

# YouTube Analytics for Travel vlogs

By Shradha Shree



# Introduction



## Five channels

- Kombi Life
- Vaga Brothers
- Raya Was Here
- Hay Nadine
- Sailing SV Delos



# Selection Criteria



## Number of subscribers

- Kombi Life Followers - **458,423**
- Sailing SV Delos - **317,539**
- Hay Nadine - **456, 240**
- Raya Was Here - **191,232**
- Vaga Brothers - **851,840**



- Vlogs that I Often see on you tube
- Similar range of subscribers and years on you tube
- Active on youtube
- Travel related-  
Europe/America/South America
- Post in English

# Methodology



- The aggregated data was analyzed in Tableau and Excel using various graphs.
- Few iterations were made to normalize the data
- like converting the likes into likes % of views in order to get a comparison between the likes and views
- the duration in seconds was changed to minutes.

# Methodology

In order to understand the data across different verticals it was divided into various categories

## General

- Like % per year for all channels
- Total number of post per channel
- Total number of views per channel
- Total number of likes per channel
- Total number of dislikes per channel

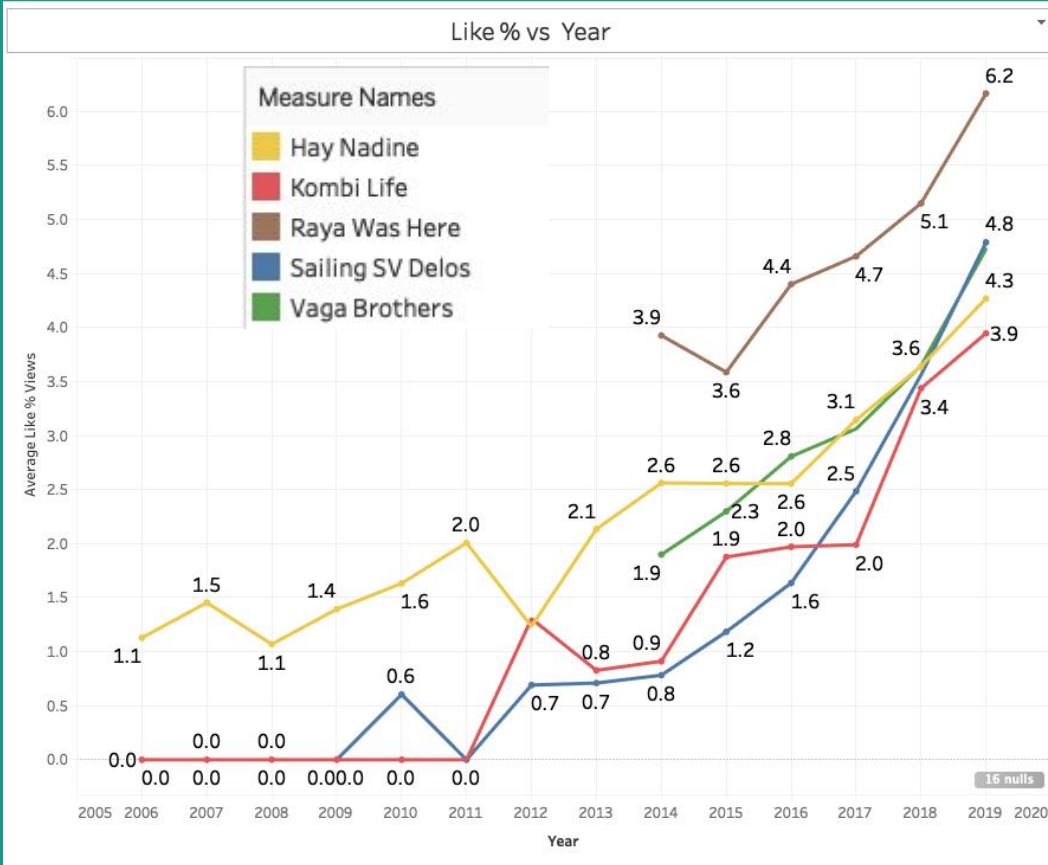


## KPI ( Key Performance Indicators)

- Average number of minutes per year per channel
- Average of likes per year per channel
- Number of records per year per channel



