Introduction to Learning Analytics
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Lecture – 12
YouTube Analytics Dashboard

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In this learning dialogue, we will discuss about YouTube analytics dashboard. Google provide the analytics dashboard to the YouTube video creators. This is to create insights for the developers to understand which videos are viewed more, why the users are not able to get more viewers for this particular video and what is users viewing behavior and also get the insights and they can copy the new strategy to increase the audience to the content. In this particular learning dialogue we will see one example YouTube analytics.

I collected a data from my friend who has a channel called learn by watch. So, this data I am showing it to you is from the channel called learn by watch and by my friend. Before showing the YouTube analytics you might have watched lot of YouTube videos, a lot of videos in YouTube.

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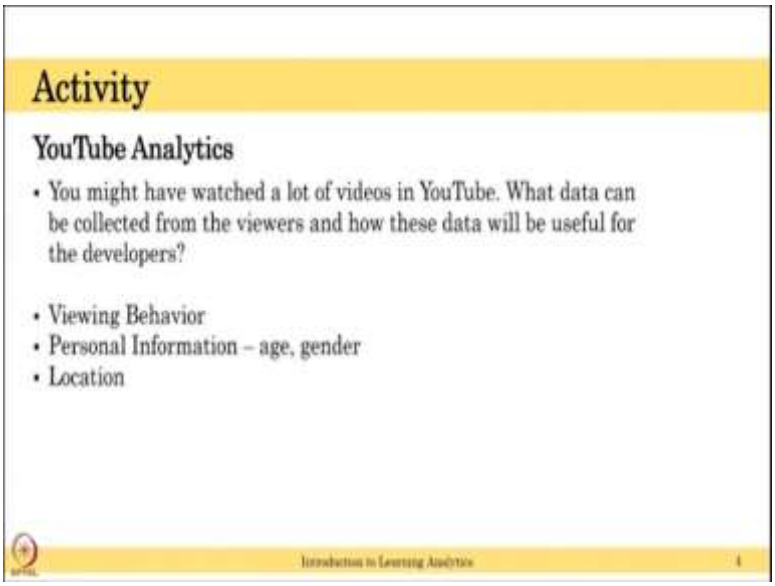

So, what data can be collected from the viewers, can you think of that and how these data will be useful for the developers? I mentioned that Google provides the analytics for the YouTube developers. So, if you are a YouTube developer you might know the answers already and this is for the question who are not a YouTube developer, who are first time looking at the data analytics. So, if you are not a YouTube developer please think about what data can be collected from the viewers, about viewers' behavior and all this data will be useful for the developers; that is a YouTube video content developer.

You can pass this video when you work on this task, after completing task you can resume this video to continue. So, that three main data is collected; one is viewing behavior, how many views on the video all this information. The other information is personal information. When you register or sign into Google you might ask you to your age or gender or the other information's, location all this information. All this personal information is recorded. Also from the IP address the location information is captured. This will tell you from which country law the your YouTube viewers are from, how many viewers are from India, how many viewer from non India, how much viewer YouTube video content as a reach.

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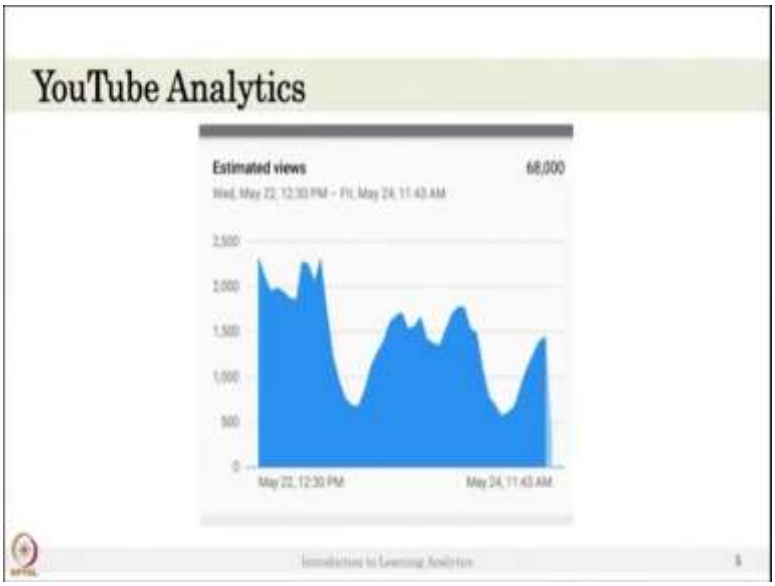

In this particular graph it shows that in a last 48 hours or last in the 2 days number of views on particular video, it is like a 68000 view and the graph shows time series representation, like number of views over the time period in a last 48 hours, just 48 hours from May 22 to May 24.

