

CASE STUDY -GROUP 2 -BRIGHT TV

Tshiphiri Hangwani

Joining two tables

```
SELECT *FROM CUSTOMERS;  
SELECT *FROM VIEWERSHIP;  
SELECT A.USERID,  
       A.NAME,  
       A.SURNAME,  
       A.EMAIL,  
       A.GENDER,  
       A.RACE,  
       A.AGE,  
       A.PROVINCE,  
       A.SOCIAL_MEDIA_HANDLE,  
       B.CHANNEL2,  
       B.RECORDDATE2,  
       B.TIME,  
       B.DURATION_2  
FROM CUSTOMERS AS A  
INNER JOIN VIEWERSHIP AS B ON A.USERID = B.USERID;
```

```
150 | SELECT MIN(TIME)  
151 | FROM FINALBRIGHTTV
```

Results Chart

	MIN(TIME)
1	00:00:00

```
152 |  
153 | SELECT MAX(TIME)  
154 | FROM FINALBRIGHTTV  
155 |
```

Results Chart

	MAX(TIME)
1	23:59:00

COUNTING ALL THE USER ID

```
3 SELECT COUNT (DISTINCT USERID)
4 FROM FINALBRIGHTTV;
5
6 SELECT COUNT (DISTINCT USERID)
```

Results

Chart

	# COUNT (DISTINCT USERID)
1	4386

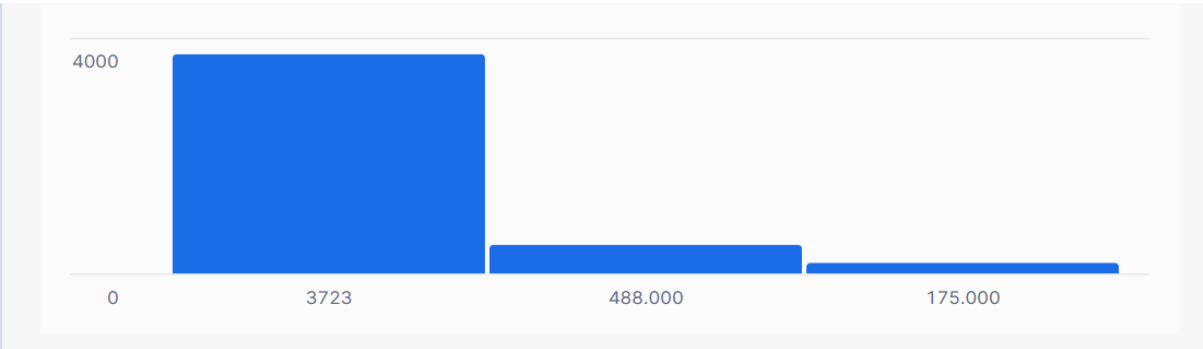
COUNT THE USER ID, GROUP BY GENDER

```
6 SELECT COUNT (DISTINCT USERID) ,
7         gender
8 FROM FINALBRIGHTTV
9 GROUP BY GENDER;
10
11 SELECT COUNT (DISTINCT USERID)
```

Results

Chart

	# COUNT (DISTINCT USERID)	A GENDER
1	3723	male
2	488	female
3	175	None



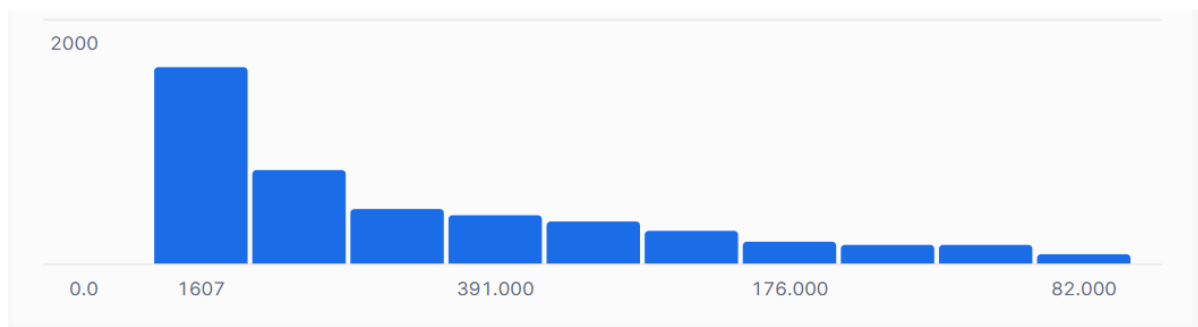
```

16 SELECT COUNT (DISTINCT USERID) , PROVINCE
17 FROM FINALBRIGHTTV
18 GROUP BY PROVINCE;

