

Title	Objectives	Channel overview	Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details



Concept New Era Analytics

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Created On: 01-13-2022

Data Gathered On: 11-21-2021

Title	Objectives	Channel overview	Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details



Goals:

1. Analyse growth of youtube channel: Concept New Era.
2. Notice periods of sustained growth and stagnation.
3. Notice patterns of viewers to consider changing strategy for videos.
4. Seek value from interactivity on videos
5. Hope to uncover interesting correlations that can enhance video outreach.

Methodology:

Use Youtube Data API and Youtube Analytics API to gather data from the inception of the channel until the current date. Data would range from metrics on views, likes, dislikes, shares, comments, etc. The data will be gathered, cleaned, and analyzed for correlations as a channel as a whole, videos individually, subscribers behaviors, and future insight. The understanding of the current state of the channel and behavior should lend a strategy towards keeping viewership and amining for sustained growth in the future.

Title	Objectives	Channel overview	Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details
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Table of Contents:

1. Channel metadata + global viewership.
2. Views by day of week + weekend vs weekday.
3. Avg audience retention at all points of a video in relation to the average by YouTube.
5. Traffic sources + Device and Os for views.

Channel Information:

The purpose of looking at the channel data is to get an overview of the global sums of views through the aggregation of data among all videos. The channel should be viewed as a collective average of the best and worst videos and should see growth as a net positive. Noting questionable figures would be beneficial as we dig deeper into the videos later on as certain videos and periods of time can lead to a shift of strategy.

Title	Objectives	Channel overview	Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details
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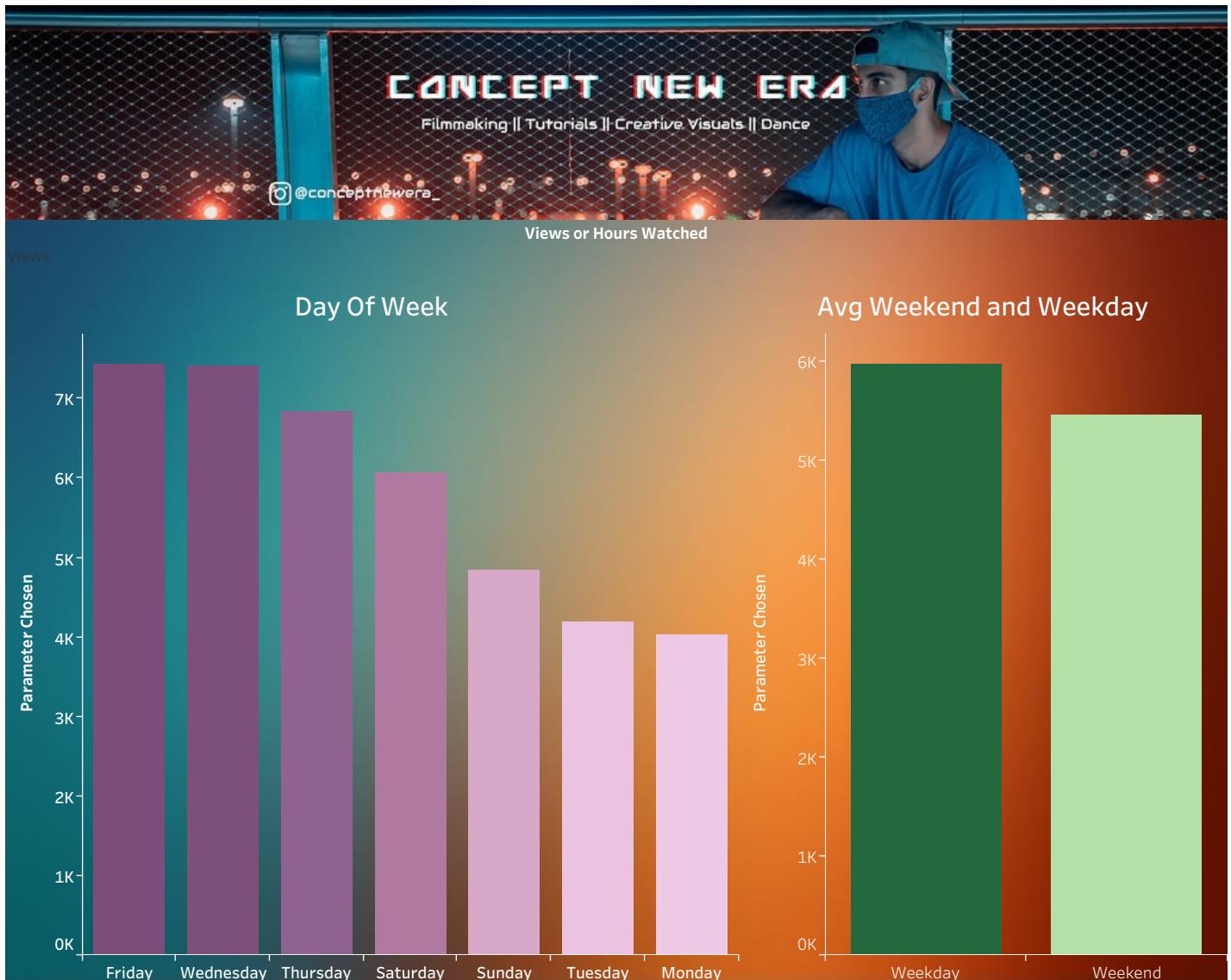


Total Views	Like Ratio	Total Shares	Videos Added To Playlist Ratio	Avg View Percentage	Hours Watched	Subscriber Count
24,007	27	212	0.75	26.86%	635.38	353

