



Bright TV Viewers ANALYSIS

Understanding viewers demographics,
age group and race to customize
packages



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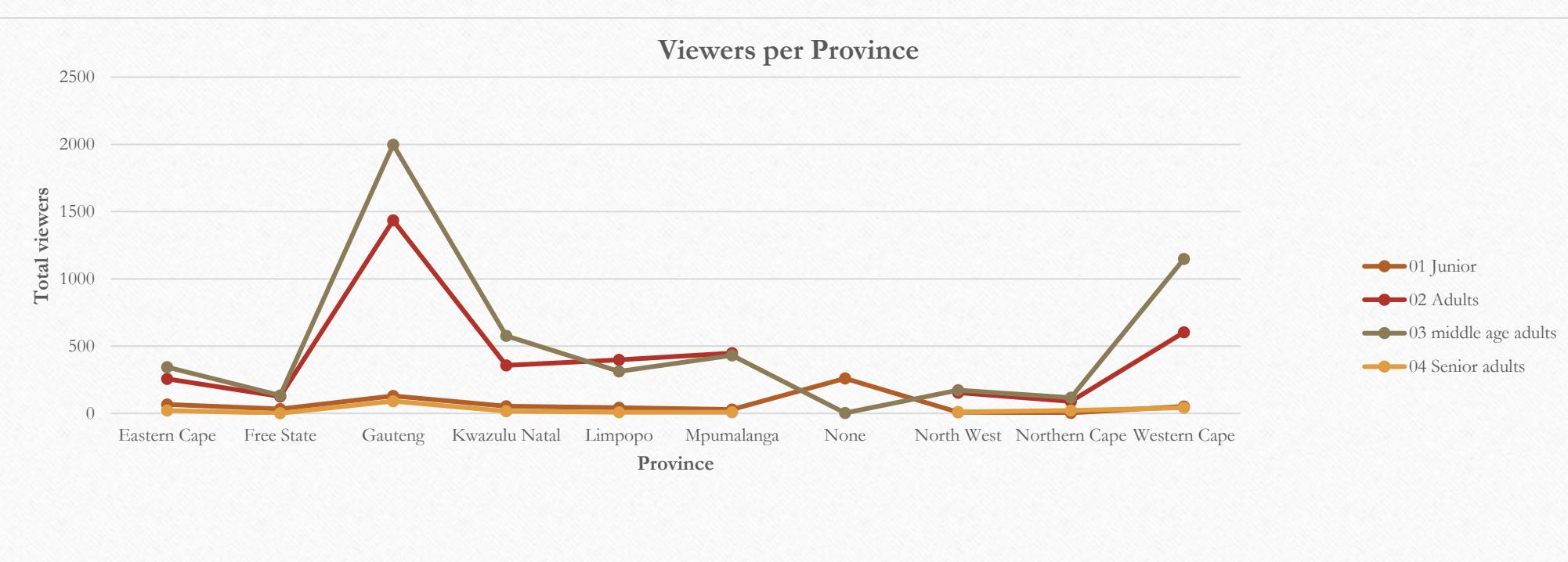
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Overview

- Using snowflake for data storage and management, I developed a code to extract insights from the raw data provided and export results to excel in the for Visualization of the and analysis through this analysis the purpose of this project is to turn raw and car sales information into in to actionable strategies to understand revenue trends, and analyze customer behavior and forecast for future sales and provide insights and recommendations to help the Customer Value Management (CVM) team achieve CEO's mission to grow the company's subscription base this financial year.

