

D.I.Y. Creators Youtube Channels Benchmarking



Zane Castillo

Channels I Chose



Simone Giertz
2.13M Subscribers
88 Videos



Peter Sripol
1.34M Subscribers
119 Videos



Michael Reeves
3.66M Subscribers
43 Videos



Allen Pan
969K Subscribers
63 Videos



William Osman
1.86M Subscribers
134 Videos

Methodology

The data of 5 YouTube channels was collected by using YouTube Data Tools. All data was combined in Excel document and was cleaned to remove duplicate columns. I also properly formatted the date and time fields. The data was then visualized by using Tableau and Word Cloud.

Time Period: 01/2014 - 03/2020

Tools:

Tableau

Youtube Data Tools

Word Cloud

Data Analysis Overview

I used a variety of metrics in order to understand the engagement of these channels.



Image source: cassandrajohn.com

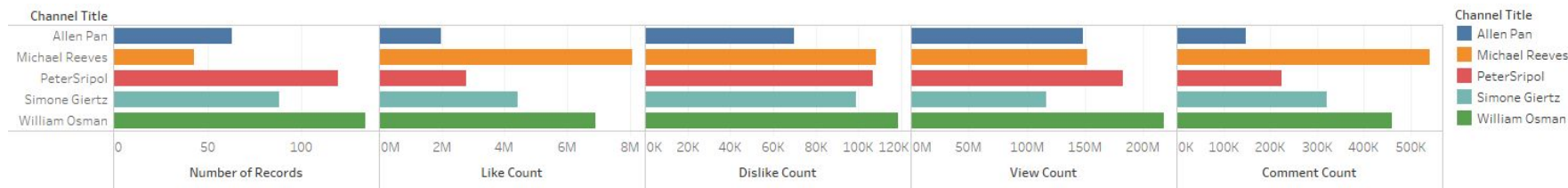
General Overview:

- Total number of posts per Channel
- Total number of views per Channel

Key Performance:

- Weekday
- Video Category
- Average Likes
- Average Dislikes
- Year of Date
- Average Video Duration
- Average Views
- Hour of Time
- Average Comment Count

Channel Overview



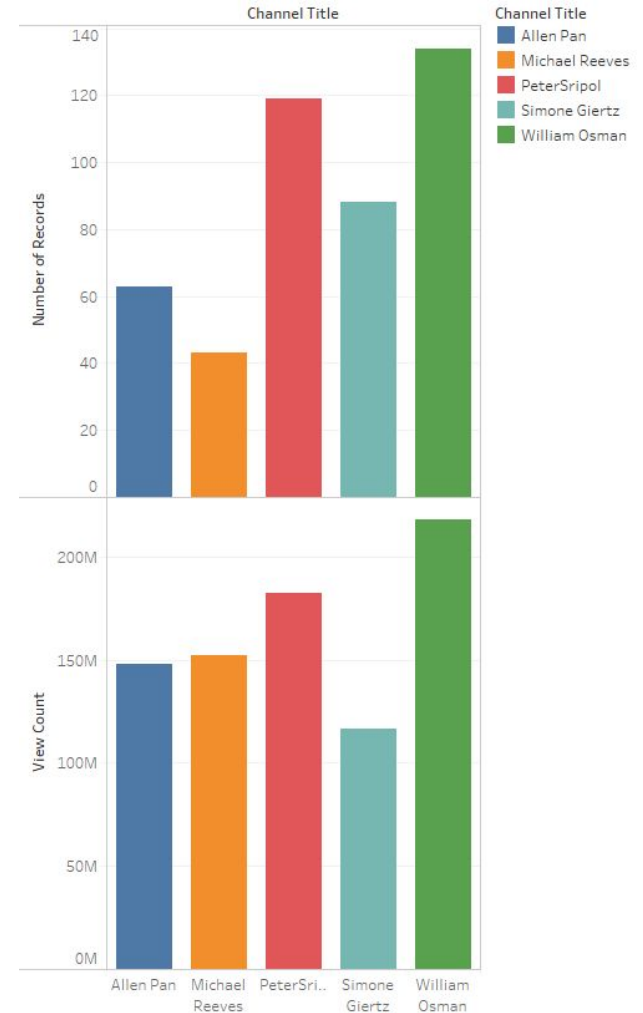
Finding: Posting more video content does not directly lead to more likes. Each channel has a fairly large amount of dislikes.

