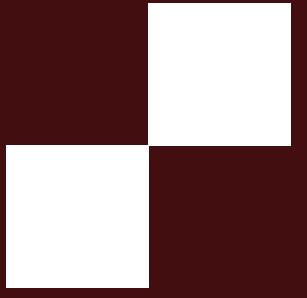




A dark red curtain serves as the background for this presentation slide. Two thin white horizontal lines with decorative ends frame the central text area. The top line is positioned above the text, and the bottom line is positioned below it, creating a rectangular frame.

BRIGHT.TV PRESENTATION

20-Minute Presentation Script — BrightTV Viewership Analysis



Introduction

Good day everyone. My name is Thabokuhle Khoza, and today I will be presenting my analysis on the BrightTV viewership data.

The purpose of this project was to understand when users watch the most content, and what patterns appear across days, hours, and months.

I used SQL to clean and prepare the data, and Google Sheets to create pivot tables and visual charts.

Let's begin.

Bright TV is not just bright, is
the home view



Dataset Overview

The dataset contains user viewing records including timestamps and watching durations.

I transformed the timestamps into day name, hour of day, and month using SQL functions.

This allowed me to break the data into understandable segments.

Viewing by Day of Week

Day of Week Pivot Table and Pivot charts

This pivot table and pivot charts shows the total number of users per day and the total hours watched.

Here is what I found.

- Friday has the highest number of users.
- Monday has the lowest viewership.
- The week shows a similar pattern overall, but with spikes on weekends.

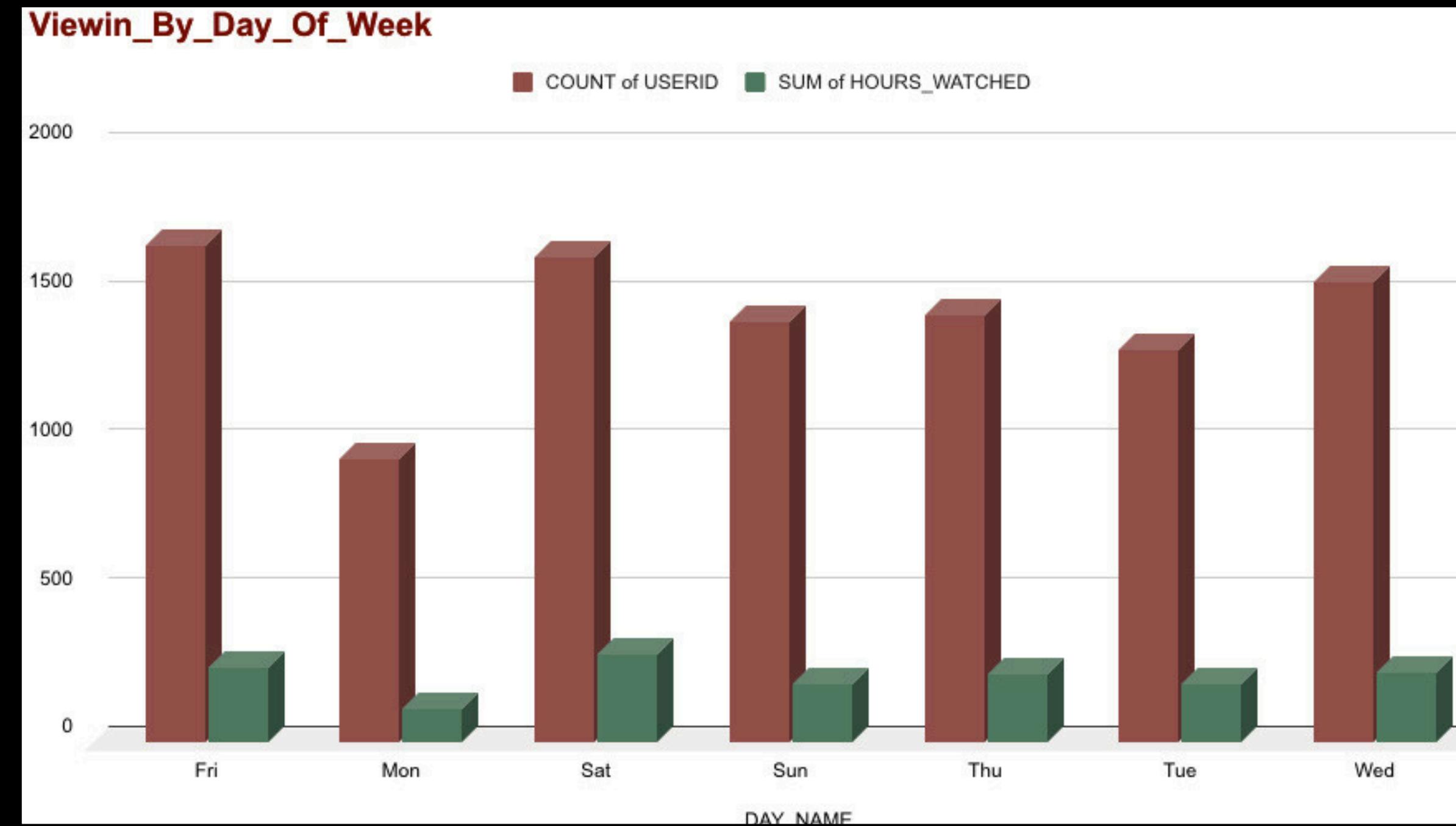
| DAY_NAME | COUNT of USEF | SUM of HOURS |
|----------|---------------|--------------|
| Fri | 1675 | 251.924712 |
| Mon | 957 | 114.908338 |
| Sat | 1633 | 296.033059 |
| Sun | 1419 | 194.893889 |
| Thu | 1441 | 232.306394 |
| Tue | 1322 | 198.888051 |
| Wed | 1553 | 234.126118 |

