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YouTube Channel Performance Analysis

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Objective: To uncover trends, identify top-performing videos, and optimize content strategies by analyzing key metrics like views, watch time, revenue, and audience interactions.

Data Overview: The dataset includes video performance metrics such as Views, Watch Time, Revenue, Likes, Shares, Comments, and End Screen CTR across multiple time periods.

Tools & Visualizations:

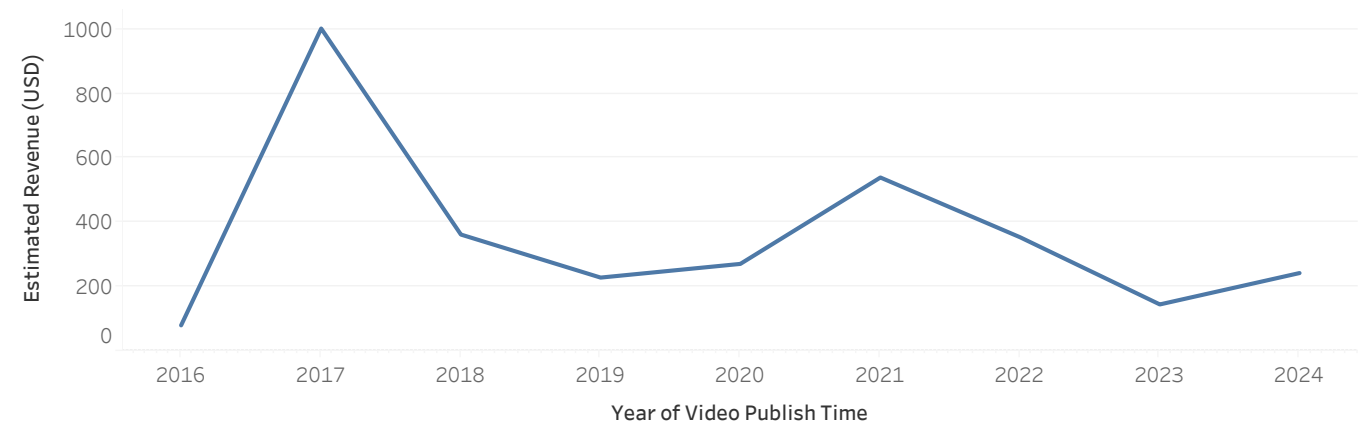
Tool: Tableau Desktop

Graphs: Line Charts, Bar Charts, Scatter Plots, Heatmaps, and KPIs to present performance trends, top videos, and audience behavior.

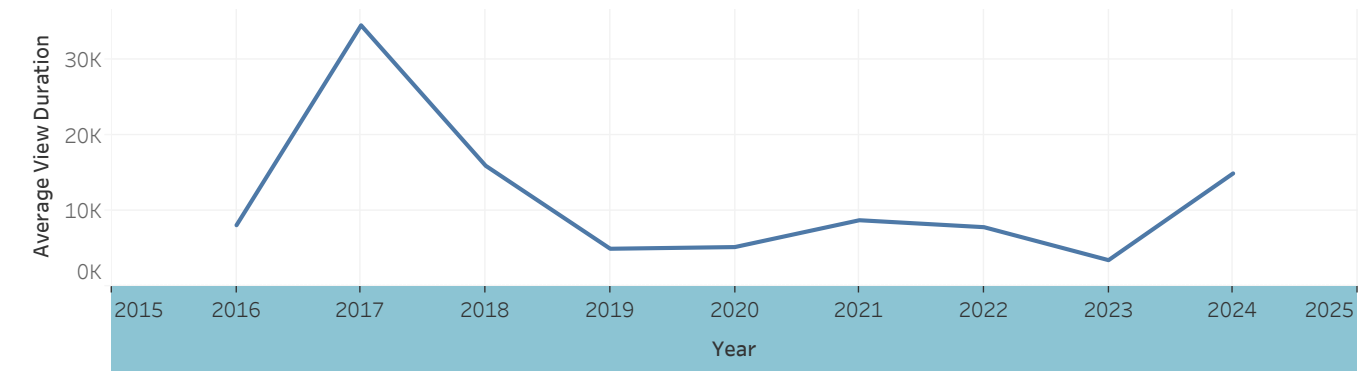
Outcomes: Created interactive dashboards and stories to provide actionable insights for improving audience engagement, boosting revenue, and optimizing video performance.

