

The Power of Data Analytics: The Success Story of YouTube Channel

Growing a YouTube channel is often a challenging yet rewarding journey, particularly when focusing on specialized themes like spirituality. This Case Study shares the success story of Untold Krishna Katha, a spiritual YouTube channel based in Vrindavan, which achieved an impressive 3x growth.

At the end of July 2024, I took on this project and applied my data analytics expertise to analyze the channel's YouTube Analytics data. I thoroughly reviewed key metrics, including traffic sources, search keywords, viewer trends, audience activity patterns, and other performance insights. I also created insightful dashboards to visualize the data effectively. By conducting a SWOT analysis and proposing business analytics solutions, I identified areas for improvement and unlocked growth opportunities for the channel.

We follow these steps:

1. Project Management Planning
2. Channel Analytics and Data Analysis
3. SWOT Analysis to Identify Growth Opportunities
4. Optimize Titles, SEO Keywords, and Tags
5. Create Eye-Catching Thumbnails
6. Schedule and Publish Videos at Optimal Times
7. Promote Videos on Social Media Platforms
8. Analyze Results

1. Project Management Planning

Initially, growing this channel was challenging due to its specialized theme of spirituality. During my Data Analyst internship, I took on this challenging project because of my strong background in data analysis. Additionally, my MBA in Business Analytics provided me with valuable experience in solving marketing-related case studies, which I applied to this project.

I started by using my data analysis skills to study the YouTube channel's data. After that, I did a SWOT analysis to find the channel's strengths, weaknesses, opportunities, and threats, which helped in creating a clear strategy for the channel. I used my business analysis knowledge to suggest solutions, including a digital marketing strategy that focused on improving the channel's SEO. By following a clear project plan, I made sure the progress was organized and the results were measurable.

2. Channel Analytics and Data Analysis:

Initially, I managed a YouTube channel. After gaining access to this channel's YouTube Analytics, I identified all metrics data. However, some data was not directly visible on the analytics dashboard. To address this, I downloaded the data as a CSV file and organized it in MS Excel.

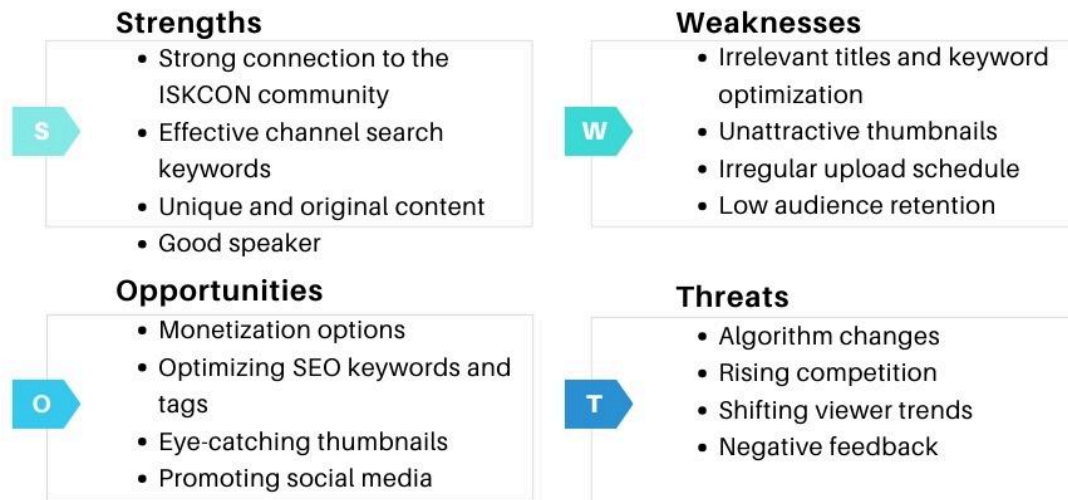
The dataset included metrics such as traffic sources, search keywords, viewer trends, audience activity patterns, and other key insights. I created a relationship schema using fields like date, video title, and other relevant keys after preprocessing the data. I then used data visualization tools like Tableau to import the processed data, utilizing a star schema in the relationship table.

Following this process, I created insightful charts and graphs such as bubble charts, lollipop charts, donut charts, bar graphs, line charts, and highlighted tables. Finally, I developed a dynamic dashboard to effectively visualize all metrics data and derive meaningful insights.

3.SWOT Analysis to Identify Growth Opportunities:

After analyzing the channel analytics data, I conducted a SWOT analysis. This analysis helped identify the strengths, weaknesses, opportunities, and threats related to the YouTube channel's performance. I have implemented a Business Analytics solution to grow the channel and prepare a strategy for its growth.

