

RAMANDEEP SIHRA

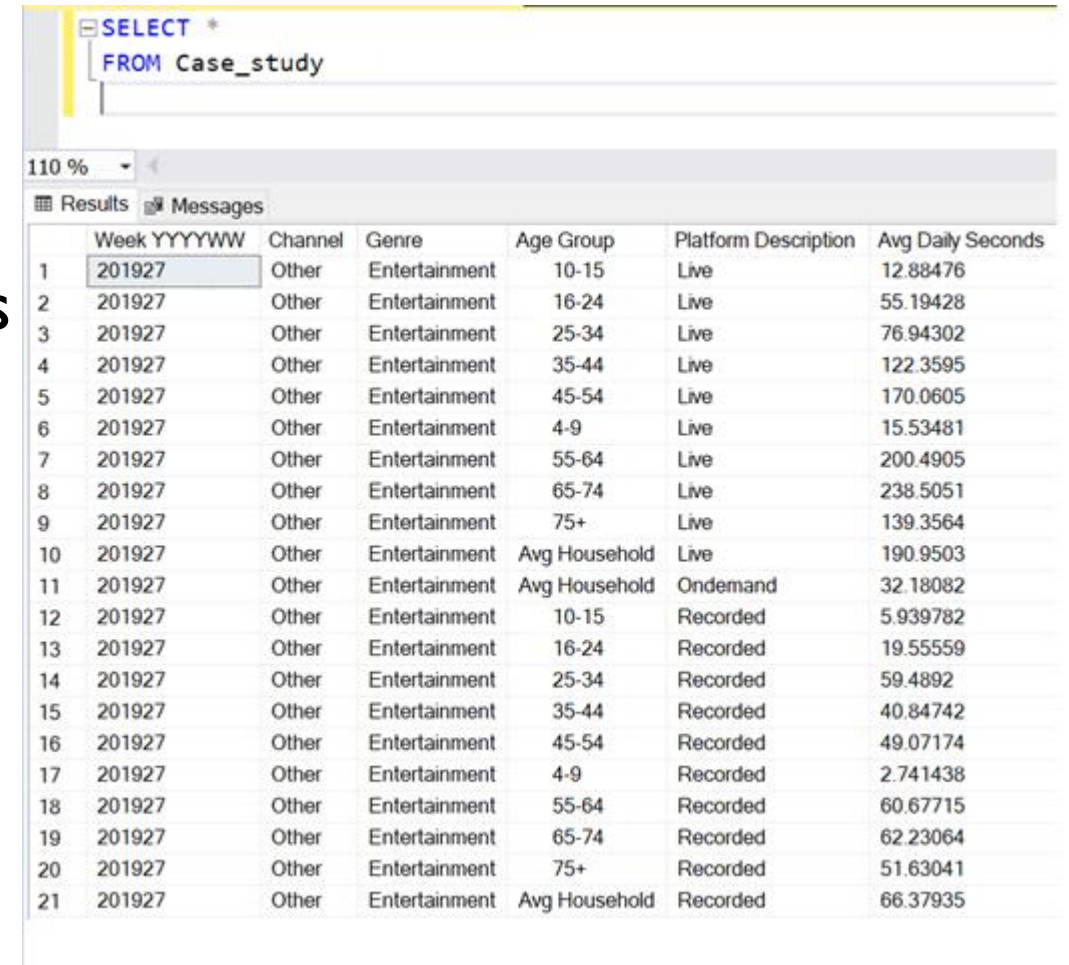
FINANCIAL SYSTEMS ASSISTANT

CHANNEL ENGAGEMENT KPI REPORT

Star Media Presentation
London, 09.01.2020

OUTLINE

- Definition
- Customer Behaviour
 - Channel Viewings
 - Pay Vs Free Channel Viewings
 - Genre Viewings
 - Age Group Viewings
 - Platform Viewings
- Scorecard For Customer Engagement Team
- Findings



The screenshot shows a SQL query editor with the following query:

```
SELECT *  
FROM Case_study
```

