

BRIGHT TV

ANALYSIS

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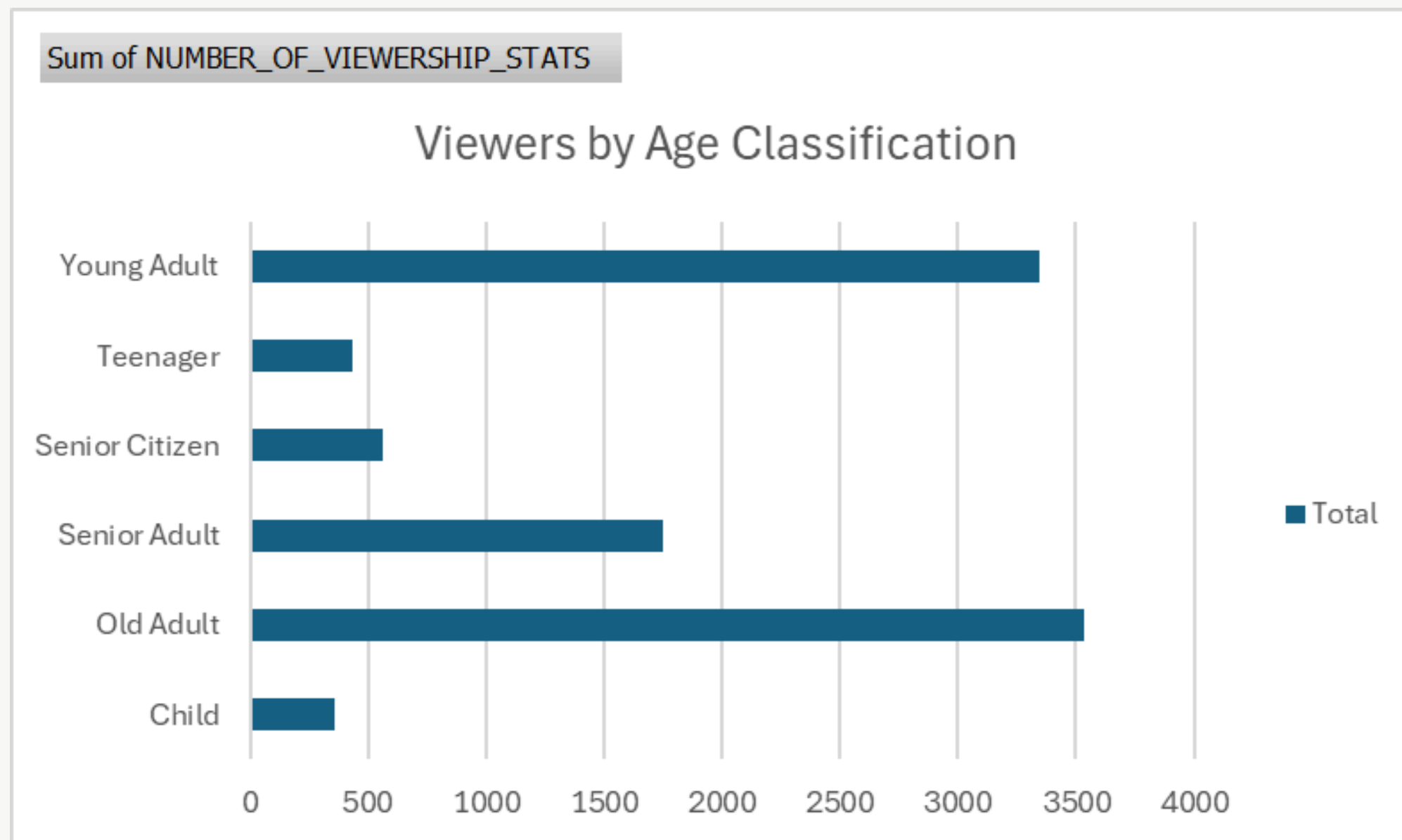
