

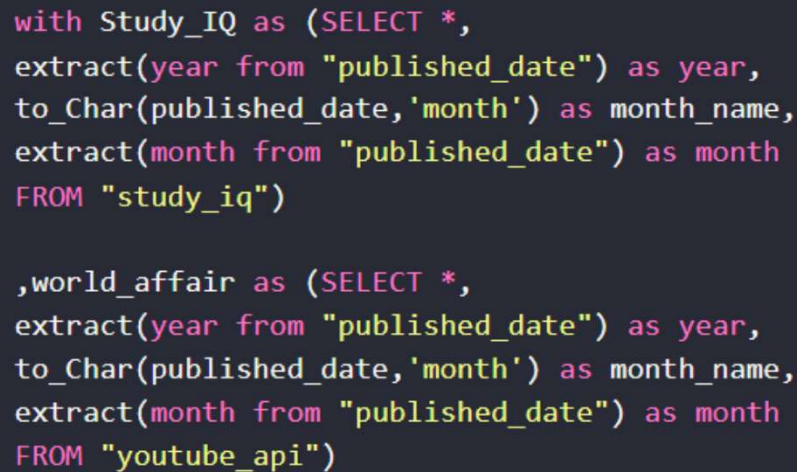


Study IQ vs World affairs



YouTube Channel Analysis





```
with Study_IQ as (SELECT *,
extract(year from "published_date") as year,
to_Char(published_date,'month') as month_name,
extract(month from "published_date") as month
FROM "study_iq")

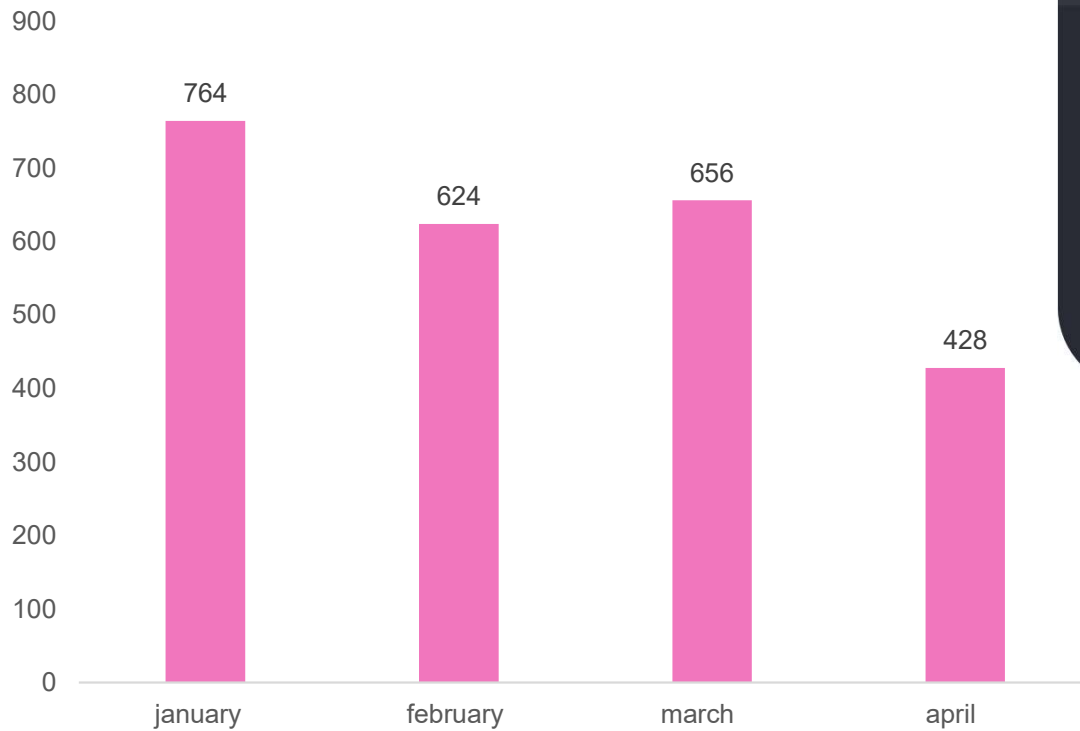
,world_affair as (SELECT *,
extract(year from "published_date") as year,
to_Char(published_date,'month') as month_name,
extract(month from "published_date") as month
FROM "youtube_api")
```

1.Created Temporary Datasets (CTEs): I defined two CTEs (Study_IQ and world_affair) to hold data from each channel.

2.Extracted Dates: I added new columns (year, month_name, and month) to split the published_date for easier analysis by upload time.

This prepares the data for further exploration, like comparing upload frequency or average views per month between channels.

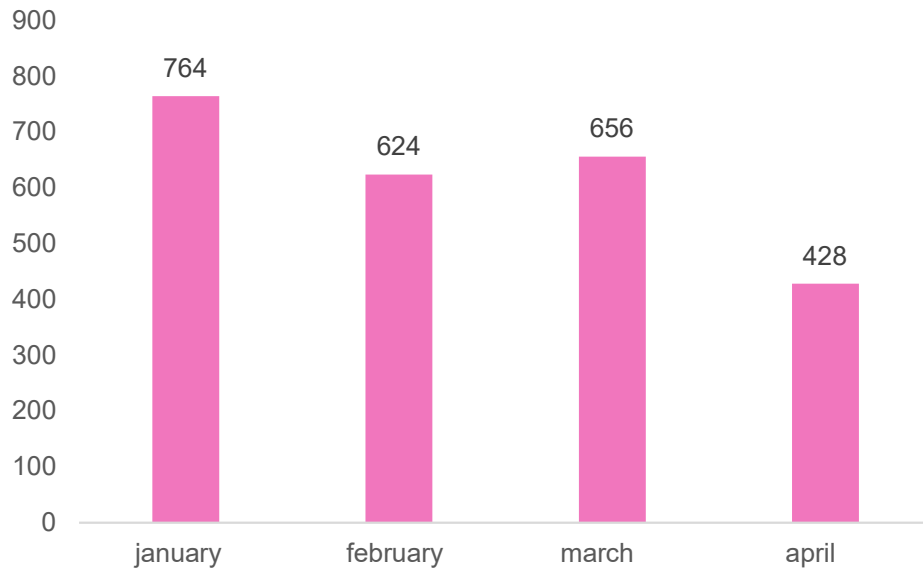
Upload Frequency per Month



Study_IQ

```
SELECT month_name,count(title)as Study_IQ
FROM Study_IQ
where year=2024
group by month_name,month
order by month asc
```

Upload Frequency per Month



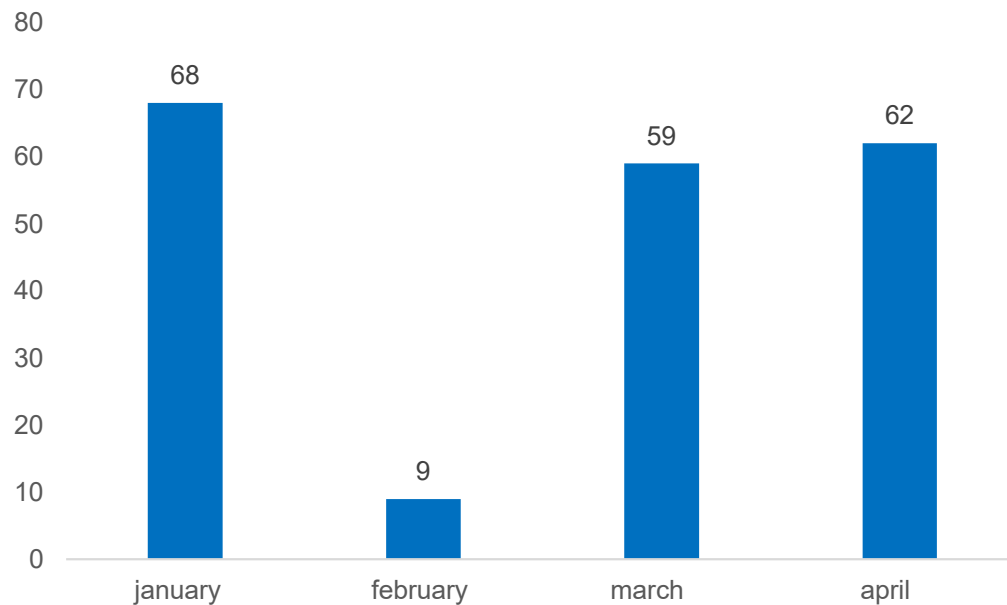
The Above Code code-snippet calculates the number of videos uploaded by Study IQ for each month (based on the month_name column) and sorts the results chronologically.

