

# Stories of Strength; StreamingAnalytics

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# Agenda



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|-----------|-------------------|
| <b>01</b> | Project Overview  |
| <b>02</b> | Data Cleaning     |
| <b>03</b> | Key Metrics       |
| <b>04</b> | Executive Summary |



# Data Cleaning



- Renaming Columns
- Long Format (for Tableau and Excel Visualization)
- Merging and Sorting
- Converting Back
- Outliers

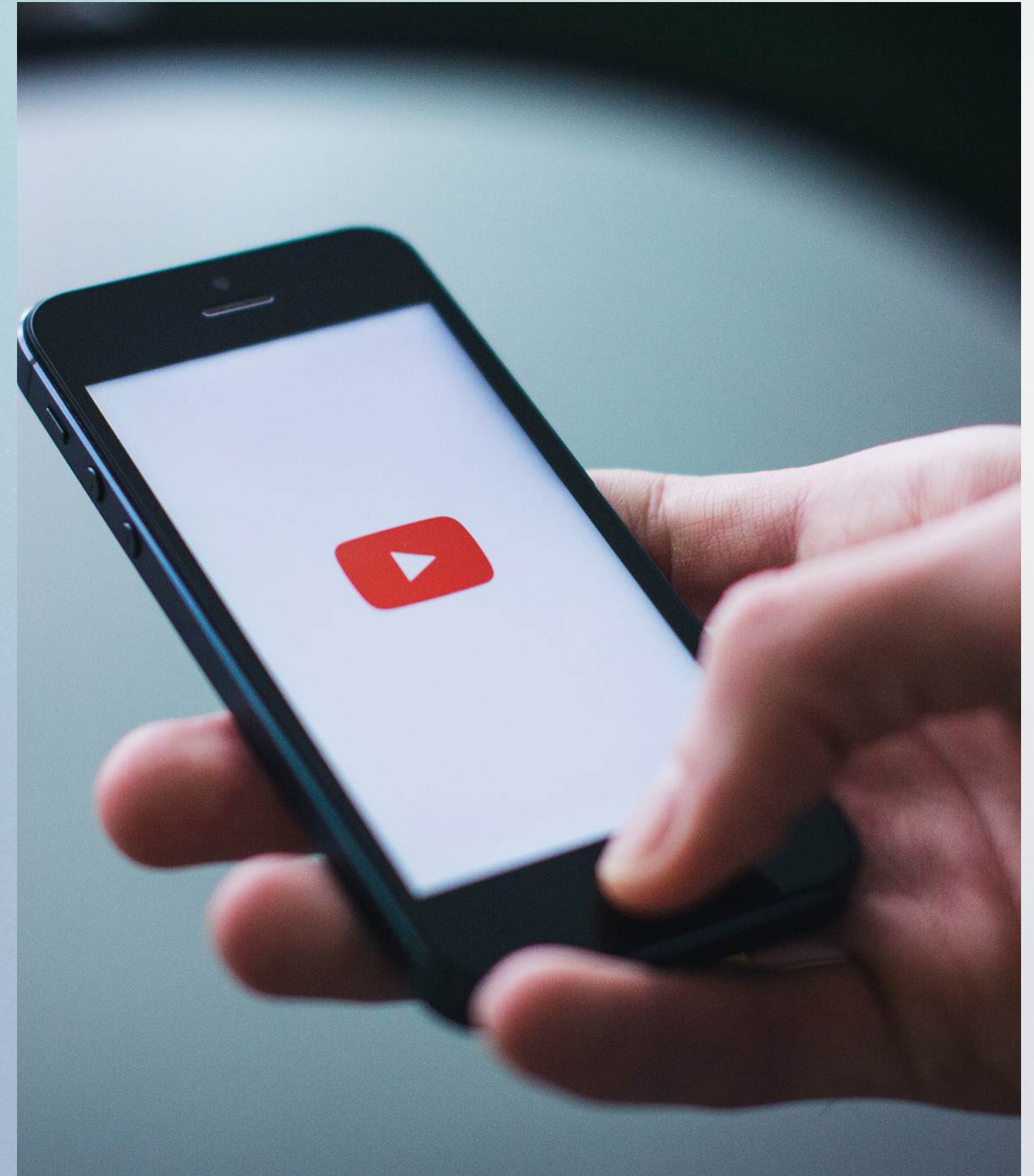




# Project Overview

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Objectives	Highlight ROI stories to retain funding partner support
Challenge	Low exposure however, high loyalty was observed
Focus	"Where is benefit showing up?"





