# HIGH - LEVEL OBSERVATIONS

RJ KARISHMA
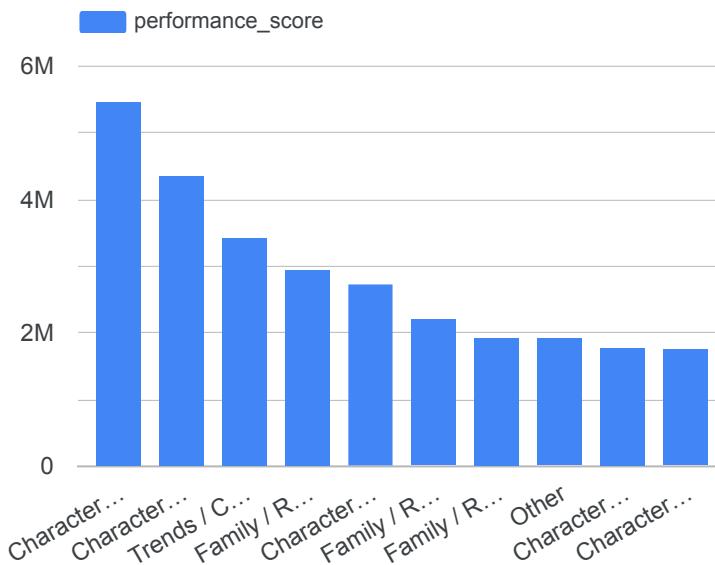
Average Views Overall -   17509339
Average Views For Shorts - 17713047
Average Views For Videos -   2434966
Percentage of views from shorts -   99.8145777%
Percentage of views from videos -   0.1854223015%
Total likes -   270,130,798
% likes from shorts - 99.90794682
% likes from videos - 0.09205318381
uploads per week - 1.36

VIRAJ
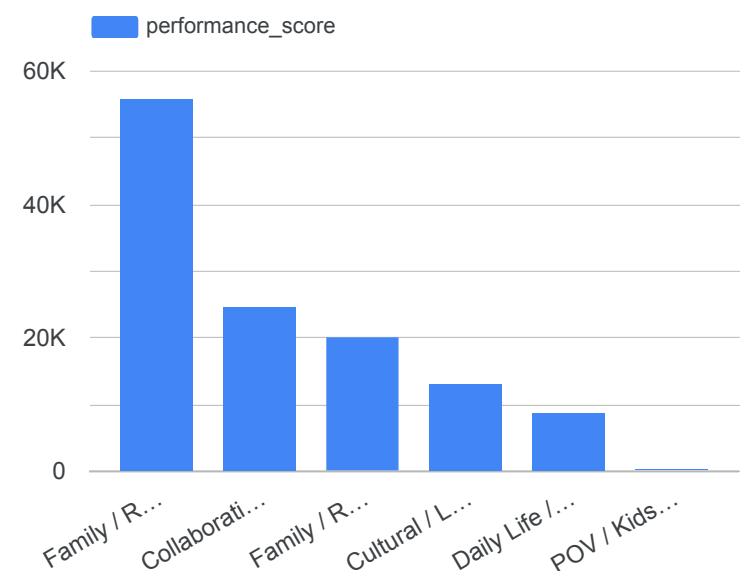
Average Views Overall -   182670
Average Views For Shorts - 163227
Average Views For Videos -   204543
Percentage of views from shorts -   47.30634921%
Percentage of views from videos - 52.69365079
Total likes -   691,288
% likes from shorts - 37.88724815
% likes from videos - 62.11275185
uploads per week -0.27

# CONTENT TYPE RANKED ACCORDING TO PERFORMANCE

RJ Karishma

■ performance_score

Categories (x-axis): Character …, Character …, Trends / C…, Family / R…, Character …, Family / R…, Family / R…, Other, Character …, Character …

Viraj

■ performance_score

Categories (x-axis): Family / R…, Collaborati…, Family / R…, Cultural / L…, Daily Life / …, POV / Kids…
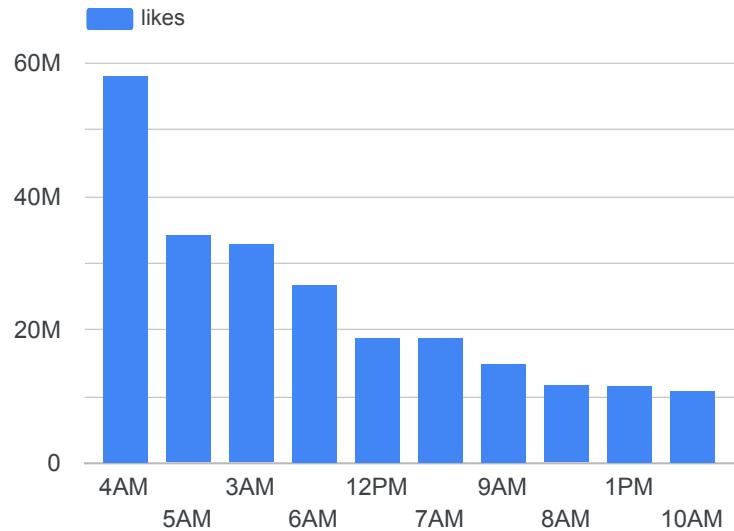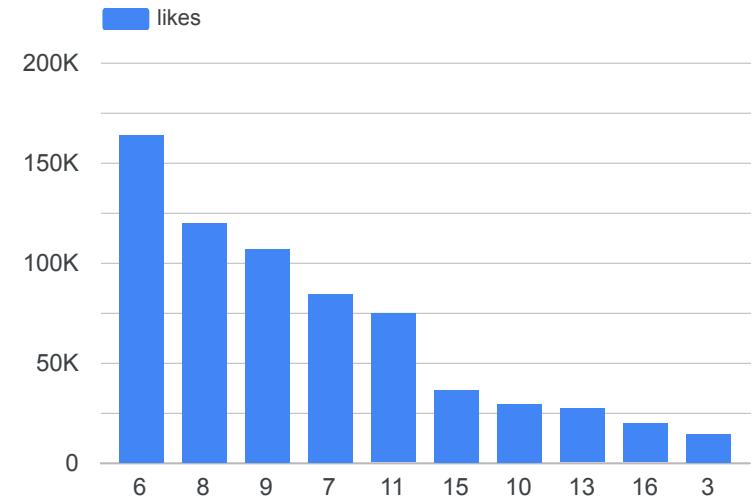
PEAK ENGAGEMENT