Relation Between Average View Duration and Revenue

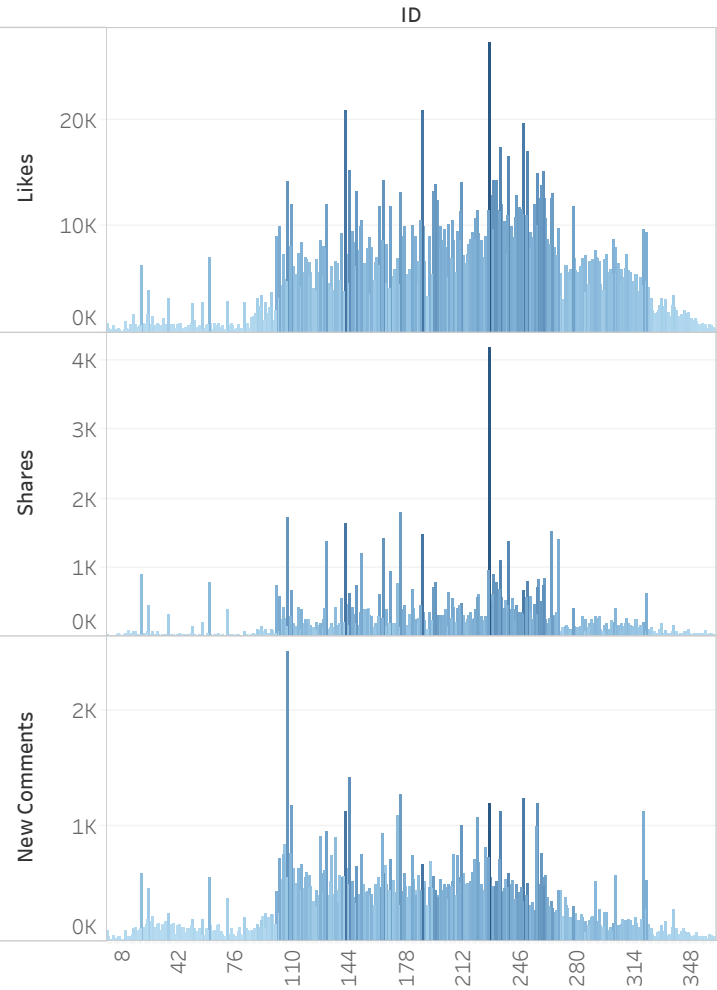
Line Chart: Revenue Trends Over Time



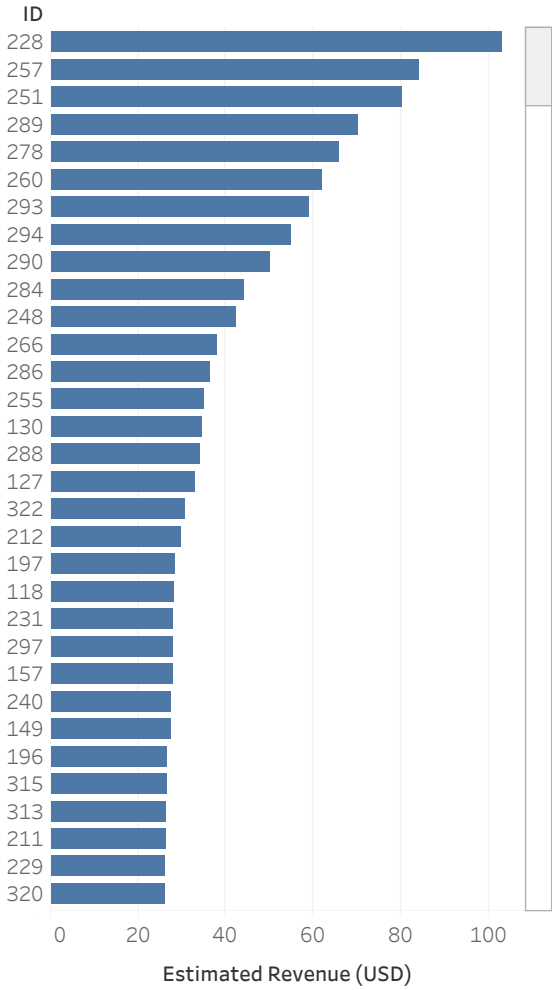
Line Chart: Average View Duration Over Time

