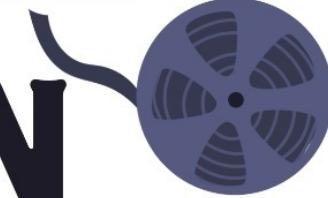


BRIGHT TV

Welcome to the vibrant world of BrightTV – where data meets creativity, and every story connects people through the power of entertainment

INTRODUCTION



BrightTV is a subscription-based entertainment platform providing on-demand television content to viewers across South Africa. With a rapidly evolving media landscape and increasing competition from digital streaming services, BrightTV aims to expand its subscription base and increase user engagement.

The CEO has tasked the analytics team with using data-driven insights to better understand user behaviour, consumption trends, and factors that drive viewership. The dataset provided includes:

- User Profiles – containing demographic details such as **gender**, **age**, **race**, and **province**
- Viewership Records – detailing **channel** watched, view **date/time (UTC)**, and **viewing duration** per session

By leveraging SQL queries in Snowflake, this analysis extracts actionable insights to support BrightTV's strategic **growth** and audience **retention** goals.

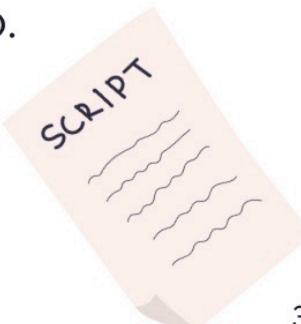


AIM

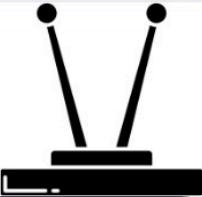
To analyze BrightTV's viewership and user profile data in order to identify key trends, factors influencing content consumption, and opportunities for improving user engagement and subscription growth.

OBJECTIVES

- Analyze **user trends** – Determine active users and engagement levels across time.
- Evaluate **viewing patterns** – Identify when (time/day) users watch the most content.
- Assess **factors** influencing consumption – Examine the impact of gender, age, and province.
- Determine **low-consumption** periods – Find days/times with the least viewership.
- **Recommend strategies** to increase engagement and grow the user base.



METHODOLOGY

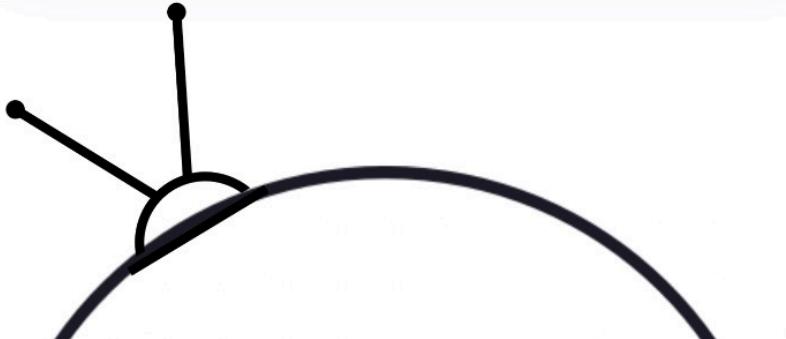


Data analysis was performed in Snowflake SQL using two linked tables:

- User_Profiles: demographic and location data.
- Viewership: viewing sessions, timestamps, and durations.

Steps performed:

- Data Cleaning & Transformation
 - Converted UTC timestamps (RecordDate2) to South African Time (UTC+2) using
`CONVERT_TIMEZONE('UTC', 'Africa/Johannesburg', RecordDate2)`
- Descriptive Analytics
 - Calculated Daily and Monthly Active Users (DAU/MAU).
 - Identified top channels by viewing time and frequency.
- User Segmentation Analysis
 - Grouped users by gender, age range, and province to assess engagement levels.
- Time-based Trend Analysis
 - Extracted viewing hour and day of week to detect consumption peaks and lows.