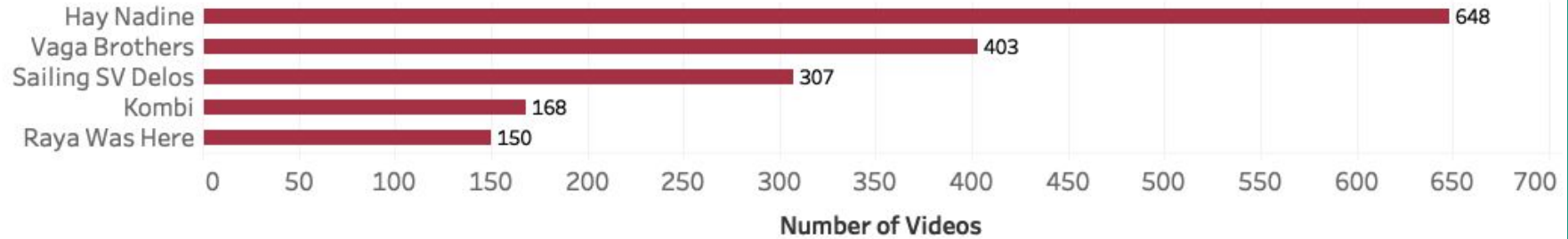
# Data Analysis



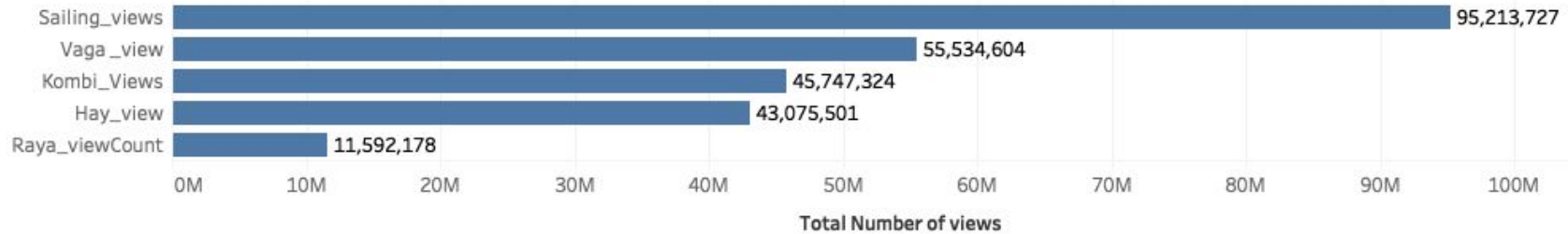
- Likeness % - likes per 100 views
- Highest like % per views- Raya was here
- Consistently steep growth - Sailing SV Delos

