**Final Analysis Insights and Actions**

My analysis on what makes a podcast popular has come to the following conclusions on what new podcasters can do to help make their podcast more popular. Generally speaking the ideal podcast length is 30-90 minutes and new podcasts should aim to make their podcast fit within this length. Moreover, a podcast that is non-explicit is more likely to become popular than one that contains explicit content. New podcasters should aim to consistently release episodes over time as podcasts with 100 or more episodes are more likely to become popular. Knowing your audience is also important as most views of podcasts prefer shorter episodes; however, if a new podcasters audience is listening to podcasts very frequently that podcasts should actually aim to have longer episodes. Frequent viewers of podcasts prefer longer podcast episodes while more casual views of podcasts prefer shorter episodes. Lastly, new podcasters should understand if their podcast audience is mostly men or women. Men and women have different preferences when it comes to podcasts and if a new podcaster can understand their audience demographics they can tailor their content in a direction their audience prefers. Men prefer podcasts with well known hosts in the genres of sports and comedy. While women prefer podcasts with a storytelling format in the genres of health, fitness, and lifestyle. Following all these recommendations does not guarantee a new podcast with become popular but I do believe it will provide valuable insight to new podcasters so they can take the proper steps towards developing a popular podcast.