Bright-tv viewership Analysis

BY ZENANDE LINDIWA

SUMMARY

1.PROJECT CONTENT

2.USAGE TREND

3.ANALYSIS

4.RECOMMODATIONS
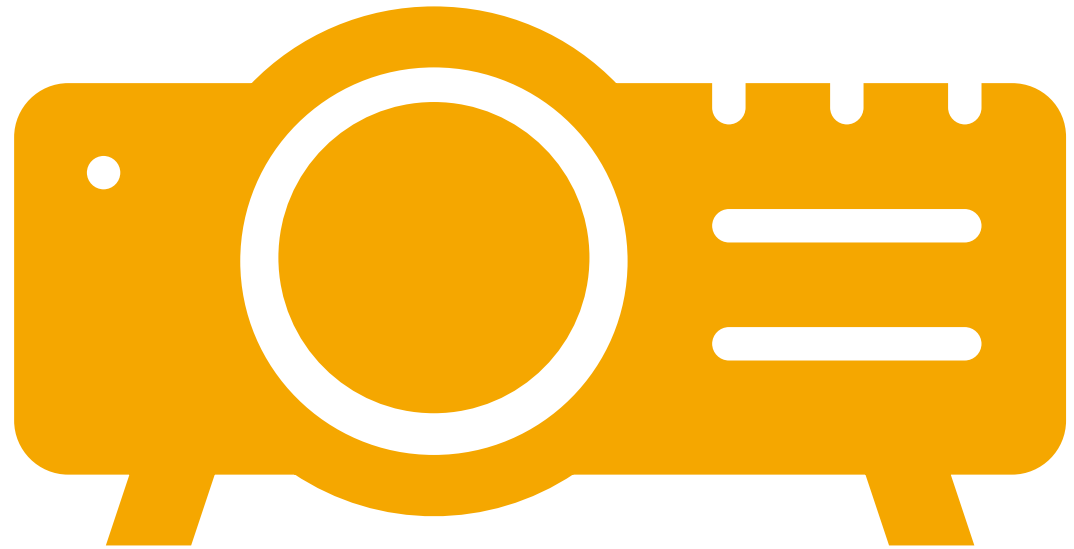
5.CLOSING REMARKS

Bright-tv usage trends

01 JAN 2016 - 01 April 2016

Viewership By Province

Viewership Data

10 000 views between 01 January 2016

