**Media Company Case Study**

The problem statement is as follows - A digital media company (similar to Voot, Hotstar, Netflix, etc.) had launched a show. Initially, the show got a good response, but then witnessed a decline in viewership. The company wants to figure out what went wrong.

Dataset (**mediacompany**) and Data dictionary (**DataDictionary\_mediacompany**) is attached

* Build a Model to understand the predictors/driver KPI to viewership
* Perform Exploratory Data Analysis with some charts
* Create lag variables if required
* Plot the error

**Problem Solving**

**Campaign Data** is an excel sheet containing campaign name against the duration it has run. Start Date and End Date denote the campaign start date and end date respectively. The business wants to understand the following:

* Number of campaigns that were running on each day starting Jan 1st, 2018 until Dec 31st, 2018.
* Number of Campaigns per month

**Please Note:**

1. All Codes must be in R or python
2. The code must be commented
3. Install Libraries should be mentioned
4. You can either use R, python or tableau’s free version for visualization (please send us the packaged workbook in case its tableau)