





# YouTube Performance Analytics Dashboard | Performance Overview



Total Videos 

2K

+50% VS Last Year

Total Subscribers 


106M

+49% VS Last Year

Watch Time (hours) 

18.05

+49% VS Last Year

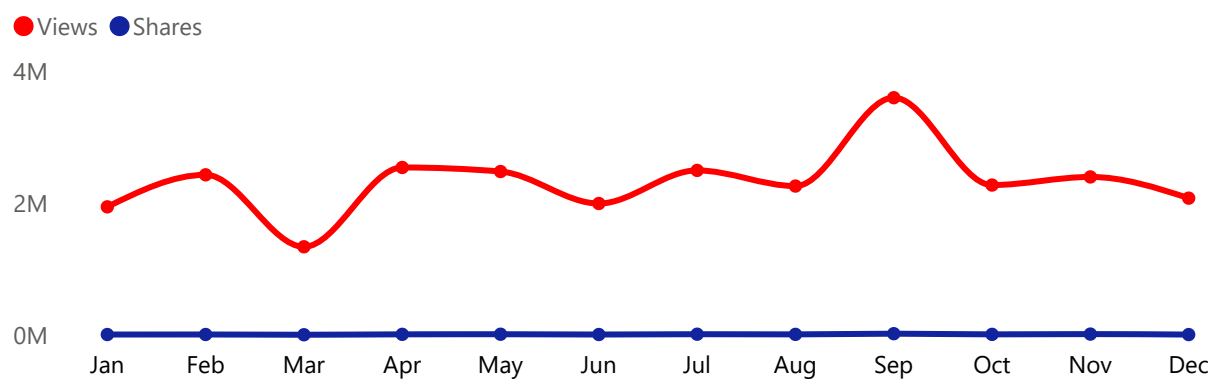
Engagement Rate 

6.5%

+1% VS Last Year



## Views vs Shares by Month



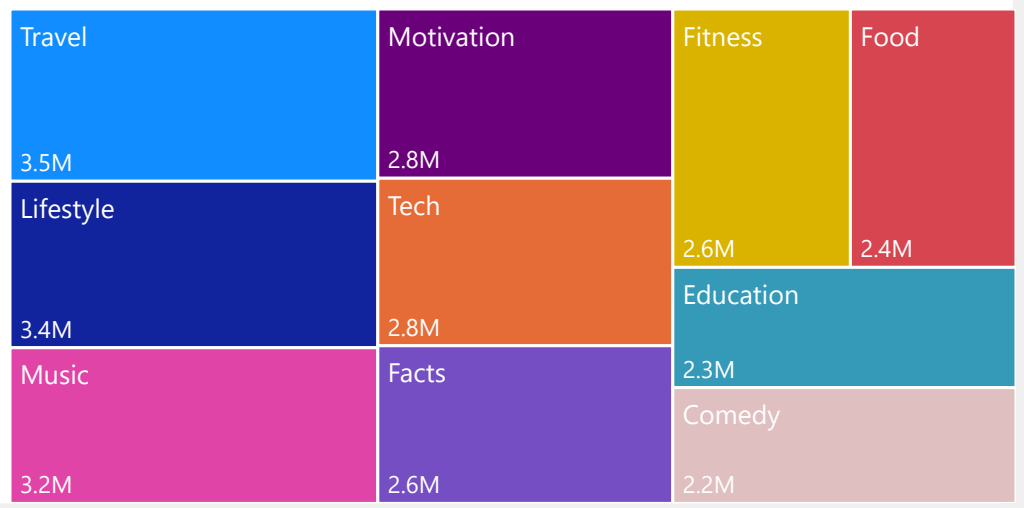
## Top Worst Performing Videos by Engagement Rate



## Top Best performing Videos by Views

#	Video Title	Views	Engagement	Likes	Shares	Comments
1	Mental Health Facts You Didn't Know	1248057	10.3%	128062	10086	7367
2	Study Shortcut Explained	252040	9.4%	23584	1649	2176
3	Stop Doing This AI	201918	9.9%	19908	1590	933
4	Life Hack in 30 Seconds	164420	9.6%	15805	1700	2317
5	Quick Travel Trick	142304	9.5%	13461	870	1347
6	Watch This Beauty Tip	62244	9.3%	5762	694	479