Month Name: This column displays the names of the months (e.g., January, February, March) for which data is available.

Study_IQ: This column shows the count of videos uploaded to the Study IQ channel in the corresponding month.

Study_IQ

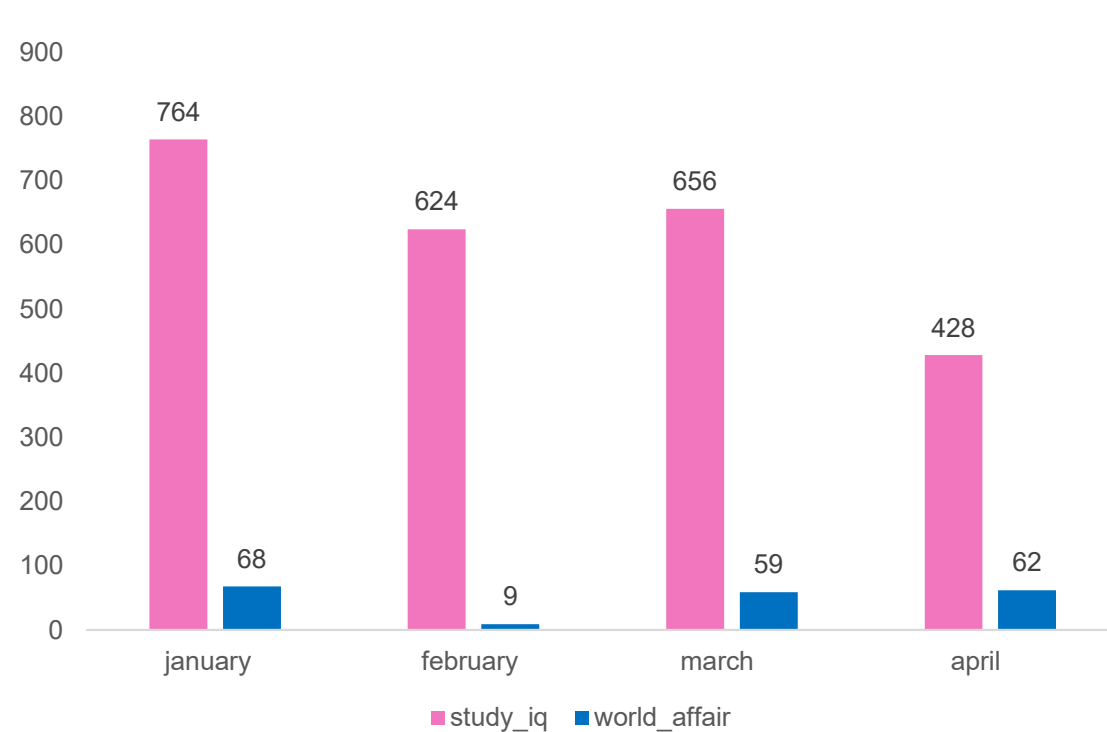
Upload Frequency per Month



World affairs

```
SELECT month_name,count(title)as Study_IQ
FROM world_affair
where year=2024
group by month_name,month
order by month asc
```

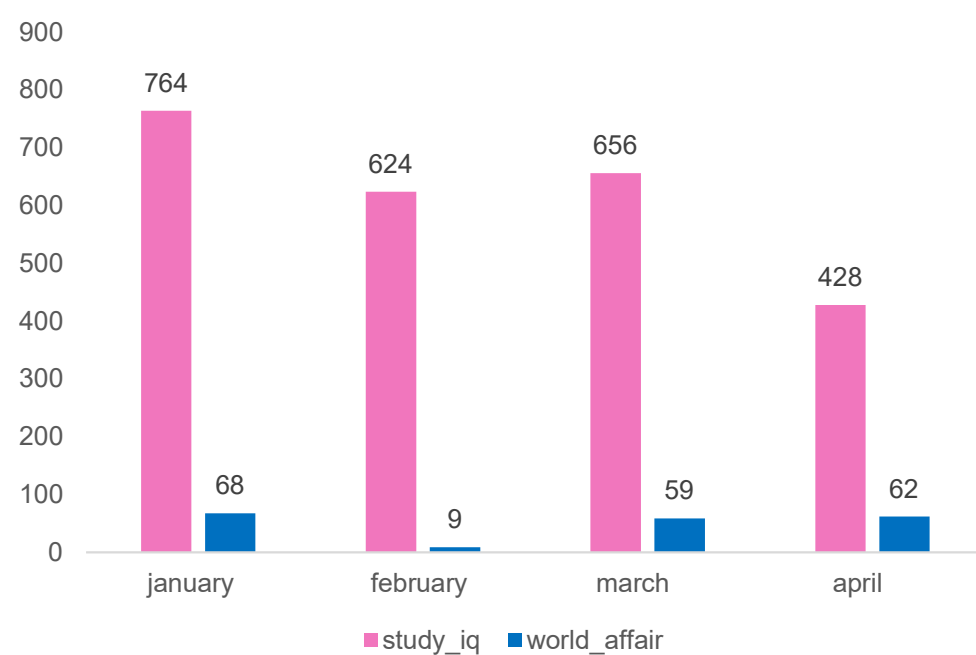
Upload Frequency Comparison Month on Month



```
,si as (select month_name,count(title)as Study_IQ
        from Study_IQ
        where year =2024
        group by month_name,month
        order by month ),
wa as (select month_name,count(title)as world_affair
        from world_affair
        where year =2024
        group by month_name,month
        order by month)

select * from si join wa on si.month_name=wa.month_name
```

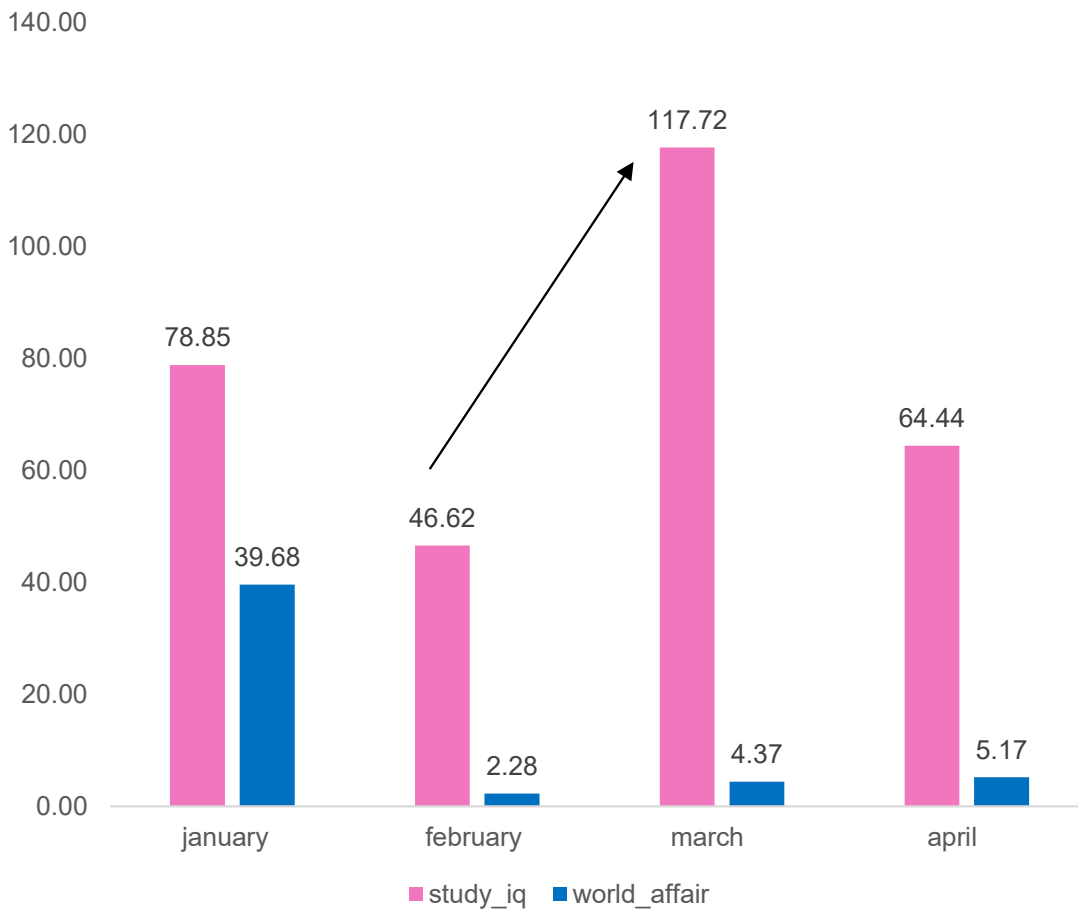
Upload Frequency Comparison Month on Month



