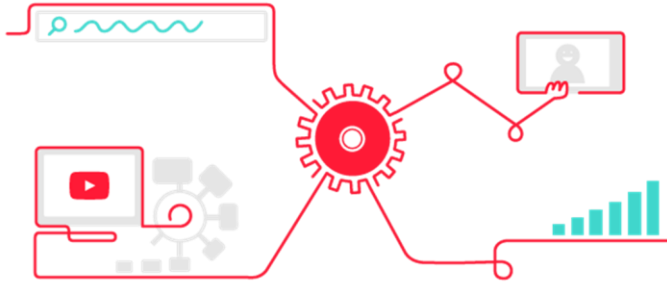


The Rise of Relationship Coaches on Youtube

Data-driven Comparative Analysis
Uncovering the Potential



The Rise of Relationship Coaches on Youtube

Top 2 in google search

Matthew Hussey



Channel since 2010
3.05M subscribers
519M Views
~900 Uploads

Target audience : Mostly women

Apollonia Ponti



Channel since 2017
682K subscribers
100M Views
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Target audience : Mostly men, recently also women

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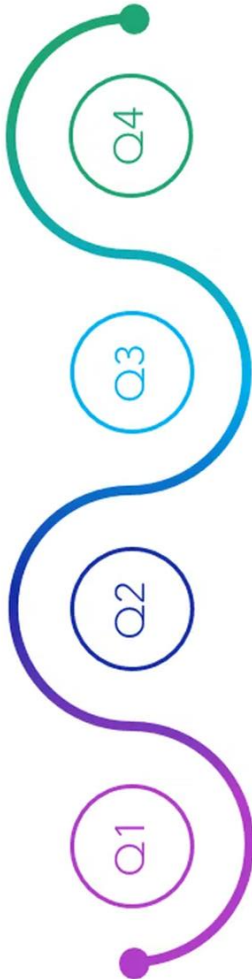
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Strategies for a
similar success story?

Youtube data-driven Comparative Analysis

Roadmapping

- 
- Data collection : Video meta-data via YouTube API for both channels
 - Data preprocess and engineering additional features for analysis
 - Exploratory data analysis
 - Data insights visualization
 - Conclusions / Data Limitations/ Future Ideas

Roadmapping

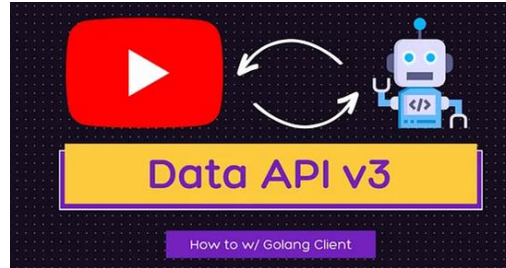
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Data collection

Application Programming Interface to retrieve data from YouTube's database.

Access to a wide range of information of videos:

Views, Likes, Comments, Title, Description, Duration, Upload Time



Youtube Data API v3

Roadmapping

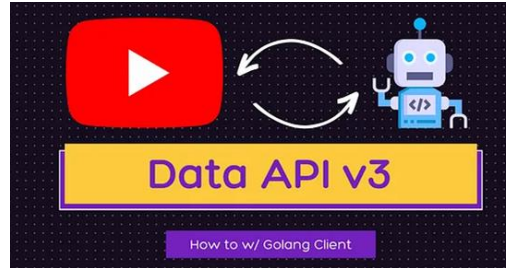
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Youtube Data API v3

