Course 2, Lesson 10: Read the Data, Feed the Algorithm

1. Core Concept & Learning Objective

Concept: The "algorithm" is not a mystery; it's a *data-feedback loop*. It shows your video to 100 people. It "reads" their data (watch time, shares, saves). If the data is "good," it shows it to 1,000 more. Your job is to *read the same data* and "feed" the algorithm more of *what's working*. Stop guessing. Start reading.

Learning Objective: By the end of this lesson, you will **identify** the 4 "Mission-Critical" metrics for short-form video. You will **analyze** the analytics of 3 of your *own* videos to find your "winner" and your "loser," and **develop** 3 "data-driven" hypotheses for your next batch.

2. Interactive Content Activities (3 Activities)

Activity 1: The "4 Critical Metrics" (Strategic Exercise)

- **Description:** Stop looking at "Likes." They are "vanity." These 4 metrics are "profit."

- **Instructions:**

  1. Go to your "Analytics" (TikTok or IG "Insights").

  2. Learn the 4 metrics that *matter*:

  3. **Metric 1: Watch Time (or "Audience Retention"):**

     - *What it is:* The *average* % of your video people watched.

     - *Why it matters:* This is the #1 "Algorithm" metric. A high % (e.g., >50%) tells the algorithm your video is "sticky."

  4. **Metric 2: "Shares" & "Saves"**

     - *What they are*: People sharing or saving your post.

     - *Why they matter:* This is the "High Utility" / "High Identity" metric. It's 10x more valuable than a "Like."

  5. **Metric 3: Profile Visits (or "Follows from Video")**

- *What it is:* How many people watched, then *clicked your name.*

- *Why it matters:* This is the "Lead Gen" metric. It means your "Character" (L2) was compelling.

- **Expected Outcome:** You will now *only* look at these 3-4 metrics when analyzing your content.

Activity 2: "Winner vs. Loser" (Data Analysis)

- **Description:** We're going to analyze 3 of your *own* (or your competitor's) videos.

- **Instructions:**

  1. Go to your analytics. Find 3 recent videos.

  2. **The "Winner" (Your Best Video):**

     - Look at the 4 critical metrics. *Why* did it win? (e.g., "The 'Watch Time' was 80%... because the *hook* (L3) was so strong.")

  3. **The "Loser" (Your Worst Video):**

     - Look at the 4 metrics. *Why* did it lose? (e.g., "The 'Watch Time' was 15%... people "dropped off" after 2 seconds... because the *hook* was weak.")

- **Expected Outcome:** A "Winner vs. Loser" analysis that *proves* your L3 "Hook" is the #1 driver of "Watch Time."

Activity 3: The "Data-Driven" Hypothesis (Creative Development)

- **Description:** Based on your "Winner," you will now "feed" the algorithm. You will create 3 *new* ideas that are "clones" of your "Winner."

- **Instructions:**

  1. **Your "Winner" (from Act 2):** (e.g., "My 5 tips for..." video worked well).

  2. **The "Hypothesis":** "My audience likes 'Listicle' (L3) format videos."

  3. **The "Clones" (3 New Ideas):**

     - "The 3 *mistakes* you're making..." (Listicle + Mistake hook)

     - "The 5 *tools* I use for..." (Listicle + Secret hook)

     - "The 3 *books* every [Niche] must read..." (Listicle)

- **Expected Outcome:** 3 new, *data-driven* video ideas to add to your "Idea Bank" (L4) for your *next* batch.

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "Viral Velocity" Analytics Report

- **Description:** This is your 1-page "CEO" report (like in C1, L11). You will analyze your "batch" of content to find what *worked* and what *didn't*.

- **Step-by-Step Instructions:**

  1. Create a new document titled "[Your Name] - Analytics Report."

  2. **Section 1: The "Winner"**

     - Screenshot your "Winner" video's analytics.

     - **Hypothesis:** "This won because..." (e.g., "The 'Mistake' hook led to 80% watch time.")

  3. **Section 2: The "Loser"**

     - Screenshot your "Loser" video's analytics.

     - **Hypothesis:** "This lost because..." (e.g., "The hook was weak, and 90% of people left in 2 seconds.")

  4. **Section 3: My "Next Batch" Hypothesis**

     - "Based on this data, my *next* batch of content (L9) will focus on..."

     - (e.g., "More 'Listicle' formats, more 'Mistake' hooks, and 30-second videos (not 60s).")

- **Evaluation Criteria:**

  - *Excellent:* The report is 100% data-driven. The "Hypothesis" is logical and based *only* on the 4 critical metrics (watch time, shares, saves, visits).

  - *Adequate:* The report is based on "vanity" metrics. (e.g., "This 'Winner' got 100 likes..."). The "Hypothesis" is a *guess* (e.g., "I'll try a new filter...").

- **Connection to Final Project:** This **Analytics Report** is **Section 10: The "Read & React" Data Plan** of your **Viral Velocity Strategy & Portfolio.** This is the

"feedback loop" that *proves* your strategy is working and shows how you'll *optimize* it.

4. End-of-Lesson Assessment (7 Questions)

1. **(MC)** What are the 4 "Mission-Critical" metrics?

   - A) Likes, Comments, Views, and Follower Count.

   - B) Watch Time, Shares, Saves, and Profile Visits.

   - C) Time of day, length of video, number of hashtags, and filter.

   - D) How many brand deals you got.

2. **(MC)** What is the "#1" metric the algorithm "reads"?

   - A) Likes.

   - B) Comments.

   - C) Watch Time / Audience Retention.

   - D) How many hashtags you used.

3. **(MC)** "Shares" and "Saves" are 10x more valuable than "Likes" because they signal:

   - A) High Utility (Save-worthy) or High Identity (Share-worthy).

   - B) That the user has a lot of free time.

   - C) That the user "liked" the sound.

   - D) That the user is a "bot."

4. **(SA)** What is a "vanity metric"?

5. **(SA)** What does a high "Profile Visit" number (after a video) tell you?

6. **(SA)** Your "Winner" video had a 90% "Watch Time." Your "Loser" had a 15% "Watch Time." What *part* of your "Loser" video *most likely* failed?

7. **(Scenario)** A student is *obsessed* with "Likes." "This video got 1,000 Likes!" but their analytics show 10% "Watch Time" and 0 "Profile Visits." What "Drill Sergeant" truth do they need to hear?

Correct Answers: 1(B), 2(C), 3(A) 4. (Example) A metric that "looks good" (like "Likes" or "Followers") but doesn't actually measure business success (like "Saves" or

"Profile Visits"). 5. (Example) It tells you the video was so compelling that it made the viewer curious about YOU. It's a "lead" (the first step to a "Follow"). 6. (Example) The "Hook" (L3). You lost 85% of your audience in the first 3 seconds. 7. (Example) "1,000 'Likes' is a 'vanity' metric. Your 'Watch Time' (10%) proves 90% of people hated the video. Your 0 'Profile Visits' proves it generated zero leads. The 'Likes' are fake. The