Day of Week Chart

From the chart, we can clearly see that Fridays lead with the highest viewership. Sunday, Thursday, and Wednesday are also strong performing days. This shows that as people approach the weekend, they tend to stream more content.

Insight

The strong Friday performance suggests BrightTV should prioritise releasing new episodes or promoting top shows on Fridays for maximum engagement.



| WATCH_HOUR | COUNT of USEF | SUM of HOURS |
|------------|---------------|--------------|
| 0 | 180 | 25.866942 |
| 1 | 103 | 10.528885 |
| 2 | 80 | 21.905002 |
| 3 | 55 | 10.041943 |
| 4 | 49 | 8.391941 |
| 5 | 94 | 9.880559 |
| 6 | 180 | 22.525836 |
| 7 | 298 | 33.989446 |
| 8 | 401 | 47.676672 |
| 9 | 402 | 49.05389 |
| 10 | 541 | 78.91611 |
| 11 | 539 | 89.854457 |
| 12 | 634 | 112.02139 |
| 13 | 568 | 96.305563 |
| 14 | 620 | 117.536944 |
| 15 | 637 | 102.647769 |
| 16 | 627 | 118.37884 |
| 17 | 648 | 127.019999 |
| 18 | 628 | 98.21417 |
| 19 | 647 | 83.712504 |
| 20 | 622 | 73.685542 |
| 21 | 585 | 67.935282 |
| 22 | 498 | 63.948619 |
| 23 | 364 | 53.042212 |

Viewing by Hour of Day.

Hour of Day Pivot Table

This table shows the number of users active each hour of the day.

The early morning hours from midnight to 5 AM have very low activity.

Hour of Day Line Chart

The activity begins to rise from 06:00AM and continues growing until it peaks between:

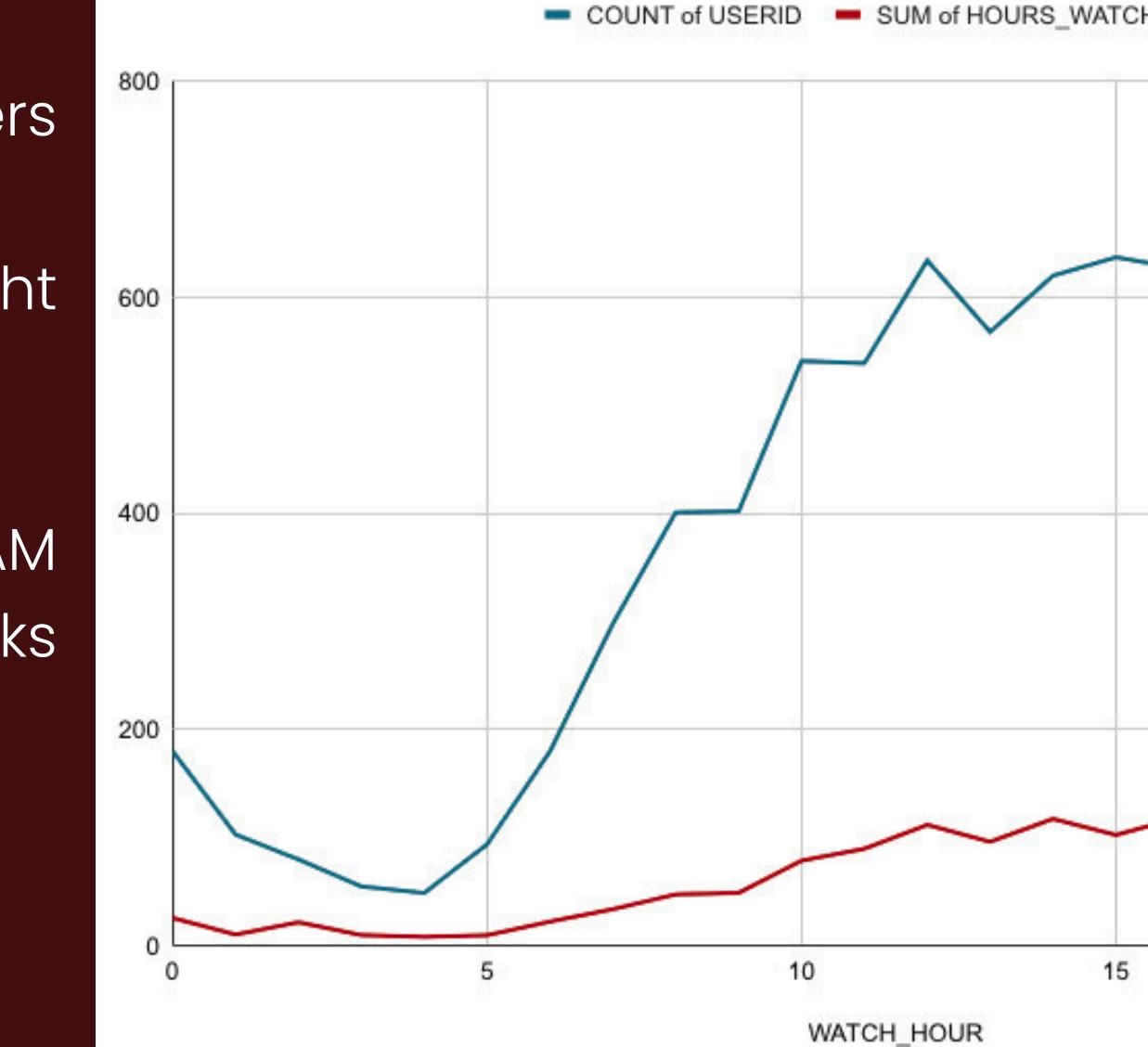
17:00 and 21:00.