SWOT ANALYSIS OF A YOUTUBE CHANNEL



Strengths:

A strong connection to the ISKCON community because the video content creator, HG Jankinath Das, is a good speaker and has written spiritual books. His unique and original storytelling of Lord Krishna in the Bhagavad Gita, along with spiritual classes at the ISKCON Vrindavan temple, contribute to the channel's appeal. The unique content of these classes, as well as other videos featuring spiritual stories, is uploaded on the YouTube channel. People search for these videos on YouTube, giving insights into what viewers actually enjoy in a video.

Weaknesses:

The unique content of the videos is not reaching the audience because the video titles are irrelevant, the keywords have low SEO value, the thumbnails are unattractive, the audience impression rate is very low, and the video upload schedule is irregular, leading to low audience retention.

Opportunities:

The monetization options for this channel are already available. The channel gained popularity due to its strong connection with the ISHCON community, which benefits the channel significantly. Relevant video titles, along with optimized SEO keywords and tags, can enhance the performance of videos and shorts. Utilizing digital marketing tools, creating eye-catching thumbnails, and promoting videos on social media platforms like Facebook, Instagram,

and Telegram can further drive channel growth, as these platforms are where most people are active.

Threats:

Identify any factors that could impact the channel's performance or effectiveness, such as changes in YouTube's algorithm, increased competition from other channels uploading similar content, or high-quality content available on competing channels. Additionally, shifts in viewer preferences or trends and negative feedback on videos can pose challenges to maintaining audience engagement and growth

4. Optimize Titles, SEO Keywords, and Tags:

SEO keywords and tags are crucial for YouTube videos as they determine which videos appear in related searches. When users search for specific terms, videos with relevant tags are more likely to be suggested. However, if the video title doesn't align with the keywords being searched, it might not show up directly in the results.

To improve visibility, I utilize digital marketing tools such as VidiQ, Rapidtags, the YouTube search bar, and Google search results to identify and add effective keywords to channel and video tags. Optimizing these tags ensures that videos are aligned with audience trends and preferences, increasing the chances of appearing in search results and attracting more viewers.

5. Create Eye-Catching Thumbnails:

Thumbnail is one of the most important aspects of YouTube videos because it plays a key role in attracting the audience's attention. While many videos appear in search results, viewers are more likely to click on a video with an appealing thumbnail. A well-designed thumbnail creates a strong first impression, increasing the click-through rate and the chances of the video being viewed. When the thumbnail is engaging, it encourages the audience to click, and YouTube's browser feature then promotes the video, potentially making it trend.

To create eye catching thumbnails, I use Canva, a tool that offers a wide variety of YouTube thumbnail templates. I customize these templates by editing the title, adding relevant images, and aligning them with the video's content before uploading them as the video thumbnail.

6. Schedule and Publish Videos at Optimal Times:

Whenever we upload a video on YouTube, the platform itself promotes the video, especially if it is uploaded at the right time. To maximize reach, it's important to upload videos when the target audience is most active. For example, once a video is uploaded, it appears on YouTube's home page or as a notification, increasing its chances of trending.

Based on the channel's data analysis, this is a spiritual channel, and spiritual videos are mostly watched in the morning or evening. To get the best results, it's ideal to calculate the average active time of the audience and publish videos between 8 AM and 10 AM. This helps YouTube promote the video through its browse features effectively.

7. Promote Videos on Social Media Platforms:

After uploading a video on YouTube, I noticed that its reach increases significantly when promoted on social media platforms. Social media plays a crucial role, as it is where most people are active throughout the day. Sharing parts of the video, along with the thumbnail and video link, on platforms like Instagram, Facebook, Telegram, and WhatsApp groups is highly effective.

By forwarding the link, the chances of the audience clicking on it and directly visiting the channel to watch the video increase. Additionally, when the channel name and thumbnail are consistently shared, people are more likely to search for the channel on YouTube and watch more videos. A strong presence on social media not only boosts video views but also enhances the likelihood of the video trending, ultimately contributing to the growth of the YouTube channel.

8. Analyze Results:

After the process, as a result, this channel experienced a 3X boost in revenue, a 3X increase in new viewers, a 2X rise in subscribers and views, a 1.5X increase in watch time, making the channel trend.

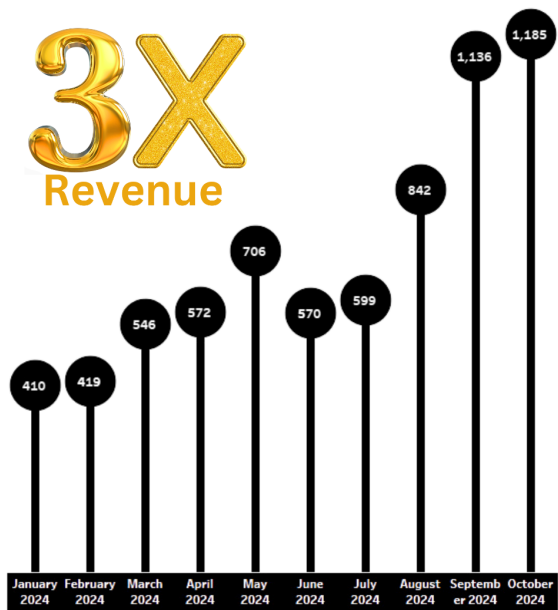
This success story illustrates how data-driven strategies can unlock the full potential of niche YouTube channels, proving that analytics is a game-changer in the digital landscape.

