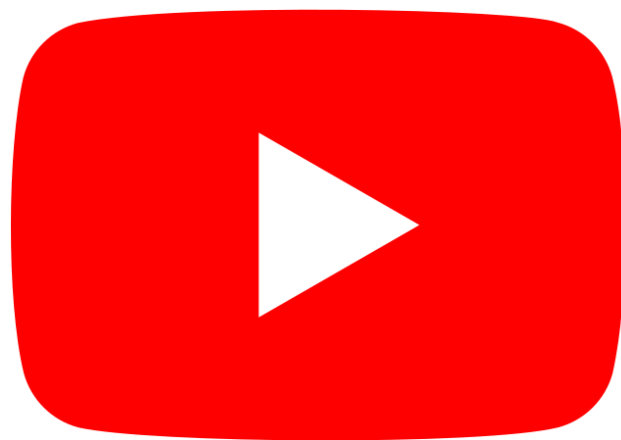


YouTube Analytics with Quicksight



<https://www.youtube.com/@AntonioGuadagnoAI>

1 – Download YouTube Analytics

Go to <https://studio.youtube.com/> > Analytics > Advanced Mode

Add the following columns to the table of analytics:

- 'Contenuti'
- 'Titolo video'
- 'Ora pubblicazione video'
- 'Commenti aggiunti'
- 'Condivisioni'
- 'Mi piace: % (%)'
- 'N. di Non mi piace'
- 'Mi piace'
- 'Iscritti persi'
- 'Iscritti conquistati'
- 'RPM (EUR)'
- 'CPM (EUR)'
- 'Percentuale media visualizzata (%)'
- 'Durata di visualizzazione media'
- 'Visualizzazioni'
- 'Tempo di visualizzazione (ore)'
- 'Iscritti'
- 'Entrate stimate (EUR)'
- 'Impressioni'
- 'Percentuale di clic delle impressioni (%)'

Download the analytics as CSV file

2 – Data Cleaning and Manipulation

Go to <https://www.kaggle.com>

Upload the CSV file you've just downloaded as a new Dataset

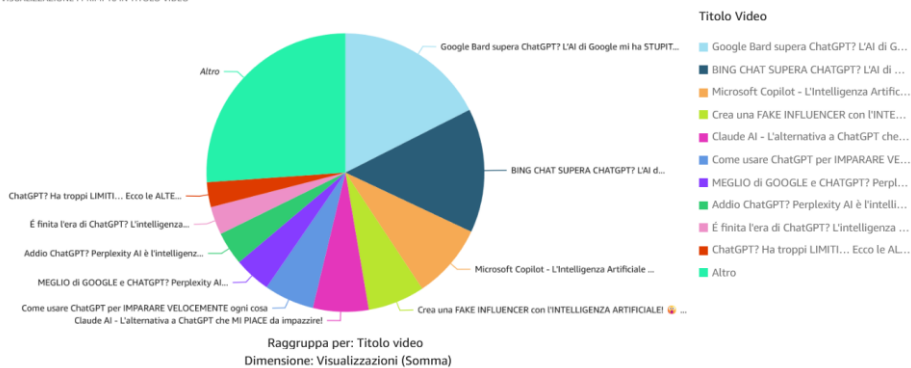
Use the python Notebook in this repository to clean and manipulate data

Data Analysis with Quicksight

Analyzing the data presented in these three pie charts, it becomes evident that a mere 5 out of the 83 videos uploaded to the channel have been pivotal, contributing to over half of the channel's subscribers, views, and revenue. A closer examination of these five videos, focusing on aspects such as their topics, duration, and overall structure, will provide invaluable insights into the content strategy. This analysis will guide the decision-making process for future video creation, ensuring alignment with the elements that have proven successful in engaging the audience and driving channel growth.