- The graph reveals a significant disparity in upload volume between World Affairs and Study IQ. Notably, Study IQ consistently uploads substantially more videos compared to World Affairs. Based on the graph, it appears Study IQ uploads roughly 10 times the number of videos uploaded by World Affairs in a given month.
- Upload volume is just one piece of the puzzle. To understand how these channels compete, let's look at views per month. This reveals audience engagement and content strategy effectiveness

Views Comparison Month on Month

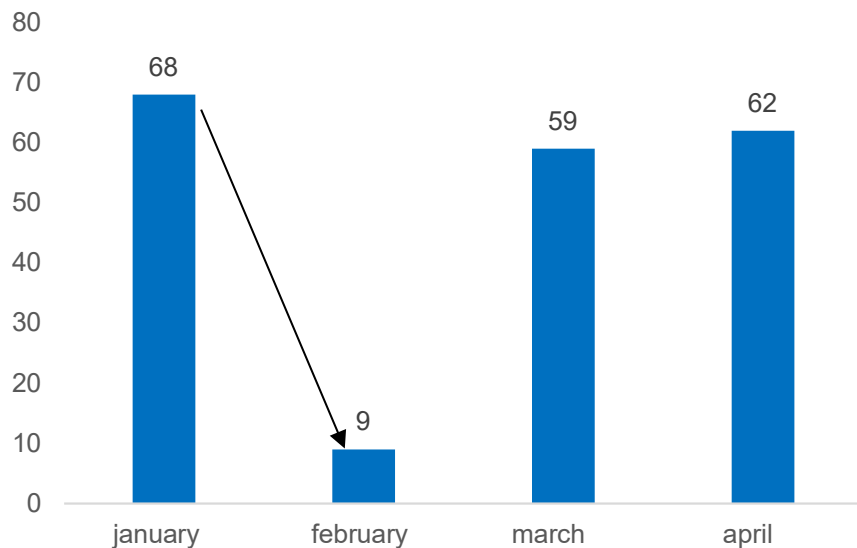
Views In Millions



```
,tab as (select month_name,sum(views)as Study_IQ
          from Study_IQ
          where year =2024
          group by month_name,month
          order by month ),
tab2 as (select month_name,sum(views)as world_affair
          from world_affair
          where year =2024
          group by month_name,month
          order by month)

select * from tab t join tab2 t2 on t.month_name=t2.month_name
```


Upload Frequency per Month

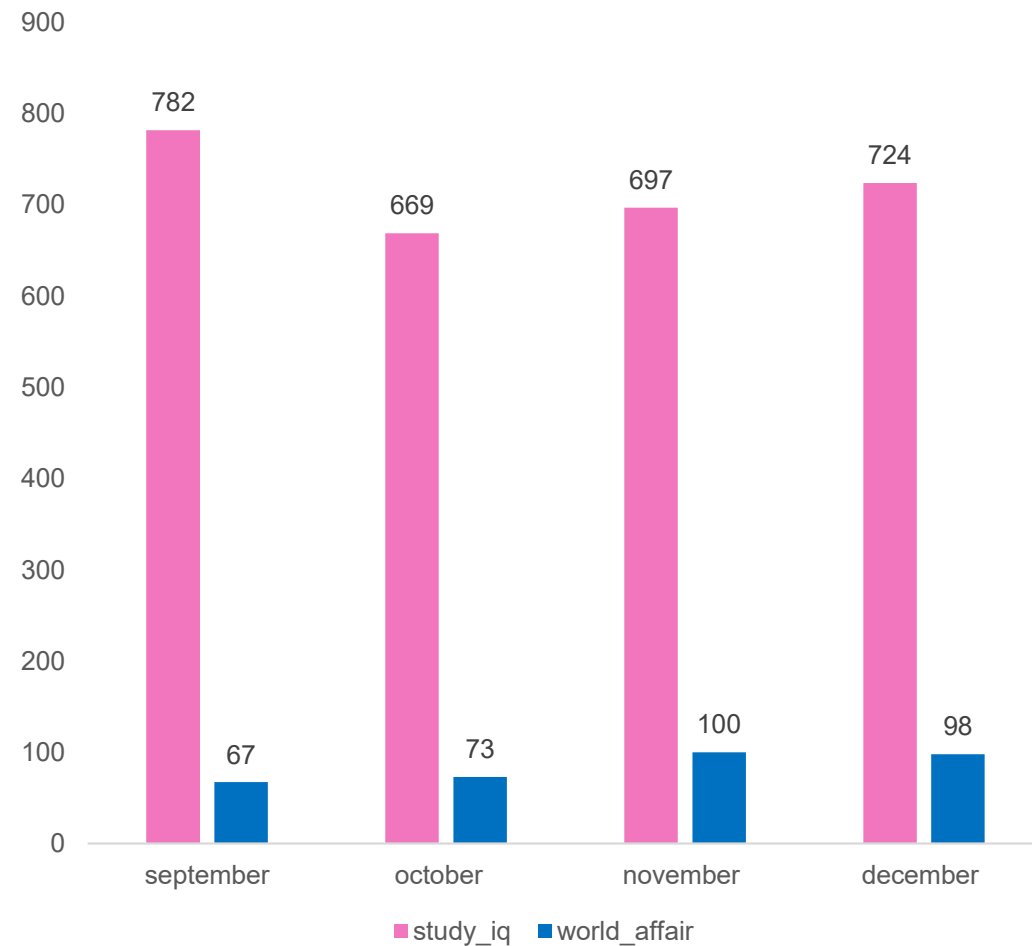


World affairs

The graph reveals a significant drop in video uploads by the World Affairs channel between January and February. In January, the channel uploaded a substantial number of videos, reaching 68. However, February witnessed a drastic decline of **86%**, with only 9 videos uploaded. This steep decrease suggests a potential shift in upload strategy or resource allocation for World Affairs during this period.

