TV Viewership Case Study

Understanding TV consumption patterns across demographics

"This presentation shows insights from a TV viewership dataset analyzed using SQL and visualized through an interactive dashboard."

TV Viewership by Age Group

Highest viewership from 18–34 age group

his visual shows how TV consumption varies across age groups, with the 18–34 group leading in total sessions.

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61,7%

Viewers aged 18-34

35,7

Viewers aged 35-54

2,6%

Viewers aged 55+

Metrics (Scorecards)

- **Total Sessions**
- **Unique Users**
- **Consumption Rank**

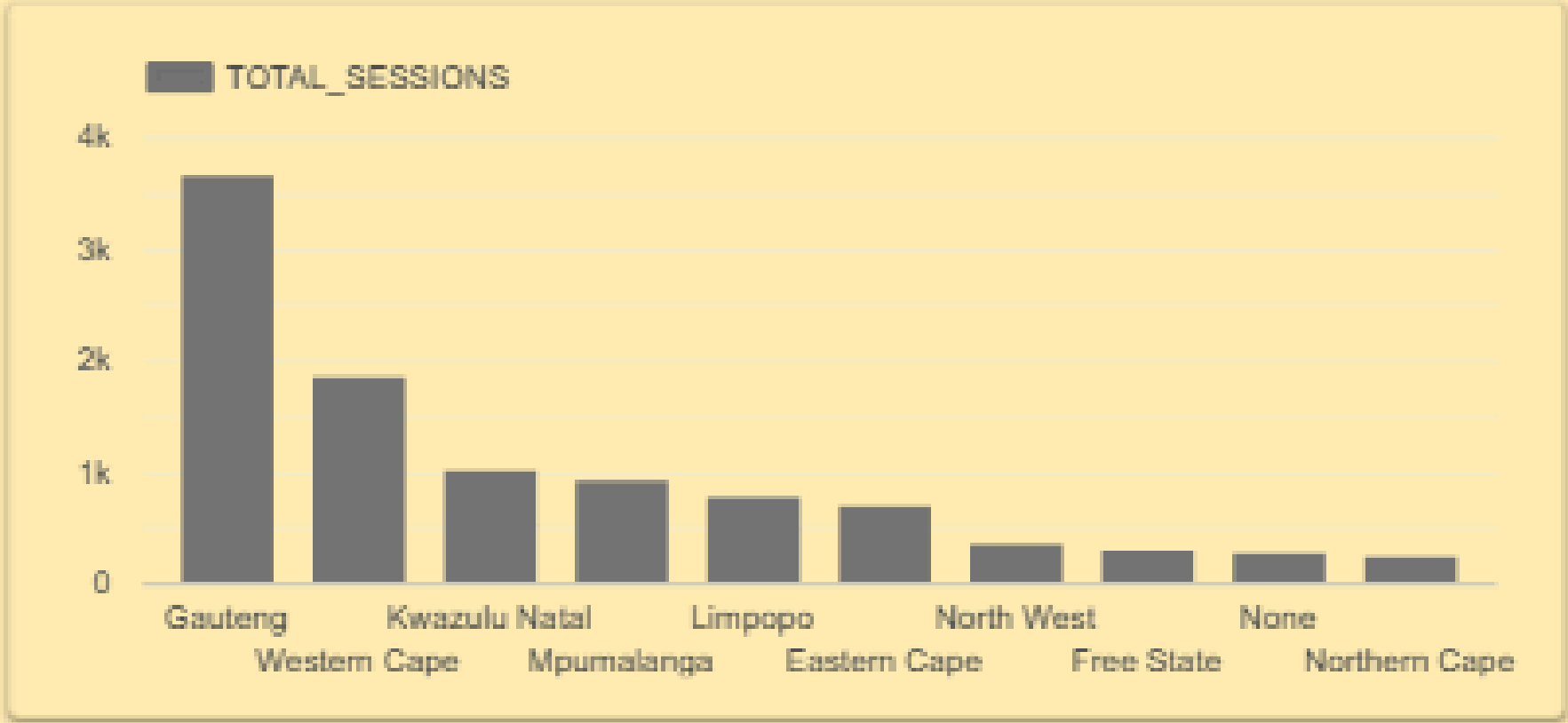These KPIs give a high-level snapshot of overall
TV consumption and audience reach.