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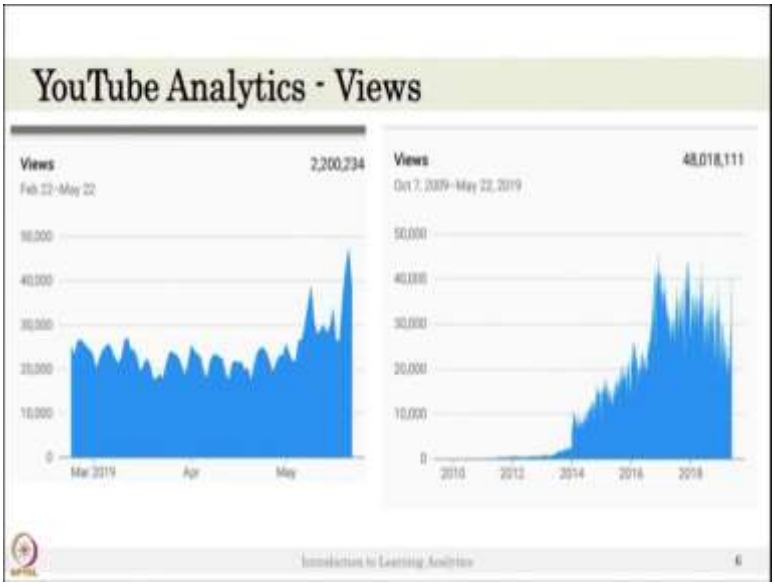

Here this particular graph shows for the last 90 days what is the users viewing pattern, you can understand that the viewer pattern is exactly similar repeating in a cycle; for example, the view pattern over initially its course peak then goes down again peak. It is

because of weekends, the viewer's engagement with the video increases over the week weekdays, because this content the channel I was representing is from education content.

Most of the students watched this video during weekdays, during weekends they do not watch the educational content. So, that is the small peak in the cyclic manner is called weekday content and weekend there is a drop in the content. When April the number of viewers in general is less, in a May number of viewers has started increasing. So, you can see a nice curve here increasing. So, these kind of information can be represented from the users viewing status. This will be very useful for the developers to think what kind of content they create and what happened suddenly that in a May month number of uses increasing, what was the reason? Is it I added a new video or change some feature you had a some thumbnail. So, the developer can introspect what happened the number of viewers increased or what happened number of viewers can decreased.

This kind of questions can arise from looking at this graph, or this is the view from last 10 years and it shows the number of users viewing this particular channel videos for last 10 years. You can see the peak time in 2017, then there is a drop, again there is a drops going on. So, this kind of analytics can be useful for the YouTube content developers, this is for the viewing behavior.

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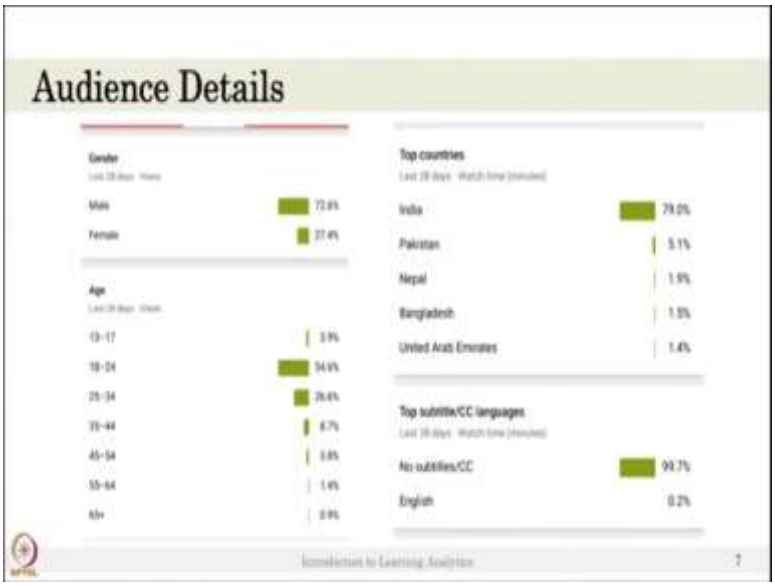

Also from the audience that is from the participants you can see how many participants are male, how many participants are female. This representation is the simple bar chart,

showing that the percentage. So, it's easy for us to understand what is number of percentage of male and percentage of female participants from the gender.

And the age is represented again in bar chart. Age is not a categorical variable; however, when you classify the age into several bins it becomes a categorical variable; like a male female age in the, age range between 13 to 17, 18 to 24 something like that. Also the data from where the users from. 79 percent of users from India and 5 percent from Pakistan and 1, 2 percent is from Nepal. So, these data will be shows that who is watching your content from where and the very important information is the subtitle is very important or not. More people do not see subtitle which means most people like to watch the content in the language you are speaking.

So, you do not need to spend much time on creating a nice subtitle and everything. Unless your video has a more subtitle user percentage; for example, English, instead of 0.2, if it is 5 or 10 or 20 then you might think of creating subtitle for every video you create.

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Other types of insight is that from where the user came to your YouTube content. Is it by YouTube search or is it from suggested videos as it from a Google search, is it from some other data, or you found this particular video from represented in some other blog series. This kind of information will help you to find from where the user is, traffic is coming into the video, so then you can do more advertisement to create a more users.

So, I showed the YouTube video data, but I showed only the few set of data; like number of viewers, I did not show what is the users viewing time, all this information, but this is due to the flavor that analytics is everywhere and even by looking at the YouTube videos, number of times view, number of likes all this information can help the developers to decide how to create a better content.