- Given the significant drop in World Affairs uploads in February, it's definitely insightful to analyze their performance for a more complete picture, particularly for the crucial fourth quarter (Q4) of 2023

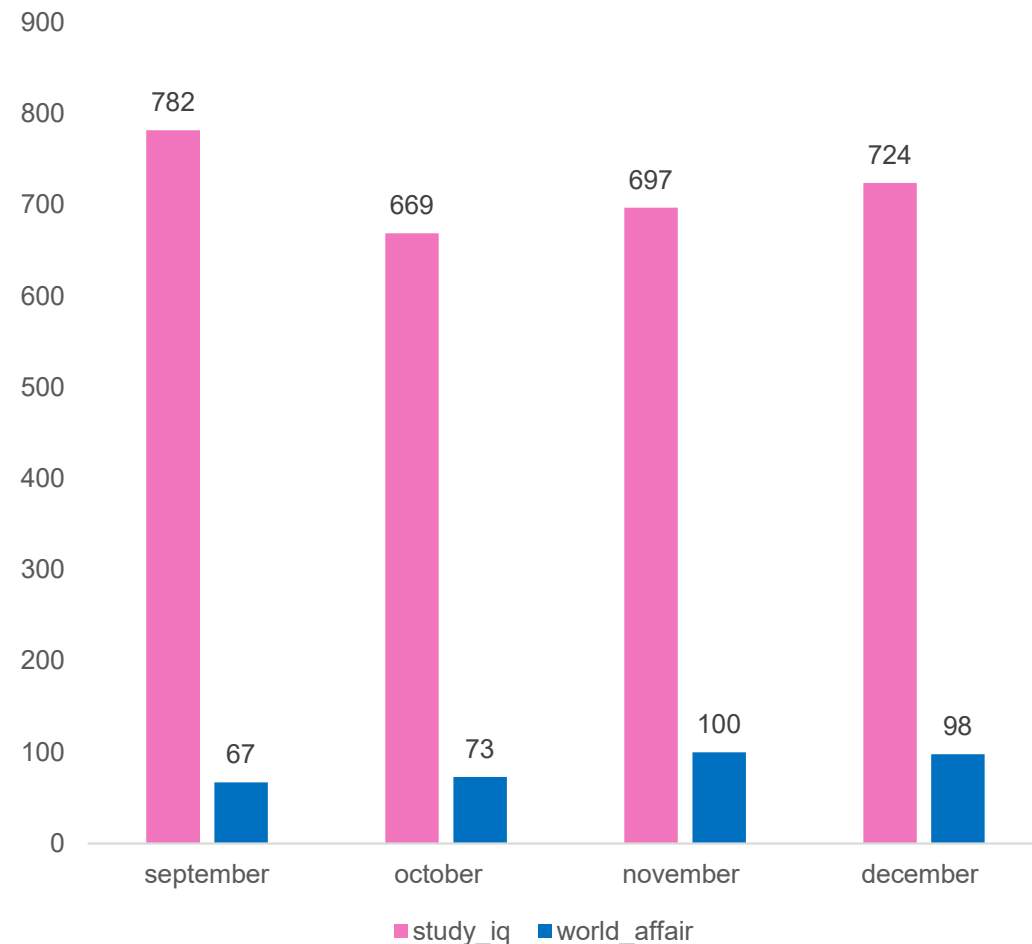
Upload Frequency Comparison Month on Month



```
tab as (select month_name,count(title)as Study_IQ
        from Study_IQ
        where year = 2023 and month BETWEEN 9 AND 12
        group by month_name,month
        order by month ),
tab2 as (select month_name,count(title)as world_affair
        from world_affair
        where year = 2023 and month BETWEEN 9 AND 12
        group by month_name,month
        order by month)

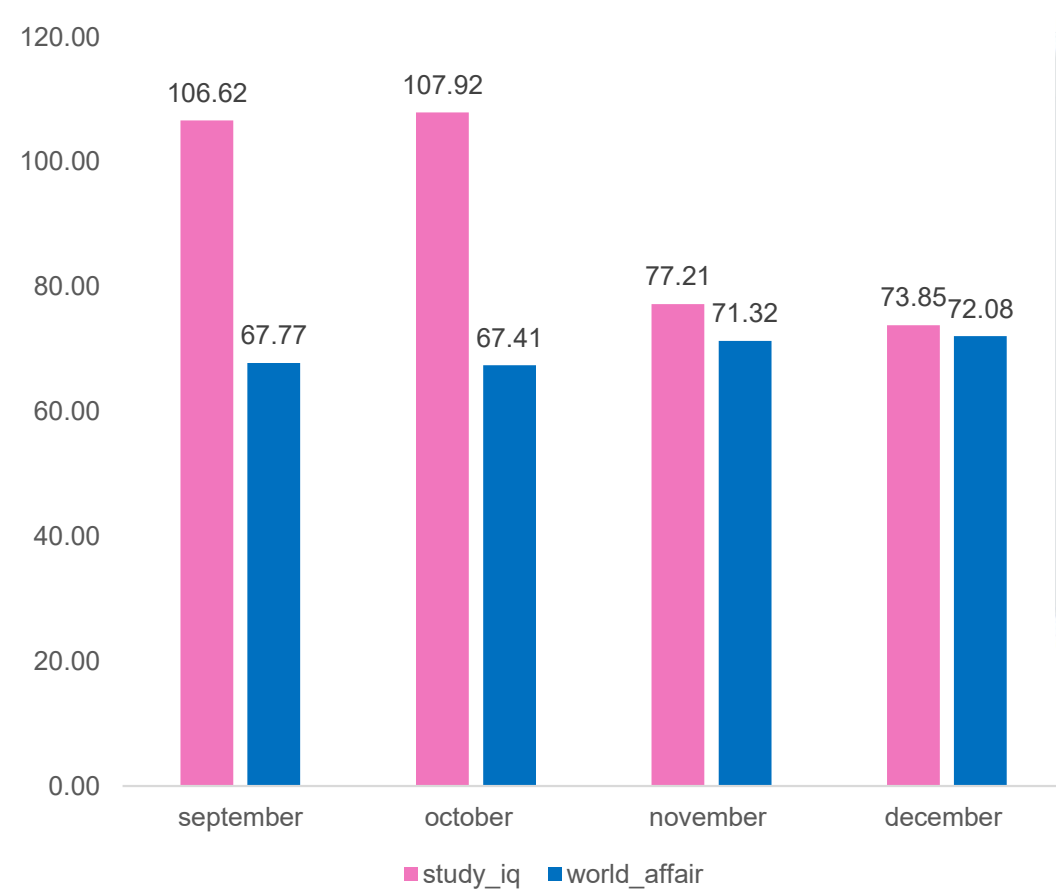
select * from tab t join tab2 t2 on t.month_name=t2.month_name
```

Upload Frequency Comparison Month on Month



The graph continues to illustrate the substantial difference in upload volume between World Affairs and Study IQ. As observed earlier, Study IQ maintains a significantly higher upload frequency. The data suggests Study IQ uploads roughly 10 times the number of videos compared to World Affairs in a given month.

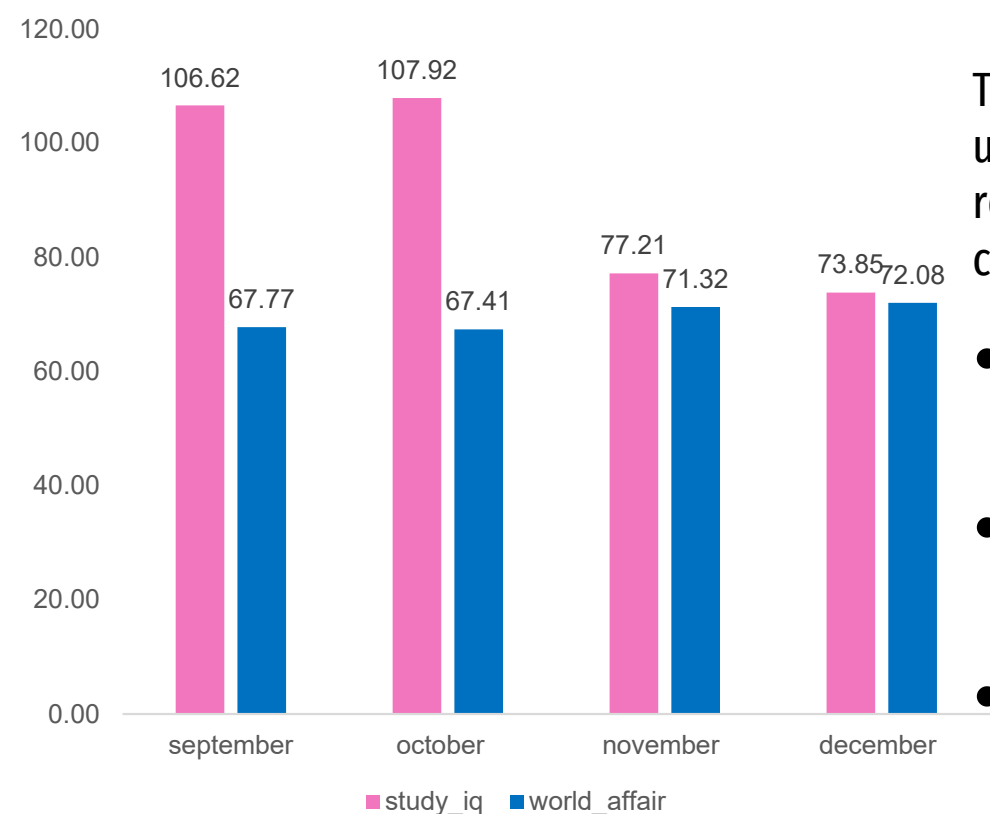
Views Comparison Month on Month



```
tab as (select month_name,sum(views)as Study_IQ
        from Study_IQ
        where year = 2023 and month BETWEEN 9 AND 12
        group by month_name,month
        order by month ),
tab2 as (select month_name,sum(views)as world_affair
        from world_affair
        where year = 2023 and month BETWEEN 9 AND 12
        group by month_name,month
        order by month)

select * from tab t join tab2 t2 on t.month_name=t2.month_name
```

