

YouTube Channel Performance Report

1. Executive Summary

- **Overall Performance:** State the channel's performance based on its total scale (Total Views) and interaction quality (Avg. Engagement Rate).
- **Key Finding:** Clearly state the single most impactful finding (e.g., "The optimal publishing strategy is to target **Sunday afternoons** to maximize both reach and audience interaction.").

2. Key Performance Indicators (KPIs)

Use **Card** visuals to present the highest-level totals.

Metric	Insight
Total Views: (E.g., 25.4 Million)	Total reach over the analyzed period.
Total Engagement: (E.g., 550 Thousand)	Total likes and comments combined.
Avg. Engagement Rate: (E.g., 1.56%)	The quality of the audience (Engagement per View).
Total Videos: (E.g., 5,654)	Total content volume produced.

3. Temporal Patterns: When to Publish

This section identifies the best time slots for publishing based on average performance, using the **Day_of_the_week** and **Hour_of_the_day** columns you created.

Visualization	Interpretation	Actionable Insight
Column Chart: Average Views by Day	Shows the highest average views consistently fall on Sunday , with mid-week days (Tues-Thurs) being average.	Strategy: Prioritize publishing high-effort content on Sundays to capture peak weekend traffic.
Column Chart: Average Views by Hour	Shows the highest viewership peak around 1 PM - 3 PM (Hour 13-15), with a secondary spike in the early morning.	Strategy: Schedule major content drops for 2 PM to maximize initial algorithmic push.
Line Chart: Views Trend Over Time	Shows growth/decline patterns. Is the channel growing, declining, or seasonal?	Strategy: If growing, continue current strategy. If seasonal, prepare content buffers for peak seasons.

4. Content Performance: What to Publish

This section uses the **Derived Categories** you defined from the Title column to identify what topics resonate best.

Visualization	Interpretation	Actionable Insight
Bar Chart: Rank by Average Views	Primary Ranking: Lists Derived Categories (e.g., 'Data & Analytics', 'SEO & Marketing') ranked by their Average Views .	Strategy: Allocate more production resources to the top-ranked category (highest reach).
Bar Chart: Rank by Avg. Engagement Rate	Secondary Ranking: Lists Derived Categories ranked by Average Engagement Rate .	Strategy: Focus on content that may get fewer views but drives better community/loyalty (highest retention).
Table: Top 10 Videos by Views	Shows the title, views, and engagement rate for the 10 most viewed videos.	Strategy: Use the titles/topics of these top 10 videos as models for new content ideas.