

Challenge 21

EDNA You Tube Channel Analysis The Winners

with Federico Pastor

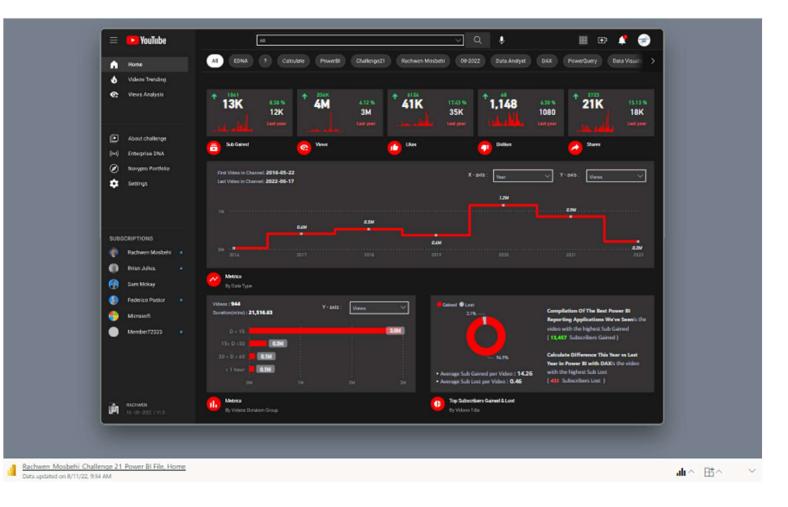


Category Overall & Platform Subscribers Winner

ENTERPRISE DNA

Rachwen Mosbehi

"Here is my submission for Enterprise DNA Ltd Challenge 21 - EDNA YouTube Channel Data Analysis. The full YouTube experience is guaranteed!!"





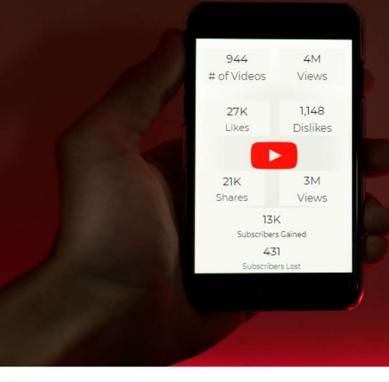
Category Newcomer Winner

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ENTERPRISE DNA

Matthew Braun

"I accepted the Enterprise DNA Challenge 21 - EDNA YouTube Activity Reporting. I have been a long-time follower of the Enterprise DNA platform, yet this is my first challenge submission."



Thursday is the best day to publish.

Did you know?

7 Years of data show that shorter videos provide biggest engagement and

EnterpriseDNA has been posting on YouTube for 7 years. During that span, EnterpriseDNA has posted 944 videos with a total viewership of over 3.5 million. They have gained over 13K subscribers while only losing 431.

The sweetspot for EnterpriseDNA videos are between 0-14 minutes. These videos represent 60% of total videos but comprise over 80% of the views, 65% of the likes and 65% of the shares. Also 93% of the views are during the week. Further Thursday appears to be the best day for publishing. Only 22% of the videos but they captured 25.3% of the views and 15.3% of the likes.

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Category Non-Member Winner

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Gaelan Smith

"My main goal was to make sure I nailed the brief: The objective is to understand the audience better and have a further strategy to drive more channel engagement. To that end, I dug into actionable questions and insights that could respond to audience viewership and drive more engagement".





Category Mobile View Winner

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ENTERPRISE DNA

Veronica Aides

"This is my first submission in this challenge, it was very exciting to analyze this new Dataset in Desktop and Mobile versions. I have a lot to learn yet. Thanks for the opportunity!"





Finalists

ENTERPRISE DNA

Monika Spylczyn

"It was my first time ever analysis of social media content; found it very interesting and well done Enterprise DNA for the incredible channel growth"



ENTERPRISE DNA

Francis Folaranmi

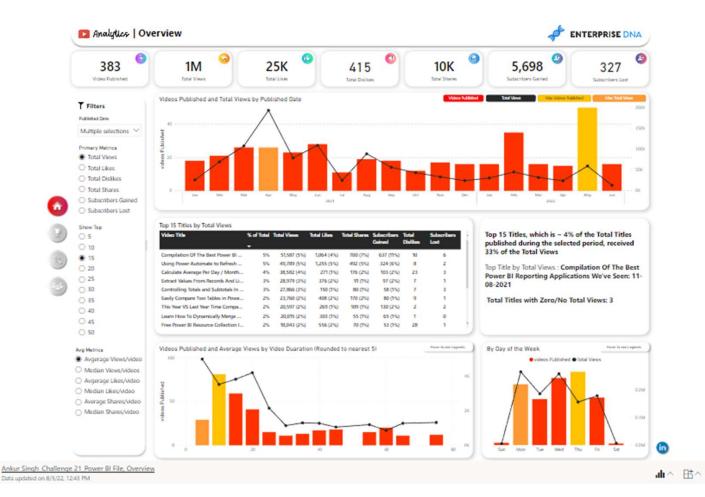
"I accepted the Enterprise DNA Challenge 21 - EDNA You Tube Activity Reporting. Excellent dataset, I hope you enjoy my report. "



ENTERPRISE DNA

Ankur Singh

"I enjoyed the whole process. I have prepared 4 pages – Overview, Scorecard, Scatter Chart Analysis and Viewer Distribution. Hope you enjoy this report as much as I enjoyed developing it."



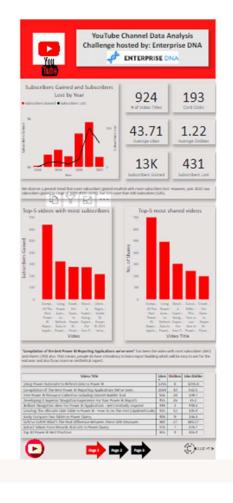
Parag Zode Challenge 21 Power BI file, Page 1

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ENTERPRISE DNA

Parag Zode

"It has been great working on this dataset as well as preparing a 3 pages report for the first time."



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THANK YOU

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See you soon in Challenge 22 Opening on 19/08/2022