Data Preprocess and Feature Engineering

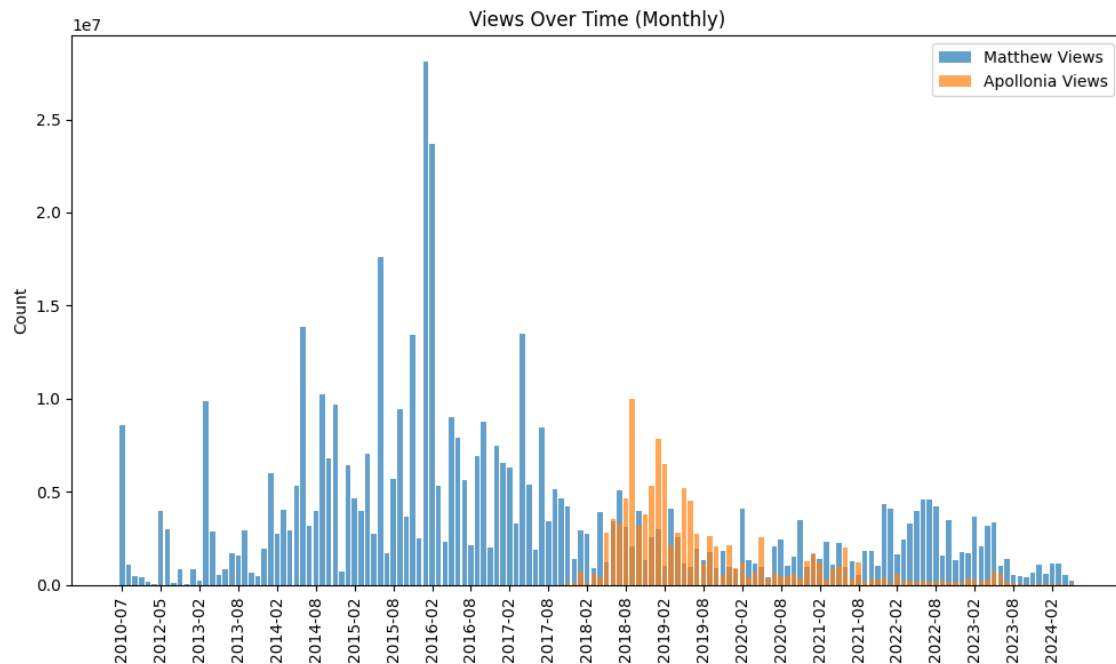
i.e. Cumulative views over time, Video duration to seconds, Remove #Shorts Videos



Exploratory Data Analysis



Audience Trends



Matthew:

Reaching a peak in views in 2016 - 6 year after the channel was published - and since then views have been fewer.

Apollonia:

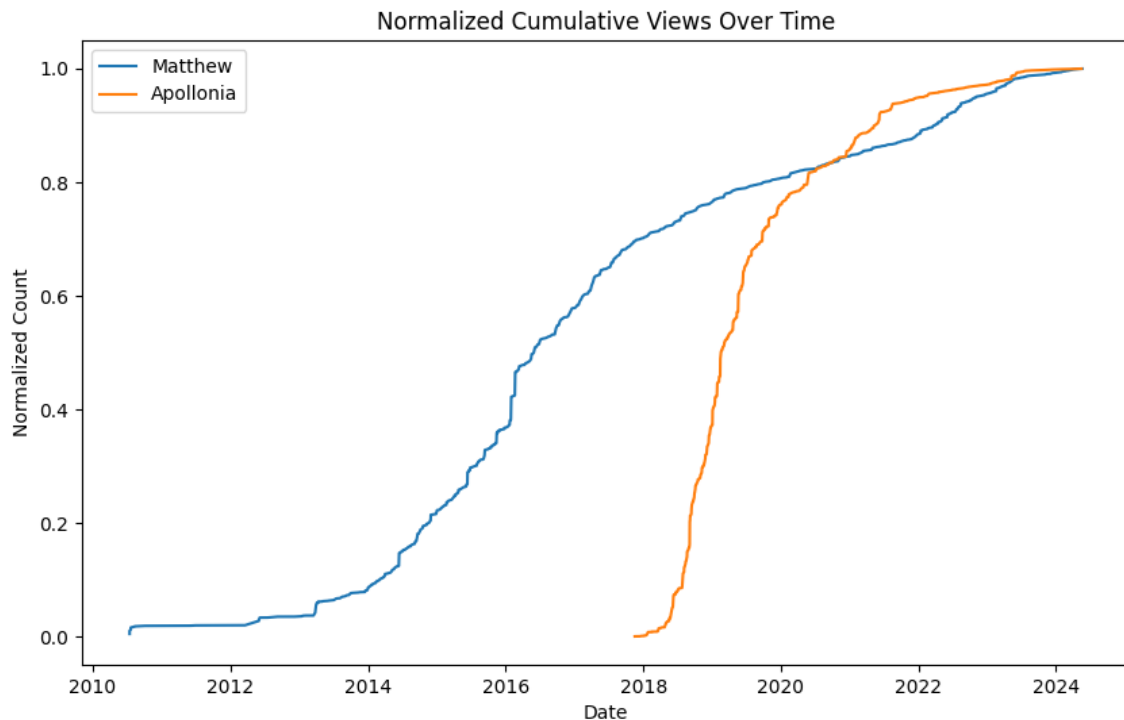
Reaching a peak in views in 2018 - 1 year after the channel was launched



