

# *Creator Monetization Analytics Platform*

Jonathan Ayala

[github.com/juayala/creator-monetization-analytics](https://github.com/juayala/creator-monetization-analytics)



# *Empowering Monetization Decisions*

- Teams need better monetization insights
- Engagement data is fragmented
- External CPM trends underused
- SQL + Looker dashboards drive action
- Enables smarter decisions at scale

# Role: Data Products Analyst

- Build scalable data pipelines
- Translate data into decisions
- Automate ETL workflows
- Align insights to strategy
- Use SQL, Python, dbt, Looker

[← Back to jobs search](#)

## Data Products Analyst, YouTube

YouTube

Mountain View, CA, USA; +3 more

Mid

[Apply](#) [Share](#) [Bookmark](#)

**i** This role may also be located in our Playa Vista, CA campus.

Note: By applying to this position you will have an opportunity to share your preferred working location from the following: **Mountain View, CA, USA; New York, NY, USA; Los Angeles, CA, USA; San Bruno, CA, USA.**

**Minimum qualifications:**

- Bachelor's degree or equivalent practical experience.
- 3 years of experience with data analysis and SQL/MySQL.
- 3 years of experience in system architecture and code comprehension (reading) in Python.
- 3 years of experience in technical troubleshooting, and managing internal/external partners or customers.
- 3 years of experience in designing data pipelines, and dimensional data modeling for synch and asynch system integration and implementation using internal (e.g., Flume, etc.) and external stacks (e.g., Data-flow, Spark, etc.).
- 3 years of experience working with data infrastructure and data models by performing exploratory queries and scripts.

# API Source: YouTube API v3

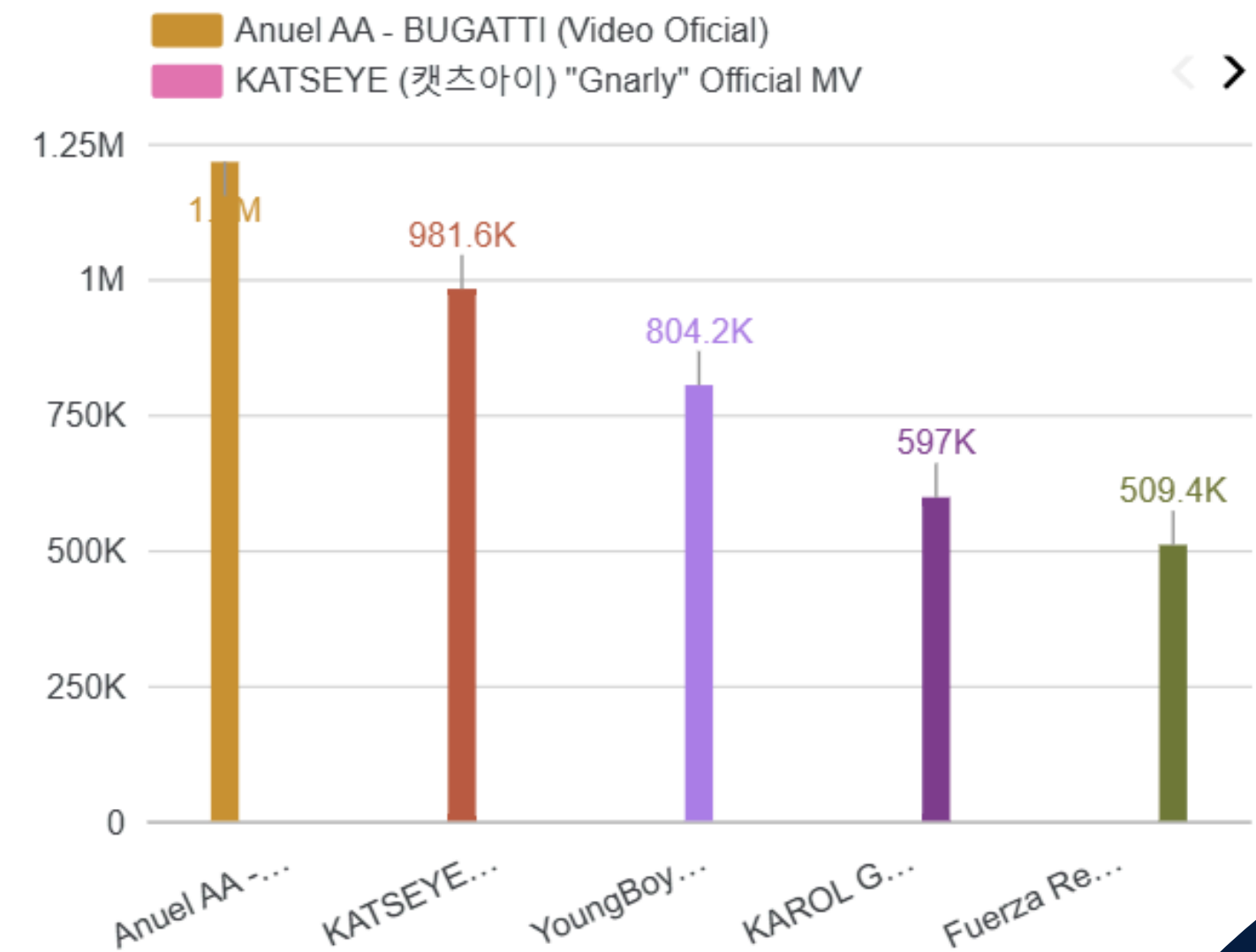
- Title, views, likes, publish dates, etc.
- Used Python googleapiclient library
- Stored in AWS PostgreSQL
- Powered trending velocity analysis