Analysis: Michael Reeves has the lowest number of videos on his channel but has close to 8 million likes, and over 500,000 comments. William Osman has a high number of videos but also more dislikes than other channels.

Total Posts and Views

Finding: The more videos that are posted does not correlate to more audience views.

Analysis: William Osman has more content on his channel, but is not completely outpacing the other accounts. Peter Sripol is close behind with 119 videos and views over 150 million. Michael Reeves and Allen Pan both have total videos that is under 80 but each have over 150 million views.

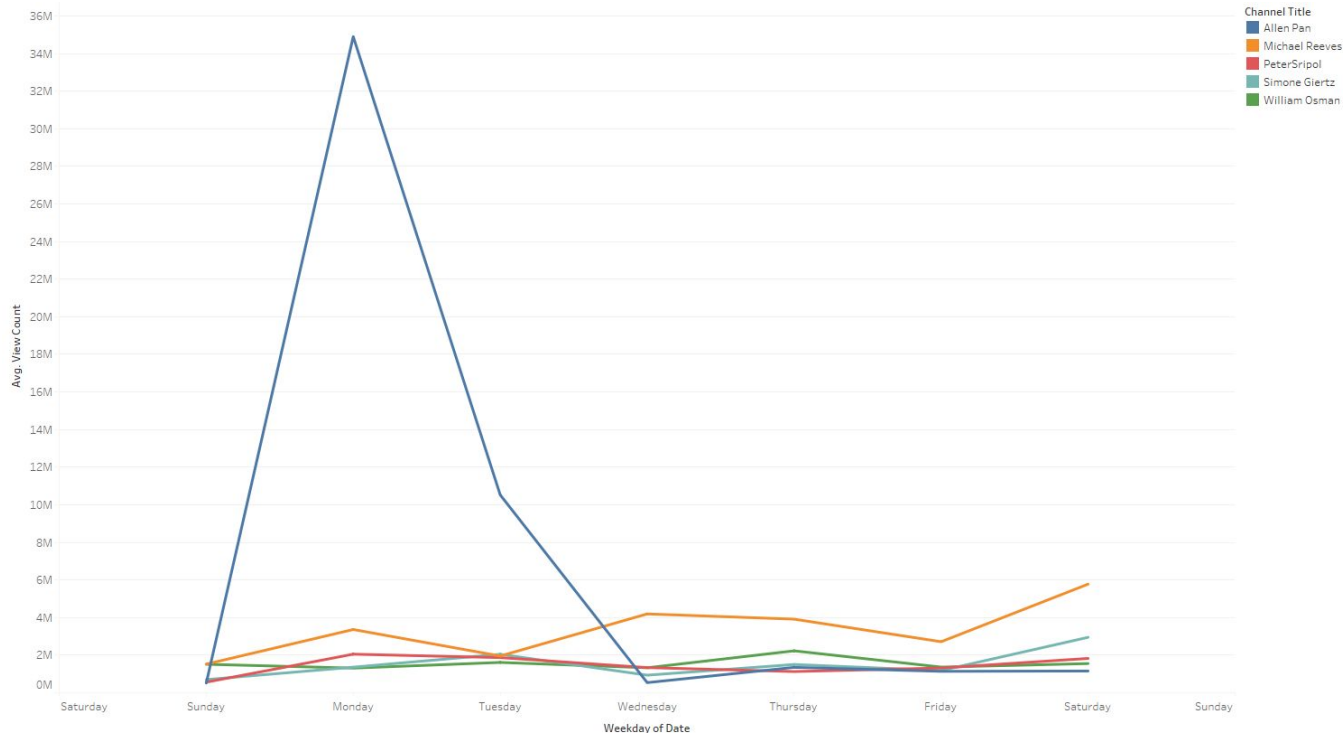


Weekday and Audience Views

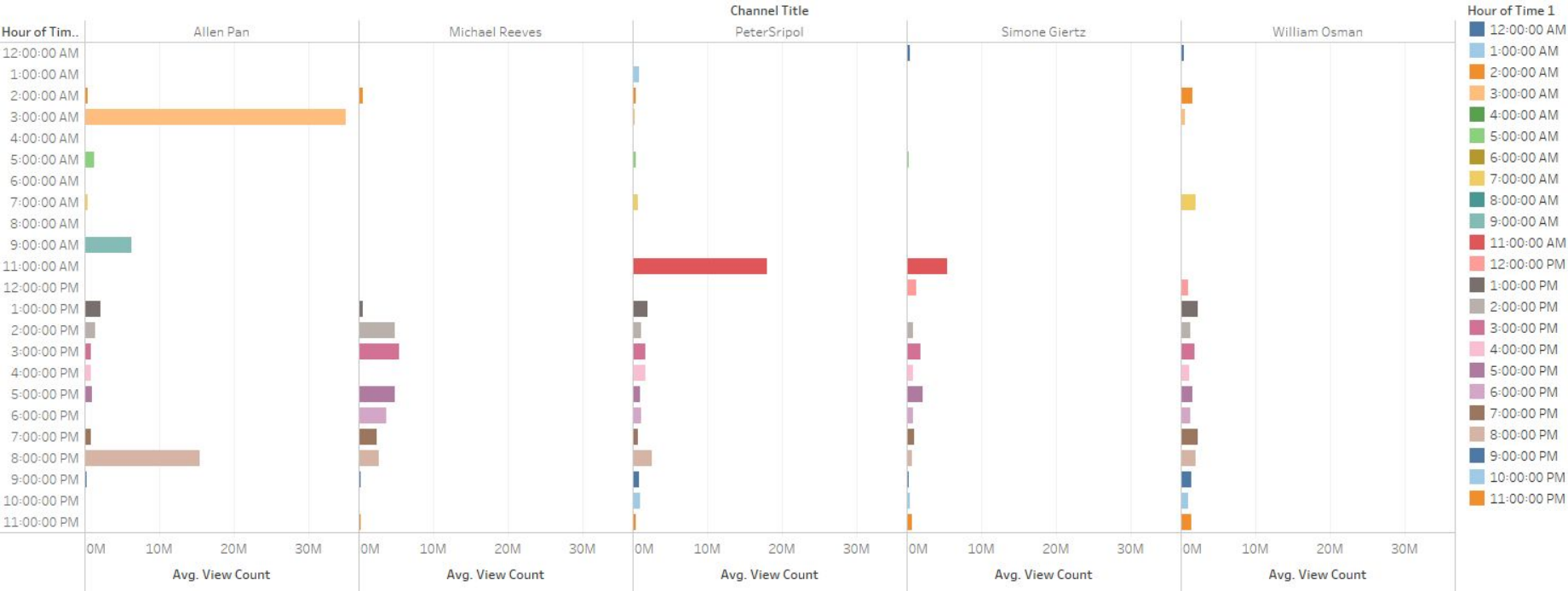
Finding: Each channel has a specific day of the week where they receive more audience views.

Analysis: Allen Pan's channel receives its largest viewership on Mondays. Michael Reeves and Simone Giertz have the most content views on Saturdays.

Peter Sripol's channel has consistent viewership on Monday and Tuesday. William Osman's channel has its most audience views on Tuesday and Thursday.