# Data Analysis

Number of Videos per Channel

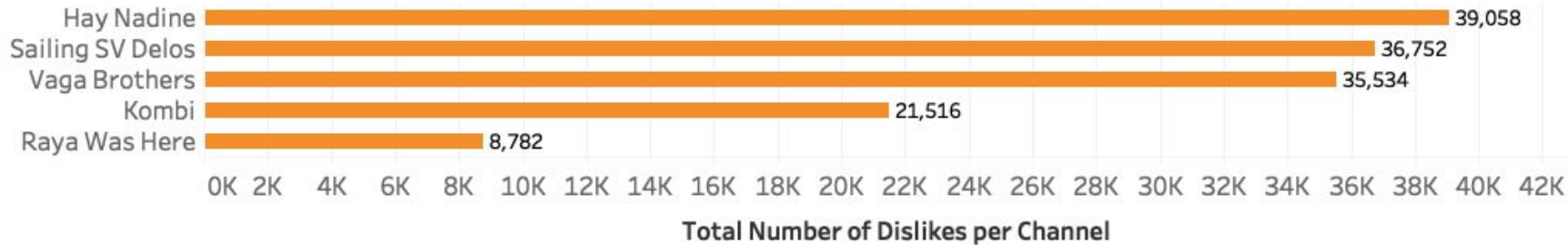
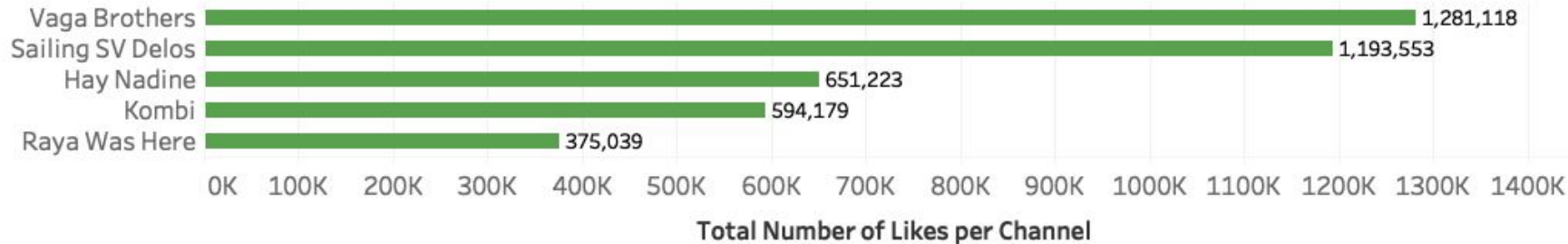


