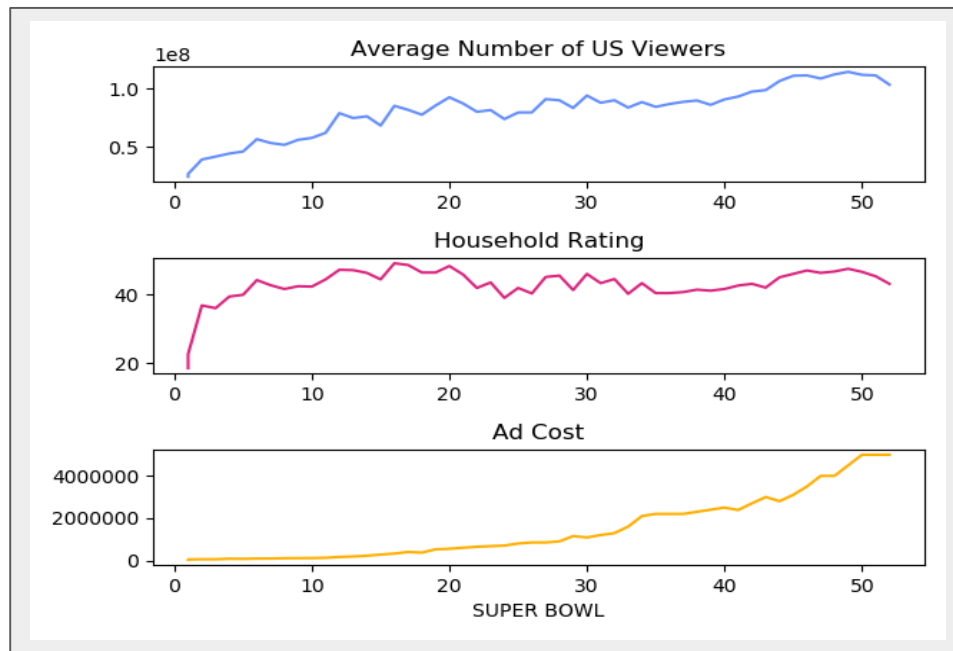# How have viewership, TV ratings, and ad cost evolved over time?



In general, April is the month where the top 10 customers have spent the most, except for Curtis Irby and Mike Way whose biggest spent was on March. Finally, May is the month where the top 10 customers have spent the least and then followed by the month of February.

# How does the game affect television viewership?
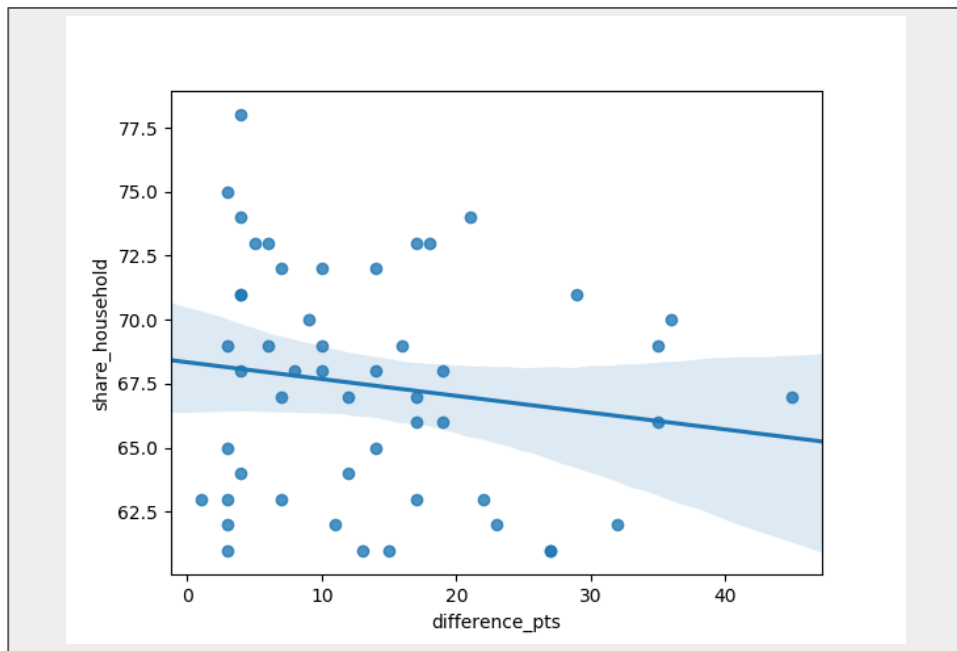


This linear regression plot shows that the bigger the difference on points exist, the more people will stop watching the game. This plot shows correlation. It does not show causation.