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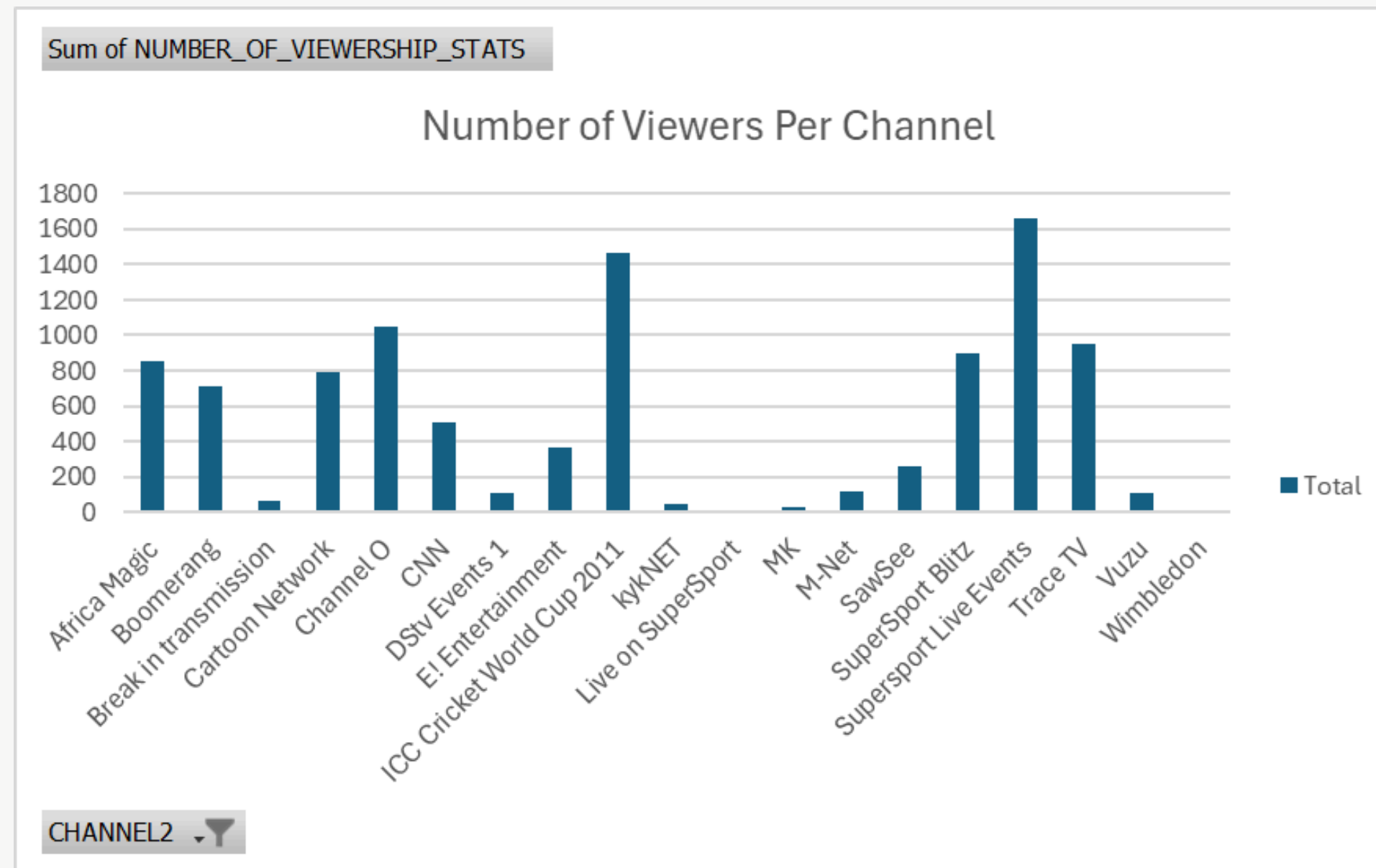
Viewers by Age Classification



