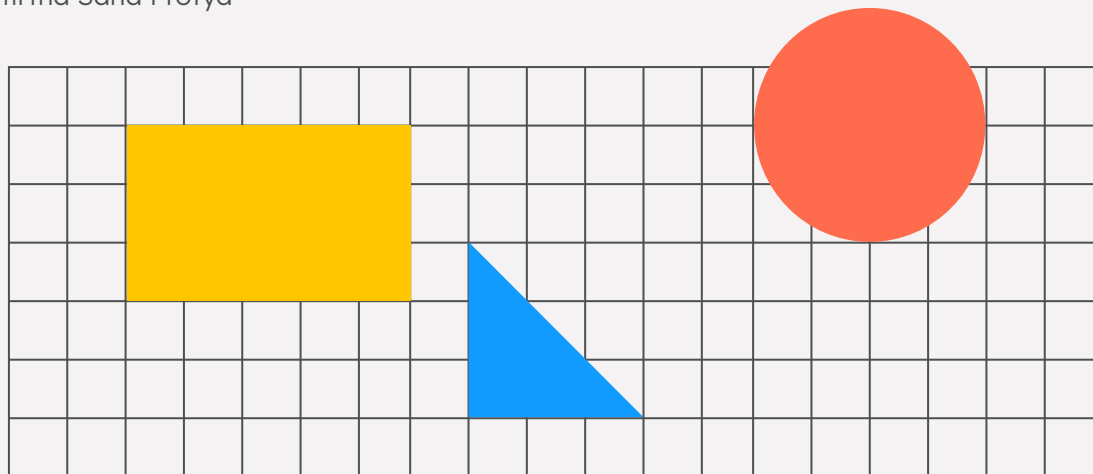
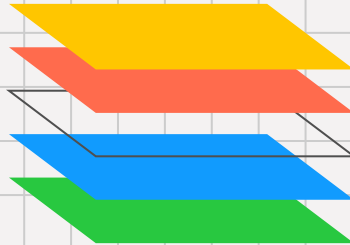
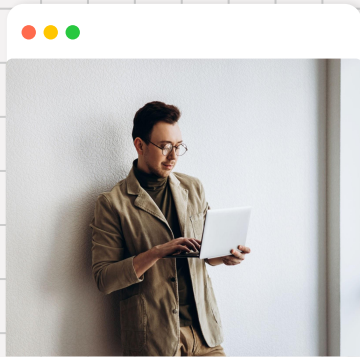


Youtube Channel Performance Case Study

By Richard J Pouzar & Satirtha Saha Protya



Introduction



- **Project Goal:** Analyze YouTube data to secure continued funding by showcasing channel growth and audience engagement.

- **Key Objective:** Identify a target audience for sustained growth, focusing on high-performing demographics.

- **Data Overview:** Compared metrics from the first 90 days of 2021 and 2022, including viewership, watch time, and subscriber activity.

- **Focus Areas:** Highlighted audience loyalty, traffic source effectiveness, and opportunities for targeted growth.

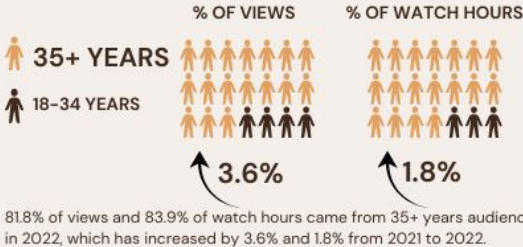
YOUTUBE CHANNEL PERFORMANCE

REVENUE GROWTH

18.5%

The channel revenue increased by \$120 from 2021 to 2022 which is nearly 18.5% increase.

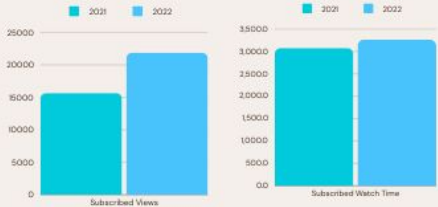
TARGET AUDIENCE



SUMMARY

The analysis highlights a growth in channel performance, emphasizing loyalty and engagement among its target audience. Net subscriber gain and total revenue have increased, with a clear identification of the 35+ age group as the primary audience, as 81.8% of viewers and 83.9% of watch time come from this demographic in 2022. Viewership and watch time from subscribers have surged, showcasing a 39.6% increase in subscriber views and a more engaged fanbase. Key traffic sources such as YouTube notifications and end screens have driven over a 150% increase in views, while search and channel page viewership rose by 18.3% from 2021 to 2022. This growth indicates effective video discoverability and engaging content strategies. The channel's ability to attract loyal subscribers while driving increased revenue demonstrates sustained and meaningful growth.

LOYAL SUBSCRIBER BASE



SUBSCRIBER VIEWS AND WATCH TIME HAVE SHOWN SIGNIFICANT GROWTH, WITH A 39.6% INCREASE IN VIEWS, HIGHLIGHTING A MORE ENGAGED AND LOYAL FANBASE FROM 2021 TO 2022.

VIDEOS FROM



YOUTUBE NOTIFICATIONS AND END SCREENS HAVE CONTRIBUTED TO A REMARKABLE 150.3% & 152.6% INCREASE IN VIEWS FROM 2021 TO 2022.

