



Beloit College, DSDA390

# YOUTUBE ANALYTICS: INSIGHTS FOR STRATEGIC GROWTH

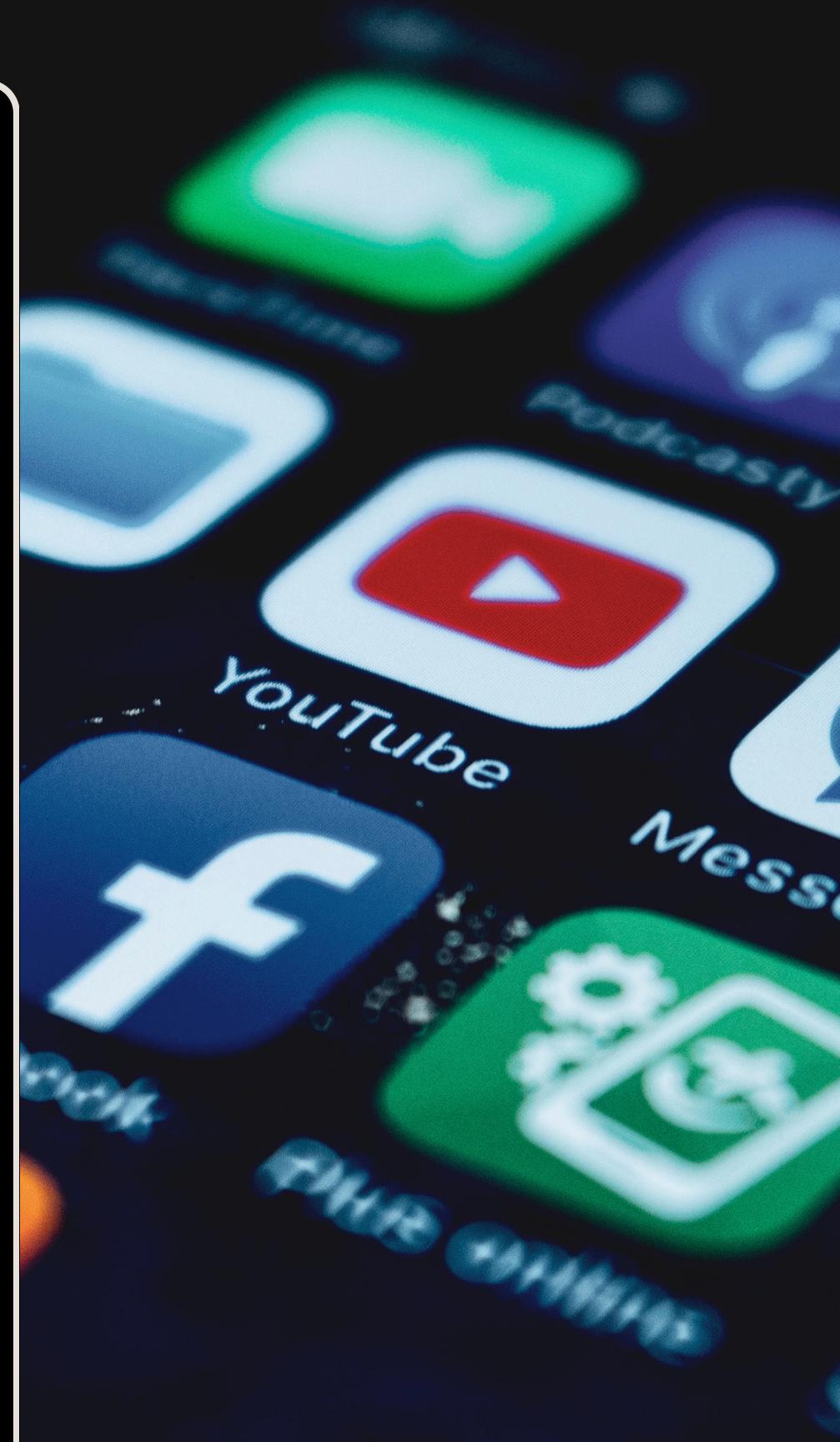
A large, translucent, iridescent ribbon or wave graphic that starts from the top left, curves down and around the title, and then loops back up towards the top right. The colors of the ribbon reflect a rainbow spectrum against a dark blue background.

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# OVERVIEW

This presentation highlights the growth and success of the YouTube channel over the past 2 years. Using Tableau, I've analyzed key metrics to identify opportunities for sustained growth and audience engagement. This data-driven analysis will help ensure funding decisions align with the channel's potential for ROI.