I used the Case Statement to analyse and classify the viewers by age groups. And based on the results, its clear that old adults are the people who watch TV the most. Of which are people are between the ages of 30 - 39

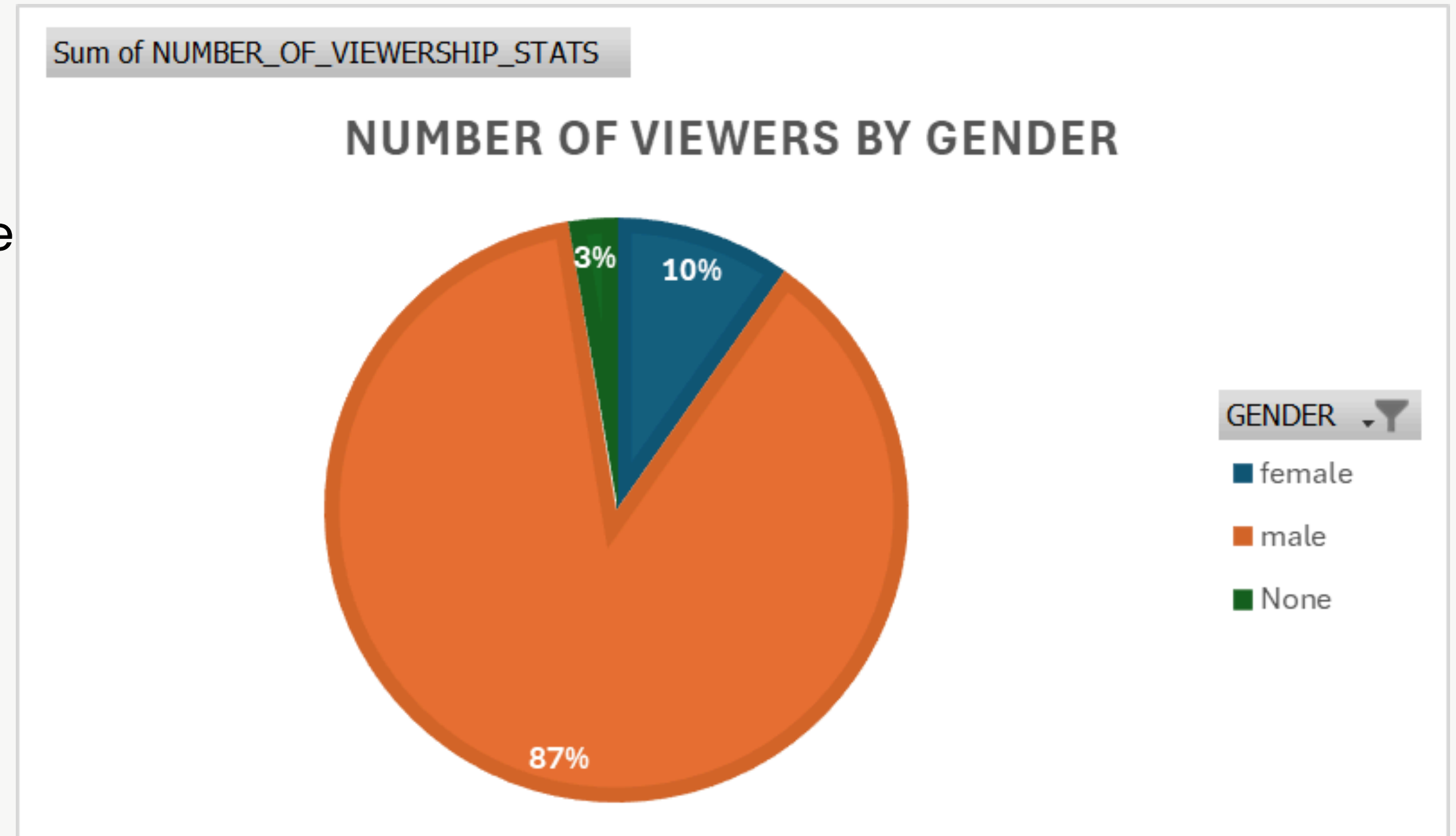
Number of Viewers per Channel

There are 18 channels to watch from and of those channels, Supersport Live Events is the channel that is watched the most