Distribution of viewers across different provinces in South Africa

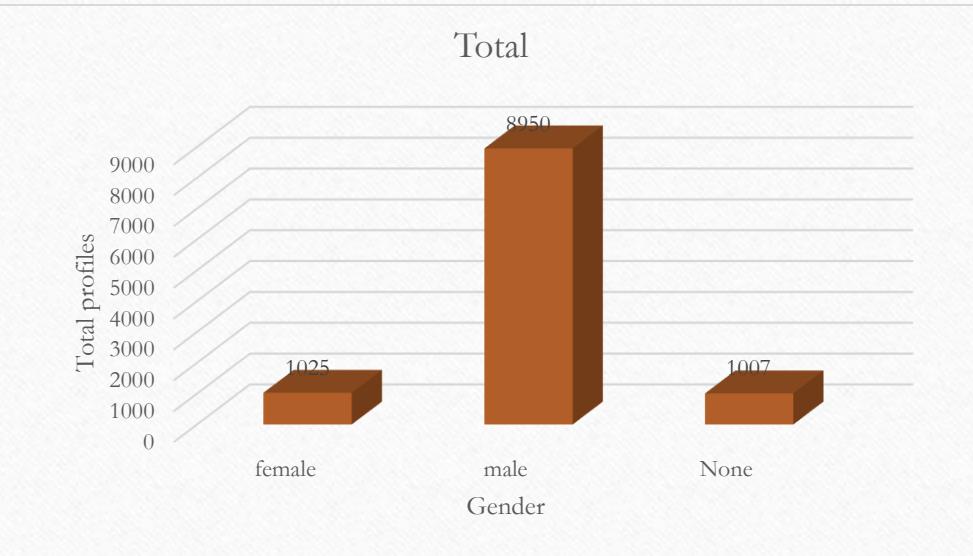
categorized by age groups (Junior, Adults, middle age adults, Senior adults). The "None" row indicates viewers who didn't specify their province. Gauteng leads in viewership across all age groups. This could imply a larger or more engaged population in Gauteng and Cape town possibly correlating with higher economic activity or population density. Provinces like Gauteng and Western Cape have more viewership across these age groups.



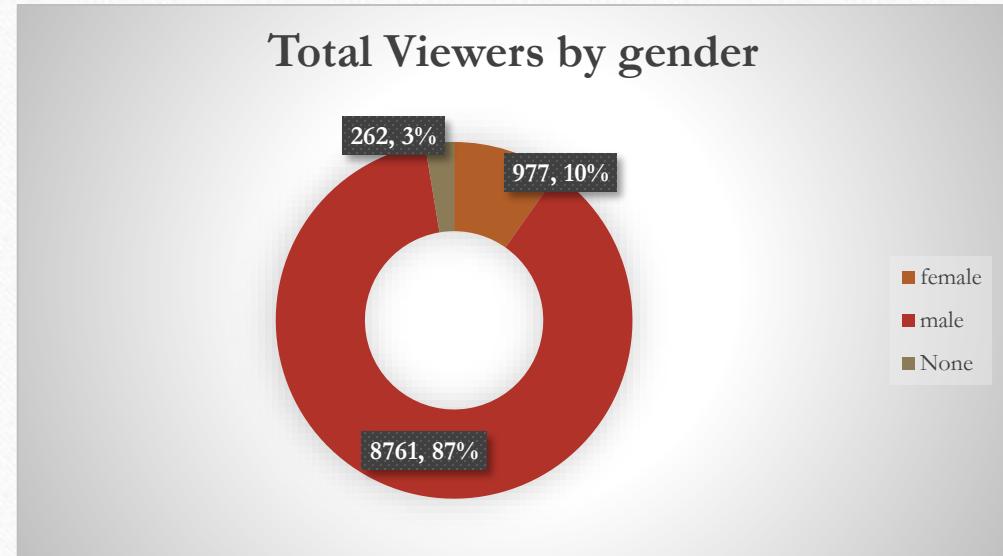
Total profiles and viewership by gender

- Males make up the bulk of the profiles (8950 out of 10982). Females are way fewer compared to males. Number of unspecified gender is almost equal to female viewership

“None” could mean subscribers didn't specify their gender, maybe they're part of the LGBTQ+ community (bisexuals, gays, lesbians, etc. or maybe they just didn't want to share.

