

Filters

Select Load Date: 2025-11-10

Select Media: Chris Face VSL The Gap Method Youtube Paid Ads

Wistia Video Analytics Dashboard

i About These Metrics

This dashboard visualizes aggregated video engagement metrics generated by the AWS-based Wistia Data Pipeline

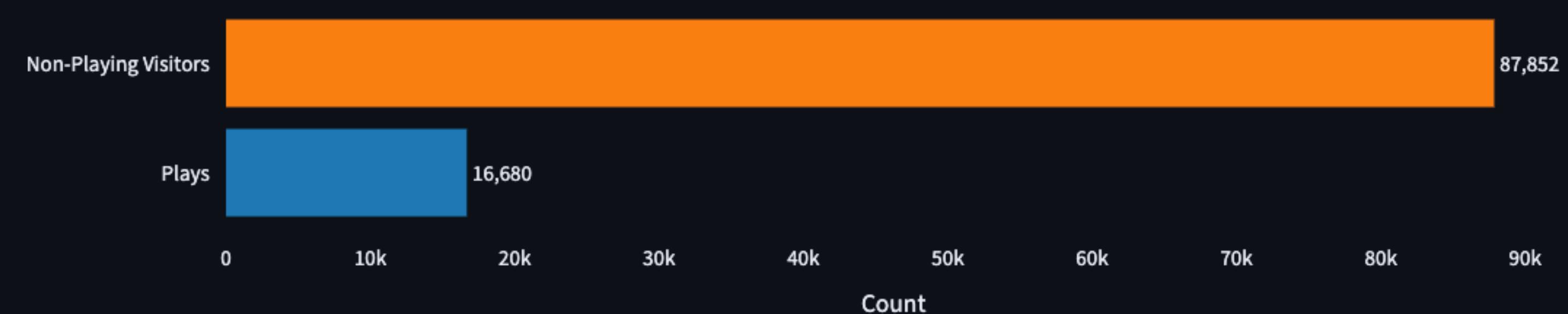
Note: Wistia's Stats API returns *cumulative lifetime totals* for each video. Metrics shown here (Plays, Visitors, Play Rate, Engagement) represent the video's overall performance up to the selected snapshot date — not the values for just that day.

📊 Key Performance Indicators — 2025-11-10

Total Plays	Total Visitors	Avg Play Rate (%)	Avg Engagement (%)
16,680	104,532	15.0	17.0

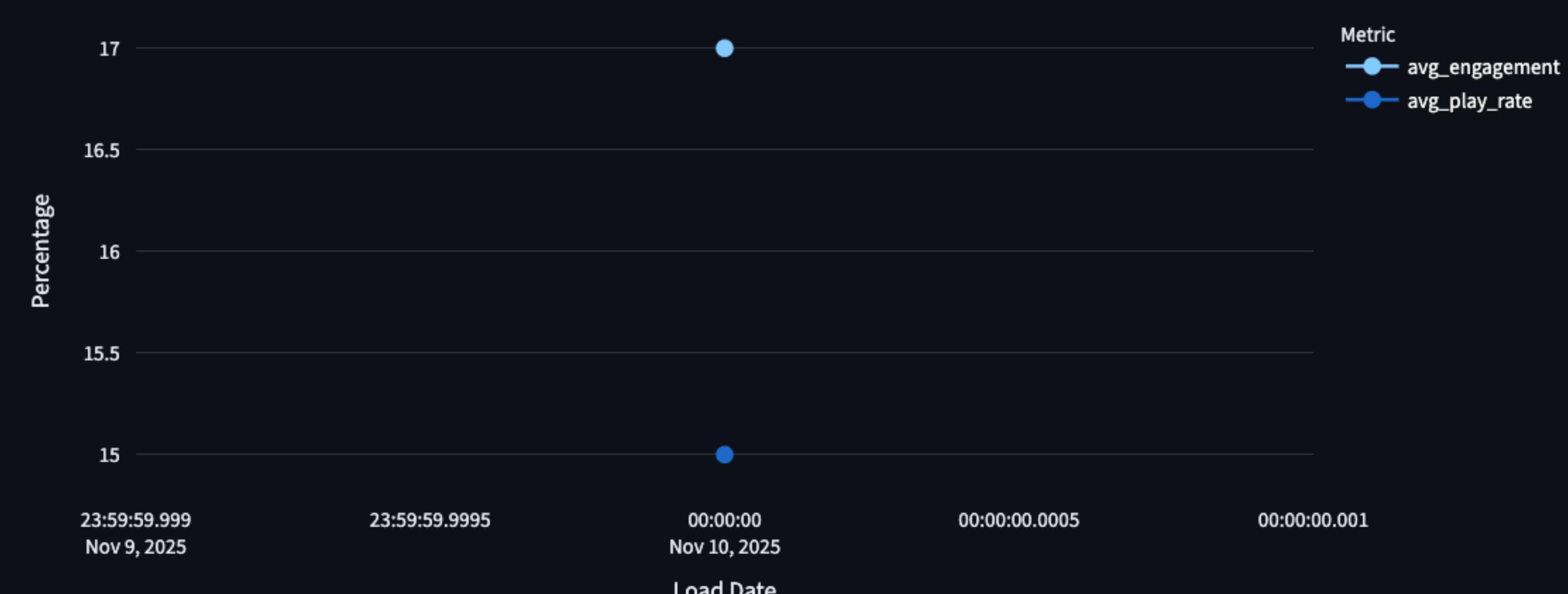
🎬 Plays vs Visitors by Media

Visitor-to-Play Conversion Funnel for: Chris Face VSL The Gap Method Youtube Paid Ads (Lifetime Totals)



📈 Engagement and Play Rate Over Time

Engagement vs Play Rate Trends Over Time



Data Source: AWS Glue → S3 (Gold Layer)

Author: Rich Kindle

Stack: AWS Glue, PySpark, S3, Athena, Streamlit