# Anuel AA's video gains 1.2M/day

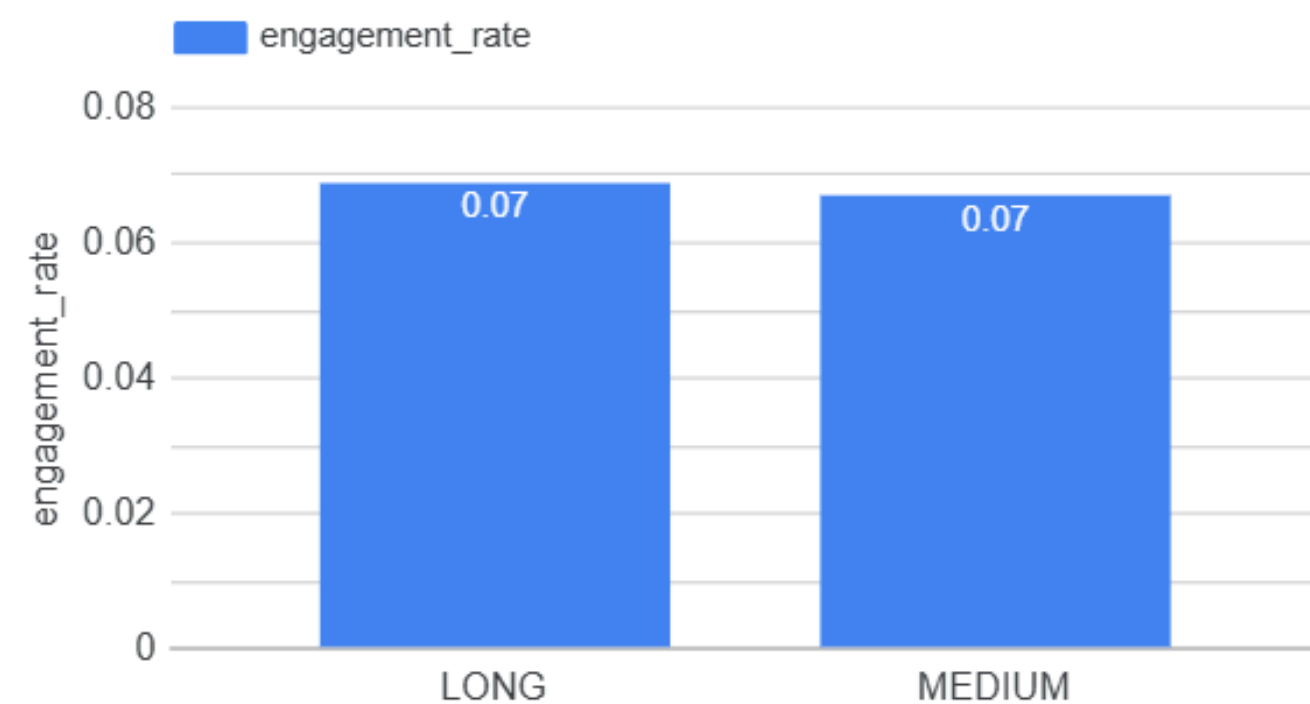
- Business Question: Which trending videos gain views fastest?
- Recommendation: Promote top videos in first 72 hours
- Prediction: +20–30% velocity increase possible using same tactic

views\_per\_day for trending songs



# *Long and medium videos perform best*

engagement\_rate by duration\_category



- Business Question: Which video length gets most reactions?
- Recommendation: Focus on 2–5 minute content
- Prediction: +15% boost in engagement rate

