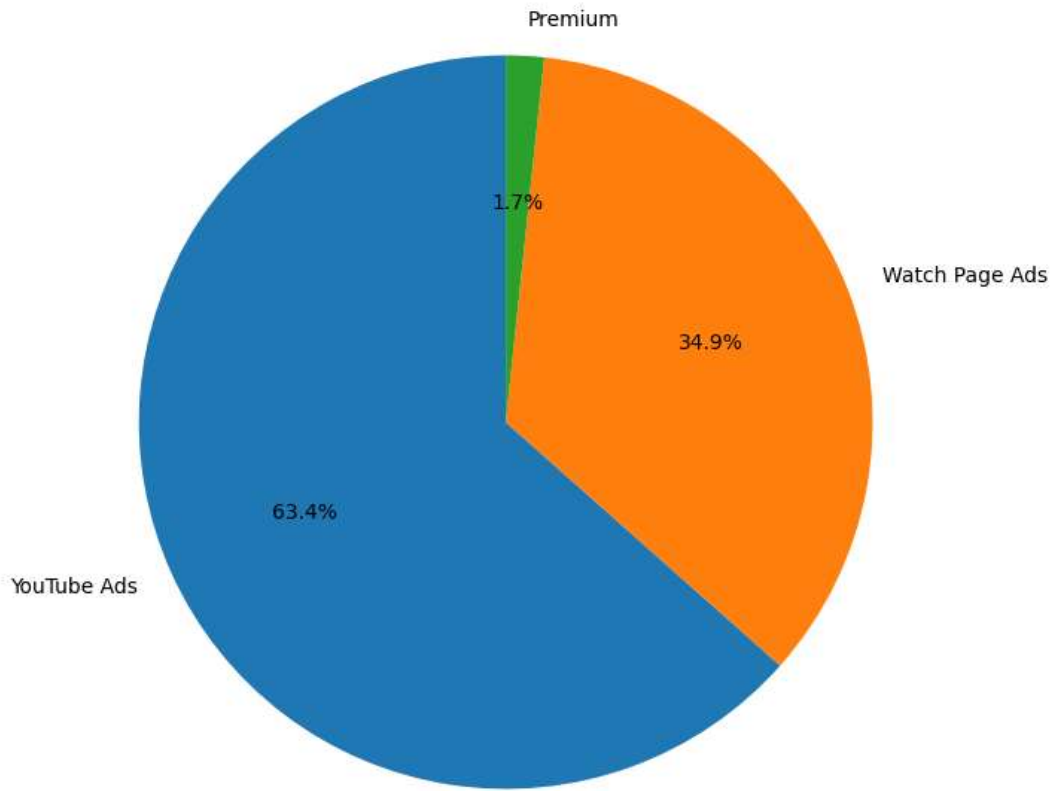
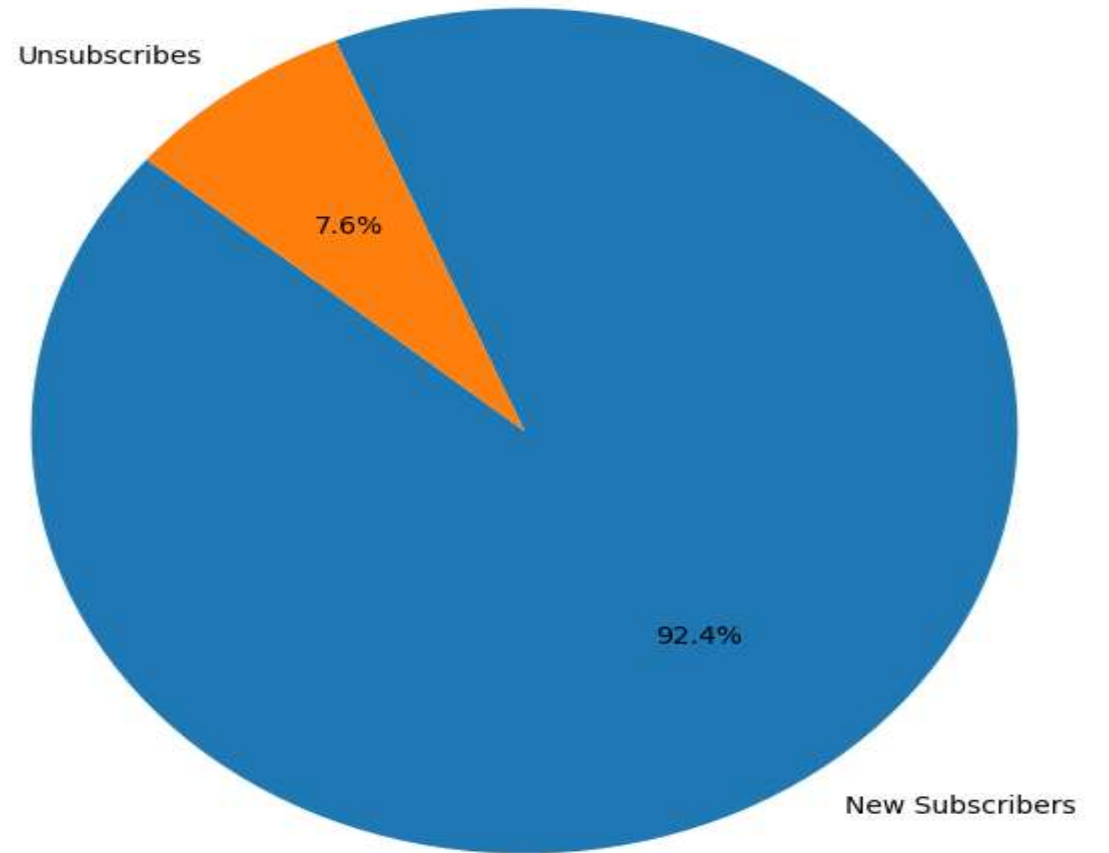


