CASE STUDY LETS TALK NILA YOUTUBE CHANNEL

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About the Channel

'LETS TALK NILA' is a YouTube Channel posting videos about Health, Fitness and Parenting Tips. This case study will analyze the Channel Performance in the year 2018-2019. The channel data is analyzed from various perspectives like Age, Gender and Geographical Location of the Viewers. Depending on the Analysis, Solutions are derived. Google Analytics tool is used to Gather and Analyze the data of this YouTube Channel.

YouTube Channel Link

https://youtube.com/c/letstalknilatamilparentingtips

OVERALL CHANNEL GROWTH

The Graph shows the overall growth of the channel by views. The Views in Year 2019 have increased when compared to 2018. There is a steady growth from 2018 - 2019 and a small decline in March 2019.
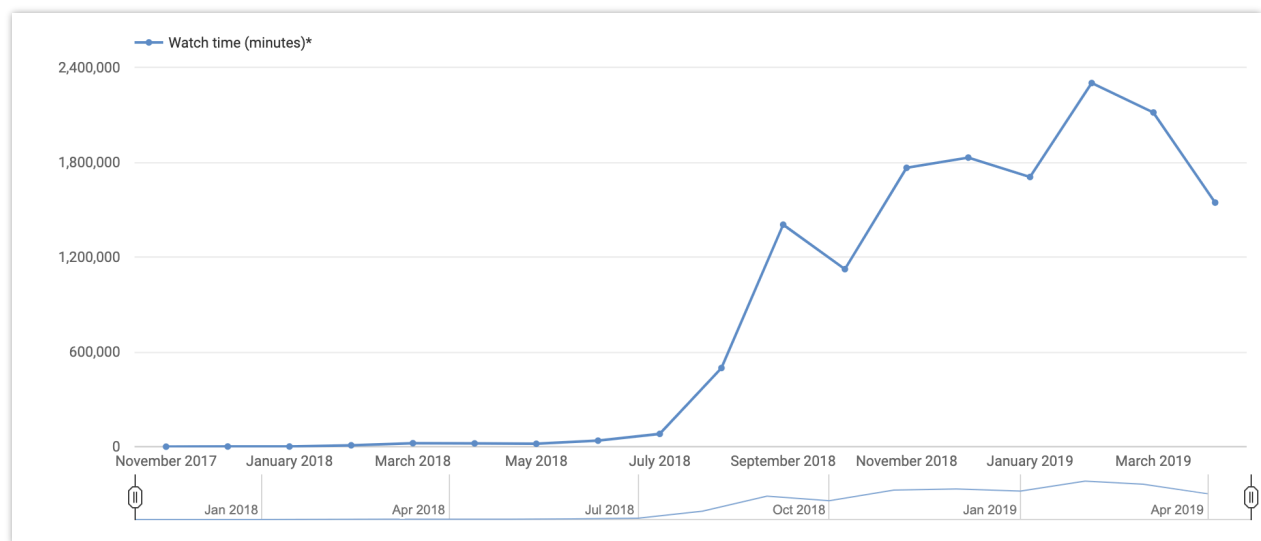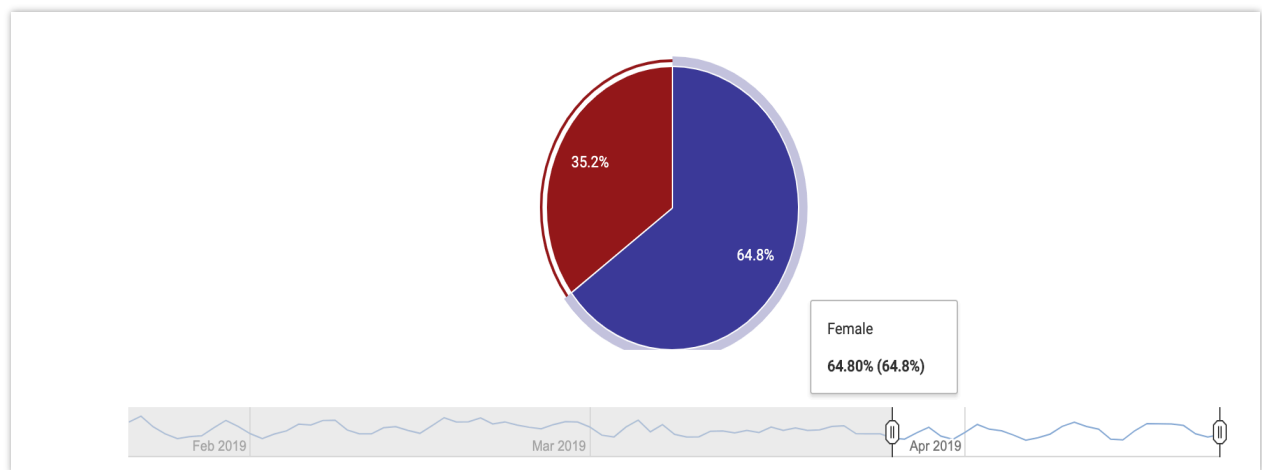
Viewers Age Criteria