```

Results Chart

	# COUNT (DISTINCT USERID)	A PROVINCE
1	1607	Gauteng
2	770	Western Cape
3	82	Northern Cape
4	342	Limpopo
5	152	North West
6	391	Mpumalanga
7	147	Free State
8	176	None
9	448	Kwazulu Natal



GROUP BY AGE

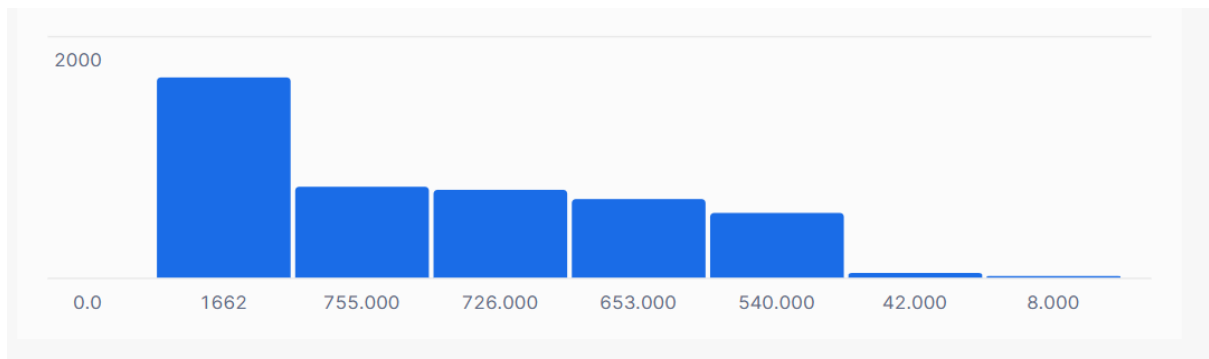
```

10
11 SELECT COUNT (DISTINCT USERID) ,
12         RACE
13 FROM FINALBRIGHTTV
14 GROUP BY RACE;
15

```

Results Chart

	# COUNT (DISTINCT USERID)	A RACE
1	726	white
2	1662	black
3	653	coloured
4	540	None
5	755	indian_asian
6	8	null
7	42	other



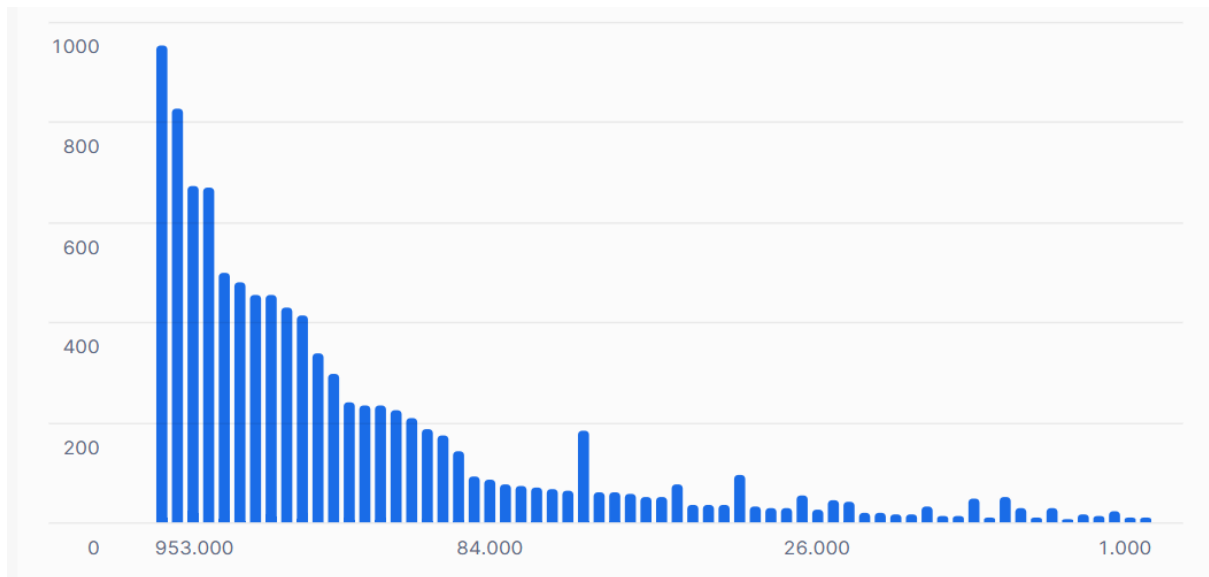
AGE BUCKET

```

SELECT
  COUNT(USERID) AS VIEW_COUNT,
  CHANNEL2,
  CASE
    WHEN AGE = 0 THEN 'NOT_SPECIFIED'
    WHEN AGE BETWEEN 1 AND 5 THEN 'BABY'
    WHEN AGE BETWEEN 6 AND 12 THEN 'CHILD'
    WHEN AGE BETWEEN 13 AND 19 THEN 'TEENAGER'
    WHEN AGE BETWEEN 20 AND 35 THEN 'YOUNG_ADULTS'
    WHEN AGE BETWEEN 35 AND 50 THEN 'ADULTS'
    ELSE 'PENSIONER'
  END AS AGE_GROUP
FROM FINALBRIGHTTV
GROUP BY CHANNEL2, AGE_GROUP
ORDER BY COUNT(USERID) DESC;

