

Key metrics, top videos, and overall trends to assess global channel performance.

Category

Publish_Month

Publish_Year

Duration Bracket

Monthly Views Over Time



Total views

3 884 758

Average engagement rate (%)

9,36 %

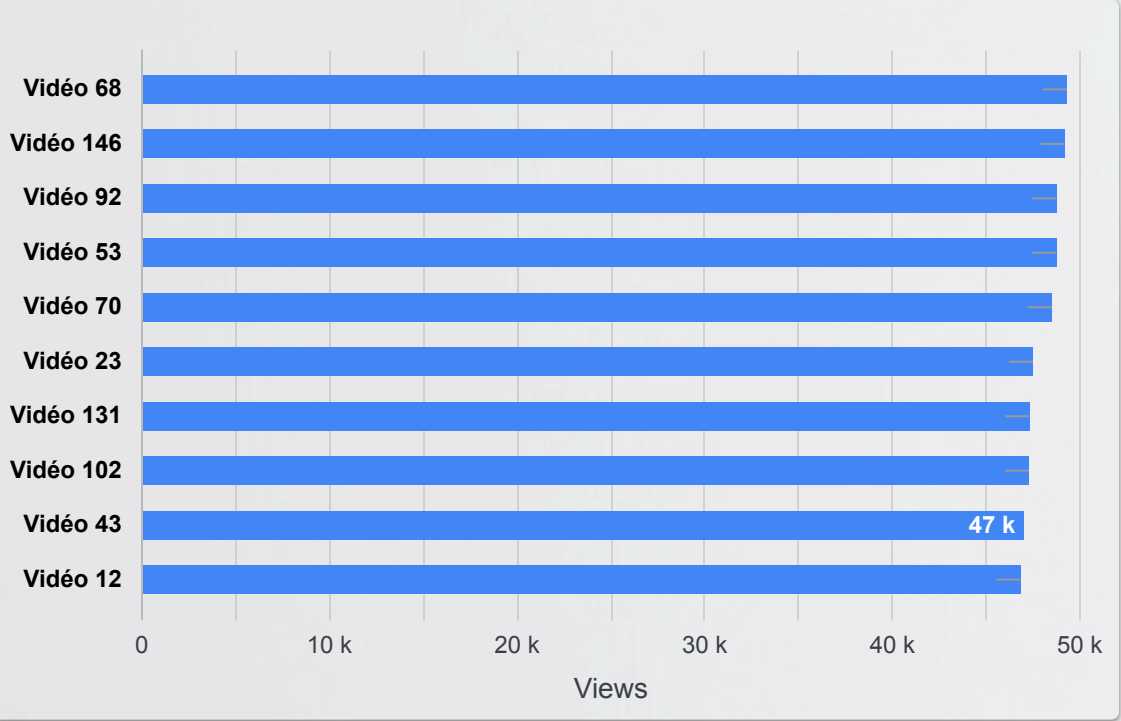
Average CTR (%)

6,70 %

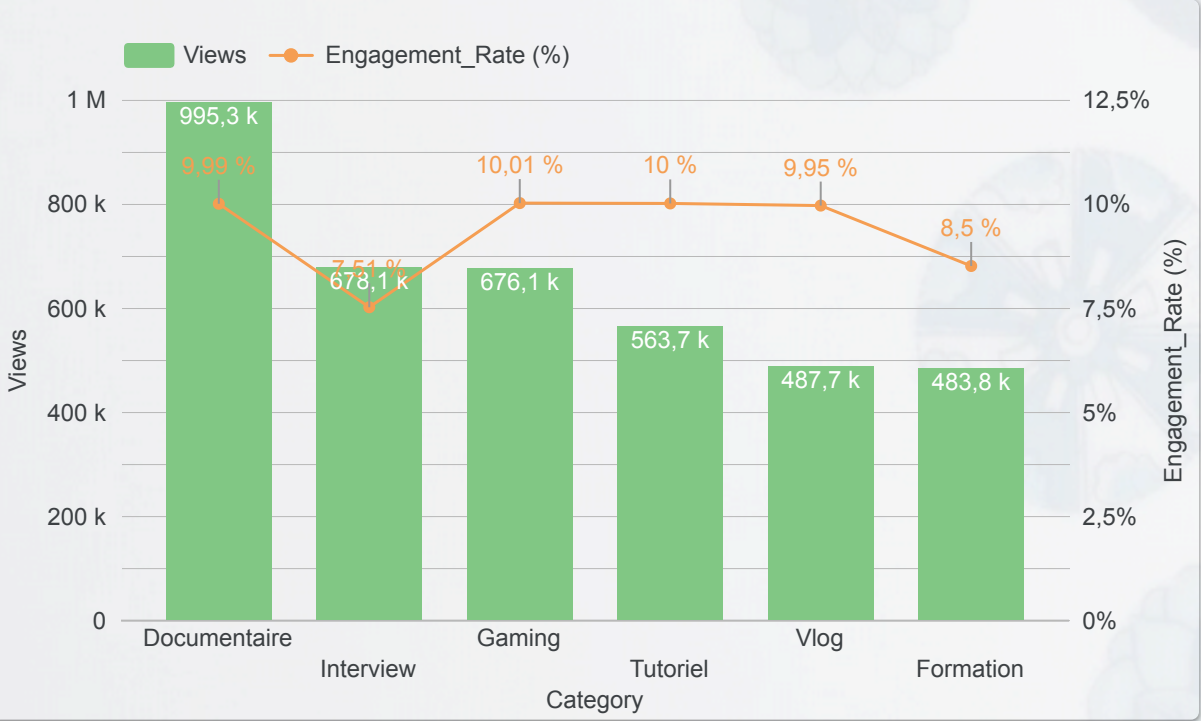
Average time watched (min)