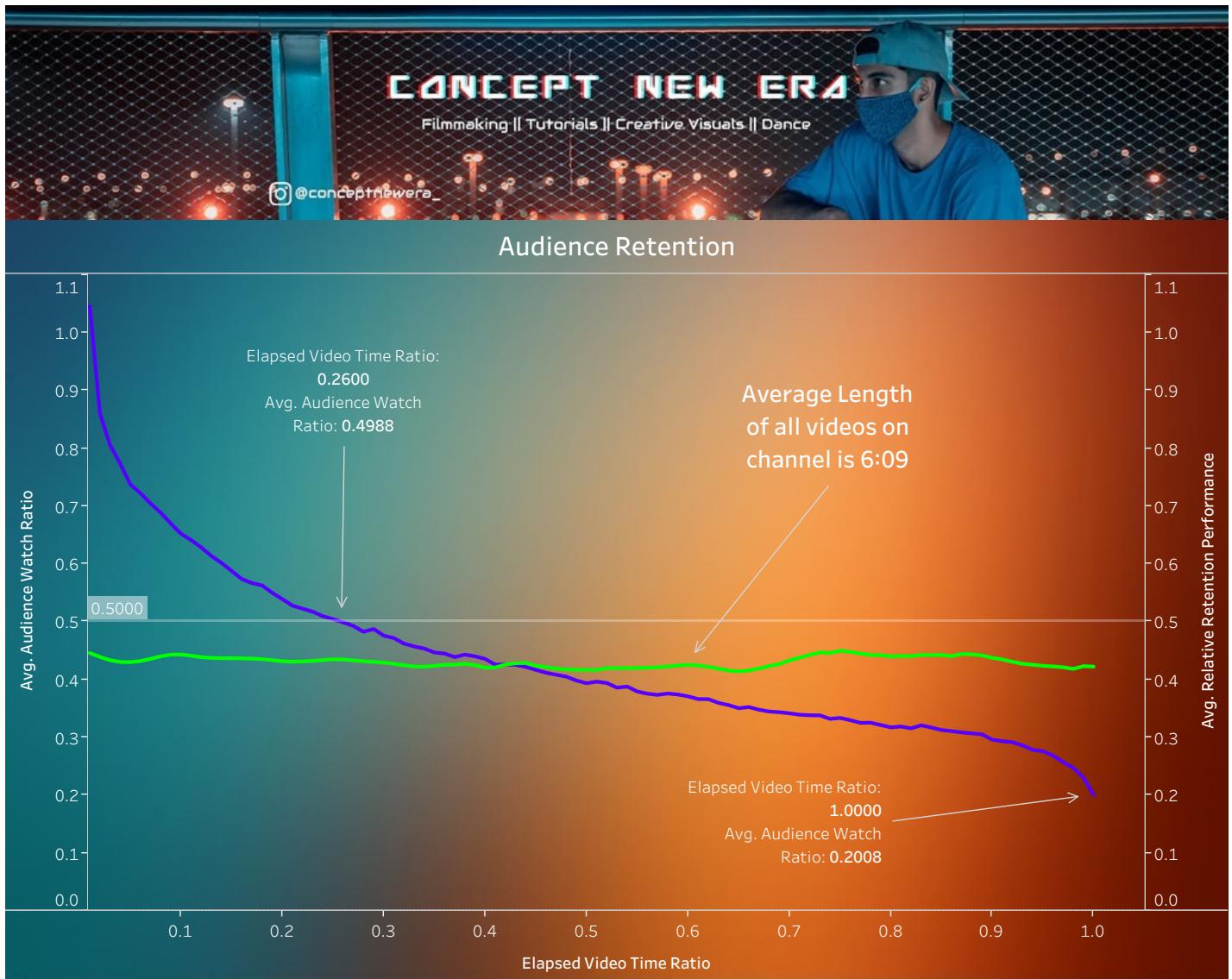


© 2022 Mapbox © OpenStreetMap

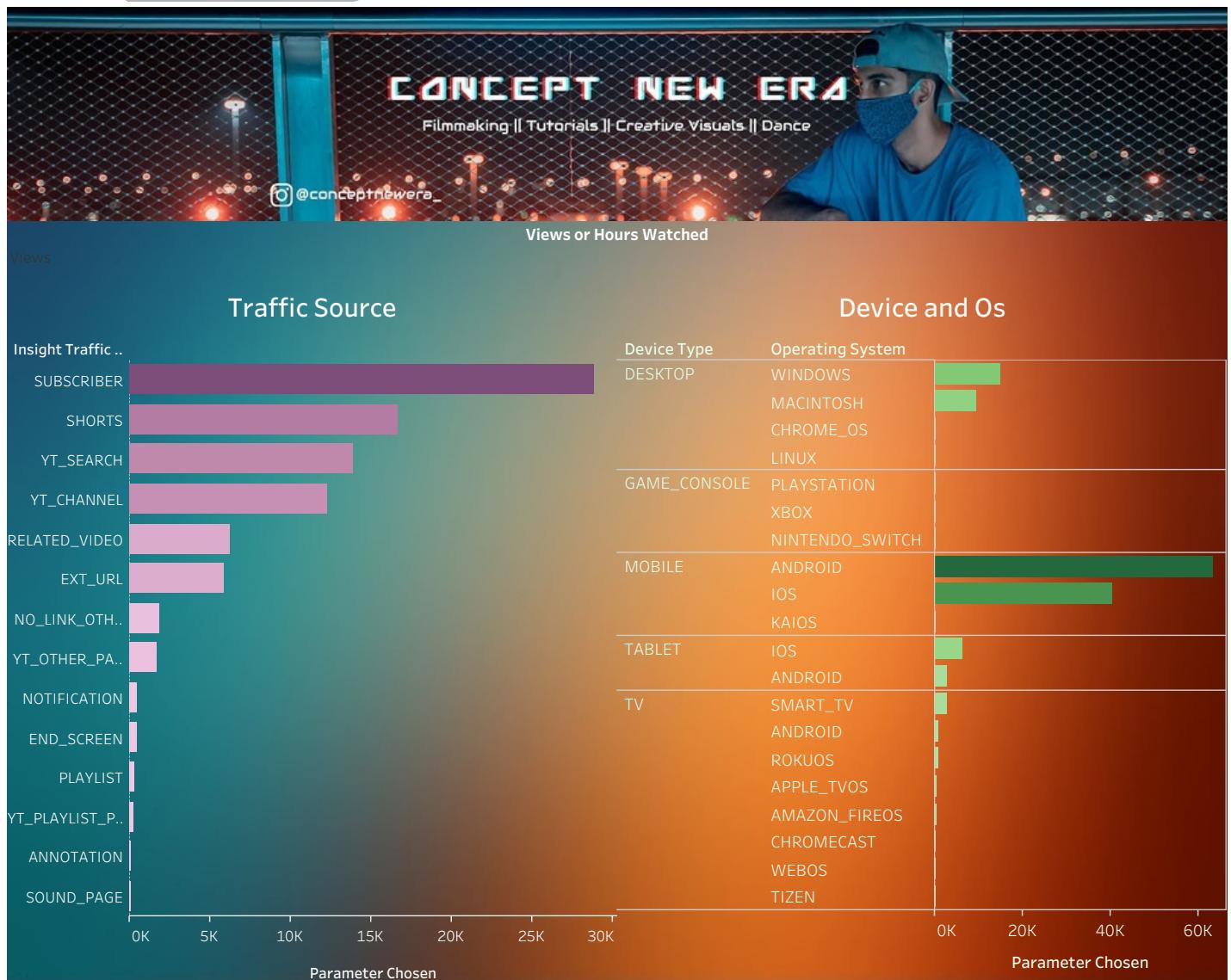
Objectives	Channel overview	Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details	Learned from channel



Channel overview	Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details	Learned from channel	Sub overview
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Channel metadata	Day of week/end data	Channel audience retention	Channel traffic details	Learned from channel	Sub overview
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Day of week/end data	Channel audience retention	Channel traffic details	Learned from channel	Sub overview	Sub vs unsub metadata by day/m..
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1. Avg Watch time is 26.86%.
2. Friday has the most views out of any day of the week. Wednesday is a close second and Wednesday is the day the channel usually uploads a weekly video. Thursday is a dip in views between Wednesday and Friday but is still the third best days for views.
3. The first 42% (2:35) of all videos outperforms videos of such average length (6:09). After this point all other videos of similar length outperform the channel's videos.
4. Subscribers make up the most traffic to watch videos. Followed interestingly by shorts. Then search and the channel itself bring in the majority of other views.
5. Mobile views make up the majority of the views followed by desktop views.

Channel audience retention	Channel traffic details	Learned from channel	Sub overview		Sub vs unsub metadata by day/month..	Views and subs by day/month
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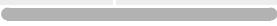
Table of Contents:

1. Sub vs unsub metadata + breakdown over days/months.
2. Sub and views growth over days/months.
3. Sub vs unsub audience retention over all videos in relation to YouTube averages.
4. Sub vs unsub method for reaching videos.

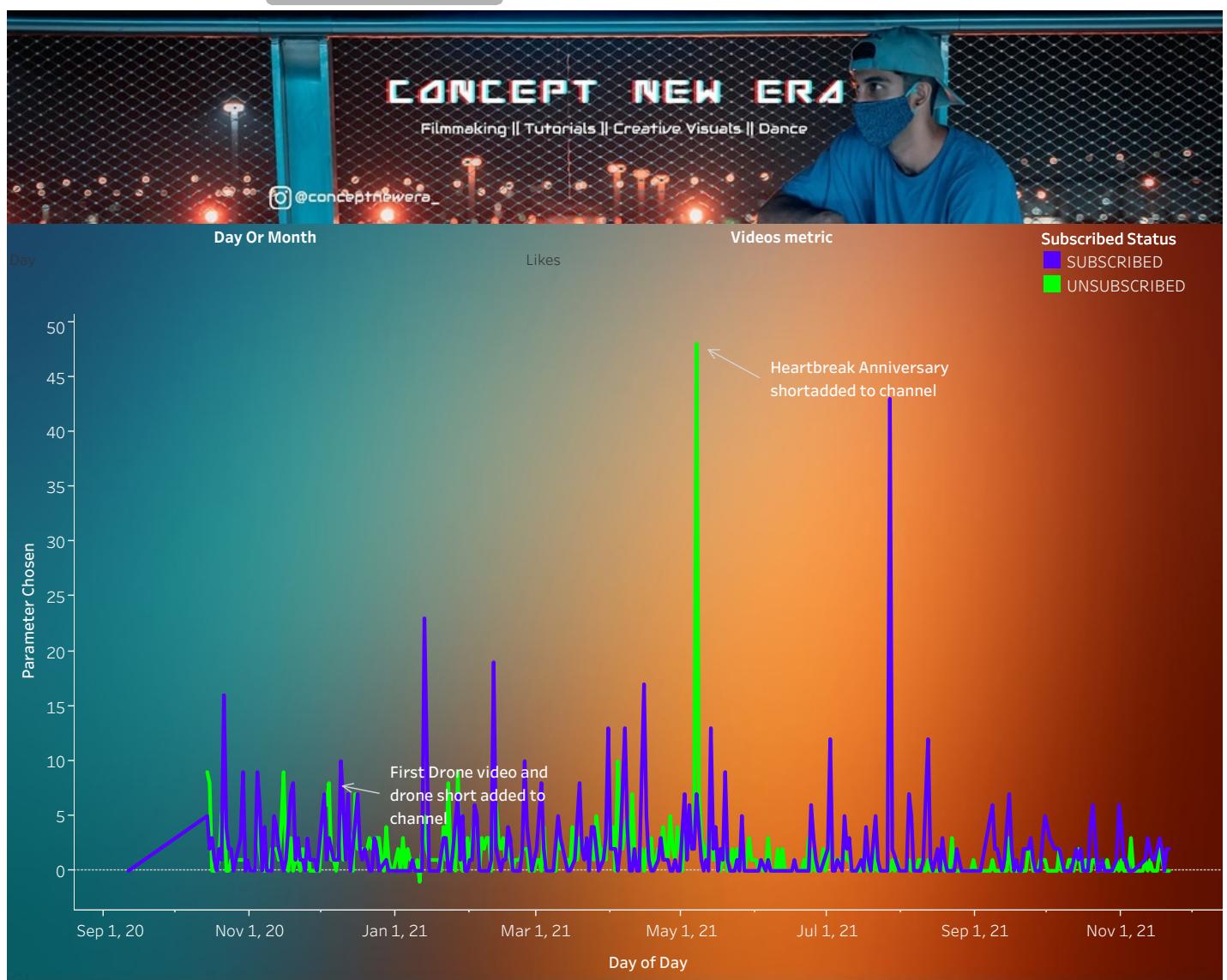
Subscriber Information:

The purpose of looking at subscriber vs unsubscribes data is to get an overview of the benefits of having viewers as subscribers. In addition noting differences in views and retention among subs should lead to further questions about periods of time and video output and quality as a major factor in subscriber behavior. Behavior should not be attributed to the subscriber but the content creator as data to act upon. Please note interesting data points to deep dive into individual videos in the following section.