Number of Viewers by Gender

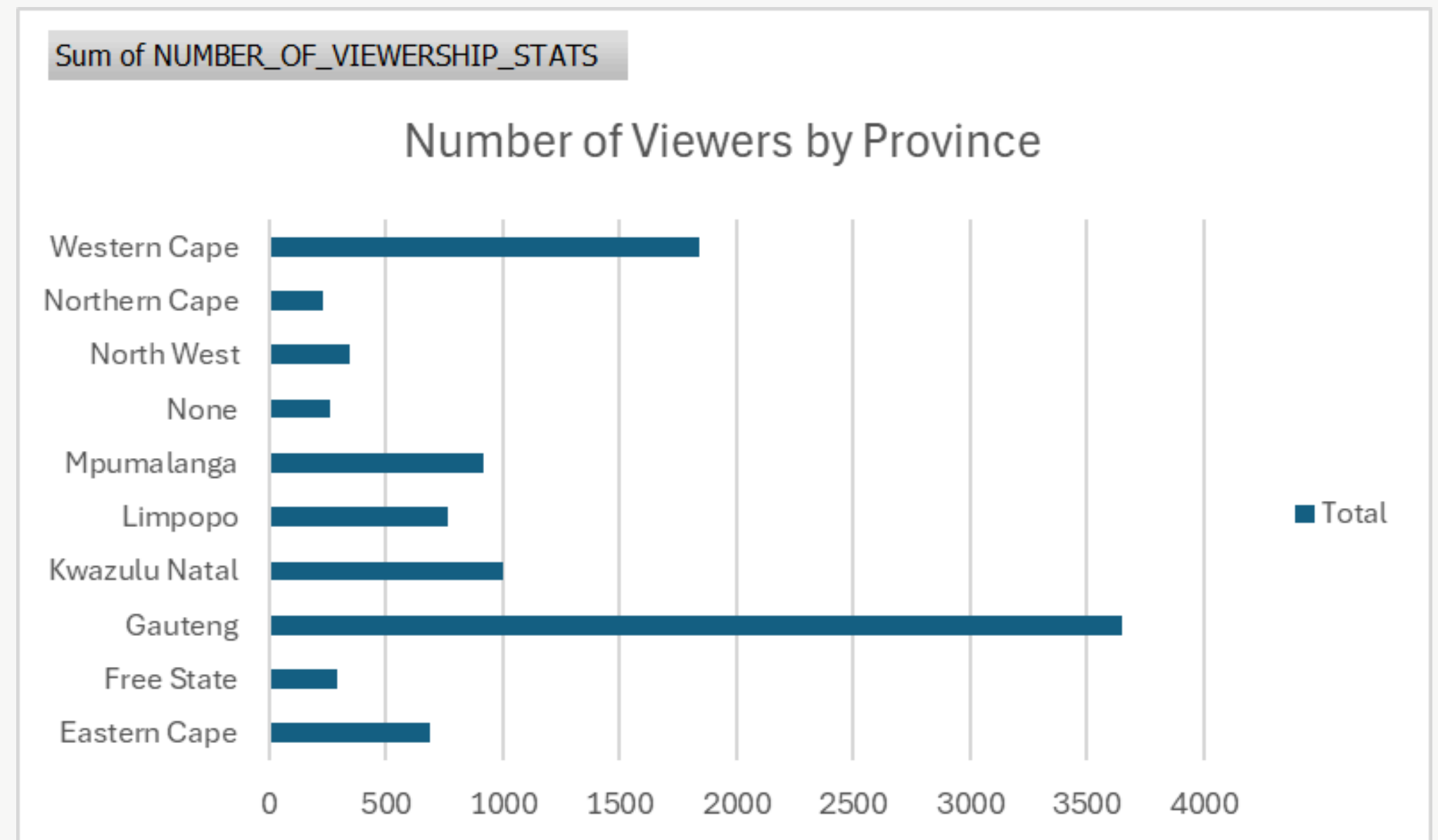
Of the total amount of viewers, 87% of them are men and 10% are females. However, we also need to account for those people who either don't define themselves in any gender or otherwise referred to as non-binary