Views Comparison Month on Month



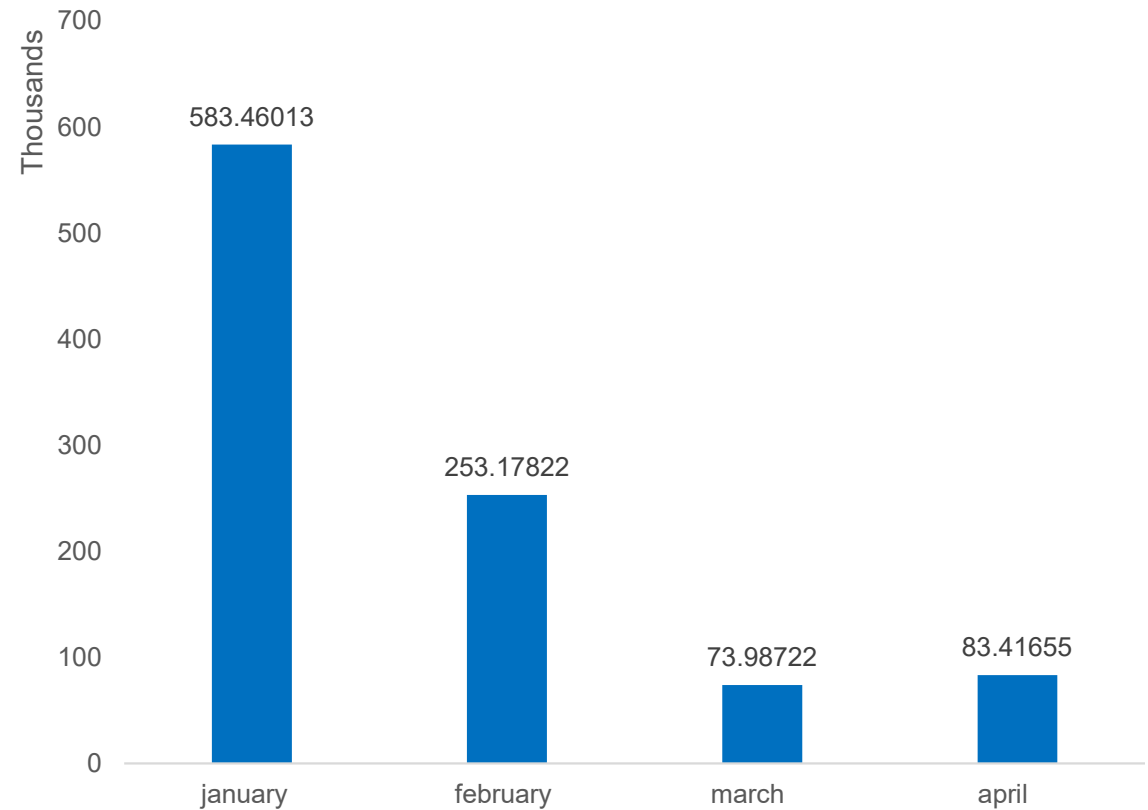
The graph reveals a fascinating finding – despite Study IQ uploading significantly more videos (as observed previously, roughly 10 times more), their viewership appears to be comparable to World Affairs.

- This suggests that World Affairs might be creating highly engaging content that resonates with their audience, even with fewer uploads.
- Content Quality: World Affairs' content might be of higher quality or cater to a more engaged niche, leading to higher average views per video.
- Audience Focus: World Affairs might have a more dedicated audience who consistently watch their videos, even with fewer uploads.

Average Views Per Month Q1(2024)

```
SELECT MONTH_NAME,ROUND(AVG(VIEWS),2)
FROM world_affair
WHERE YEAR=2024
GROUP BY MONTH_NAME, MONTH
ORDER BY MONTH
```

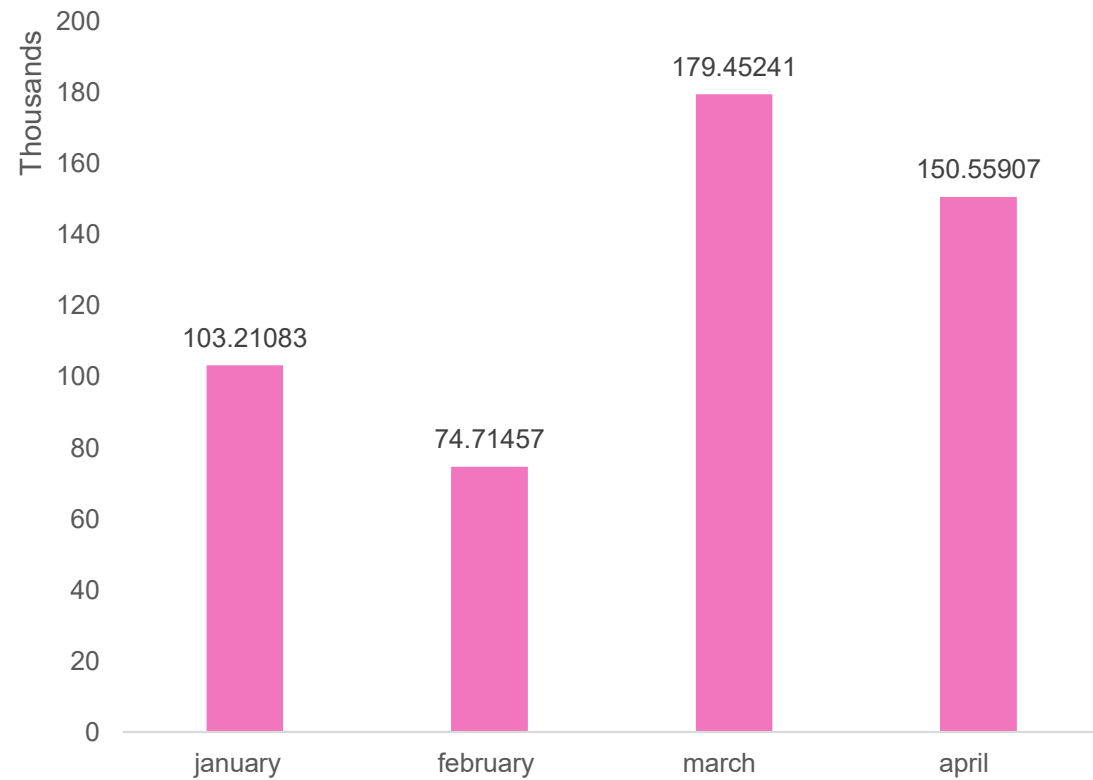
World affairs



Average Views Per Month Q1(2024)

```
SELECT MONTH_NAME, ROUND(AVG(VIEWS), 2)
FROM Study_IQ
WHERE YEAR=2024
GROUP BY MONTH_NAME, MONTH
ORDER BY MONTH
```