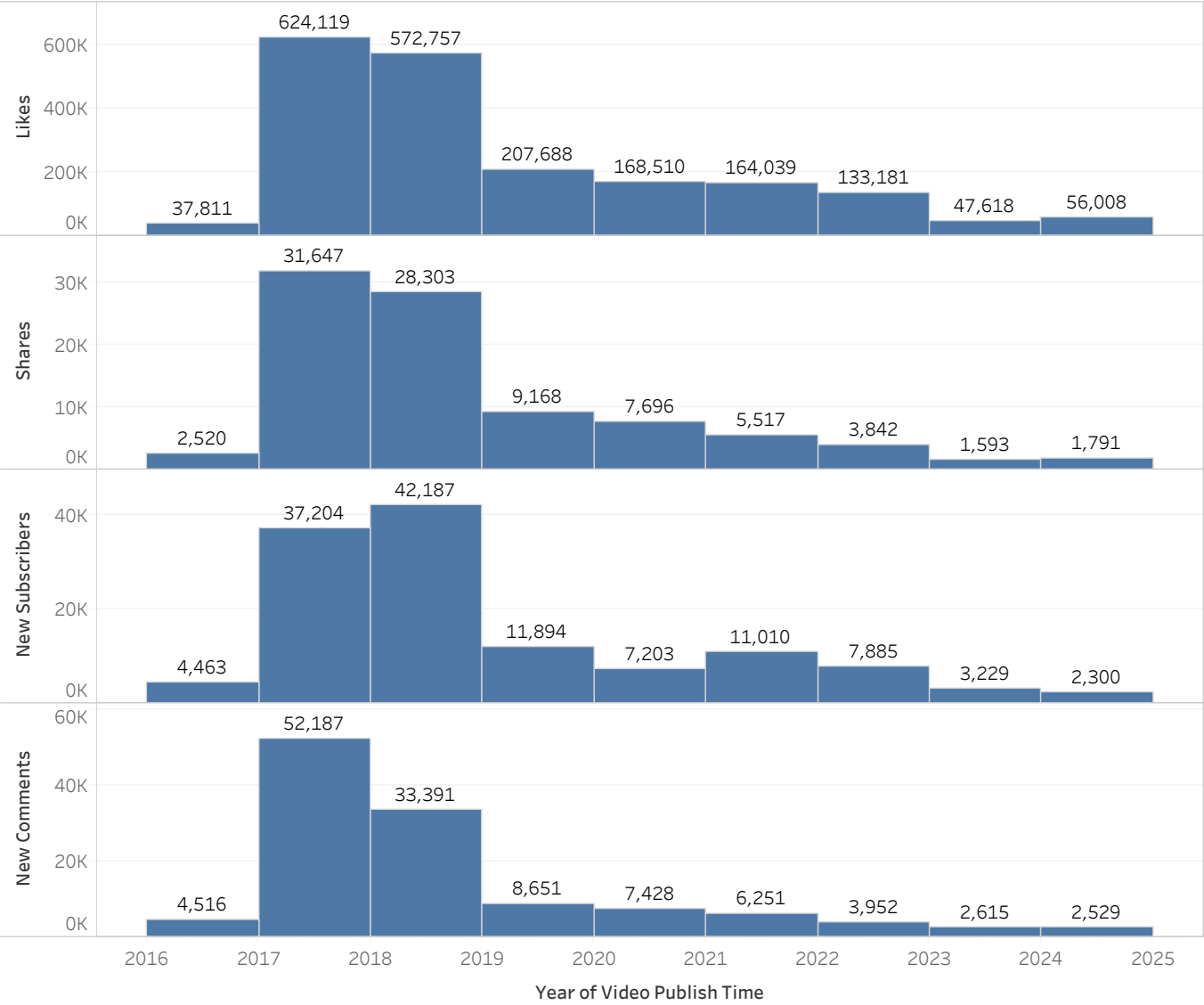


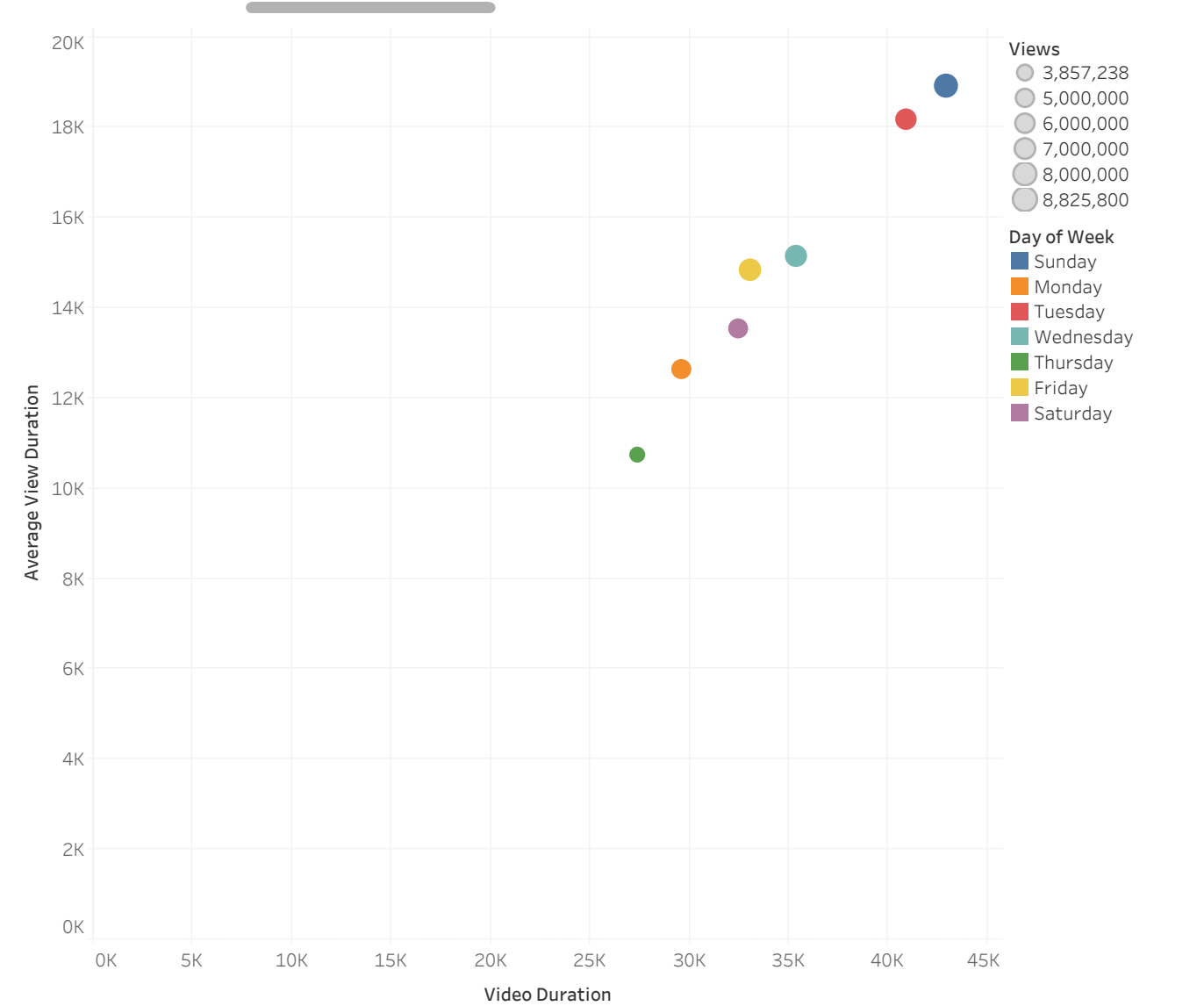
Video Engagement Heatmap

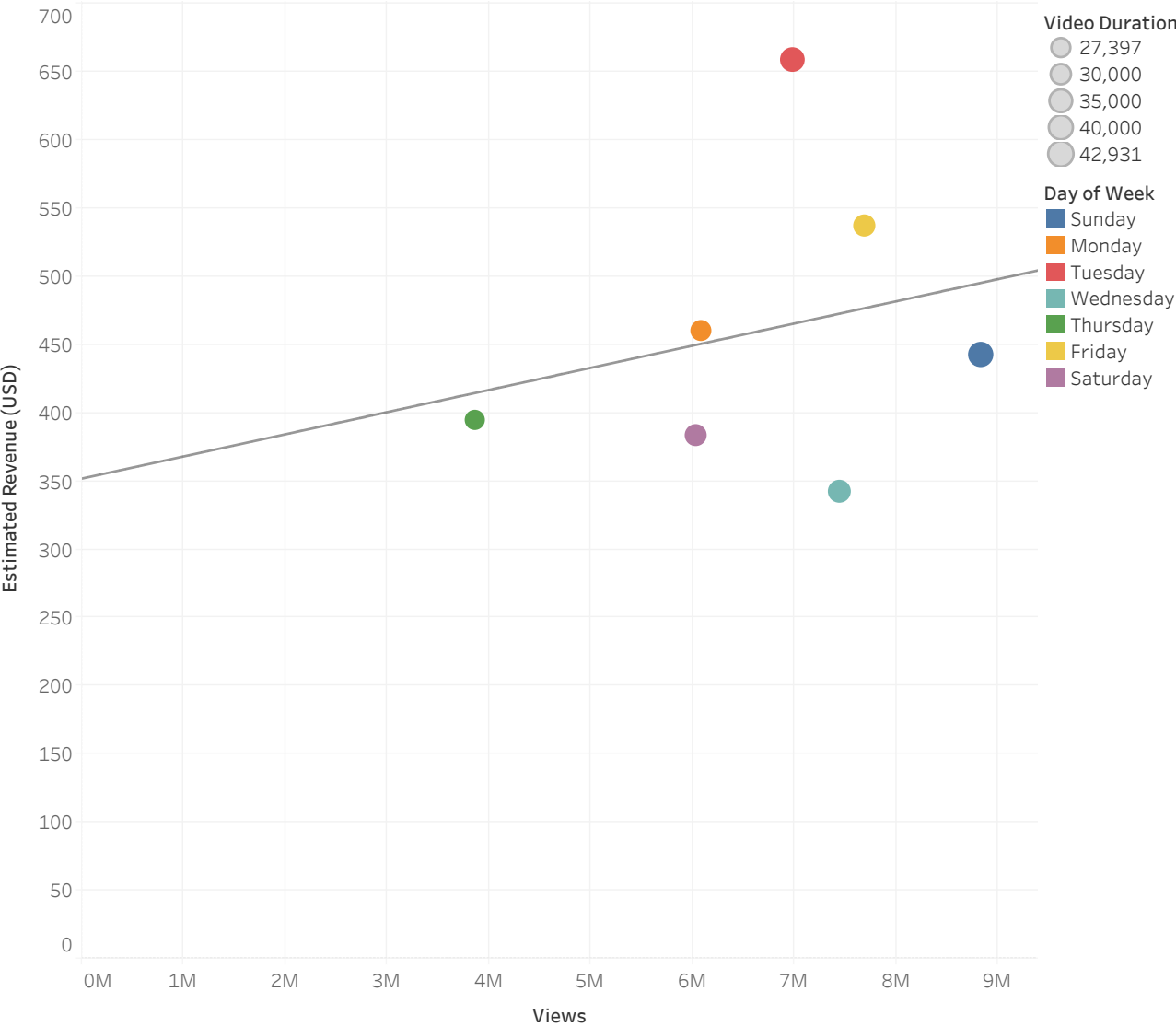


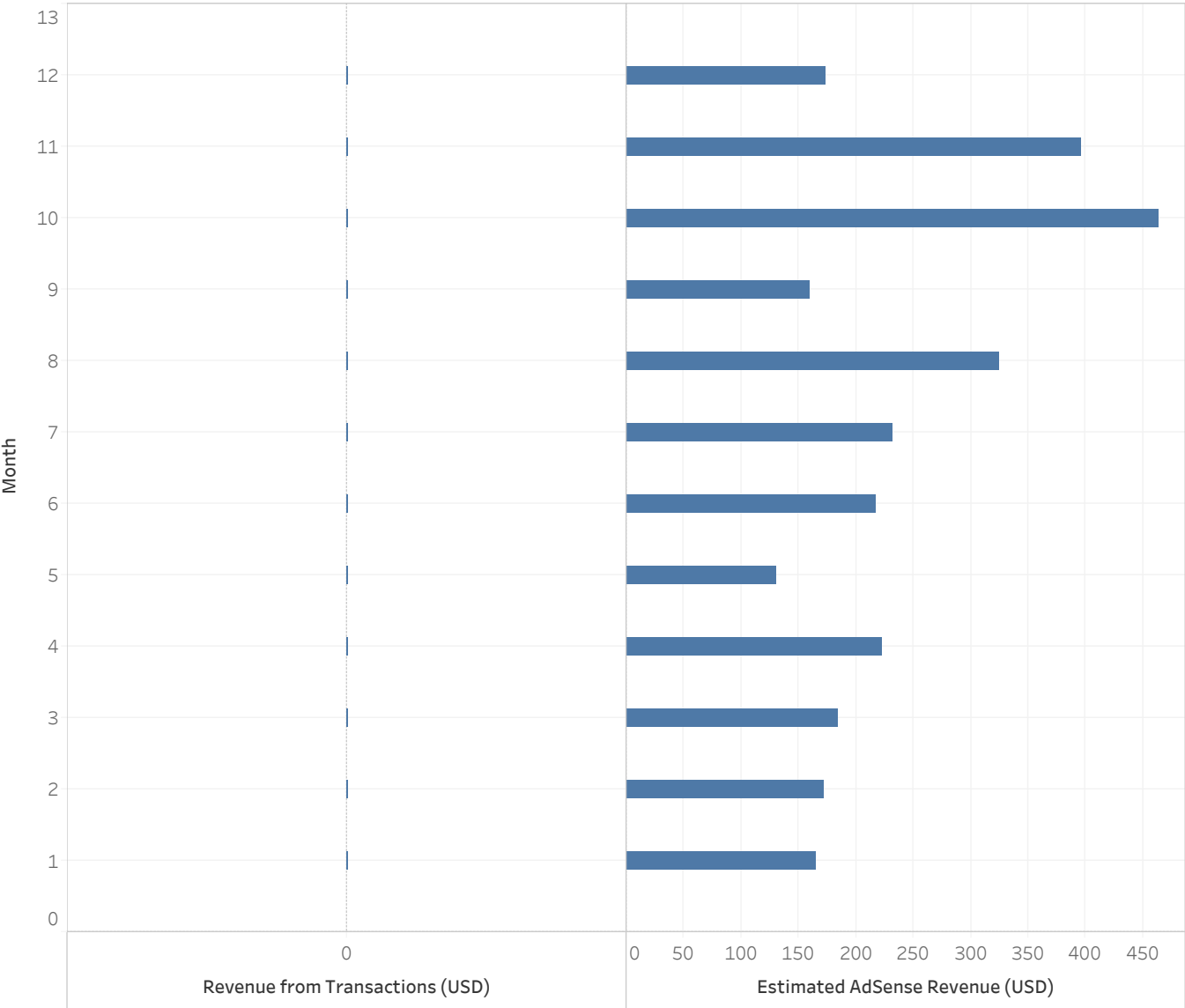
Top Videos By Revenue Earned

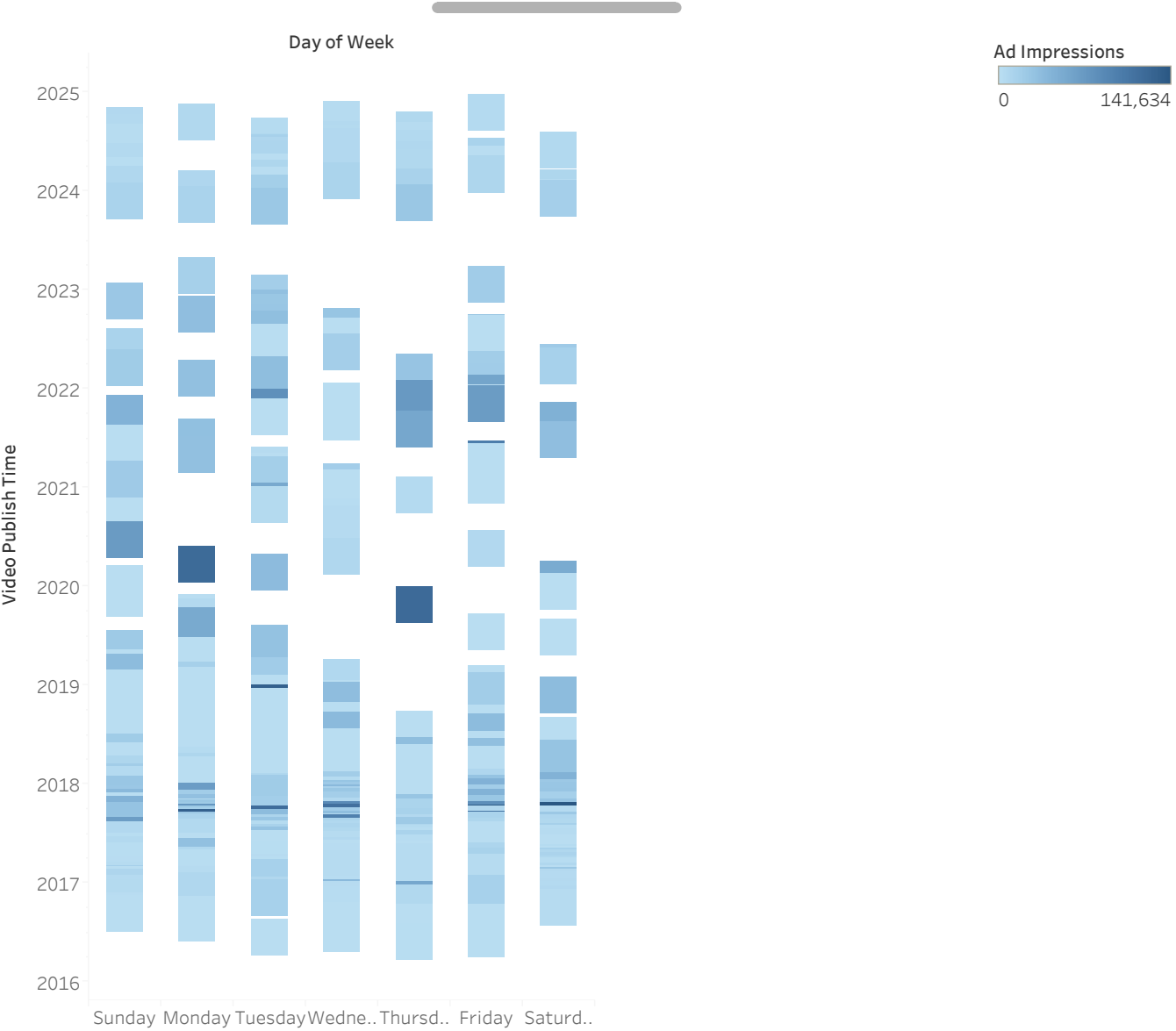


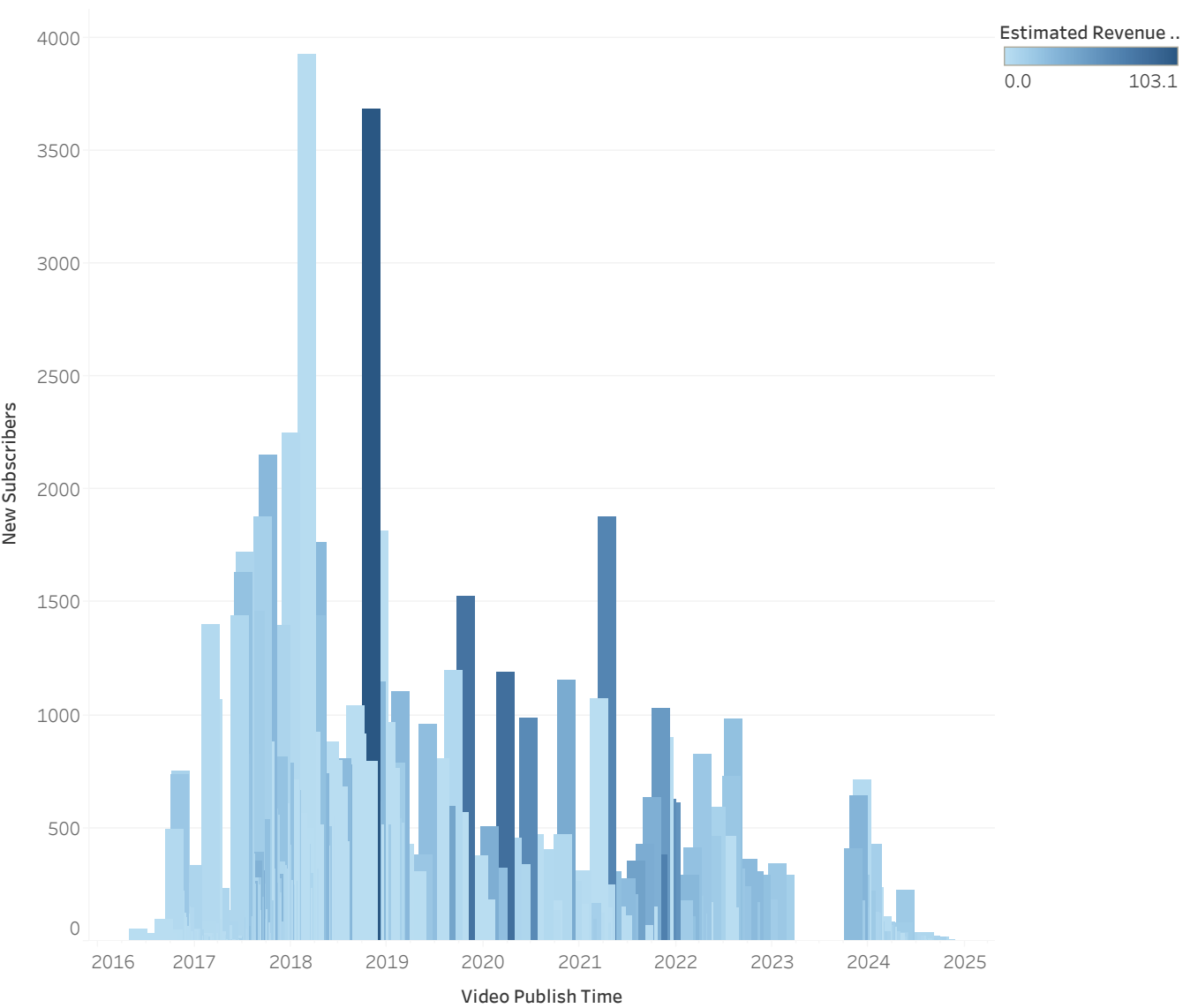








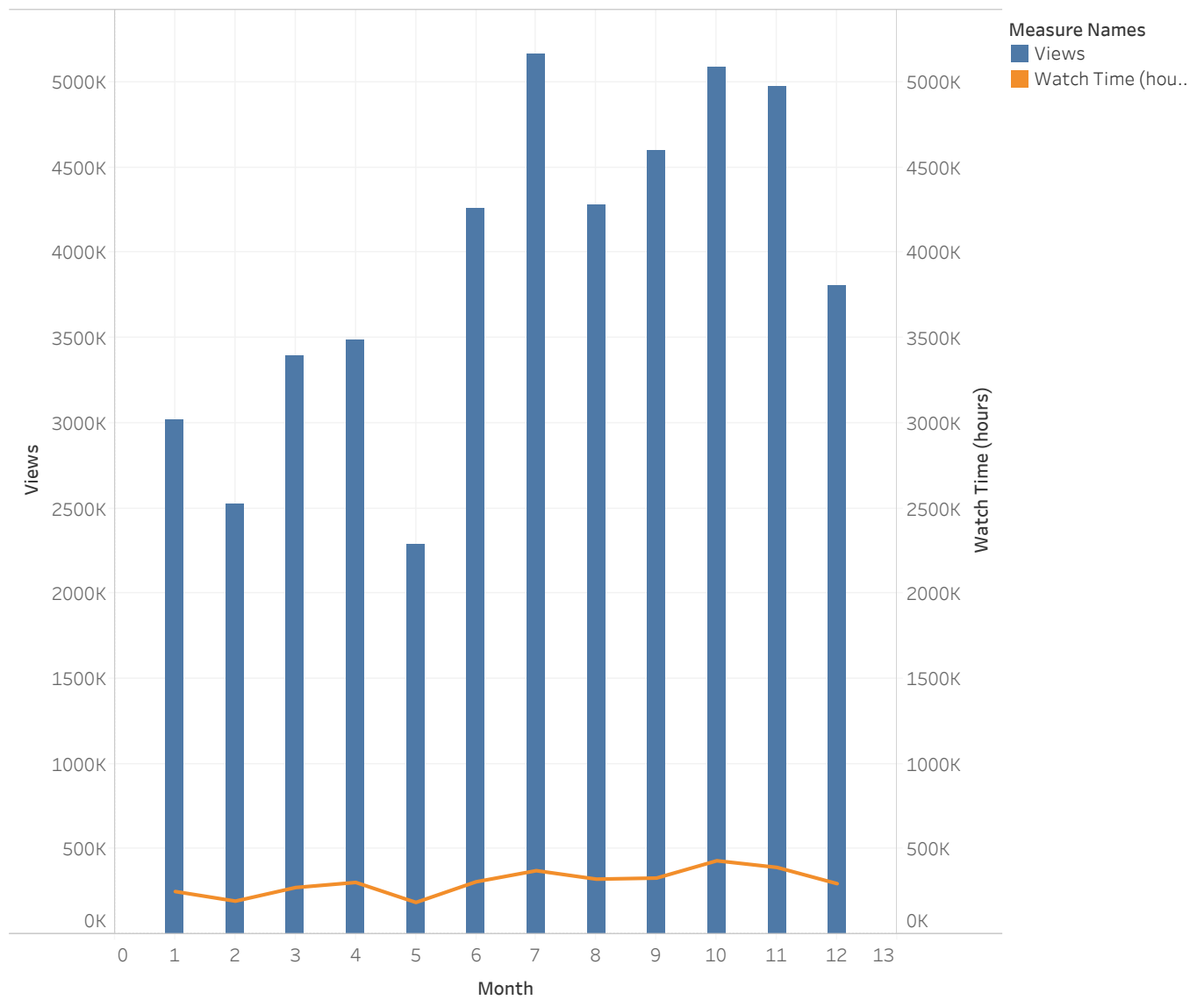




Revenue Insights -..	Audience Retention - 1 Subscriber Gain Vs Video Publish ..	Audience Retention - 2 Pie Chart - Audience Demographics	Audience Retention - 3 Views and Watch time by Months	Key Insights Summary - 1
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Audience Retentio..	Audience Retention - 2 Pie Chart - Audience Demographics	Audience Retention - 3 Views and Watch time by Months	Key Insights Summary - 1	Key Insights Summary - 2