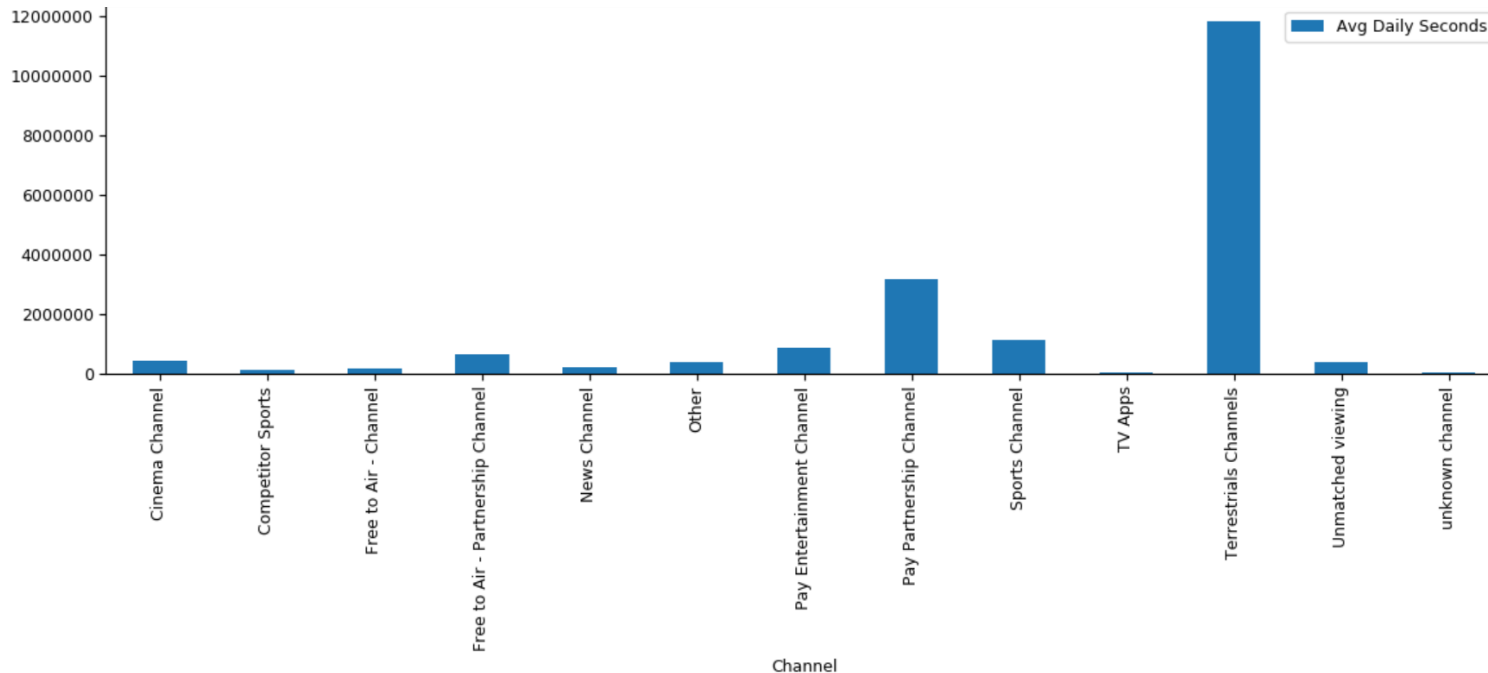
Below the query editor, there is a zoom level of 110% and tabs for 'Results' and 'Messages'. The 'Results' tab is active, displaying a table with 7 columns: Week YYYYWW, Channel, Genre, Age Group, Platform Description, and Avg Daily Seconds. The table contains 21 rows of data.