The Graph Shows the Age criteria of the viewers of the channel. From the visualization we can conclude that most of the Audience are of 25-34 age criteria.
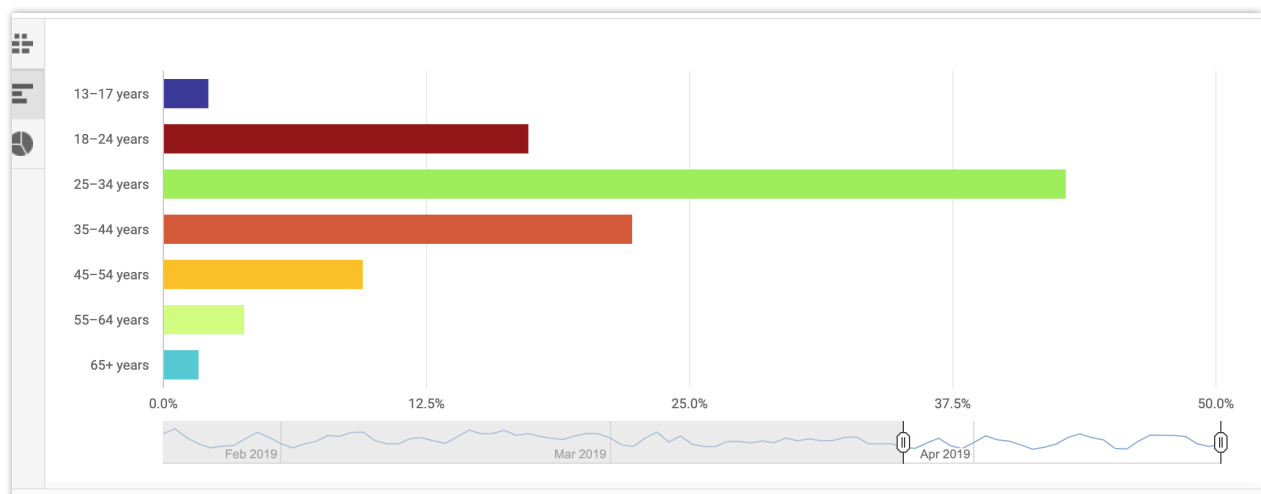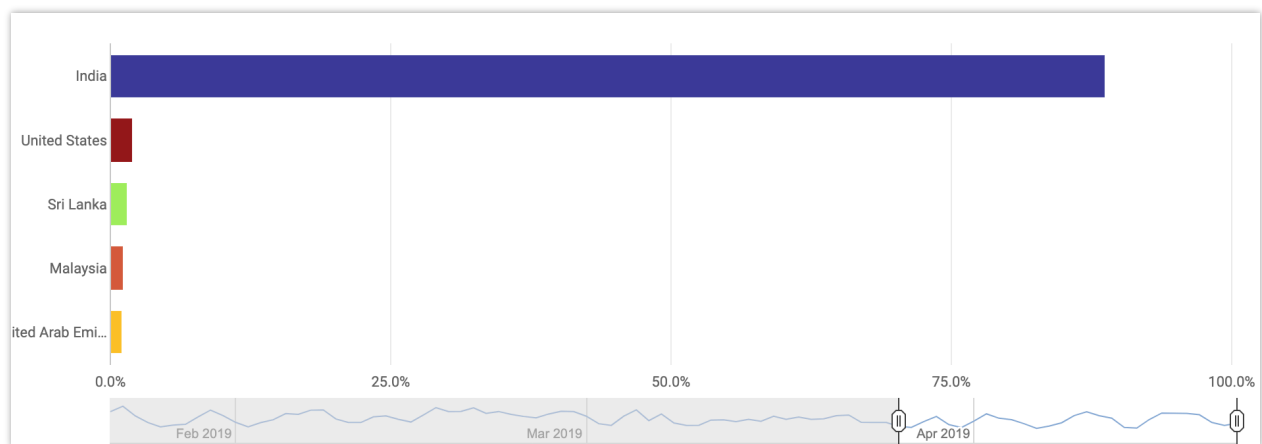
Gender of the Viewers

