

# YouTube Analytics Deep Dive Report

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## Executive Summary

This report provides a comprehensive analysis of YouTube performance metrics across different accounts, video types, and time periods. Special attention is given to metrics that determine virality and the performance of Thumbsup Stories account.

## 1. Overview of Data

The analysis covers 5825 videos across multiple YouTube accounts:

- **Requested Reads:** 1305 videos
- **Broken Stories:** 1048 videos
- **Askthereddit:** 1005 videos
- **Thumbsup Stories:** 987 videos
- **Unlimited Stories:** 899 videos
- **Minifablefever:** 581 videos

Time periods analyzed:

- **April:** 3102 videos
- **Jan-Mar:** 2723 videos

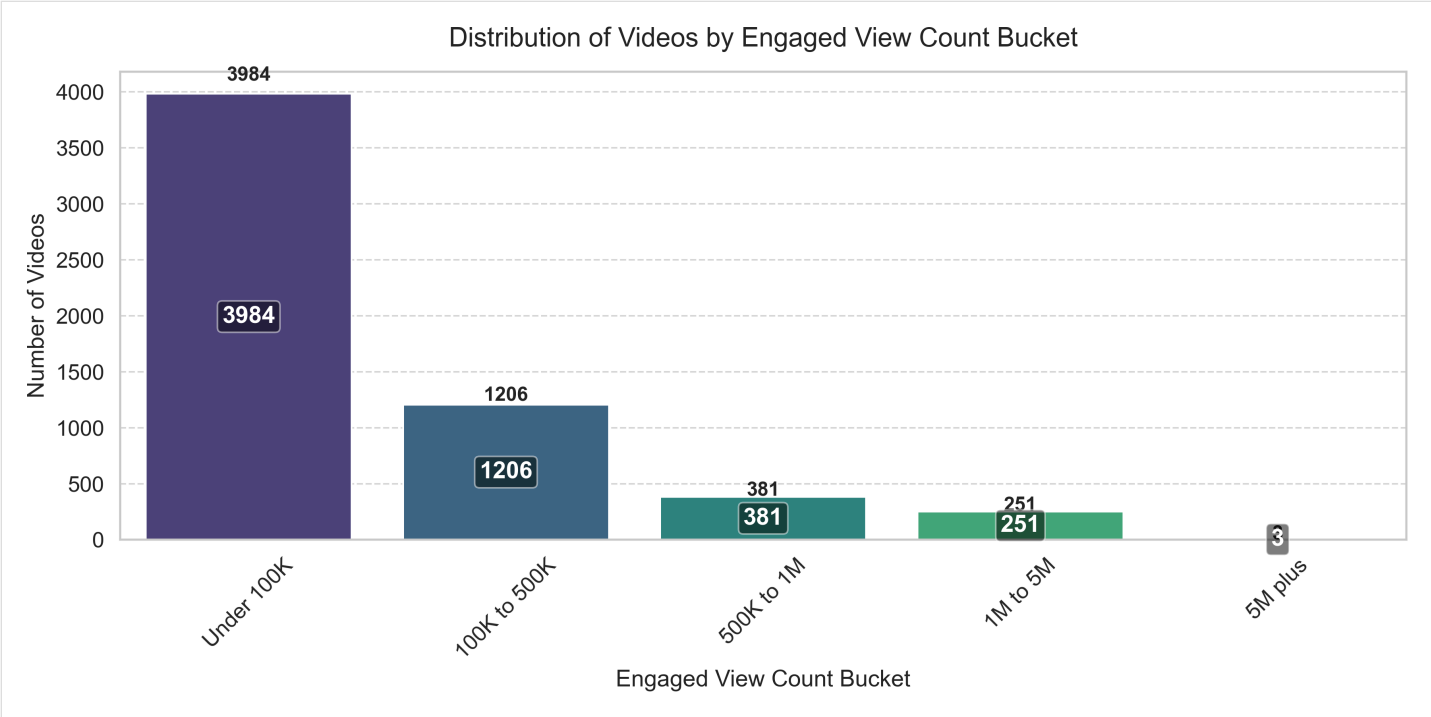
Video types:

- **Shorts:** 5366 videos
- **Long:** 459 videos

## 2. Distribution by View Count Buckets

Videos are categorized into 5 view count buckets for analysis:

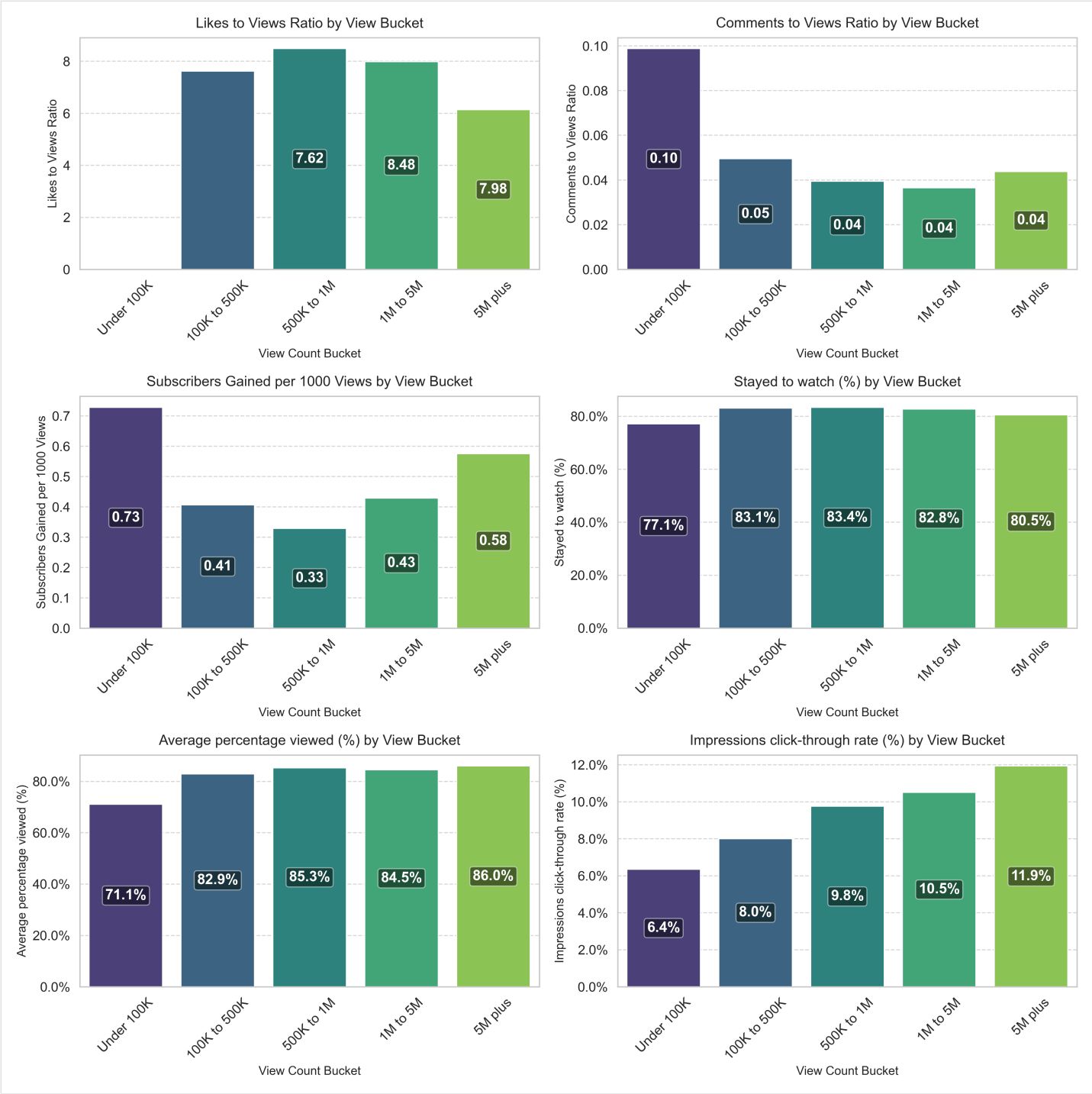
View Bucket	Number of Videos	Percentage
Under 100K	3803	65.29%
100K to 500K	1296	22.25%
500K to 1M	413	7.09%
1M to 5M	305	5.24%
5M plus	8	0.14%



3. Key Metrics by View Count Bucket

Analysis of how key performance metrics vary across different view count buckets:

View Bucket	Engaged views	Views	Comments added	Likes	Watch time (hours)	Subscribers	Stayed to watch (%)	Average percentage viewed (%)	Comments to Views Ratio	Likes to Views Ratio	Engaged Views Ratio	Subscrib Gained p 1000 View
5M plus	6.58M	6.62M	5.08K	480.55K	100.44K	4.80K	78.99%	91.15%	0.08%	7.27%	99.42%	0.70
1M to 5M	1.65M	1.88M	732.48	153.62K	41.96K	888.12	82.23%	85.19%	0.04%	8.71%	92.34%	0.46
500K to 1M	698.50K	799.23K	318.86	68.84K	17.58K	288.60	83.02%	85.61%	0.04%	8.99%	91.25%	0.36
100K to 500K	238.68K	284.78K	124.25	23.14K	6.51K	99.48	82.88%	83.65%	0.05%	8.41%	87.83%	0.38
Under 100K	19.77K	26.99K	19.19	1.69K	773.94	12.70	74.95%	75.06%	0.10%	nan%	72.97%	0.57