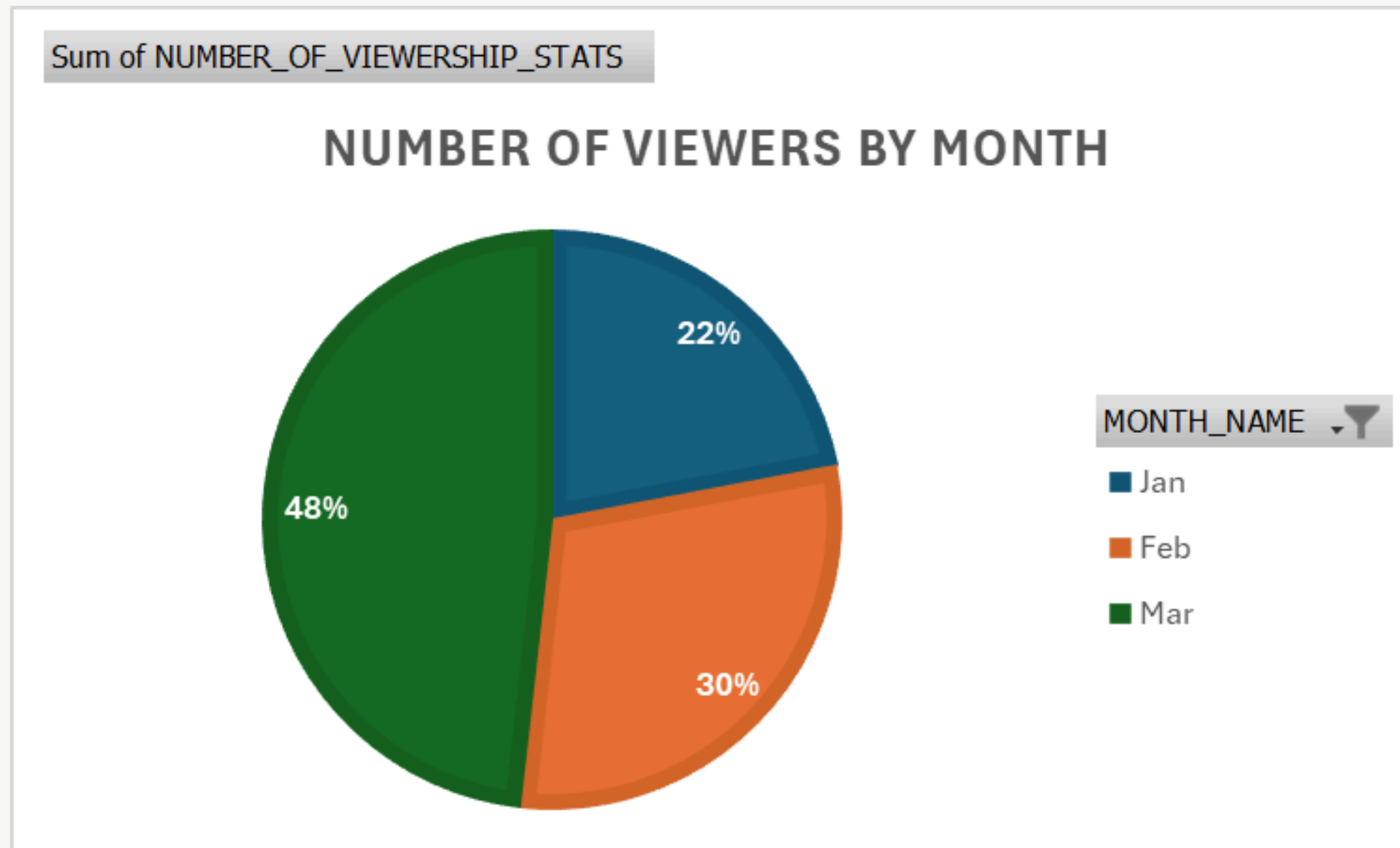
Number of Viewers by Provinces

Gauteng is the province where the most TV is watched and it is by a long shot. The thing I want to highlight is that Northern Cape is the province that TV is watched the least. However beyond that there those to classified as none, which means they live in neither the 9 provinces of SA.

Maybe those that are classified as none are people who data was loaded but don't live in South Africa.