```

	# VIEW_COUNT	A CHANNEL2	A AGE_GROUP
1	953	Supersport Live Events	YOUNG_ADULTS
2	825	ICC Cricket World Cup 2011	YOUNG_ADULTS
3	672	Channel O	YOUNG_ADULTS
4	669	Trace TV	YOUNG_ADULTS



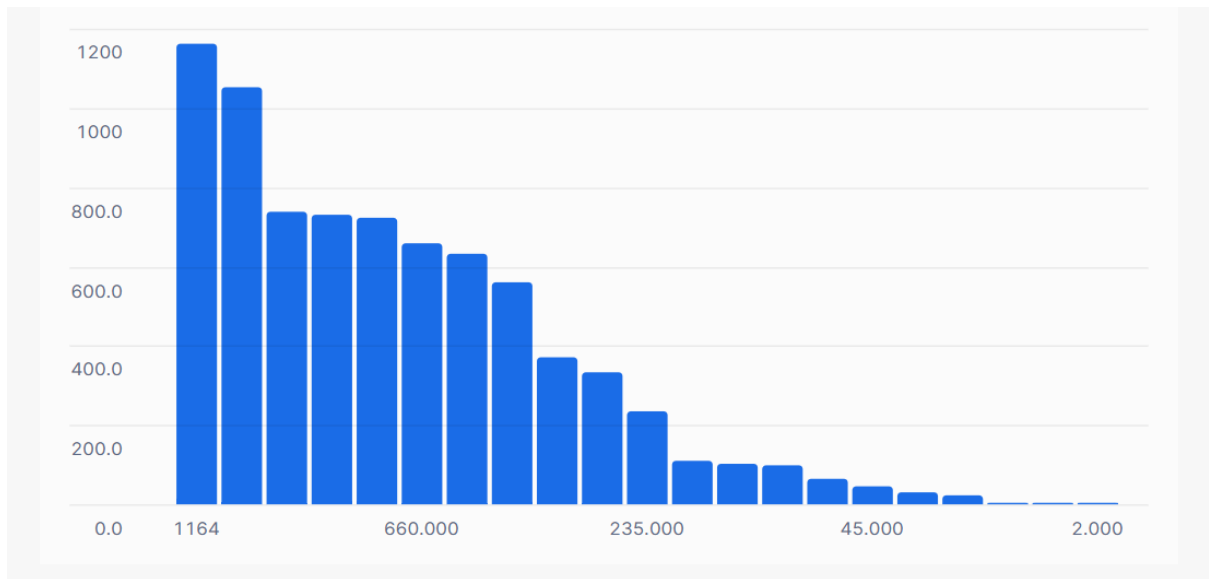
GROUP BY CHANNEL

```

82  -----group by channel-----
83  SELECT COUNT (DISTINCT USERID),
84         CHANNEL2
85  FROM FINALBRIGHTTV
86  GROUP BY CHANNEL2;
87

```

<div> <div>Results</div> <div>Chart</div> </div>		
	# COUNT (DISTINCT USERID)	A CHANNEL2
1	1054	ICC Cricket World Cup 2011
2	660	Cartoon Network
3	101	DStv Events 1
4	109	M-Net
5	235	SawSee
6	739	Channel O
7	561	Boomerang