# Key Metrics



01. Impressions

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02. No. of Subscribers

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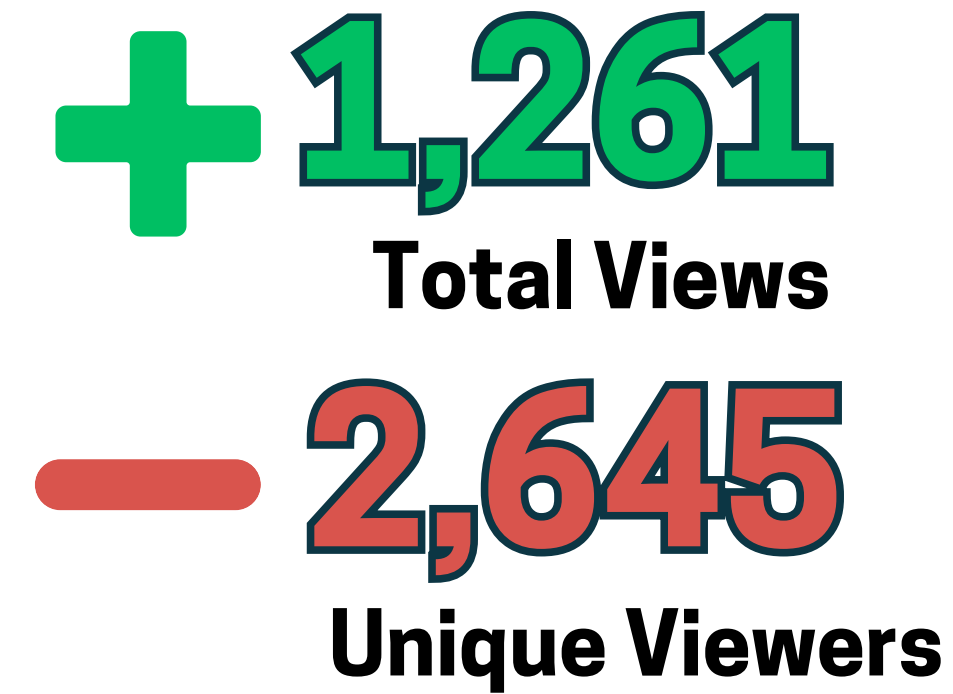
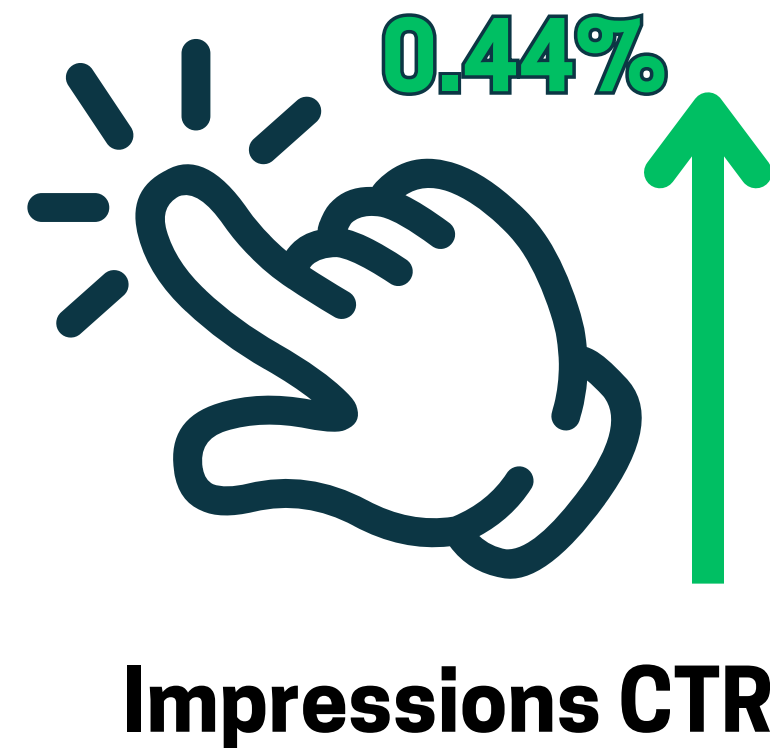
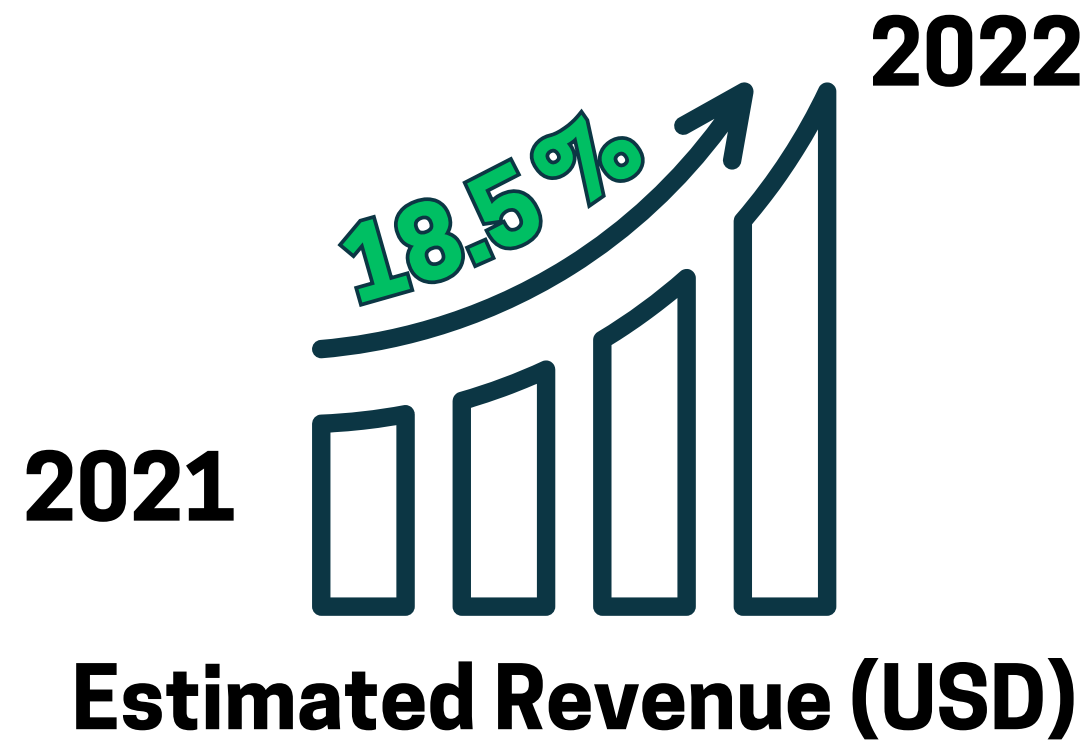