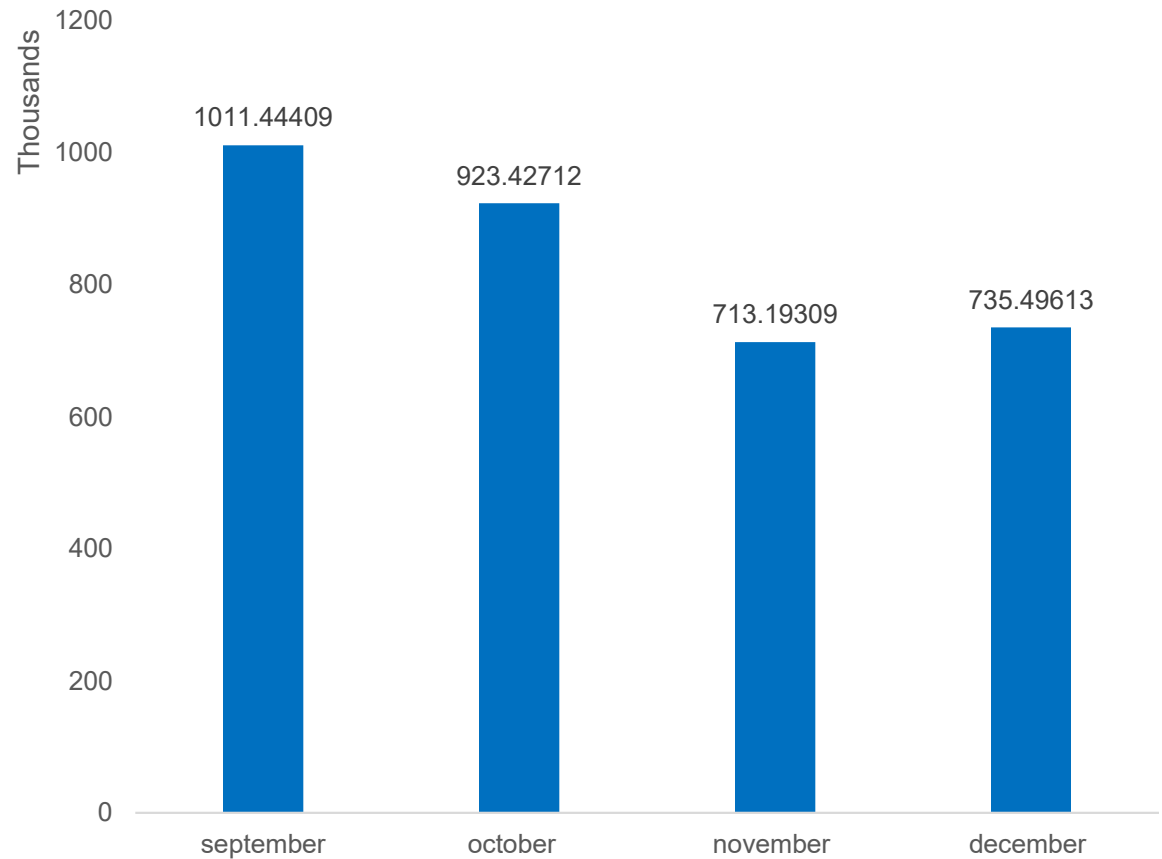
Study IQ



Average Views Per Month Q4(2023)

```
SELECT MONTH_NAME,ROUND(AVG(VIEWS),2)
FROM world_affair
where year = 2023 and month BETWEEN 9 AND 12
GROUP BY MONTH_NAME, MONTH
ORDER BY MONTH
```

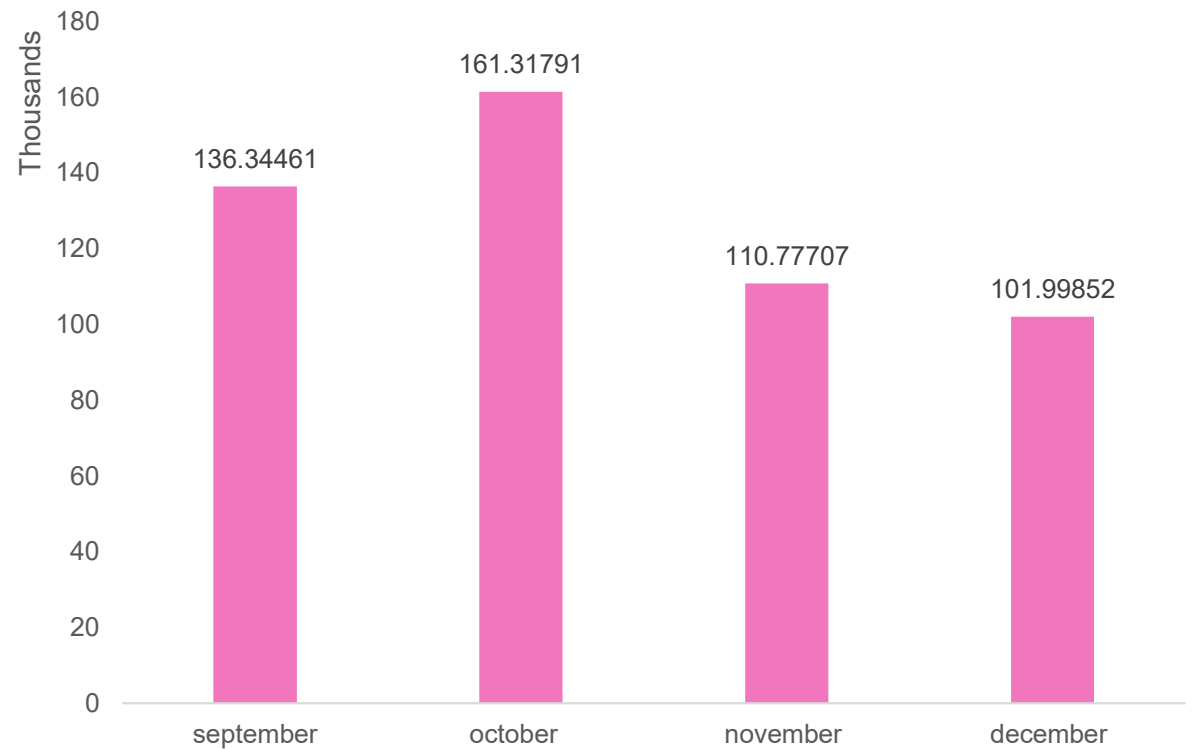
World affairs



Average Views Per Month Q4(2023)

```
SELECT MONTH_NAME,ROUND(AVG(VIEWS),2)
FROM Study_IQ
where year = 2023 and month BETWEEN 9 AND 12
GROUP BY MONTH_NAME, MONTH
ORDER BY MONTH
```

Study IQ



Common Topic from Title

```
tital_count as (SELECT title,
    CASE WHEN title LIKE '%War%' THEN 'War'
    WHEN title LIKE '%NATO%' THEN 'NATO'
    WHEN title LIKE '%Economy%' THEN 'Economy'
    WHEN title LIKE '%Israel%' THEN 'Israel'
    WHEN title LIKE '%Ukraine%' THEN 'Ukraine'
    WHEN title LIKE '%Russia%' THEN 'Russia'
    WHEN title LIKE '%India%' THEN 'India'
    WHEN title LIKE '%Oil%' THEN 'Oil'
    WHEN title LIKE '%USA%' THEN 'USA'

    ELSE 'Other'
    END AS category, VIEWS, MONTH_NAME
FROM world_affair
where year =2024 or year =2023
```