	Week YYYYWW	Channel	Genre	Age Group	Platform Description	Avg Daily Seconds
1	201927	Other	Entertainment	10-15	Live	12.88476
2	201927	Other	Entertainment	16-24	Live	55.19428
3	201927	Other	Entertainment	25-34	Live	76.94302
4	201927	Other	Entertainment	35-44	Live	122.3595
5	201927	Other	Entertainment	45-54	Live	170.0605
6	201927	Other	Entertainment	4-9	Live	15.53481
7	201927	Other	Entertainment	55-64	Live	200.4905
8	201927	Other	Entertainment	65-74	Live	238.5051
9	201927	Other	Entertainment	75+	Live	139.3564
10	201927	Other	Entertainment	Avg Household	Live	190.9503
11	201927	Other	Entertainment	Avg Household	Ondemand	32.18082
12	201927	Other	Entertainment	10-15	Recorded	5.939782
13	201927	Other	Entertainment	16-24	Recorded	19.55559
14	201927	Other	Entertainment	25-34	Recorded	59.4892
15	201927	Other	Entertainment	35-44	Recorded	40.84742
16	201927	Other	Entertainment	45-54	Recorded	49.07174
17	201927	Other	Entertainment	4-9	Recorded	2.741438
18	201927	Other	Entertainment	55-64	Recorded	60.67715
19	201927	Other	Entertainment	65-74	Recorded	62.23064
20	201927	Other	Entertainment	75+	Recorded	51.63041
21	201927	Other	Entertainment	Avg Household	Recorded	66.37935

DEFINITION

- I was asked to produce a KPI Report for the Channel Engagement Team so they can understand the performance of channels within their portfolio.
- Pie and bar charts were extracted from the data to look at trends. This can help the team achieve their aim and objectives and guide their next steps.

CUSTOMER BEHAVIOUR- CHANNEL VIEWINGS



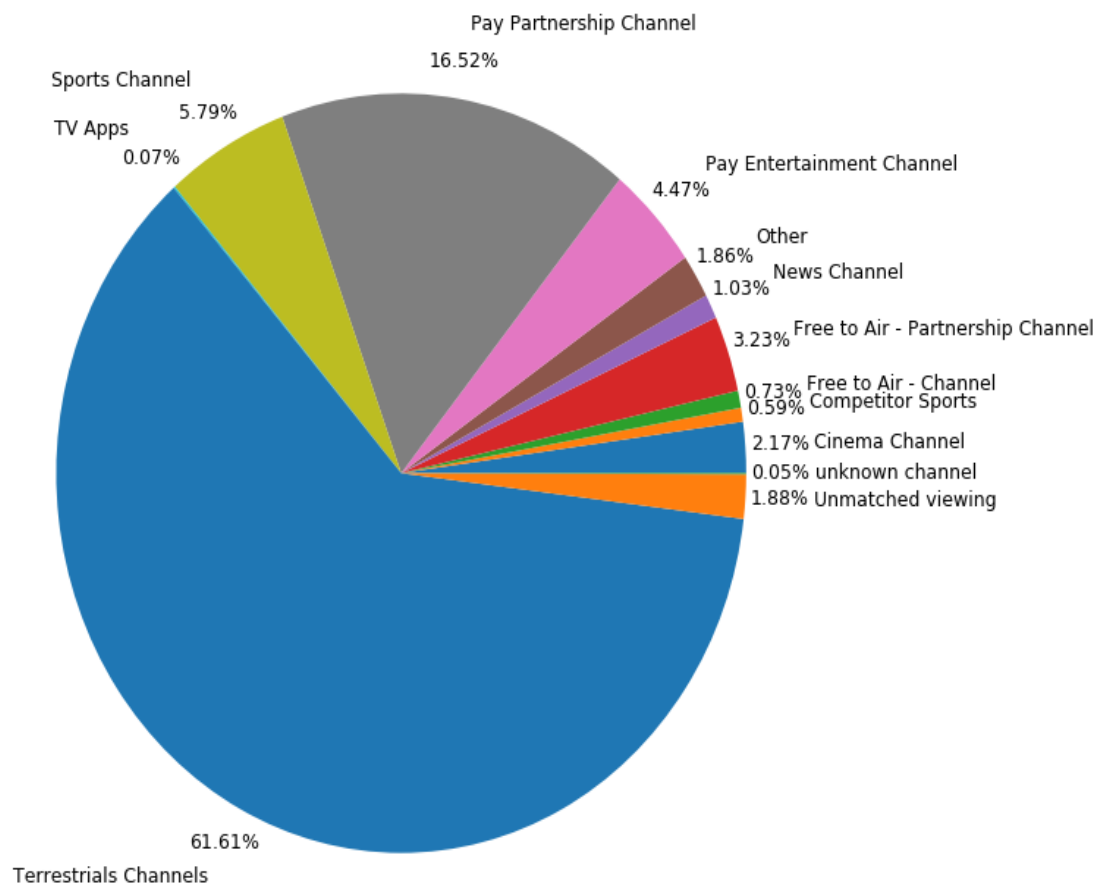
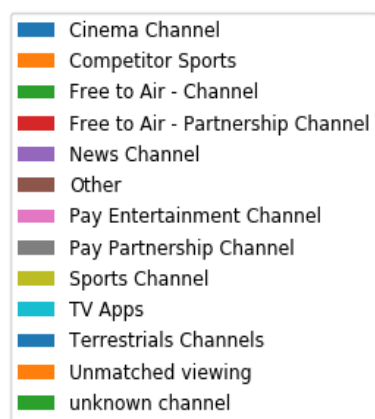
Star Media's most popular channels according to the average daily viewings are terrestrial channel and Pay Partnership channels.