Total Number of views per channel



- Most number of videos - Hay Nadine
- Most number of views - Sailing SV Delos

# Data Analysis



- Most number of likes - Vaga Brothers
- Most number of Dislikes - Hay Nadine



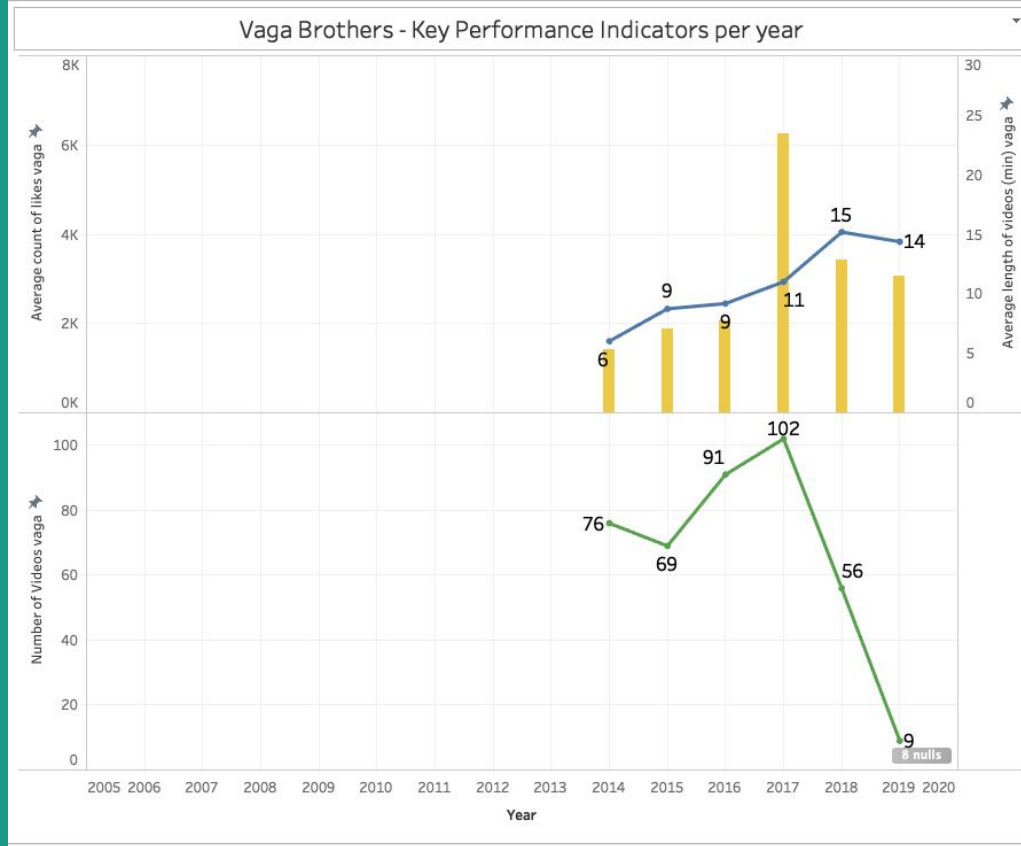
# Data Analysis

Kombi Life - Key Performance Indicators per year



- Years on Youtube - 8
- Average video length increased:  
12 min (2012) to 18 min (2019)
- Number of likes increased
- Video releases 20-40 per year
- 2017 - most productive year

# Data Analysis



- Years on Youtube - 6
- Average video length increased: 6 min (2014) to 14 min (2019)
- Number of likes - slight increase
- Video releases 70-90 per year
- 2017 - most productive year

# Data Analysis

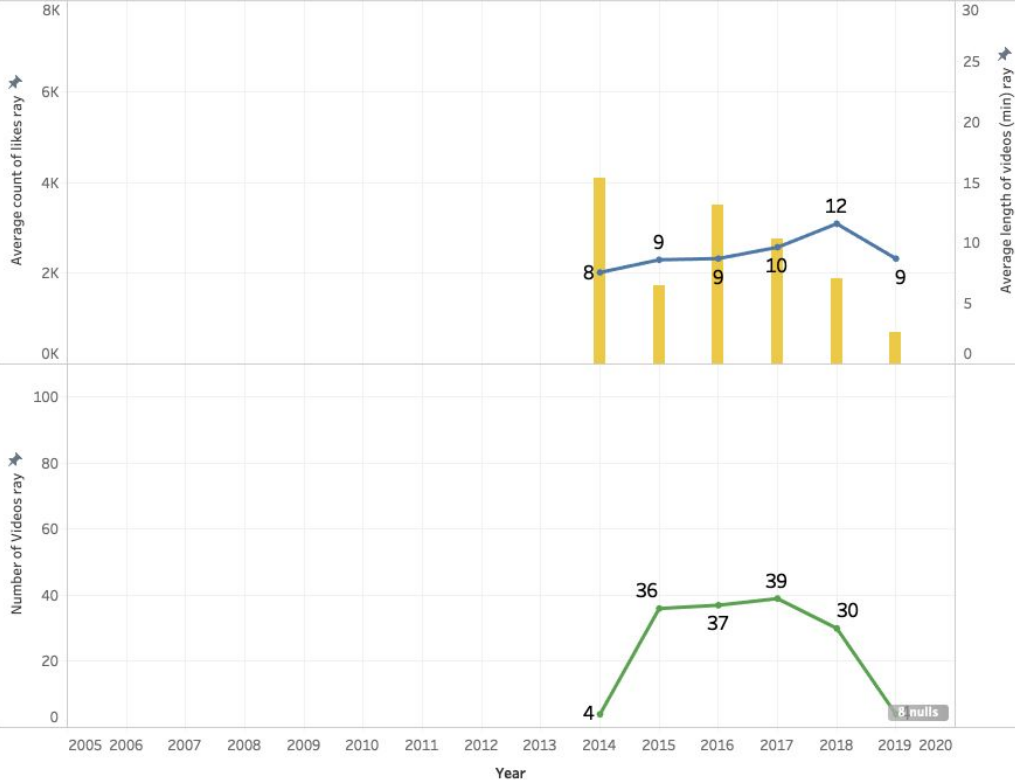
Sailing SV Delos - Key Performance Indicators for each year



- Years on Youtube - 9
- Average video length increased:  
8 min (2010) to 24 min (2019)
- Number of likes - higher than others
- Video releases 50-70 per year
- 2017 - most productive year