03. Total View

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# Overview

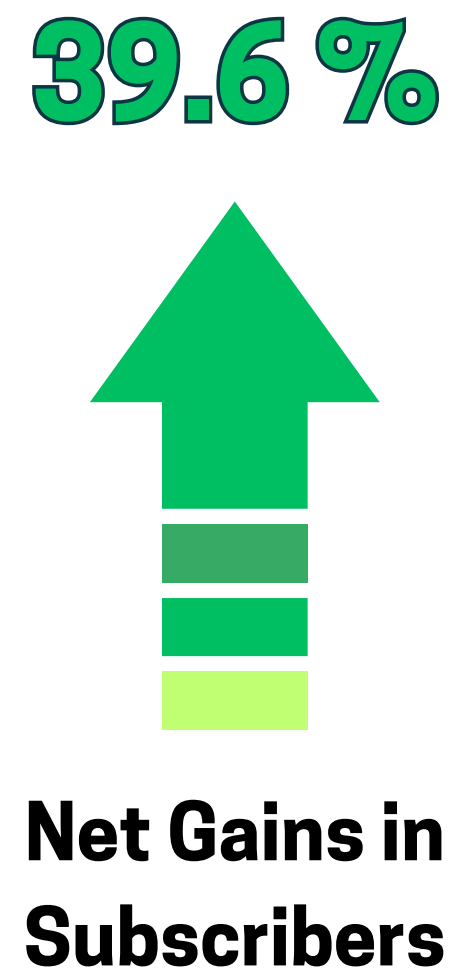
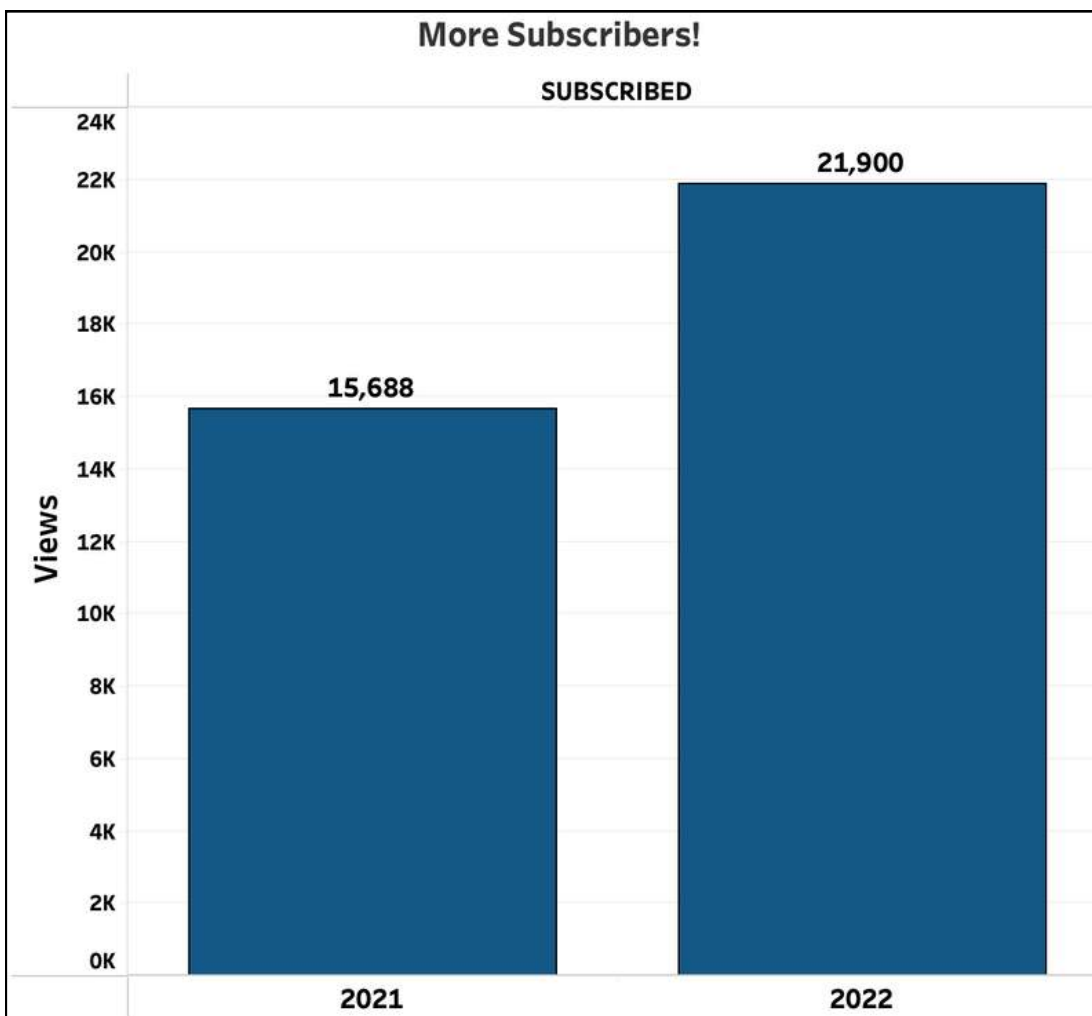


