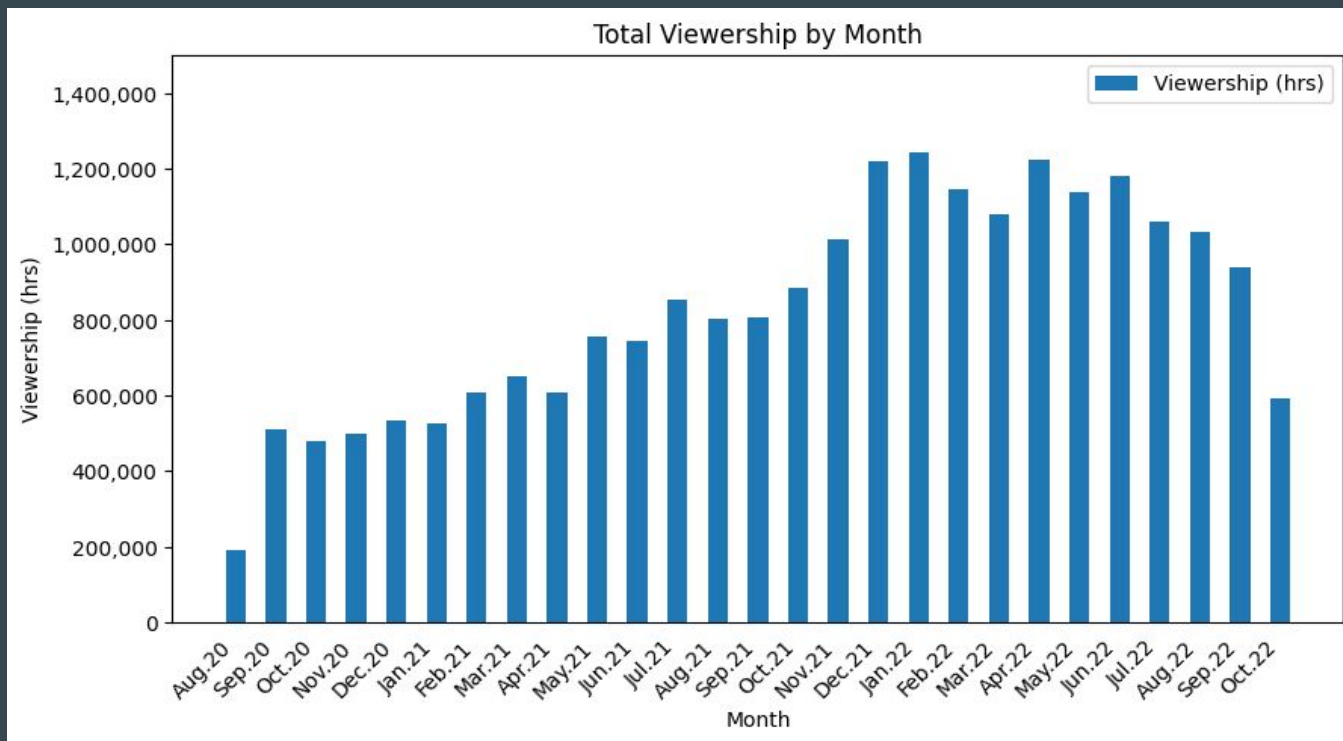
**WHERE GREAT MUSIC MEETS**

## Qwest Analytics

### Viewership and Revenue

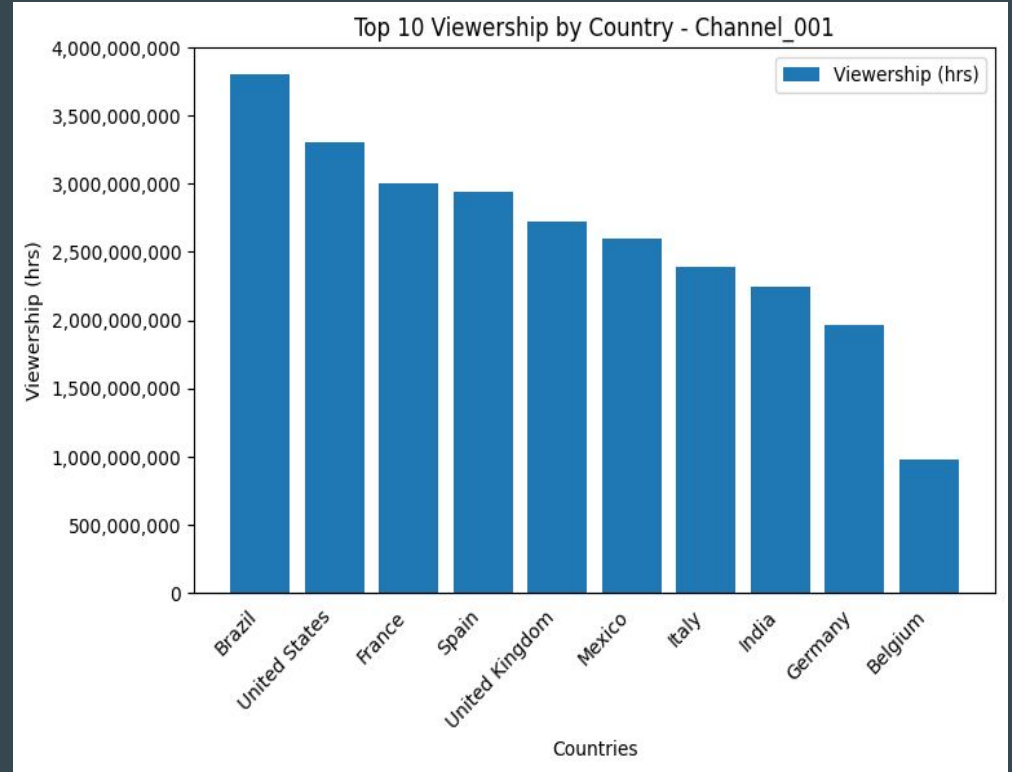
According to PwC's latest Global Entertainment & Media Outlook 2022, the streaming video industry was valued at \$79.1 billion in revenues worldwide in 2021 and will continue to grow at a pace of 7-10% annually for the next few years. The big driver of opportunity is a major shift by all major players 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



