📊 Audience Analysis Dashboard

🗓 Select date for analysis

2024/07/01	⊗

> ✅ Data and models loaded successfully.

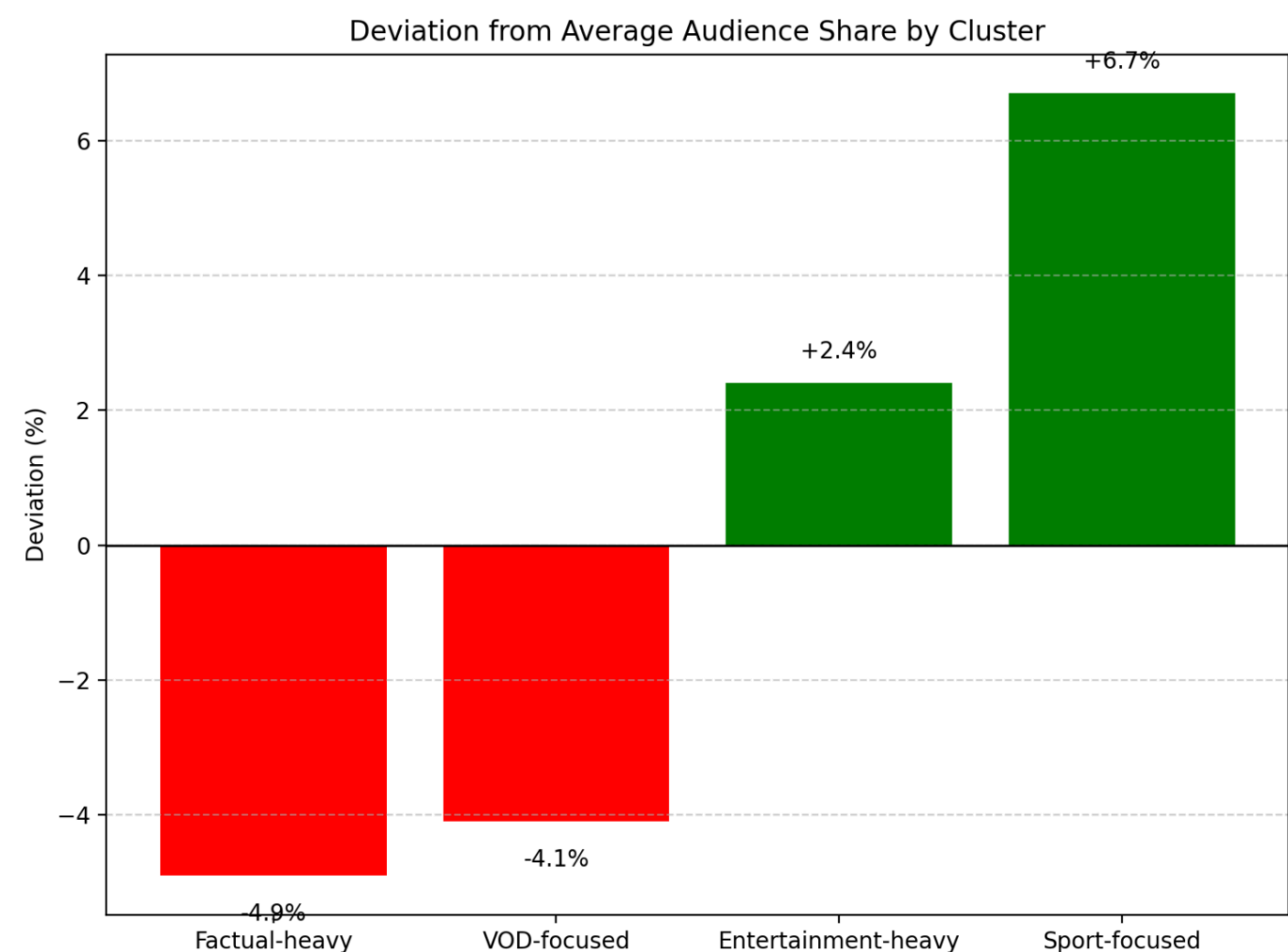| 📊 Show Initial daily data Analysis	🔍 Show K-means Cluster Analysis	📈 LSTM: Spikes and Dips Analysis