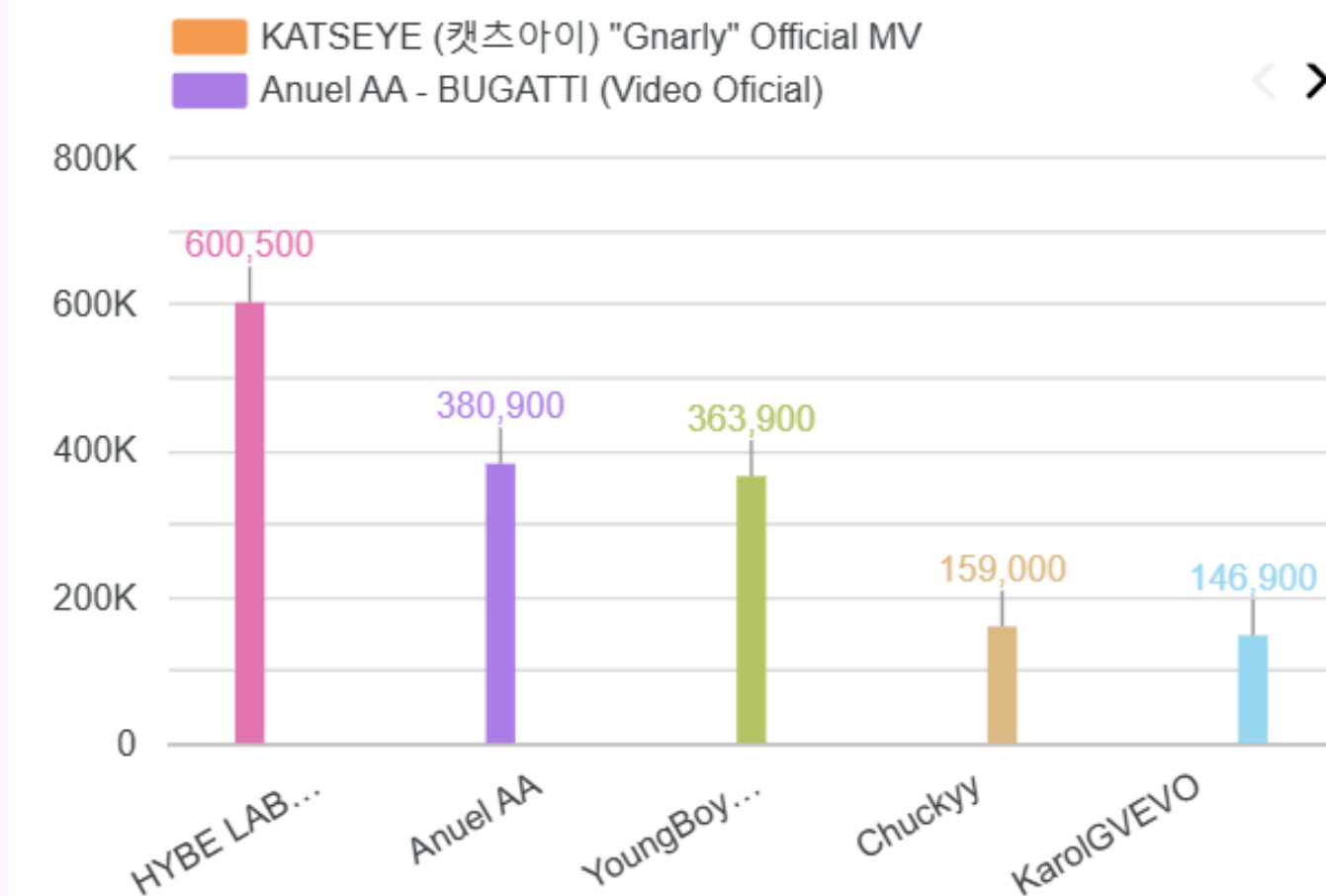
# Web Scrape: yt-trends.iamrohit.in

- Likes, comments, channel, title
- Scraped using Firecrawl + pandas
- Supported creator benchmarks + ranking
- Stored in AWS PostgreSQL