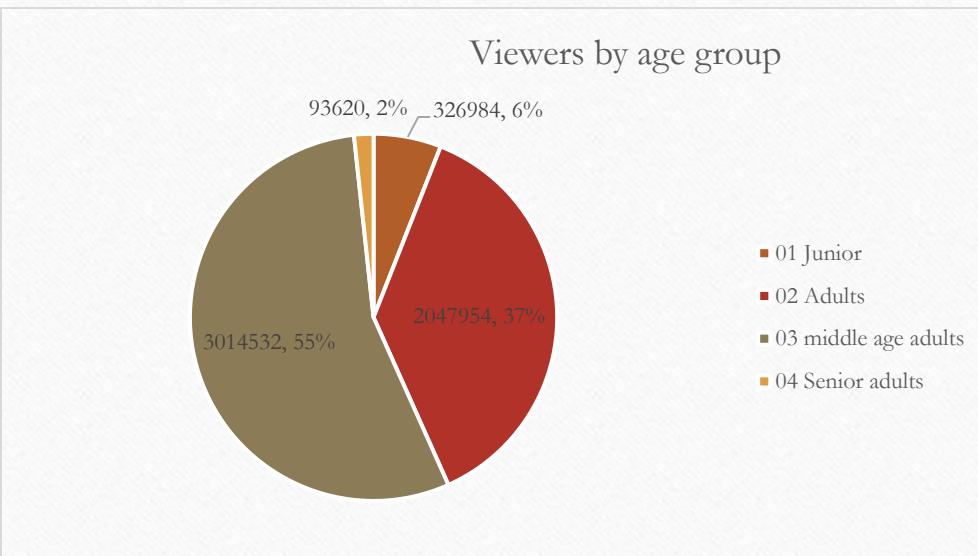


Number of total subscription profiles and viewership is low for female,

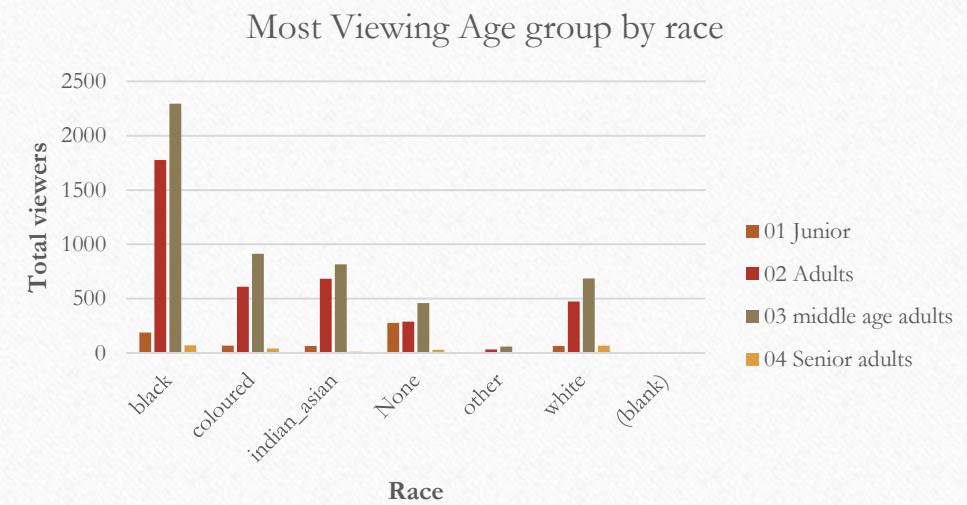


Viewership by age group

- Middle-aged Adults (30-55) dominate viewership, indicating a strong target audience for programming and advertising.
- Adults (19-30) are the second-largest group, suggesting a focus on content appealing to young adults.
- Junior viewers (0-18) and Senior Adults (>55) have relatively lower viewership.