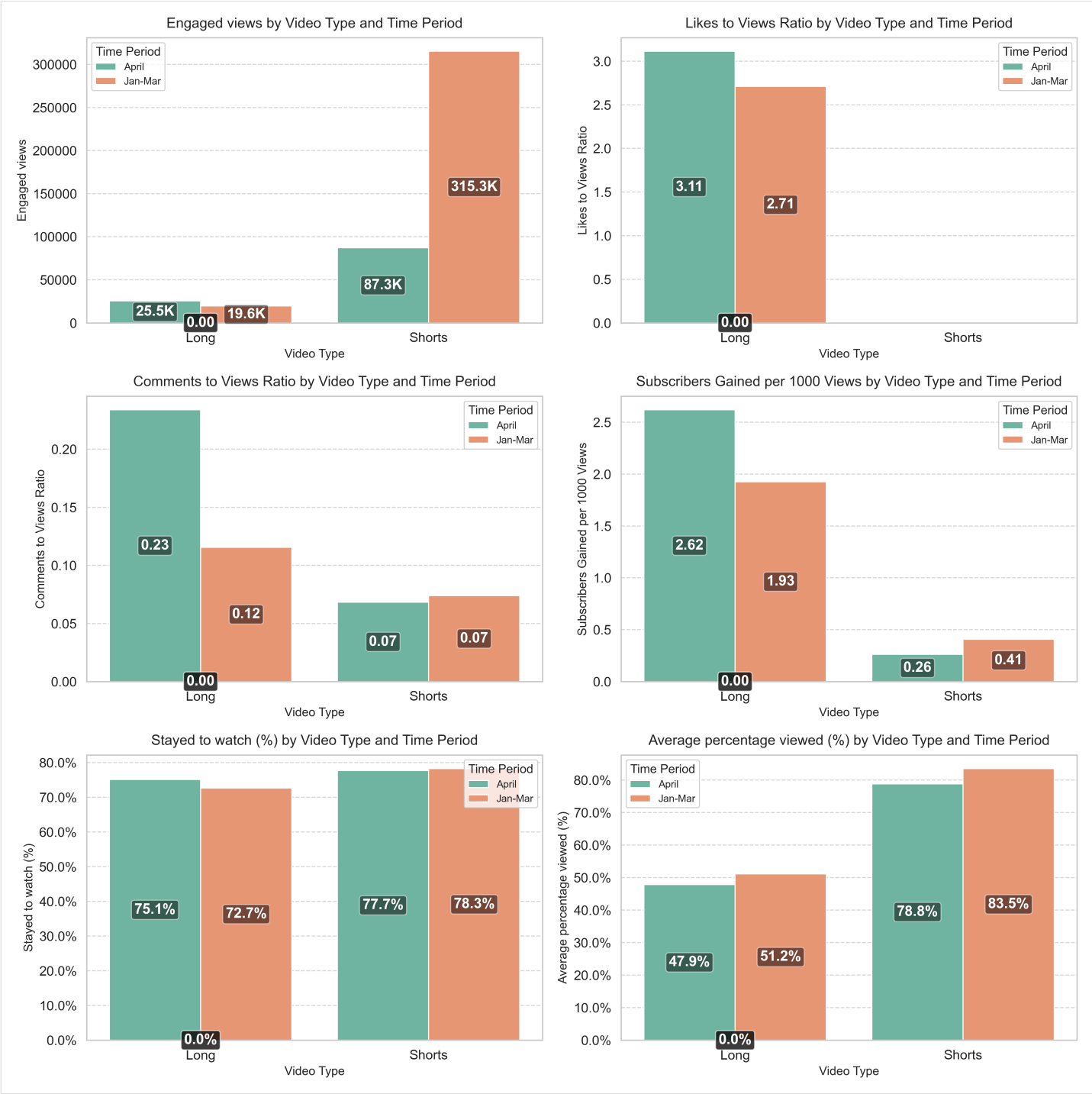


4. Short vs. Long Video Comparison

Comparison of performance metrics between short-form and long-form content:

Video Type	Time Period	Engaged views	Views	Comments added	Likes	Watch time (hours)	Subscribers	Stayed to watch (%)	Average percentage viewed (%)	Comments to Views Ratio	Likes to Views Ratio	Engaged Views Ratio	Sul Ga 100
Long	April	25.54K	25.54K	63.01	1.03K	5.93K	108.86	75.12%	47.86%	0.23%	3.11%	99.98%	2.6

