Data Analysis is Useful for

Social Media
- Finding ways to improve engagement & views
  - e.g. analysing video content more deeply
  - e.g. identifying which Thumbnails yield views
- Understanding which videos impact the viewer-follower-user journey across platforms
- Finding common topics in comments
- Stats are useful for partnership deals

Product
- Understanding different customer segments
- Automating video analysis
- Assessing marketing measures
- Product recommendations
- Improving products by analysing curriculum and feedback

... and many more!

These are a few ideas based on what I can see online. Having a clearer idea of your priorities and data will help identify projects that make sense.

About Me 👋

Hi! My name is Daphne Teh and I am a data scientist!

♦ PhD in Management
👩‍💻 Professor of Strategy & Analytics
💼 Former Management Consultant at Accenture
📚 Fun facts: I LOVE surfing, baking & reading
🏄 Singaporean (lived and worked in 4 continents)

Skills in analysing multiple data types (e.g. social media, financials, demographic, images, text, etc.)

Examples of Projects:
- Marketing assessment for **BEINGMATE**
- User engagement
- User segmentation
- Automating Insights for **SIX**

*Links to projects are in underlined text

*Six is a Swiss Financial Services Tech Co. Beingmate is a Chinese Consumer Products Co.
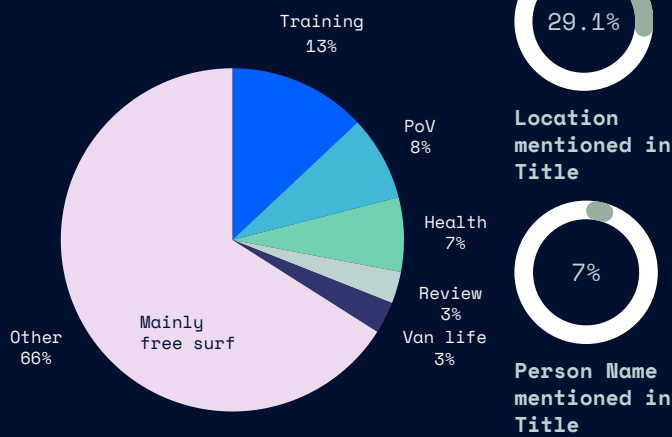
INSIGHTS:
Surf Training YouTube Channels

Below are examples of insights I obtained using YouTube data (publicly available) to illustrate 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

- 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

Pie chart: Training 13%, PoV 8%, Health 7%, Review 3%, Van life 3%, Other 66% (Mainly free surf)

29.1% — Location mentioned in Title

**7%** — 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

# of Videos Posted and Mean Views by Month

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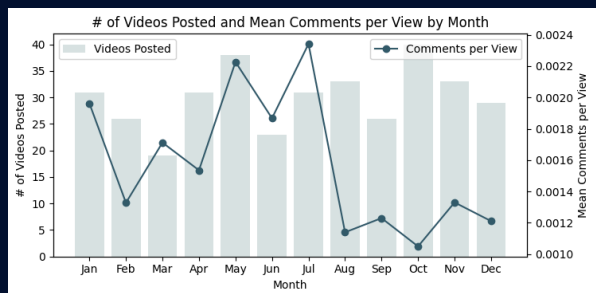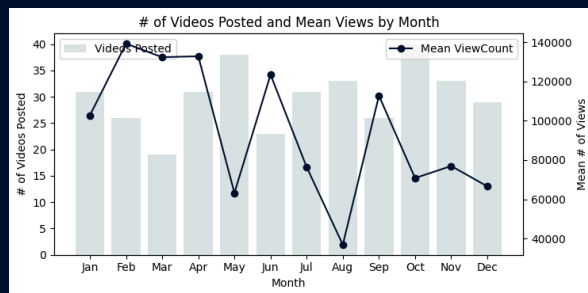
Videos posted in Feb - May on ave have more views. There is a strange dip in May which may be due to the increase in videos posted (**Takeaway: There is an upper limit of videos viewed in a period of time. Posting more does not result in more views per video**). There is a lag in # of comments per view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

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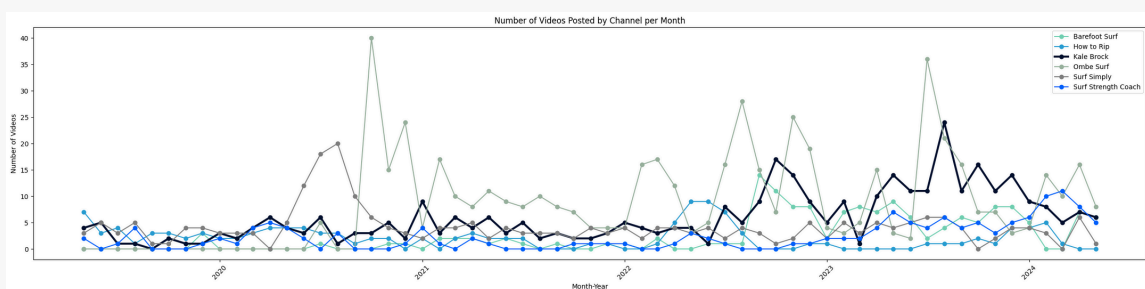
- According to the analysis, the ideal video length is 25.98 mins

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

Cross Channel Analysis

Number of Videos Posted by Channel per Month

Channels: Barefoot Surf, How to Rip, Kale Brock, OMBE Surf, Surf Simply, Surf Strength Coach

Channel	Country	Solo vs. Team	Average Duration	Average View Count	Variation of View Count	Comments / View
Barefoot Surf	🇨🇷	Solo	1.78 mins	111,780	low 3.90 high	0.04%
Kale Brock	🇦🇺	Solo	6.89 mins	90,241	low 2.02 high	0.16%
OMBE	🇨🇷	Team	10.25 mins	29,627	low 2.34 high	0.11%
How to Rip	🇦🇺	Solo	7.06 mins	12,099	low 1.51 high	0.22%
Surf Simply	🇺🇸	Team	8.57 mins	10,552	low 4.04 high	0.18%
OMBE	🇦🇺	Team	15.72 mins	9,256	low 2.58 high	0.15%

*high average view count and low variation is ideal

3X

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

Daphne Teh