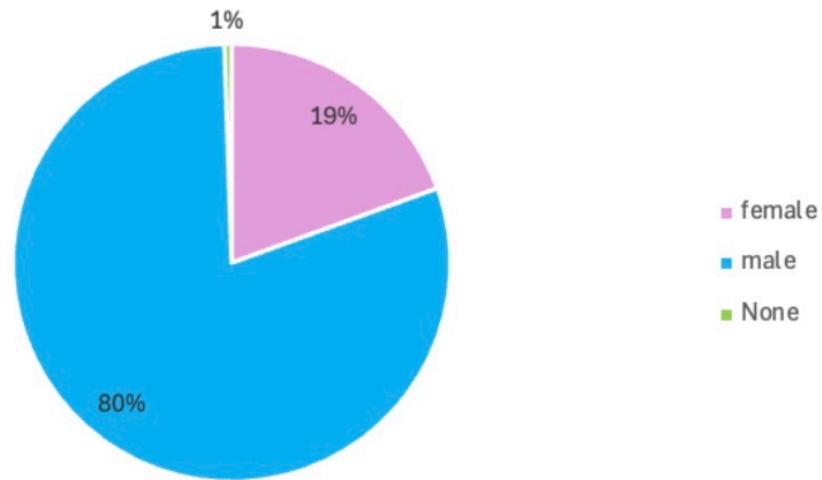


RESULTS & ANALYSIS

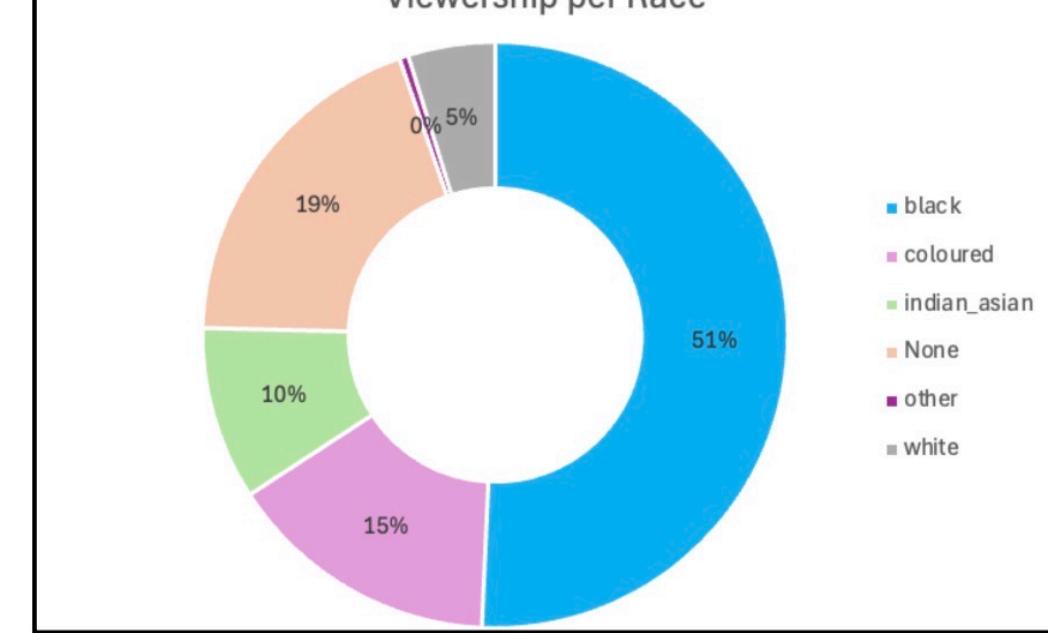


VIEWERSHIP RECORD

Viewership per gender



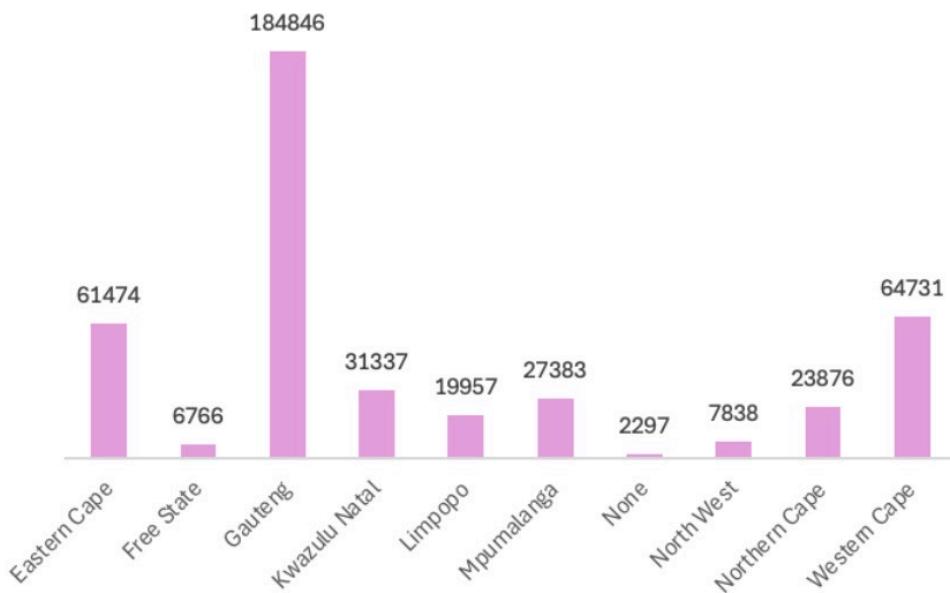
Viewership per Race



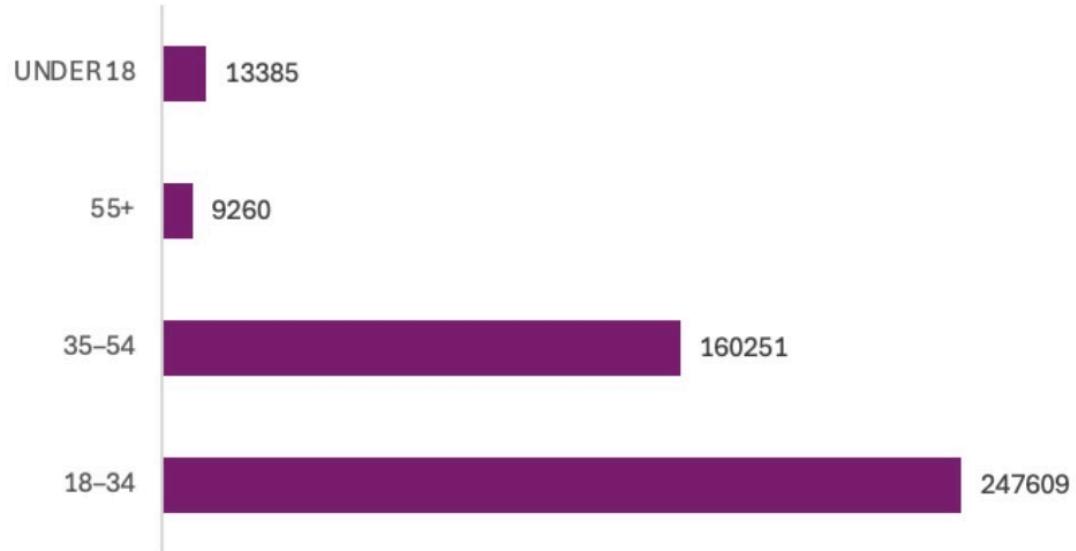
- BrightTV's audience is predominantly **male (80%)** and largely **Black (51%)**, showing that current programming strongly appeals to this demographic.
- **Female** viewers (**19%**) and other racial groups make up smaller segments, suggesting opportunities to diversify content with more family, lifestyle, and culturally tailored shows.
- Overall, the data highlights a broad but **uneven audience base**, where targeted programming could drive greater inclusivity and boost engagement across all viewer groups.