Note: Share is expressed *as a percentage of the audience that was actually watching TV at the time.*

# What are the most extreme game outcomes?

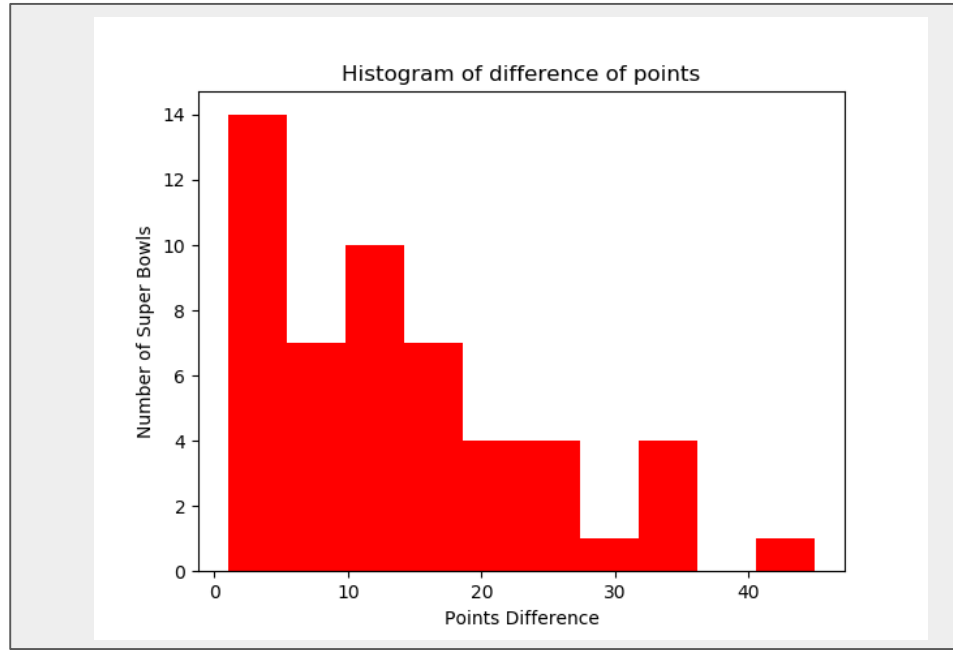| Date | Team Winner | Team Loser | Difference on Points |
|---|---|---|---|
| 03 February 2013 | Baltimore Ravens | San Francisco 49ers | 3 |
| 03 February 2008 | New York Giants | New England Patriots | 3 |
| 06 February 2005 | New England Patriots | Philadelphia Eagles | 3 |
| 01 February 2004 | New England Patriots | Carolina Panthers | 3 |
| 03 February 2002 | New England Patriots | St. Louis Rams | 3 |
| 27 January 1991 | New York Giants | Buffalo Bills | 1 |
| 17 January 1971 | Baltimore Colts | Dallas Cowboys | 3 |

Extreme outcomes are defined as the games where the difference in points is very small.

# What is the combined points distribution?



Histogram of combined points
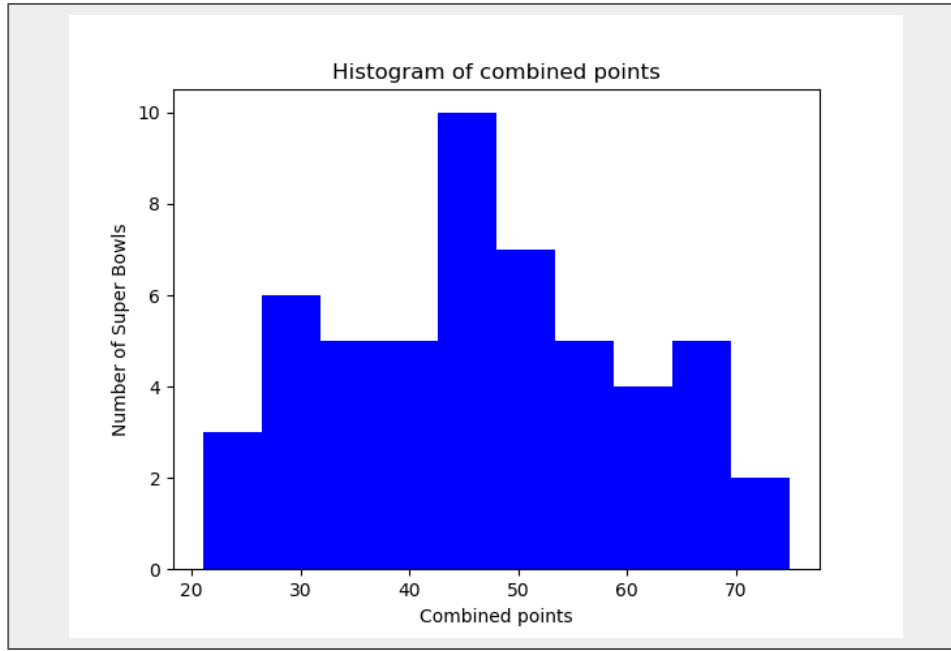
This histogram presents a symmetrical distribution.

# What is the points difference distribution?


Histogram of difference of points

This histogram is right-skewed.