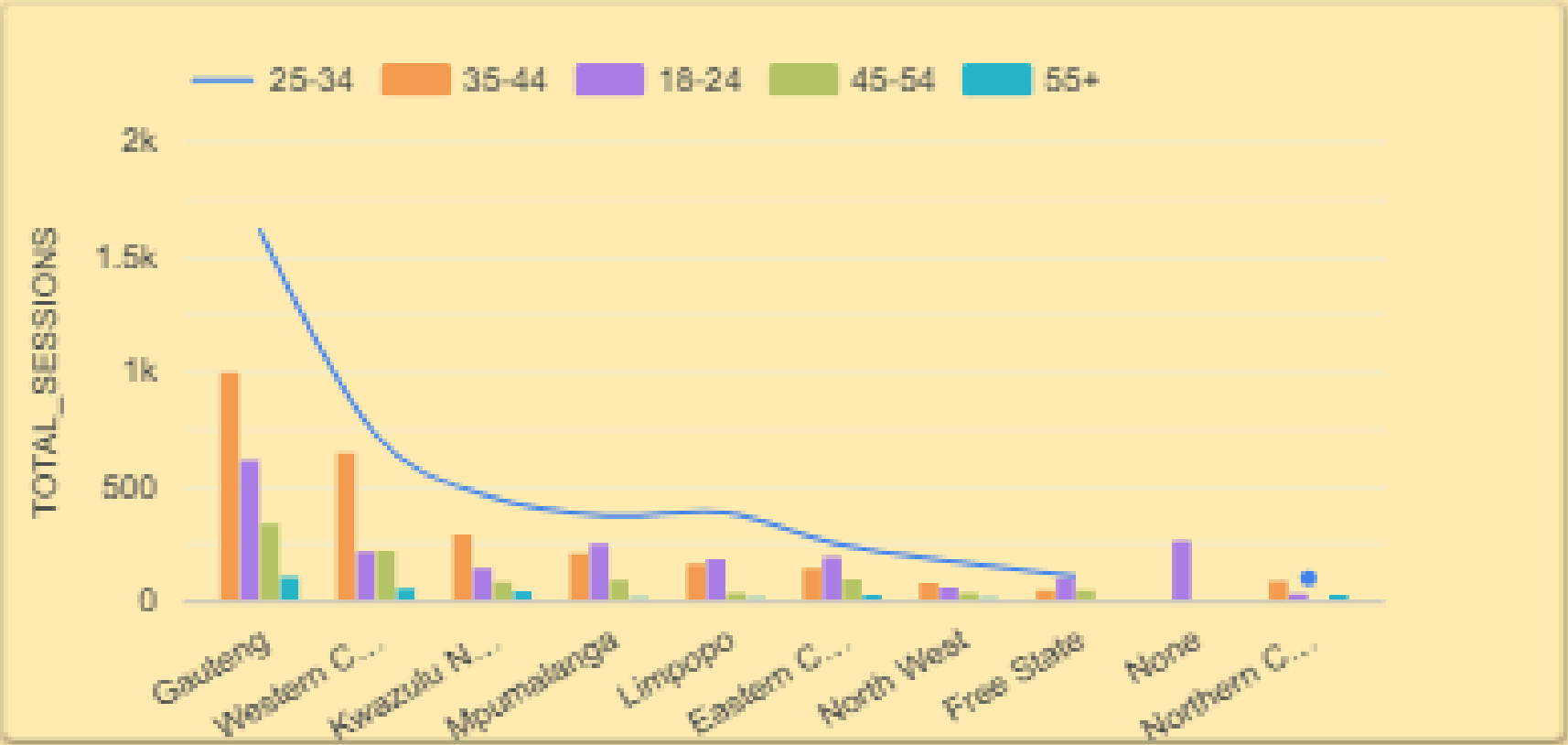| CONSUMPTION_RANK	UNIQUE_USERS
350	4,386

TOTAL_SESSIONS	CONSUMPTION_RANK
10,000	58,164

TOTAL_SESSIONS BY PROVINCE

. Factors Influencing Consumption

Low-Consumption Days Table

	CONSUMPTION_...	PROVINCE	TOTAL_SESSIONS ▲
1.	1	None	1
2.	99	Gauteng	3
3.	99	Limpopo	3
4.	99	None	3
5.	1	Mpumalanga	3
6.	119	Mpumalanga	4
7.	1	Western Cape	4

1 - 100 / 196 ‹ ›

. Factors Influencing Consumption

	PROVINCE	AGE_GROUP	GENDER	TOTAL_SESSIONS ▾
1.	Gauteng	25-34	male	1,418
2.	Gauteng	35-44	male	911
3.	Western Cape	25-34	male	666
4.	Western Cape	35-44	male	571
5.	Gauteng	18-24	male	557
6.	Kwazulu Natal	25-34	male	404
7.	Limpopo	25-34	male	365

Details on the next page

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Viewership by Province (Bar Chart)

- Gauteng has the highest viewership
- Western Cape follows closely
- Smaller provinces show lower engagement

This chart shows clear regional differences, with urban provinces contributing the most viewing sessions.

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Factors Influencing Consumption(line graph)

- 25–34 age group shows highest consumption
- Male viewers slightly higher than female viewers

Age and gender play a role in TV consumption, with young adults being the most active viewers.

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Low Consumption Analysis (table)

- Identifies low-viewership provinces/days
- Highlights opportunities for targeted content or marketing

Low-consumption analysis helps identify underperforming areas that may benefit from targeted strategies.

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Factors Influencing Consumption(table)

- Viewership decreases as age increases
- Certain provinces consistently outperform others

This analysis highlights how both demographics and geography influence viewing patterns.

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Tools & Technologies used

- **Snowflake (SQL)**
- **Google Looker Studio**
- **Figma**
- **Canva**

Each tool played a specific role, from data analysis to storytelling and presentation.

Conclusion

Bullet points:

- Clear regional and demographic trends
- Dashboards simplify decision-making
- End-to-end analytics workflow demonstrated

This project demonstrates how data can be transformed into insights that support better media and business decisions.

Thank you

Questions?

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