

DATA PIPELINE

🔧 Data Cleaning
- Fix RecordDate2 format
- Convert Duration2 to minutes...

🔥 Data Sources
- BrightTV_UserProfiles.csv...

📦 Upload to Snowflake
- Create DB & schema
- Create tables
- COPY INTO load

🧠 Transformation
- Join on UserID
- Extract hour/day/month
- DurationMinutes field...

📤 Export
- Excel dashboards
- Power BI
- Canva insights



COLUMN DICTIONARY & USAGE

RecordDate2 → hourly & monthly trends

UserID → joins profiles & viewership

Channel2 → channel popularity, ranking

Duration2 → total watch time (minutes)

Age/Gender/Province → demographic segmentation



BACKLOG (To Do)

Define demographic groups
- Age groups
- Gender...

Define KPIs
- watch_time
- avg duration
- frequency...

Load datasets to Snowflake



IN PROGRESS

Standardize channel names

Clean UserProfiles & Viewership

Build visualizations
- Channel ranking
- Hourly trend
- Monthly pattern...

Convert Duration2 to numeric minutes

Join tables on UserID

Aggregate watch time by
- Channel
- Hour
- Age...



REVIEW

Ensure JOIN accuracy

Validate calculations & conversions

Check outliers (e.g., 8hr viewing)

Review visuals & labels

Stakeholder feedback



DONE

Hourly & monthly trend visuals

Final channel ranking dashboard

Demographic insights summary

Canva presentation

Final report & documentation