

# Sample Insights on Surf Training YouTube Channels: deep dive on Kale Brock

Below are examples of insights I obtained using YouTube data (publicly available) to show what I can do with data. To ensure relevance, the analysis focuses on the past 5 years and solely on surf training channels (20,521 videos), with a strong focus on your channel. I have a bigger dataset comprising of 39,552 videos from 41 channels.

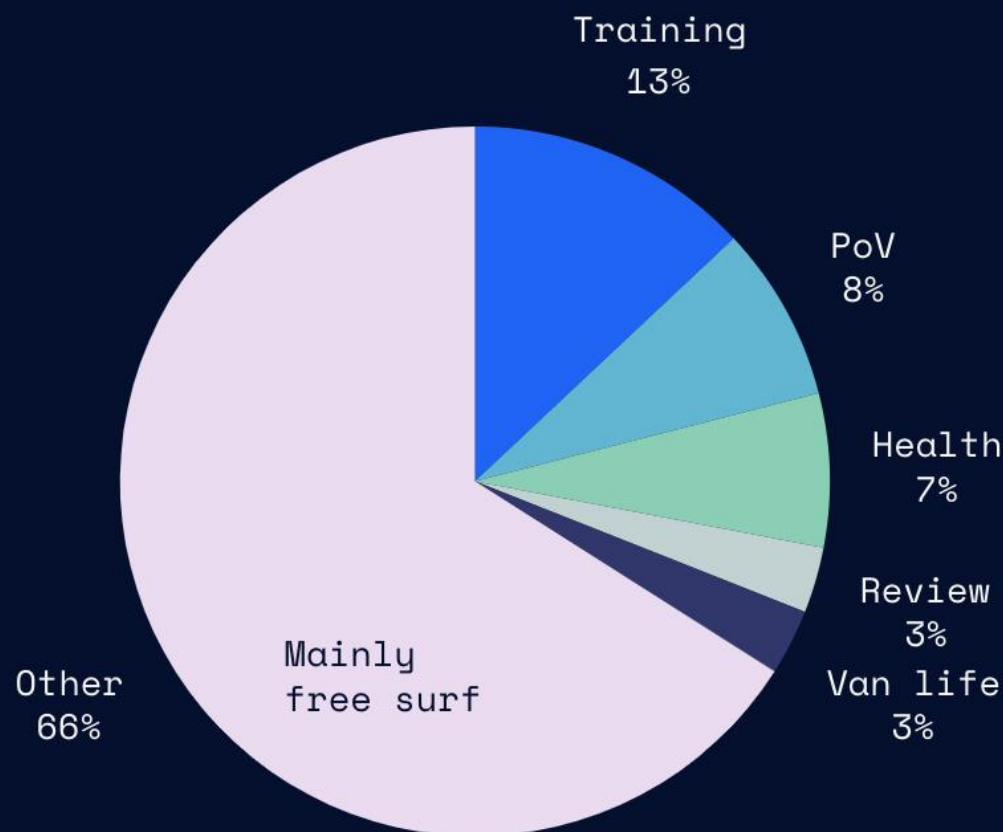


# Kale Brock

Creating a baseline understanding of your channel

- Founded in: July 2012 (12 yrs old next mnth!)
- Total # of videos: 466 (time of data collection)
- Uniqueness: Surf but with non-surf content
- Average video duration: 6.89 mins
- Average posting frequency: 6 videos / month

