BrightTV Analysis

	USERID	NAME	SURNAME	EMAIL	GENDER	RACE	AGE	PROVINCE

Groupings

Age:
1. Children
2. Senior Adults
3. Young Adult
4. Youth

Gender
1. Male
2. Female
3. None

Race
1. black
2. coloured
3. indian_asian
4. None/other
5. white

Province
1. Eastern Cape
2. Free State
3. Gauteng
4. Kwazulu Natal
5. Limpopo
6. Mpumalanga
7. None
8. North West
9. Northern Cape
10. Western Cape

BrightTV Viewer Analysis

USERID	CHANNEL2	RECORDDATE2	DURATION2

Groupinings

CHANNEL2 -- List

DURATION2 -- Shows Classification based on time

Identify Customers According to Race

Identify Customers According to Age

Identify Customers According to Province

Identify Customers According to Gender