

Youtube Analytics: Insights for Strategic Growth

1. Executive Summary:

- Using the Youtube metrics dataset provided by Nicole Martin Consulting, I examined the performance of this channel over the past two years. Based on analysis, I used Tableau to visualize key metrics including views, watch time, impressions, click-through rates (CTR). Combining those metrics with the demographics of the audience, I identified growth trends and audience patterns to propose next steps in creating relevant content and potential platform partnership for this Youtube channel.

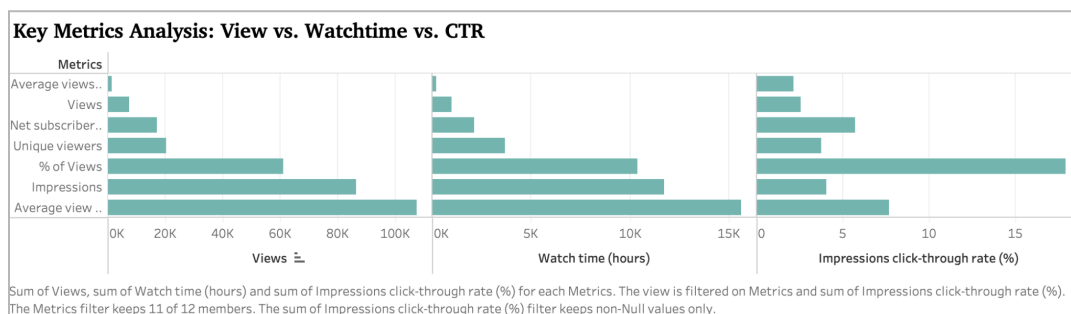
2. Analytical Approach:

- Firstly, I identified the key metrics that are used to prove the growth and success of Youtube channels, including views, watch time, impressions, and CTR. Then, I used bar charts to show the relationship and trends between these metrics.
- Secondly, I looked at traffic sources by views and CTR to determine which sources drove the most traffic and where optimization has room for. Tree maps and bar charts were used to visualize the trend here.
- Finally, demographics are always the most important role when it comes to marketing to help marketers understand their audience to maintain the engaging content while making adjustments to attract many more new customers. Audience segmentation based on age groups was examined to identify the primary and secondary target audiences.
⇒ The dashboard helps comparing metrics across different dimensions to find patterns and prompt me to insight-driven proposals.

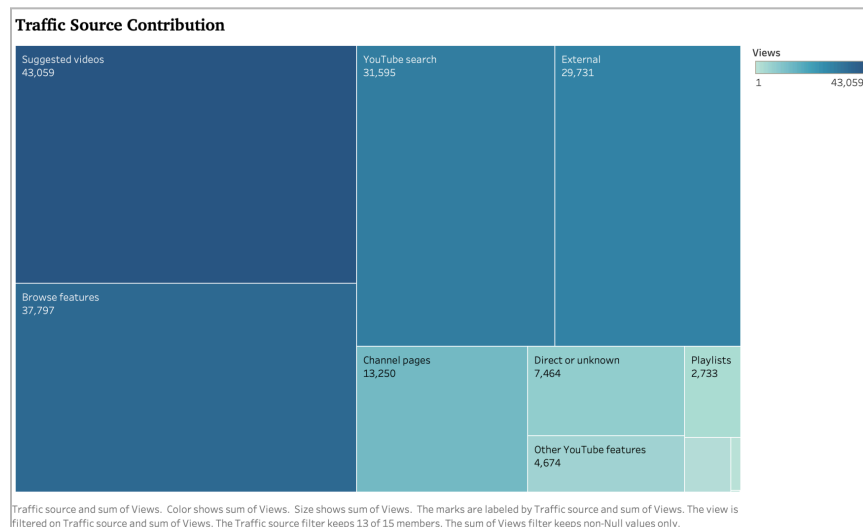
3. Tableau Public Dashboard: [link](#)