🧠 K-means Cluster Analysis

1. Weighted Audience Size per Cluster

Weighted Audience Size by Cluster
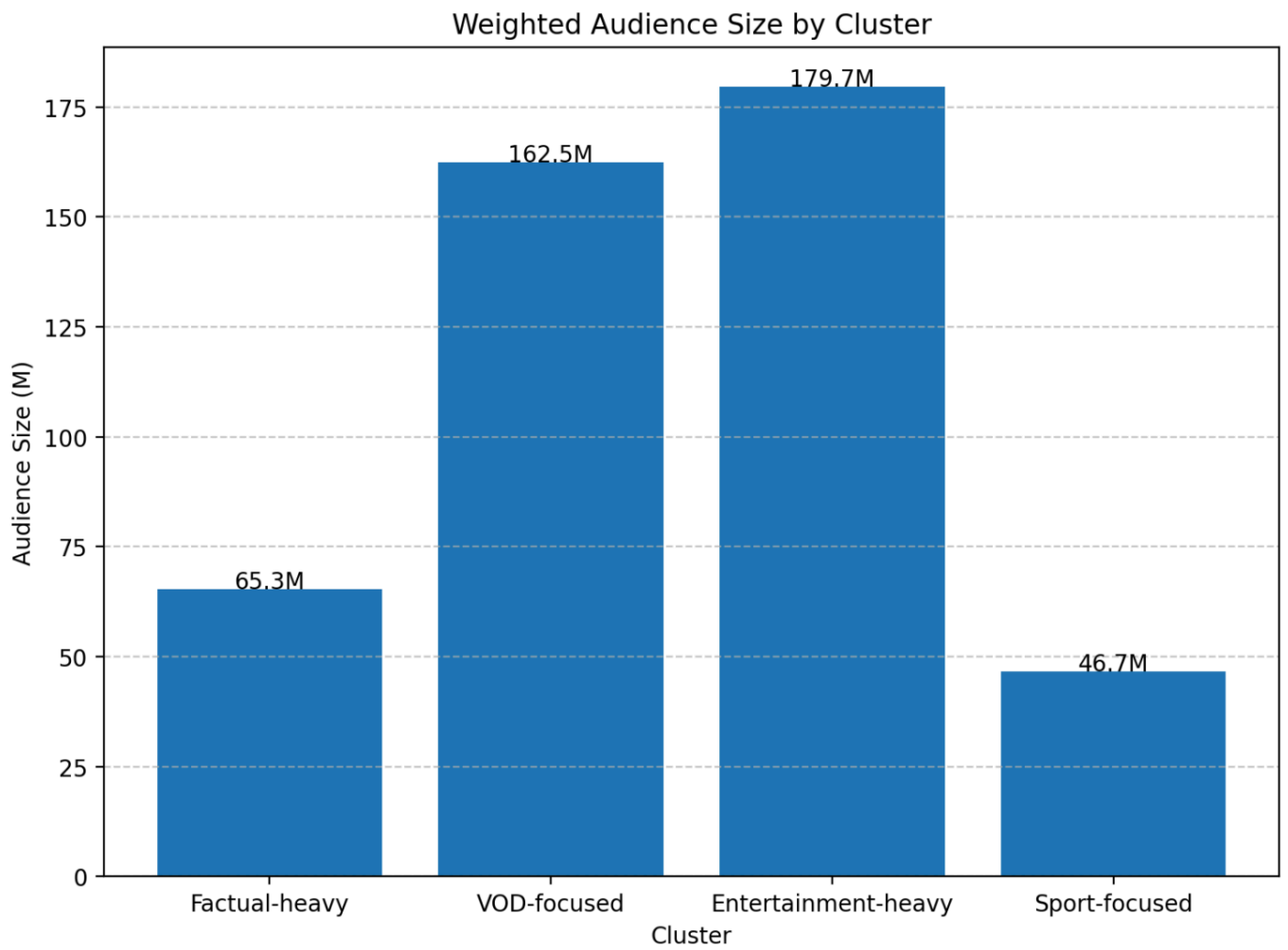
2. Deviation from Average Viewing Patterns

Deviation from Average Audience Share by Cluster

3. Cluster Summary

	cluster	Cluster Name	estimated_hhmm	estimated_minutes	log_total_duration	is_recorder
0	0	Factual-heavy	3h 22m	202	5.31	0.27
1	1	VOD-focused	2h 12m	132	4.88	0.14
2	2	Entertainment-heavy	3h 46m	226	5.42	0.39
3	3	Sport-focused	3h 14m	194	5.27	0.53

4. Top 3 Areas per Cluster

	Cluster Name	Top 1 Area	Top 1 Audience (M)	Top 2 Area	Top 2 Audience (M)
0	Entertainment-heavy	London	28.9	Midlands	25.2
1	Factual-heavy	London	11.7	Midlands	9.9
2	Sport-focused	London	9.5	Midlands	6.9
3	VOD-focused	London	29.8	South, South East & Channel Is	19.4