Dataset : [Sample] YouTube Channel Report

NUMBER 1: OBJECTIVE, AUDIENCE, LIST METRICS

- **Objective:** Monitor the performance of engagement and user interaction on the YouTube platform.
- **Audience:** Marketing and Management Teams.
- **Expected List Metrics:**
  - **Total Views:** The total number of video views.
  - **Watch Time:** The average time users spend watching videos.
  - **User Comments Added:** The number of comments added by users.
  - **User Subscriptions Added:** The number of new subscribers.
  - **Video Likes Added:** The number of "likes" received by videos.
  - **Video Shares:** The number of videos shared by users.
  - **Top Country:** The region with the highest engagement (can be measured by views).
  - **Top Videos:** Videos with the highest engagement.

NUMBER 2: DASHBOARD LINK :

https://lookerstudio.google.com/reporting/242420ac-c935-4511-b4f8-635159d01e13

NUMBER 3: SUMMARY FINDINGS IN NARRATIVE FORM FOR STAKEHOLDERS

During the analyzed period, user engagement and interaction performance on the YouTube platform showed positive results, along with several key insights:

- **Total Views:** The platform achieved 21,968 video views, indicating significant audience interest in the presented content.
- **Average Watch Time:** Users spent an average of 4 minutes and 6 seconds per view, showing a decent level of interest. However, there is room to increase engagement by delivering content that can extend watch durations.
- **User Engagement:** While direct interactions such as comments were relatively low (23 comments), users showed more engagement through "likes" (1,114 likes) and "shares" (2,393 shares). This indicates that the content successfully motivated the audience to share videos, even though text-based interactions like comments were less frequent.
- **User Growth:** The platform gained 48 new subscribers during this period, suggesting growth in attracting a new audience interested in following the content consistently.
- **Regional Performance:** The United States displayed the best performance, with a total of 7,502 views. This indicates that the content has a particular appeal to audiences in this region. This information can be utilized for more targeted marketing strategies, especially when allocating promotional resources to high-engagement regions.
- **Top Video:** The video with the external ID "u9548XlShpc" ranked highest in terms of engagement, achieving 2.9K views, an average watch time of 6 minutes and 30 seconds, and 341 shares. This video also received 153 "likes" and 29 comments, demonstrating that it attracted significantly more attention and engagement compared to other content.

Conclusion and Recommendations

These findings highlight substantial potential for further developing content that appeals to audiences, particularly in the United States and other regions with high view counts. Engagement metrics such as "likes" and "shares" signal positive audience attraction, but additional strategies are needed to increase direct interactions, such as comments and average watch time.

Recommendations:

1. Develop more content similar to the high-performing video "u9548XlShpc" with strong engagement.
2. Launch campaigns encouraging users to leave more comments to make the platform more interactive.
3. Target regions with lower engagement but high potential through tailored promotions or content aligned with local preferences.

With this analysis, the Marketing and Content Management Teams are expected to design more effective strategies to enhance engagement and user retention on the YouTube platform while attracting new audiences in high-potential regions.