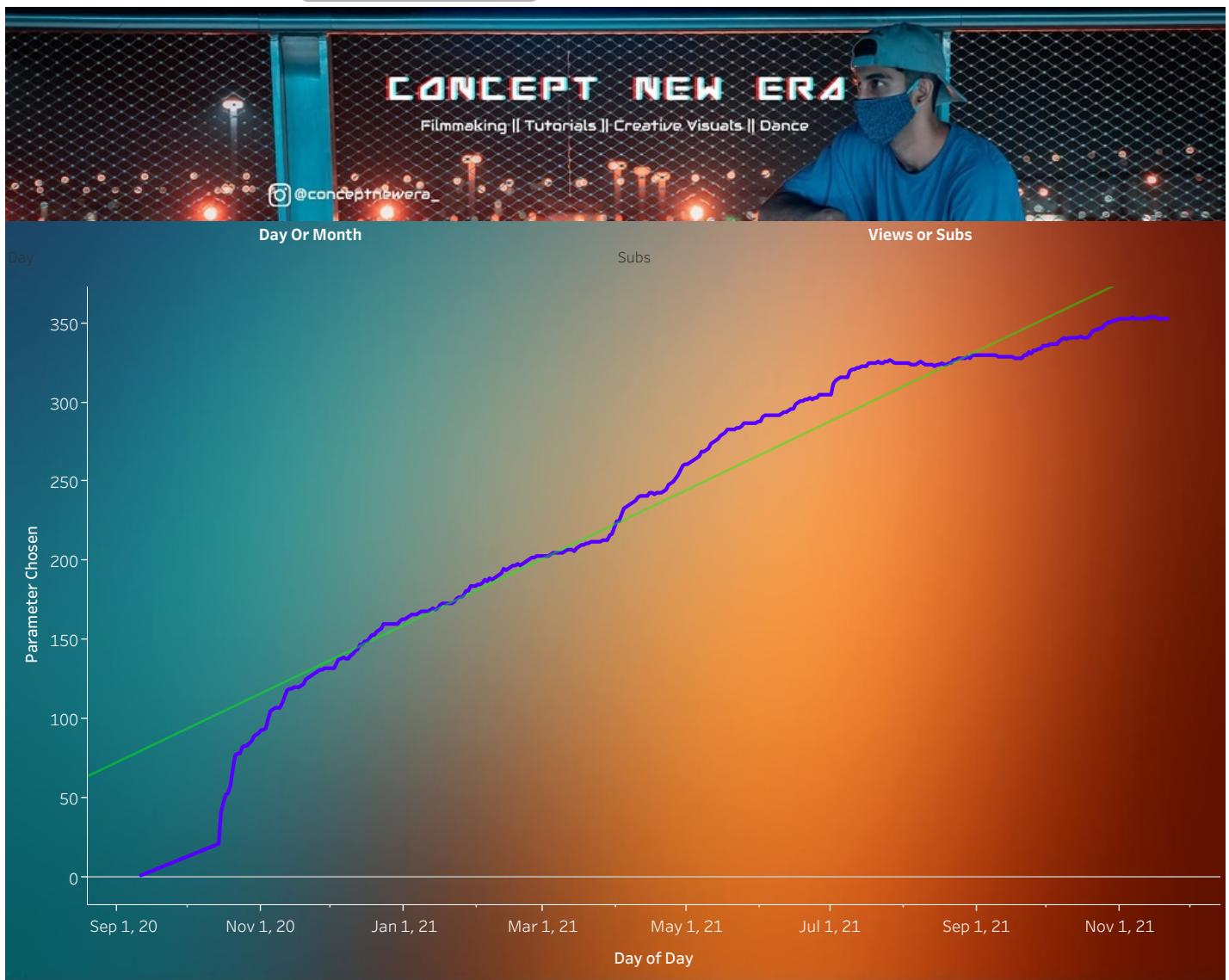
Channel traffic details	Learned from channel	Sub overview		Sub vs unsub metadata by day/mon..	Views and subs by day/month	Sub vs unsub audience retention
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Learned from channel	Sub overview		Sub vs unsub metadata by day/month	Views and subs by day/month	Sub vs unsub audience retention	Sub vs unsub finding videos
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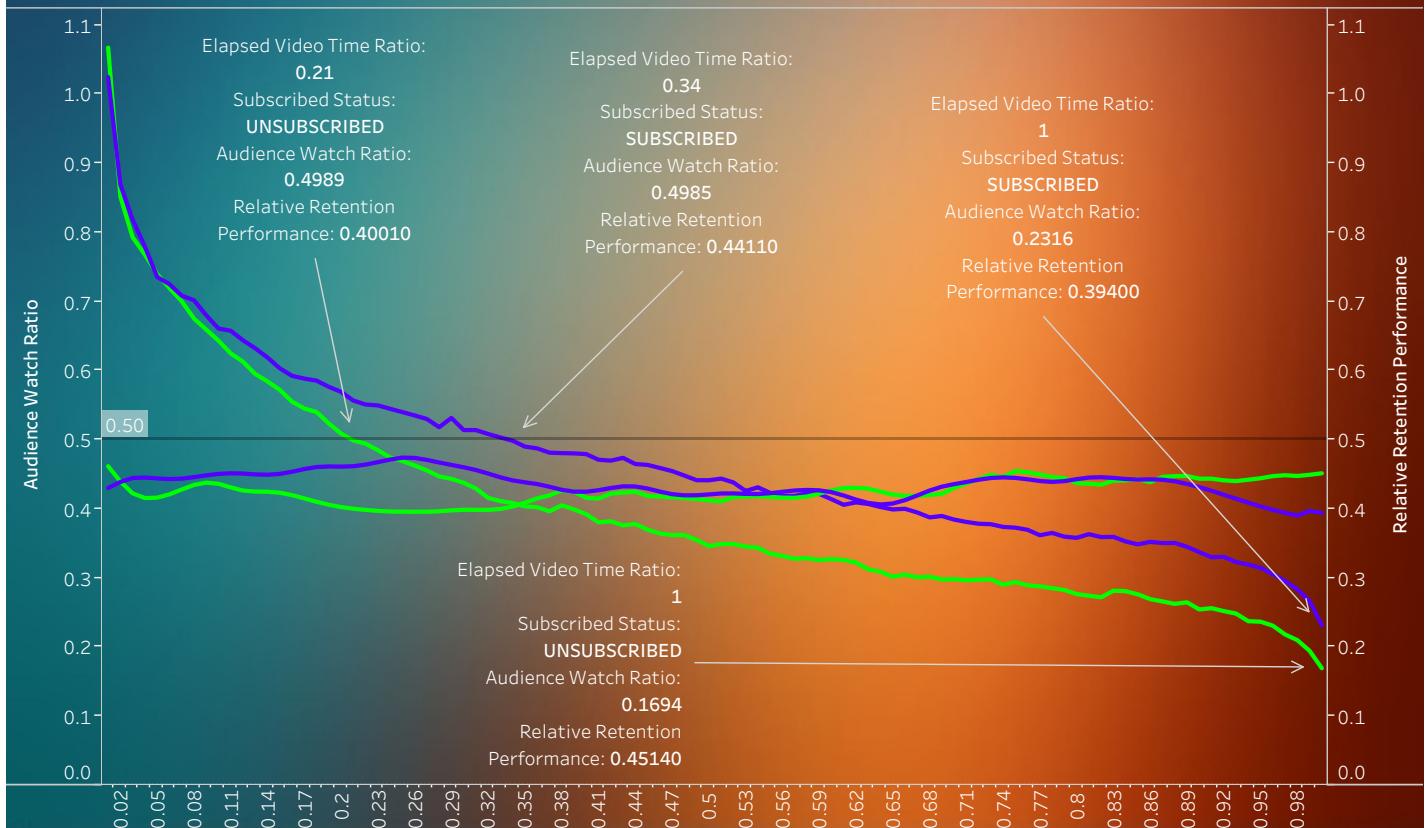
Sub overview		Sub vs unsub metadata by day/month	Views and subs by day/month	Sub vs unsub audience retention	Sub vs unsub finding videos	Learned from subs
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Sub vs unsub metadata by day/month..	Views and subs by day/month	Sub vs unsub audience retention	Sub vs unsub finding videos	Learned from subs	Video overview
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Sub vs Unsub Aud Ret



Sub vs unsub
metadata by day..