Exploratory Data Analysis



Audience Trends



The lines indicate the audience grow over time - Audience Trends:

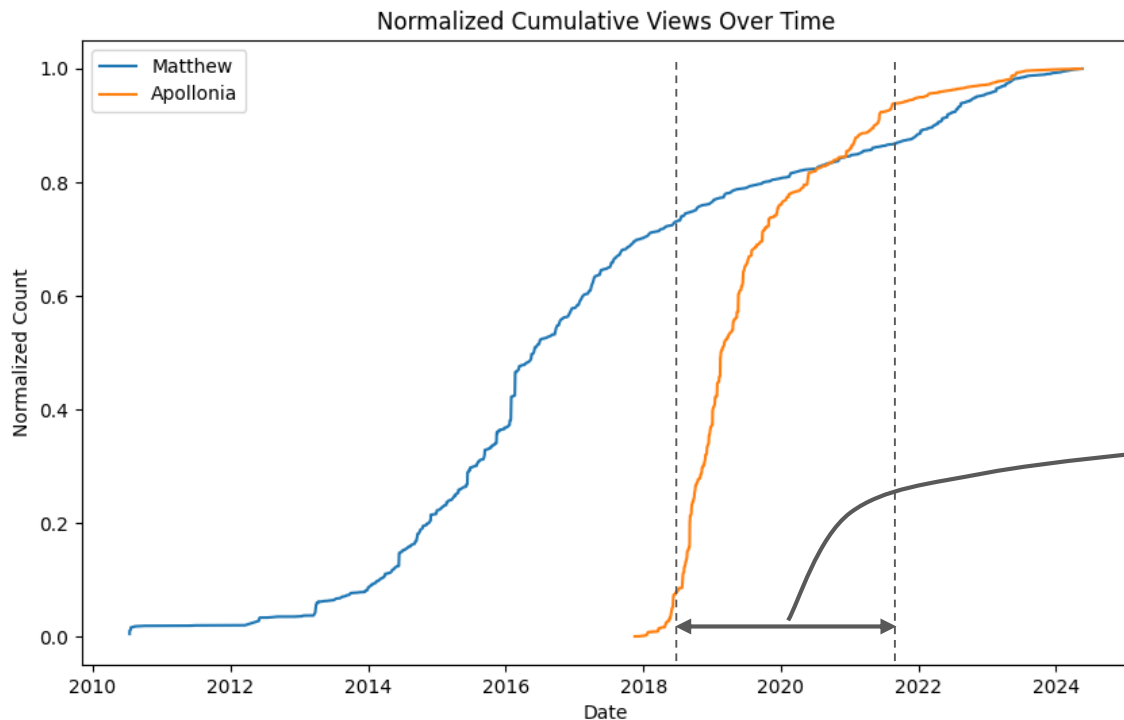
Matthew:
Smoothly audience trends over time
with highest trends between
2014-2016 & 2016-2018



Exploratory Data Analysis



Audience Trends



The lines indicate the audience grow over time - Audience Trends:

Matthew:

Smoothly audience trends over time with highest trends between 2014-2016 & 2016-2018

Apollonia:

Rapid audience increased trends between ~2018-2022, around the time that Matthew's audience trend decreased

Such an observation might depict the growing of interest in the content of relationship coaching and/or the new target audience of Apollonia