Views By Hour of the Day



Views By Hour of the Day continued

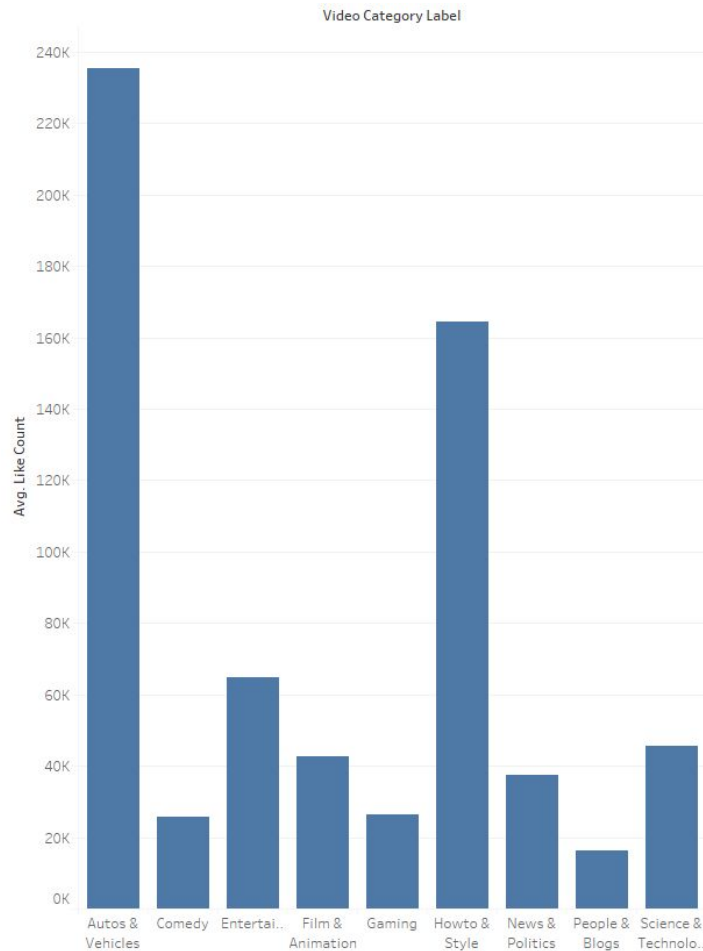
Finding: The time of day influences audience views for multiple channels.

Analysis: Allen Pan received an large amount of audience viewership at 3 a.m. and also at 8 p.m. Both Peter Sripol and Simone Giertz had significant audience viewership at 11 a.m. Whereas the other channels received more views during the afternoon.

Video Category and Likes

Finding: The video category with the most average likes was Autos & Vehicle Projects which received an average of 235,000 likes.

Analysis: How-to and Style videos were also popular with a significant average of likes. Videos on People & Blogs and Comedy videos received fewer likes compared to other categories.