The least popular channels are the unknown channels and TV Apps.

From the bar chart we can see that Star Media has a scope for improvement to increase channel viewings.

```
SQLQuery1.sql [D...T63S48T\USER (55)]* X
SELECT Channel, SUM([Avg Daily Seconds]) AS SumTime
FROM Case_study
GROUP BY Channel
ORDER BY Channel
```

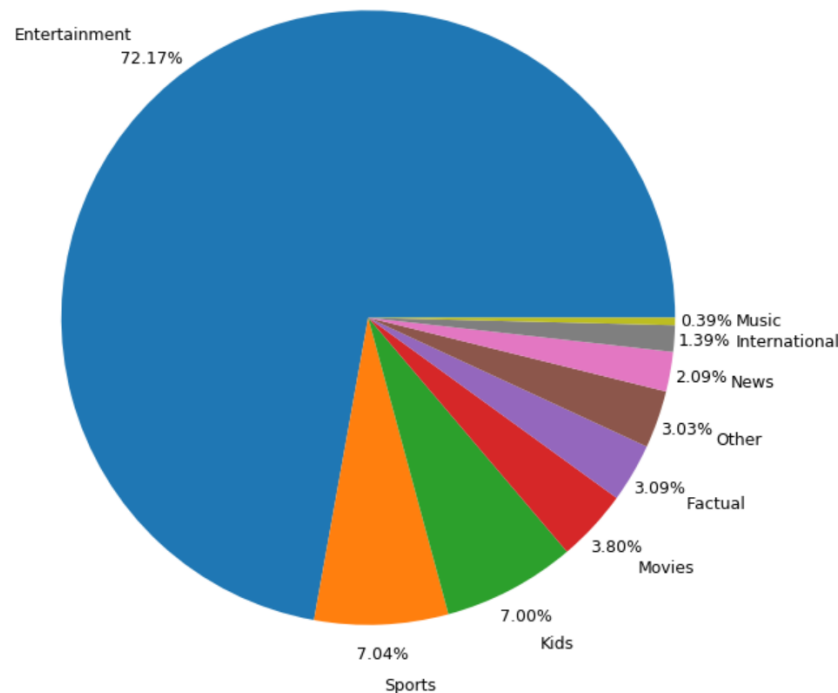
CUSTOMER BEHAVIOUR- PAY VS FREE CHANNEL VIEWINGS



Surprising results- Free to air channels have popularity compared to Terrestrial channels.

Free to Air channels provides 250 extra channels that are free for customers yet it shows be be one of the least popular channels amongst customers.