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Audience Retentio..	Audience Retention - 3 Views and Watch time by Months	Key Insights Summary - 1	Key Insights Summary - 2	Recommend ations - 1
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1. Video Performance Over Time (Line Chart):

Insight: Video views and watch time show periodic spikes, indicating higher engagement during specific months or days. Videos published around weekends perform better in terms of views and watch time.

2. Top 10 Videos by Views and Revenue (Bar Chart):

Insight: A small subset of videos contributes significantly to total views and revenue. Videos with higher watch durations and engagement tend to generate higher revenue.

3. Revenue Breakdown by Ad Types:

Insight: The majority of revenue comes from **YouTube Ads Revenue** and **Ad Impressions**, while **YouTube Premium** and **Transaction Revenue** contribute smaller portions.

4. Impact of Average View Duration on Revenue (Bar Chart):

Insight: A positive correlation exists between **Average View Duration** and **Estimated Revenue**, showing that longer audience retention directly improves monetization.

5. Audience Engagement Metrics (Heatmap):

Insight: Videos with high **Likes, Shares, and Comments** have higher watch time and viewership. Engagement metrics strongly correlate with video performance.

Audience Retentio..	Key Insights Summary - 1	Key Insights Summary - 2	Recommendations - 1	Recommendations - 2
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Playlist Performance (Bar Chart):

Insight: Videos included in playlists have higher **Views per Playlist Start** and contribute significantly to overall watch time. Playlists enhance viewer retention.