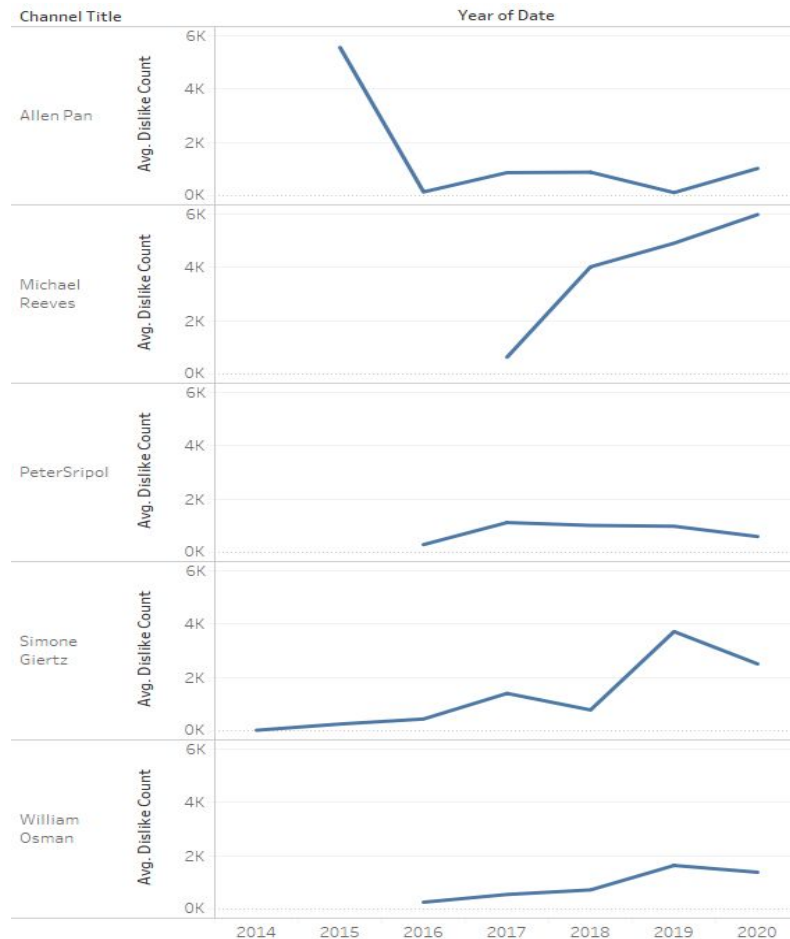


Dislikes By Year

Finding: An increase in dislikes from year to year increased for several channels while others fluctuated.

Analysis: Allen Pan had significant disliked videos in 2015 but saw a steady decline in 2016. Michael Reeve's disliked videos have steadily increased since 2016. Peter Sripol's dislikes have remained steady from year to year.

Simone Giertz saw an increase in dislikes in 2019 but tapered off in 2020. William Osman also saw a rise in dislikes in 2019.

