

Youtube Analytics Findings

Report By:

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I. Introduction

Nicole Martin, an analytics consultant for her consulting firm, tasked us with helping convince her client's funding partner to keep funding their show. She provided us with the show's YouTube data from the first 90-day period of 2021 and 2022. YouTube analytics only come in windows of up to 90 days, so the data set does not include the time period of the whole season. During our analysis, we were looking for a target audience that our client would be able to focus on. We believe that focusing on one group of people and growing the audience within that group will be the best opportunity for the overall growth of the channel.

II. Analysis

Nicole provided us with a dataset that was already cleaned and had the differences over the two years for a lot of the metrics highlighted. In her introduction to the dataset, Martin showcased the relationship between watch time, number of views, and average view duration on gender and how that translated to a target audience the client should focus on. With that in mind, we wanted to explore the same variables and a few more but with a different demographic.

Some basic performance variables for a YouTube channel's growth are revenue and subscribers gained. While the increases in those variables weren't huge, our client still saw an 18.5% increase in revenue and a 16.3% increase in subscribers gained which are some positive things. Another thing we noticed was a 39.6% increase in views from subscribers. Subscriber watch time also went up 6.1 %.

The traffic our client's YouTube channel is receiving will also be a major factor in how performance is graded. This information isn't as easy to interpret though as the revenue or net subscriber gain. Our client's channel is performing well in getting views from the YouTube search page and the channel pages with an increase of 2,645 views and 1,938 views respectively. This means the channel is bringing in more views from these locations. With the growth in views from the Youtube search, the channel will be more likely to bring in new subscribers because typically people don't have to search for videos from a channel they are already subscribed to. We also saw an increase in views coming from the notifications and end screens by over 150%. While this sounds impressive, the number of views coming from these two sources only makes up 0.8% of all views.

These insights of the channel overall are very helpful, but it is hard to pick out a target audience from these numbers. The client needs to have a clear understanding of the type of viewer that is watching their videos. The first thing we noticed in the age demographics was that both the 55-64 and 65+ age groups saw an increase in watch time and number of views. The 45-54 age group also had a slight increase in number of views. In the 35-44 age group, there was a slight decrease in views and watch time, but both were less than 1%. Adding up the percentages for both the variables mentioned above for the combined age group of 35+, watch time increased by 1.8% and the number of views increased by 3.6%. This 35+ age group

accounts for 83.9% of the total watch time and 81.8% of the total views. We decided to make this our target audience.

These analyses paint a clear picture of a loyal subscriber base. During our evaluation, as we mentioned above, we observed a 39.6% increase in subscriber views and a 6.1% increase in watch time, highlighting a more engaged and devoted audience between 2021 and 2022. Coupled with the significant growth in views driven by notifications and end screens, it's evident that the channel has cultivated a dedicated fanbase eager to return for new content. This is a compelling point the client can present to their funding partners to justify continued support.

III. Drawbacks

The channel saw a lot of improvement in many areas from 2021 to 2022. There are a few critical areas that would really help the channel's growth if they were increasing instead of decreasing. The first of those areas is unique viewership. The channel saw a decrease in the amount of unique viewers going from 40,933 to 38,288. If this number continues to dwindle, our client will be losing opportunities to gain new subscribers. Another area that needs improvement is the average view duration. While this area did perform well in our target audience, overall it decreased from 2021. The audience needs to enjoy what they are watching for any growth to happen. Also, the more the audience enjoys it, the more likely they are to recommend it to more people. These are the two bigger areas that can be improved upon. There are other smaller areas but being able to flip these into growths will be very beneficial to the channel.

IV. Conclusion

The narrative that our client needs to bring to their funding partner is loyalty by showing the growth in the subscribed fanbase. After defining our client's target audience, we can make a more fine-tuned approach that will help the channel grow more. Our client should try to focus more on gaining subscribers in the 35+ age range. This age range currently has over 80% of the viewers and watch time on the channel. The client's subscribers only made up a little over 25% of the views which is why our client needs to push for subscribers a little more. Focusing on these key things will help our client's channel grow even more during the coming years. To enhance growth and engagement, the channel should focus on personalized campaigns and notifications, post supplementary content like behind-the-scenes videos after the three-month series, and create dynamic end screens. By keeping the target audience in mind, these strategies can maximize subscriber engagement, attract new viewers, and improve viewer-to-subscriber conversion rates.