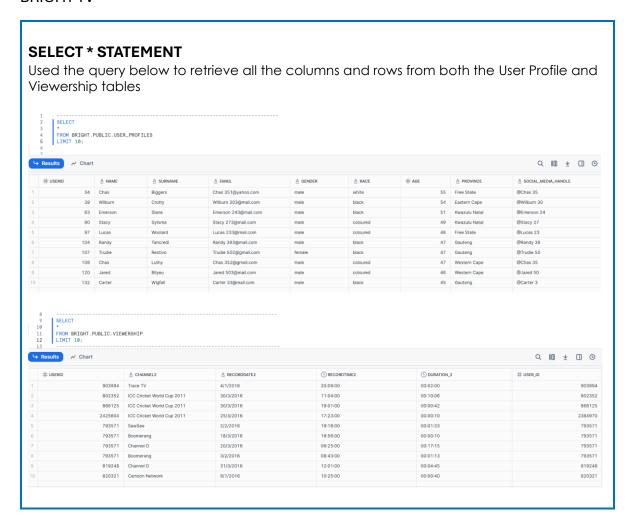
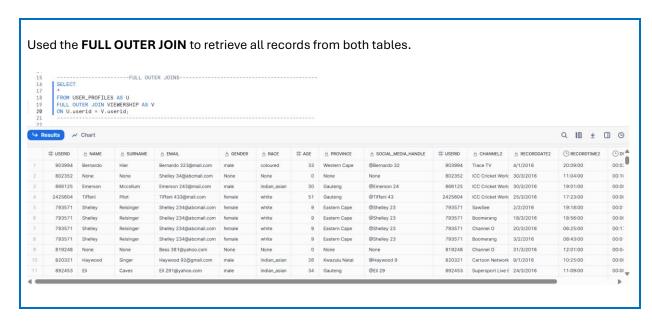
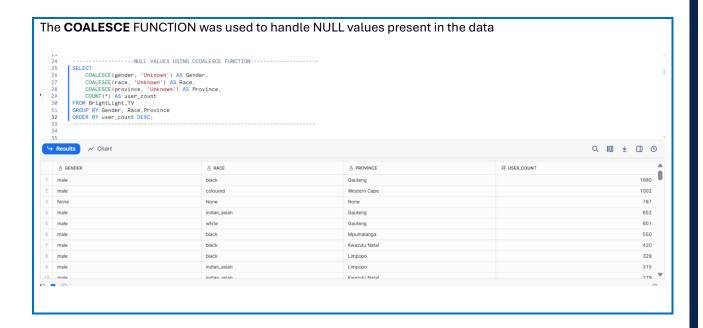
BRIGHT TV







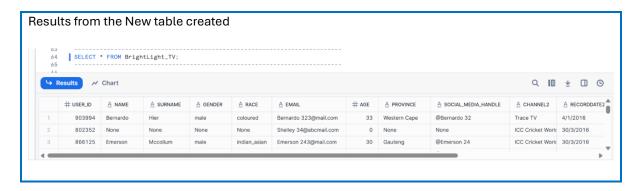
A new table was created to after performing the FULL OUTER JOIN to store the combined results from both source tables, including the matching and non-matching records.

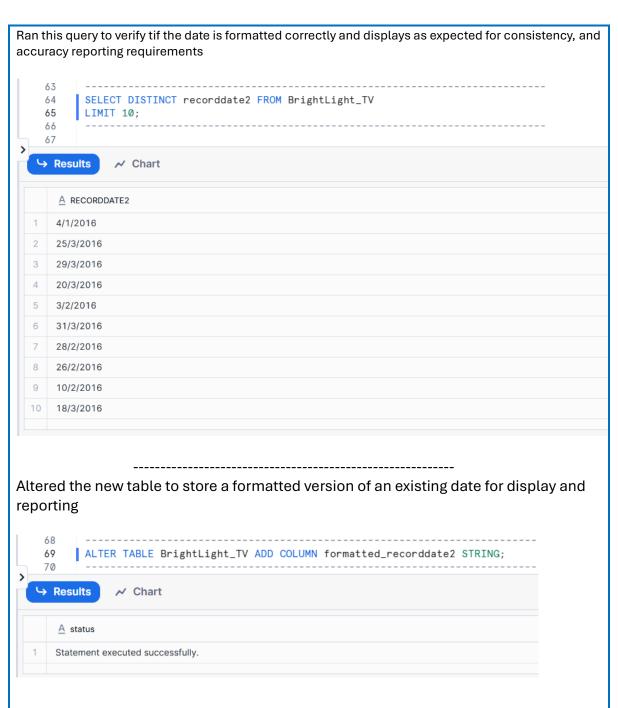
This allows for easier access, analysis, and further processing of the complete dataset without rerunning the join repeatedly.

