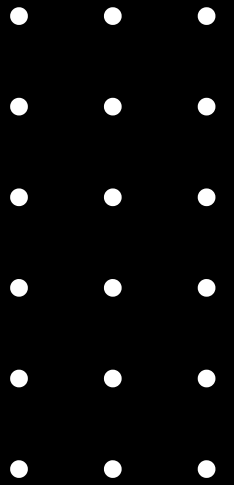# SOCIAL MEDIA ANALYTICS PROJECT

Tools : SQL Server and Microsoft Excel

- by Piyush Sharma

1. Category Wise Videos and Views

```sql
--1 Highest Views/Video
select
    video_data.[Video Category],
    SUM(video_data.Views) as total_views,
    COUNT(video_data.[Video Category]) as total_videos,
    ROUND(SUM(video_data.Views)/COUNT(video_data.[Video Category]),2) as avg_views_per_video
from namastesql.dbo.video_data
group by [Video Category]
order by 4 desc;
```

Results | Messages

Video Category	total_views	total_videos	avg_views_per_video
Success Stories	23479847	103	227959.68
Spoken English	17699496	95	186310.48
Finance	11211386	76	147518.24
Career Guidence	10347020	103	100456.5
Rural Stories	7189332	118	60926.54

Youtube Data Analysis
&
Business Insights Report

TEDTalks INDIA नई सोच

1. Category wise Views per Video

Category	Total Views	Total Videos	Views per Video
Success Stories	23479847	103	227959.68
Spoken English	17699496	95	186310.48
Finance	11211386	76	147518.24
Career Guidence	10347020	103	100456.5
Rural Stories	7189332	118	60926.54

Succes Stories has the highest views per video

Views per Video

- 32% Success Stories
- 26% Spoken English
- 20% Finance
- 14% Career Guidence
- 8% Rural Stories
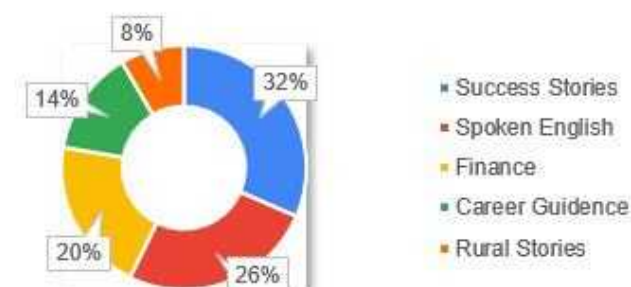
2. Total Revenue   INR 3,269,693.50 (32.7 Lakhs)

2. Get the Total and Category wise Revenue

```
14
15      --2 Total Revenue in year
16    ⊟select
17          Round(SUM(video_data.[RPM (Rs)]/1000*video_data.Views),2) as Total_Revenue
18      from namastesql.dbo.video_data;
19
```

Results   Messages

Total_Revenue
3269693.5

```
37      --4 Category wise Revenue
38    ⊟select
39          video_data.[Video Category],
40          Round(SUM(video_data.[RPM (Rs)]/1000*video_data.Views),2) as Category_Wise_Revenue
41      from namastesql.dbo.video_data
42      group by [Video Category]
43      order by 2 desc;
44
```

100 %

Results   Messages

	Video Category	Category_Wise_Revenue
1	Success Stories	934761.79
2	Finance	912928.55
3	Spoken English	833092.26
4	Career Guidence	446635.47
5	Rural Stories	142275.42

```sql
--3 Exploring Corelation
select
    video_data.[Video Category],
    Round(avg(video_data.Views)/1000,2) as avg_view_count_in_thousands,
    ROUND(avg(video_data.CTR),4)*100 as avg_ctr,
    Round(avg(video_data.[AVD (Mins)]),3) as avg_avd,
    Round(SUM(video_data.[RPM (Rs)]/1000*video_data.Views)/100000,2) as Category_Wise_Revenue_in_lakhs
from namastesql.dbo.video_data
group by [Video Category]
order by 2 desc;
```

Results | Messages

Video Category	avg_view_count_in_thousands	avg_ctr	avg_avd	Category_Wise_Revenue_in_lakhs
Success Stories	227.96	5.28	4.556	9.35
Spoken English	186.31	3.99	3.412	8.33
Finance	147.52	3.51	3.058	9.13
Career Guidence	100.46	3.19	2.518	4.47
Rural Stories	60.93	2.48	2.029	1.42

3. Exploring corelation between views and CTR/AVD

Category	Avg View Count(k)	Avg CTR	Avg AVD	Revenue (Lakhs)
Success Stories	227.96	5.28	4.556	9.4
Finance	147.52	3.51	3.058	9.1
Spoken English	186.31	3.99	3.412	8.3
Career Guidence	100.46	3.19	2.518	4.5
Rural Stories	60.93	2.48	2.029	1.4

Pearsons Corelation Coefficient [r]	Avg View Count(k)	Avg CTR
Avg View Count(k)	1	
Avg CTR	0.965115158	1