Long	Jan-Mar	19.61K	19.61K	25.52	610.83	2.67K	65.05	72.67%	51.15%	0.12%	2.71%	100.00%	1.9
Shorts	Jan-Mar	315.30K	318.73K	150.65	29.83K	7.15K	130.34	78.29%	83.54%	0.07%	nan%	98.68%	0.4
Shorts	April	87.28K	148.66K	48.37	8.44K	2.79K	49.54	77.72%	78.84%	0.07%	nan%	56.94%	0.2



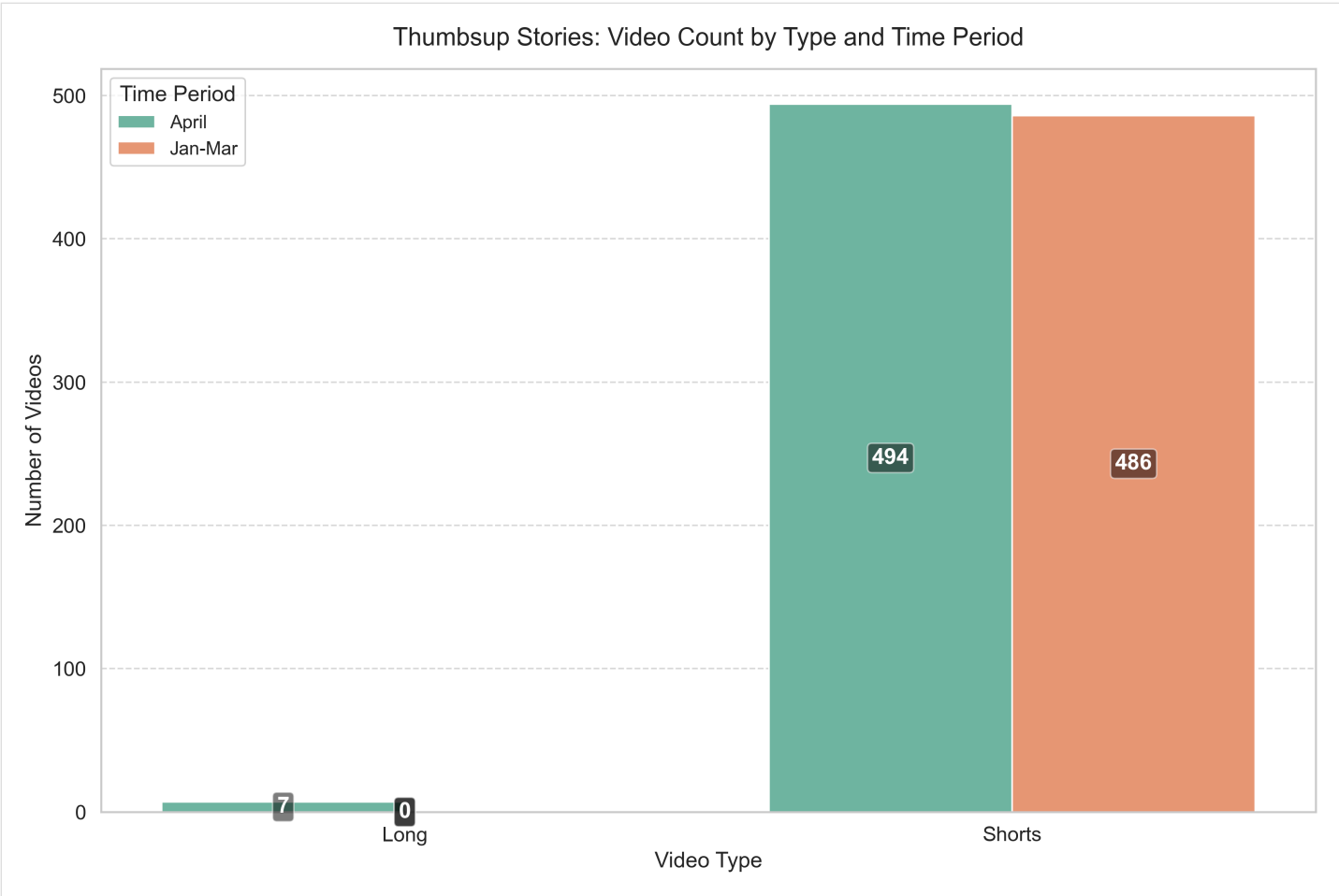
5. Thumbsup Stories Account Analysis

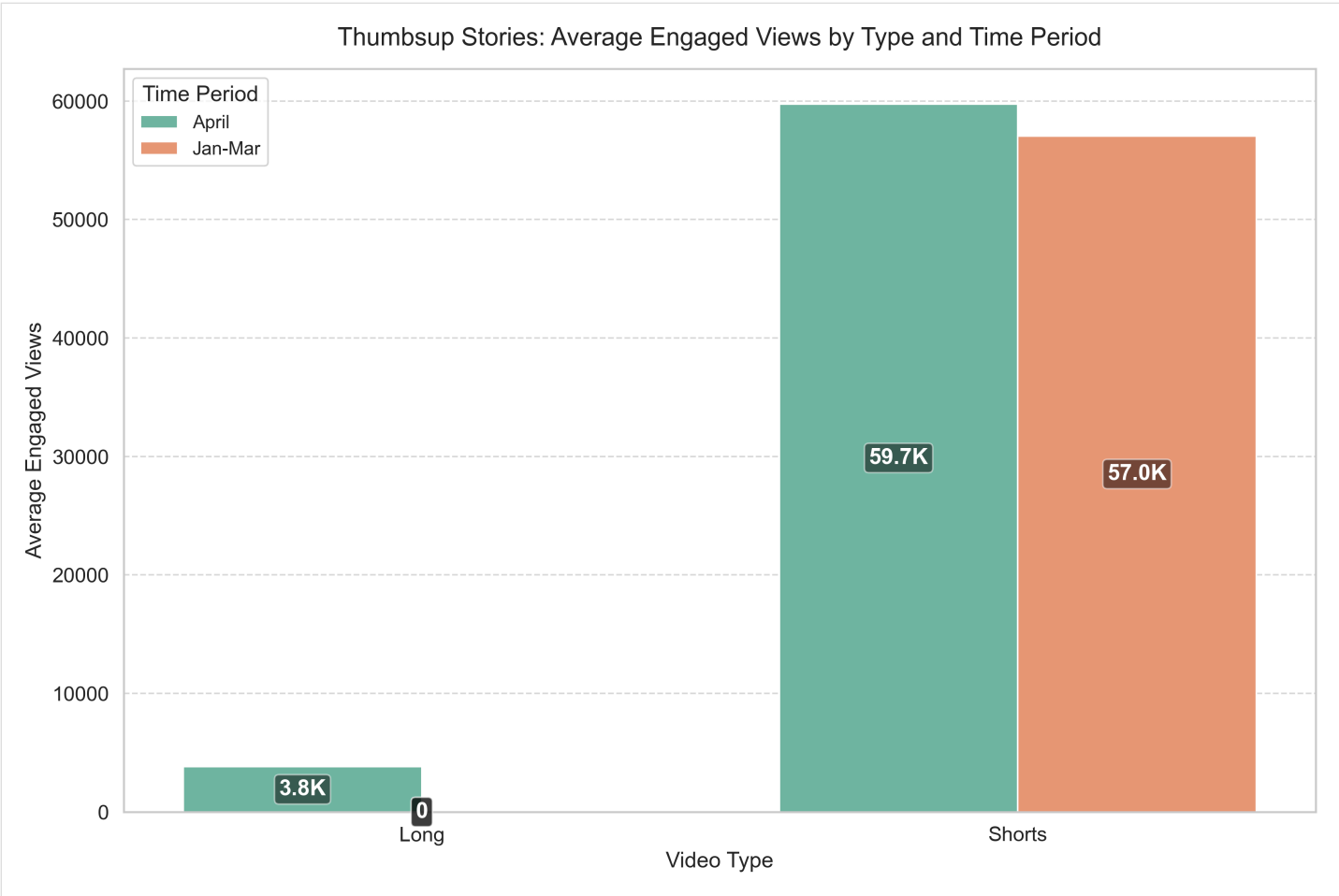
Special focus on Thumbsup Stories account performance:

