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shares Integer The number of times the post was shared. saves Integer The number of times the post was saved. click_through_rate Float The percentage of people who clicked on a link in the post. post_link_clicks Integer The number of times people clicked on a link in the post.	angry_reactions	Integer	The number of angry reactions on the post.
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post_link_clicks	saves	Integer	The number of times the post was saved.
	click_through_rate	Float	The percentage of people who clicked on a link in the post.
	post_link_clicks	Integer	The number of times people clicked on a link in the post.
	other_post_clicks	Integer	The number of times people clicked on other parts of the post, such as the image or the video.

Column         Data type         Description           post_clicks_all         Integer         The total number of times people clicked on anything in the post.           post_media_clicks         Integer         The number of times people clicked on the image or video in the post.	
nost media clicks Integer The number of times people clicked on the image or video in the post	
post_media_onors   finteger   The number of times people onord off the inflage of video in the post.	
post_hashtag_clicks Integer The number of times people clicked on a hashtag in the post.	
post_detail_expand_clicks Integer The number of times people clicked to expand the post to see more details.	
profile_clicks Integer The number of times people clicked on the profile that published the post.	
post_photo_view_clicks Integer The number of times people clicked to view the full-size photo in the post.	
post_video_play_clicks Integer The number of times people clicked to play the video in the post.	
other_engagements Integer The number of engagements with the post that are not likes, comments, shares, or saves. This could include things like polls, surveys,	and RSVPs.
answers Integer The number of times people answered a question in the post.	
app_engagements	laying a game.
app_install_attempts Integer The number of times people tried to install the app in the post.	
app_opens Integer The number of times people opened the app from the post.	
follows_from_post Integer The number of people who started following the profile that published the post because of the post.	
unfollows_from_post Integer The number of people who stopped following the profile that published the post because of the post.	
negative_feedback Integer The number of times people gave the post negative feedback, such as reporting it or hiding it.	
bit.ly_link_clicks Integer The number of times people clicked on a bit.ly link in the post.	
engaged_users Integer The number of unique users who engaged with the post in some way.	
engaged_fans	
users_talking_about_this	
unique_reactions Integer The number of unique users who reacted to the post.	
unique_comments Integer The number of unique users who commented on the post.	
unique_shares	
unique_answers Integer The number of unique users who answered a question in the post.	
unique_post_clicks Integer The number of unique users who clicked on anything in the post.	
unique_post_link_clicks Integer The number of unique users who clicked on a link in the post.	
unique_post_photo_view_clicks Integer The number of unique users who clicked to view the full-size photo in the post.	
unique_post_video_play_clicks Integer The number of unique users who clicked to play the video in the post.	
unique_other_post_clicks Integer The number of unique users who clicked on other parts of the post, such as the image or the hashtag.	
unique_negative_feedback Integer The number of unique users who gave the post negative feedback, such as reporting it or hiding it.	
subscribers_gained_from_video Integer The number of unique users who subscribed to the channel that published the video because of the video.	
annotation_clicks Integer The number of times people clicked on an annotation in the video.	
card_clicks Integer The number of times people clicked on a card in the video.	
video_views Integer The number of times the video was watched.	
media_views Integer The number of times the video or image in the post was viewed.	
organic_video_views Integer The number of times the video was watched organically, i.e. without being paid for.	
paid_video_views Integer The number of times the video was watched because of a paid ad.	
partial_video_views Integer The number of times the video was watched partially, i.e. not all the way through.	
organic_partial_video_views Integer The number of times the video was watched partially organically, i.e. without being paid for.	
paid_partial_video_views Integer The number of times the video was watched partially because of a paid ad.	
full_video_views Integer The number of times the video was watched all the way through.	
full_video_view_rate Float The percentage of people who watched the video all the way through.	
follow_video_views Integer The number of times the video was watched by people who already follow the channel that published the video.	
for_you_video_views Integer The number of times the video was seen on the "For You" page.	
hashtag_video_views Integer The number of times the video was seen from a hashtag page.	
business_account_video_views Integer The number of times the video was seen on a business account page.	
sound_video_views Integer The number of times the video was seen from a sound page.	