Click to Know More

It is clear from analysis that there exists a linear corelation between views and CTR/AVD.
– Categories with greater average views have better average CTR and average AVD.
– Consequently it is fair to conclue that :
    --> both CTR and AVD are responsible for translating views into revenue.
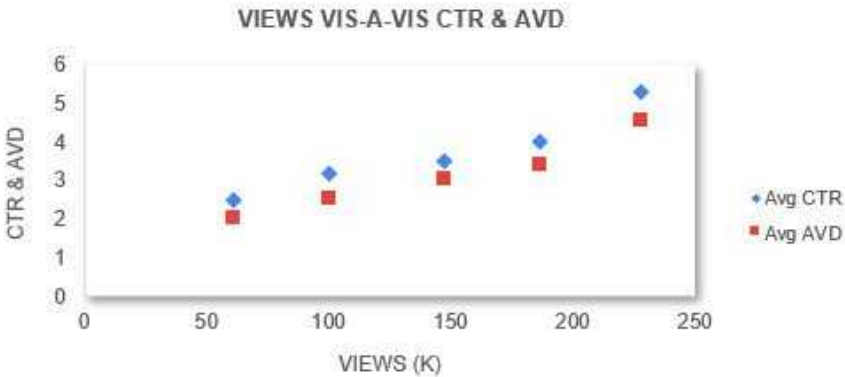
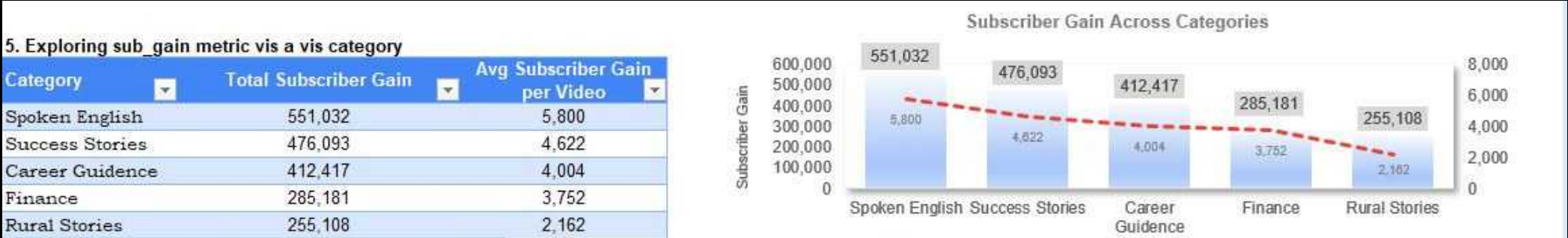4. **Success Story** as a category is contributing the most towards revenue stream

VIEWS VIS-A-VIS CTR & AVD

• Avg CTR
■ Avg AVD

4. Calculating Subscriber Gain

```sql
46   --5 Exploring sub_gain metric vis a vis category
47  select
48       video_data.[Video Category] as category,
49       sum([Subscribers Gained]) as total_sub_gain,
50       round(avg([Subscribers Gained]),2) as avg_sub_gain
51  from namastesql.dbo.video_data
52  group by [Video Category]
53  order by 2 desc;
54
```

100 %

Results | Messages

	category	total_sub_gain	avg_sub_gain
1	Spoken English	551032	5800.34
2	Success Stories	476093	4622.26
3	Career Guidence	412417	4004.05
4	Finance	285181	3752.38
5	Rural Stories	255108	2161.93

5. Exploring sub_gain metric vis a vis category

Category	Total Subscriber Gain	Avg Subscriber Gain per Video
Spoken English	551,032	5,800
Success Stories	476,093	4,622
Career Guidence	412,417	4,004
Finance	285,181	3,752
Rural Stories	255,108	2,162

Subscriber Gain Across Categories

```sql
4    --1 Highest Views/Video
5  select
6        video_data.[Video Category],
7        SUM(video_data.Views) as total_views,
8        COUNT(video_data.[Video Category]) as total_videos,
9        ROUND(SUM(video_data.Views)/COUNT(video_data.[Video Category]),2) as avg_views_per_video
10   from namastesql.dbo.video_data
11   group by [Video Category]
12   order by 4 desc;
13
```

Results   Messages

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Rural Stories	7189332	118	60926.54

6. Which category to discontinue?

Based on above 3 tables, we can see that Category **Rural Stories** has the lowest metric scores among all.
A simplistic view sugests to discontinue it, however we need to consider the fact that :

REVENUE POTENTIAL
- Almost 55% of India's population population still resides in rural areas where the reach of internet and
  media consumption platforms like Youtube though is low compared to urban areas.
- However it is fast gaining traction especially among the youth which makes it a vast untapped reservoir of revenue stream

BUSINESS SUGGESTIONS
Instead of abandoning it completely. focus on
1. Selecting topics that rural folks can connect with
2. Engage with local influencers and brands rather than big influencers. eg Rajendra Singh and Alam Ali from Rajasthan
3. Generate content in local languages for better connect and reach.

HOPE YOU ENJOYED MY WORK

FEEL FREE TO LEAVE SUGGESTIONS