

Finn-MK YouTube Channel Data Analysis Report

Research Questions

What type of dub is most successful?
What day of the week is the best to upload?
What day of the week is the worst to upload?

Data Source

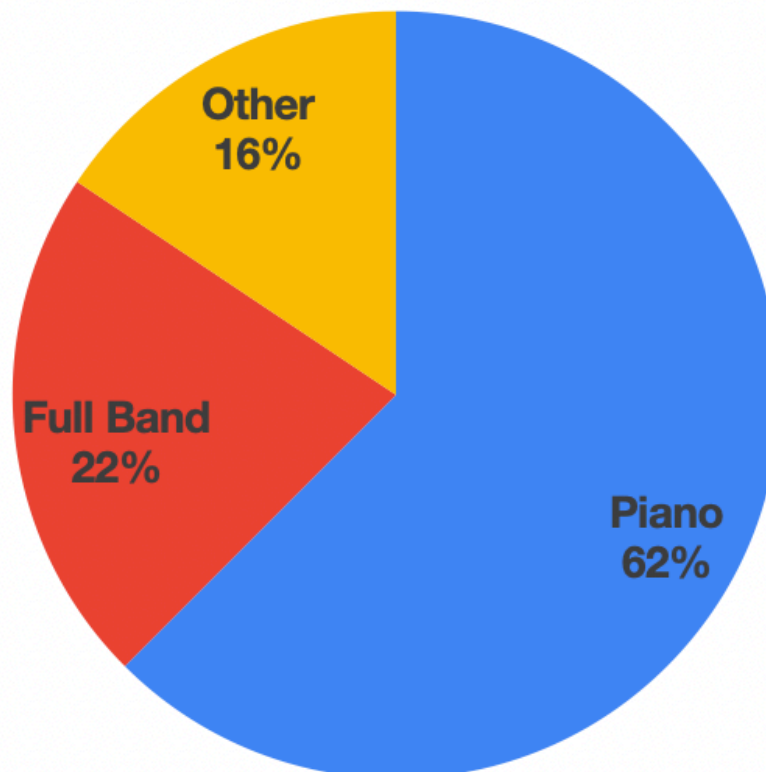
Finn Views.xlsx
Finn M-K_YouTube_Data.xlsx