to 01 April 2016
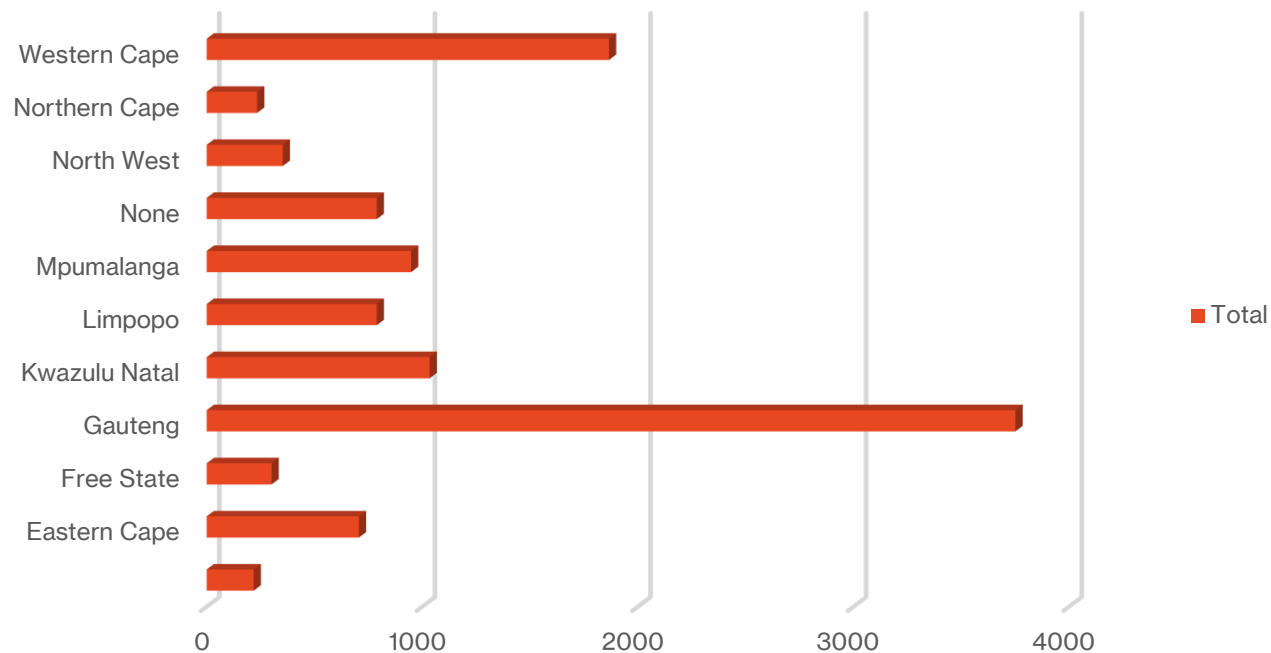
Distinct Viewers

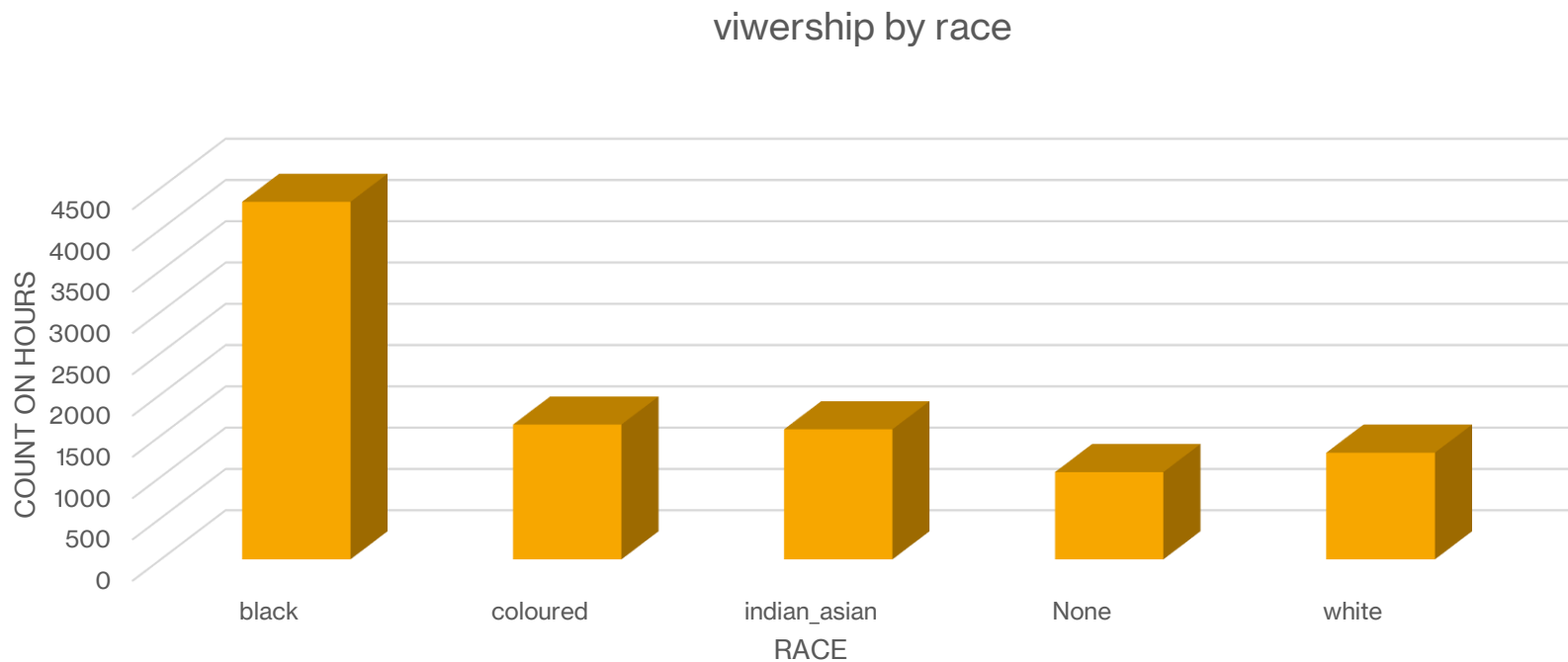The number of distinct viewers is 4 386

Insights

Gauteng is an extreme outlier with almost 2 times as much views as any other province
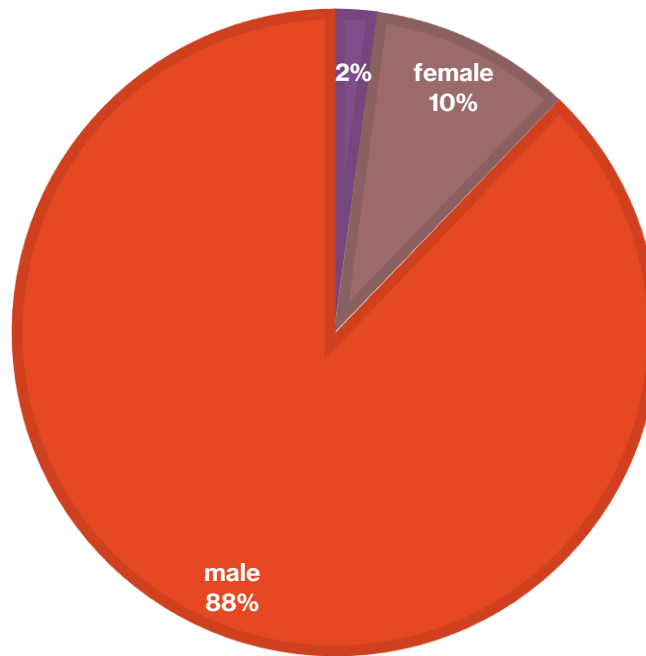