NET SUBSCRIBER GROWTH

16.3%

The channel gained 118 or 16.3% more subscribers in 2022 than it gained in 2021.

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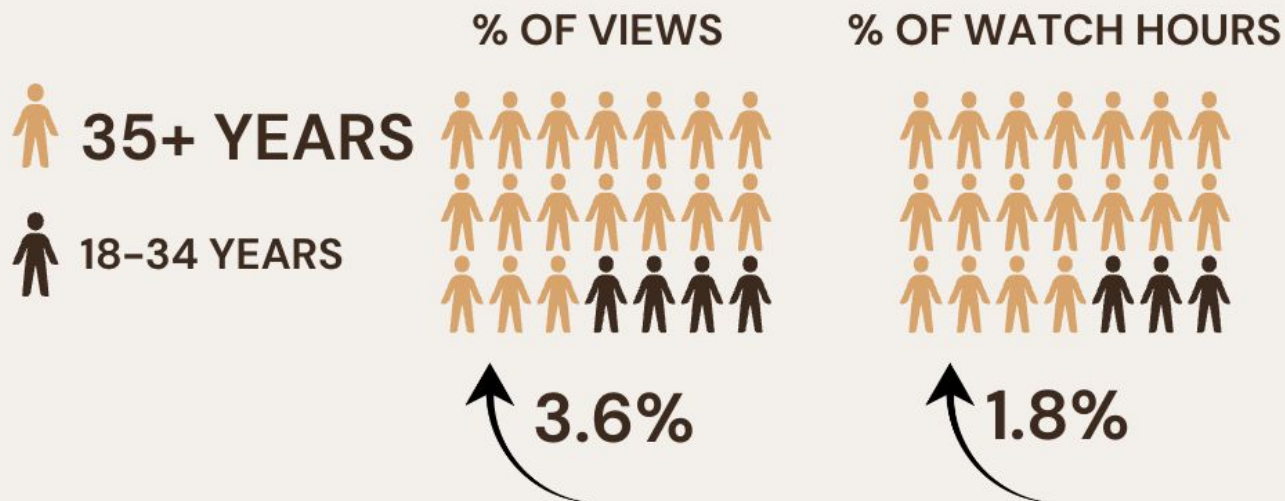
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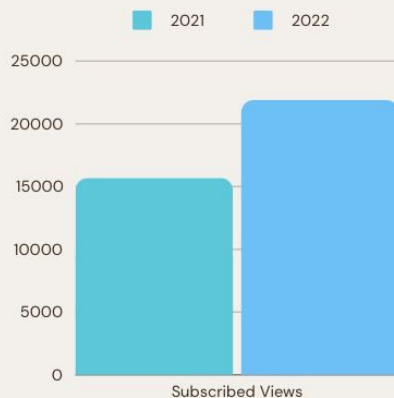
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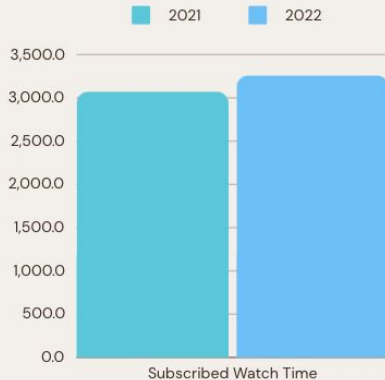
81.8% of views and 83.9% of watch hours came from 35+ years audience in 2022, which has increased by 3.6% and 1.8% from 2021 to 2022.

LOYAL SUBSCRIBER BASE

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NOTIFICATIONS



↑ **150.3%** ↑ **152.6%**

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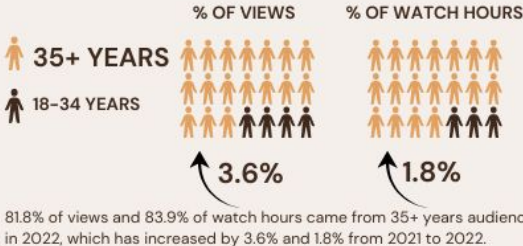
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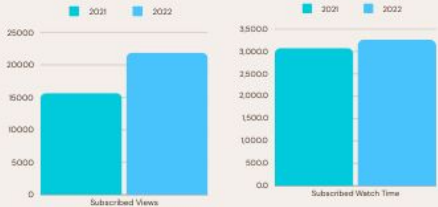
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Conclusions



- **Audience Loyalty and Growth:** The 35+ age group is confirmed as the primary audience, accounting for 81.8% of viewers and 83.9% of watch time in 2022.
- **Subscriber Engagement:** A 39.6% increase in subscriber views reflects a growing and more engaged fanbase.
- **Effective Traffic Sources:** Views from YouTube notifications and end screens rose by over 150%, with search and channel page viewership increasing by 18.3%.
- **Revenue and Discoverability:** Increased subscriber engagement and improved video discoverability have contributed to higher net subscriber gain and revenue growth.
- **Sustained Progress:** The channel's ability to drive loyalty and revenue growth underscores its strong content and audience retention strategies.

Suggestions



- Invest further in personalized campaigns and notifications
- Post the behind the scenes or different other contents after the 3 month series
- Create dynamic end screens
- Keep the target audience in mind to maximize subscriber engagement, attract new viewers and achieve a higher viewer to subscriber conversion.

Thank you for listening!!!

Any questions?