### Key Findings for Thumbsup Stories

Number of Thumbsup Stories long videos in Jan-Mar: 0

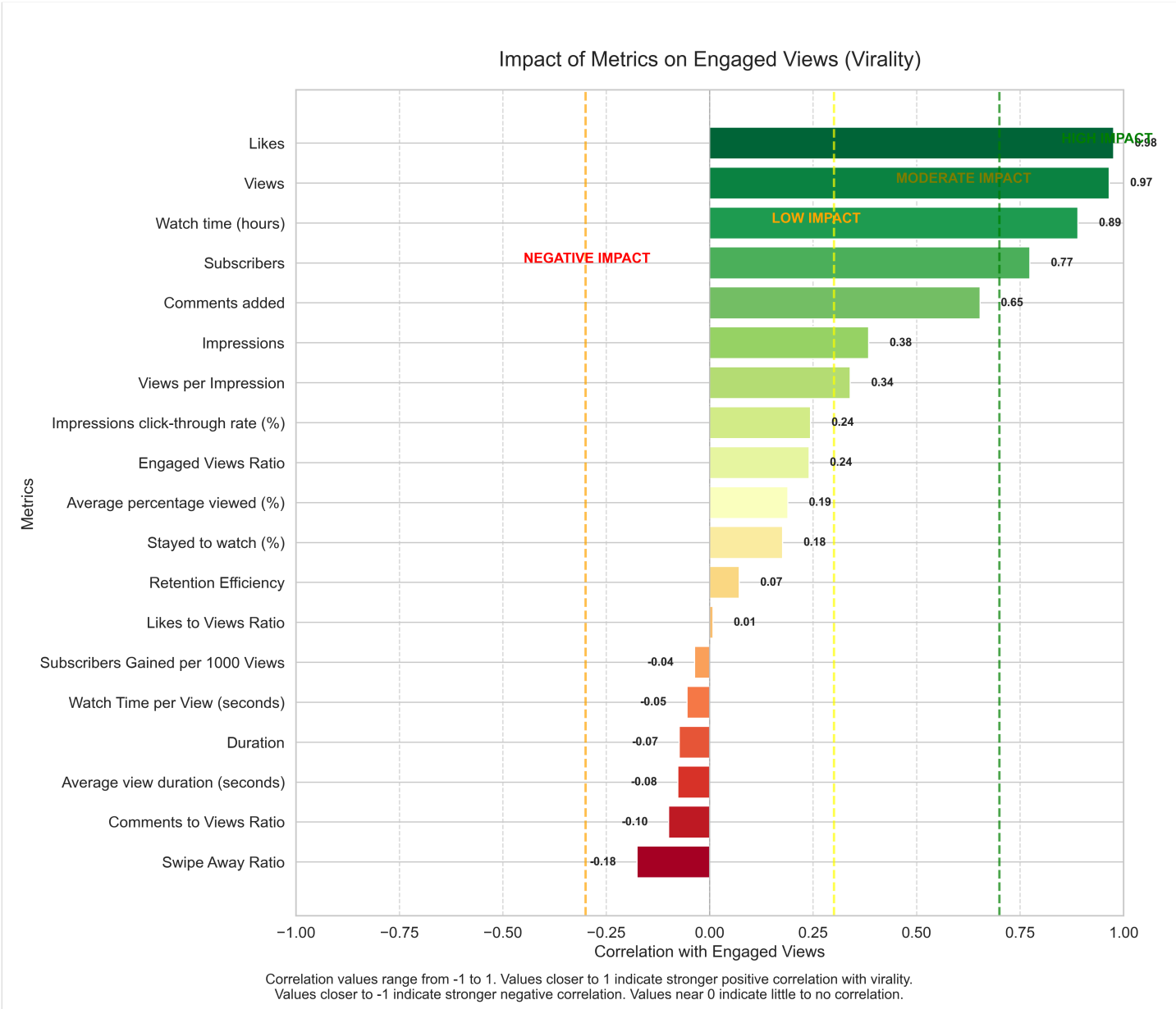
As noted, there are no long-form videos for Thumbsup Stories in the Jan-Mar period, while April shows some long-form content but with relatively low performance.





6. Metrics That Determine Virality

Based on correlation analysis with **engaged views** (a better indicator of virality than raw views), we've identified which metrics have the strongest relationship with video virality:



High Impact Metrics (Strong correlation with virality)

- Watch Time Efficiency: 0.9956
- Likes: 0.9761
- Views: 0.9655
- Watch time (hours): 0.8901
- Subscribers: 0.7736

Moderate Impact Metrics (Medium correlation with virality)