Views and subs by
day/month

Sub vs unsub audience
retention

Sub vs unsub finding
videos

Learned from subs

Video overview

Video metadata
correlations

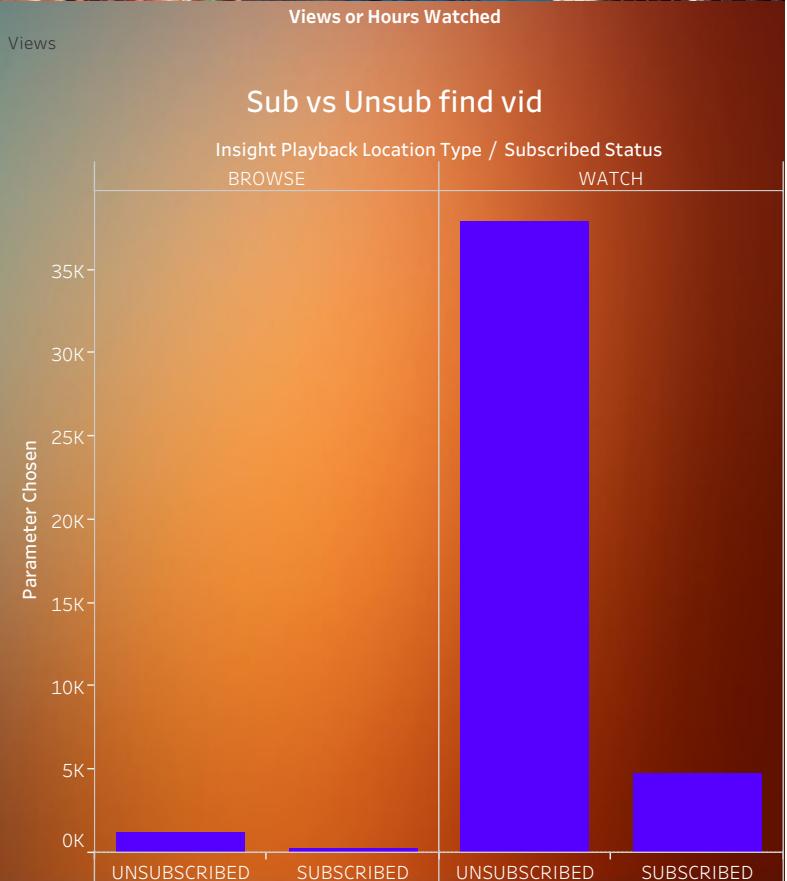


Watch:

Watch are views that occurred directly from the YouTube watch page through an official YouTube application. Watch views come from "<https://www.youtube.com/watch?v=....>" as the basis of the url.

Browse:

Browse are views that occur on the YouTube home page/screen, in the user's subscriptions feed, or in another YouTube browsing feature.



Views and subs by day/month	Sub vs unsub audience retention	Sub vs unsub finding videos	Learned from subs	Video overview	Video metadata correlations	Sub vs unsub metadata by video
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Key Points:

1. Subs have a higher audience retention rate and give videos a like more often. Unsubs share a lot of videos.
2. Highest viewership in months correlates to the highest viewed videos each month.
3. December 1, 2020 - May 16, 2021 saw a period of average growth for views. Since then growth has stagnated. October 14, 2020 - July 14, 2021 saw a period of average growth for subs. Since then growth has stagnated.
4. Subs watch on average 2:05 for each video until 50% of original subs have left. Compared to that of 1:17 for unsubs, 50% of subs tend to stay watching 48 seconds longer than an unsub.
5. On average 3:40 into a video the subscriber audience retention drops below the youtube average retention rate for a video of length 6:09. Unsubscribers retention rate falls below at 2:05.
6. People seek out and watch the videos on the channel rather than from a recommended video on the home screen.

Sub vs unsub audience retention..	Sub vs unsub finding videos	Learned from subs	Video overview	Video metadata correlations	Sub vs unsub metadata by video	Audience retention by video
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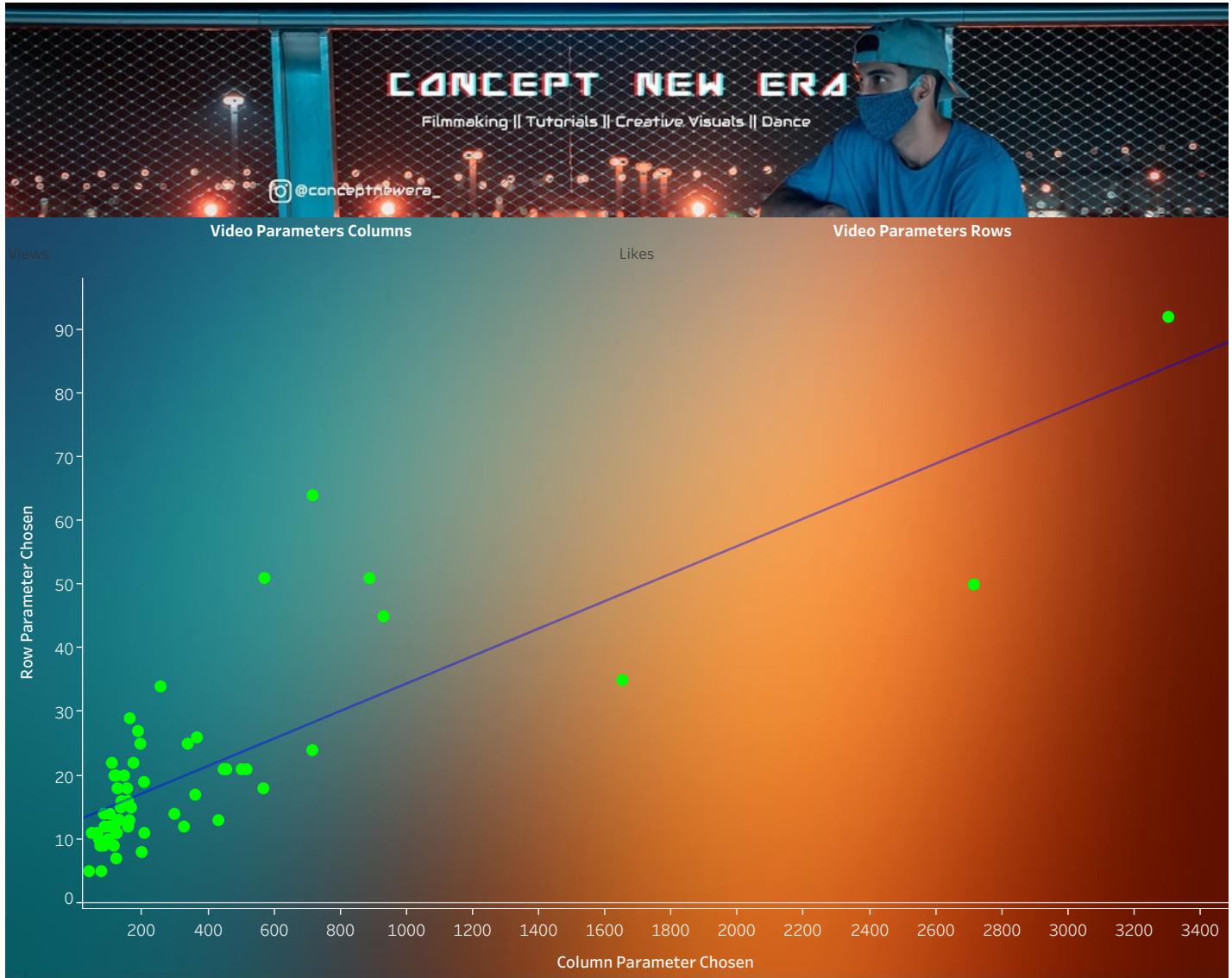
Table of Contents:

1. Video metadata and correlations among metrics
2. Sub vs unsub views and metrics per video basis.
3. Audience retention per video basis.
4. Comment polarity and top commentators.

