**YouTube Analytics Dashboard Report**

# 1. Introduction

The YouTube Analytics Dashboard was developed to provide a comprehensive overview of channel and video performance across multiple dimensions. The objective of this dashboard is to enable better decision-making by analyzing subscribers, views, video durations, and engagement patterns. It allows stakeholders to quickly assess performance metrics, identify trends, and evaluate content strategies.

# 2. Dataset Overview

The dataset used in this dashboard contains video-level details from multiple YouTube channels. The key columns included:

* **channel\_id** – Unique identifier for channels
* **channel\_name** – Name of the channel
* **subscriber\_count** – Number of subscribers per channel
* **view\_count** – Total views of a video
* **duration\_sec** – Video length in seconds
* **title** – Video title
* **published\_date** – Upload date of video

# 3. Visualizations in Dashboard

The dashboard includes a mix of Cards, Tables, Pie Charts, and Bar Charts for quick insights. **Cards (KPIs)**

* **Total Channels** – Number of unique channels analyzed.
* **Total Subscribers** – Combined subscriber base.
* **Total Views** – Aggregate views across all channels/videos.
* **Views per Subscriber** – Efficiency metric showing engagement per subscriber.
* **Average Video Duration** – Average length of content uploaded.
* **Views per Minute** – Indicates how much attention each minute of video receives.

These cards serve as **high-level KPIs**, instantly highlighting the scale and efficiency of YouTube performance.

## Bar Chart

###  Channel vs Total Views / Subscribers

Helps compare performance between channels. Large bars indicate dominance in views or subscribers, enabling stakeholders to identify top-performing creators.

## Pie Chart

###  Video Size Distribution (Short / Medium / Long)

Shows how creators are balancing short-form vs long-form content. Useful for strategy:

e.g., if Shorts dominate but views per minute are low, the strategy may need adjustment.

## Table with Tooltips

* Detailed table including: Video Title, Duration, Views, Subscribers, and clickable **YouTube link** (with tooltip: *“Click here to watch on YouTube”*).
* Provides drill-down for detailed inspection and navigation directly to content.

# 5. Key Insights

* Channels with higher subscriber counts don’t always yield higher views → engagement quality matters.
* Short videos are common, but long-form videos contribute significantly to watch time.  Views per Minute metric highlights which content type maximizes audience attention.

# 6. Conclusion

This YouTube Analytics Dashboard provides a structured and interactive way to evaluate YouTube performance across multiple channels and video types. By combining KPIs, comparative visualizations, and detailed drill-down tables, the dashboard equips stakeholders with actionable insights for content planning, audience engagement, and growth strategy.

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