## TAFADZWA MULAUSI METHODOLOGY BRIGHT TV

The viewership table contained two userId columns; therefore, I removed the duplicate column.

```
--delete the userid column since we have two of them
Alter table viewership
Drop column "userid";
```

The viewership and user\_profile tables were joined to determine the total number of records resulting from the combined dataset.

```
select
    count [userid]as total_viewers
from user_profile as a
full outer join viewership as b
on a.userid = b."UserID";

Where Results A Chart

# TOTAL_VIEWERS

1 10989
```

This is to identify the number of unique viewers present in the joined dataset.

```
select
count (distinct userid)as total_viewers

from user_profile as a
full outer join viewership as b
on a.userid = b."UserID";

$\top \text{Results} \times \text{Chart}$

# TOTAL_VIEWERS

1

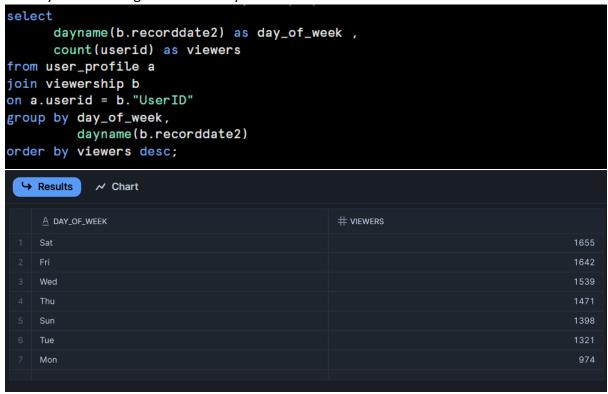
5375
```

This analysis aims to identify the channel with the largest viewer base as well as the one with the smallest, based on the joined dataset

```
select
    distinct a.channel2 ,
    count(userid)as total_viewers
from viewership a
join user_profile b
on a."UserID" = b.userid
group by channel2
order by total_viewers desc;
```



The data reveals the distribution of viewer activity across the days of the week, identifying the days with the highest viewership.

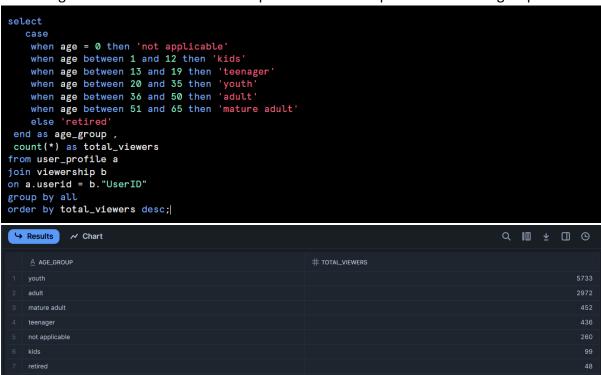


This query is used to determine which race watches the most.

```
select
    b.race ,
    count(*)as total_viewers
from viewership a
join user_profile b
on a."UserID" = b.userid
group by race
order by total_viewers desc;
```

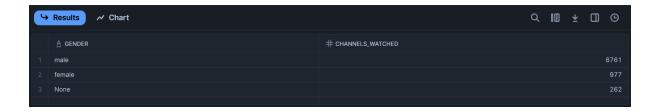


This query is used to determine which age group watches the most. We grouped the ages into categories to make it easier to compare the viewership across different groups.



This query is used to find out how many channels were watched by each gender, based on the combined tables

```
select
    b.gender ,
    count(a.channel2)as channels_watched
from viewership a
join user_profile b
on a."UserID" = b.userid
group by b.gender
order by channels_watched desc;
```



This query shows how many total viewing records come from each province, helping you see where most of your audience is located.