The Pie chart shows the pictorial representation of the gender of the viewers. Most of the viewers of the Channel are Female.
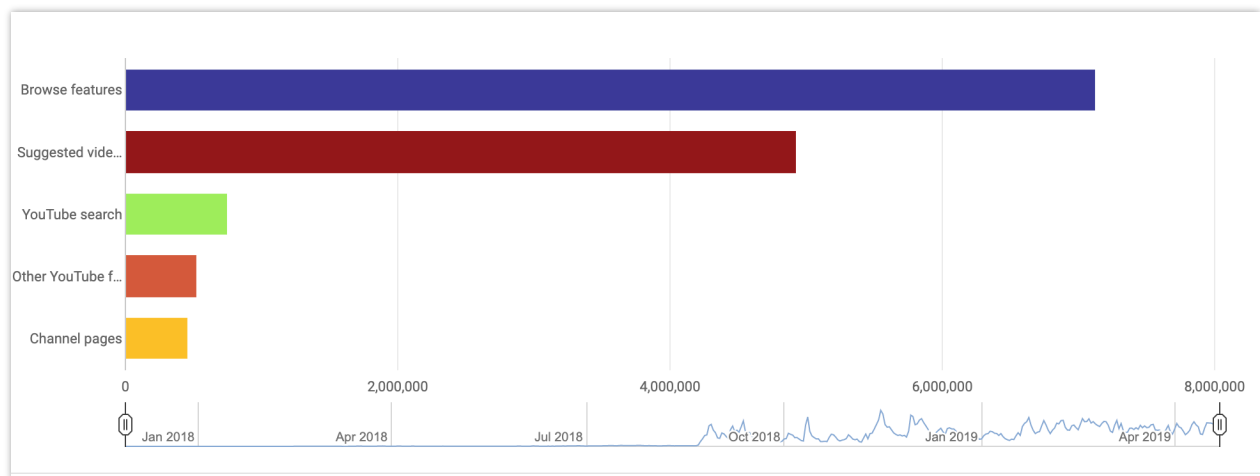
Channel Viewers Geography

The Graph shows the countries from where the Audience view the videos. The Major percentage of Viewers are from India.

Channel Traffic Sources

The Graph Shows the Different sources from which the Channel Videos are viewed. The graph Indicates most of the Views are provided through Browse Features of the Subscribers.

Final Analysis of The Case Study

○ The Case Study shows that channel has a Steady growth from 2018 to 2019. It indicates the channel has a very good Growth percentage in Future.

○ The Viewers are of Age Criteria 25-34 and so videos related to them should be uploaded more.

○ The Viewers are generally female. So, videos related to female gender will reach more viewers.

○ The Viewers are mostly from India, so the content should be altered according to Indian audience.

○ The Traffic source is mostly from browsing features, so make the Title and Tags User Friendly.

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