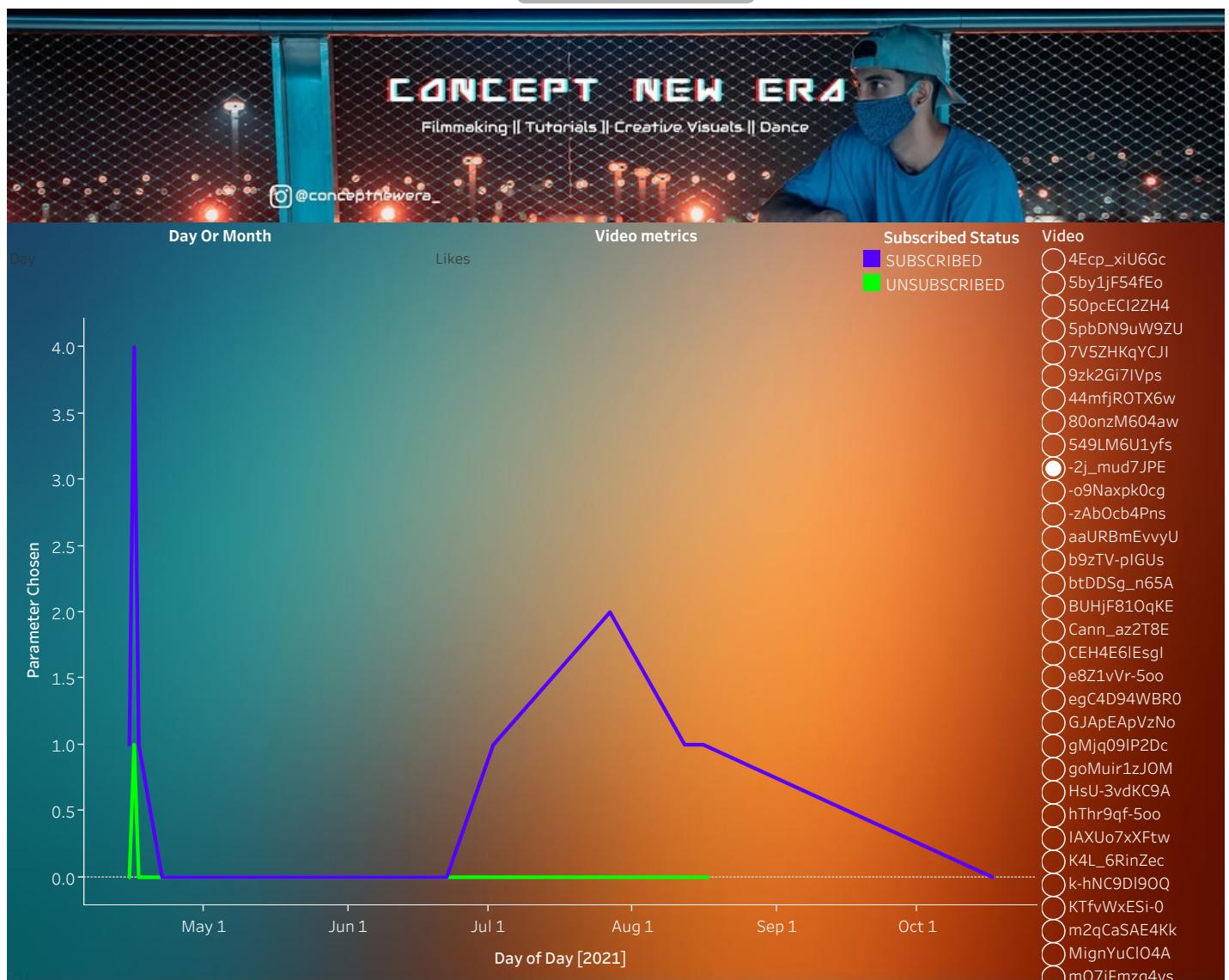
Video Information:

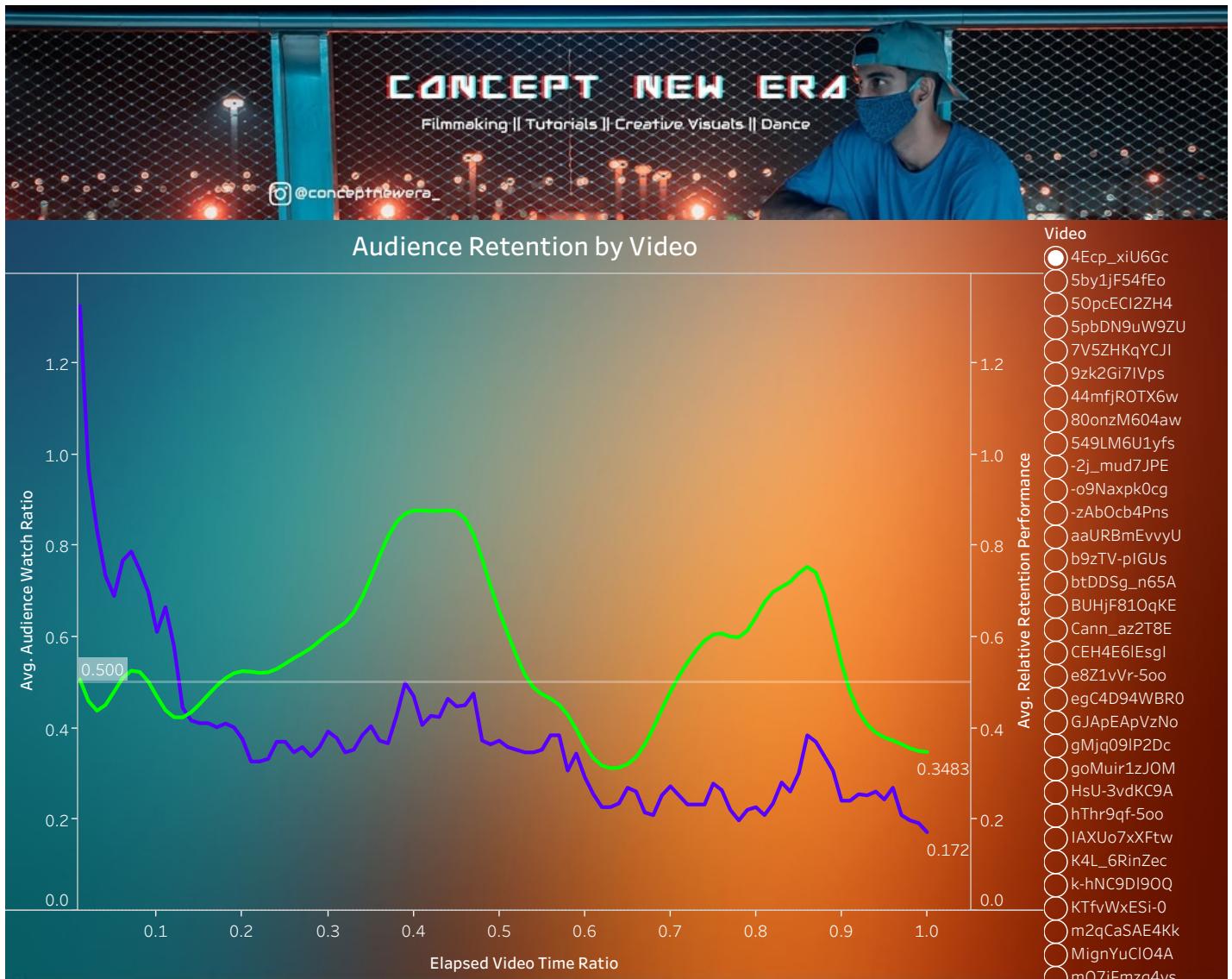
The purpose of looking at individual videos is to take a deep look at areas of concern and celebration in regards to a particular video. Considering the genre of the channel and the different types of videos can be categorized in can lead to specific trends being noticed. To note views in regards to subscribers at time may give a fair look at growth in regards to above and below average growth. Care should be taken in attributing other contributing factors which we will take a look at in the following section as external factors may promote certain videos beyond others.

Sub vs unsub finding videos	Learned from subs	Video overview	Video metadata correlations	Sub vs unsub metadata by video	Audience retention by video	Comment metadata
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Learned from subs	Video overview	Video metadata correlations	Sub vs unsub metadata by video	Audience retention by video	Comment metadata	Learned from videos





Video metadata correlations	Sub vs unsub metadata by video	Audience retention by video	Comment metadata	Learned from videos	Playlist overview	Sub vs unsub playlist metadata
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Comment Sentiment and Top Commentators

Average Polarity of Comments

0.3840

Author Name		
Danny Chuang		14
Ammar Alkaissy		9
Matt Reay	...if you studied you would avoid this stupidity	9
Brandon Danh Huynh		8
Create With Dre		8
Deric Sanchez		7
Gustavo Mendez		7
JustYou		7
Bucket List Travellers	In a couple of years, I'm gonna feel special that I subscribed to you now	6
Jibaro Guajiro		5
Markus Trahan		5
Baileymarshallmedia		4
Mantej Dheri		4
Vikram Neeham		4
Vu Nguyen	You're channel is so underrated!!! This video was very entertaining and the results 😊😊	4
Brandon Huynh		3
Cool Products		3
Joshua Lum		3
Keanu Alfaro		3
Neel Srejan		3
Small Youtubers		3
Tanibrah films	youtube algorithm aint doin you justice man.. keep it up with the great content!	3
Varnam Films - Somraj		3
Ajay Gopinath		2

Sub vs unsub
metadata by vid..

Audience retention by
video

Comment metadata

Learned from videos

Playlist overview

Sub vs unsub playlist
metadata

Device and traffic
playlists



Key Points:

1. Likes vs views, likes vs comments, and comments vs views are statistically significant correlations and feedback into each other.
2. After original views from uploading, not many views after a week.
3. First 10% (37 seconds on average) of video is crucial as on average a loss of 30% of viewers are within this time period. Many videos lose retention fast, some exceptions.
4. Quite a few people who repeatedly interact with videos through the comment section. Polarity and sentiment are positive.

Audience retention by vid..	Comment metadata	Learned from videos	Playlist overview	Sub vs unsub playlist metadata	Device and traffic playlists	Learned from playlists
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Table of Contents:

1. Playlist metadata + sub vs unsub playlist views as a whole and for individual playlists.
2. Device and Os playlist views + Ways in which people reach the playlists.

