



# DATA REPORT

Automatically generated insights & visualizations  
based on your uploaded CSV.

AI-POWERED ANALYST

E2B · OPENAI · EXA

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## EXECUTIVE SUMMARY

Analysis of 537 YouTube videos highlighting views, engagement, categories, channels, and temporal patterns.

## KEY NUMBERS

### KPI 1

Total views: 11,522,687,264  
across 537 videos.

### KPI 2

Total likes: 232,845,557 and  
total comments: 3,826,501.

### KPI 3

Average views per video: 21.46M;  
median views: 6.39M.

### KPI 4

Average engagement rate: 2.87%  
across all videos.

### KPI 5

Average likes-to-views ratio:  
2.77%; comments-to-views ratio:  
0.10%.

### KPI 6

Median video duration: 390  
seconds; mean duration: 4,803  
seconds.

### KPI 7

Correlation between video age and  
views: 0.023 (essentially no  
linear relationship).

## EXTERNAL CONTEXT (LINKS)

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Dataset comes from Kaggle's YouTube Analytics Data, representing high-performing videos, not the full platform.

Because it is a top-performers sample, averages (21.46M views) are far above typical channel baselines.

Engagement rates around 2-4% align with commonly cited benchmarks for successful YouTube content.

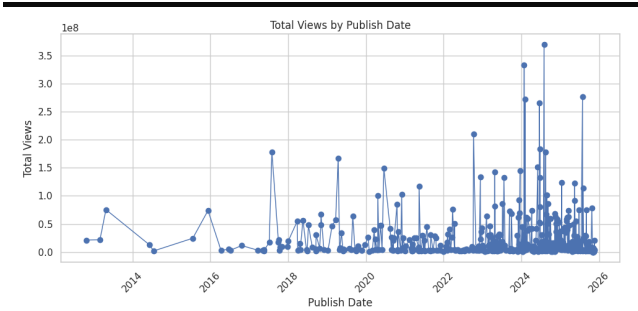
Category IDs follow YouTube's standard taxonomy (e.g., 10=Music, 24=Entertainment, 22=People & Blogs, 26=How-to & Style).

KEY INSIGHTS & VISUALIZATIONS

INSIGHT 1

Chart 1 - Total Views by Publish Date: Each point aggregates total views for videos published on that date. Earliest dates show totals from ~1.8M to ~75.5M views per day. Recent years also feature multiple high-view days, indicating viral hits across the whole timeline.

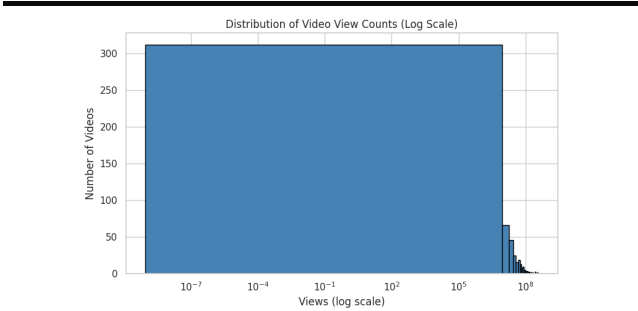
CHART 1



INSIGHT 2

Chart 2 - Distribution of Video View Counts (Log Scale): View counts are highly skewed; most videos cluster at lower log-scaled views. A minority reach beyond 100M views, with very few above 300M. This heavy-tailed distribution suggests a small number of viral outliers dominate total views.

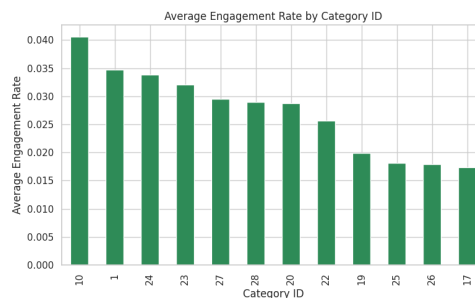
CHART 2



### INSIGHT 3

Chart 3 - Average Engagement Rate by Category ID: Average engagement ranges roughly from ~1.8% to above 4% depending on category. Category 10 (Music) shows high engagement (~4.06%) despite mid-range average views. Category 24 (Entertainment) combines strong views (23.9M average) with elevated engagement (~3.38%).

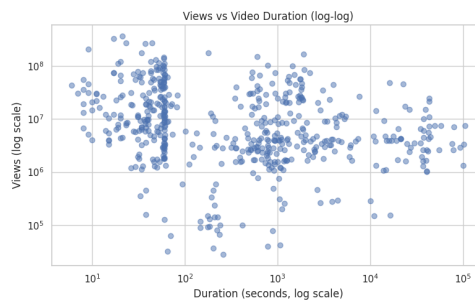
CHART 3



### INSIGHT 4

Chart 4 - Views vs Video Duration (log-log): Durations span from under a minute to over 100,000 seconds on a log scale. Across durations, views vary from near zero to ~370M without a clear monotonic trend. Both short and long videos can go viral; duration alone doesn't determine view performance.

CHART 4



### ADDITIONAL DETAILS

Top category by total views is 22 (People & Blogs) with ~3.90B views across 99 videos.

Category 26 (How-to & Style) averages 52.75M views per video, the highest among major categories.

Top channel by total views is Priyal Kukreja with 614.09M views across 5 videos.

Loveneet Valecha and SungBeats each average over 130M views per video among their uploads.

Engagement and likes-to-views ratios are tightly aligned, indicating likes drive most engagements.

Video age varies widely (0-4,772 days), yet has negligible linear correlation with cumulative views.



Generated by WhatsApp Data Analyst Agent

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