VIWERSHIP BY PROVICE

User By Race

viwership by race

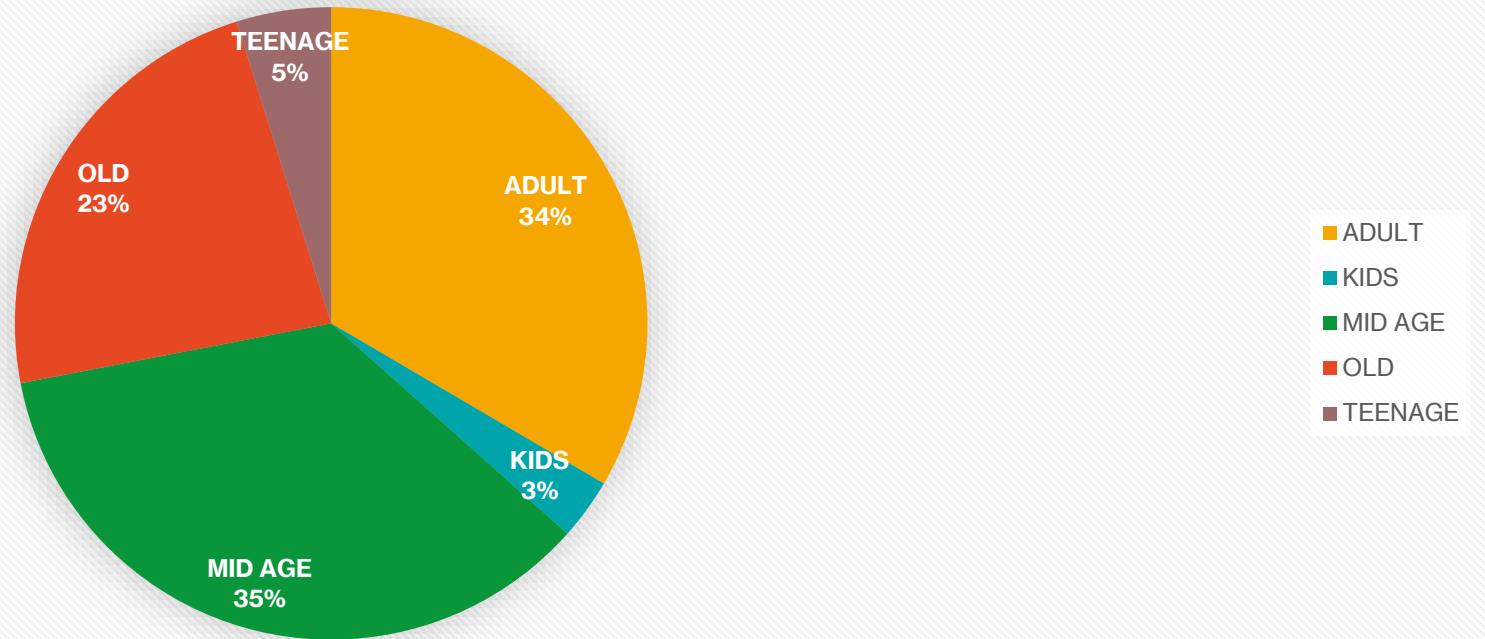# User By Gender

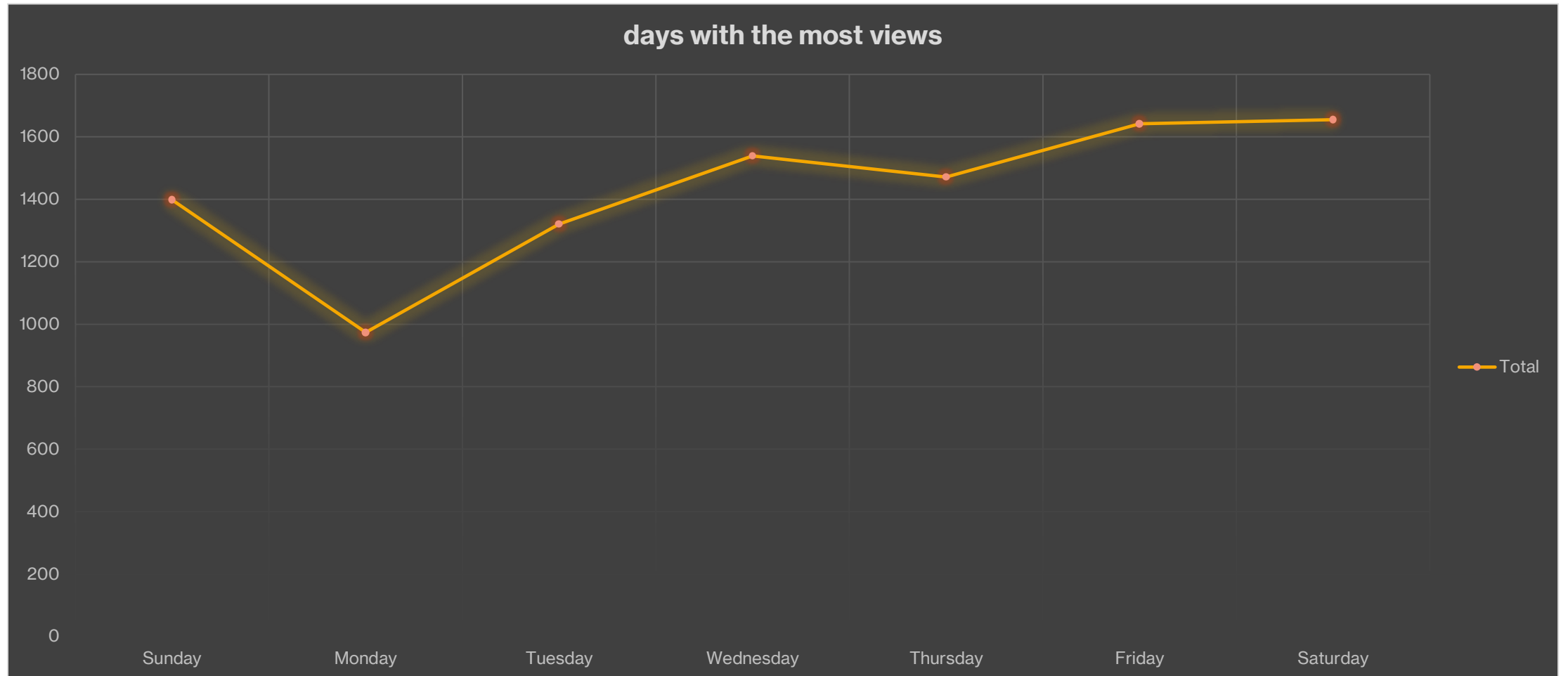VIWERSHIP BY GENDER

- female
- male

2%
female 10%
male 88%