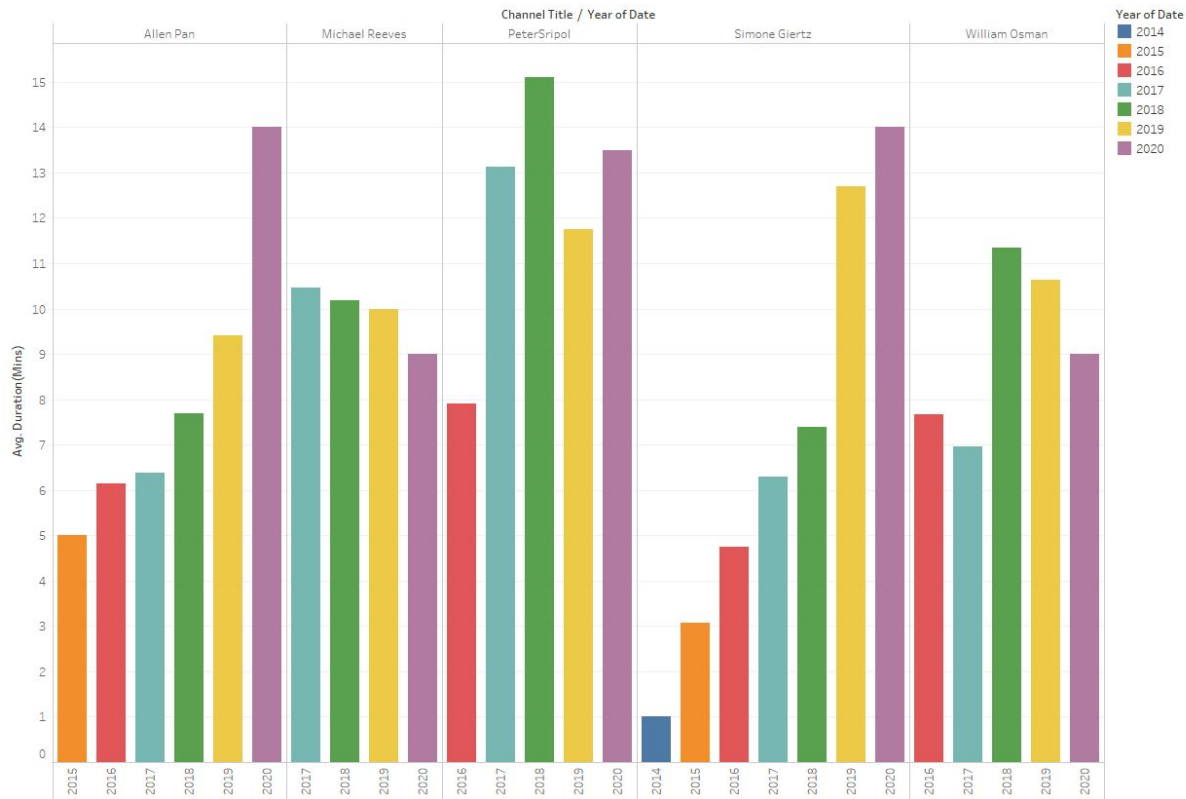


Video Duration from Year to Year

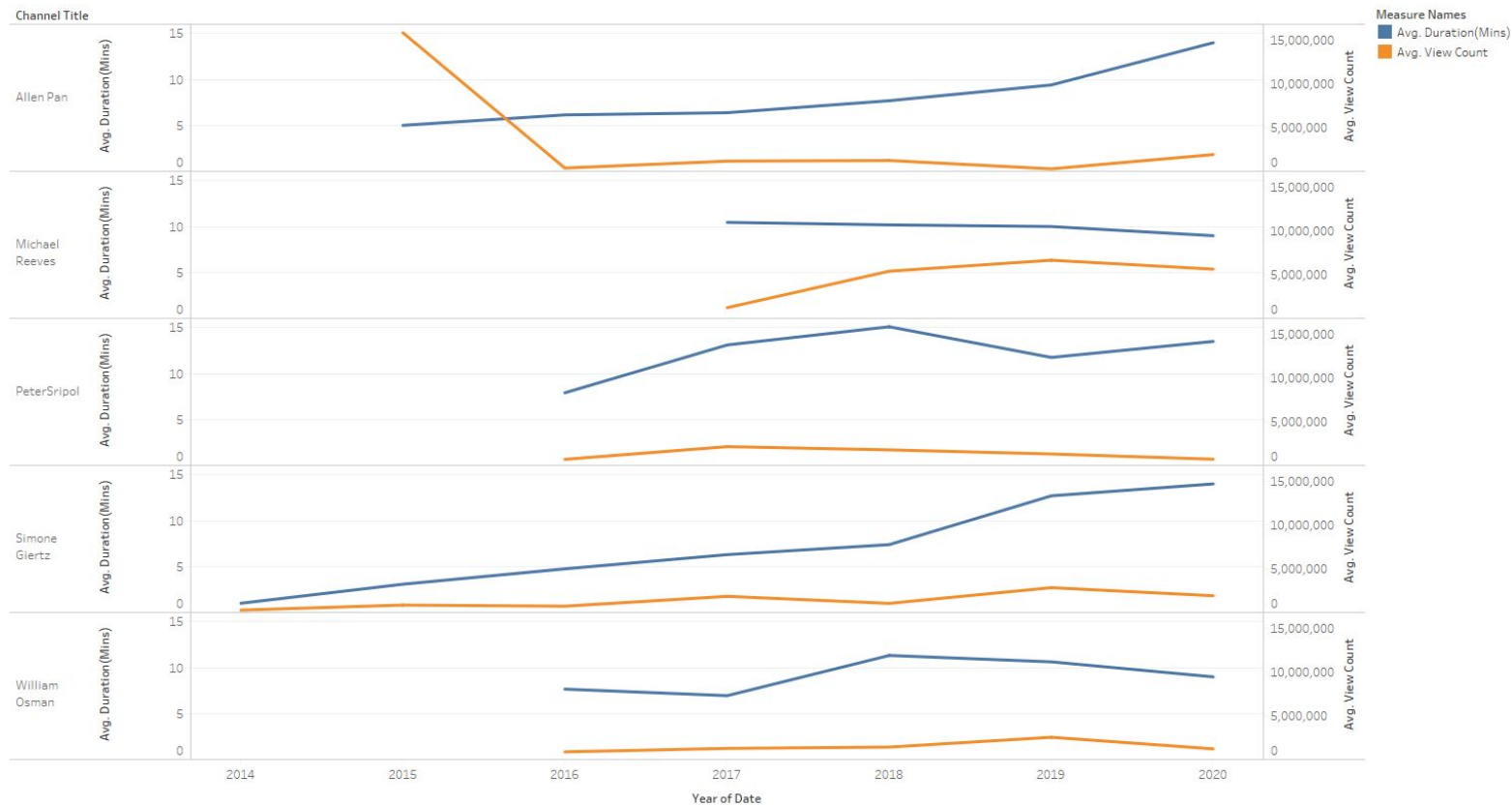
Finding: Several channels increased the duration of their videos from year to year.