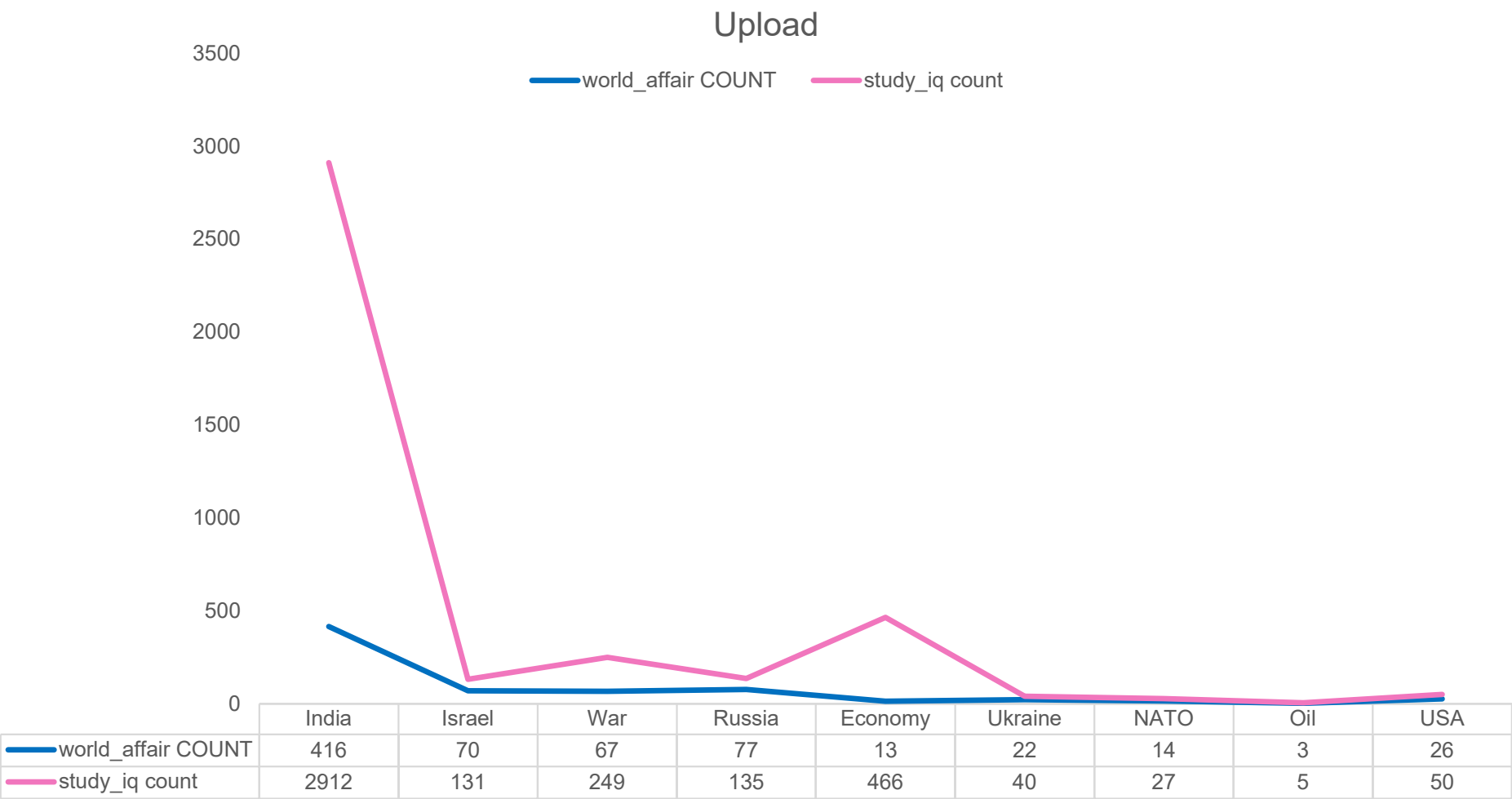
This code is designed to generate a new column titled "category," wherein titles containing the terms "war," "Israel," "Ukraine," "Russia," "India," "oil," or "USA" are classified as belonging to the respective categories. Titles not containing any of these terms will be categorized as "other." This categorization facilitates a comparative analysis of YouTube channels based on their respective content categories.

Month-by-Month Category Upload Comparison

```
TOPIC_VIEWS AS (SELECT category,count(title) AS world_affair
FROM tital_count
GROUP BY category
ORDER BY world_affair DESC ),
TOPIC_VIEWS2 AS (
SELECT category,count(title) AS STUDY_IQ
FROM title_2
GROUP BY category
ORDER BY STUDY_IQ DESC)

SELECT *
FROM TOPIC_VIEWS W
JOIN TOPIC_VIEWS2 S
ON S.category=W.category|
```

Month-by-Month Category Upload Comparison



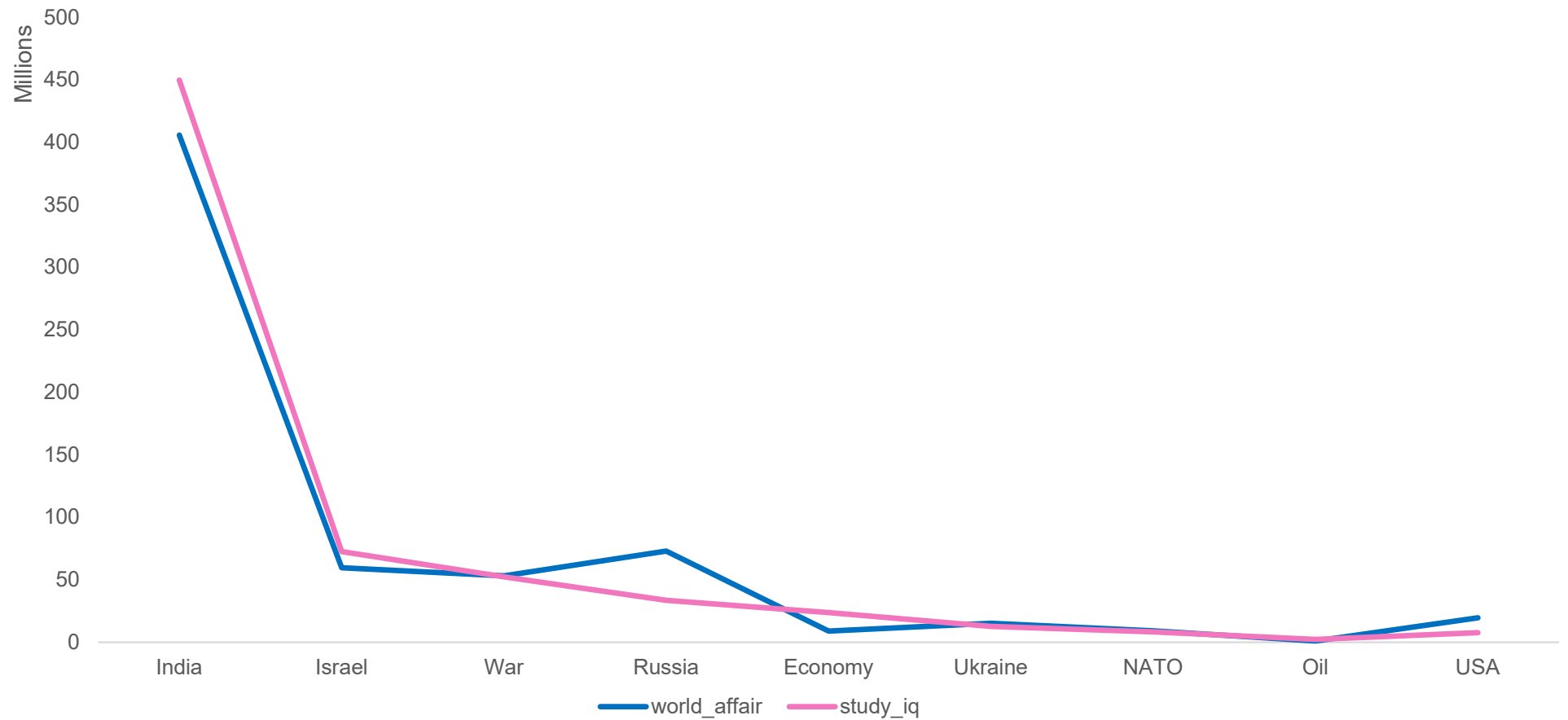
Month-by-Month Category views Comparison

```
TOPIC_VIEWS AS (SELECT category,SUM(VIEWS) AS world_affair
FROM tital_count
GROUP BY category
ORDER BY world_affair DESC ),
TOPIC_VIEWS2 AS (
SELECT category,SUM(VIEWS) AS STUDY_IQ
FROM title_2
GROUP BY category
ORDER BY STUDY_IQ DESC)

SELECT *
FROM TOPIC_VIEWS W
JOIN TOPIC_VIEWS2 S
ON S.category=W.category
```