VIEWERSHIP RECORD

Viewership per Province



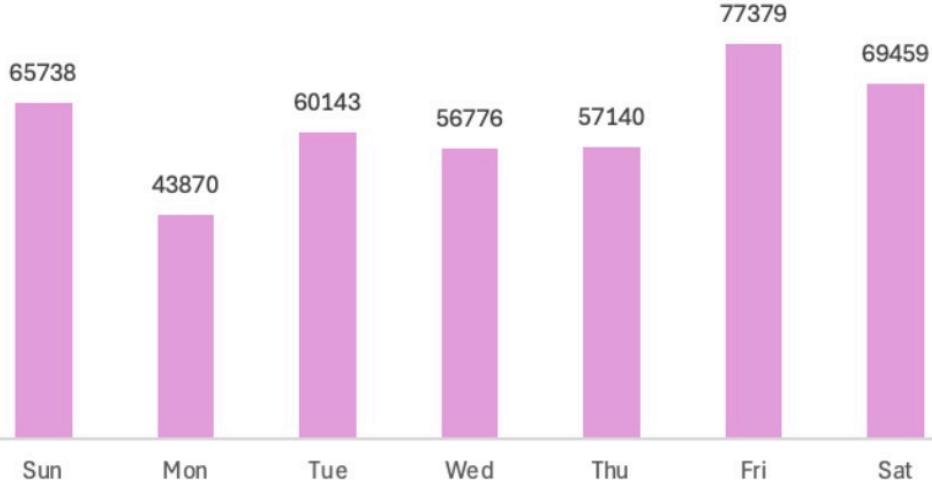
Viewership per Age_group



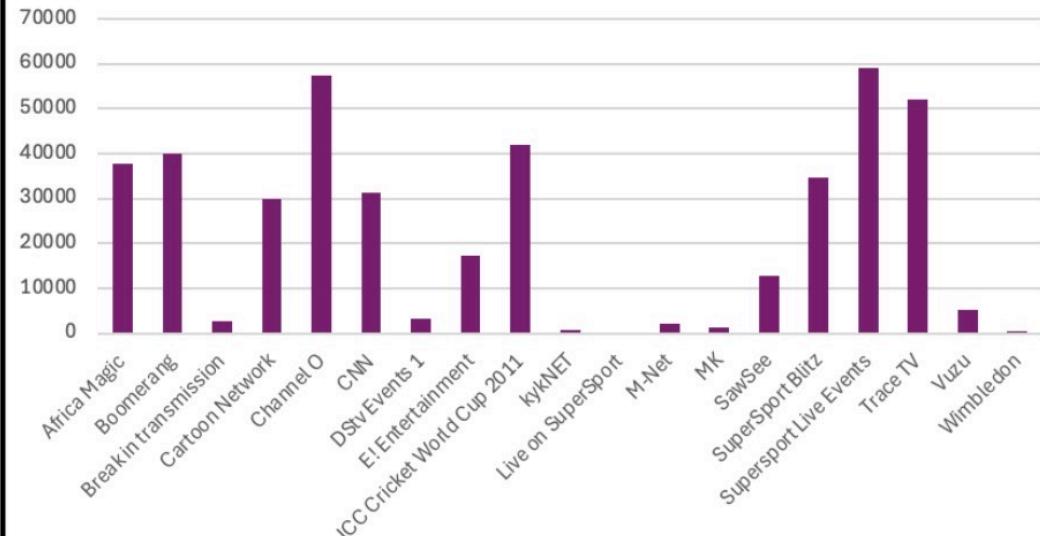
- BrightTV's viewership is strongest in **Gauteng, Western Cape, and Eastern Cape**, showing that engagement is highest in urban regions.
- The **18-34** age group dominates overall viewership, followed by **35-54**, indicating that BrightTV mainly appeals to young and middle-aged adults.
- There's potential to expand reach among older and younger audiences through more diverse content offerings.