# Data Analysis

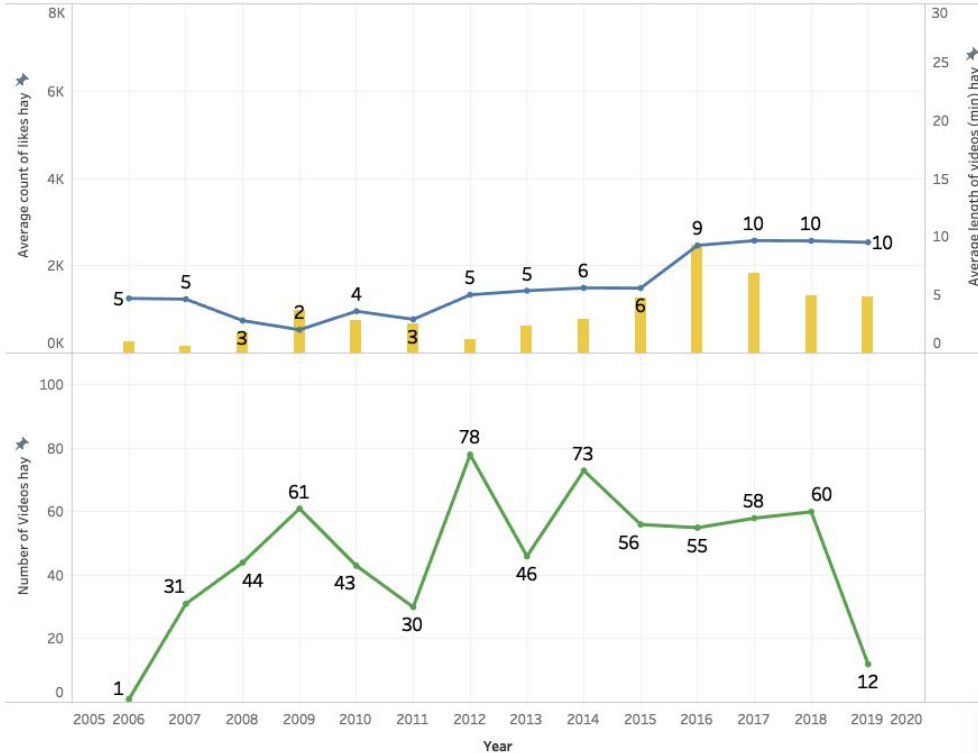
Ray Was Here - Key Performance Indicators per year



- Years on Youtube - 6
- Average video length increased:  
8 min (2014) to 9 min (2019)
- Number of likes - decreasing
- Video releases 30-40 per year

# Data Analysis

Hay Nadine - Key Performance Indicators per year



- Years on Youtube - 14
- Average video length increased :  
5 min (2006) to 10 min (2019)
- Number of likes is stable
- Video releases 40-70 per year
- 2012 and 2014 - most productive (70+ videos)

# Key Findings - Kombi Life



HASTA ALASKA - OVERLAND ADVENTURE TRAVEL SERIES S3 - E10

The CUBA that you're missing on vacation

11,123,943 views

11K 5.4K SHARE SAVE ...