Adults and middle age adults are still dominating even when filtered by race

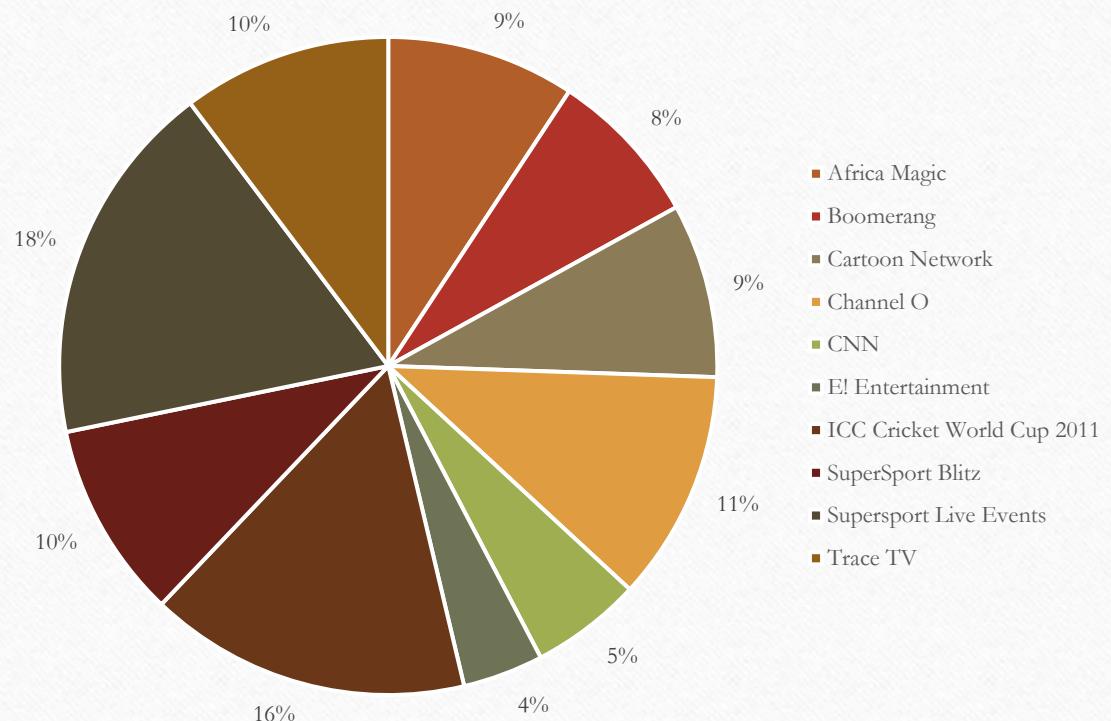


Top 10 most viewed Channels

SuperSport live events and SuperSport Blitz have the highest viewership indicating that viewers have strong interest in sports content

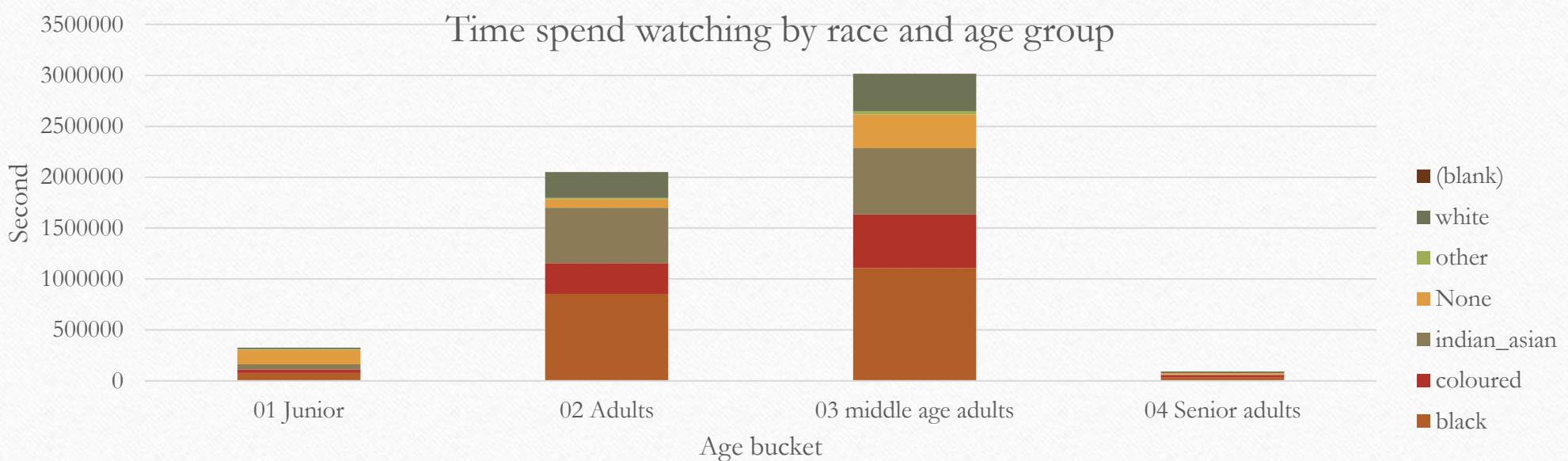
Channels	Sum of TOTAL_VIEWERS
Africa Magic	859
Boomerang	714
Cartoon Network	793
Channel O	1050
CNN	505
E! Entertainment	367
ICC Cricket World Cup 2011	1465
SuperSport Blitz	896
Supersport Live Events	1662
Trace TV	952
Grand Total	