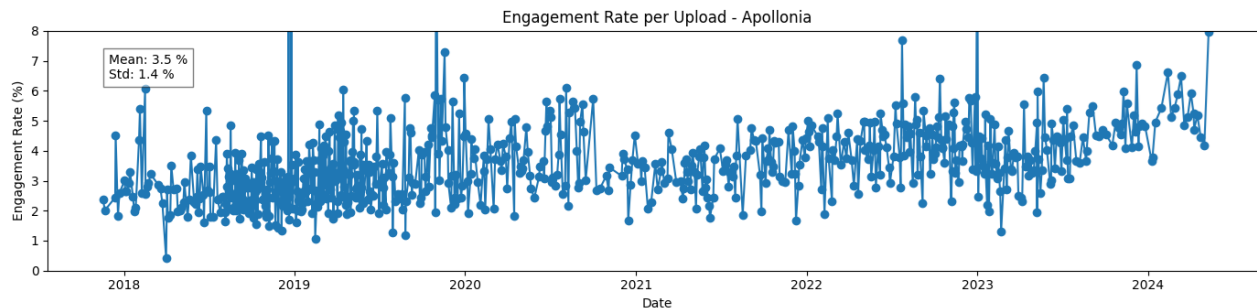
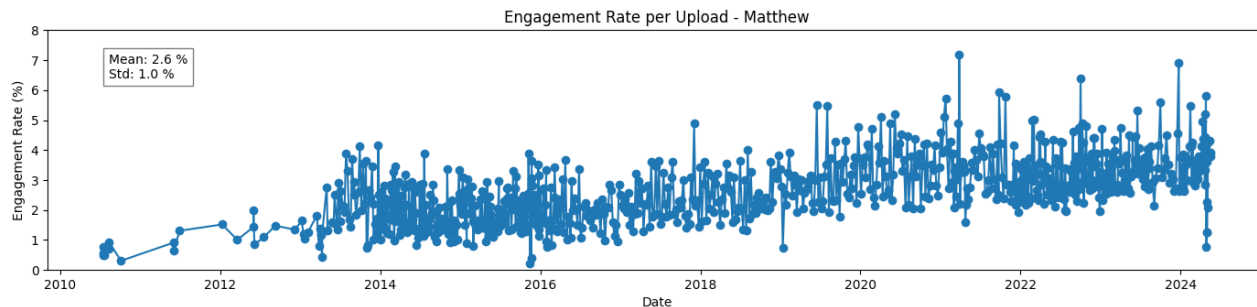
Exploratory Data Analysis



Engagement Analysis

$$\text{Engagement Rate} = \left(\frac{\text{Likes} + \text{Comments} + \text{Shares}}{\text{Views}} \right) \times 100$$

Factor for the engagement of the audience
independently on the video views



- Engagement Rate is increasing over time for both channels.

- Apollonia's rate is slightly higher but with a bit higher variation and fluctuations.



Exploratory Data Analysis

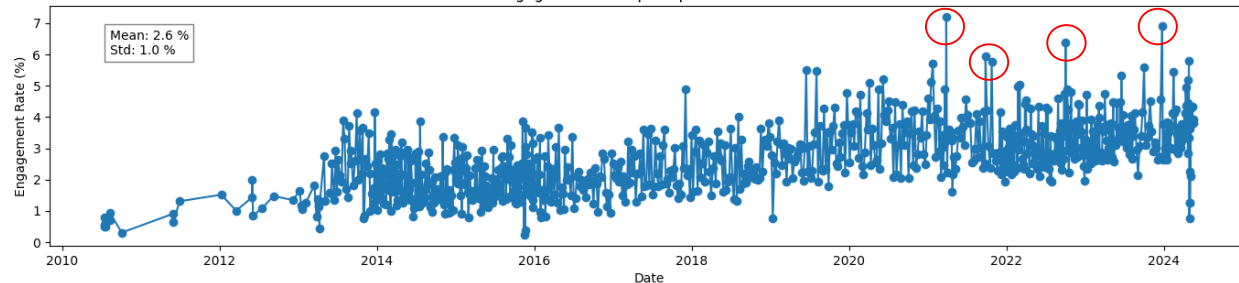


Engagement Analysis

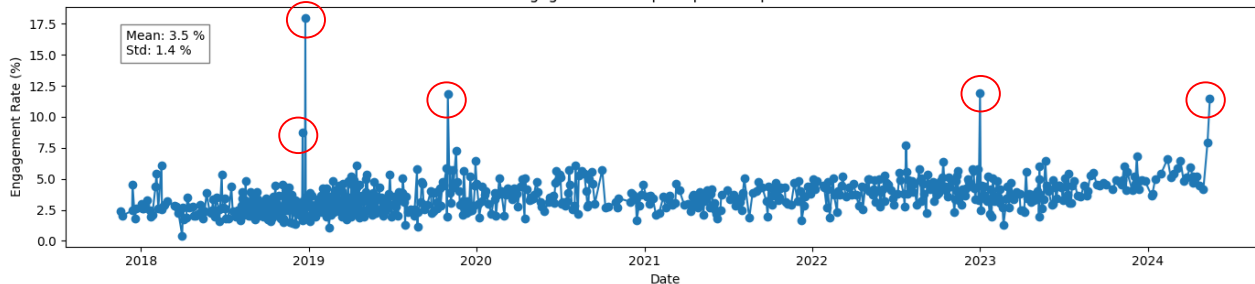
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Factor for the engagement of the audience
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Engagement Rate per Upload - Matthew



