



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 BeinMate  [Link](#)
- User engagement [Link](#)
- User segmentation [Link](#)
- Automating Insights for Six  [Link](#)

**Six is a Swiss Financial Services Tech Co. BeinMate is a Chinese Consumer Products Co.*



Data Analysis is Useful For



Social Media

- Finding ways to improve engagement & views
 - analysing video content more deeply
 - 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.

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.

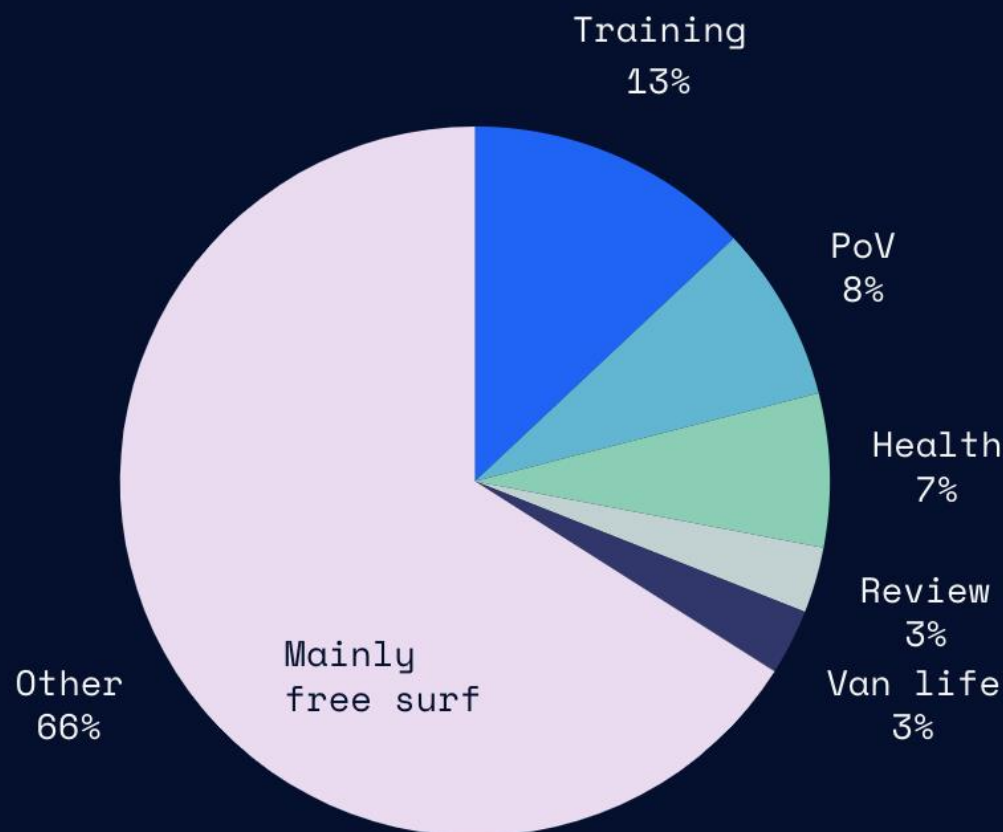


Kale Brock

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**

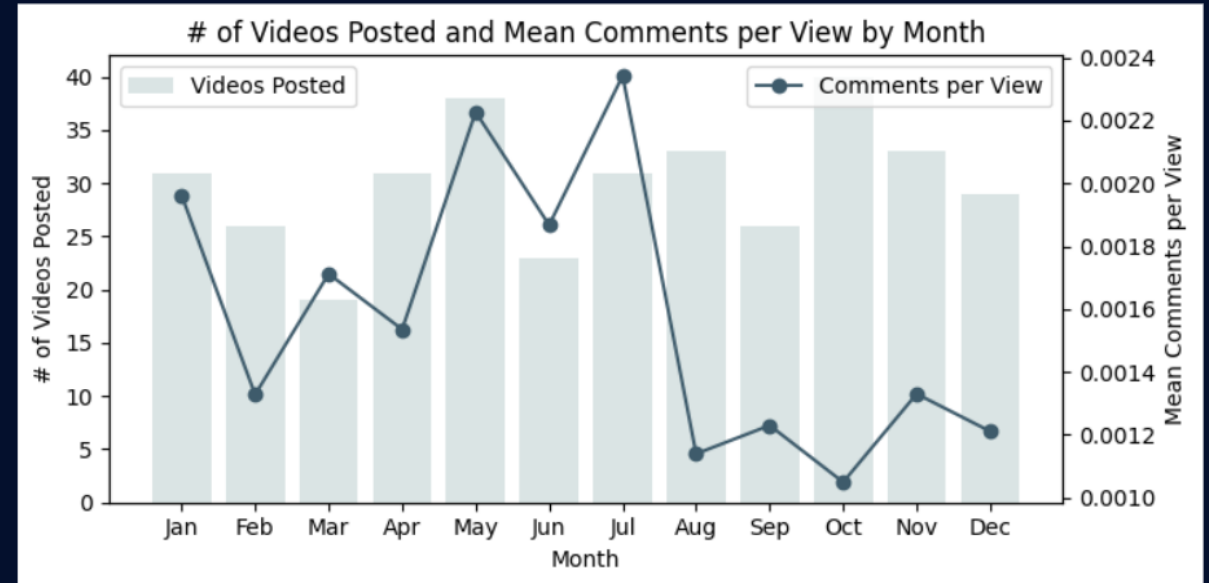
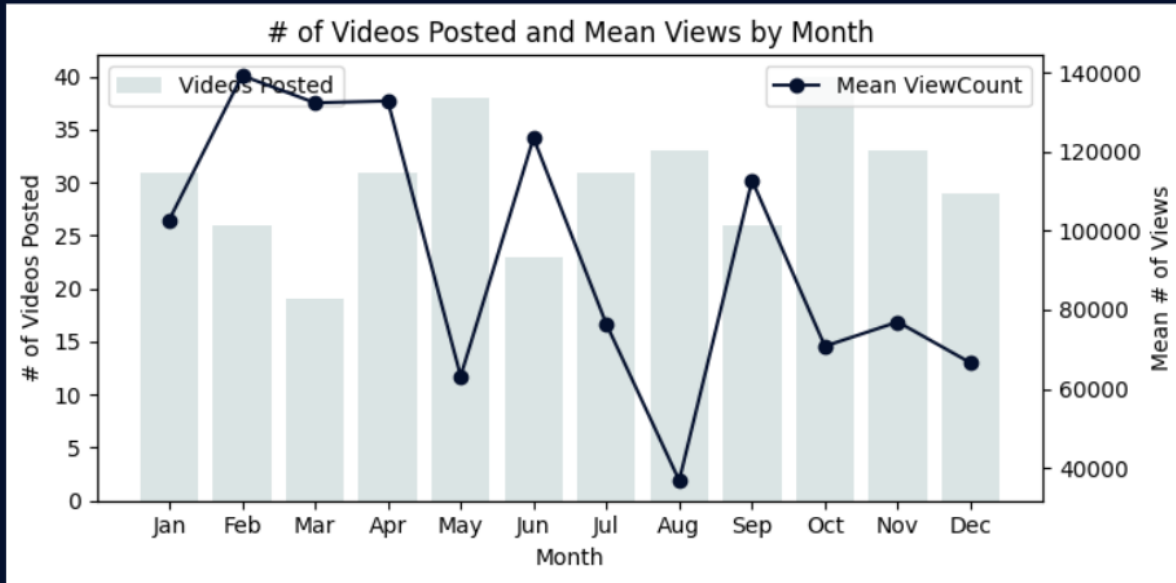
Top Videos

- 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

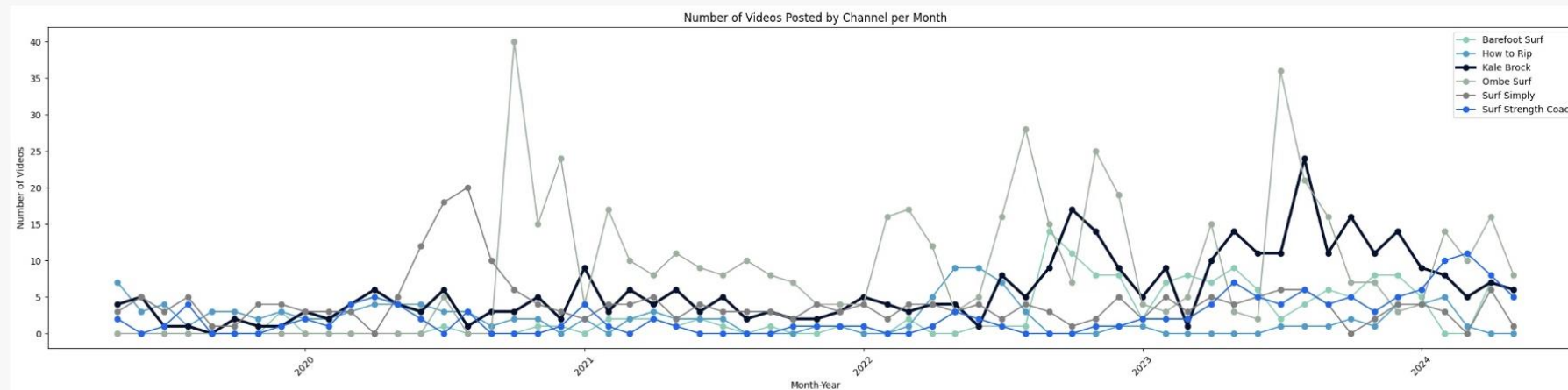
Essentially, video length, timing between videos, timing of posts and content on training and barrels help the performance of your channel.

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