Top10 Most viewed channels



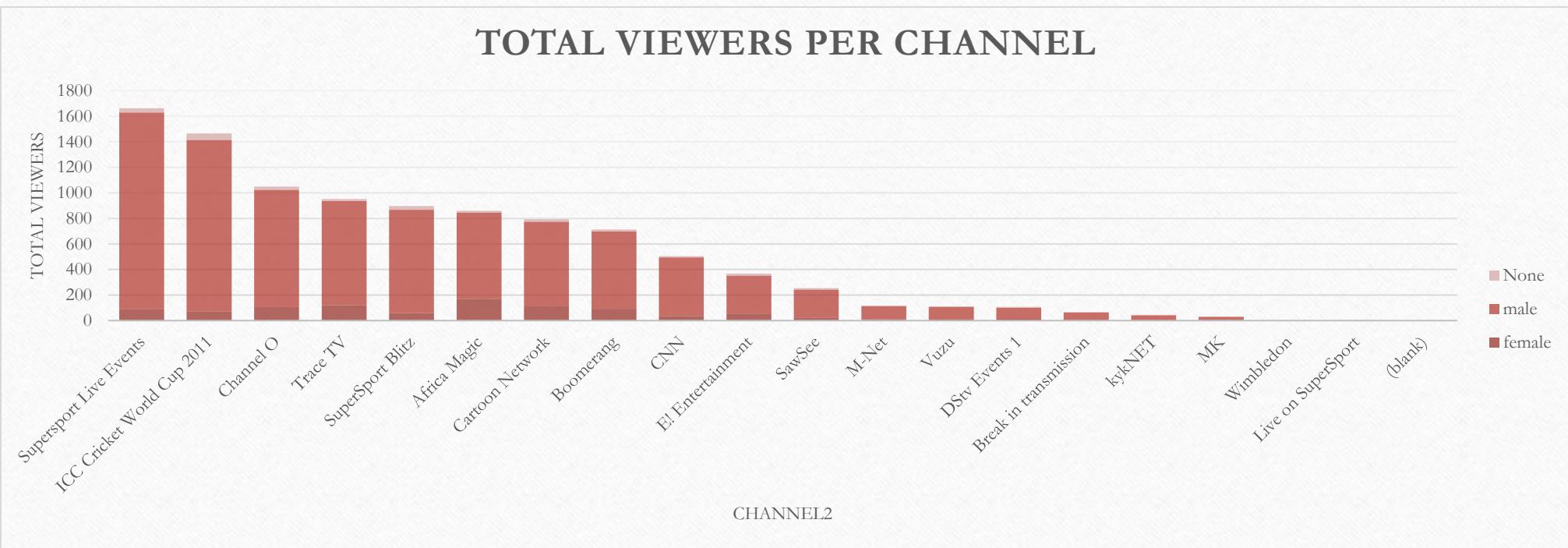
Times breakdown by age group and race

- Middle-aged Adults (30-55) spend the most time watching TV, indicating a strong target audience for programming and advertising, with Black dominating plus high number of unknown race suggesting some viewers don't identify with the specified racial groups.
- Adults (19-30) are the second-largest group, suggesting a focus on content appealing to young adults.
- Junior viewers (0-18) and Senior Adults (>55) have relatively lower viewership, possibly due to content or scheduling preferences. Juniors sleep early and spend most of the time during the week at school