Month-by-Month Category views Comparison

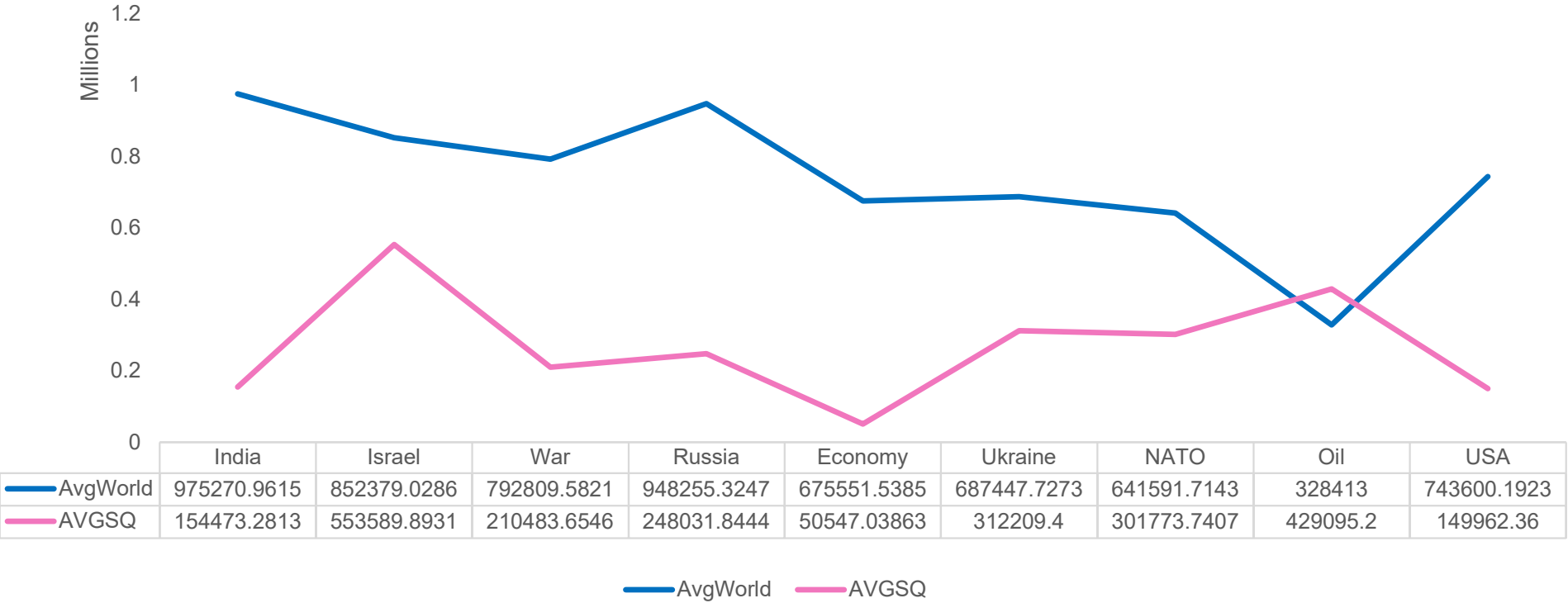
Total Views



Average view per video

```
TOPIC_VIEWS AS (  
  SELECT category,(SUM(VIEWS)/COUNT(TITLE)) AS world_affair  
  FROM tital_count  
  GROUP BY category  
  ORDER BY world_affair DESC ),  
TOPIC_VIEWS2 AS (  
  SELECT category,(SUM(VIEWS)/COUNT(TITLE)) AS STUDY_IQ  
  FROM title_2  
  GROUP BY category  
  ORDER BY STUDY_IQ DESC)  
  
SELECT *  
FROM TOPIC_VIEWS W  
JOIN TOPIC_VIEWS2 S  
ON S.category=W.category
```

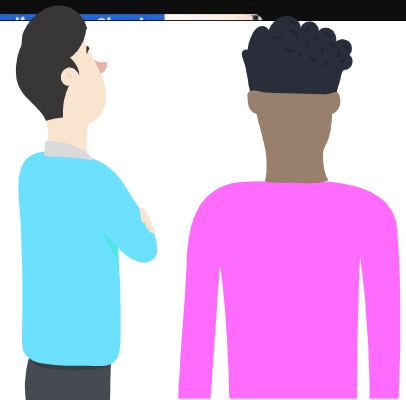
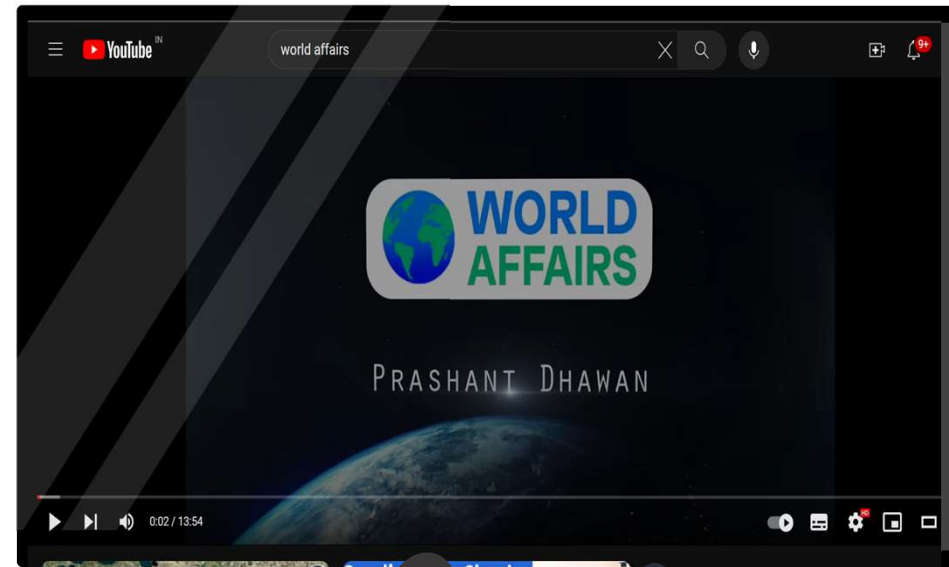
Average view per video



Findings

This study compared the YouTube channels StudyIQ and World Affairs. By analyzing data retrieved from the YouTube API (including video titles, upload dates, views, likes, and comments), we calculated metrics like average monthly views, upload frequency, and monthly viewership growth. Additionally, keyword extraction ensured a fair comparison despite potential content differences.

- The key finding is that despite StudyIQ uploading content 10-12 times more frequently than World Affairs, viewership remains competitive between the two channels. This suggests that World Affairs has successfully navigated the YouTube algorithm to create highly engaging content, allowing them to compete despite lower upload volume.
- In essence, upload frequency alone doesn't guarantee success on YouTube. Content quality and audience engagement play a crucial role in attracting and retaining viewers.



This analysis revisited the impact of a recent host change on YouTube channels StudyIQ and World Affairs. Previously, we observed a decline in StudyIQ's upload frequency (January: 68 videos, February: 9 videos) and suspected a negative impact on viewership for both channels in March.

However, new data reveals a 150% growth in StudyIQ's viewership during March, contradicting our initial assumption. This unexpected growth suggests the host change might not have universally affected viewership.

World Affairs, however, still experienced a decline in viewership for March. This discrepancy necessitates further investigation. Here are some possibilities:

- **Content Focus:** Perhaps the new StudyIQ host resonates better with the audience, leading to more engaging content.
- **Channel Divergence:** While the host change might have initially impacted StudyIQ negatively, it's possible they adapted and found a new direction that attracted viewers.
- **World Affairs Specific Issue:** The decline in World Affairs' viewership could be due to factors unrelated to the host change, such as a shift in content strategy or audience fatigue.