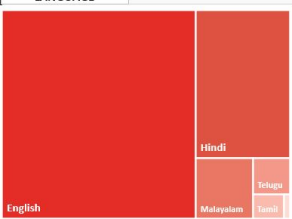


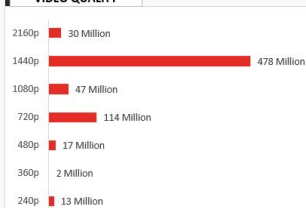
WHAT IS YOUTUBE ALGORITHM ?

Youtube Algorithm is a set of computer instructions designed to process videos and associated content such as comments, description, engagements etc in a order to rank and recommend videos based on relevance and viewer satisfaction. In this dashboard we've decoded the working of youtube algorithm to help youtube content creators.

LANGUAGE



VIDEO QUALITY



HOW TO UTILIZE THE ANALYSIS OUTCOMES?

If the content creator make video following the parameters suggested by the analysis . Growth of the creator in Youtube will be swift when compared to usual pattern of making video. The logic behind this is the parameters will match along with the youtube algorithm which in turn recognize and promotes the video to the desired audience for better reach.

VIDEO VIEWS IMPACT SUMMARY

LANGUAGE

ENGLISH holds the highest views and **HINDI** holds the second highest views from our analysis. If a youtuber makes the video in either english or hindi he/she more likely to get higher views.

VIDEO QUALITY

76% of the video in our dataset uses 1080p as the maximum video quality. But we can see that 1440p is the quality preferred by the audience since it generated highest view impact in our analysis. Youtuber is suggested to use **1440p** as their maximum video quality.

VIDEO DURATION

In our analysis we can see that short video (1- 6 Min) holds the maximum view impact. English and Hindi language holds the average duration of 31 Min. Therby Youtuber is suggested to make a video within 6Minutes if posting a shorter video and next slab comes within 30 Minutes.

Suggested video durations: <6Min and < 31 Min

VIDEO DESCRIPTION, SUBTITLE

In the analysis we can see that using video description and subtitle have a positive impact on the views. Youtuber is suggested to use video description and subtitle.

PREMIERING

In our analysis we can see that 89% video in our data set are not premiered. But we can see that premiering the video have a huge impact on the views. We suggest youtuber to use the premiering feature

HASHTAG

Hashtag is used to suggest our video to the targeted audience. In our analysis we can see that using 3 hashtags have the highest views impact. So we suggest youtubers to use **3 hashtags** to their videos for better reach.

COMMUNITY ENGAGEMENT

Community posts are the great tool to engage with the subscribers. More we engage with the subscribers more support we can receive from them. We can also see the same result in our analysis. We suggest youtubers to engage more with the subscribers through interactive community posts.

VIDEO DURATION



VIDEO DESCRIPTION



SUBTITLE



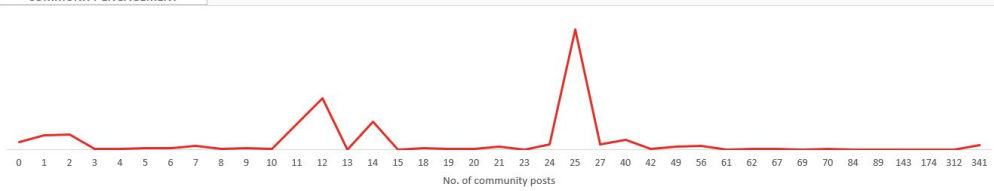
PREMIERED



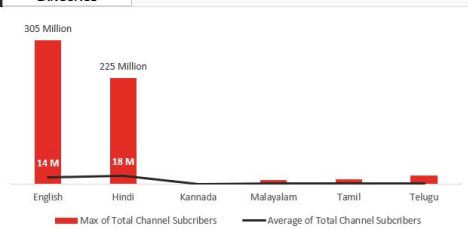
HASHTAG



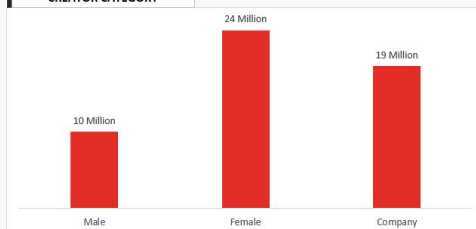
COMMUNITY ENGAGEMENT



LANGUAGE



CREATOR CATEGORY



SUBSCRIBER IMPACT SUMMARY

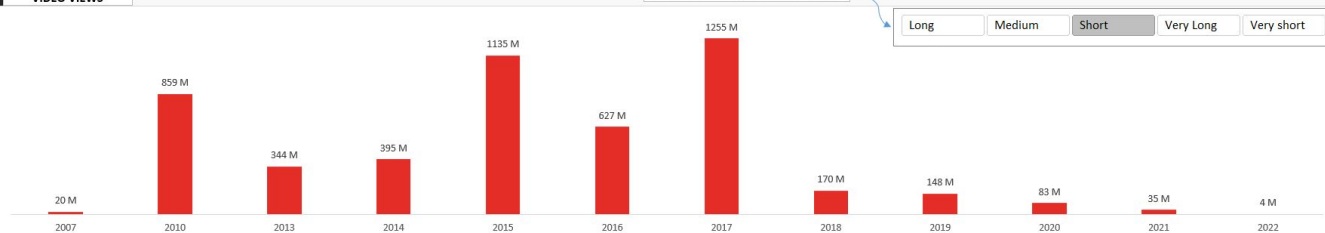
LANGUAGE

Same as the views impact analysis English and Hindi are holding the highest subscriber base. So if you make video in english and hindi as suggested earlier you'll be also benefited with the good subscriber count also.

CREATOR CATEGORY

Female creator holds the highest subscriber base when compared to male creator in individual creator category we can also see that female creator have also surpassed the subscriber count of corporate creator.

VIDEO VIEWS

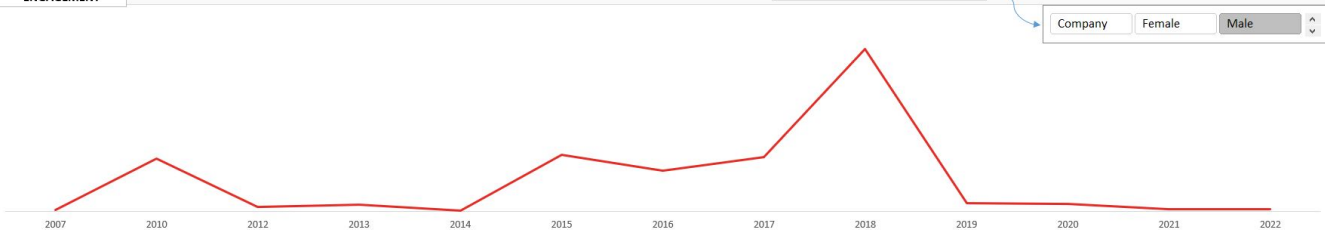


Click here to change video category

Long Medium Short Very Long Very short

Reliance JIO launched in the year 2015 the drastic change in the views from 2014 to 2015 may be due to the entry of JIO

ENGAGEMENT



Click here to change creator category

Company Female Male

VIDEO VIEWS IMPACT

SUBSCRIBER IMPACT

YEARWISE ANALYSIS