**Kombi Life**

Published on Mar 10, 2015

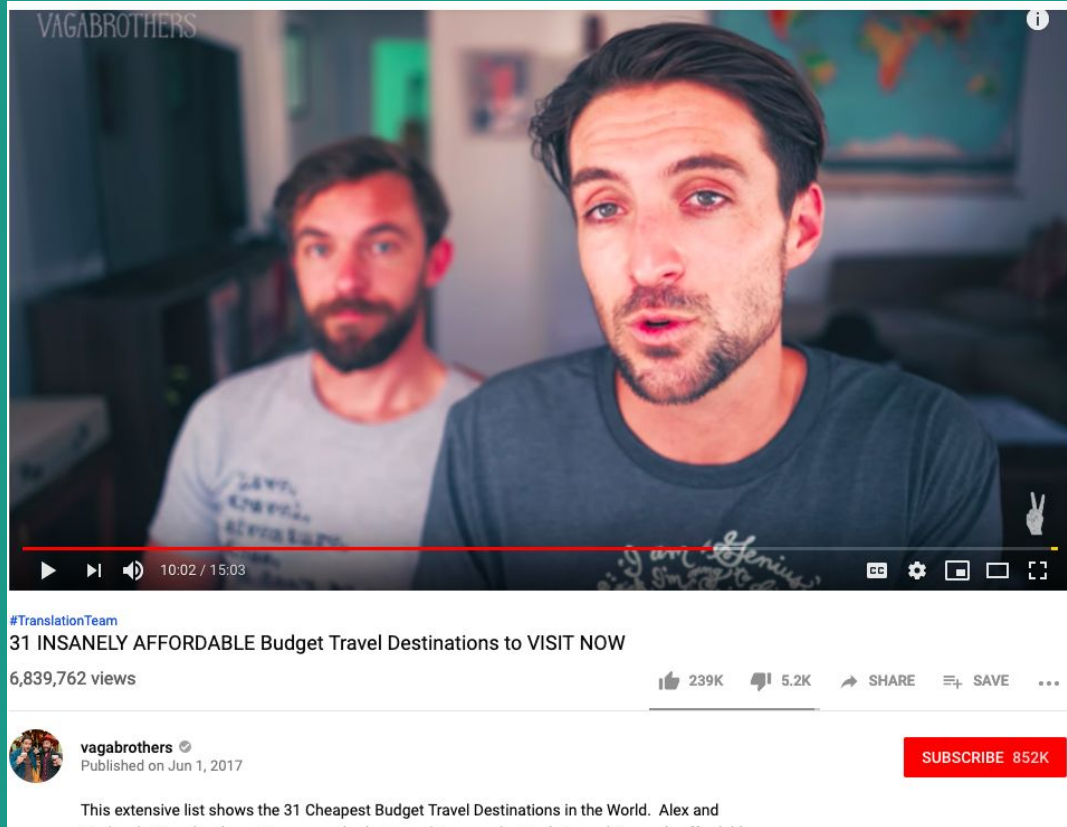
JOIN

SUBSCRIBE 458K

- Type of channel - series /storyteller
- Uniqueness - shows local culture, travel journey from Chile to Alaska
- Highest views for a single video compared to others



# Key Findings - Vaga Brothers



The image shows a YouTube video player interface. The video title is "#TranslationTeam 31 INSANELY AFFORDABLE Budget Travel Destinations to VISIT NOW". The channel name is "vagabrothers" with a verified badge, and it was published on Jun 1, 2017. The video has 6,839,762 views, 239K likes, and 5.2K comments. A red "SUBSCRIBE 852K" button is visible. The video content shows two men in a room; the man in the foreground is speaking, and the man in the background is looking on. The video player shows a progress bar at 10:02 / 15:03 and various control icons.

- Type of channel - travel tips
- Uniqueness - video quality, scenic
- Top videos - countdown style hacks/tips

# Key Findings - Sailing SV Delos



Equator Crossing Ceremony - Sailing Vessel Delos Ep. 36 - Video

5,460,398 views

6.6K 2.9K SHARE SAVE ...



Sailing SV Delos  
Published on Nov 28, 2014

SUBSCRIBE 318K

- Type of channel - series /storyteller
- Uniqueness - sailing around the world
- Most viewed channel
- Most videos have high view count and likes

# Key Findings - Raya Was Here



- Type of channel - travel tips and personal growth
- Uniqueness - shows top things to do , best places to go
- Highest like % compared to others

# Key Findings - Hay Nadine



Interactive Easter Egg Hunt

316,761 views

716 100 SHARE SAVE ...



Hey Nadine  
Published on Apr 6, 2009

JOIN SUBSCRIBE 456K

- Type of channel - travel tips/packing guides
- Uniqueness - oldest channel compared to others
- Least growth compared to others



# Recommendations

A scenic view of a lake in a mountain valley. A wooden pier extends from the foreground into the water, where a person is sitting. The mountains are covered in green trees, and the sky is clear. The water reflects the surrounding landscape.

- Most popular videos are those which show travel tips and hacks
- It is recommended to release generally 20+ videos per year.
- The Length of the video should be in the range of 15-18 mins
- Catchy title gets more views
- In order to get more views, likes the vlogs should improve presentation, they should present it like a story and work on the video production quality