Usage Consumption By Age Cohort

VIWERSHIP BY AGE BRACKET

Daily Viewership

days with the most views

Top 10 successful channels

SHOW VIWERSHIP

CHANNELS
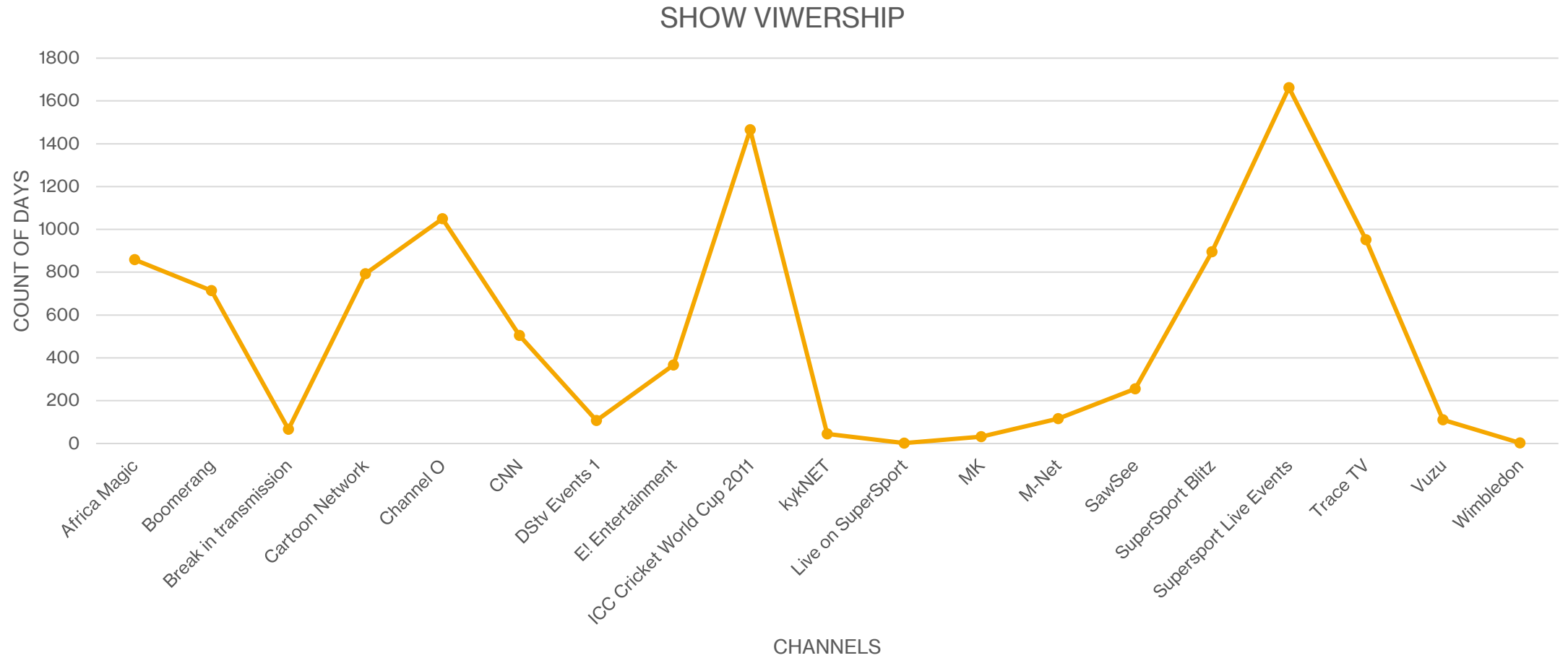
Factors Influencing Consumption

Users watch 30% more with tailored content suggestions.

1.Subscription Tier

Premium tier users watch more often than basic subscribers.

3.Personalized Recommendations

Offers increase user engagement temporarily.