Analysis: Allen Pan's videos saw a significant spike in longer video durations from 2019 to 2020. Simone Giertz's video duration increased exponentially from year to year.

Peter Sripol had an average of 15 minutes per video in 2018. Michael Reeves' video durations have slowly declined from year to year. William Osman's video duration have increased and decreased from year to year.



Video Duration and View Count by Year



Video Duration and View Count By Year continued

Finding: As video duration increases, views show little change or decline.

Analysis: Allen Pan had more views for his content when the video was 5 mins or less. When he began to increase the duration of his videos, his audience viewership declined. As Peter Sripol's video duration increased, his audience viewership stayed consistently below 5 million views.

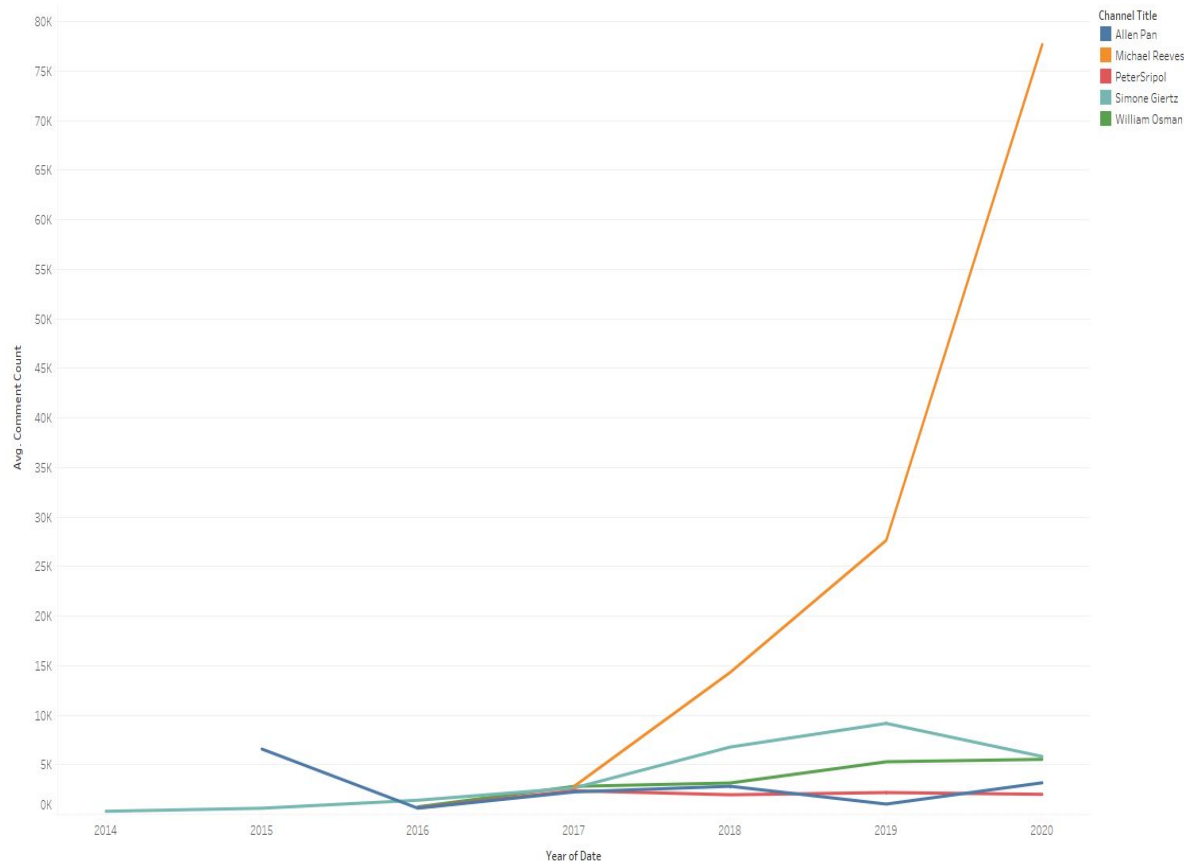
Michael Reeves' video duration has continuously been at 10 minutes and has seen a slight increase in audience viewership overtime. Simone Giertz's video duration has increased from year to year but her views have stayed below 5 million. As William Osman's video duration increases, his views also remain static.