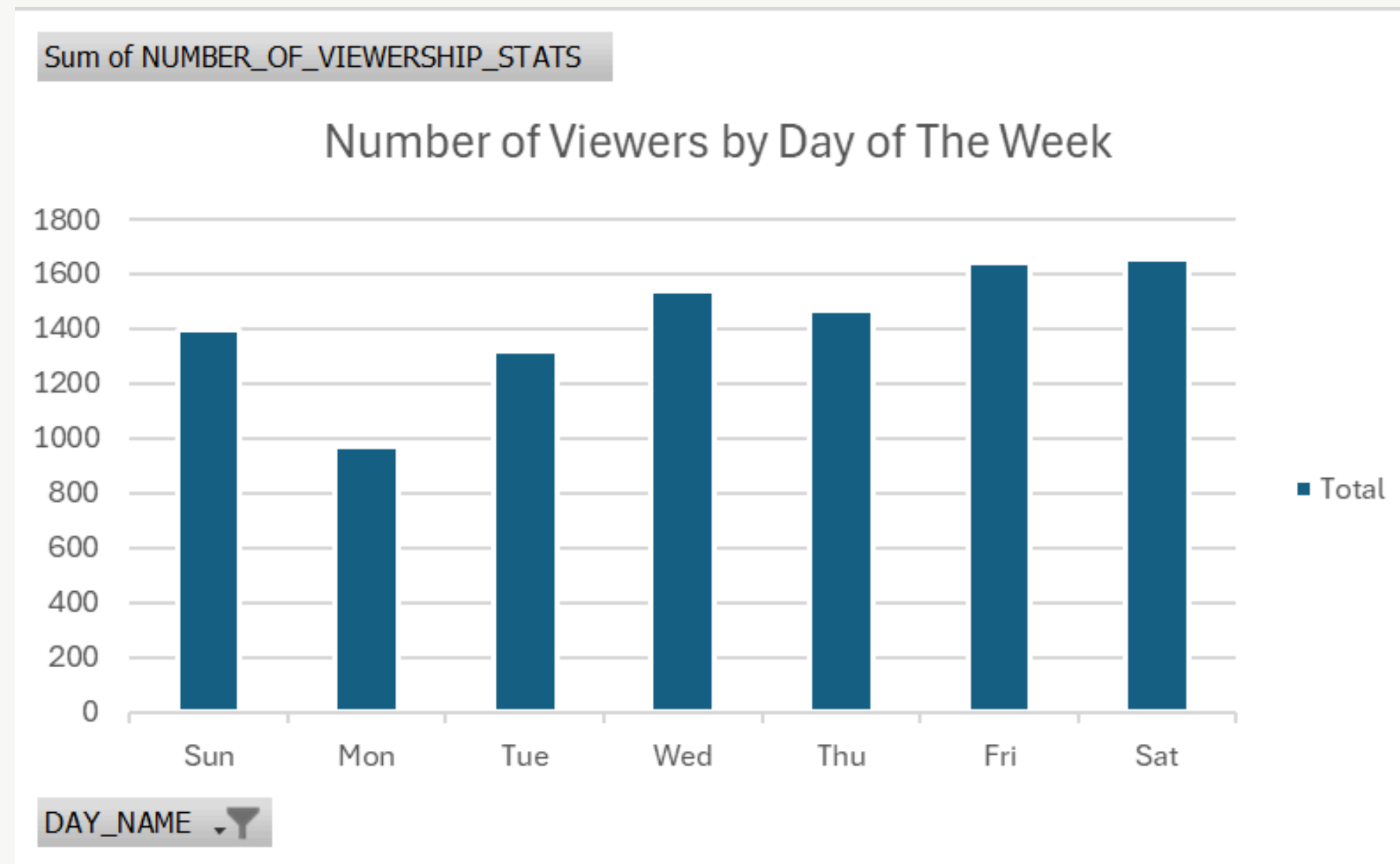
Number of Viewers by Month



It is clear as daylight that March is the month where the most Tv is watched as the number is 48%, February is the Second with 30% and the last obviously being January

