Prasad Tech in Telugu

YouTube Analytics Dashboard

Overview | Performance Drivers & Insights | Key Insights & Growth Strategy

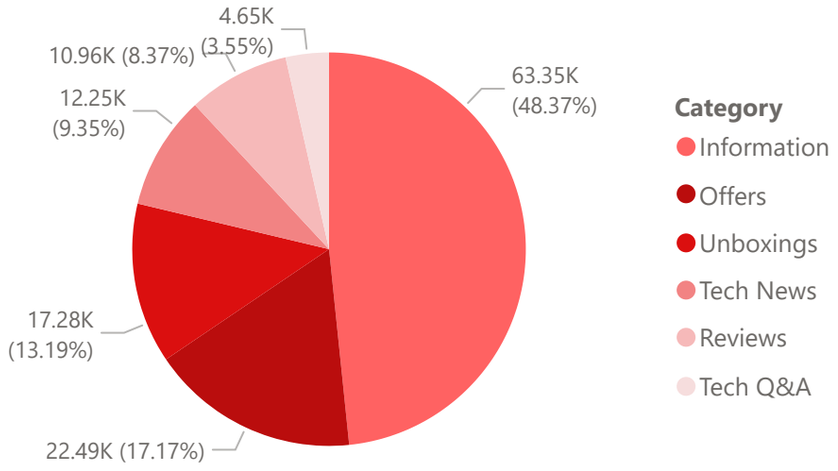
1880M
Total Views

127M
Total Likes

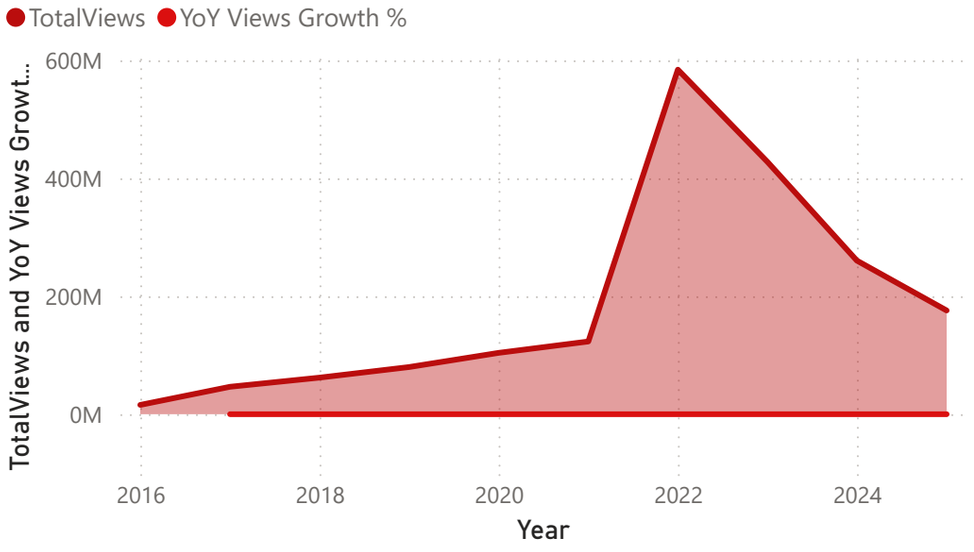
4844
Total Videos

14.63%
YoY Views Growth %

Distribution of Avg.Likes per category



Yearly Views Over Time



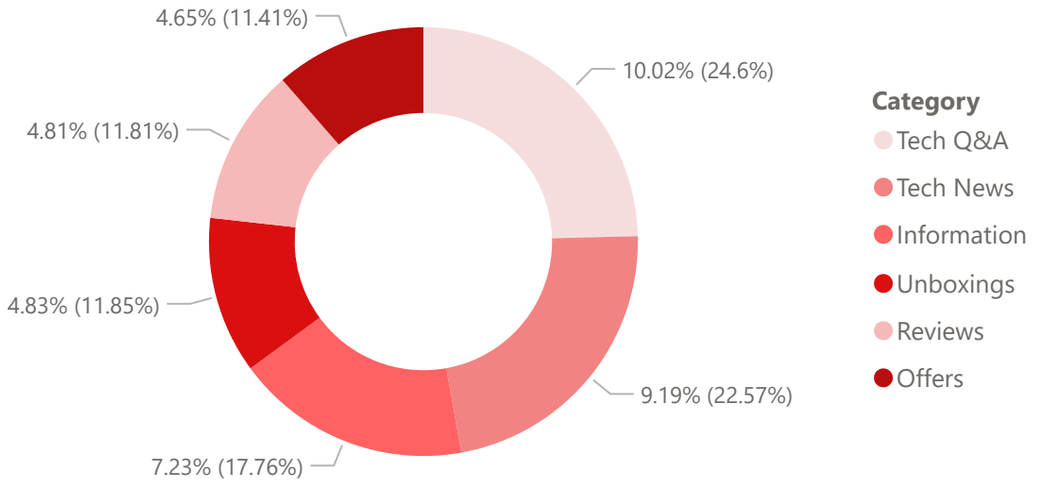
Time Category

- [ ] Afternoon
- [ ] Early Morning
- [ ] Evening
- [ ] Mid Night
- [ ] Morning
- [ ] Night

