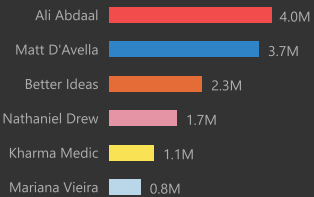


PRODUCTIVITY YOUTUBERS

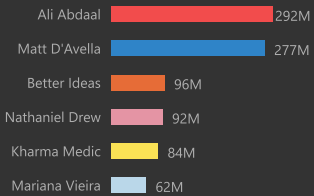
WHO IS THE MOST PRODUCTIVE?

The report discusses the leading YouTube channels that produce productivity-topic content. Thomas Frank's channel is excluded due to not uploaded any videos since last year. Shorts videos under 2 minutes are also excluded. Only videos published after 2021, when all channels were created, are considered.

Top subscribers



Top views



Who attract the most views?

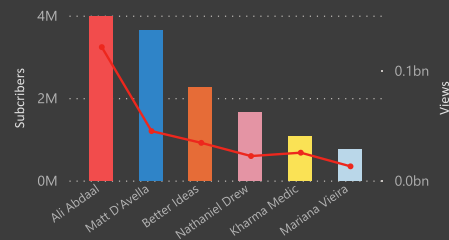
- Ali is the nominator in terms of both number of subscribers and views, and places a huge gap with other channels.
- Higher subscribers, a higher chance to attract views.
- But subscribers is not the sole key factor. Channels with a lower number of subscribers can gain more views by producing more videos.

Subscribers - Views - No. videos

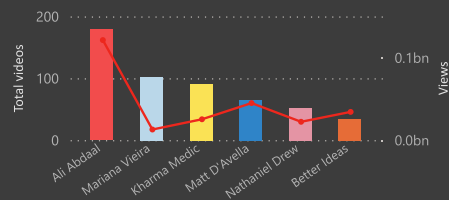
Marker size is number of videos



Subscribers - Total views



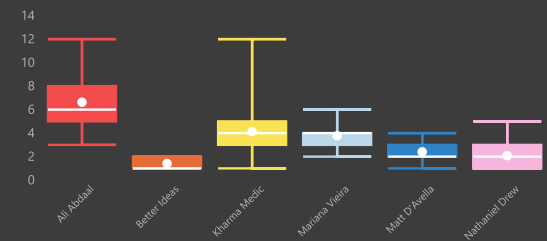
Number of videos - Total views



Who is the most disciplined?

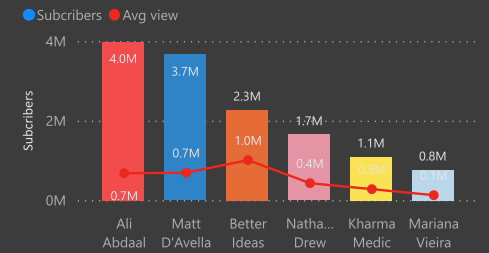
- All channels keep uploading at least 1 video per month
- Ali is highly productive in producing videos, creating an average of 5-8 videos per month
- Better Ideas is less active, he creates only 1-2 videos per month.

Videos per month

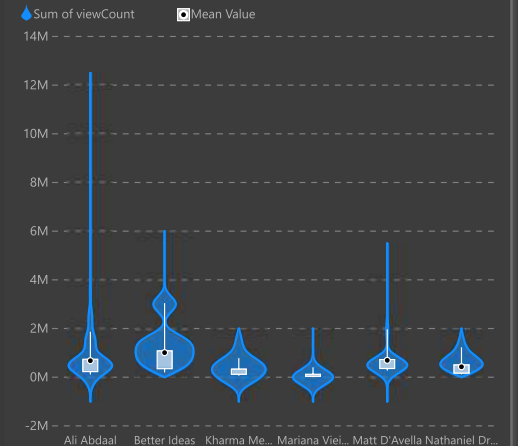


Who has engaging content?

Subscribers - Average views per video



Views distribution

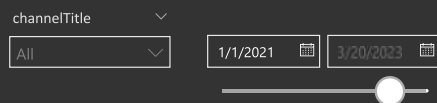


- Better Ideas attracts highest average view per video. He has higher density of videos that have views above average than other channels.
- Ali is dominator in number of views, but not in average view each video. He has some very high view videos up to 12M, but the average is around 600k.

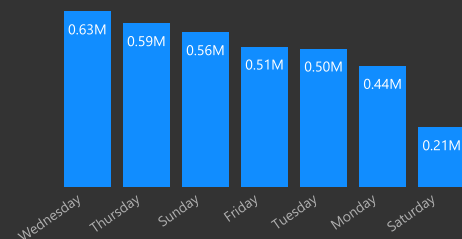
Data Updated Date: 31/03/2023

Why Ali abdaal or Better Ideas?

- Videos published on Thursday or Wednesday have higher views than the rest of the week.
- Better Ideas is consistent in setting the length of videos and the length of title. Most of his videos are around 8-10 mins, have 30-40 words on title.
- Most of over 1.5M videos from Ali have duration less than 25 mins.
- How, life, why, stop, quickly, ruining are most frequent words appear in Better Ideas.
- "How" is the most frequent word on both channels.
- Ali produces various types of topics.



Average views by publish day

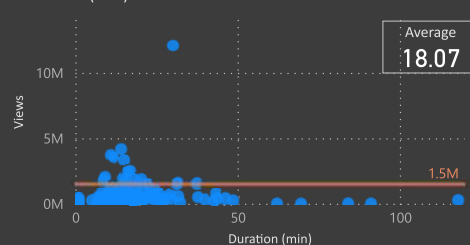


Top 20 videos have highest views

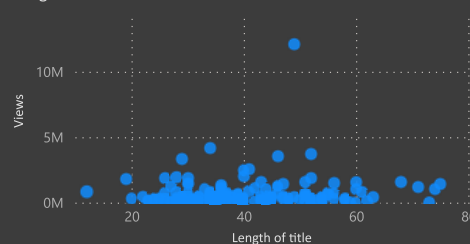


Ali Abdaal

Durations (min) and Views



Length of title and Views

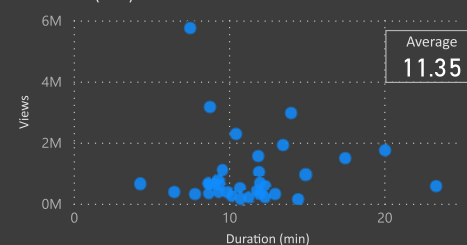


Words on title

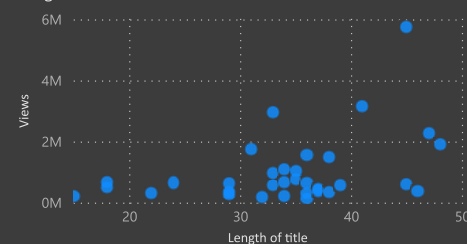


Better Ideas

Durations (min) and Views



Length of title and Views



Words on title