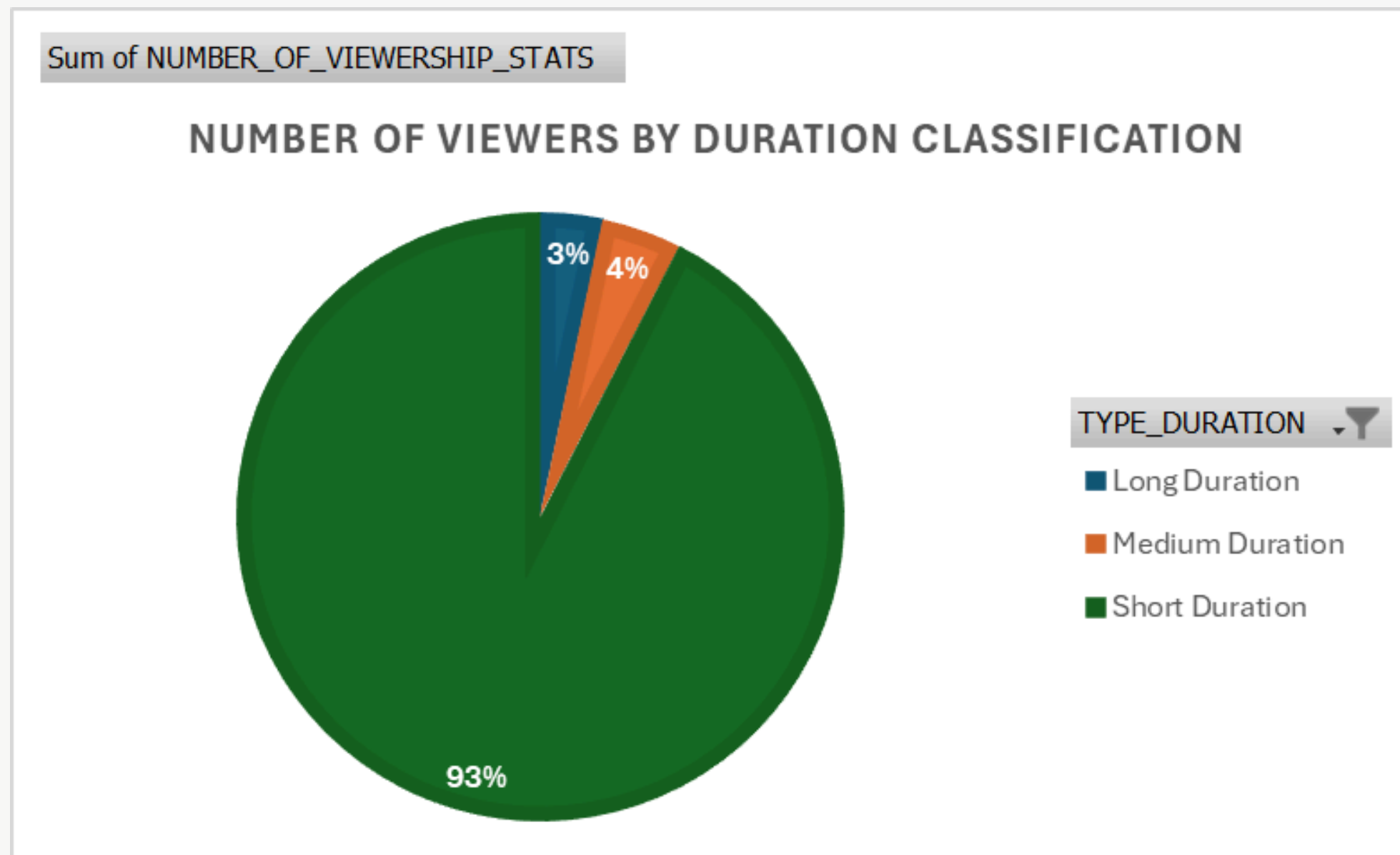


Number of Viewers by Day of The Week



Looking at the days of the week where the most TV is watched Fri & Sat are the days when the most TV is watched. And to be honest it makes sense why

Number of Viewers by Duration Classification



Of the shows that the viewers watch, they are choosing to watch shows that are classified as short duration shows, as it amounts to 93%

Key Insights

- Supersport Live Events is the most Popular channel
- Males are the gender that is said to be watching the most TV, which then give us understanding on why Supersport Live Events is the channel that is tjhe most popular.
- People within the ages of 30 – 39 are the people that watch the most TV as this is the group we classified as old adult.
- Gauteng is the province where the most TV is watched
- The month of March is the month where people watch the most tv. We can assume that it is caused by the time of year it is. January people are coming back from Holidays and schools are opening
- Friday and Saturday is the day when the most TV is watched of which makes perfect sense. Friday is the start of the weekend and Saturday people are mostly at home.

Conclusion

- For the channels i think the run times of most channel is not the one longer then what they want.
- The business must make amendments on the shows they make available for consumer, so that Females may watch
- Bright TV will have to change their approach on getting more consumers to watch TV.