

DATA INSPECTION & ING... | 4

There are two separate tables that have to be joined

User profile table

viewership table

The two tables will be joined using the USERID columns

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DATA CLEANING | 3

i will use snowflake to clean the tables separately

Replace Null ,Other and None values with "unspecified"

Check for duplicates and eliminate them

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DATA ANALYSIS | 7

Create an Age bucket using AGE Column

use the recorddate table to create other columns for analysis

New Columns: watchtime, watchdate, day name, month name

i can create time bucket with the watch time

i will put the two Columns "user ID" together using Coalesce

create a temporal table for the each table

i will use left joins to put the tables together

DATA VISUALIZING & PRE... | 7

visualization for viewership by province

visualization for viewership by age bucket and Gender

visualization for viewership by time bucket

visualization for viewership by Race

visualization for viewership daily, monthly and time of the day

visualizing top viewing contents

Using canvas i will create a business presentation with insights for business decision