## Total Views by category





YouTube

# YouTube Performance Analytics Dashboard | Content Strategy



Average Views by Video 

**13.9K**

-1.7% VS Last Year

Best Upload Hour

**23**

0.0% VS Last Year

Content Breadth 

**2.0K**

+50% VS Last Year

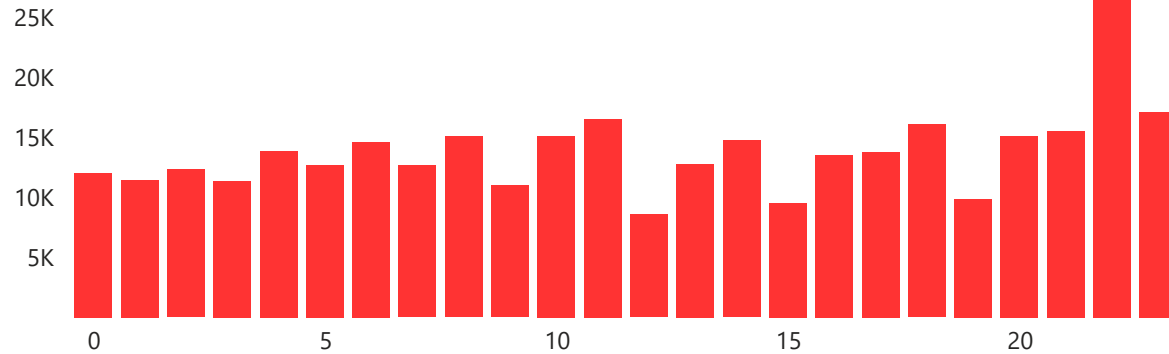
Total Hashtags 

**5.0K**

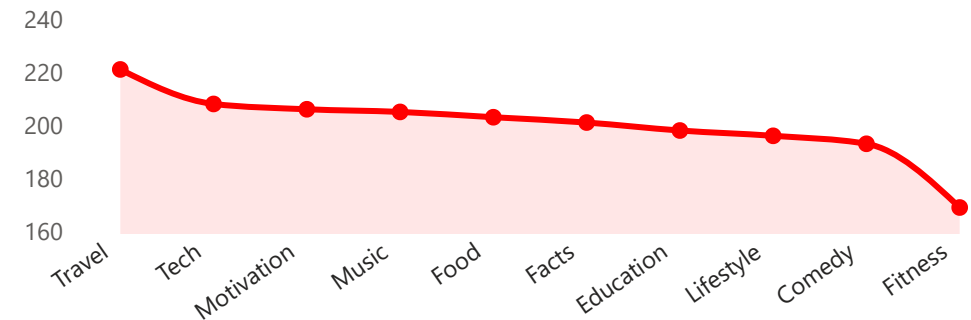
-3.7% VS Last Year



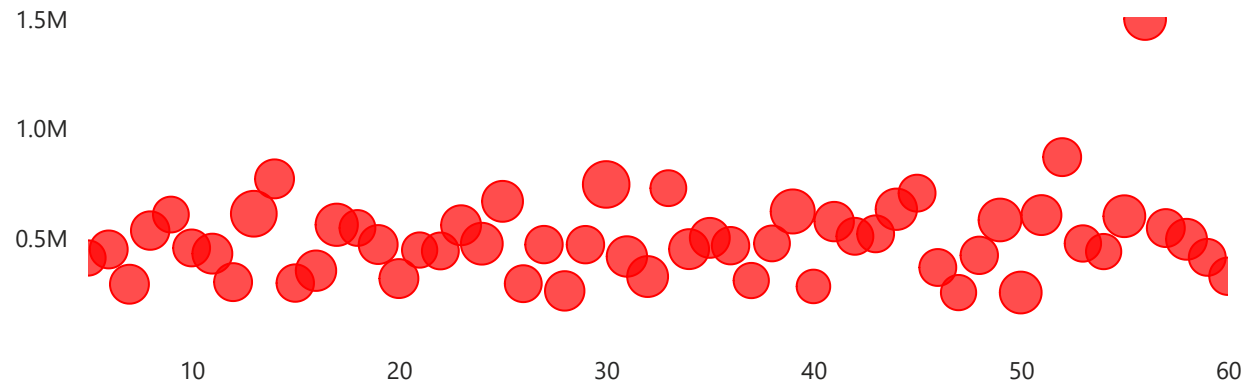
Average Views by upload\_hour



Total videos by category



Total Views vs Total video by duration\_sec



Total Views vs Total Likes by category