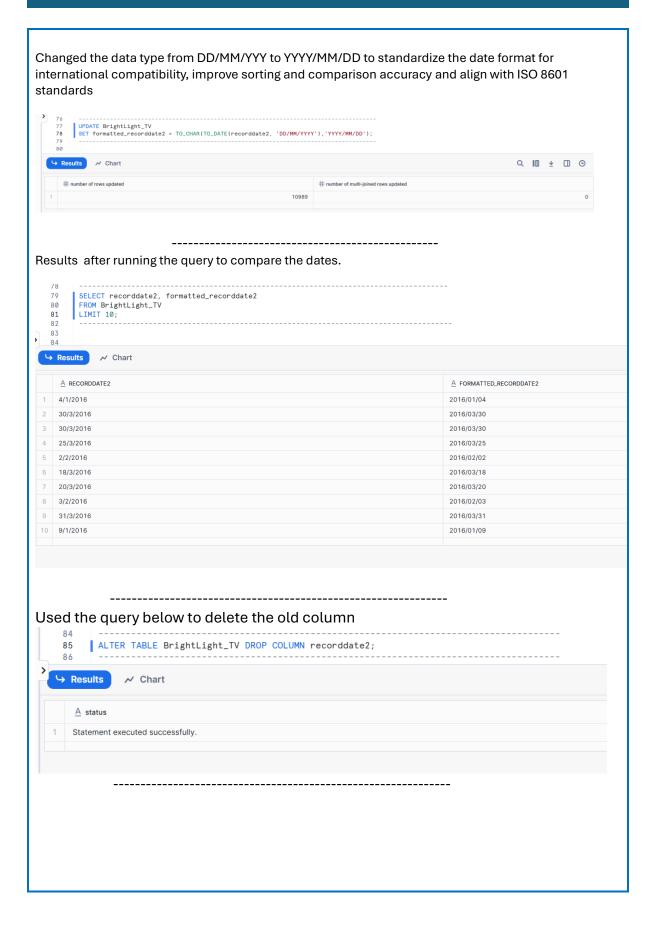
```
CREATE OR REPLACE TABLE BrightLight_TV AS(
                      SELECT
                            V.user id.
      39
      40
      41
                             surname
                            COALESCE(gender, 'Unknown') AS Gender,
COALESCE(race, 'Unknown') AS Race,
      43
      44
                             email,
                            age,
COALESCE(province, 'Unknown') AS Province,
      45
                            social_media_handle,
channel2,
recorddate2,
      47
      48
     49
>
      50
                             recordtime2,
                            duration 2.
      51
      52
                            --- Convert hh:mm:ss to total_seconds
SPLIT_PART(duration_2, ':',1)::INT * 3600 +
SPLIT_PART(duration_2, ':',2)::INT * 60 +
SPLIT_PART(duration_2, ':',3)::INT AS Duration_seconds,
      53
      55
     56
57
      58
                             --- Use the formula above for watch_time
                            FLOOR(
                                   UR(
| (SPLIT_PART(duration_2, ':',1)::INT * 3600 + SPLIT_PART(duration_2, ':',2)::INT * 60 + SPLIT_PART(duration_2, ':',3)::INT) /60
      60
      61
                      ) ||'min' AS Watch_time
FROM USER_PROFILES AS U
      63
      64
                       FULL OUTER JOIN VIEWERSHIP AS V
      65
                      ON U.userID = V.userID);
      66
      68
    → Results

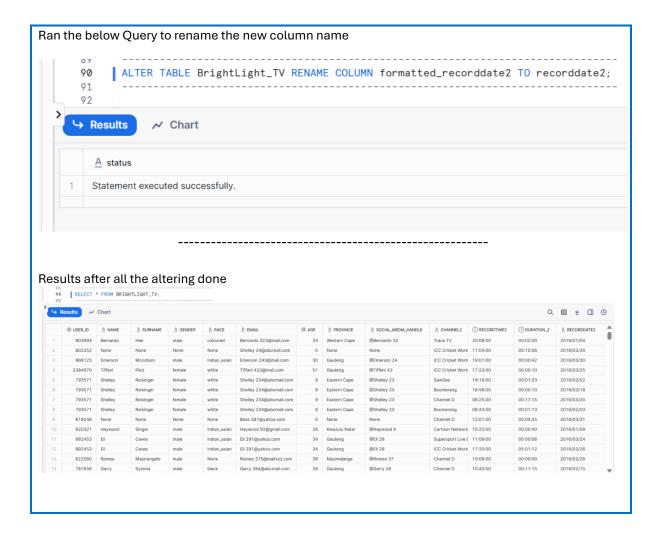
✓ Chart

         Table BRIGHTLIGHT_TV successfully created.
```









Used the CASE Statement to perform conditional logic that allows different output for Time Slots, Age Group and Moth to enable categorization within a Quey.

The results from this Query are used as the primary dataset for creating visualisations, ensuring the data is pre-processed, categorized or formatted appropriately for accurate and meaningful graphical representation