VIEWERSHIP TOTALS

Total views per day_of_week

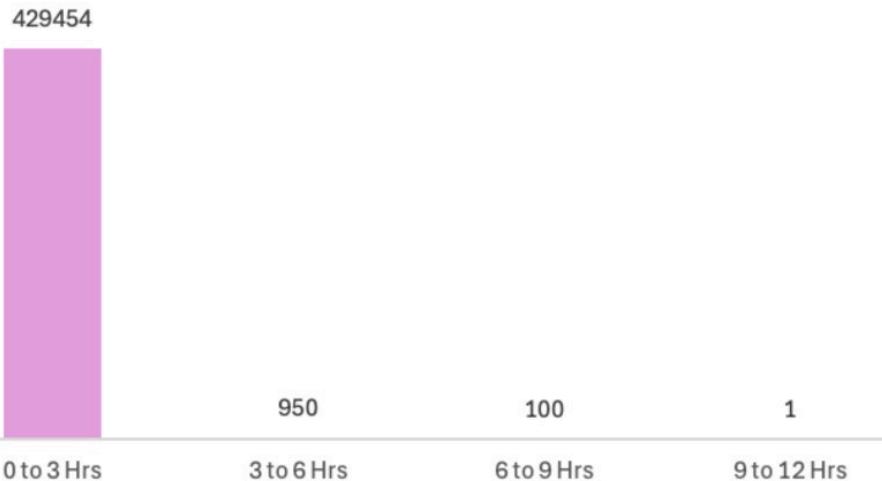


Total views per channel



- Viewership is highest on **Fridays (77,379)** and remains strong over the **weekend**, suggesting that audiences are most active during leisure days.
- **Monday** records the lowest engagement, indicating a midweek viewing buildup.
- Among channels, **Trace TV, channel O, and Supersport Live Events** lead in total views, showing a clear preference for **music, entertainment, and sports content**.