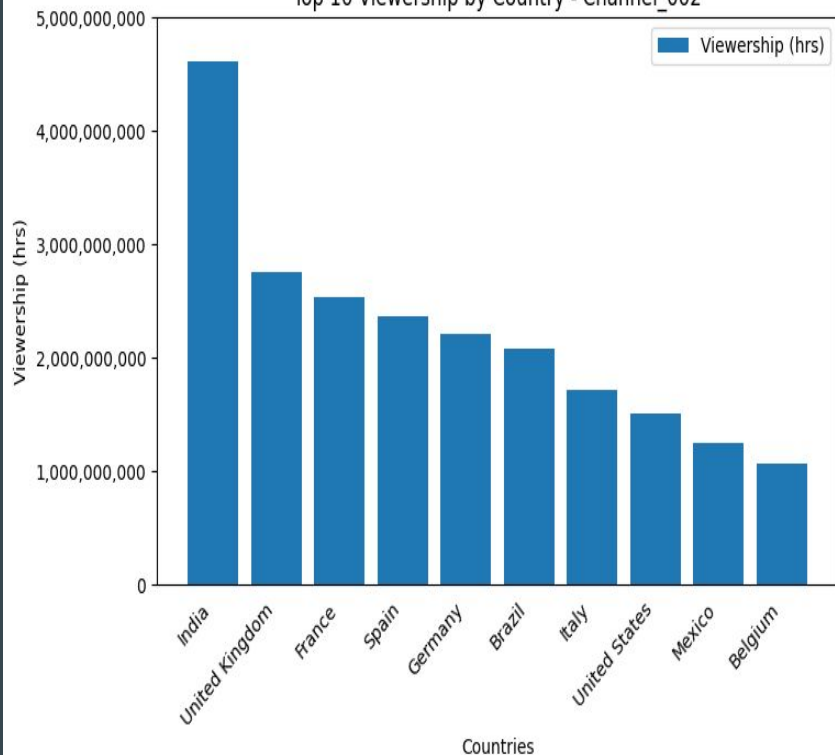
# Top Viewership by Country

- 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

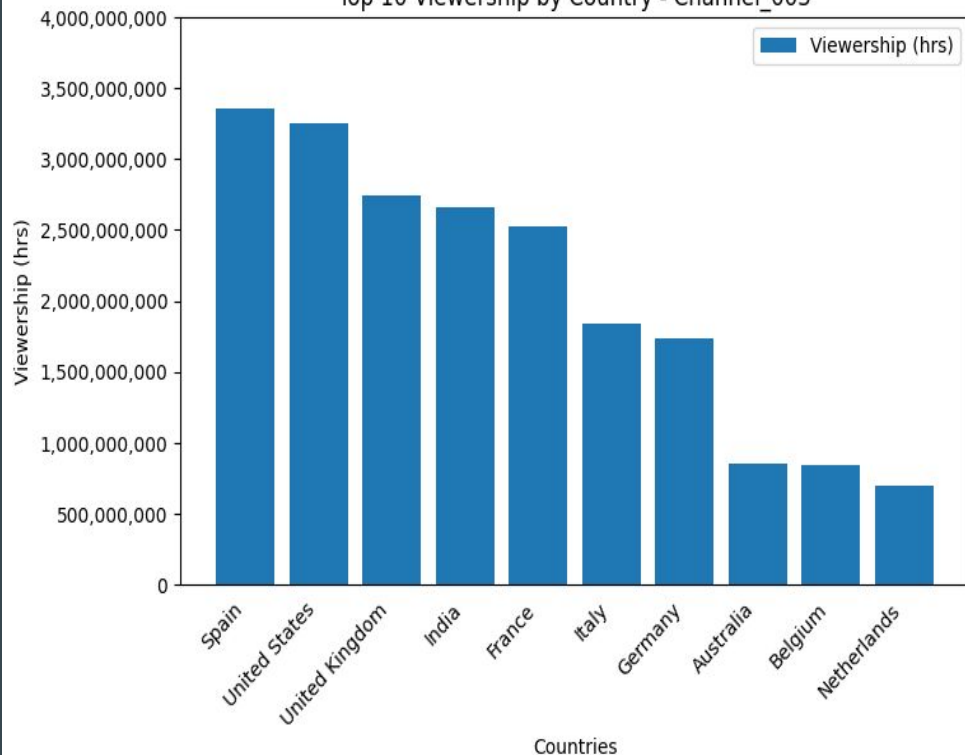


# Viewership by Country - Channel 