# ***HYBE leads with 600K+ total reactions***

total\_reactions by channel\_name and top\_video\_name



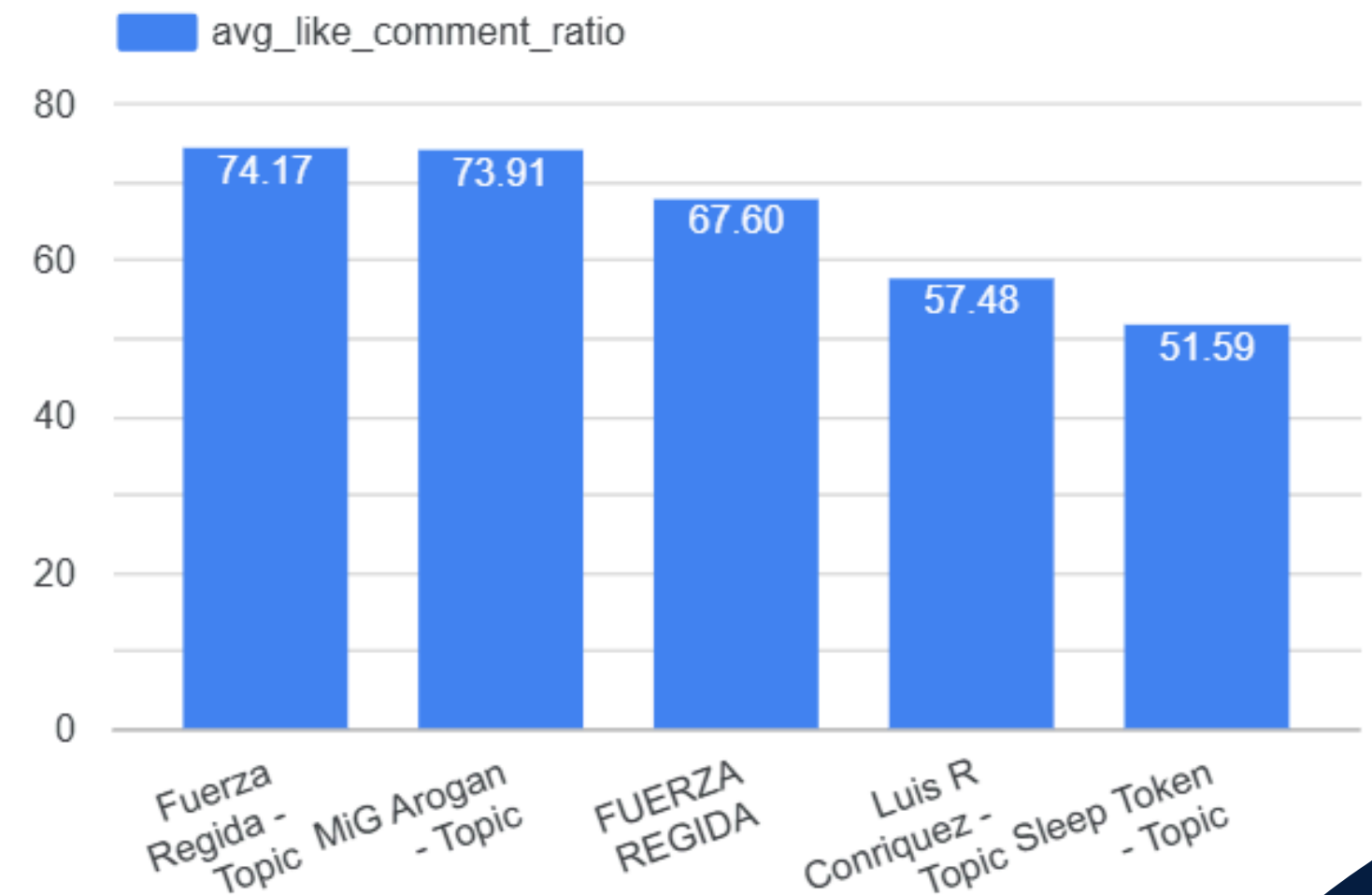
- Business Question: Which creators get the most reactions?
- Recommendation: Use multi-video strategies over one-hit
- Prediction: +20% reactions with follow-up content



# *Fuerza Regida leads with 74:1 ratio*

- Business Question: Which channels get most likes per comment?
- Recommendation: Prompt comments with CTAs + polls
- Prediction: +40% increase in comment volume

avg\_like\_comment\_ratio by channel\_name



# *Prepared to Add Value at YouTube*

Delivered a full-stack analytics project

Combined SQL, scraping, dbt, Looker

Aligned insights to monetization strategy

Built real BI workflows from scratch