Engagement Rate per Upload - Apollonia



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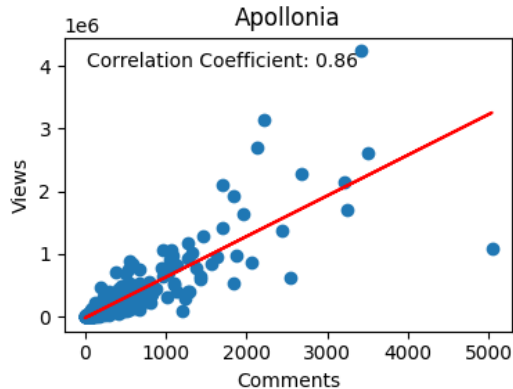
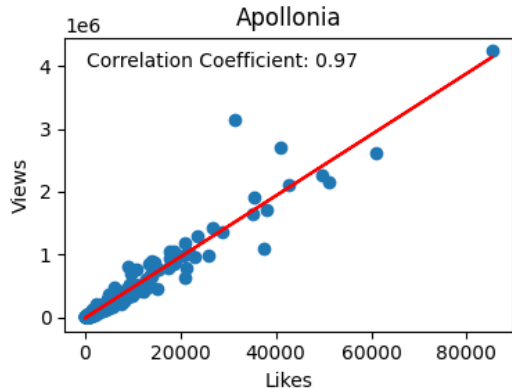
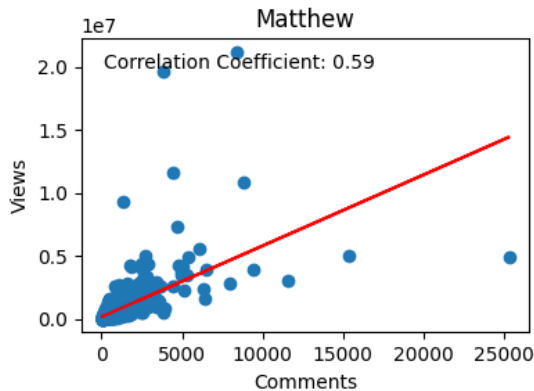
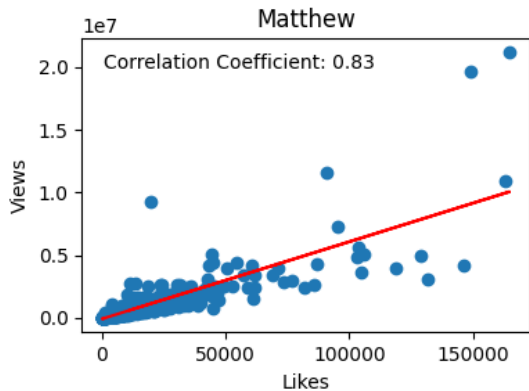
The best performing videos on
the Apollonia channel are
prominent and stand out in
comparison with those of
Matthew



Exploratory Data Analysis



Engagement Analysis



Matthew:

The number of likes seem to suggest stronger correlation than the number of comments.

Apollonia:

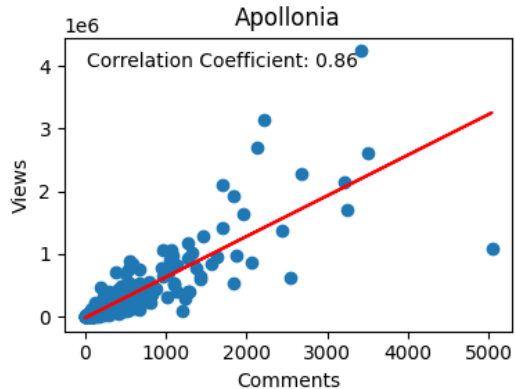
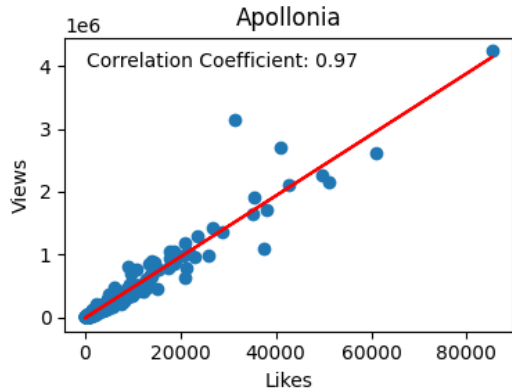
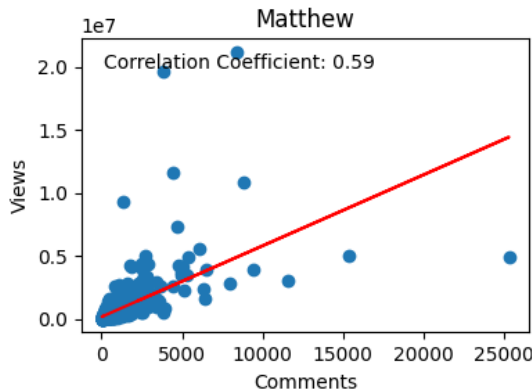
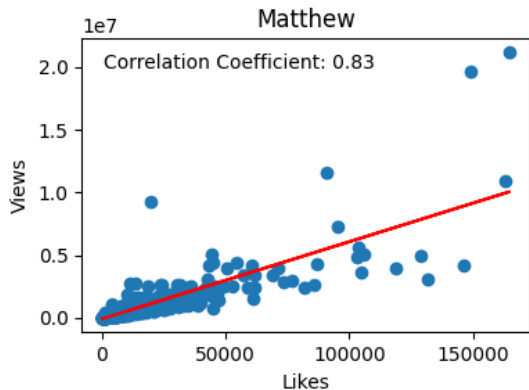
Strong correlation