# YEAR-OVER-YEAR ANALYSIS

## INSIGHTS:

- Views: Steady growth over time, suggesting consistent engagement and a growing audience
- Watch Time: Directly proportional to views, confirming that the audience spends time watching videos
- CTR (Click-Through Rate): Small growth indicates a need to optimize thumbnails, titles, and metadata to better capture viewers' attention



- Focus on A/B testing thumbnails and video titles to increase CTR



# TRAFFIC SOURCE CONTRIBUTION BY VIEW

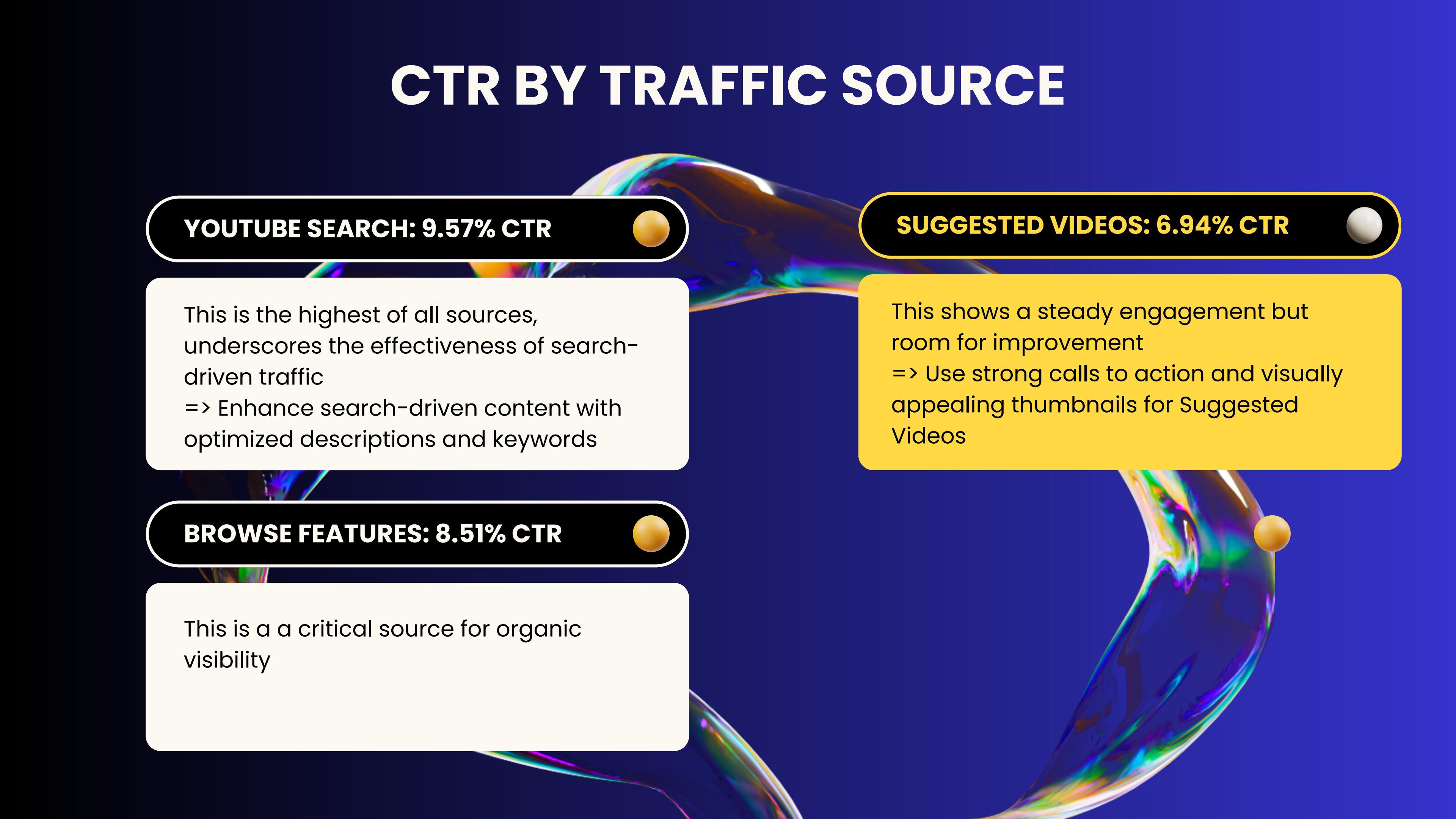
## INSIGHTS:

- Suggested Videos (43,059 views) dominate, showing strong reliance on YouTube's recommendation system
- Browse Features (37,797 views) and YouTube Search (31,595 views) are other significant contributors
- External Sources (29,731 views) highlight opportunities for off-platform promotion



- Continue optimizing content with hooks in the first 30 sec
- Enhance SEO by targeting high-performing keywords
- Collaborate with external platforms or influencers to drive more traffic

