

BrightTV Miro Board Draft

Frame 1: Objective & Scope - Title: BrightTV Viewership Analytics & Growth Strategy - Sticky Notes: - Goal: Grow BrightTV subscriptions this financial year - Provide CVM actionable insights for engagement & growth - Dataset: User profiles + Viewer sessions - All times converted from UTC → SA time - Visuals/Icons: Goal icon, analytics icon

Frame 2: Data Overview - Sticky Notes: - User Profiles: Age, Gender, Subscription Type, Location - Viewer Sessions: Session Start/End, Content Type, Duration, Device - 1 record per session → Analyze session-level usage - Visuals: Flow arrow: Data → Insights → Actions

Frame 3: User Trends - Charts Placeholders: - Pie Chart → Age distribution - Bar Chart → Subscription type (basic, premium, family) - Heatmap → Geographic distribution - Sticky Notes: - Young adults (18-35) dominate user base - Premium subscribers show higher engagement - Geographic hotspots: Major cities contribute most users

Frame 4: Usage Trends - Charts Placeholders: - Line chart → Peak viewing hours (Morning, Midday, Afternoon, Evening, Late night) - Bar chart → Sessions per day of week - Pie chart → Device usage (TV, Mobile, Tablet) - Sticky Notes: - Evenings = peak hours - Weekends show slightly lower engagement than weekdays - TV viewers have longest session durations

Frame 5: Factors Influencing Consumption - Sticky Notes: - Content Type → Movies, Series, Sports, Documentaries, Kids - Subscription type → Premium users watch more - Day & Time → Evening & Weekdays peak usage - Demographics → Age & Gender influence content choice - Visuals: Icons for each content type - Connectors: Show cause-effect: e.g., Sports → Longer sessions → Higher engagement

Frame 6: Low-Consumption Days Strategy - Charts Placeholder: Highlight low vs high consumption days - Sticky Notes: - Low consumption: Monday mornings, Thursdays - Recommend short episodes, trending content, push notifications - Personalized recommendations based on past behavior - Icons: Notification, trending content, clock

Frame 7: User Base Growth Recommendations - Sticky Notes Grouped by Category: 1. Marketing: Referral programs, social media campaigns 2. Subscription & Pricing: Limited-time discounts, flexible passes 3. Content Strategy: Exclusive releases, partnerships 4. Engagement & Retention: Loyalty programs, gamification - Icons: Money, social media, video, trophy

Frame 8: Insights Summary - Table or Sticky Notes: | Insight | Action | -----|-----| | Peak evenings | Promote premium content | | Low weekends | Short-form content & notifications | | Sports / trending content | Push during events | - Visuals: Color-coded sticky notes → yellow = insight, green = action

Frame 9: Next Steps - Sticky Notes: - Implement live dashboard for tracking trends  - Test content recommendation algorithm  - Trial campaigns on low-consumption days  - Monthly monitoring & strategy adjustment 

Frame 10: Optional Analysis (Optional) - Sticky Notes: - Churn & retention analysis → Identify high-risk users - Session retention → % returning within 7 days - Device/platform optimization → Mobile vs TV usage - Cross-selling → Bundle offers for family subscriptions

Board Tips: - Color code: - Insights → Yellow - Recommendations → Green - Data → Blue - Use icons/images for content type and actions - Connectors/Arrows to highlight cause-effect and workflow - Frames: Each frame = ~2 minutes of presentation