4. Insights and Discussion:

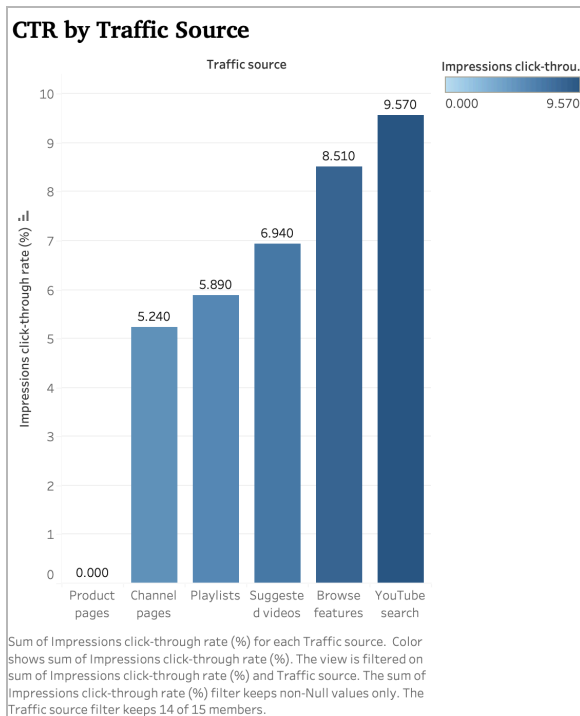
- Overview:
 - Impressions reached 1.09M, increased by 265 compared to 2021.
 - CTR improved by 0.44%, now at 4.06%, indicating that there's still room for improvement for this metric.
 - 92% are unique viewers.
- Dashboard Analysis and Recommendations:



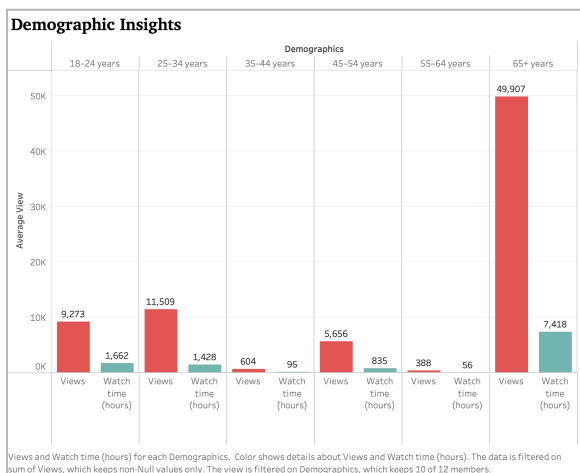
With a steady growth of views, we can make sure that our channel has a consistent engagement and they are still growing. As the watch time directly makes up the views, we can confirm that once the audience clicks our video, they will spend time watching the content. CTR is the only lower-performing metrics, which is likely due to the attractiveness of thumbnails and titles. Here, I propose that we conduct surveys and interviews to learn more about the potential audience and the market trends, in parallel with focusing on A/B testing to test thumbnails and video titles. By this way, we can identify the relevant thumbnails and keywords to better catch the views' attention, and thus increase CTR.



While there has been a shift from suggested/external/direct to browse/search/channel page, suggested videos(43,059 views) are still the dominant contributor, suggesting that we still rely on the recommendation algorithm of Youtube. Followed by browser features (37,797 views) and Youtube search (31,595 views) are other significant contributors that navigate the audience to watch our videos. Notably, the external source – making up for 29,731 views) – is rising, signaling that off-platform promotion has a high potential to grow and drive more traffic. All in all, we can see our channel is doing well, and we need to continue optimizing our content with hooks in the first 30% to turn our viewers to watchers. Same as the aforementioned trend with CTR, we need to enhance SEO by identifying relevant and high-performing keywords.



With the peak at 9.57%, Youtube search is the highest of all sources, and proves the high efficiency of search-driven traffic. This aligns with the trend for viewer traffic source, and



Talking about our secondary audience – those who are from 25 to 34 age group, with an average view of 11,509 and watch time of 1.428 hours, they contribute significantly to our channel but have much lower watch times, signaling that they have shorter attention spans and our content needs to increase more

suggests room for improvement for SEO keywords. Suggested videos as source has a stable engagement rate; however, this combined with the CTR trend suggests that we can leverage the thumbnails to be more appealing and titles to catch the attention of the viewers more strikingly.

Our channel top performers are those from the 65+ age group, with an average of 49,907 views and 7,418 hours. This is the largest audience segment with the highest engagement and highest watch time. To keep and increase our primary audience, we can develop value-based content, including how-to-guides, wellness tips, etc. that bear the most resonance to them (Pew Research Center). Moreover, since this is an older population, we must improve our content accessibility, ensuring that our videos have titles and descriptions that are easily read and understood by them. We should also encourage them to share the videos on Facebook for higher traffic.

engagement for them. I propose that 1) We create the “younger” and “trendier” content that is more closely related to them, such as hobbies and lifestyles (Statista), in parallel with integrating active, youthful, and humor language, 2) We take advantage of the Shorts feature of Youtube to create more mobile-first, short content that immediately catch their attention and solve the problem of their short attention span, and 3) cross promote our content on other visually appealing social media (Instagram) with potential influencers.

By taking these steps, we can both maintain our current database of audience (65+ age group) and expand our potential younger audience (18-34 age group).