RJ KARISHMA
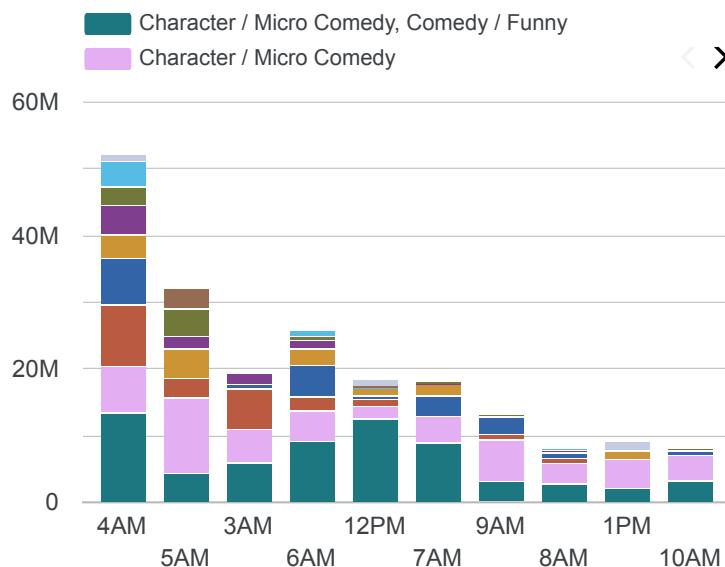
VIRAJ
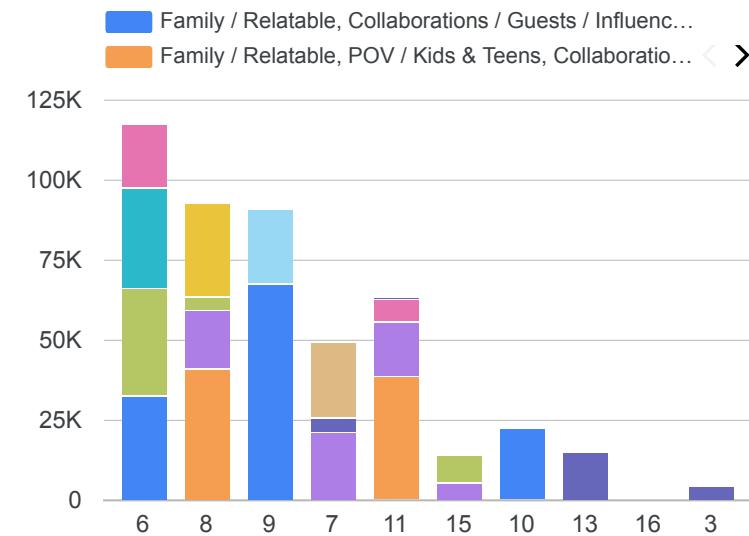
CONTENT TYPE AT PEAK HOURS

RJ KARISHMA

Legend:
- Character / Micro Comedy, Comedy / Funny
- Character / Micro Comedy

Y-axis: 0, 20M, 40M, 60M

X-axis: 4AM, 5AM, 3AM, 6AM, 12PM, 7AM, 9AM, 8AM, 1PM, 10AM

VIRAJ

Legend:
- Family / Relatable, Collaborations / Guests / Influenc…
- Family / Relatable, POV / Kids & Teens, Collaboratio…

Y-axis: 0, 25K, 50K, 75K, 100K, 125K

X-axis: 6, 8, 9, 7, 11, 15, 10, 13, 16, 3

WHY KARISHMA OUTPERFORMS VIRAJ

Key Insights:

1) Consistent Uploads: Karishma uploads ~5× more videos than Viraj, ensuring regular audience engagement.

2) Content Focus: Majority of Karishma's uploads are Character / Micro Comedy, her top-performing content type, while Viraj's content is scattered across multiple categories.

3) Peak Hour Strategy: Karishma uploads high-performing content both at peak and non-peak hours, maintaining steady engagement. Viraj uploads top content mainly during peak hours (6, 8, 9), limiting overall reach.

 4) Impact: High frequency + focused content + consistent engagement across hours drives Karishma's superior performance.