BrightTV Viewership Analysis Project Timeline

Milestones

- Github Readme Complete
- SQL Code and Queries on Databricks
- Final Presentation

Status Key

- ☐ Not Started
- 🟨 In Progress
- 🟧 Completed
- 🟩 Delayed

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16

Project Definition & Data Collection → **Data Preparation & Cleaning** → **Data Analysis & Modeling** → **Reporting & Visualization**

Project Definition & Data Collection (weeks 1–5, Completed)
- Project Definition & Objectives
- Data Flow Diagram
- Data Discovery

Data Preparation & Cleaning (Completed)
- Assess data quality, identify missing values and address inconsistencies.
- Clean and Process Data - remove duplicates, use correct sale date format.

Data Analysis & Modeling (In Progress)
- Perform Exploratory Data Analysis (EDA) to find initial trends and patterns.

Reporting & Visualization (In Progress)
- Excel Graphs and Pivot Tables
- Dashboard
- Final Report and Presentation Slides

☐ Not Started	🟨 in Progress	🟧 Completed	🟩 Delayed