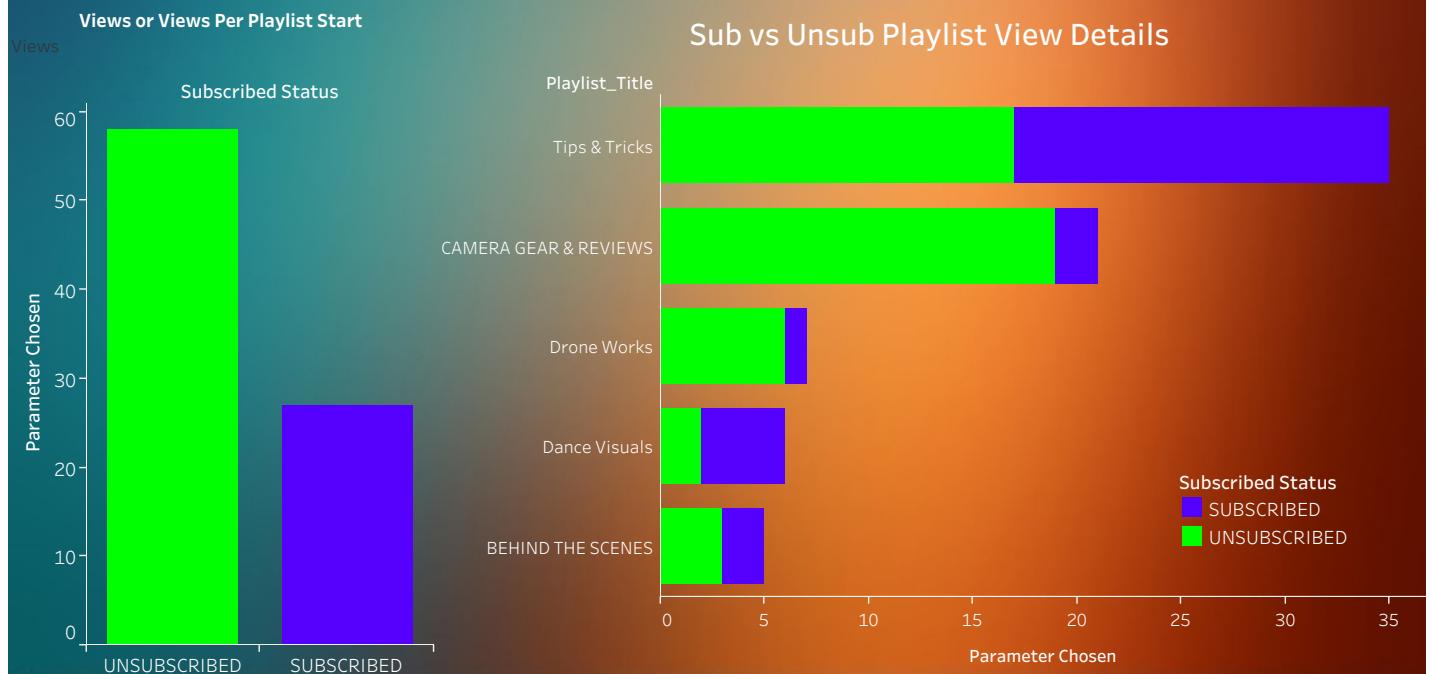
Playlist Information:

The purpose of looking at playlists is to see where visitors attention goes as a primary target for content. Playlists offer sequential views on videos that can drive traffic to older videos and show room for new updated videos into the playlist. Care should be taken in sequential views as that consists of user time spent on each video as well as aged videos which may be of lower quality over time.

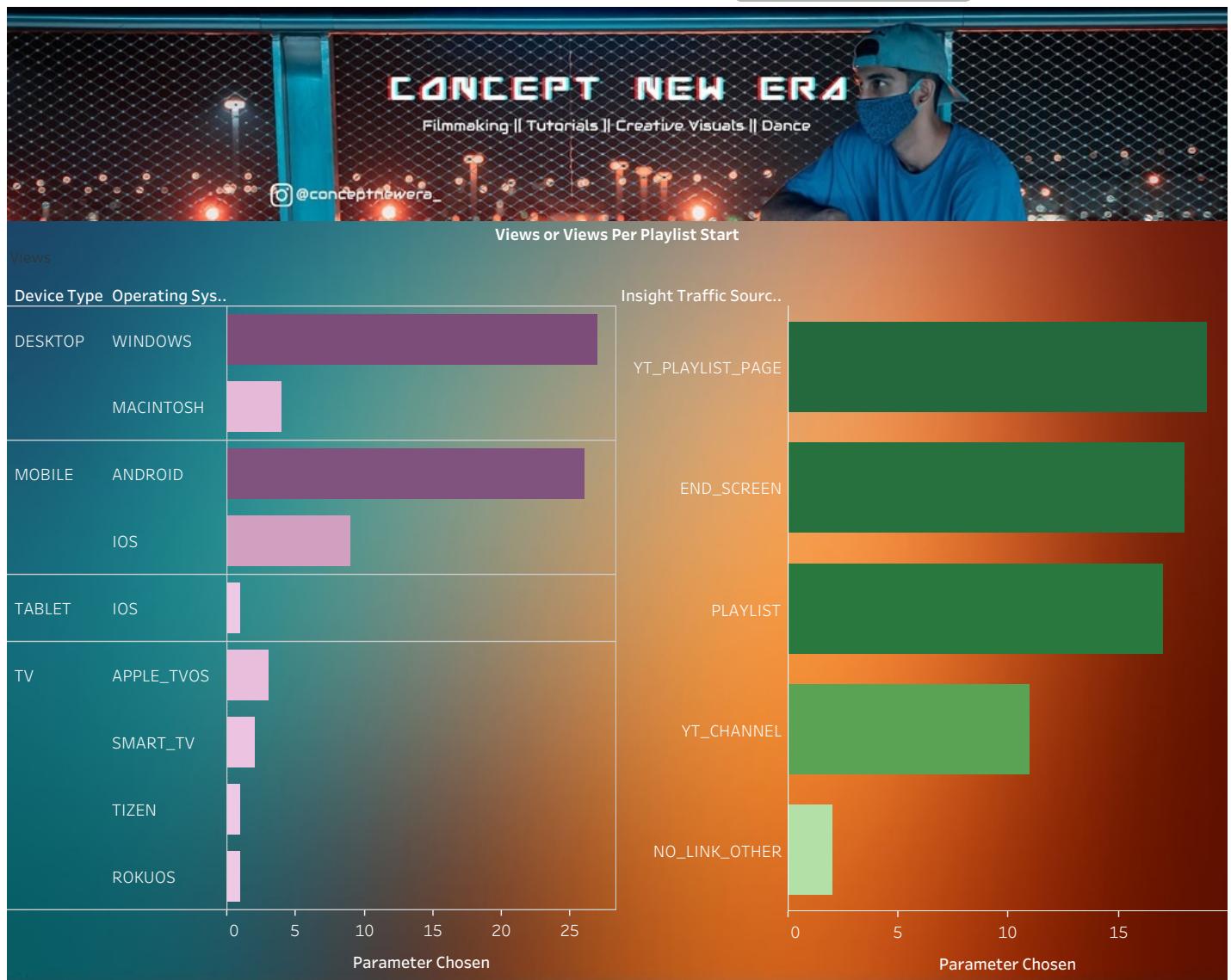
Comment metadata	Learned from videos	Playlist overview	Sub vs unsub playlist metadata	Device and traffic playlists	Learned from playlists	Additional information overvi..
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Playlist_Title	Views	Videos_In_Playlist	Average View Duration	Playlist Starts	Views Per Playlist Start
Tips & Tricks	44	8	71	22	1.59
CAMERA GEAR & REVIE..	23	10	54	20	1.05
Dance Visuals	8	4	28	3	2.00
Drone Works	7	8	56	3	2.33
BEHIND THE SCENES	7	7	84	5	1.00



Learned from videos	Playlist overview	Sub vs unsub playlist metadata	Device and traffic playlists	Learned from playlists	Additional information overview	Keywords
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Playlist overview