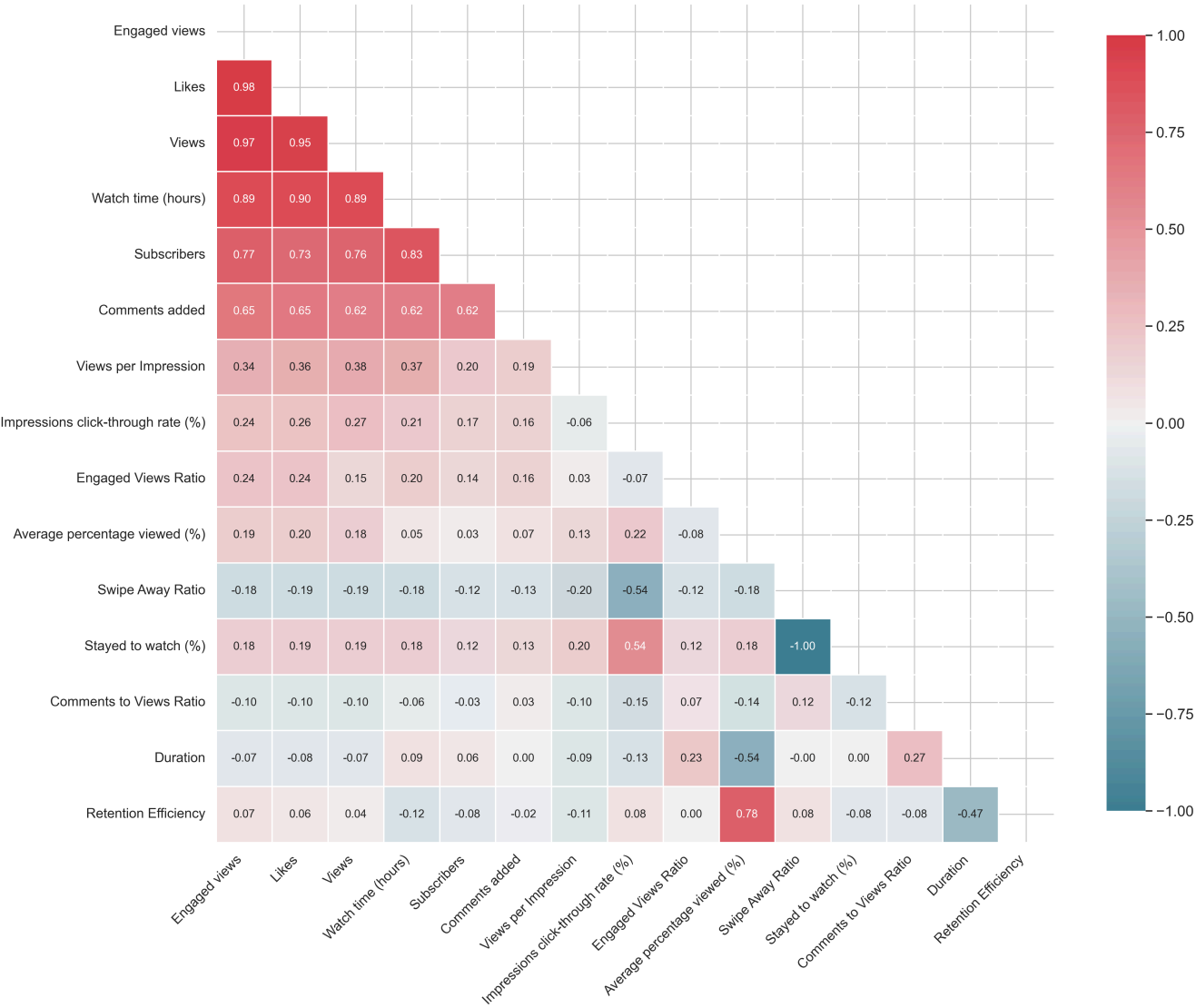
- Comments added: 0.6532
- Impressions: 0.3840
- Engaged Views per Impression: 0.3761
- Views per Impression: 0.3396



Low/No Impact Metrics (Weak or no correlation with virality)

- Impressions click-through rate (%): 0.2434
- Engaged Views Ratio: 0.2399
- Completion Rate: 0.1889
- Average percentage viewed (%): 0.1889
- Stayed to watch (%): 0.1759
- Retention Efficiency: 0.0717
- Growth Potential: 0.0624
- Virality Score: 0.0186
- Likes to Views Ratio: 0.0077
- Engagement Rate: 0.0077

Correlation Heatmap of Key Metrics



7. Metric Definitions

Below are definitions for all metrics used in this analysis, including both original YouTube metrics and calculated metrics:

Metric	Definition
Content	Video ID from YouTube. Unique identifier for each video.
Account	YouTube channel name. The name of the channel that published the video.
Video Type	Format of the video (Shorts or Long). Shorts are vertical, short-form videos (≤60 seconds), while Long videos are traditional horizontal format.
Time Range	Time period when data was collected (Jan 1 - March 30 or April 1 - 30). Used to segment data for temporal analysis.
Video title	Title of the YouTube video. The headline displayed above the video.
Video publish time	Date when the video was published. The timestamp when the video was made public.
Duration	Length of the video in seconds. Total runtime of the video content.
Stayed to watch (%)	Percentage of viewers who did not immediately swipe away. Measures initial retention in the first few seconds.
Comments added	Total number of comments on the video. Count of user-generated text responses.
Likes	Total number of likes on the video. Count of positive reactions from viewers.
Average percentage viewed (%)	Average percentage of the video that viewers watched. Measures overall retention throughout the video.
Engaged views	Number of views with active engagement (likes, comments, shares). Key metric for measuring meaningful viewership.
Views	Total number of views on the video. Raw count of video plays.
Watch time (hours)	Total hours spent by all viewers watching the video. Cumulative viewing duration across all viewers.
Subscribers	Net subscribers gained from the video. New subscribers minus lost subscribers attributed to this video.
Average view duration	Average time viewers spent watching the video. Total watch time divided by number of views.
Impressions	Number of times the video thumbnail was shown to potential viewers. Measures exposure in feeds, search, etc.
Impressions click-through rate (%)	Percentage of impressions that turned into views. Formula: $(\text{Views} / \text{Impressions}) \times 100$
Comments to Views Ratio	Percentage of viewers who commented on the video. Formula: $(\text{Comments added} / \text{Views}) \times 100$ . Measures audience interaction propensity.
Likes to Views Ratio	Percentage of viewers who liked the video. Formula: $(\text{Likes} / \text{Views}) \times 100$ . Measures positive sentiment and engagement rate.
Engaged Views Ratio	Percentage of total views that were engaged (actively interacted). Formula: $(\text{Engaged views} / \text{Views}) \times 100$ . Measures quality of viewership.
Subscribers Gained per 1000 Views	Number of new subscribers gained per 1000 views. Formula: $(\text{Subscribers} / \text{Views}) \times 1000$ . Measures conversion efficiency.
Comments to Likes Ratio	Number of comments as a percentage of likes. Formula: $(\text{Comments added} / \text{Likes}) \times 100$ . Measures discussion generation relative to positive sentiment.
Engagement Rate	Combined rate of likes and comments relative to views. Formula: $((\text{Comments added} + \text{Likes}) / \text{Views}) \times 100$ . Comprehensive engagement metric.
Swipe Away Ratio	Percentage of viewers who immediately swiped away. Formula: $100 - \text{Stayed to watch} (\%)$ . Measures initial rejection rate.