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Untold Krishna Katha 

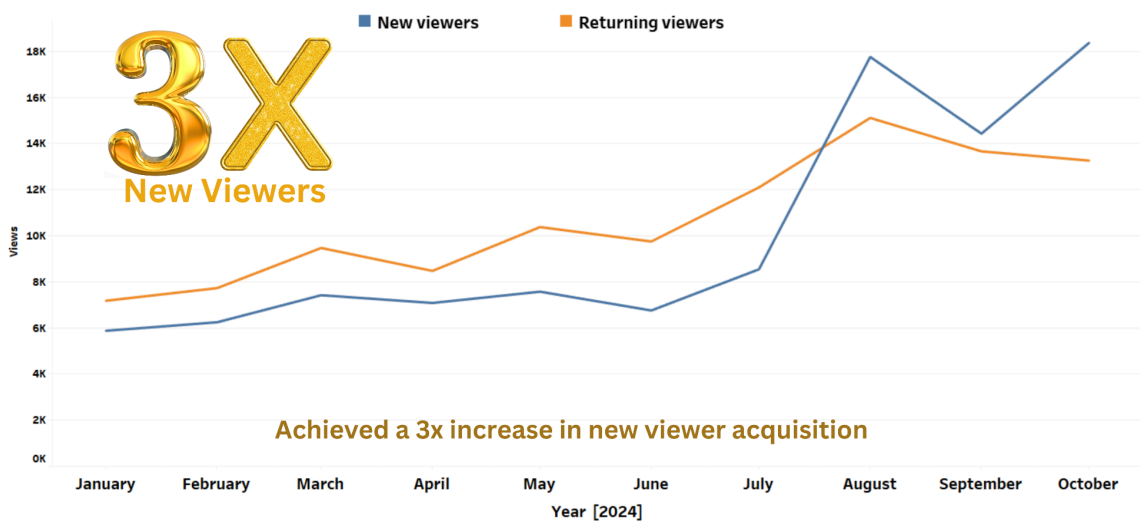


3X
Revenue



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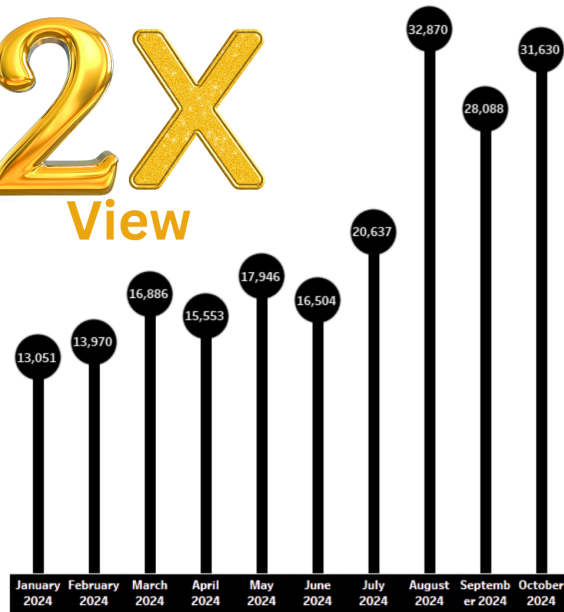


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2X
View

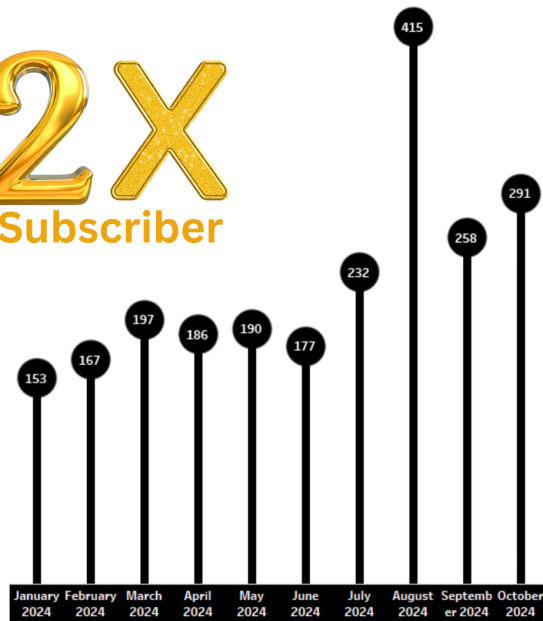


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2X
Subscriber



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1.5X
Watchtime

