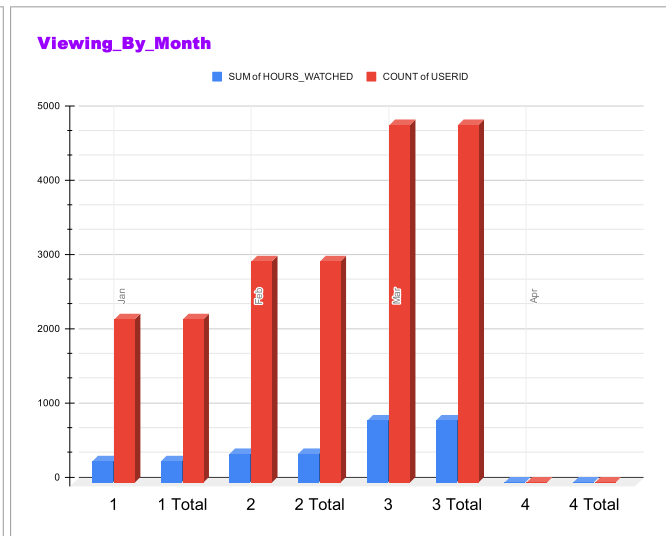
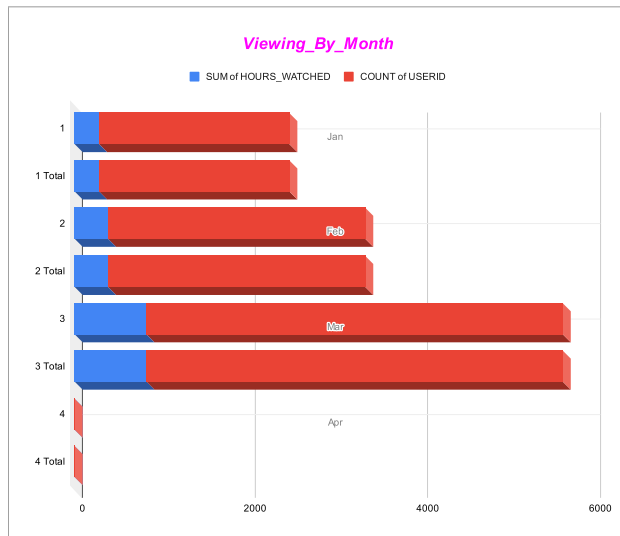


MONTH_NUM	WATCH_MONTH	SUM of HOURS	COUNT of USER
1	Jan	291.198338	2199
1 Total		291.198338	2199
2	Feb	392.930264	2980
2 Total		392.930264	2980
3	Mar	838.792237	4816
3 Total		838.792237	4816
4	Apr	0.159722	5
4 Total		0.159722	5
Grand Total		1523.080561	10000



### Viewing by month insights

February and March have the highest consumption.  
January has the lightest viewership.  
April shows a drop.

### Interpretation

Month to month variation could be due to:  
Holidays periods  
New content season released  
Subscriber promos

### Business Insights

Introduce new content or promotions in months where viewership drops.  
Maintain momentum by releasing top shows early in the year(Feb-Mar).