# CTR BY TRAFFIC SOURCE



**YOUTUBE SEARCH: 9.57% CTR**

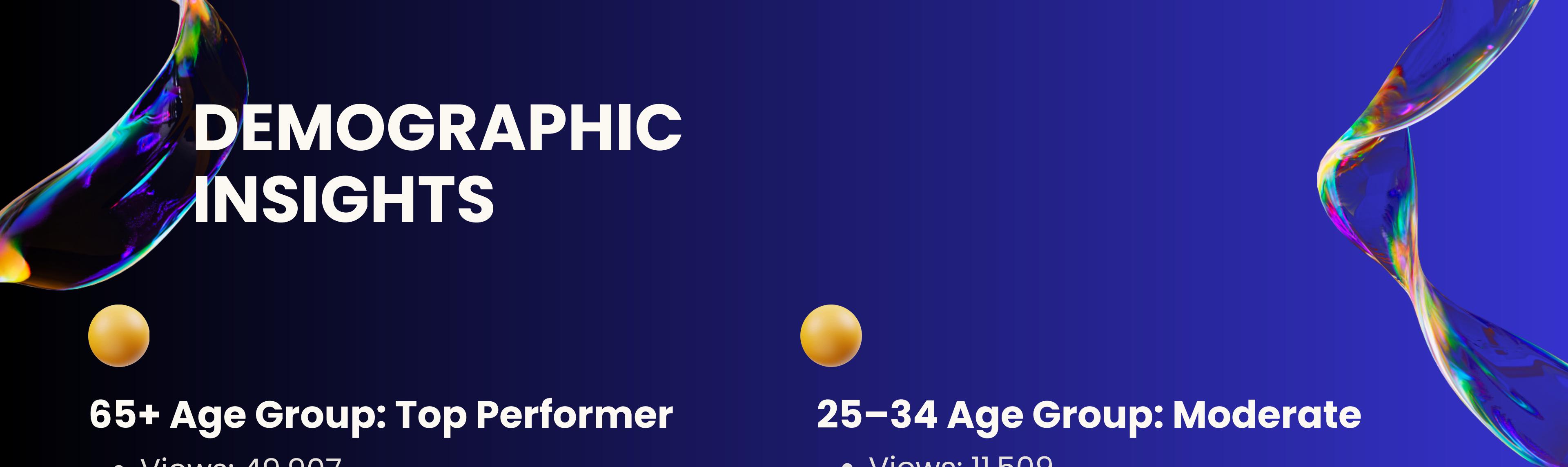
This is the highest of all sources, underscores the effectiveness of search-driven traffic  
=> Enhance search-driven content with optimized descriptions and keywords

**SUGGESTED VIDEOS: 6.94% CTR**

This shows a steady engagement but room for improvement  
=> Use strong calls to action and visually appealing thumbnails for Suggested Videos

**BROWSE FEATURES: 8.51% CTR**

This is a critical source for organic visibility



# DEMOGRAPHIC INSIGHTS

## 65+ Age Group: Top Performer

- Views: 49,907
- Watch Time: 7,418 hours (longer content)
  - This age group is the **largest audience segment**, with **high engagement** and **significant watch time**
  - They likely resonate with content that is **informative, nostalgic, or educational**

## 25–34 Age Group: Moderate

- Views: 11,509
- Watch Time: 1,428 hours (short, trend)
  - This group is familiar with digital content but **less engaged** than older viewers
  - Their preferences might align with **trends, short-form, interactive** videos due to busy work-life schedule

## 65+ Age Group: Top Performer

- Expand Niche Content:
  - Focus on educational or **value-based content** (how-to guides, wellness tips, hobby-related content) (Pew Research Center)
- Simplify Access:
  - Ensure video **titles and descriptions** are easy to understand and address specific interests for this group
  - Add closed captions to **improve accessibility** and appeal to viewers who may prefer or require subtitles
- Promote Contents:
  - Use **Facebook** to encourage them share videos and drive traffic

## 25–34 Age Group: Moderate

- Content Personalization:
  - Develop content about **trends, hobbies, and lifestyles** (Statista)
  - Use relatable **language**, humor, or lifestyle-oriented topics to connect with their preferences
- Leverage Social Media:
  - Promote short, mobile-first video content, making use of **YouTube Shorts**
  - Highly responsive to **influencers and visual platforms** (Instagram)
- Engagement Strategies:
  - Leverage the use of hashtags for **organic growth**

# STRATEGIC PLAN FOR FUTURE GROWTH

## Maximize Traffic Source

- Boost views and CTR from high-performing sources
  - Optimize metadata to align with trending topics.
  - Create more content formats proven to perform well on recommendation systems
- YouTube Search:
  - Focus on keyword research and optimization to maintain the highest CTR (9.57%).
  - Leverage search insights to identify new content opportunities



## Expand TA Reach

- Increase views and engagement across key demographics
- Primary Audience (25–34)
- Emerging Audience (65+)
- Youth Audience (18–24):
  - Experiment with short-form content on YouTube Shorts.
  - Engage with this audience through trends and fast-paced editing styles

# LIMITATIONS

- Which traffic sources are most effective for specific age groups? It's difficult to accurately propose the best platform or traffic source to target each demographic
- Which types of content (e.g., tutorials, vlogs, reviews) perform best for different demographics?
- The data only segments by age and gender groups without Geography, or interests, which are important data when it comes to performance marketing



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# THANK YOU