## Content Analysis



**Location  
mentioned in  
Title**



**Person Name  
mentioned in  
Title**

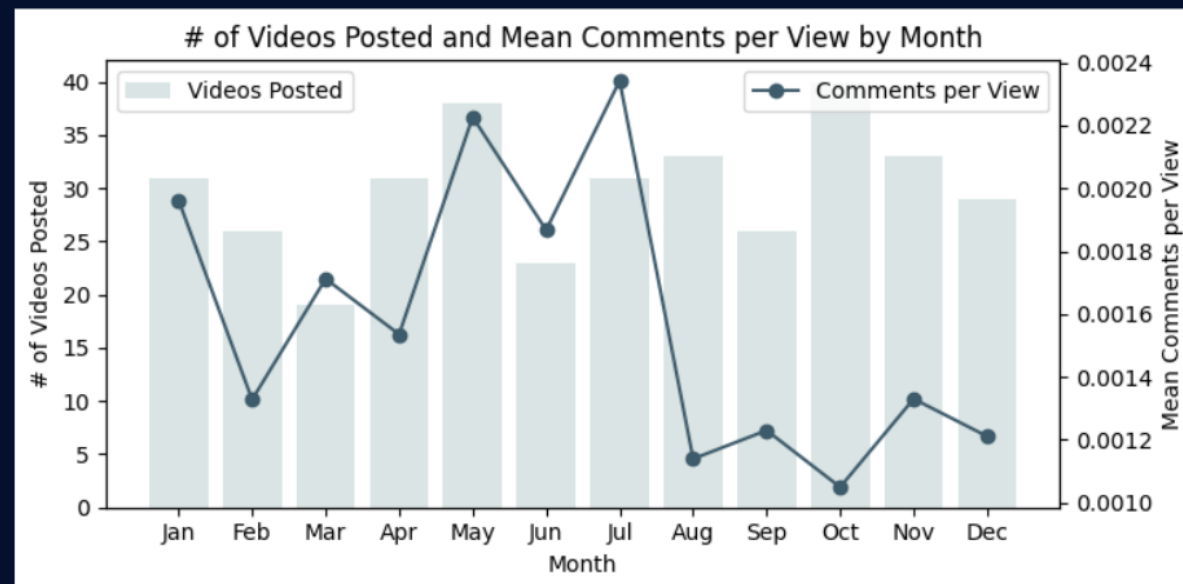
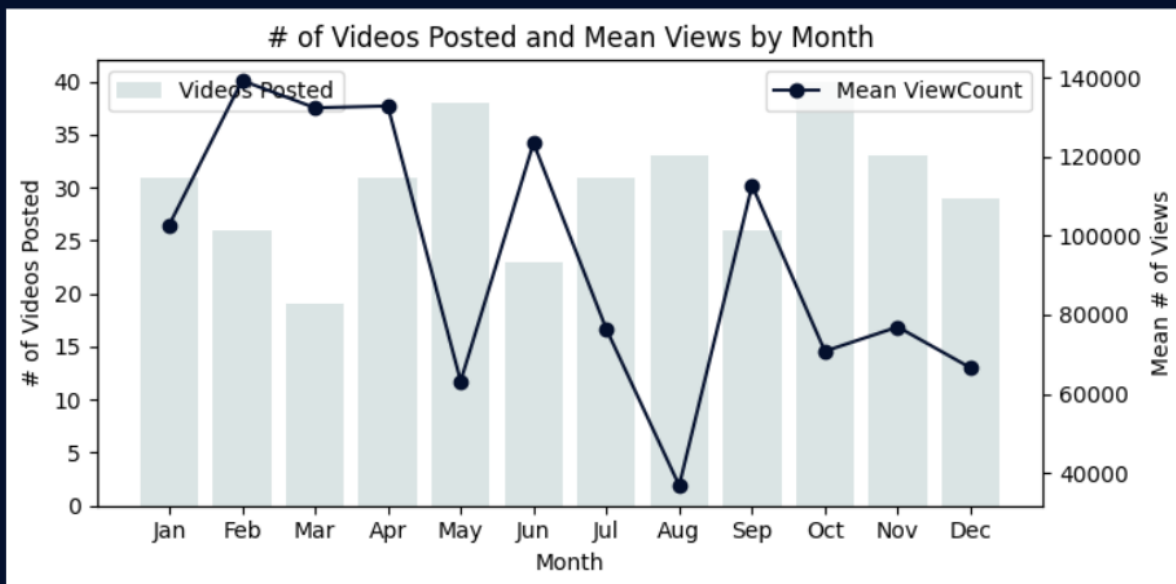
### Top Videos

- How To Surf From Beginner To Intermediate In 20 Minutes | Step by Step Tutorial
- How to Catch More Waves & Waste Less Energy In The Surf | Secret Positioning Strategies
- INSANE FIJI GLASS RAW POV SURF SESSION
- Wait til you see the second wave of the set... #surf
- PUMPING MALDIVES SURF SESSION RAW POV | Magic Water Colour

\*7 out of 10 of the most viewed training videos come from your channel

# Timing Analysis

Discerning how timing of posts affect performance of YouTube videos



Videos posted in Feb - May on ave have more views. There is a strange dip in May which may be due to the increase in videos posted (**Takeaway: There is an upper limit of videos viewed in a period of time. Posting more does not result in more views per video**). There is a lag in # of comments per view (a proxy for engagement).