2 and 3 Graphs

Top 10 Viewership by Country - Channel\_002

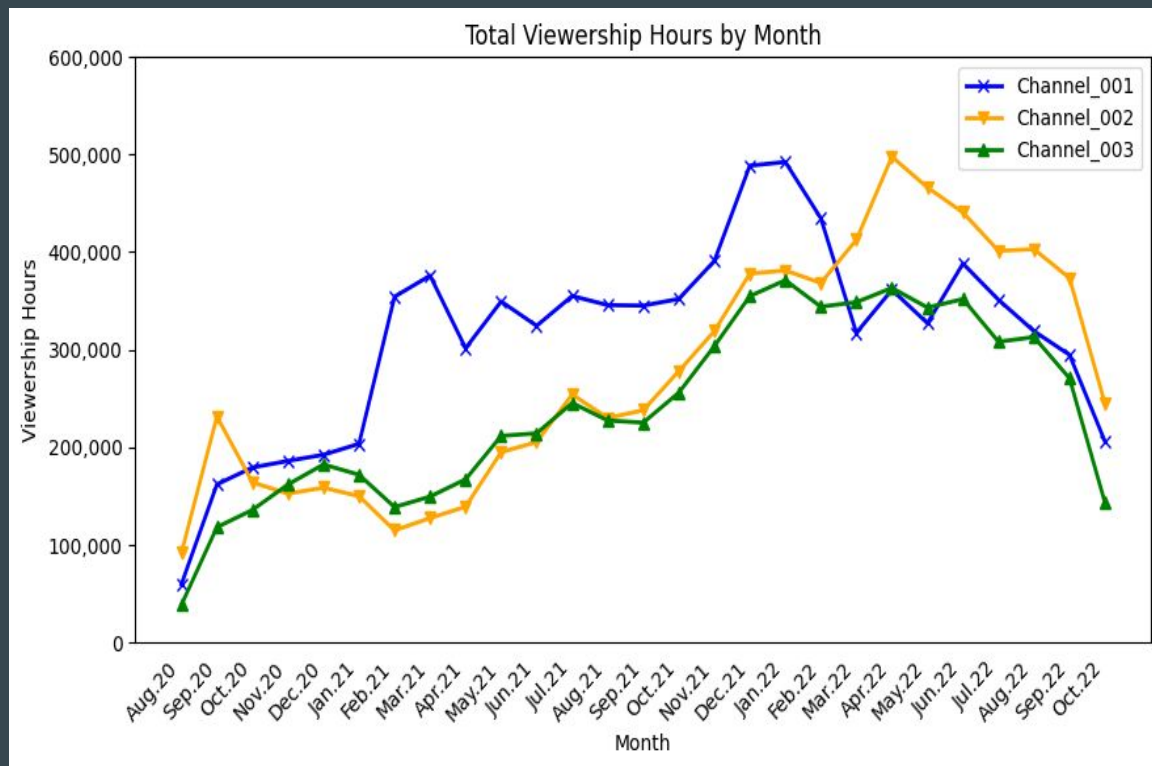


Top 10 Viewership by Country - Channel\_003



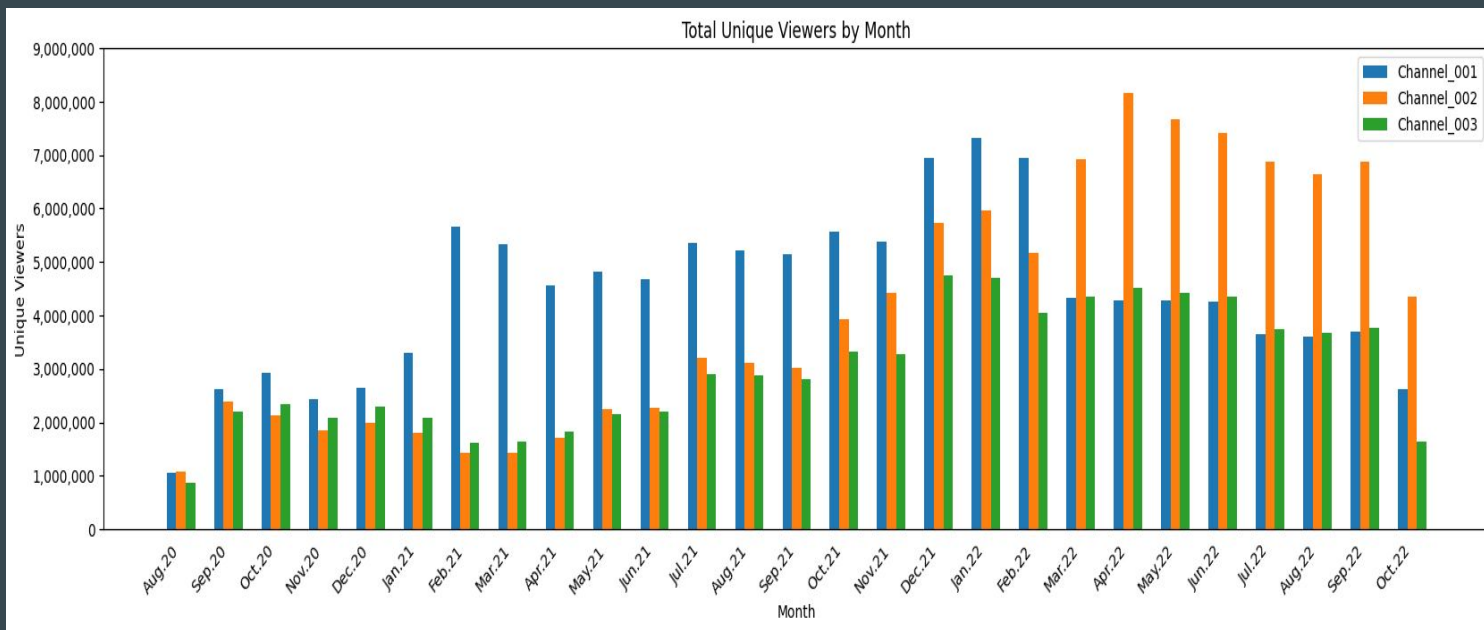