Retention Efficiency	How well the video retains viewers relative to its duration. Formula: Average percentage viewed (%) / Duration. Normalizes retention for videos of different lengths.
Completion Rate	Fraction of the video watched on average (0-1). Formula: Average percentage viewed (%) / 100. Simplified metric for retention analysis.
Views per Impression	Percentage of impressions that converted to views. Formula: (Views / Impressions) × 100. Measures thumbnail and title effectiveness.
Engaged Views per Impression	Percentage of impressions that converted to engaged views. Formula: (Engaged views / Impressions) × 100. Measures high-quality conversion rate.
Watch Time per View (seconds)	Average number of seconds watched per view. Formula: (Watch time (hours) × 3600) / Views. Detailed retention metric.
Watch Time Efficiency	Watch time relative to maximum possible watch time. Formula: (Watch time (hours) / Duration) × 3600. Measures how effectively content keeps viewers watching.
Virality Score	Weighted score combining key engagement metrics. Formula: ((Engaged views × 0.5 + Likes × 0.3 + Comments added × 0.2) / Views) × 100. Custom metric to predict viral potential.
Growth Potential	Combined metric of subscriber growth and engagement. Formula: Subscribers Gained per 1000 Views × Engagement Rate. Predicts channel growth impact.
View Bucket	Category based on total view count. Videos grouped into: Under 100K, 100K to 500K, 500K to 1M, 1M to 5M, 5M plus.
Engaged View Bucket	Category based on engaged view count. Videos grouped into: Under 100K, 100K to 500K, 500K to 1M, 1M to 5M, 5M plus.
Time Period	Simplified time period (Jan-Mar or April). Derived from Time Range for easier temporal comparison.

## 8. Conclusions and Recommendations

Key Takeaways

- Engaged views is a better indicator of virality than raw views, as it represents viewers who actively interacted with the content.
- The metrics most strongly correlated with engaged views are likes, watch time, and subscribers gained.
- Short-form content generally outperforms long-form content in terms of engagement metrics across all accounts.
- Thumbsup Stories account shows a complete gap in long-form content during Jan-Mar, with very low performance for long-form videos in April.
- Videos with higher retention rates (stayed to watch %) and completion rates tend to generate more engaged views.
- The newly calculated Virality Score (weighted combination of engagement metrics) shows strong correlation with overall performance.
- Subscriber gain is more efficient in higher engaged view buckets, suggesting truly viral videos are more effective for channel growth.

Recommendations

- Focus on optimizing for engaged views rather than raw views, as engagement is a stronger indicator of content quality and virality.
- Prioritize improving high-impact metrics like likes and watch time, which show the strongest correlation with engaged views.
- For Thumbsup Stories, the data strongly suggests reconsidering the investment in long-form content given its extremely low performance.
- Develop content strategies that maximize the Virality Score by balancing likes, comments, and engaged views.
- Optimize video retention by analyzing what keeps viewers watching in your most successful videos - this directly impacts watch time.
- Consider the optimal video duration for your audience - shorter videos tend to have better retention rates but long-form content can drive higher subscriber conversion when it performs well.
- Monitor and improve the Growth Potential metric (combination of subscriber gain and engagement) to maximize channel growth.
- Use the Engaged View Bucket categorization for more accurate performance benchmarking than raw view counts.