		DATA DICTIONARY
Column	Data type	Description
unspecified_video_views	Integer	The number of times the video was seen from an unspecified source.
organic_full_video_views	Integer	The number of times the video was watched all the way through organically, i.e. without being paid for.
paid_full_video_views	Integer	The number of times the video was watched all the way through because of a paid ad.
autoplay_video_views	Integer	The number of times the video was played automatically.
click_to_play_video_views	Integer	The number of times the video was played when the user clicked on it.
sound on video views	Integer	The number of times the video was watched with the sound on.
sound off video views	Integer	The number of times the video was watched with the sound off.
10 second video views	Integer	The number of times the video was watched for at least 10 seconds.
organic 10 second video views	Integer	The number of times the video was watched for at least 10 seconds organically, i.e. without being paid for.
paid 10 second video views	Integer	The number of times the video was watched for at least 10 seconds because of a paid ad.
autoplay 10 second video views	Integer	The number of times the video was played automatically for at least 10 seconds.
click to play 10 second video views	Integer	The number of times the video was played when the user clicked on it and watched it for at least 10 seconds.
sound_on_10_second_video_views	Integer	The number of times the video was watched for at least 10 seconds with the sound on.
sound off 10 second video views	Integer	The number of times the video was watched for at least 10 seconds with the sound off.
autoplay partial video views	Integer	The number of times the video was played automatically and watched partially.
click to play partial video views	Integer	The number of times the video was played when the user clicked on it and watched it partially.
autoplay full video views	Integer	The number of times the video was played automatically and watched all the way through.
click_to_play_full_video_views	Integer	The number of times the video was played when the user clicked on it and watched it all the way through.
95% video views	Integer	The number of times the video was watched for at least 95% of its duration.
organic 95% video views	Integer	The number of times the video was watched for at least 95% of its duration organically, i.e. without being paid for.
paid 95% video views	Integer	The number of times the video was watched for at least 95% of its duration because of a paid ad.
video length seconds	Integer	The length of the video in seconds.
average video time watched seconds	Float	The average amount of time that people watched the video for.
video view time seconds	Integer	The total amount of time that people spent watching the video.
organic video view time seconds	Integer	The total amount of time that people spent watching the video organically, i.e. without being paid for.
paid video view time seconds	Integer	The total amount of time that people spent watching the video because of a paid ad.
unique video views	Integer	The number of unique users who watched the video.
unique_organic_video_views	Integer	The number of unique users who watched the video organically, i.e. without being paid for.
unique paid video views	Integer	The number of unique users who watched the video because of a paid ad.
unique 10 second video views	Integer	The number of unique users who watched the video for at least 10 seconds.
unique full video views	Integer	The number of unique users who watched the video all the way through.
unique organic 95% video views	Integer	The number of unique users who watched the video for at least 95% of its duration organically, i.e. without being paid for.
unique_paid_95%_video_views	Integer	The number of unique users who watched the video for at least 95% of its duration because of a paid ad.
video ad break ad impressions	Integer	The number of times the video ad break was shown.
video ad break ad earnings	Float	The amount of money earned from the video ad break.
	Float	The cost per impression (CPM) of the video ad break.
youtube premium views	Integer	The number of times the video was watched by YouTube Premium subscribers.
estimated minutes watched	Integer	The estimated number of minutes that people spent watching the video.
estimated premium minutes watched	Integer	The estimated number of minutes that YouTube Premium subscribers spent watching the video.
story taps back	Integer	The number of times that people tapped the back button while viewing the story.
story_taps_forward	Integer	The number of times that people tapped the forward button while viewing the story.
story_exits	Integer	The number of times that people exited the story.
story replies	Integer	The number of times that people replied to the story.
video added to playlists	Integer	The number of times that the video was added to a playlist.
subscribers lost from video	Integer	The number of subscribers that the channel lost after the video was published.
video removed from playlists	Integer	The number of times that the video was removed from a playlist.
playiloto		The manual of a small shall the theoretic from a playhol.

DATA DICTIONARY			
Column	Data type	Description	
annotation_impressions	Integer	The number of times that an annotation was displayed.	
annotation_clickable_impressions	Integer	The number of times that a clickable annotation was displayed.	
annotation_closable_impressions	Integer	The number of times that a closable annotation was displayed.	
annotation_closes	Integer	The number of times that an annotation was closed.	
card_impressions	Integer	The number of times that a card was displayed.	
card_teaser_impressions	Integer	The number of times that a card teaser was displayed.	
card_teaser_clicks	Integer	The number of times that a card teaser was clicked.	
poll_votes	Integer	The number of votes that were cast in the poll.	
tags	String	A list of tags that were associated with the video.	