# Viewership by Channel

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



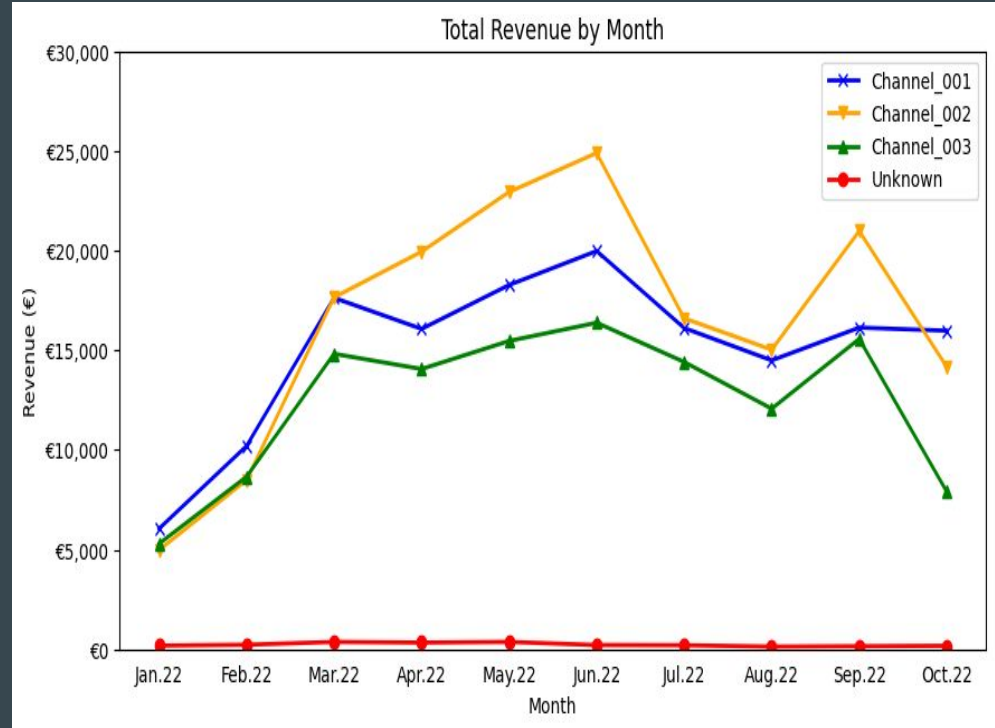
# Unique Viewers by Month

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



