**📊 Key Insights from Power BI Dashboards**

**1. Theme-Level Insights**

* **Info** is the **dominant theme**:
  + Largest share of **visitors**, **total play duration**, and **media views**.
  + Drives the majority of audience engagement for RTS.
* **Musique** and **humour** are also significant:
  + High **total play duration** and strong **engagement per visitor** (notably “musique”).
* **Societe** and **sport** have much smaller shares of total audience and play time.

**KPIs by Theme:**

* **Info**: High reach (media views, visitors), but engagement per visitor is lower compared to other themes.
* **Musique**: Very high **engagement per visitor** (users listen longer on average), but smaller overall reach.
* **Humour**: Also strong engagement, with a recommendation to “Increase production.”
* **Societe**: Lower KPIs across the board; recommended for cross-promotion.
* **Sport**: Low engagement per visitor and lowest share overall.

**2. Device Insights**

* The vast majority of consumption occurs on **Smartphones** (over 70% of media views and visitors), across all themes.
* **PC/Laptop** represents less than 20% of traffic for any theme.

**3. Recommendation Distribution**

* **Cross-promote** is the most common recommendation at segment level, indicating many segments could benefit from increased audience awareness.
* **Review and optimize** is assigned to both “info” and “sport”—these themes have low engagement per visitor, despite large reach (info) or smaller audience (sport).
* **Increase production** is suggested primarily for “humour” (theme-level) and specific “musique” and “humour” segments, reflecting high retention and engagement.
* **Maintain** is mostly seen for “musique”, which combines high engagement with above-average acquisition.

**4. Show-Level Leaders (Treemap/Matrix)**

* **La Matinale** and **Forum** are the top individual shows, responsible for the biggest shares of media views.
* **Le 12h30**, **Tout un monde**, and **Les bras cassés** are also strong contributors.

**5. Time Trends**

* Overall media views are increasing over time, with “info” consistently leading.
* Engagement remains stable but “info” has less variability compared to smaller themes.
* Seasonal or event-based spikes are visible for certain themes (potentially related to news or sports events).

**6. Segment-Level (Micro) Opportunities**

* Some **musique** and **humour** segments have very high engagement per visitor and retention, flagged for “increase production.”
* Many **info** segments, despite high reach, have “review and optimize” as a recommendation due to lower per-visitor engagement.

**Actionable Takeaways:**

1. **Double down on “info” as the flagship theme**—but focus on increasing engagement per visitor (content length, format, interaction).
2. **Invest more in “humour” and “musique”**—their audience is highly engaged; more production can drive growth.
3. **Leverage smartphones for content delivery**—optimize all new productions for mobile first.
4. **Cross-promote “societe” and “sport” segments** to raise their profile, or reconsider their role if resources are tight.
5. **Monitor and experiment with segments marked “review and optimize”**—look for content, format, or timing improvements.