16,52

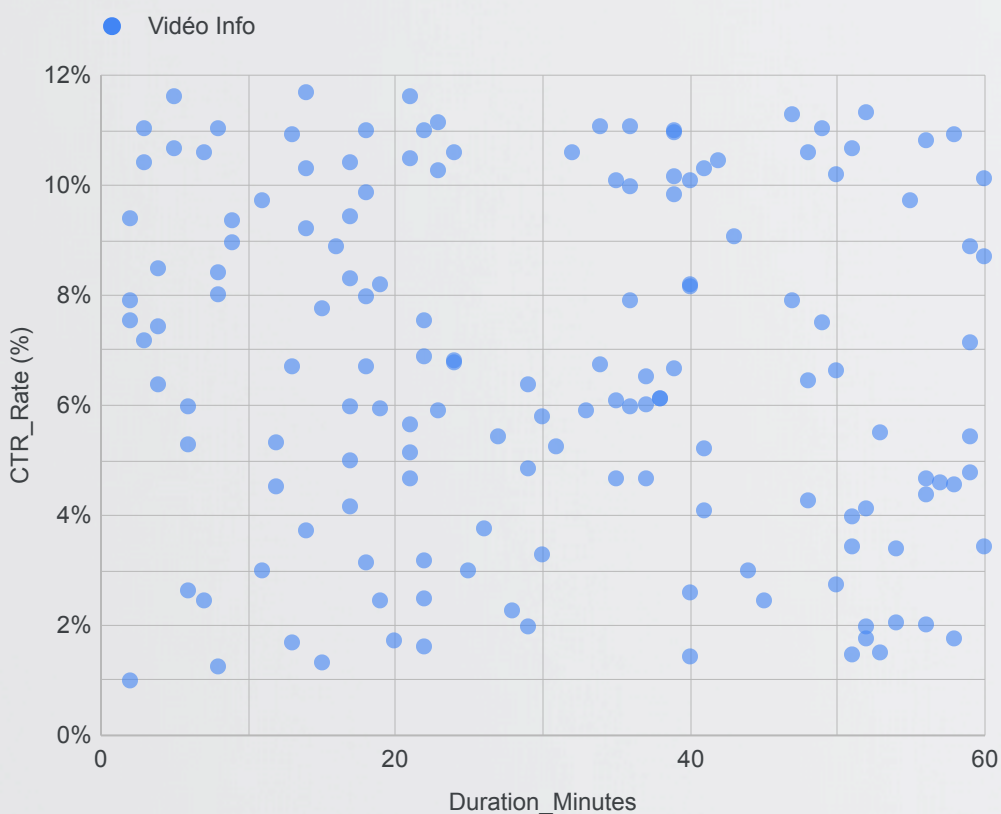
Top 10 videos by views



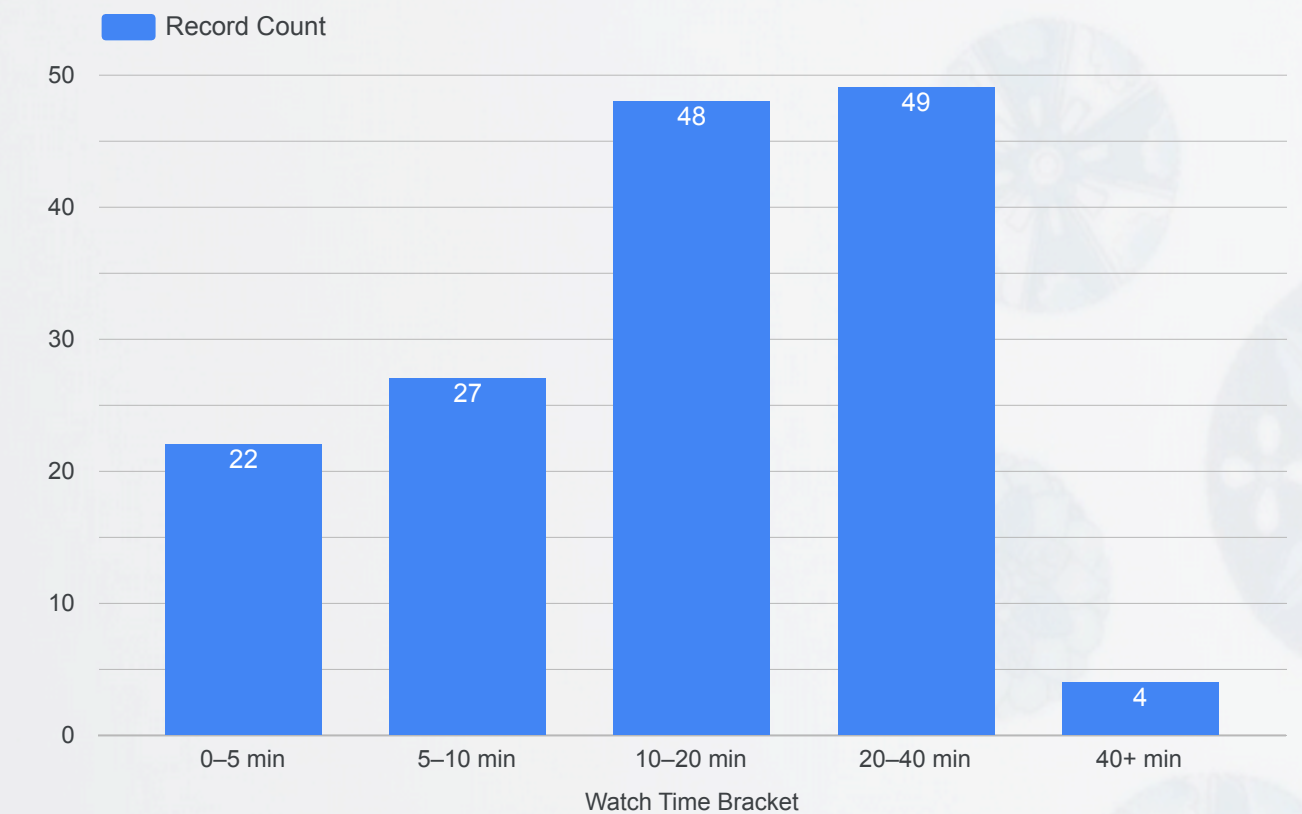
Performance by content type



Link Between Video Length and Attractiveness (CTR)



Average Watch Time Distribution



Dashboard Overview & User Guide

Purpose of this dashboard

This interactive dashboard analyzes the performance of a fictional YouTube channel through key content metrics: views, CTR, engagement rate, and watch time.

Dashboard Structure

Page 1 – Global Channel Performance

- Global KPIs (total views, average CTR, engagement rate, average watch time)
- Top 10 videos by views
- Performance by content category
- Monthly evolution of views

Page 2 – Behavioral Analysis

- Relationship between video length and CTR
- Distribution of average watch time per video

Interactive Filters

Content Category — Filter by type of video (Vlog, Gaming, etc.)

Publish Month / Year — Filter results over time

Video Duration — Filter by length of the video (0–5 min, etc.)

Key Features

- Real-time filters applied across all charts
- Custom calculated fields (duration brackets, CTR %, engagement rate)
- Enriched tooltips with publish date, CTR, duration, and watch time
- Visual design enhancements (background image, emoji icons)

How to use this dashboard

Use the dropdown filters at the top to explore performance by content type, time period, or video length.

All charts will update dynamically to reflect your selection.

Navigate between pages for a complete view of performance and behavior insights.