Exploratory Data Analysis



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Strong correlation

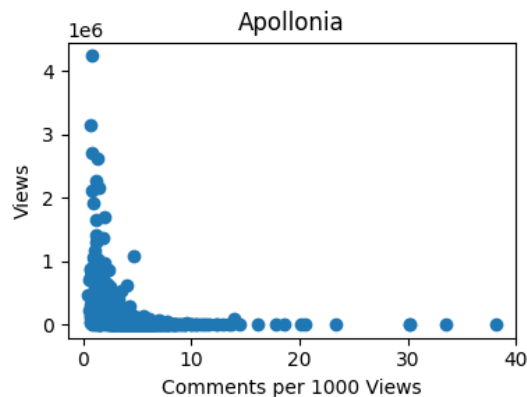
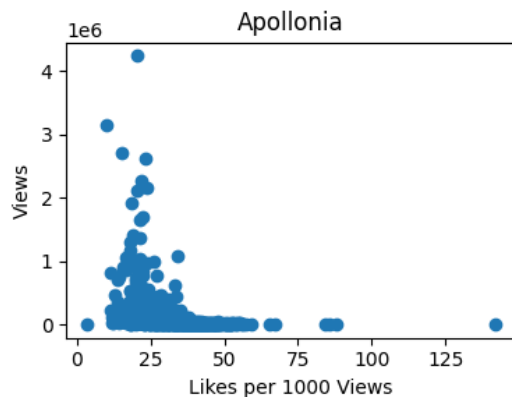
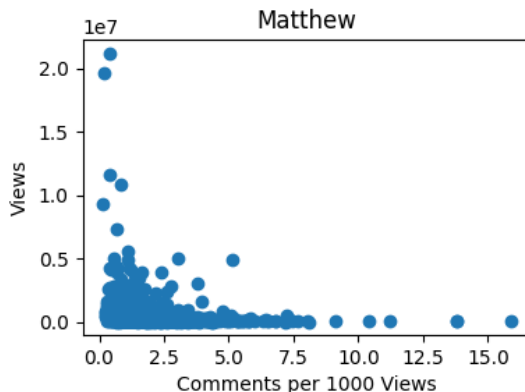
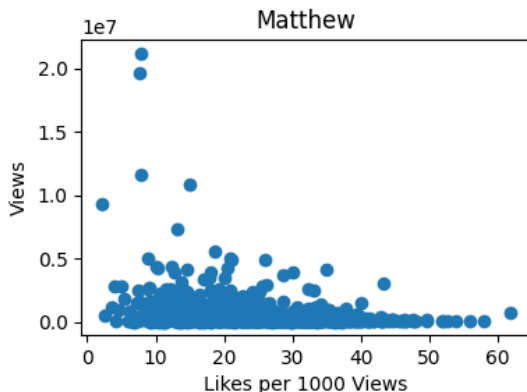
However, this is expected as the more people watching a video, the more likely this video will get comments and likes.



Exploratory Data Analysis



Engagement Analysis



Matthew:

The number of likes seem to suggest stronger correlation than the number of comments.

Apollonia:

Strong correlation

However, this is expected as the more people watching a video, the more likely this video will get comments and likes.

To correct for this factor, calculate the Comments and Likes per 1000 view.

Correlations almost disappear!

Many videos have millions of views and relatively few likes and comments.