2.Promotional Offers
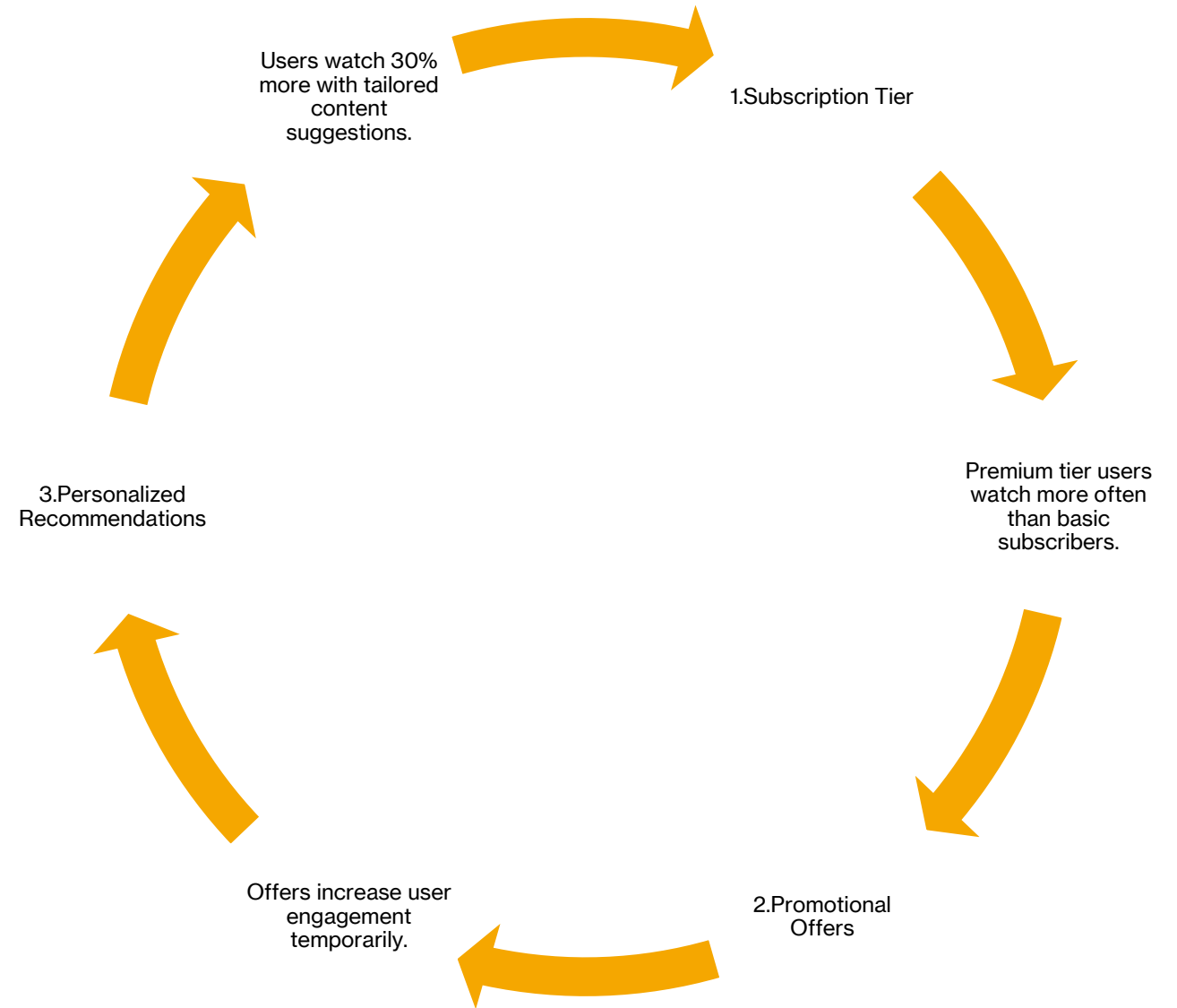
Retention Strategies: Keeping Subscribers Engaged

Technical Improvements → Fix issues promptly, a free month lowers churn by 40%.

Exclusive Content → Offer premium subscribers early or unique access.