CUSTOMER BEHAVIOUR- GENRE VIEWINGS

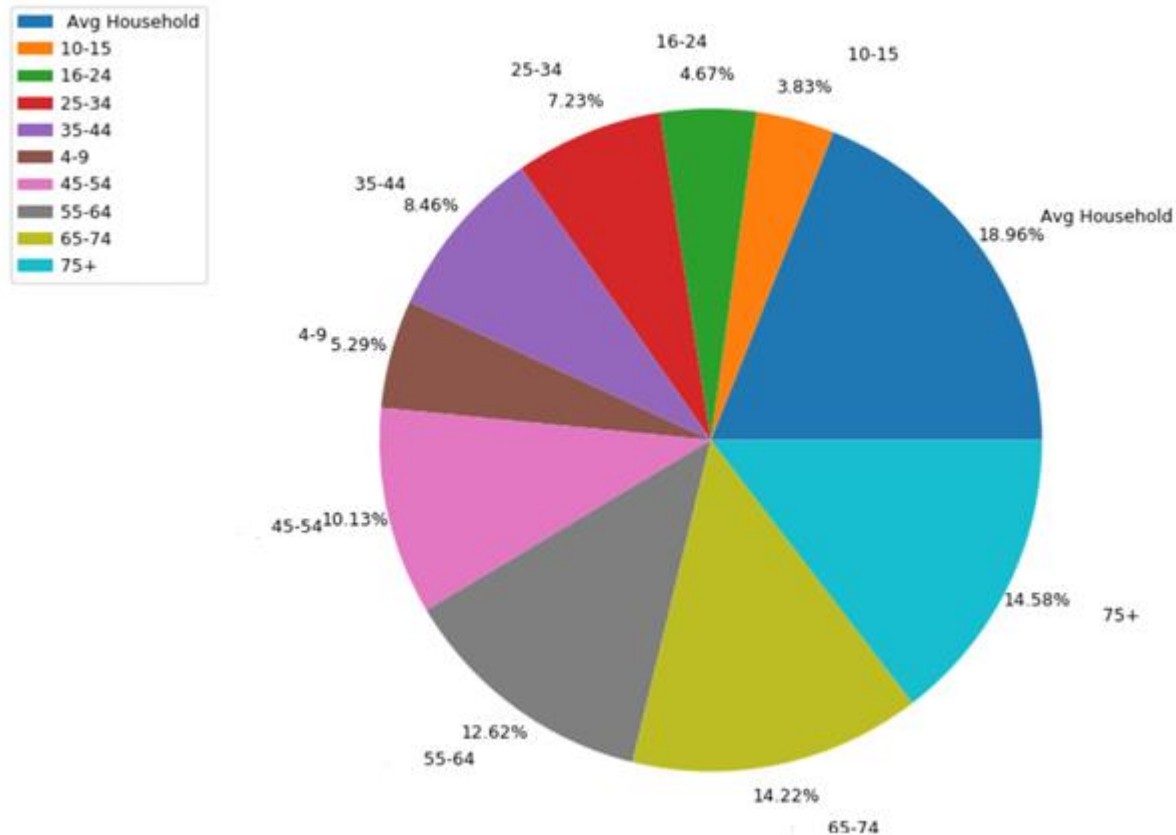


Entertainment is by far the most popular channel genre amongst customers.

The least popular genres amongst customers are music and international.

```
SELECT Genre, SUM([Avg Daily Seconds]) AS SumTime
FROM Case_study
GROUP BY Genre
ORDER BY SumTime DESC
```

CUSTOMER BEHAVIOUR- AGE GROUP VIEWINGS



Star Media caters to a vast range of audiences for the ages of 4+.

