

Think School - Compiled Report

Who am I?

I am Riddhi Rajput, a third-year Computer Science student from Nirma University, Ahmedabad. I am passionate about business storytelling, data analytics and how good content can become great. Think School was one of the first channels that made me fall in love with business breakdowns and strategic thinking.

Why did I make this report?

I did this analysis as a self-initiated project because I wanted to understand your content at a deeper level. I scraped your public data, cleaned it and ran multiple analyses to derive meaning from the raw numbers.

The goal is simple: to combine my analytical skills with my interest in Think School's content to derive actionable insights.

Scope of this project?

In this analysis, I have tried to cover Think School's Shorts content, Podcasts and Case studies.

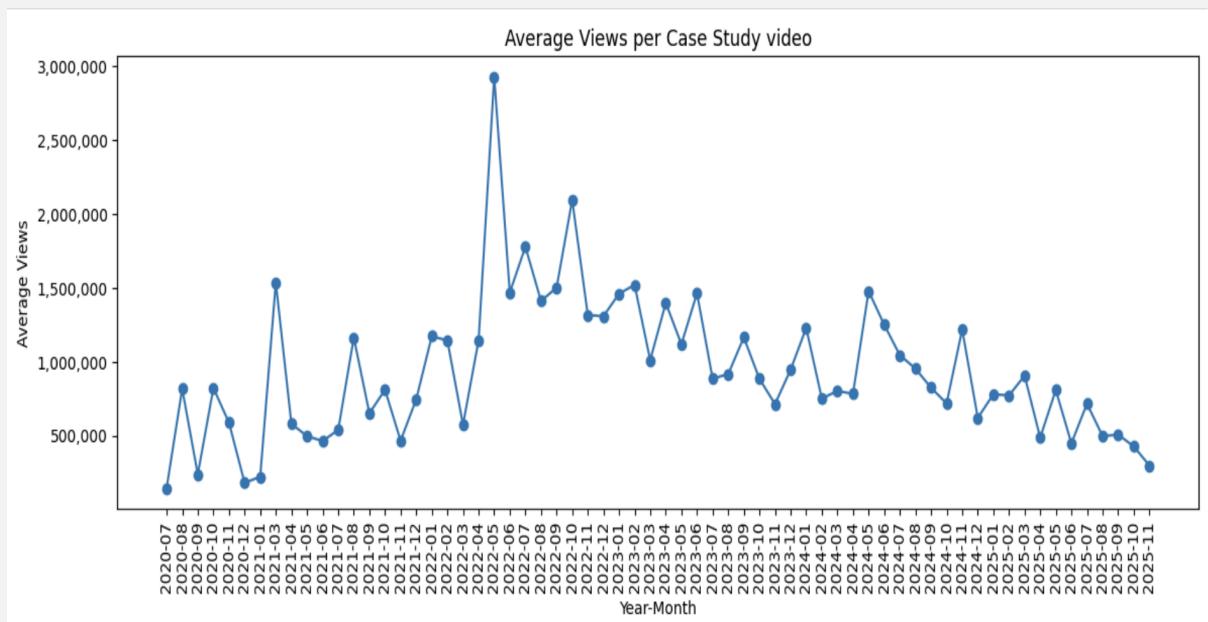
I have tried to study the patterns in viewership, engagement, seasonality, duration and many other factors.