Cleaning Data Documentation

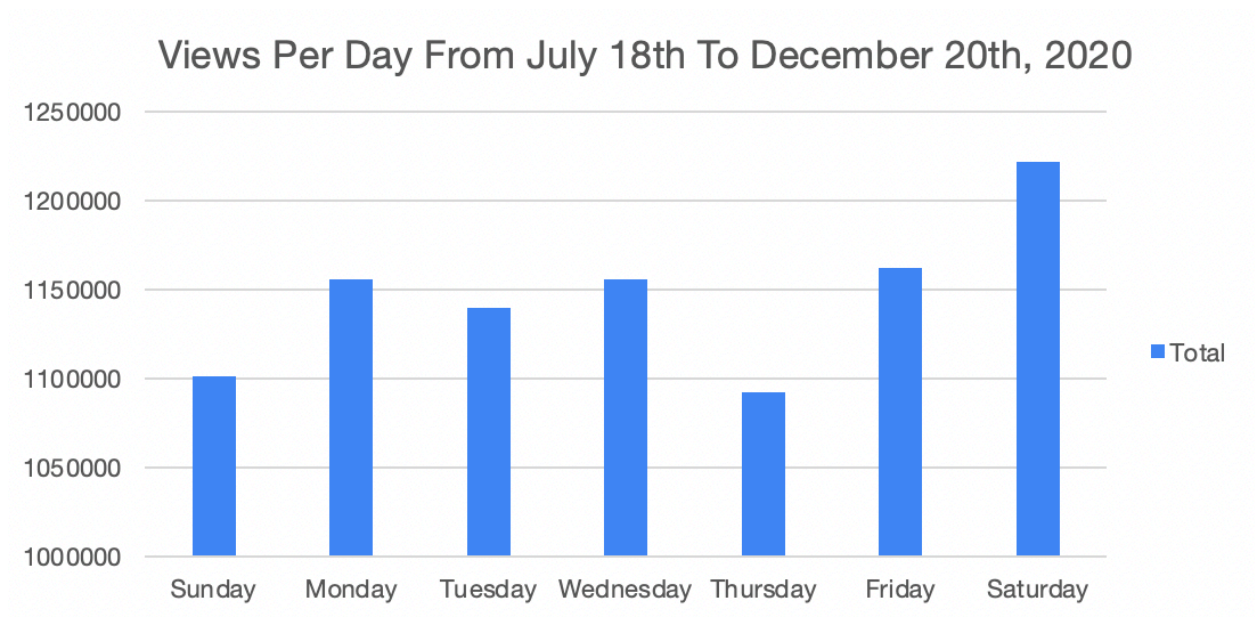
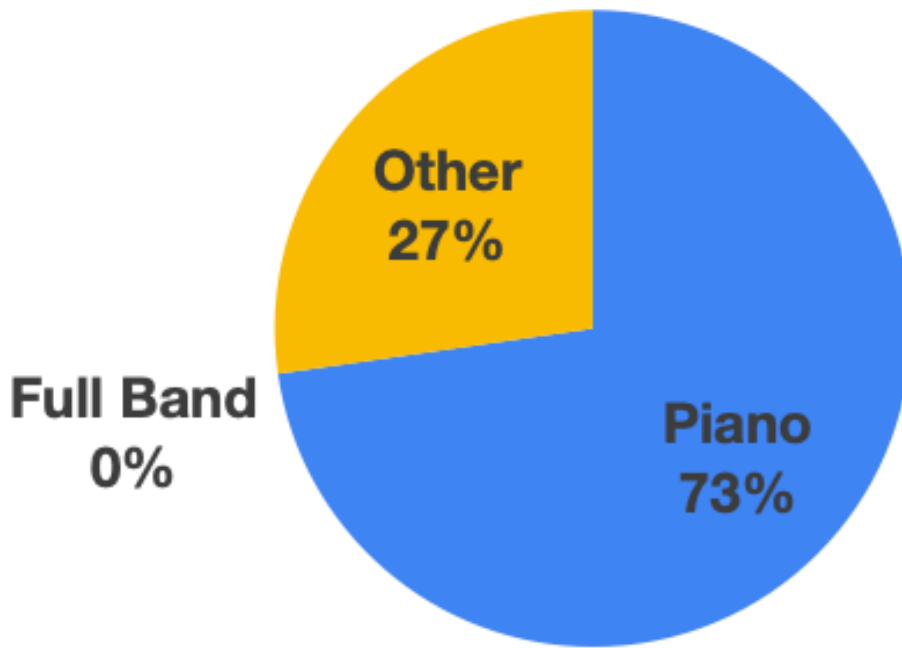
1. Deleted rows 2-33 of Views and ChangelnViews due to incomplete data
2. Deleted rows 2-30 of Likes, ChangelnLikes, and Comments due to incomplete data
3. Deleted ChangelnComments sheet due to incomplete data
4. Deleted TopVideos sheet due to irrelevancy to analysis
5. Deleted columns FB-FE (Dec. 21-24th) of Views due to incomplete data
6. Deleted columns FC-FF (Dec 21-23rd) of ChangelnViews due to incomplete data
7. Deleted columns DZ-EL (Dec. 12-24th) of Likes due to incomplete data
8. Deleted columns DY-EK (Dec 11-23rd) of ChangelnLikes due to incomplete data
9. Deleted columns DT-EF (Dec 12-24th) of Comments due to incomplete data