# Total Revenue by Month

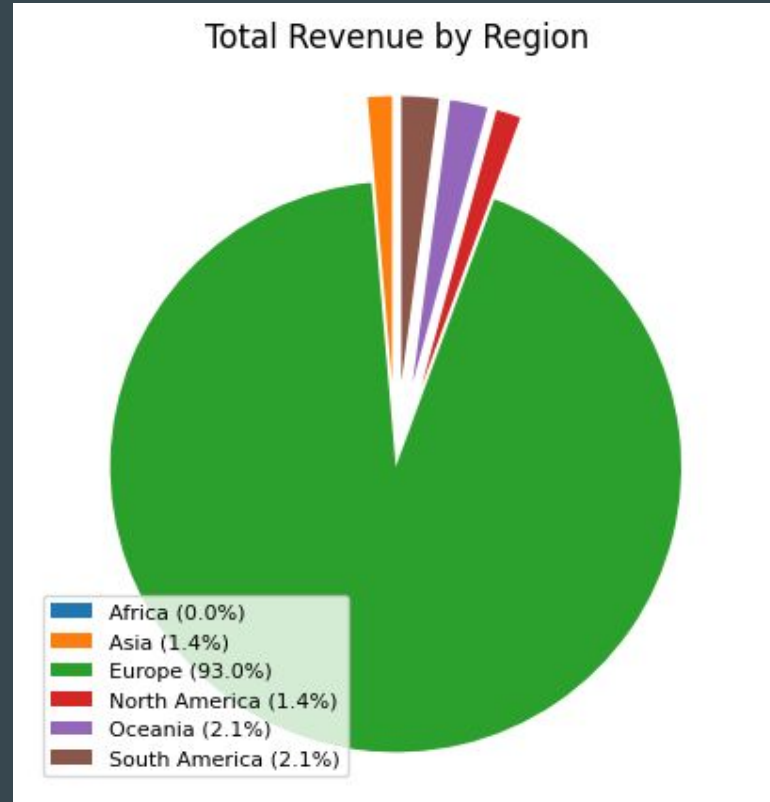
- Total monthly revenue in Euros from January 22 to October 2022
- Interactive element
  - Tick boxes for Channel 1, 2, 3, and/or Unknown