Small positive correlation at the Like-View relationship.

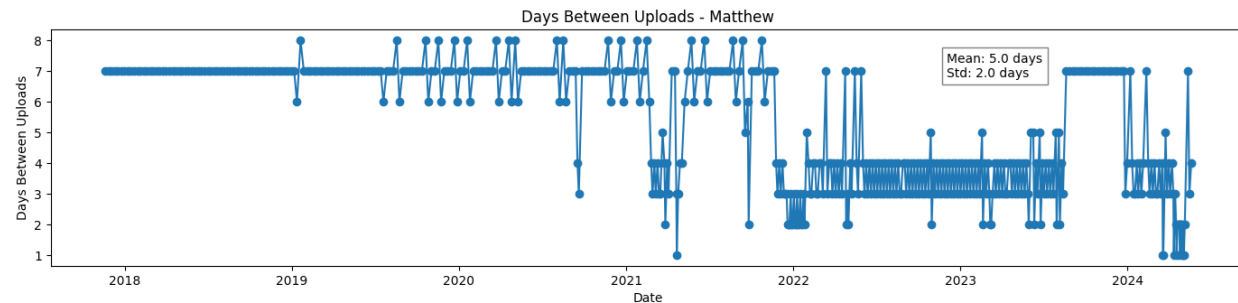
Apollonia's videos have greater interaction compared to Matthew.



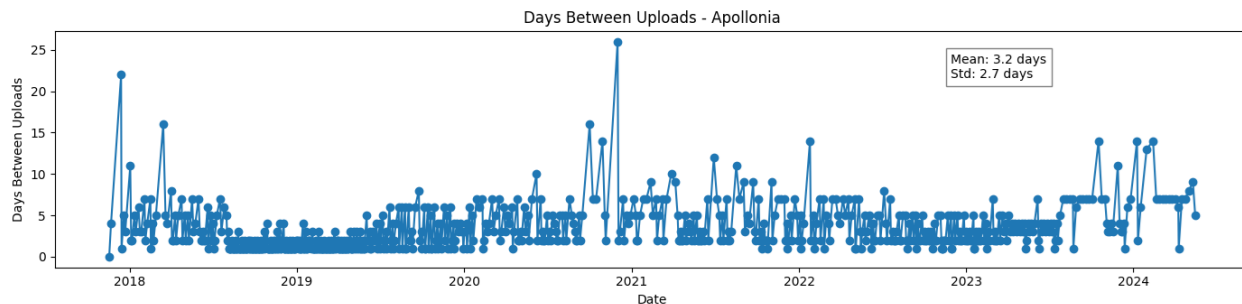
Exploratory Data Analysis



Channel Consistency Analysis - Upload Frequency



Matthew:
Different patterns in
upload frequency | 3-7 days



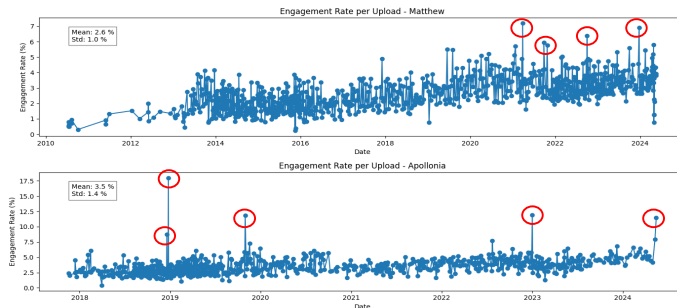
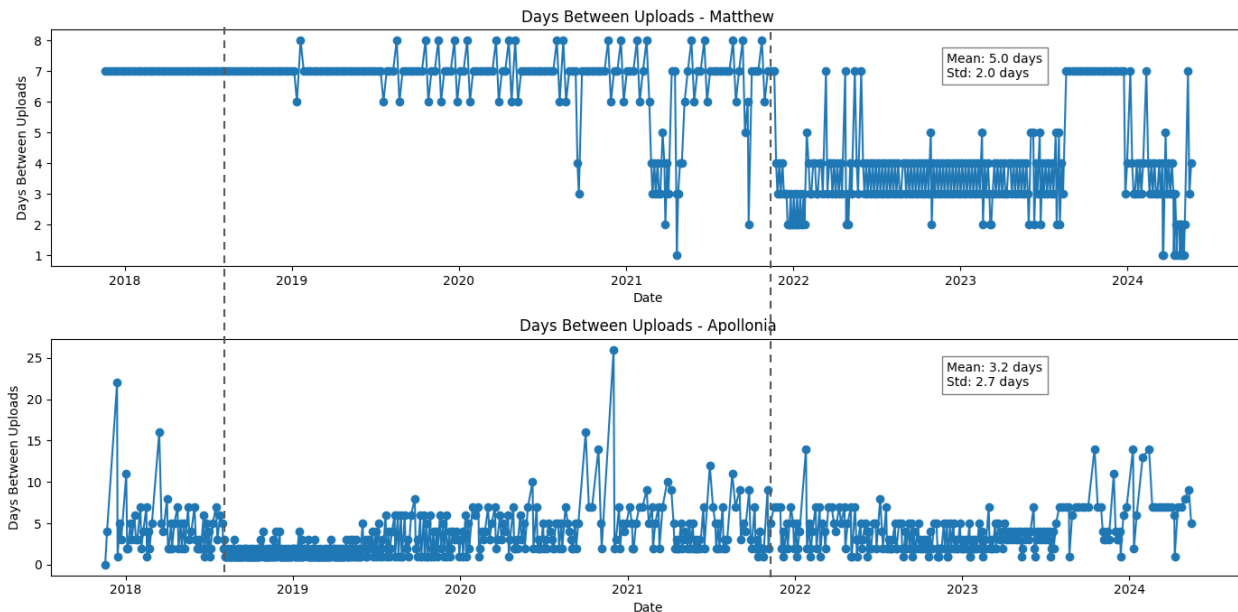
Apollonia:
Quite consistent in uploading
every ~ 3 days