End Screen and Card Performance (Dual-Axis Chart):

Insight: Videos with higher **End Screen Click-Through Rates (CTR)** and **Card CTR** see better audience retention, indicating effective use of interactive video elements.

Monthly Trends in Subscriber Growth (Area Chart):

Insight: Subscriber growth increases during periods with higher video uploads or viral content. There are observable dips during months with reduced content activity.

Revenue vs. Ad Impressions (Bubble Chart):

Insight: Videos with higher ad impressions generate greater revenue, though CPM (Cost Per Mille) varies across videos, affecting overall revenue.

Viewer Distribution: New vs. Returning Viewers (Pie Chart):

Insight: A balanced mix of **Returning Viewers** and **New Viewers** indicates steady audience growth, with opportunities to convert new viewers into loyal subscribers.

Key Insights ..	Key Insights Summary - 2	Recommendations - 1	Recommendations - 2	Future Scope - 1
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Focus on High-Performing Content:

Prioritize creating content similar to the **Top 10 Videos** that drive the highest views, watch time, and revenue. Analyze these videos for trends in topics, length, and upload times to replicate their success.

Improve Viewer Retention:

Optimize **Average View Duration** by creating engaging introductions, maintaining content flow, and using interactive elements like **End Screens** and **Cards** effectively. This will increase watch time and boost ad revenue.

Leverage Playlists for Better Engagement:

Group related videos into playlists to encourage continuous viewing. Playlists show higher **Views per Playlist Start** and significantly contribute to overall watch time.