Proactive Outreach → Contact at-risk users before churn happens.
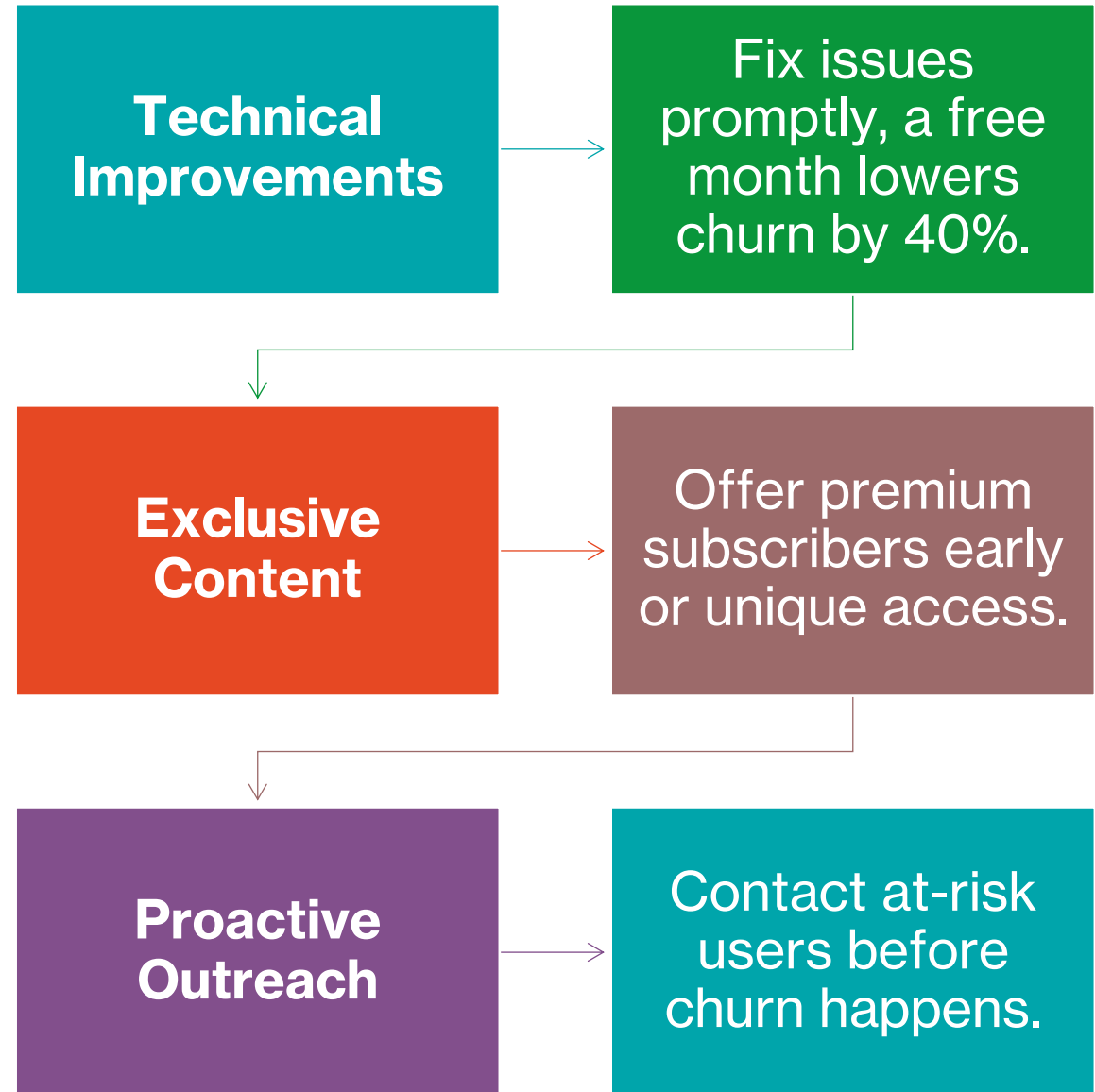
How to Generate More Revenue

Expand Customer Base

- Identify and target new customer segments to increase sales volume.

Upsell and Cross-Sell

- Encourage customers to purchase higher-value or additional products.

Improve Pricing Strategies

- Analyze and optimize pricing to maximize profitability without losing customers.

Expand Distribution Channels

- Explore new sales platforms and partnerships to reach more customers.

Project plan

1

project plan

2

Data Collection and Analysis: Gather user data and identify trends

3

Segmentation and Targeting: Define user groups for personalized campaigns

4

Campaign Development: Create marketing strategies based on insights

5

Implementation: Launch campaigns and retention initiatives

6

Monitoring and Optimization: Track performance and refine tactics

7

Reporting and Feedback: Share results and plan next steps

THANK YOU