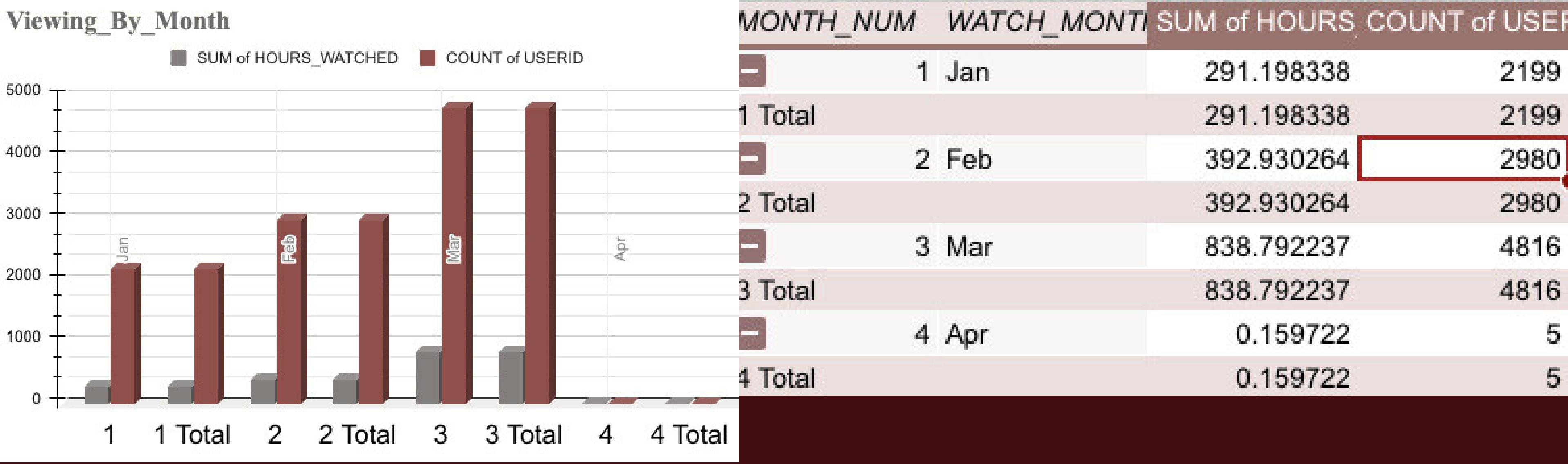
Insight

This matches typical evening relaxation hours when users get home from school, work, or daily activities.

BrightTV should schedule important live streams or promote content during these prime hours.

Viewing_By_HourOfDay





Viewing by Month

Monthly Pivot Table

This table shows the total hours watched and number of users per month.

Monthly Chart

The highest activity was seen in:

- February
- March

These months showed a significant jump in user viewership.

Insight

This could indicate seasonal trends or good-performing content during this period.

BrightTV should investigate what content was released during these months and repeat that strategy in the future.

Summary of Patterns

To summarise the key trends:

- Friday is the highest viewing day.
- 5 PM to 9 PM are the peak viewing hours.
- February and March show the strongest monthly engagement.

Recommendations

Based on these insights, I recommend that BrightTV:

1. Release new episodes on Fridays.
2. Promote content between 17:00PM and 21:00PM.
3. Recreate the content strategy used in February and March.
4. Use targeted marketing during peak viewing days and hours.

Conclusion

In conclusion, this analysis helps BrightTV understand when users are most active and provides clear strategies to improve viewer engagement.

Thank you for your time. I am open to any questions.

The background of the image shows a dark theater or auditorium with rows of red theater-style seats facing towards the left. The lighting is low, with some light reflecting off the seats.

Thynk Unlimited

THANK
YOU

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