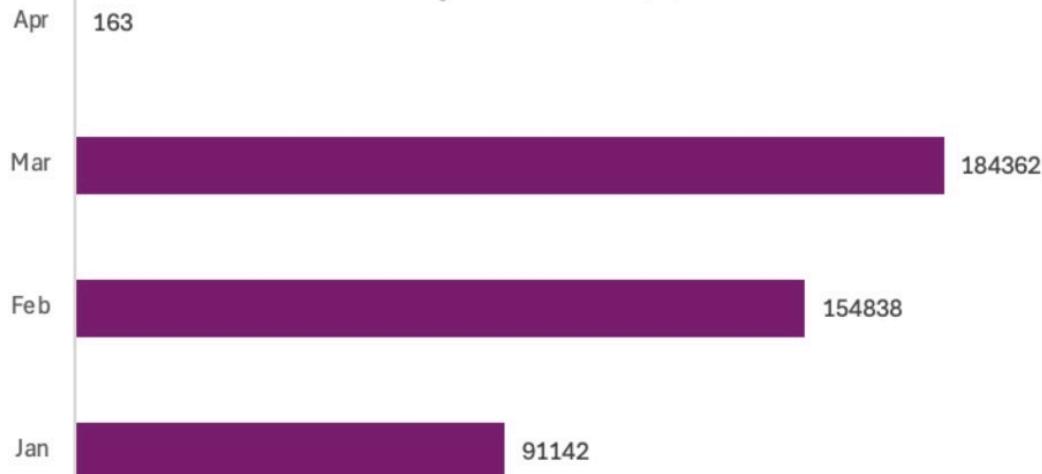
Total views by watch_duration



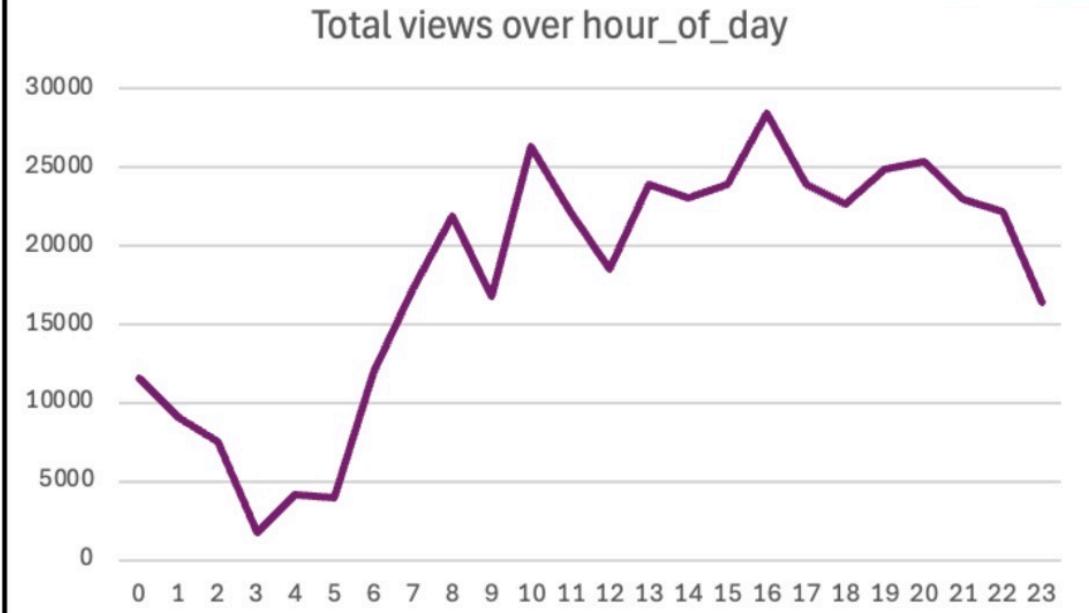
VIEWERSHIP TOTALS

- Viewership is heavily concentrated on short-duration content (**0-3 hours**), with longer videos receiving almost no engagement.
- Views have increased across the months, peaking significantly in **March**.
- Daily activity is lowest in the early **morning** hours and peaks during the **afternoon** to early evening (**2-5 PM**), making this the optimal time for audience reach.

Total views per month_number

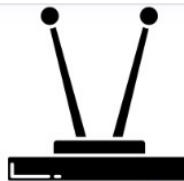


Total views over hour_of_day



FACTORS INFLUENCING VIEWERSHIP

- Gender : **Male** users dominate viewing activity, suggesting content preferences lean toward sports and entertainment.
- Age Group : **Younger** and **middle-aged** viewers (**18-54**) watch the most, showing stronger engagement with digital platforms.
- Province : Urban regions like **Gauteng** and **Western Cape** have higher viewership, likely due to better internet access and population density
- Day of the Week : Viewing peaks on **Fridays** and **weekends** when users have more free time.
- Channel : **Sports, music, and entertainment** channels attract the most views, showing strong genre-driven interest.
- Viewing Time : **Evening** hours record higher activity, aligning with post-work leisure habits.



FACTORS AFFECTING VIEWERSHIP

- Race and Cultural Background – The dominant **Black** audience segment may reflect cultural preferences for local and relatable content.
- Socioeconomic Status – **Income levels** affect access to subscriptions, data affordability, and viewing frequency.
- Social Influence – **Peer** recommendations and **social media** trends can drive interest in specific shows or channels.
- Device Accessibility – Viewers with access to **smartphones, smart TVs, or laptops** are more likely to engage frequently.
- Internet Connectivity – **Fast** and **reliable internet** access directly affects streaming quality and viewing duration.



RECOMMENDATIONS

1. Targeted Content Strategy

Promote sports and entertainment content during **weekdays** and family/lifestyle content on low-consumption weekends.

2. Personalized Marketing

Use demographic segmentation to tailor campaigns (e.g., province-based offers or youth-oriented packages).

3. User Engagement Initiatives

Introduce loyalty **rewards** or “**watch streak**” features to encourage frequent usage.

Send personalized notifications highlighting new or similar shows based on **user history**.

4. Data-Driven Scheduling

Schedule high-engagement content during evening hours (**18:00–21:00**) to maximize viewer retention.

5. Platform Enhancement

Simplify **UI navigation** and add personalized recommendations based on watch history and duration trends.

Thank You

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TSHIKOSI TSHIFIWA