## Key Summary

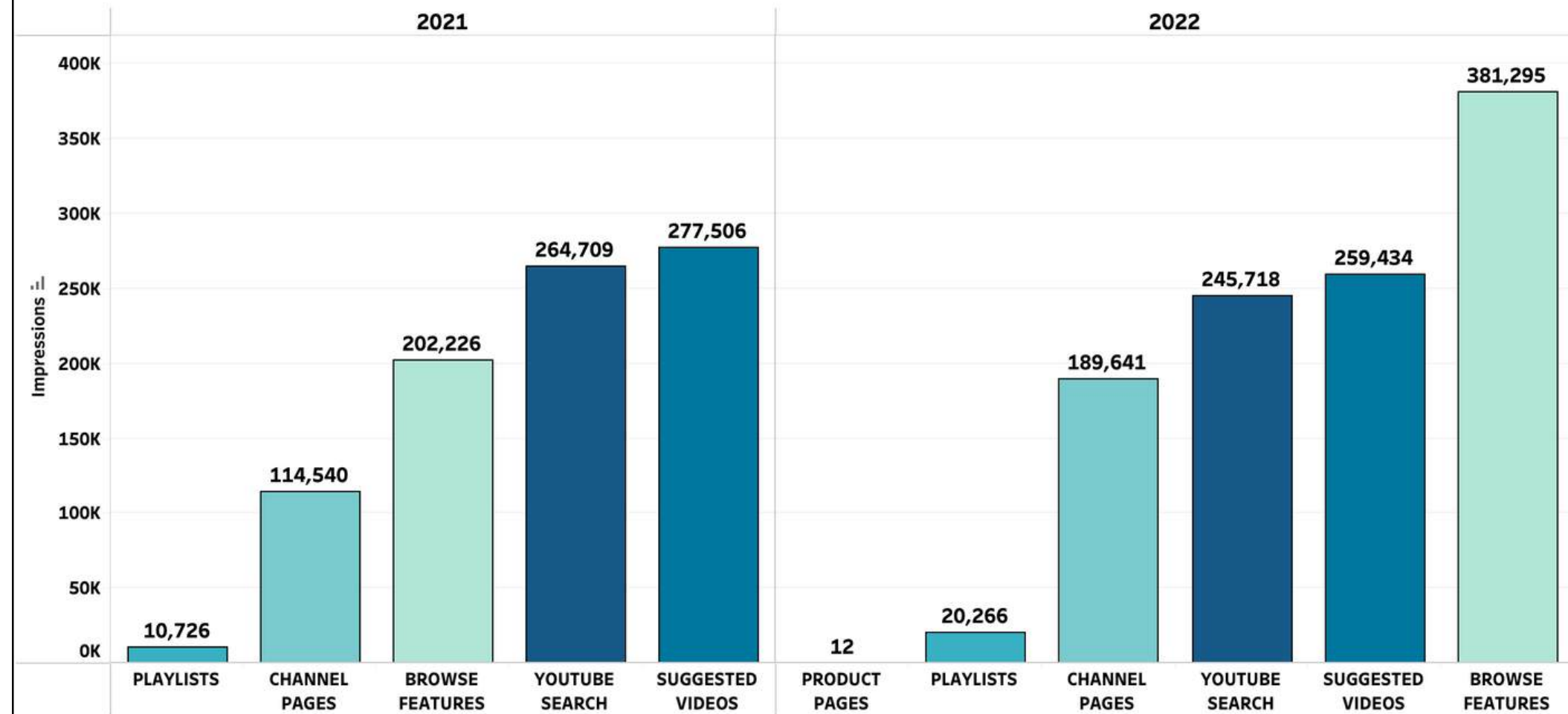
- Engaging content for long term subscribers.
- Top main traffic sources of the channel is Browse Features & Suggested Videos
- Future Strategies would be on increasing the exposure of the channel by marketing its unique brand.
- Around 46.2% engagement from male than females observed in year 2022.

## Loyalty

## Exposure



## Top Traffic Sources by Impressions





# Thank You :)



**Happy to answer any questions for you all!**

**We would like to acknowledge Nicole for her time and thank her for sharing this opportunity to let analyse and visualize this data.**