# Youtube Data Analysis

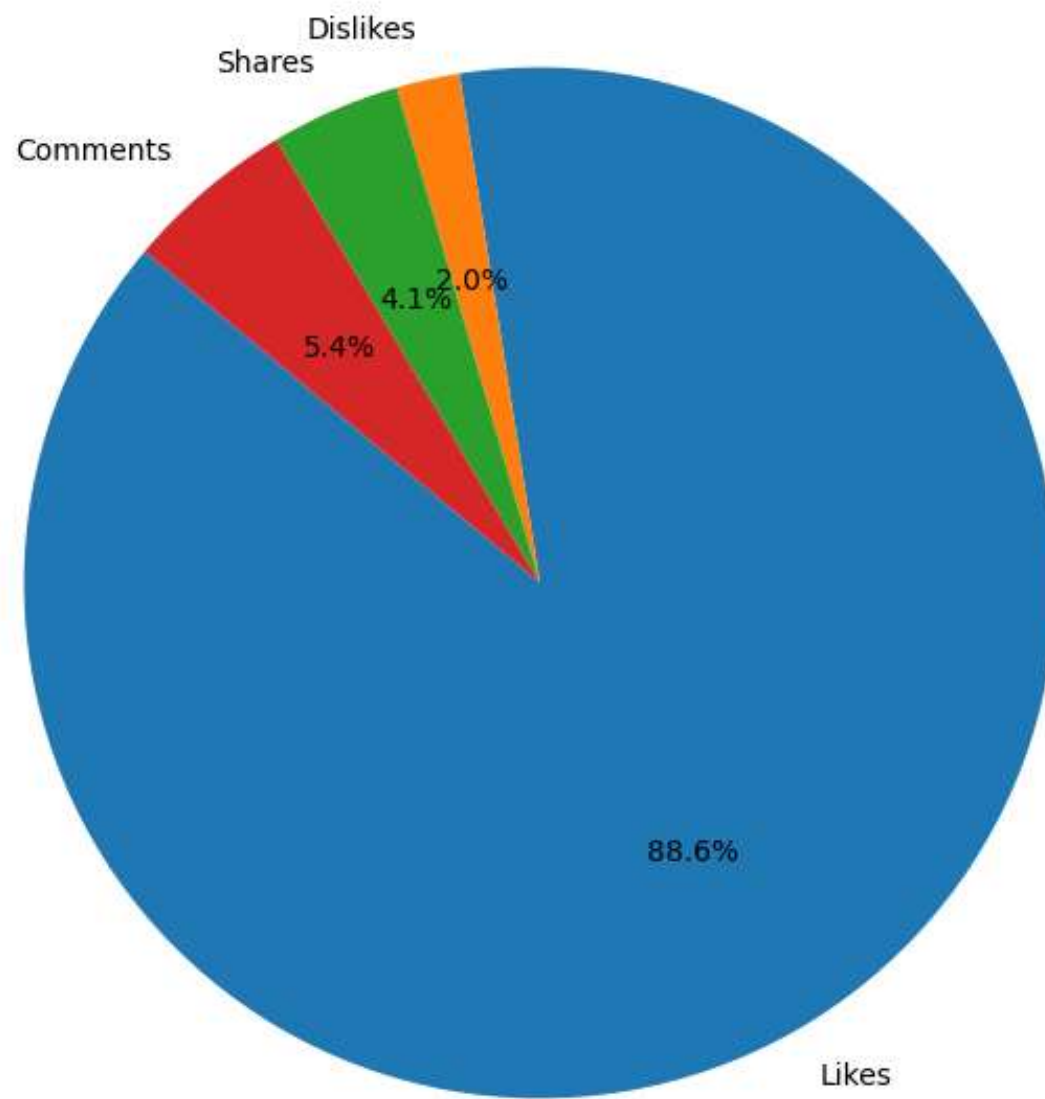
Revenue Source Breakdown

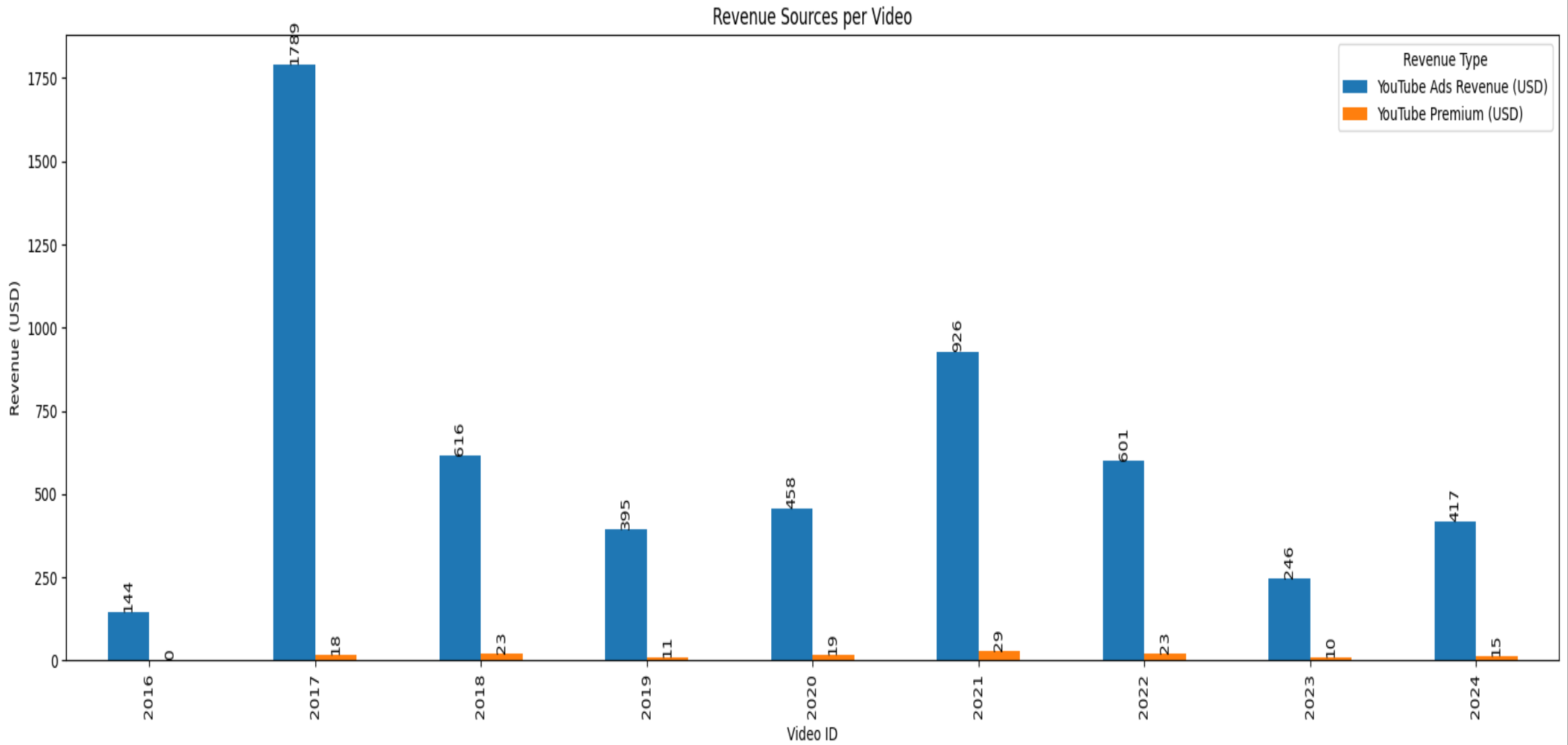


Subscribers Gained vs Lost

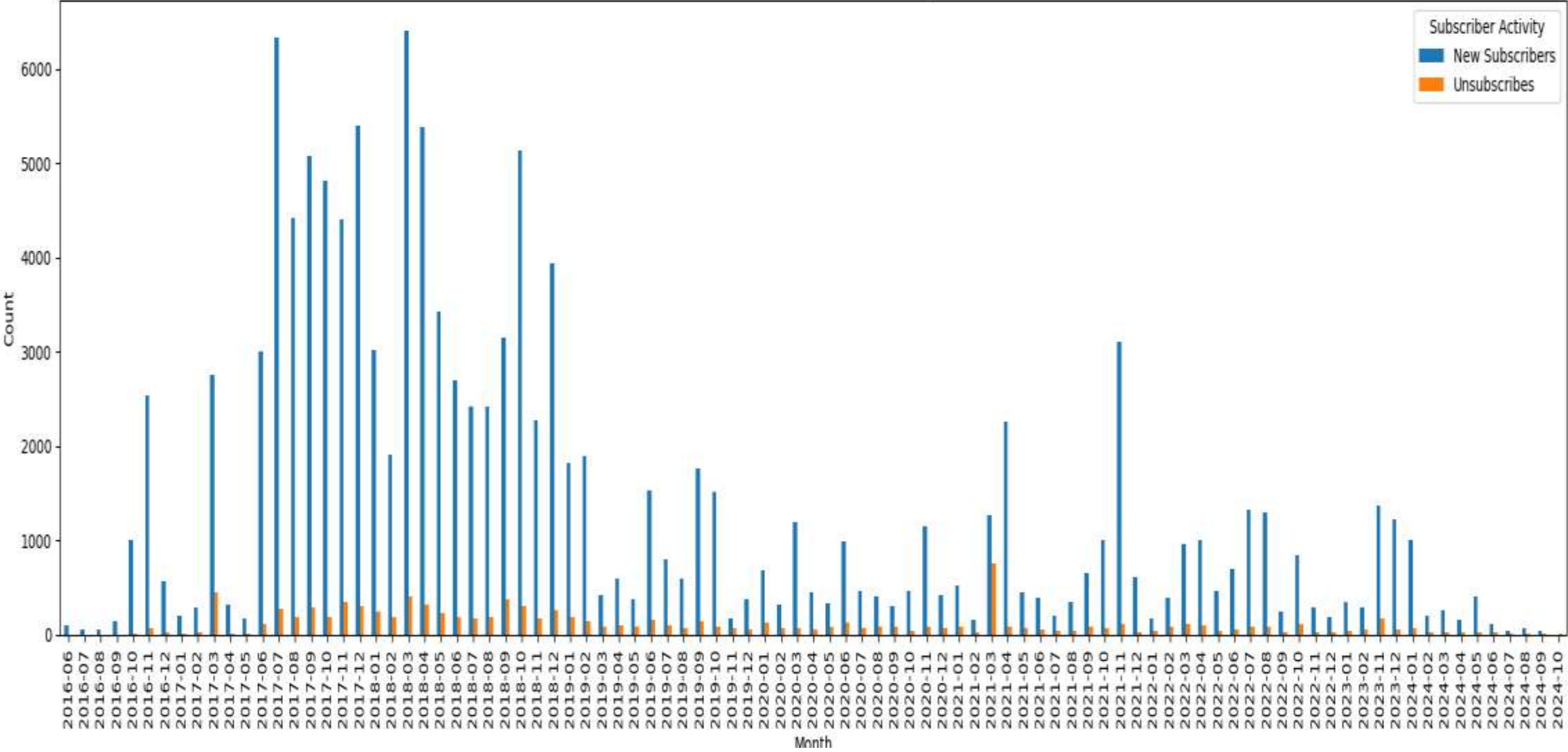


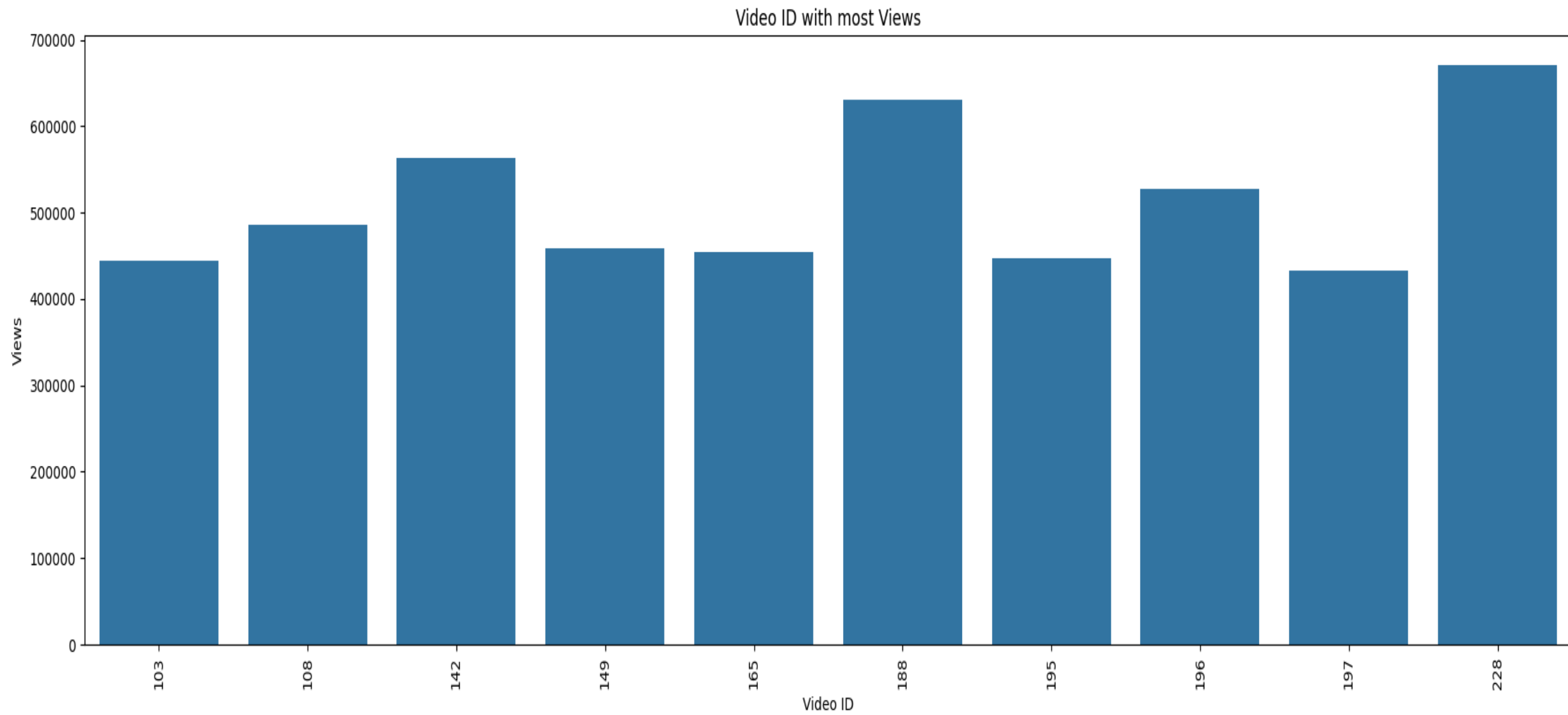
Engagement Distribution