## Key takeaways:

- Posting too many videos within a certain amount of time discourages views
- The degree of viewer engagement spikes in May, June and July
- Potential reasons:
  - Viewers during this time period are more engaged (holiday period?) OR the content you produce during these months tend to solicit comments

## Insights

I analysed the data taking into account content, video duration and timing and did a test to verify if there is a relation.

Producing videos of the **right length** is a strong driver of both **exposure** (# of views) and **engagement** (comments / view).

- According to the analysis, the ideal video length is 25.98 mins

People view but comment a lot less on training videos BUT the opposite is found on views about Barrels.

The interval period between videos impact the level of engagement - a short interval is ideal.

Factor	Effect on # of Views	Effect on Comments / View
video_length	36581,43	0,04
Days between vids	11760,07	0,02
location_mention	1168,75	0
person_mention	-12919,73	0,01
may	-6923,5	0,02
june	8446,07	0
review	841,74	0
training	40907,56	-0,02
van life	-4918,42	0,01
barrels	-8069,27	0,02

This is a snapshot from a number of different types of analysis I did

The dark green boxes indicate the factors that affect # of views or comments / View

The numbers in these boxes indicate the SIZE of the effect of these factors on #views and comments / view

Essentially, video length, timing between videos, timing of posts and content on training and barrels help the performance of your channel.

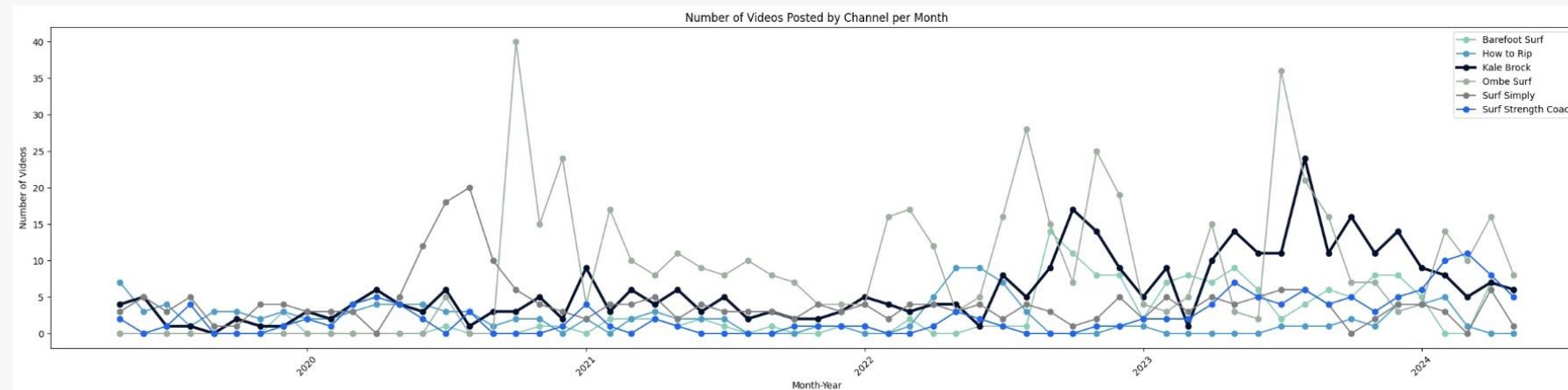


# Cross Channel Comparison

Comparing your channel to others in the same category helps us understand how well it is performing

## Key takeaways:

- You're doing really well in terms of views
  - Specifically 3 times better than the next competitor*
- Improving viewer engagement could be the next thing for your channel to tackle



Channel	Country	Solo vs. Team	Average Duration	Average View Count	Variation of View Count	Comments / View
			 1.78 mins	 111,780	 low 3.90 high	 0.04%
			 6.89 mins	 90,241	 low high 2.02	 0.16%
			 10.25 mins	 29,827	 low high 2.34	 0.11%
How to Rip			 7.06 mins	 12,099	 low high 1.51	 0.22%
			 8.57 mins	 10,552	 low high 4.04	 0.18%
			 15.72 mins	 9,256	 low high 2.58	 0.15%

\*high average view count and low variation is ideal

## HIGHLIGHTS

- Strong** performer in terms of views - **consistently high** # of views
- Middle range performance** in terms of viewer engagement (comments / view)
- You post **more frequently** and **consistently** than the other channels
- Your channel is most similar to '**How to Rip**' (where you are also featured). Followed by '**OMBE**'
  - Changes on these channels (& companies) may affect you

