Project 1 – Part 2 – dry answers

To help the mayor choose the best 5 time slots for airing "un-brainwashing" programs, we analysed the data using three different criteria: genre, DMA and programs viewed by households with children.

We started by cleaning and joining the necessary datasets:

- Viewing data

- Reference data — to link devices with households and DMAs

- Demographics — to get household size and identify homes with kids

- Program information — including titles and genres

For the genre, we expanded the genre column (to separate multi-genre entries) and calculated viewership by summing the number of people in each household who watched each genre. For DMA, we counted how many devices were active in each region and estimated the number of viewers based on household sizes.
For programs watched by kids, we filtered for households with children and identified the most-watched shows in those homes.

Out of the three, we believe the best strategy is to combine between genre and program popularity. Genre helps us understand what kind of content people enjoy in general, while specific program data, especially from households with children, shows us exactly which TV shows are grabbing attention.
By combining both, we can put un-brainwashing content inside formats people already like based on genre, and also time it alongside or instead of programs with high impact, based on actual viewing.
Another aspect is flexibility. Genres remain stable over time, while program trends help adapt to current viewer behaviour.
Therefore, for these reasons, we recommend the mayor of Townsville to choose the five time slots by looking at the most popular genres and the most-watched programs.