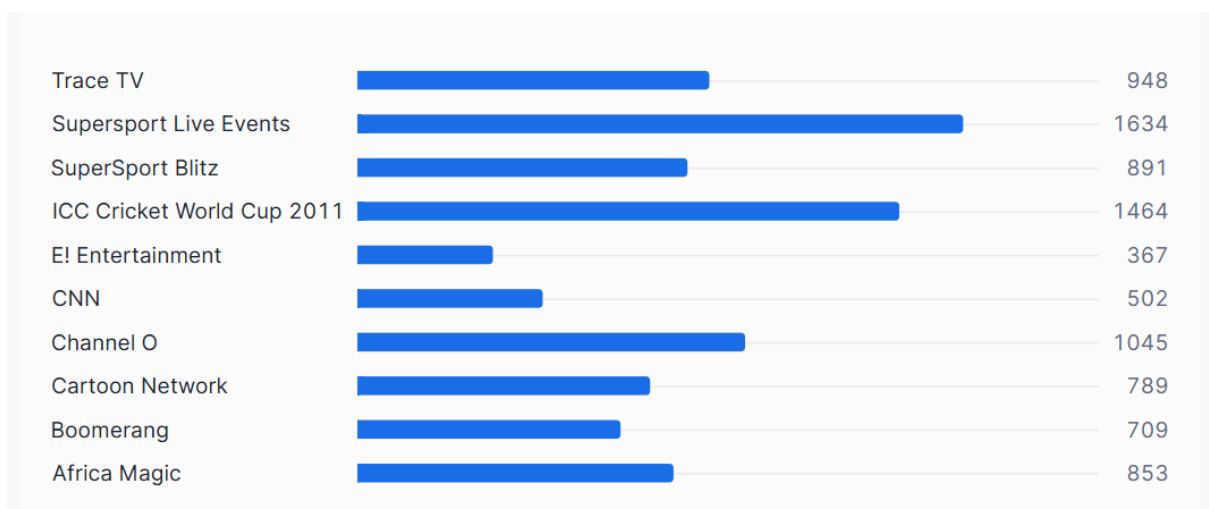
TIME BUCKET

```

CHANNEL2,
CASE
  WHEN time BETWEEN '00:06:01' AND '00:09:59' THEN 'early'
  WHEN time BETWEEN '00:10:00' AND '00:13:59' THEN 'noon'
  WHEN time BETWEEN '00:14:00' AND '00:16:59' THEN 'after noon'
  WHEN time BETWEEN '00:17:00' AND '00:20:59' THEN 'night'
  ELSE 'none'
END AS REAL_TIME,
COUNT(USERID) AS VIEW_COUNT
FROM
  FINALBRIGHTTV
GROUP BY
  CHANNEL2,
  (CASE
    WHEN time BETWEEN '00:06:01' AND '00:09:59' THEN 'early'
    WHEN time BETWEEN '00:10:00' AND '00:13:59' THEN 'noon'
    WHEN time BETWEEN '00:14:00' AND '00:16:59' THEN 'after noon'
    WHEN time BETWEEN '00:17:00' AND '00:20:59' THEN 'night'
    ELSE 'none'
  )
ORDER BY VIEW_COUNT DESC
LIMIT 10

```

	<u>A</u> CHANNEL2	<u>A</u> REAL_TIME	<u>#</u> VIEW_COUNT
1	Supersport Live Events	none	1634
2	ICC Cricket World Cup 2011	none	1464
3	Channel O	none	1045
4	Trace TV	none	948
5	SuperSport Blitz	none	891
6	Africa Magic	none	853
7	Cartoon Network	none	789
8	Boomerang	none	709
9	CNN	none	502
10	E! Entertainment	none	367



VIEWING TIME

```

SELECT
  USERID,
  TIME,
  CASE
    WHEN CAST(TIME AS TIME) BETWEEN TIME '02:00:00' AND TIME '05:59:59' THEN 'wee hour'
    WHEN CAST(TIME AS TIME) BETWEEN TIME '06:00:00' AND TIME '11:59:59' THEN 'Morning'
    WHEN CAST(TIME AS TIME) BETWEEN TIME '12:00:00' AND TIME '16:59:59' THEN 'noon'
    WHEN CAST(TIME AS TIME) BETWEEN TIME '17:00:00' AND TIME '18:59:59' THEN 'after noon'
    WHEN CAST(TIME AS TIME) BETWEEN TIME '19:00:00' AND TIME '21:59:59' THEN 'dine'
    ELSE 'LATE'
  END AS CAST_TIME
FROM finalbrighttv;

```

Results  Chart

# USERID	⌚ TIME	⌵ CAST_TIME
903994	20:09:00	dine
802352	11:04:00	Morning
866125	19:01:00	dine
2425604	17:23:00	after noon