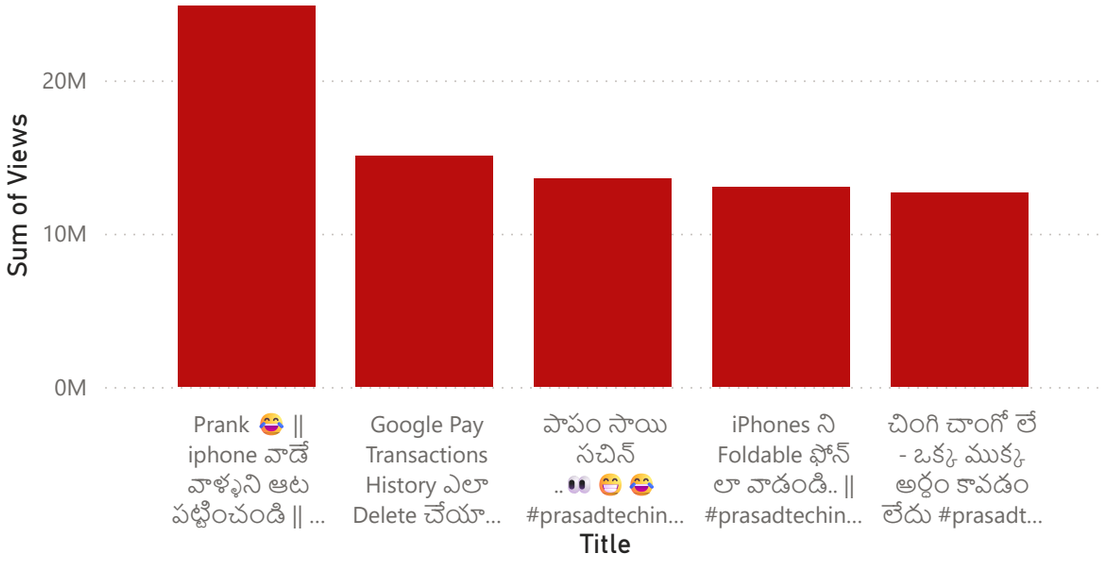
Year

All

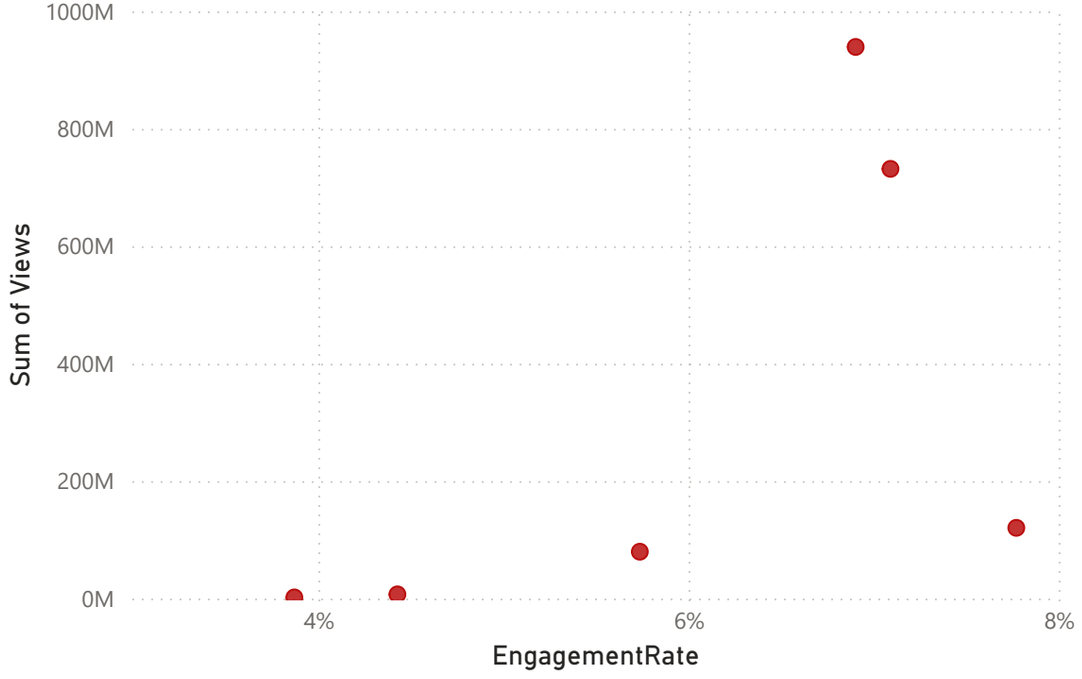
EngagementRate by Category



Sum of Views by Title

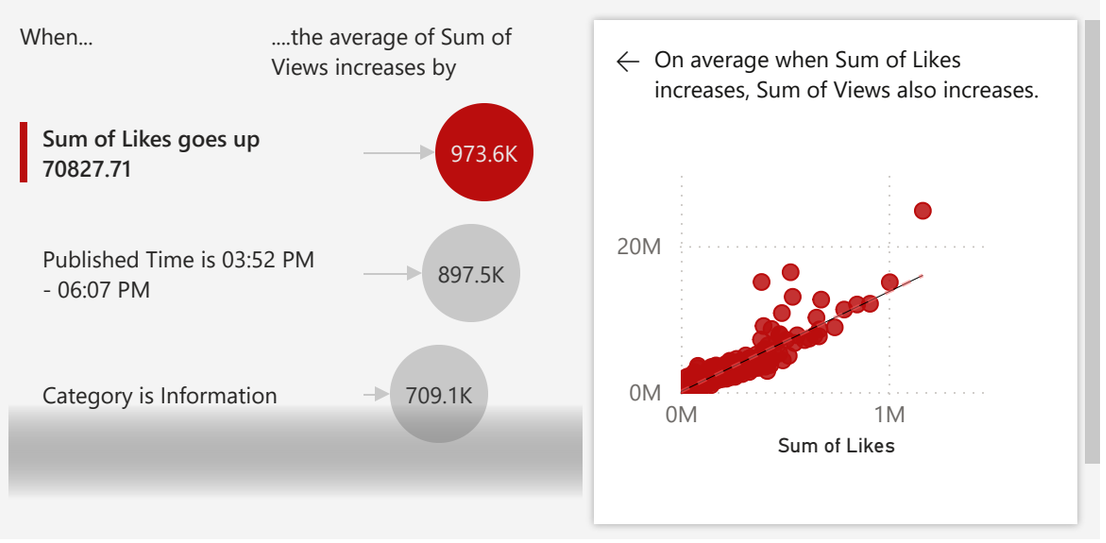


EngagementRate Views by Time Category



Key influencers | Top segments

What influences Sum of Views to Increase ?



Key insights & Growth Strategy

Here is the total analysis and the tips to improve your views in a point-by-point format.

Overall Channel Analysis

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- **Strong Foundation**: The channel has a significant reach with 1880 million total views and 127 million likes across 4844 videos.
- **Proven Growth**: Viewership has grown consistently, peaking in 2022 and maintaining a strong 13.20% Year-over-Year (YoY) growth rate.
- **High-Engagement Niches**: "Tech Q&A" and "Unboxings" have the highest audience engagement rates at 10.02% and 9.19% respectively, indicating a very dedicated viewership for these formats.
- **Optimal Publishing Window**: The data identifies uploads between 3:52 PM and 6:07 PM as a key driver for increasing view counts.
- **Likes Drive Views**: The analysis confirms a direct correlation between likes and views, meaning highly engaging content is crucial for discoverability

Actionable Tips to Increase Views

- **Focus on High-Engagement Content**: Prioritize creating more "Tech Q&A" and "Unboxing" videos. The YouTube algorithm rewards high engagement, which can lead to your videos being recommended to a wider audience.
- **Double Down on Winning Topics**: Create more content around popular services (like "Google Pay"), major sales events ("Flipkart Big Billion"), and head-to-head "Device Battles".
- **Optimize Your Publishing Schedule**: Focus your uploads between **3:52 PM and 6:07 PM**. Also, consider experimenting with more "Night" uploads, as this time slot correlates with your highest engagement rates.
- **Re-evaluate the "Information" Category**: The data identifies the "Information" category as a negative influencer on views. Analyze these topics and consider rebranding them into a more engaging format (like a "Tech Q&A") or reducing their frequency.