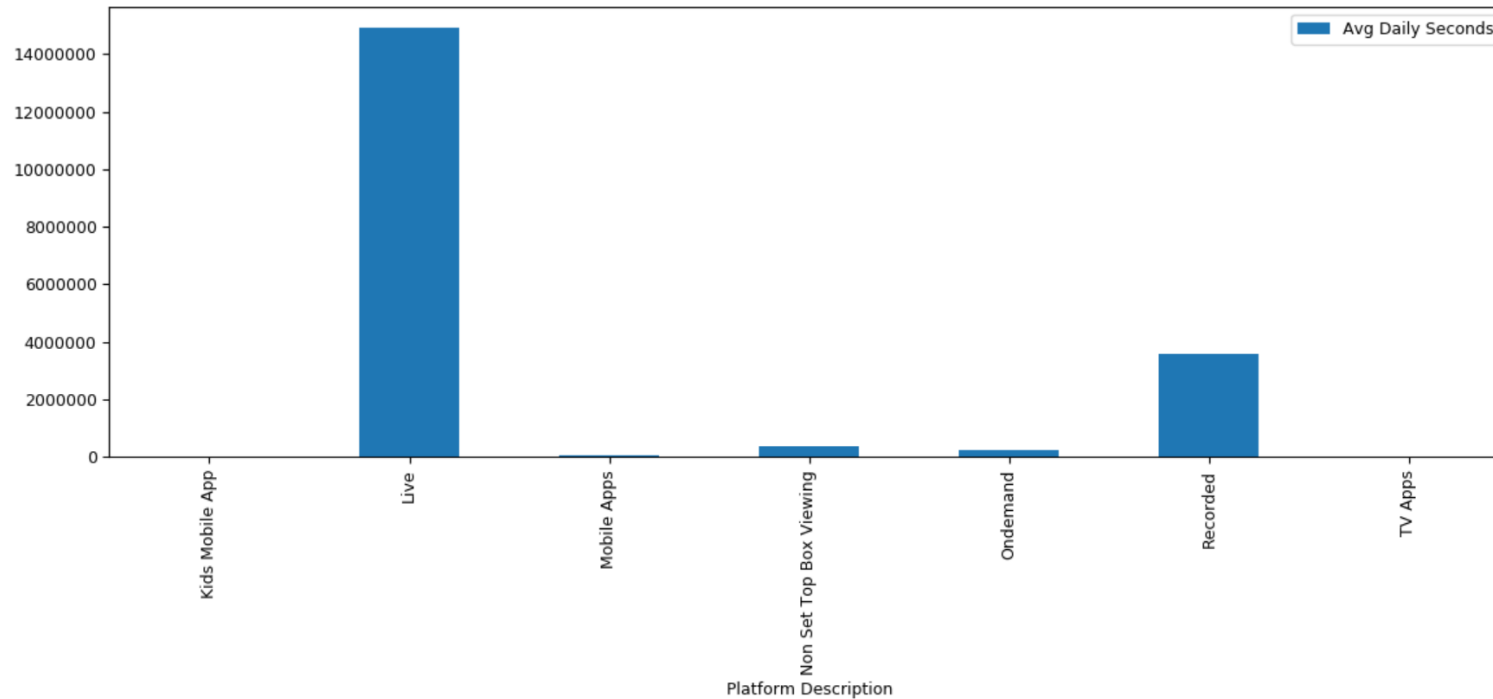
The highest number of viewings per sec:
Avg Household (18.96%), 65-74 (14.22%) and 75+ (14.58%).

The lowest number of viewings per sec: 10-15 (3.83%), 16-24 (4.67%) and 4-9 (5.29%)

What are the peak times during the week channels are mostly viewed per age group?

```
SELECT [Age Group], SUM([Avg Daily Seconds]) AS SumTime
FROM Case_study
GROUP BY [Age Group]
Having SUM([Avg Daily Seconds]) > 0
ORDER BY [Age Group]
```

CUSTOMER BEHAVIOUR- PLATFORM VIEWINGS



Star Media's most successful Platforms come from live and recorded Platforms.