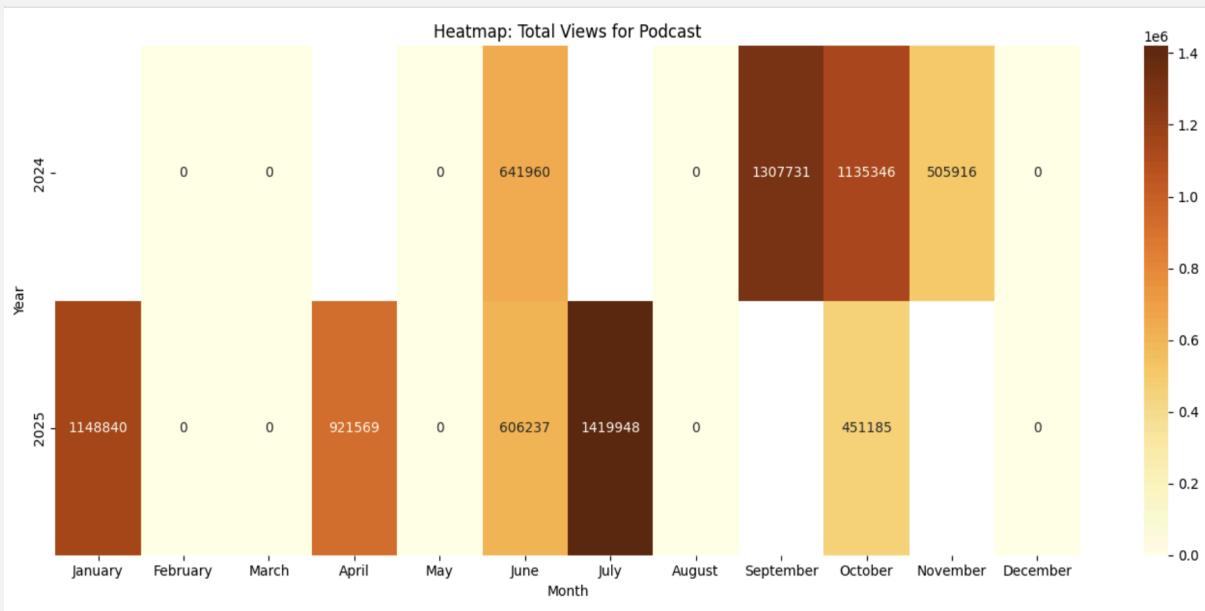
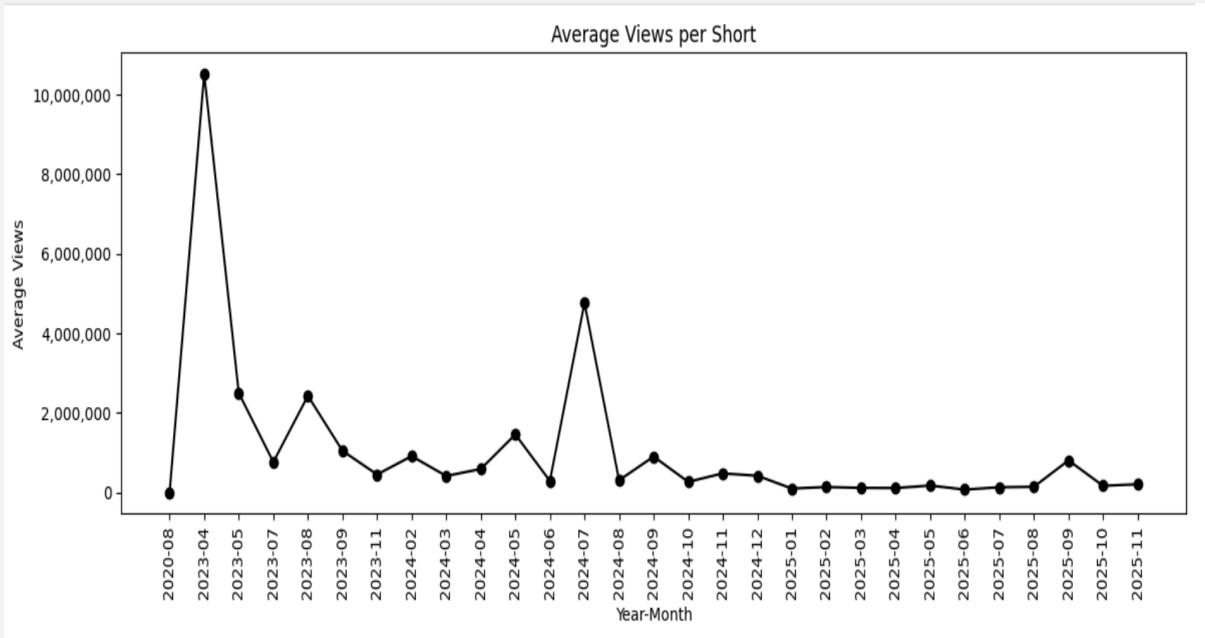
Major Insights:

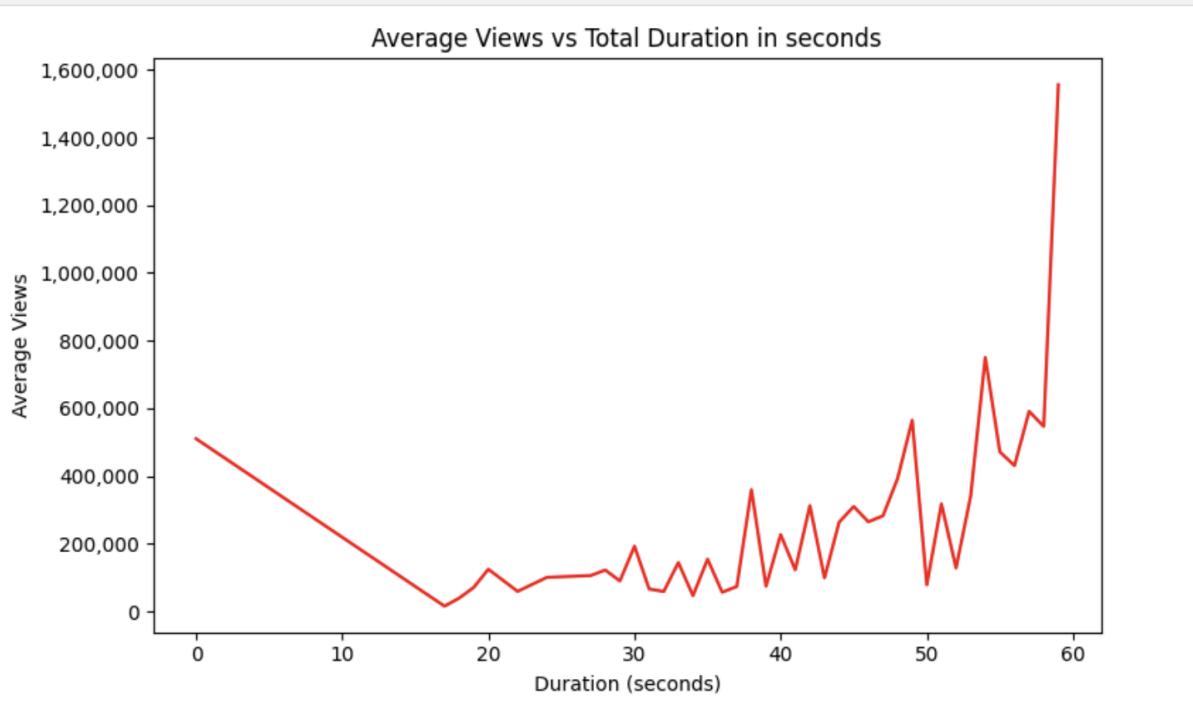
- 1) The average viewership of 60 seconds shorts is almost 16 lakhs on an average, which is more than combined average viewership of podcast and case study videos. **Shorts are clearly the highest-leverage content format.**
- 2) Out of top 10 videos by views, 9 are geopolitical case studies, **showing a strong preference for international affairs and global content strategy among the audience.**
- 3) **Average viewership for upto 2 hours of podcast is maximum** (almost 6 lakhs average views), suggesting strong audience retention for long-form, in-depth conversations.

- 4) Podcast viewership peaked in April 2025, indicating a seasonal spike in long-form content consumption. This may align with vacation periods when audiences have more time for in-depth viewing.**
- 5) Shorts between 50 seconds to 60 seconds duration have consistently achieved highest engagement in the form of views, likes and also comments. **50-60 seconds duration shorts looks like a sweet spot to get higher audience interaction.****
- 6) The top 10 case study videos have an average duration of ~20.5 minutes, indicating that the 18–22 minute range is long enough to deliver depth, yet short enough to maintain high viewer engagement.**

Visual Highlights:







My Top Recommendations :

- 1) Starting Think School's monthly newsletter would help get a lot of audience reach, the newsletter could summarise the channel's monthly uploads (shorts, case-studies and podcasts) in a very short and crisp format for busy professionals who prefer reading over watching, while also encouraging a healthy reading habit among your audience.
- 2) Increase frequency of posting 50-60 seconds short videos on trending geopolitical topics or business strategy. This format can significantly boost monthly impressions and engagements.
- 3) Prioritize geopolitical case studies at least twice a month as they provide the strongest organic pull for Think School's audience.
- 4) Plan releasing podcasts during seasonal peaks like Summer breaks, Diwali breaks and Christmas vacations when audiences may have more time for long-form content.
- 5) Create long-form case-studies in the 18-22 minutes window to drive high viewership.
- 6) Focus on publishing at least 4 shorts a week, 1 podcast every 15 days and 1 case study video every 10 days.
- 7) Test ideas through shorts, if they get good viewership, then convert them into long-form content.

What can I do for Think School?

- 1) Build monthly insights reports using content analytics. I can help build a recurring monthly performance dashboard that tracks category-wise viewership trends, seasonal patterns, recommendations for the next month and a detailed report on which content performed the best.
- 2) If Think School chooses to start a monthly newsletter then I can help summarise the monthly content and at the same time convert long-form stories into crisp takeaways, also, convert the insights into visuals and charts for easy understanding.
- 3) I can provide research summaries, structured notes, visualisations and topic insights for upcoming videos.
- 4) Every week I can monitor the channel performance, identify trending topics and analyse other youtubers content in the same category and provide a comparative analysis to ensure data-backed understanding and decision-making.

My goal is to combine data analytics and my interest for business and business story-telling to help Think School scale its content ecosystem.

If there is alignment, I would love to contribute in a consistent, structured and meaningful manner.

Links to Deep-Dive Reports

1. Shorts Deep-Dive Report (Complete Docs)

 Think School - Shorts deep-dive report

2. Podcast Deep-Dive Report (Complete Docs)

 Think School - Podcasts deep-dive report

3. Case Study Deep-Dive Report (Complete Docs)

 Think School - Case study videos deep-dive report

4. Think School Performance Dashboards on Power BI

- Shorts Dashboard

 Think_School_Shorts.png

- Podcasts Dashboard

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- Case Studies Dashboard

 Think_School_Case_Study.png

5. GitHub Repository (Data + Code + Notebooks)

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Thank You