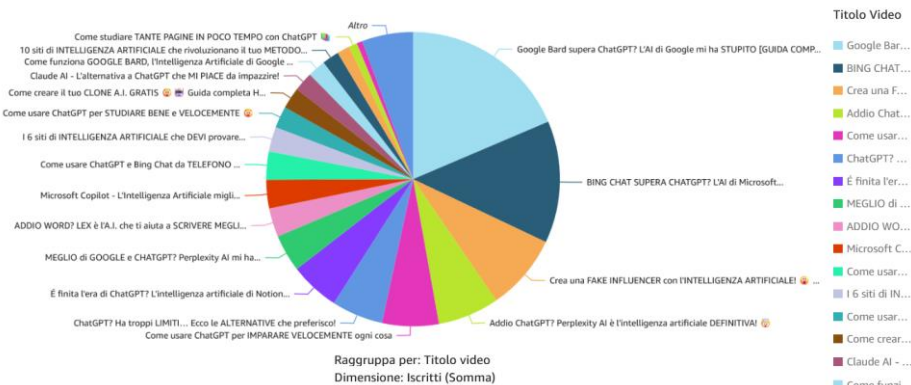
Pie chart of Views per Video

VISUALIZZAZIONE I PRIMI 10 IN TITOLO VIDEO



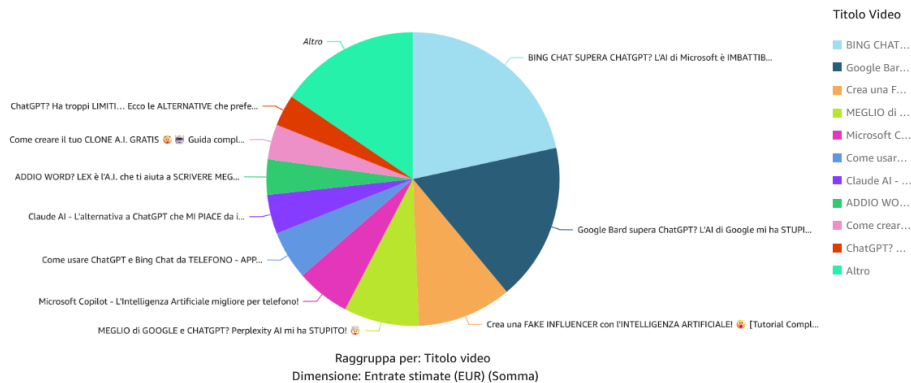
Pie chart of Subs per Video

VISUALIZZAZIONE I PRIMI 20 IN TITOLO VIDEO

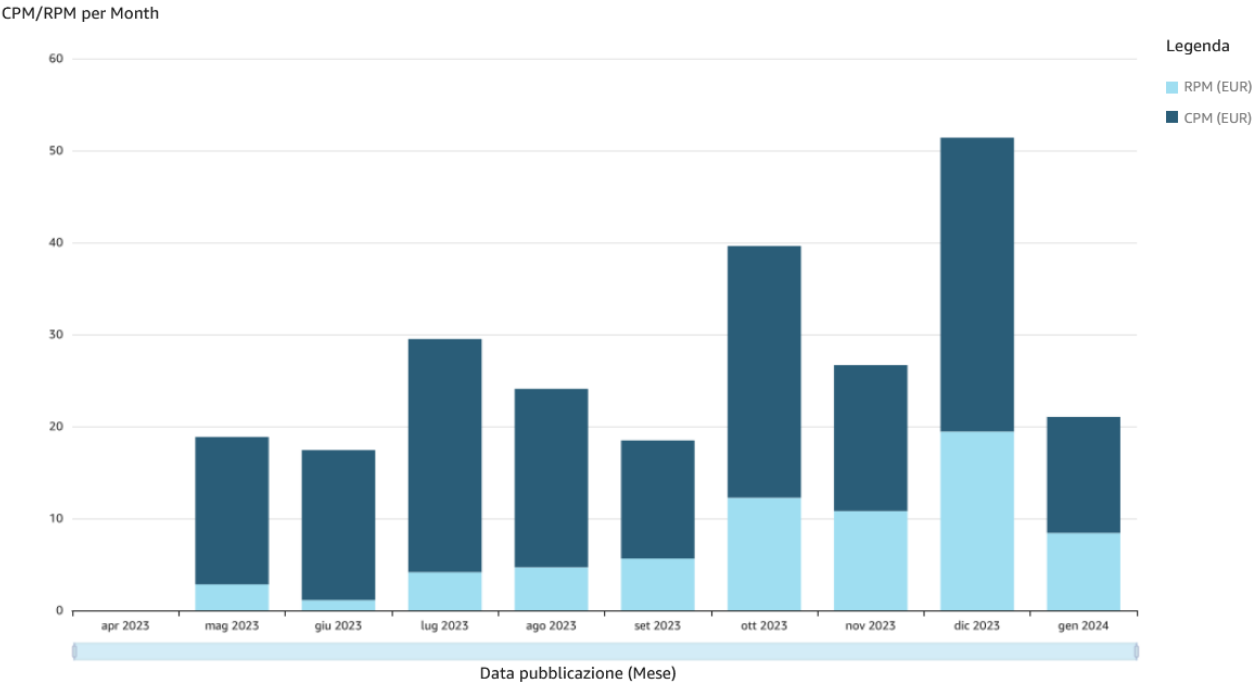


Pie chart of Money per Video

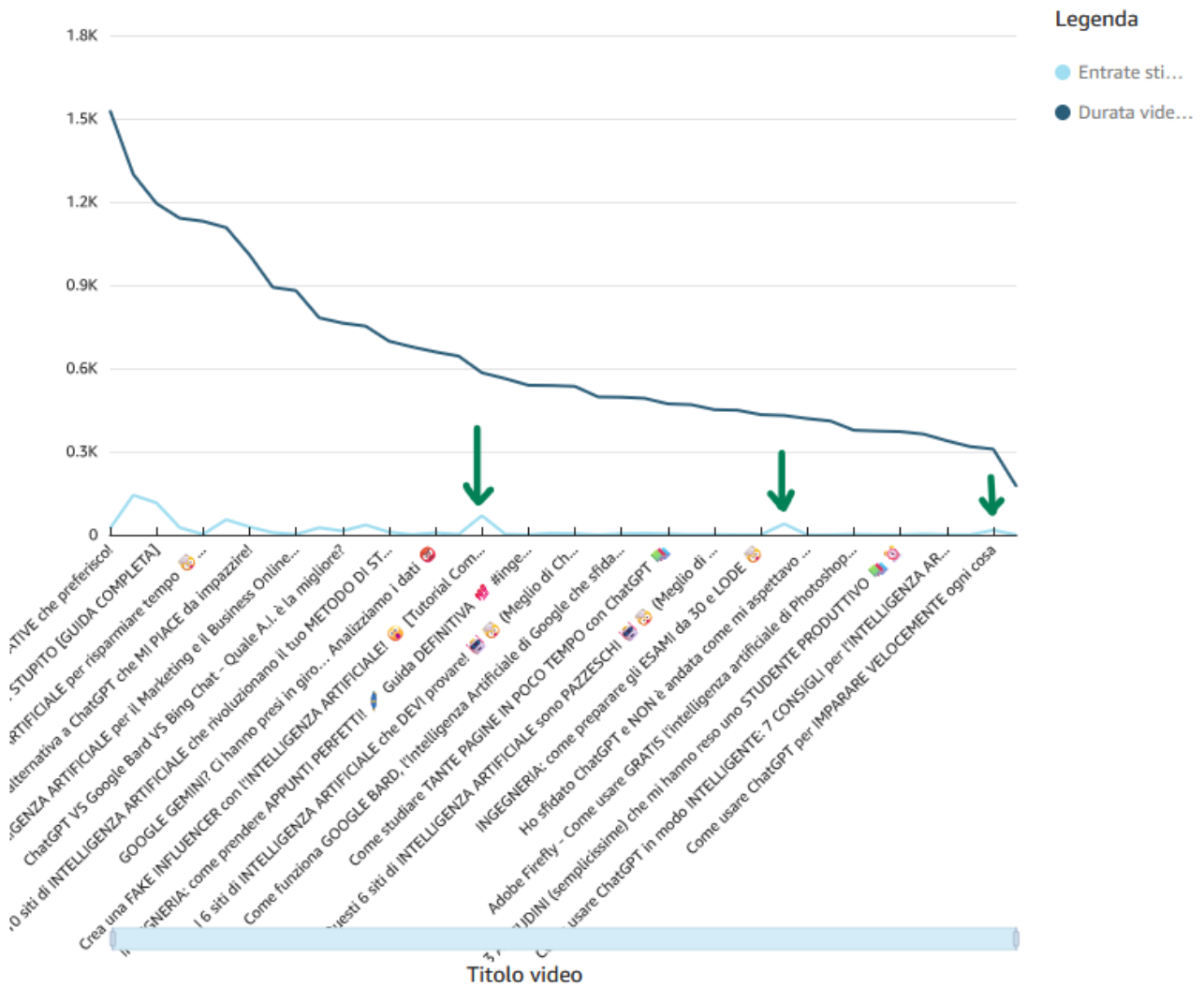
VISUALIZZAZIONE I PRIMI 10 IN TITOLO VIDEO



Upon examining this Vertical Stacked Bar Chart, it is evident that the Revenue Per Mille (RPM) for December is nearly double that of November. With a consistent schedule of producing four videos monthly, strategically distributing the release of these videos could enhance earnings without increasing the workload. Specifically, by publishing two of November's videos in November and deferring the release of the remaining two to December, the total number of videos released in December would amount to six. This strategic scheduling leverages the higher RPM in December, thereby optimizing revenue generation for the same volume of content produced.



Video Length - Subs



This logic can also be applied to the relationship between video length and earnings. Just as shorter videos can be effective in subscriber acquisition, they may also yield favorable earnings when considering the time invested in their production. By analyzing the revenue generated by videos of varying lengths, it becomes possible to identify a balance between the length of the video and its earning potential. This approach aims to optimize the return on investment in terms of time and resources spent on video creation, ultimately leading to a more efficient and potentially profitable content strategy.

Video Length & Money