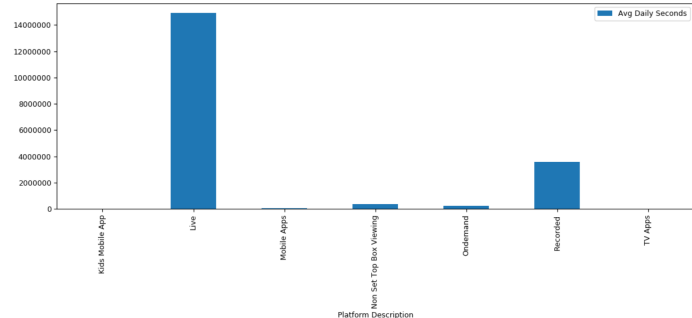
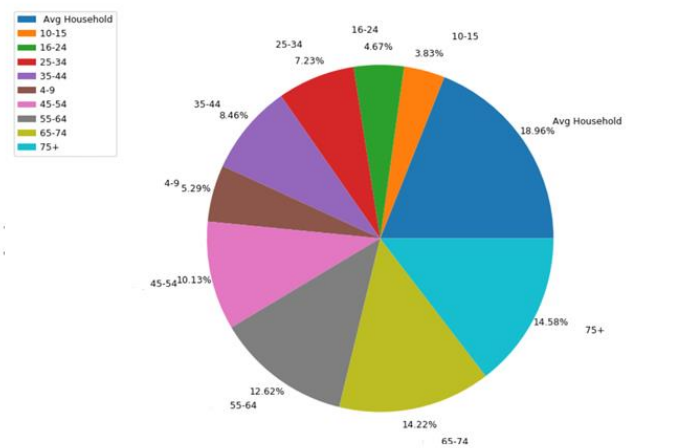
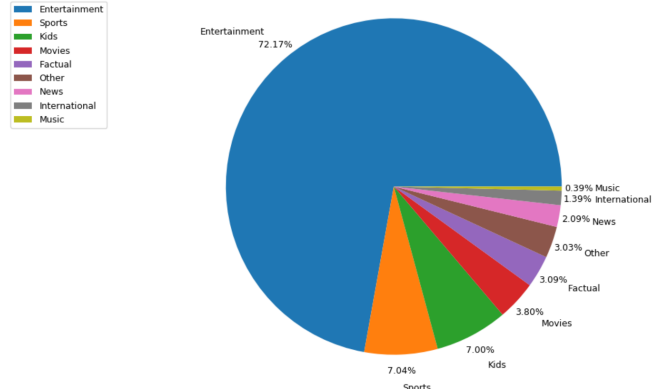
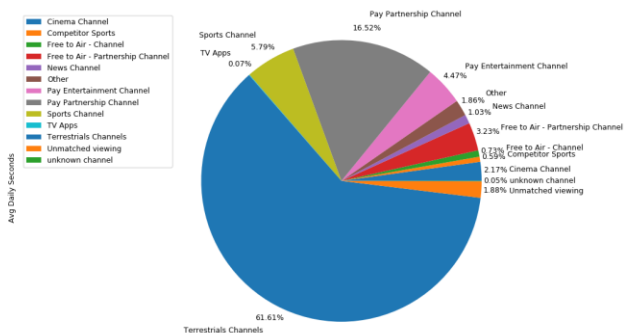
Customers enjoy watching they favourite programmes and movies on the day it is broadcasted.

For those who are working or busy, customers may record programmes on their favourite channels.

Star Media least popular platforms according to customers are TV Apps and Kid adds.

```
SELECT [Platform Description], SUM([Avg Daily Seconds]) AS SumTime
FROM Case_study
GROUP BY [Platform Description]
ORDER BY [Platform Description]
```


SCORECARD FOR CUSTOMER ENGAGEMENT TEAM



- Star Media provides customers with various entertainment channels, the most popular being terrestrial and pay partnership channels.
- The most popular genre amongst customers is entertainment. The least popular genre amongst customers are music and international genres.
- Avg Household , 65-74 and 75+ are the highest viewing age groups. The lowest number of viewing age groups are 10-15, 16-24 and 4-9.
- Live and recorded platforms are the most used platforms by consumers. Kids mobile Apps and TV app platforms are the lowest used platforms.

FINDINGS

