

Project Description:

This project focuses on analysing BrightTV's user and viewing data to provide actionable insights aimed at growing the company's subscription base. BrightTV's CEO has set a strategic objective to expand subscriptions for the financial year, and this analysis supports the Customer Value Management (CVM) team in achieving that goal.

Objectives:

- Understand user profiles and viewing behaviour.
- Identify trends and patterns in content consumption.
- Recommend strategies to improve subscriber engagement and retention.
- Highlight opportunities to attract new subscribers based on data-driven insights.

Approach:

- Data exploration and cleaning to ensure quality and usability.
- Segmentation of users based on viewing behaviour and demographics.
- Analysis of content popularity, peak viewing times, and churn indicators.
- Visualization of key findings to support decision-making.

Tools Used:

- Snowflake
- Microsoft Excel
- Miro
- Microsoft PowerPoint

Key Insights & Recommendations:

- Identification of high and low consumption days and content preferences.
- Recommendations for targeted campaigns to boost subscriptions on low-engagement days.
- Strategies for improving user retention based on behavioural analysis.

Outcome:

This project provides BrightTV's CVM team with actionable insights that can drive subscription growth through data-informed decision-making, enhancing user engagement and overall customer lifetime value.