Exploratory Data Analysis



Channel Consistency Analysis - Upload Frequency



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Apollonia's audience (in Views) was rapidly
growing the period that Matthew's uploads
were every 7 days.

Matthew's top performing videos are from
the period of higher upload frequency
(content of this videos?)



Across all titles

Matthew Content Wordcloud



Apollonia Content Wordcloud



Matthew Comments Content Wordcloud



Apollonia Comments Content Wordcloud



Comments consistent with titles

Positive feedback 'thank'

Request content (?) 'Video'



Content Analysis

Across all titles



Apollonia Content Wordcloud



Across selected titles



Apollonia Content Wordcloud - Top 20 Engaged videos



Matthew Comments Content Wordcloud



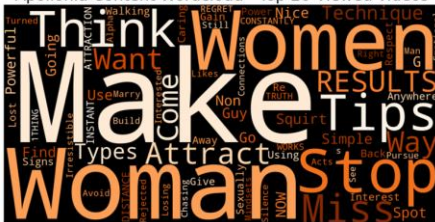
Apollonia Comments Content Wordcloud



Matthew Content Wordcloud - Top 20 Viewed videos



Apollonia Content Wordcloud - Top 20 Viewed videos



Comments consistent with titles

Positive feedback 'thank'

Request content (?) 'Video'

Top performing content

Matthew: 'Women', 'Feel', 'People', 'Safety', 'Christmas'

Apollonia: 'Free', 'Happy', 'Subscribers', 'Make', 'Think', 'Stop'



Conclusions

Matthew Hussey's YouTube channel

- Primarily targeting women, went viral around 2016 - 6 years after the channel started
- His audience shows consistent engagement
- The last 2 years the best performing videos indicate content of women empowering and mental health awareness, which might be a result of successful strategies to refresh the channel content.
- He adjusts depending on trending topics and on audience demand (7 to 3 days strategy)

Apollonia Ponti's YouTube channel

- Initially targeting men and now also appealing to women, experienced rapid growth, shortly after its launch.
- Her audience shows fluctuations in engagement, although she maintains a consistent upload schedule every three days.
- The top performing videos show no consistent pattern to identify possible popular content.



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Data Limitations

YouTube API for third-party access

Public data only, no data for viewer demographics, traffic sources, and revenue information

Data Accuracy, some data are user-generated and might not be accurate (descriptions, tags) or noisy (comments). Shorts are also included in the dataset.



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Future ideas

- Identify trending topics over time
- Identify market gaps in content from comments
- Network Analysis: Identify collaboration networks with other YouTubers and influencers
- Exploring other social media platforms to check cross-platform promotion and identify patterns of traffic to the YouTube channels
- Machine Learning Models: Predict future performance and channel potential based on historical data and trends.

Resources

Youtube API. Available at <https://developers.google.com/youtube/v3>

YouTube Channel for the inspiration [Thu Vu data analytics](#)

ChatGPT for brainstorming with me!

Thank you!