



## Root Cause Analysis: YouTube

**Question:** You are the Product Manager at YouTube and you gradually going to office everyday and one fine day you have seen YouTube Average View Duration as been dropped by 40% in metric

- What is the cause for this
- what is the solution

**Answer:**

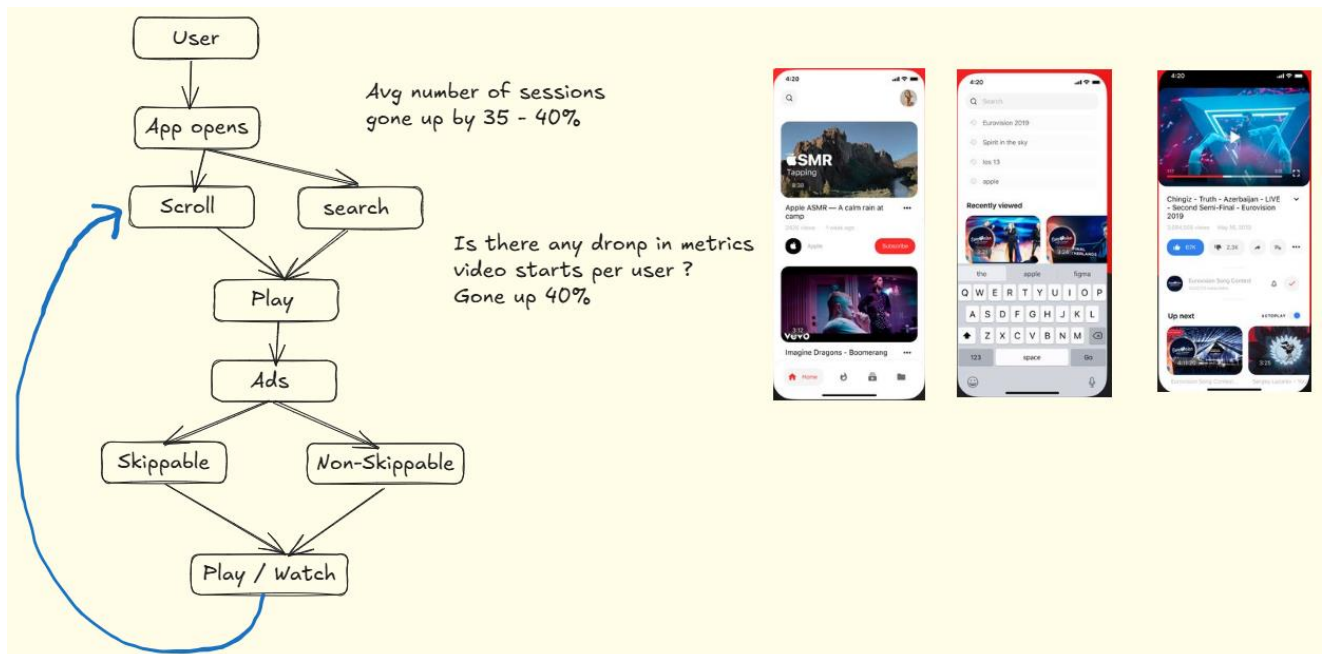
How I solve this using My Own Approach

**Asking clarifying Questions:**

1. Is there any specific geography that drop has facing – Global issue
2. Is there any specific platforms like iOS, Android, web browser – Across All platforms
3. Any Bug / App crashed in the past week – NO
4. Sudden / gradual drop – it's a Sudden drop by 40%

So this 40% drop is very huge for YouTube

**Let's Understand the User Journey:**



- (Skip / Non Skip ads ) is there any change – No policy changes in company
- Have you increased the number of ads in the beginning of the video – NO changes
- Have you made any changes in Skip button

Now I want to Know –

- How Many skippable ads per video
  - How many non – Skippable ads per video
- } Metrics

Skip at clicks goes up by 40%

Asking Lot of Clarifying Questions and Specifically that Questions need to solve some of the causes for this problem

### Root Cause is:

Skip ad Button – leads to drop by 35 – 40%3

### Hypothesis:

- Skipp ad button is an issue – Placement, size, Technical issue
- Use end up clicking on it multiple times but Skip button not working
- Then they relaunch the video to play again this leads to drop by 40%

Ramesh k

Data & Product Analyst

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