Insights for Data Distribution

Assignment-4

A graph of blue bars

Description automatically generated

The histogram graph shows a progressive reduction with increasing hours spent reading newspapers. According to the discoveries, target customers who read newspapers for less than an hour contribute nearly as much as those who never read.

A graph with a bar chart and a diagram

Description automatically generated with medium confidence

The boxplot shows that there is a broad range of variance in TV and newspaper engagement. It is unambiguous that the maximum contribution of newspapers is smaller than the average contribution of TV in terms of weekly hours, and a comparable contribution is found for TV and radio.

A graph with blue squares

Description automatically generated with medium confidence

The histogram illustrates significant variation in radio listening habits. Most individuals listen to the radio for less than an hour per day, with the next largest group listening for 1 to 3 hours. There is a notable decrease in numbers for those who listen for more than 3 hours daily. Interestingly, a considerable percentage of participants report never listening to the radio at all.

A graph showing a number of blue rectangular bars

Description automatically generated

The above histogram indicates that most target customers watch television for 1 to 3 hours per day, making this timeframe the largest category. The second most frequent viewing pattern is less than 1 hour per day. There is a noticeable decrease in the number of viewers who watch more than 3 hours daily, and only a small percentage report never watching television or watching for extended periods (5+ hours).

A graph with red and blue squares

Description automatically generated

The box plot shows that target customers spend similar amounts of time on TV and radio daily. Both media types have a viewing or listening time of about 2 hours, with TV showing a slightly wider range of consumption. A small number of target customers watch TV or listen to the radio for 4-5 hours a day. However, this is not common for most target customers.