Sub vs unsub playlist metadata

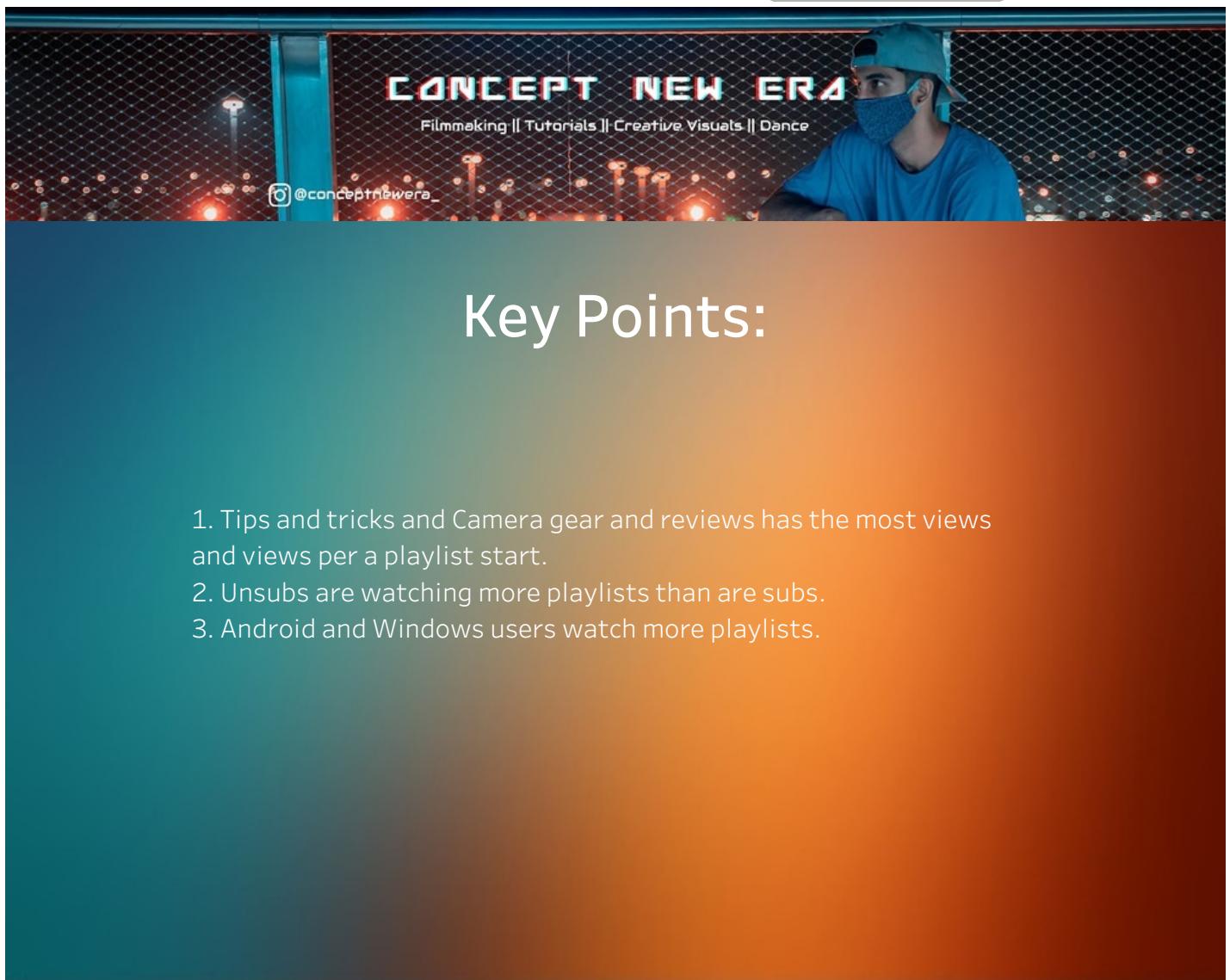
Device and traffic playlists

Learned from playlists

Additional information overview

Keywords

Sharing methods



Sub vs unsub playlist metadata	Device and traffic playlists	Learned from playlists	Additional information overview	Keywords	Sharing methods	Related channels and videos
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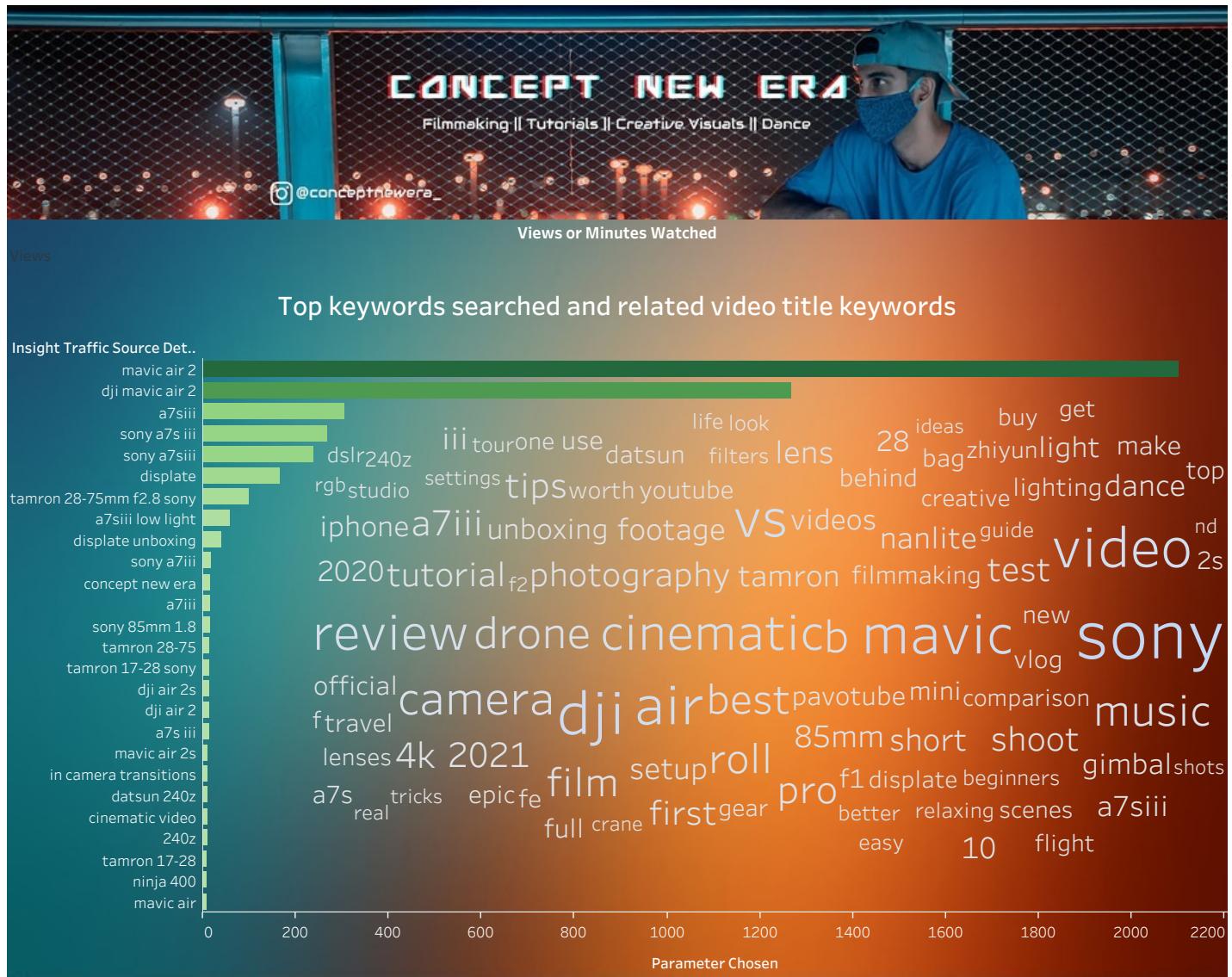
Table of Contents:

1. Keywords to bring views + keywords in related video titles.
2. Sharing methods by individual + sharing websites by the channel owner.
3. Top recommended channels by channel owners videos + related videos that brought channel owner views.

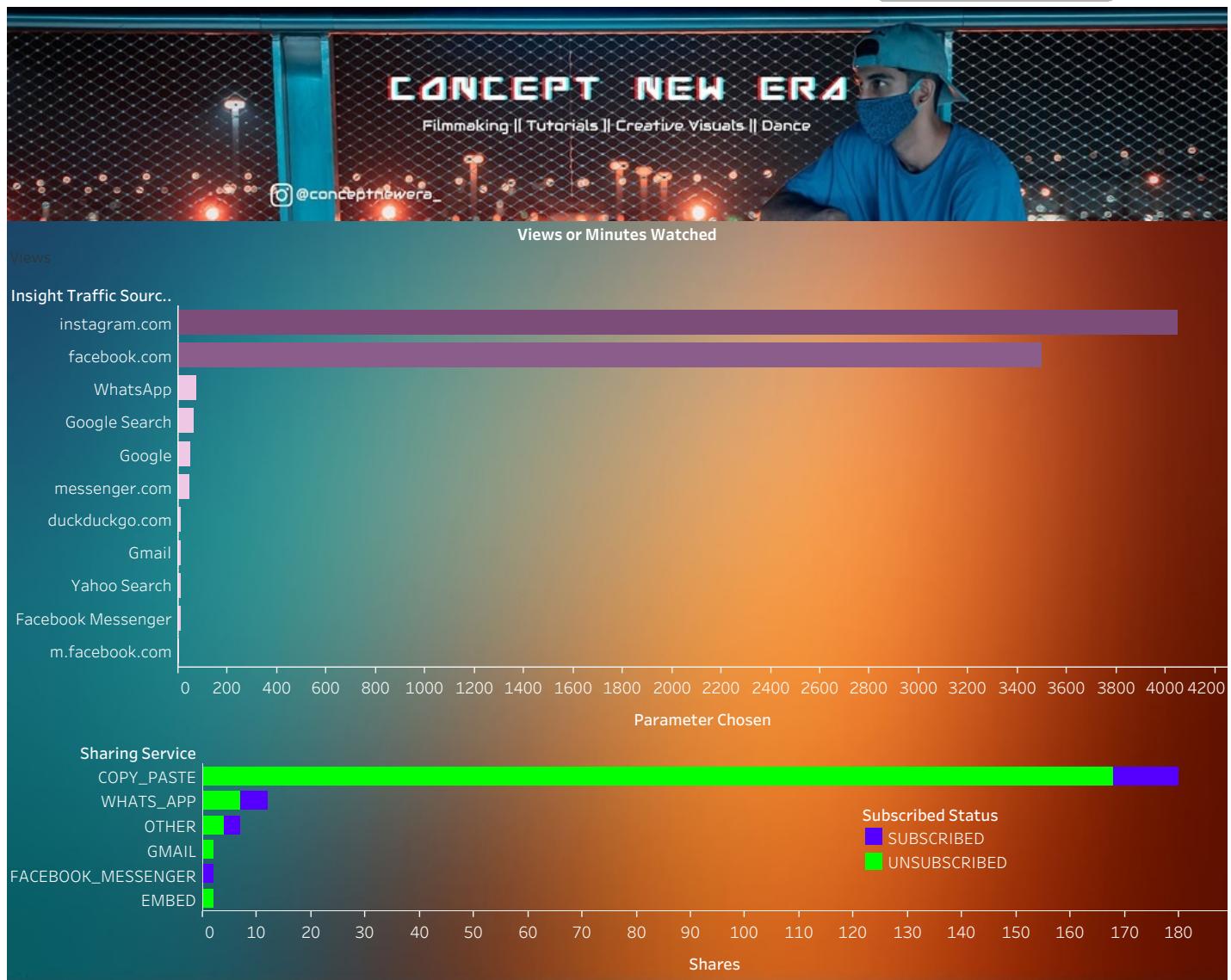
Additional Data Information:

The purpose of looking at these additional data sources is to see if there are other external factors affecting the views and subscriber count of the channel as well as if there are other avenues the channel owner can use to drive views and outreach further. Care should be taken in noting that these are aggregated over time and success of larger numbers cant be tracked to specific videos. Such is the case that these should be ideas to implement rather than a truth to exploit. Nonetheless, note interesting figures to guide future growth.

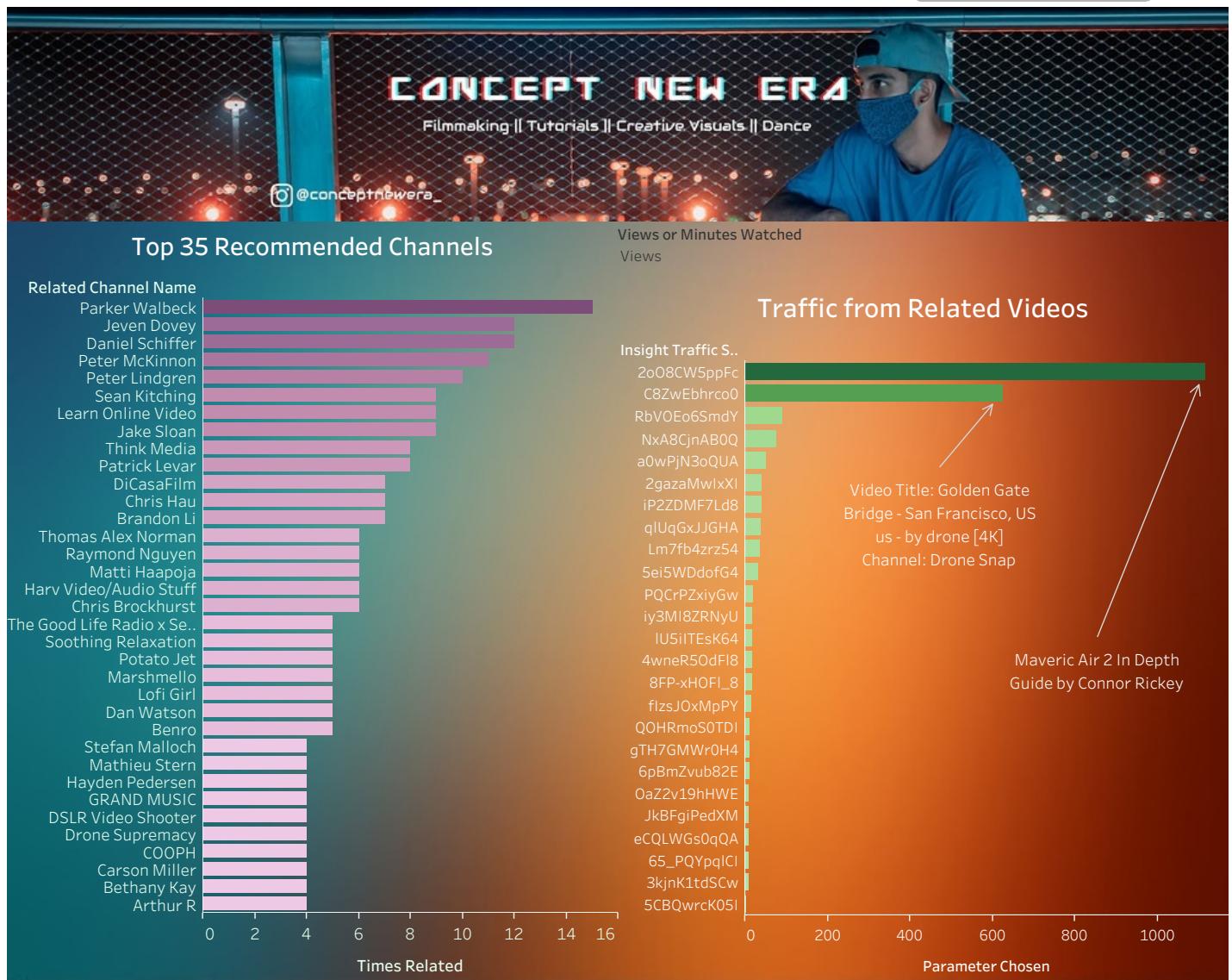
Device and traffic	Learned from playlists	Additional information overview	Keywords	Sharing methods	Related channels and videos	Learned from additional informat..
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Learned from playlists	Additional information overview	Keywords	Sharing methods	Related channels and videos	Learned from additional information	Key takeaways



Additional information ove..	Keywords	Sharing methods	Related channels and videos	Learned from additional information	Key takeaways	Actionables pt 1
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Keywords	Sharing methods	Related channels and videos	Learned from additional information	Key takeaways	Actionables pt 1	Actionables pt 2



Key Points:

1. Drones and Camera body makes up most of the search word traffic to the channel.
2. Most related video titles contain generic words related to filmography.
3. Posting on Instagram and Facebook brings in the most video views.
4. Most videos shared are through copy and pasting a link.
5. Large majority of your vids recommend certain creators.
6. Most views for videos on channel came from two drone videos.

Sharing methods	Related channels and videos	Learned from additional information	Key takeaways	Actionables pt 1	Actionables pt 2	Thank You!



Key Points Overview:

1. Avg Watch time is 26.86%, approximately 30% of viewers leave the video by 10% or approximately 37 seconds of all videos.
2. Wednesday, Thursday, Friday are the biggest percent of days for views on videos.
3. Subscribers make up largest portion of views and video retention rate.
4. Shorts gave the most views of all videos.
5. Reinforcing that the feedback loop of views, likes, comments are all statistically significant correlations.
6. Large percent of videos dont get rewatched after uploaded.
7. Tips and tricks and Camera gear and reviews are the playlists with the most views and views from starting the playlist.
8. Drones and Camera make up most of the search traffic.
9. Instagram and Facebook are the top platform for bringing in views, videos are shared through copy and paste link.

Sharing methods	Related channels and videos	Learned from additional information	Key takeaways	Actionables pt 1	Actionables pt 2	Thank You!
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Actionables:

1. Like Mr. Beast, capture the audience's attention with engaging opening sequences to the video as 30% of audience is lost within the first 37 seconds on average.
2. With Wednesday, Thursday, and Friday being the majority of the days with views, consider daily Instagram and Facebook posts and reminders through stories with links that redirect to video. Potential to resend link on Tuesday to warm up for anticipated video Wednesday.
3. Highly consider YouTube shorts along with Instagram reels and TikTok videos.
4. Introduce annotations into videos as subscribe section of video is not clickable through mobile nor desktop and people may not take the time to scroll to look for the sub button.
5. Reiterate that new people to the channel should look at old playlists and suggest that if people are sending links that they share playlist links which may lead to views on more than one video.

Sharing methods	Related channels and videos	Learned from additional information	Key takeaways	Actionables pt 1	Actionables pt 2	Thank You!
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Actionables:

6. Consider new concepts with drone's as it is the heavily viewed videos and suggested from other videos to bring more traction to channel.
7. Since mobile views heavily make up the way videos are viewed, consider sizing and viewing through that medium with cards annotations and all being within a finger click away.
8. Consider strategy for bringing older videos back to life such as redo the ice cream in which case older videos may get viewed again rather than remain dormant after upload week.
9. Organize Home Page to reflect views on playlists.
10. Use word cloud to possibly add tags to videos that are words from other related youtube video titles that your videos point to.
11. Research other content creators channels that your videos point too and see how to alter towards bigger channels.

Sharing methods	Related channels and videos	Learned from additional information	Key takeaways	Actionables pt 1	Actionables pt 2	Thank You!
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Thank You!

Feel free to reach out for any questions on the analysis , data, or further insights you wish to see!

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LinkedIn: <https://www.linkedin.com/in/neelsrejan>

Tableau: <https://public.tableau.com/app/profile/neel.srejan#!/>