Comment Engagement By Year

Finding: Some channels saw an increase in comments while others remained static.

Analysis: Michael Reeves saw an uptick in comments from 2017 to 2020. He outpaced the other channels tremendously. William Osman also saw a slight increase in comment engagement from year to year.

Simone Giertz had a gradual rise in comments with a spike in 2019 before declining. The comments for Peter Sripol's channel has remained below 5,000 from year to year. Allen Pan started off with many comments in 2015 before declining and remaining below 5,000 from 2016 to 2020.



Most Viewed Video For Each Channel



Simone Giertz



Peter Sripol



Allen Pan

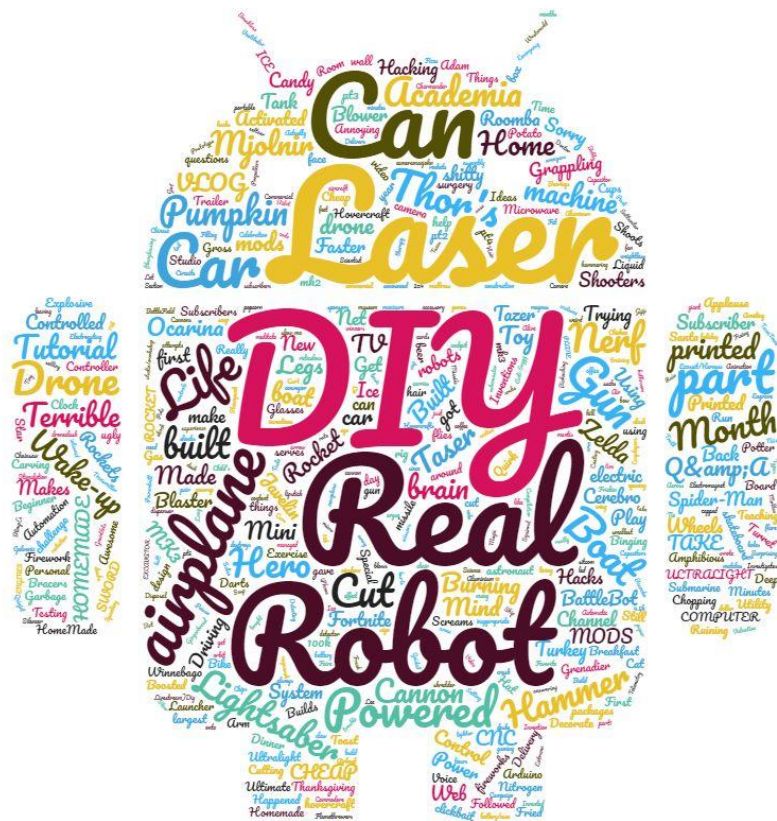


William Osman



Michael Reeves

Most Used Words in Video Titles



Recommendations

Each channel should focus on posting their content on a specific day that they achieve high viewership or at least the day before. They should also try to factor in a specific time. For example: Peter Sripol should post his videos on Monday at 12am in order to get the high viewership at 3am.

Each channel should focus on a specific video category that drives more engagement to their videos such as more “How-to” videos.

Each channel should also reduce their video durations in order to get more viewership. 5 mins to 10 mins being the optimum number for video duration.

Thank You