Maximize Ad Revenue Opportunities:

Focus on increasing **Ad Impressions** and **Monetized Playbacks** by publishing longer videos that meet monetization thresholds. Optimize ad placements to improve CPM and overall revenue.

Boost Audience Engagement:

Encourage likes, shares, and comments by prompting viewers to engage during videos. High engagement correlates with better video performance and improved viewer retention.

Key Insights ..	Recommendations - 1	Recommendations - 2	Future Scope - 1	Future Scope - 2
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Target Upload Times and Consistency:

Schedule uploads during peak audience activity (e.g., weekends or identified high-engagement days). Consistent uploads drive subscriber growth and improve viewer retention over time.

Convert New Viewers to Returning Viewers:

Use **Calls to Action (CTAs)** to convert new viewers into subscribers. Personalized thumbnails and engaging content titles can attract first-time viewers and encourage repeat visits.

Optimize End Screens and Cards:

Increase **End Screen CTR** and **Card CTR** by strategically placing them during high drop-off points in videos. Promote relevant content to keep viewers engaged longer.

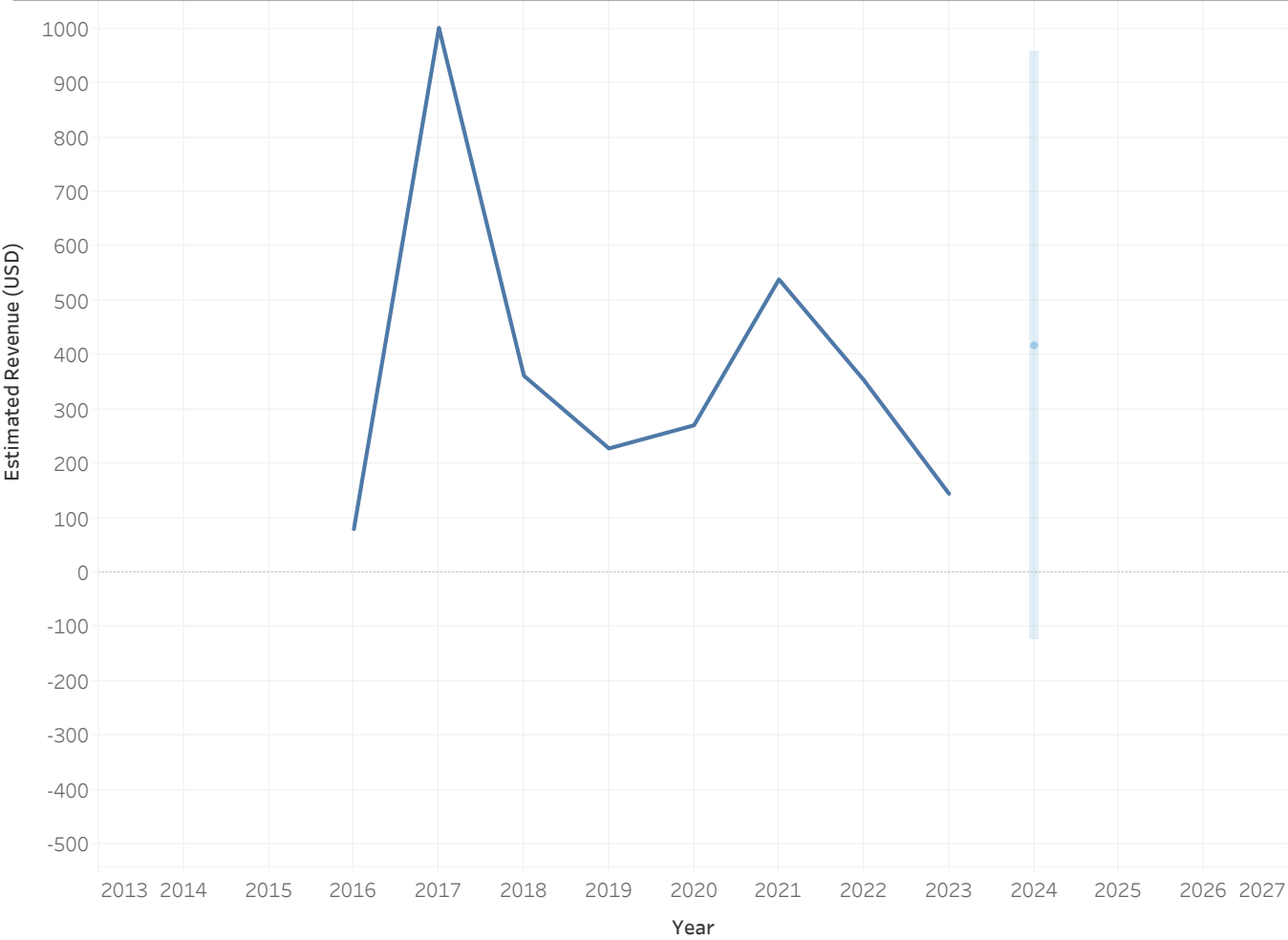
Diversify Revenue Streams:

Explore opportunities like **YouTube Premium Content, Transactions,** and **Merchandise** to supplement ad revenue. This will reduce dependency on ads alone.

Analyze Monthly Trends:

Monitor monthly subscriber and revenue trends to identify successful periods and plan future content calendars accordingly. Increase content production during high-growth months to maximize reach and engagement.

Revenue Forecast: Forecasting charts are powerful for predicting future trends and informing decision-making. All forecasts were computed using exponential smoothing. In this case, revenue for 2024 has been predicted.



Subscriber Growth Forecast: Currently using source data from June 2016 to September 2024 to create a forecast through December 2025.

