Unlocking-YouTube-Channel-Performance-Secrets

The dataset provides an in-depth look at YouTube video performance, capturing key metrics related to monetization and audience engagement. It helps answer questions like:

- How do video duration and upload time impact audience retention?

- What factors contribute to higher ad revenue and engagement?

- How do different audience segments (new vs. returning viewers) affect channel growth?

Dataset Features

- Video Duration

- Video Publish Time

- Days Since Publish

- Day of Week

Revenue Metrics

- Revenue per 1000 Views (USD)

- Estimated Revenue (USD)

- Ad Impressions

- Ad Revenue Sources (AdSense, DoubleClick, etc.)

Engagement Metrics

- Views, Likes, Dislikes, Shares, Comments

- Average View Duration

- Average View Percentage (%)

Audience Data

- New Subscribers, Unsubscribes

- Unique Viewers, Returning Viewers, New Viewers

DATA ANALYSIS

- Data Visualisation / Jupiter Notebook

- Pandas & NumPy: Data manipulation

- Matplotlib & Seaborn: Data visualization

Key Objectives

- Perform Exploratory Data Analysis (EDA)

- Estimate revenue on the basis of subscribers

- Develop data-driven strategies for optimizing video performance

- Create visualizations for better insights