

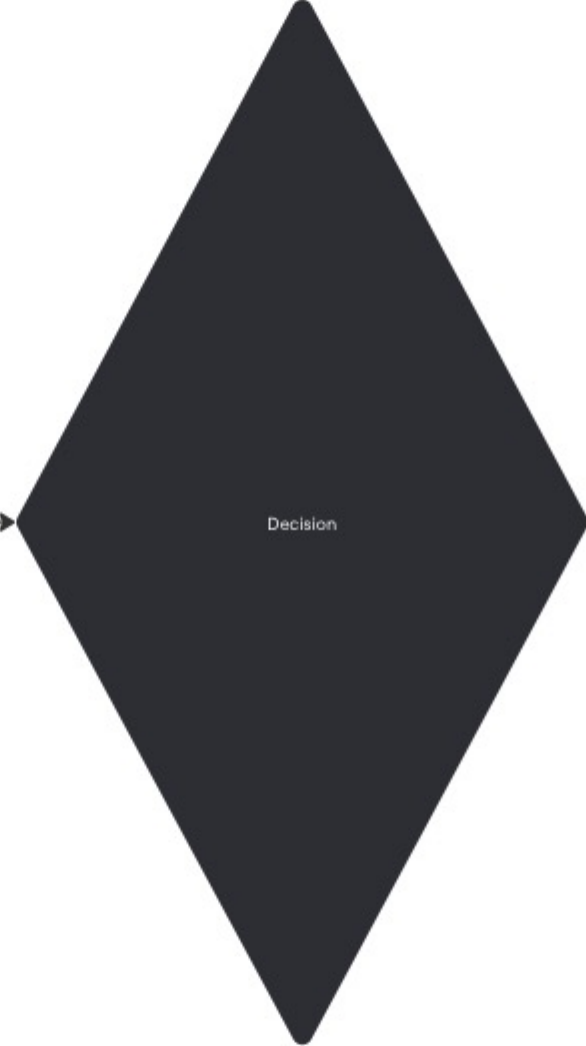
Bright TV wants to understand viewership patterns. Key questions: When do users watch the most? Which channels are most popular? How long do users watch? Which days or hours have lowest activity?

brighttv1.data2.tvdata_clean.
Columns:
USERID, CHANNEL2,
RECORDDATE2,
DURATION2

Fix DURATION
Convert DURATION2 → seconds
Create HOURS_WATCHED

Data Preparation
Convert timestamps
Convert RECORDDATE2 from UTC → Africa/Johannesburg
Extract:
WATCH_DATE
WATCH_MONTH
WATCH_HOUR
DAY_NAME

Create clean table
Output table: tvdata_clean



Create pivots
Viewing by Day of Week
Viewing by Hour of Day
Viewing by Month
Top Channels

Create Pivots charts
Bar chart: Viewing by Day
Line chart: Viewing by Hour
Bar chart: Viewing by Month
Horizontal bars: Sessions count
Process

End by
Generate Insights
Use the charts to answer:
Daily active users
Peak viewing times
Peak days
Top channels
Monthly engagement trends