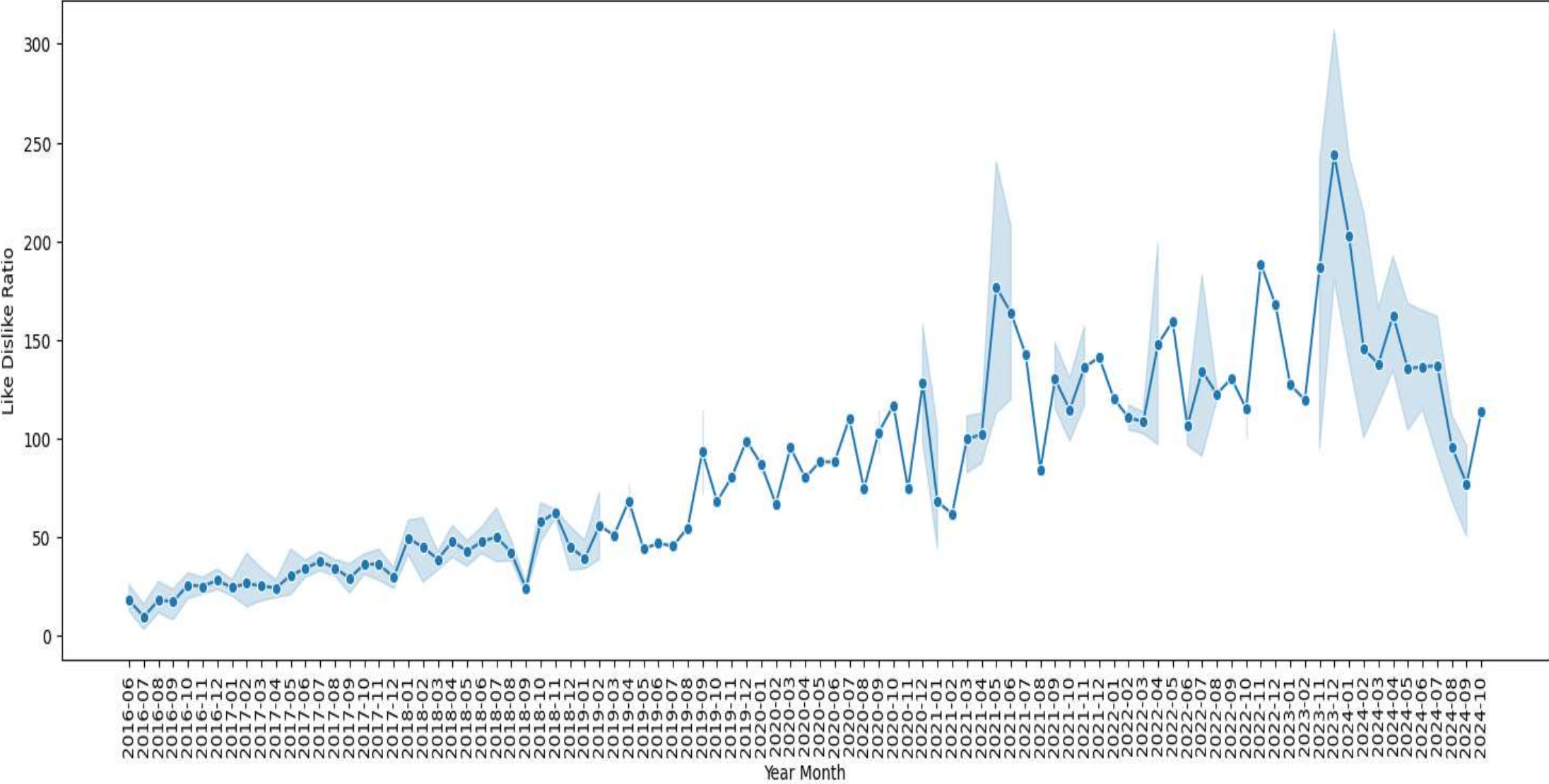


Subscribers Gained vs. Unsubscribes by Month

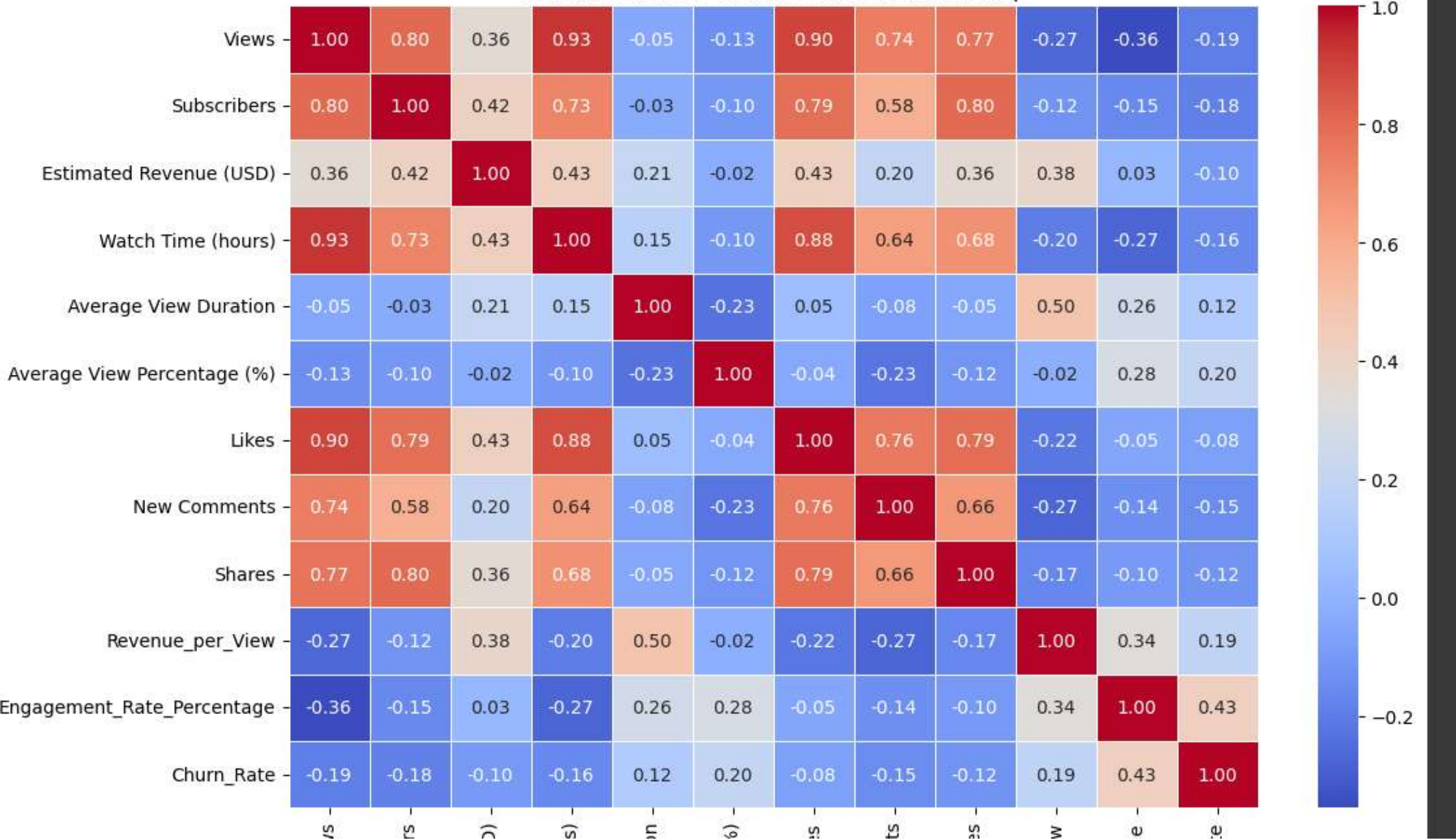




Like Dislike Ratio Over Time



YouTube Business Metrics Correlation Heatmap





- More views = more growth → Views increase subscribers, likes, shares, and revenue.
- Watch time is key → Longer total watch time brings more subscribers and higher revenue.
- Engagement builds community → Likes, shares, and comments strongly help in gaining new subscribers.
- Revenue needs both reach & strategy → Just views are not enough; ads, sponsors, and memberships boost income.
- Retention matters → If viewers don't stay long, revenue and subscribers will not grow steadily.
- Quality beats only quantity → Viral videos bring views, but loyal audience and niche topics bring higher earnings.

- Get more eyes (Impressions & Views) → Promote videos so more people see them.
- Keep people watching (Watch Time & Duration) → Make content interesting so viewers stay longer.
- Encourage action (Likes, Shares, Comments) → Ask viewers to interact; this builds loyalty.
- Turn views into money (CTR & Revenue Strategy) → Use ads, memberships, and premium features wisely.
- Focus on retention (Subscribers & Low Churn) → Consistent quality keeps old viewers and brings new ones.