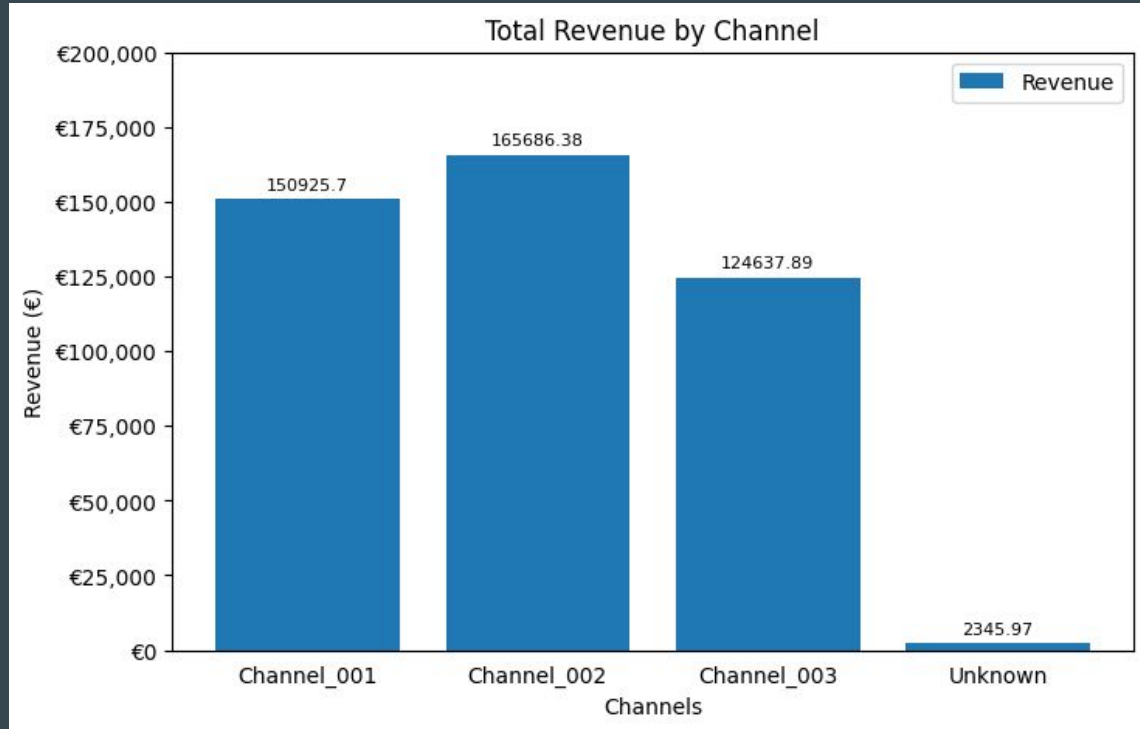
# Total Revenue by Region

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



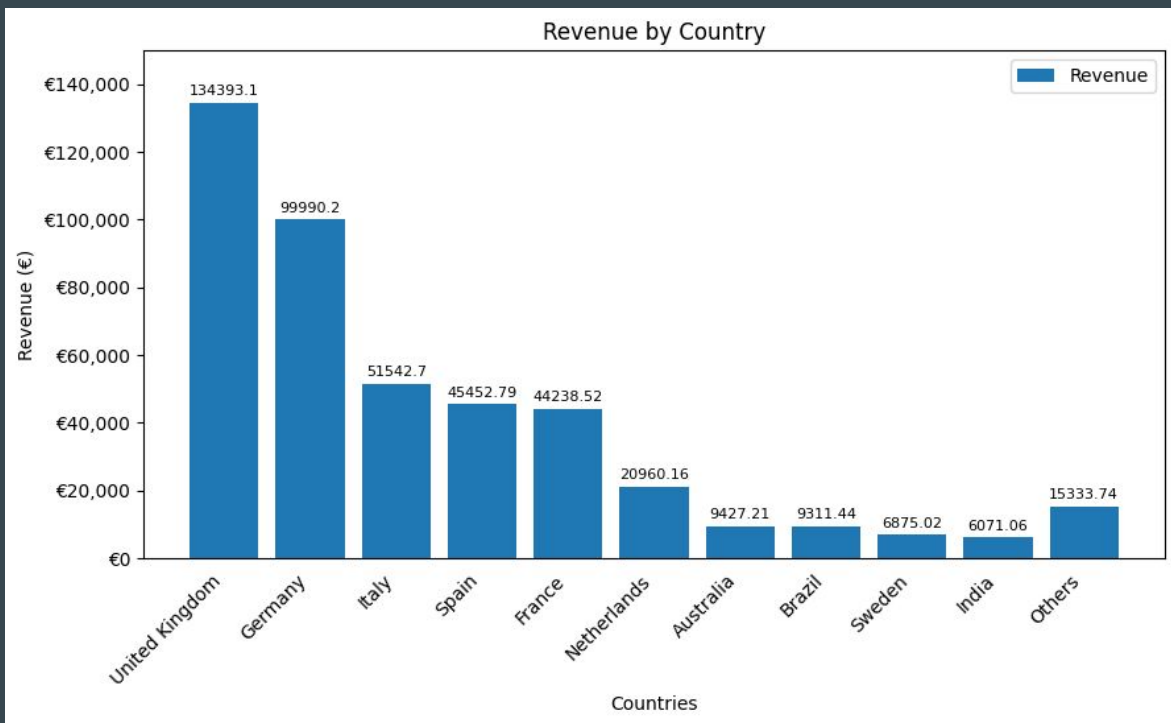
