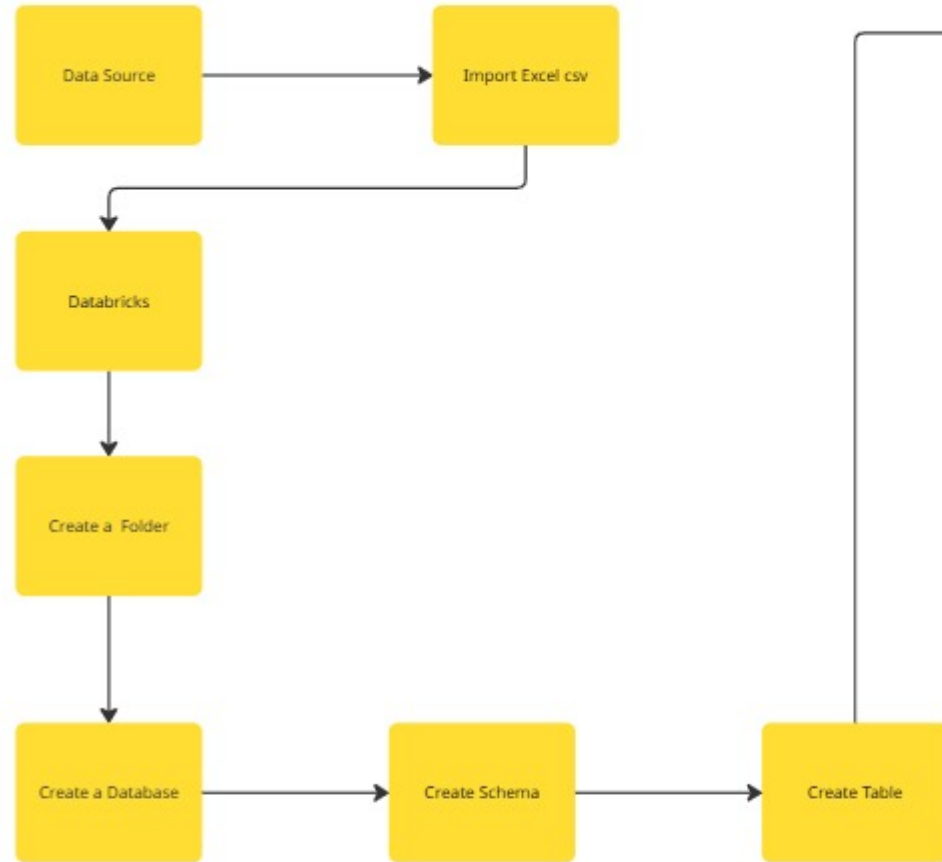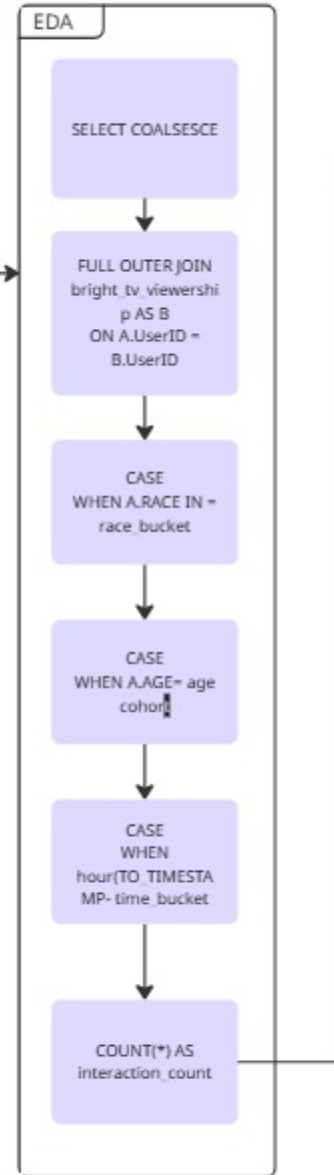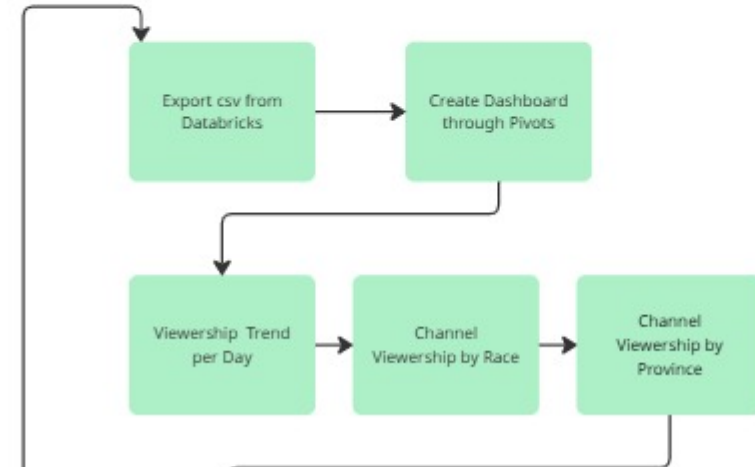**Task 1** Data source & Ingestion

Task 2 Data Processing in Databricks

Task 3 Data Analysis

Task 4 Presentation To CEO

```
Data Source → Import Excel csv
      ↓
  Databricks
      ↓
 Create a Folder
      ↓
Create a Database → Create Schema → Create Table
```

EDA

```
SELECT COALSESCE
      ↓
FULL OUTER JOIN
bright_tv_viewership AS B
ON A.UserID = B.UserID
      ↓
CASE
WHEN A.RACE IN = race_bucket
      ↓
CASE
WHEN A.AGE= age cohort
      ↓
CASE
WHEN hour(TO_TIMESTAMP- time_bucket
      ↓
COUNT(*) AS interaction_count
```

```
Export csv from Databricks → Create Dashboard through Pivots
      ↓
Viewership Trend per Day → Channel Viewership by Race → Channel Viewership by Province
```

Presentation to CEO

```
Graphs for consumption illustration → Key Insight
```