

Filters

Select Load Date: ⓘ

2025-11-10▼

Select Media

Chris Face VSL The Gap Method Youtube Paid Ads▼



Wistia Video Analytics Dashboard



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

16,680

Total Visitors

104,532

Avg Play Rate (%)

15.0

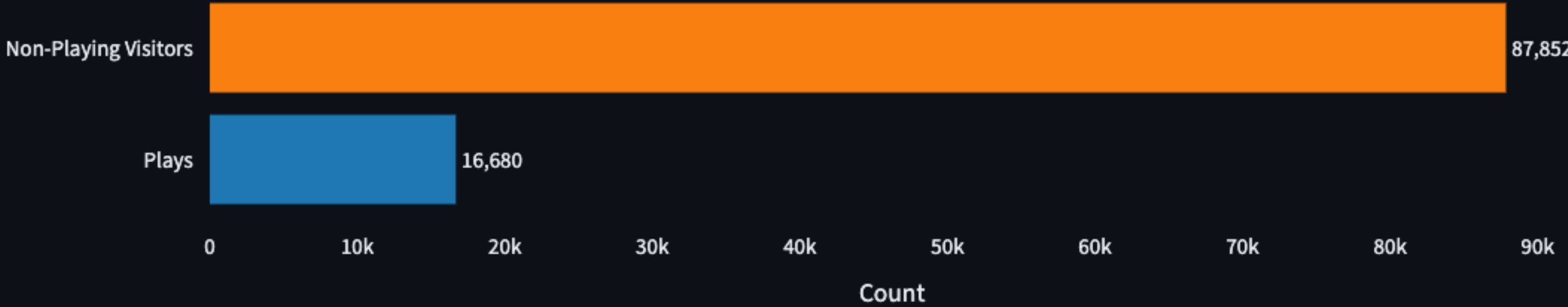
Avg Engagement (%)

17.0



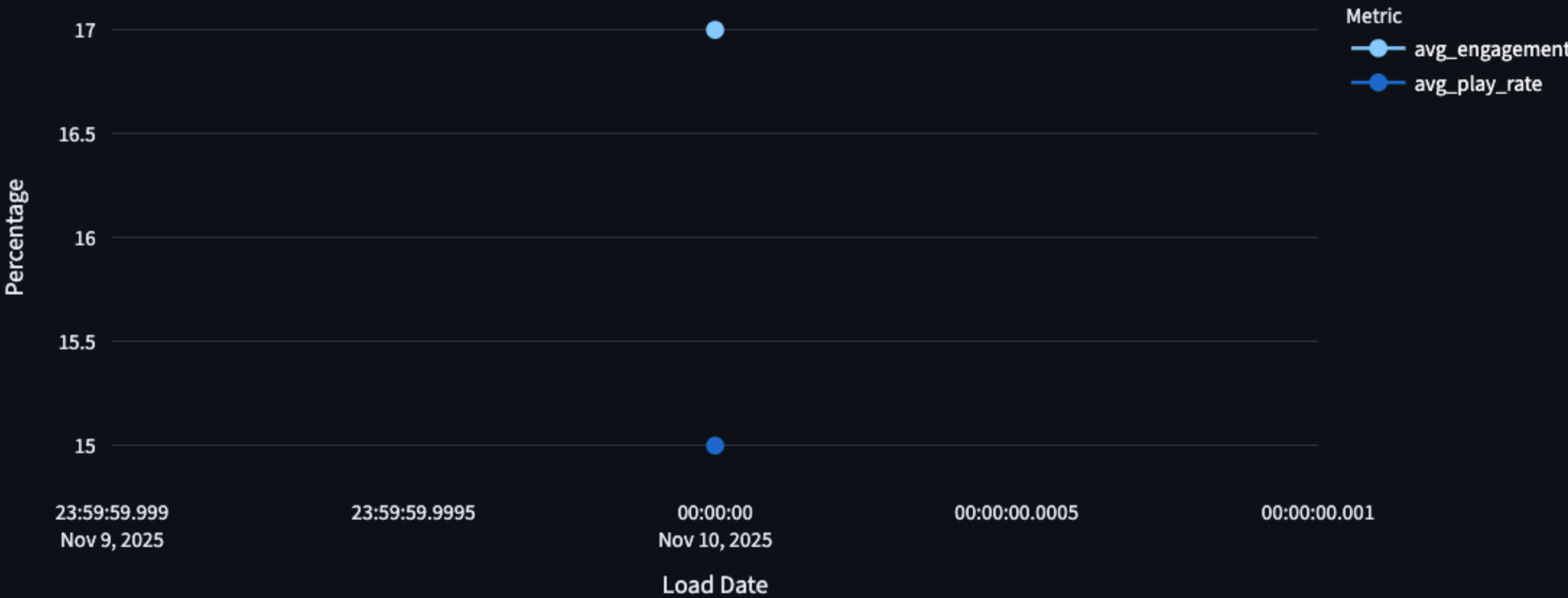
Plays vs Visitors by Media

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