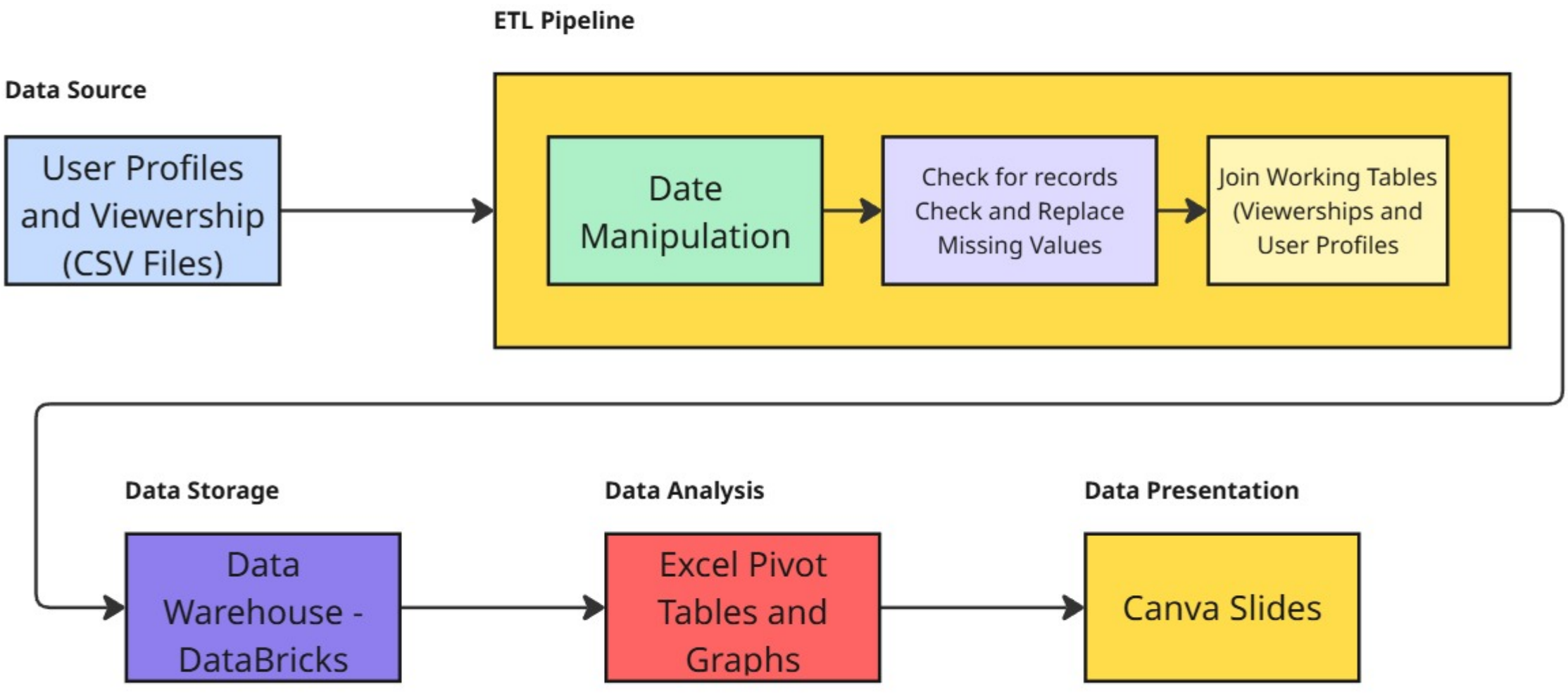
Data Flow Diagram



Key Insights and Deliverables

Quantitative Data

-Age
-UserID
-Record Date
-Duration

Expected Deliverables

-Trend Analysis - Viewership Over Time - Monthly and Weekday
-Channel Analysis - Viewership Per Channel and Watch Duration

BrightTV Viewership Analysis

Graphics

Demographic View

Donut: Viewership by Race
Bar Chart : Viewership by Province, by Gender, by Age Group

Trend Analysis

Bar Graph: Total Viewers by Weekday
-Line Graph : Total Views Over Time

Channel Analysis

-Bar Graph - Top 10 most watched channels, Viewership by Day and Duration

Qualitative Data

-Name and Surname
-Gender & Gender
Province & Email
-Channel/Program
-Social Media Handle

Expected Deliverables

-Demographic Analysis - Viewership per Race, Gender, Province and Age Group
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