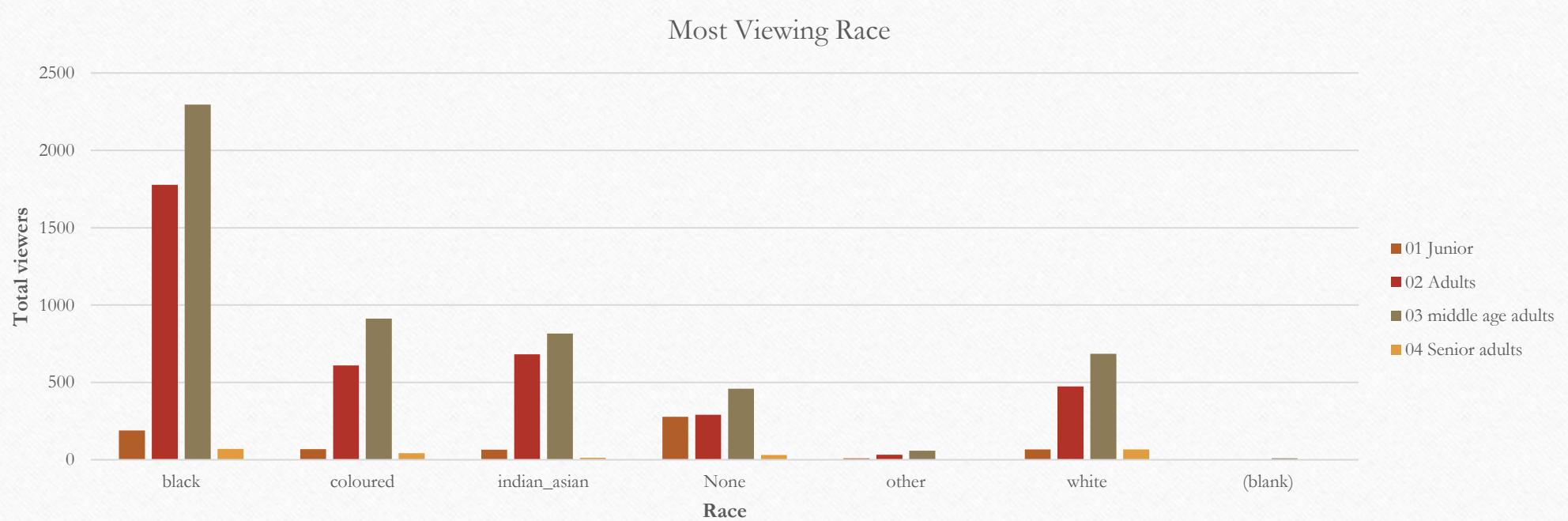
Total viewers per Channel

- Total viewers filtered from high to low. SuperSport Live Events channel dominates male viewership, likely due to football, rugby content
- ICC Cricket World Cup channel ranks second, indicating strong interest in cricket among male viewers.
- Channel O and Trace TV have relatively high male viewership, possibly due to music/entertainment focus.
- MK, Live on SuperSport, and Wimbledon have the lowest viewership, possibly due to niche content or limited appeal.
- The data shows significantly lower female viewership across all channels. Possibly due to Content not appealing to female audiences and Scheduling conflicts or lack of prime-time slots for female-friendly content.



Viewership breakdown by Race

- Black viewers dominate Bright TV's audience, making up the largest share (4331 viewers).
- Coloured and Indian/Asian viewers are the next largest groups, with 1633 and 1574 viewers, respectively.
- White viewers make up a smaller portion (1292 viewers).
- The "None" category has a significant number of viewers (1057), suggesting some viewers don't identify with the specified racial groups.



Recommendations

01

1. Develop engaging junior programs (e.g., educational shows, cartoons). Develop content that resonates with Black viewers, as they're the primary audience.
2. Analyze content strategy: For channels with lower viewership, look into their content strategy. Are they targeting the right audience? Is their content engaging enough?

02

1. Analyze content strategy: For channels with lower viewership, look into their content strategy. Are they targeting the right audience? Is their content engaging enough?
2. Consider adding more gender options in your data collection to be more inclusive
3. Focus on high-viewership channels. To maximize reach, consider focusing on channels like SuperSport Live Events, Channel 0, Trace TV.

03

1. Target Gauteng and Western Cape for engagement: Given their high viewership. Tailoring content or initiatives to Middle age adults and Adults demographics in high-viewership provinces could be effective.
2. Data collection: * Review the "None" category to understand viewer preferences and improve collection methods.
3. Tailor marketing efforts to attract more female viewers, highlighting relevant content or shows.