# Total Revenue by Channel

- Total revenue in Euros by Channel

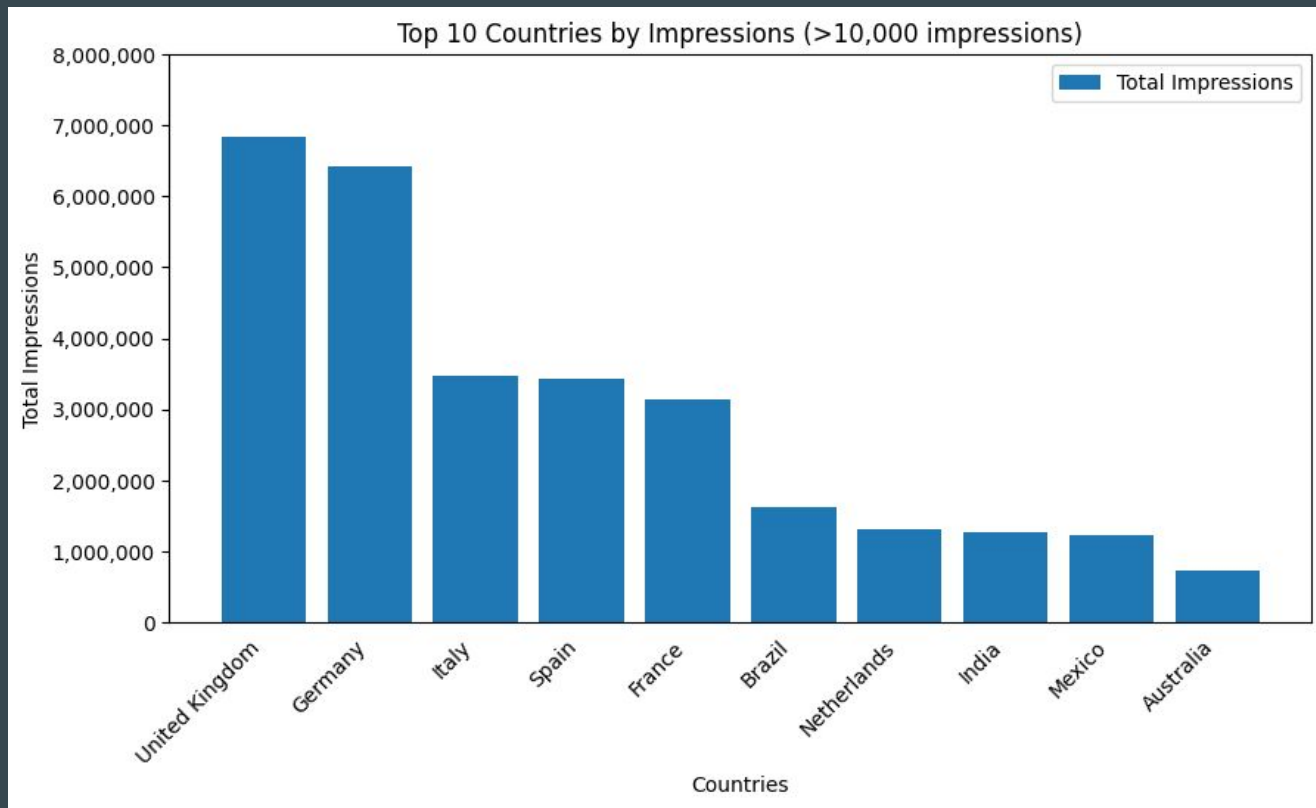


# Revenue by Country

- 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

