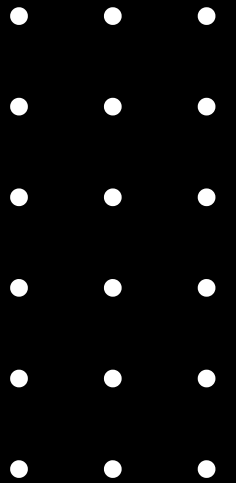


# SOCIAL MEDIA ANALYTICS PROJECT



Tools : SQL Server and Microsoft Excel

- by Piyush Sharma



# 1. Category Wise Videos and Views

```
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;
```

%

ResultsMessages

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 Guidance	10347020	103	100456.5
Rural Stories	7189332	118	60926.54

## Youtube Data Analysis & Business Insights Report

### 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
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Success Stories has the highest views per video

### Views per Video

Category	Percentage
Success Stories	32%
Spoken English	26%
Finance	20%
Career Guidance	14%
Rural Stories	8%

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 Guidance	446635.47
5	Rural Stories	142275.42

# 3. Corelation between Views and Click Through Rate

```
21  --3 Exploring Corelation
22  select
23      video_data.[Video Category],
24      Round(avg(video_data.Views)/1000,2) as avg_view_count_in_thousands,
25      ROUND(avg(video_data.CTR),4)*100 as avg_ctr,
26      Round(avg(video_data.[AVD (Mins)]),3) as avg_avd,
27      Round(SUM(video_data.[RPM (Rs)]/1000*video_data.Views)/100000,2) as Category_Wise_Revenue_in_lakhs
28  from namastesql.dbo.video_data
29  group by [Video Category]
30  order by 2 desc;
```

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 Guidance	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

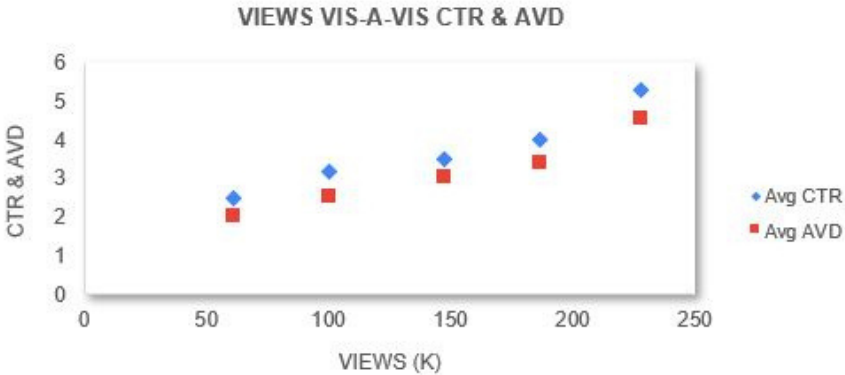
Category	Avg View Count(k)	Avg CTR	Avg AVD	Revenue (Lakhs)
Success Stories	227.96	5.28	4.556	9.4
Finance	147.52	3.51	3.058	9.1
Spoken English	186.31	3.99	3.412	8.3
Career Guidance	100.46	3.19	2.518	4.5
Rural Stories	60.93	2.48	2.029	1.4

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



## 4. Calculating Subscriber Gain

```
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
```

00 %



Results



Messages

	category	total_sub_gain	avg_sub_gain
1	Spoken English	551032	5800.34
2	Success Stories	476093	4622.26
3	Career Guidance	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 Guidance	412,417	4,004
Finance	285,181	3,752
Rural Stories	255,108	2,162



## 5. Making business suggestions for low performing group

```
4  --1 Highest Views/Video
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Video Category	total_views	total_videos	avg_views_per_video
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### 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 suggests to discontinue it, however we need to consider the fact that :

#### REVENUE POTENTIAL

- Almost 55% of India's 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**