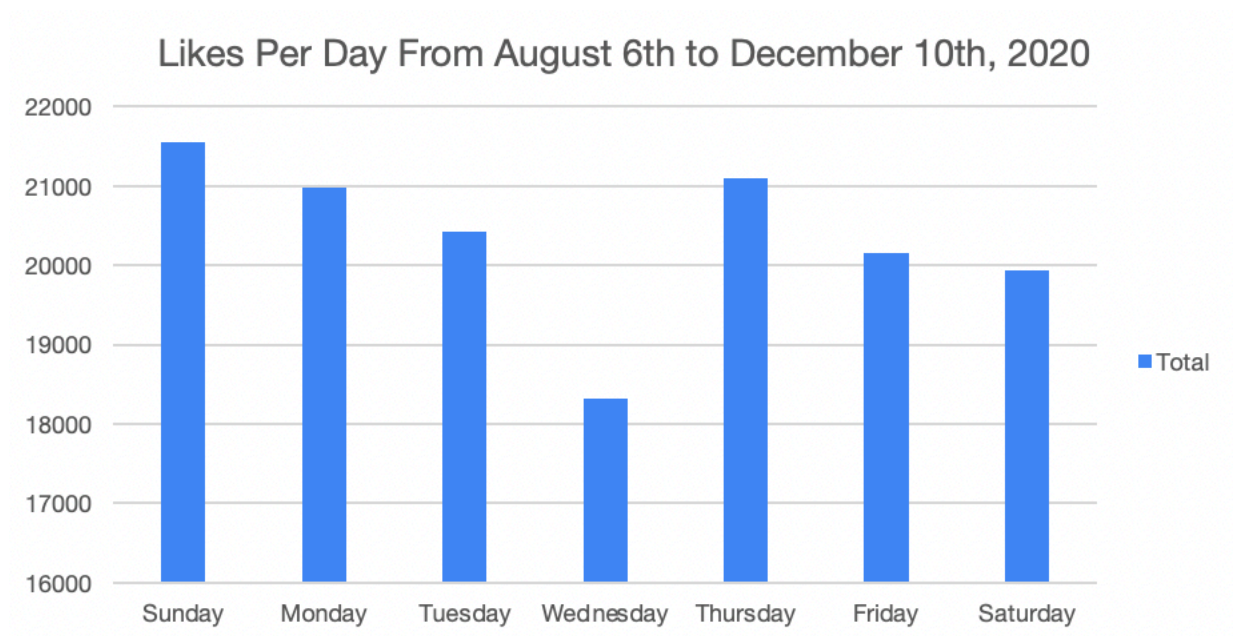
Charts

Count of Dub Type in Each Video Making up >1% of Total
Change in View Count



Count of Dub Type in Each Video Making up >3% of >1% of Total Change in View Count





Summary of Analysis

Piano dubs are dominantly the most successful type of dub on the channel, making up almost three-fourths of the videos with the largest total change in views during this time period. Full Band dubs can be successful with a 22% presence in the top one percentile of the videos, but the top percentile of the 1% is devoid of them. Vocal dubs and various other types have a presence in the top percentiles, so there is evidence of other types being successful, but more data is necessary to draw any specific conclusions.

Saturday is day of the week that had the most views on average. After that, Monday, Wednesday, and Friday were about equal. This indicates the videos uploaded on one of these days is more likely to be successful because more viewers will be on YouTube.

However, the likes statistic is much different throughout the week compared to views. Sunday, Monday, and Thursday on average had the most likes with Tuesday, Friday, and Saturday not far behind. This information indicates that engagement with fans is consistent throughout the week, outside of Wednesday, the outlier. Due to this, the data suggests that subscribers and fans of the channel will watch and engage with videos during the weekdays while other viewers will watch more on the weekends and rarely interact.

Combining the data, it would be most beneficial to post the more popular types of videos on the most popular days while limiting the other types of videos to the most popular days for likes. This makes it most likely for the high-effort piano dubs to get high viewership while still experimenting with other types of videos for the fanbase.

Recommendations

- Continue primarily posting piano dubs while experimenting with other types of videos (vocal and rock dubs).
- Posting high-effort videos on Friday will capitalize on the second-highest day for viewership while gaining momentum for Saturday, the most popular day by a considerable margin, giving it the highest chance of going viral.
- Posting lower-effort/experimental videos on Sunday, Monday, and Tuesday will capitalize on the high engagement rate to get feedback from the fanbase and allow more data to be collected on the other types of videos.
- Do not post on Wednesday or Thursday unless necessary.