

Analyze data and increase video viewership.

Most content creators only check view counts and nothing else. It's like a business checking revenue but ignoring profit, costs, and customer satisfaction. The real insights lie in the data behind view counts.

Create videos based on data.

In the previous lesson, you learned how to design thumbnails, titles, and optimize video searchability . Now, let's build on that foundation with a tool that will make every video better in the future: data analytics.

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Key indicators

Not all metrics are created equal. Focus on these factors in order of importance:

Level 1: Quality Index (Is the content good?)

1. Average watch time: How long do viewers actually watch a video?
2. Audience retention rate: Where do viewers stay and where do they leave?
3. Watch time: The total number of minutes viewers spend on your content.

Level 2: Engagement Index (Did the video resonate with viewers?)

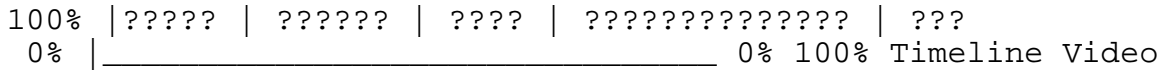
1. Click-through rate (CTR): The percentage of people who viewed your thumbnail image actually clicked on it.
2. Comments: Qualitative feedback from viewers
3. Like/Dislike Ratio: A Quick Opinion Check
4. Share count: Viewers find the content valuable enough to share.

Level 3: Growth Indicators (Does video help build your audience?)

1. The number of subscribers has increased: New audience members from this video.
2. Impressions: How many people viewed your thumbnail?
3. Traffic source: Where are viewers coming from (search, suggestions, browsing)?

Read the audience retention rate chart.

Audience retention rate charts are the most valuable analytical tool:



What does the shape of the chart tell us?

Sample	Meaning	Act
A sharp decline right from the start.	Display errors or misleading titles/thumbnails	Fix errors within the first 15 seconds.
Steady decline	Normal; disappears over time.	Suitable for most videos
Steep slope at a specific point	Some event caused a mass exodus.	Check what happened at that point in time.
Mutation (increase)	Viewers have rewatched a portion.	This content is highly valuable; please create more similar content.
Horizontal line near the end	Excellent ability to retain viewers.	The audience stayed – quality content throughout.

Using AI to analyze customer retention rates:

Đây là dữ liệu về tỷ lệ giữ chân người xem video của tôi: 0:00 - 100% 0:15 - 72% 0:30 - 65% 1:00 - 58% 2:00 - 45% 3:00 - 40% 5:00 - 20%. Các lỗi: [thiếu logo] và [chữ mờ]. Tổng thời lượng: 10 phút. Phân tích: 1. Vì sao tỷ lệ giữ chân người xem này có thể thấp cho logo nếu nội dung này không? 2. Những gì mà bạn nghĩ ra về lý do này? 3. Vì sao lại có thể tăng khi người xem rời đi? 4. Thời lượng video hiệu quả của tôi là bao nhiêu (tôi mất nhiều người xem nhất ở đâu)? 5. Bạn muốn làm gì để cải thiện tỷ lệ giữ chân người xem trong video tiếp theo của tôi?

Quick check

Video A has 50,000 views with an average retention rate of 25%. Video B has 5,000 views with an average retention rate of 75%. Which video performed better and why?

Answer

Video B has stronger content. High views but low retention rate (Video A) shows good presentation (thumbnail/title) but poor content – viewers click but leave. Video B has an excellent retention rate – the content keeps viewers engaged. The presentation needs improvement to attract more clicks. Improving the presentation is much easier than improving the content quality. Video B, with its better thumbnail/title, could significantly outperform Video A.

Build a content improvement loop.

Use analytics to create a systematic improvement cycle:

After each video:

1. Wait 7 days for the data to stabilize.
2. Check your retention rate - Where did viewers leave from?
3. Compare CTR to the channel average.
4. Read the comments to get qualitative feedback.
5. Note down a lesson for your next video.

Monthly review:

AI: ?ây là tóm t?t hi?u su?t c?a 4 video g?n ?ây nh?t c?a tôi: Video 1: [ch? ??], [l??t xem], [th?i gian gi? ch?n trung bình], [CTR] Video 2: [ch? ??], [l??t xem], [th?i gian gi? ch?n trung bình], [CTR] Video 3: [ch? ??], [l??t xem], [th?i gian gi? ch?n trung bình], [CTR] Video 4: [ch? ??], [l??t xem], [th?i gian gi? ch?n trung bình], [CTR] Phân tích các m?u: 1. Ch? ?? nào ho?t ??ng t?t nh?t (th?i gian gi? ch?n + l??t xem)? 2. CTR c?a tôi ? ang c?i thi?n hay gi?m? 3. Lo?i n?i dung nào gi? ch?n ng??i xem lâu nh?t? 4. Tôi nên t?p trung n? l?c c?i thi?n ? ?âu? 5. D?a trên d? li? u này, 4 ch? ?? video ti?p theo c?a tôi nên là gì?

Strategies to increase viewership

Content pillars

Focus on 3-4 core topics that your channel is popular for. Scattered topics will confuse the algorithm and your audience.

Consistency in posting

Posting consistently will train both your algorithm and your audience. Choose a sustainable schedule and stick to it.

Community building

Respond to comments. Ask questions. Create content that your audience demands. Actively engaging audiences grow faster than passive audiences.

Cooperate

Work with creative people in related fields. Each person will introduce the other to a new audience.

Exercise: Analyze your performance

1. Get your analytics data from your most recent video (or research your competitors' publicly available metrics).
2. Analyzing viewer retention charts using AI.
3. Identify a specific area for improvement in your next video.
4. Review your last 3-4 videos to find patterns.
5. Adjust your content plan based on the data.

Key points to remember

1. Average watch time and viewer retention rate are more important than the number of views.
2. Viewer retention rates tell you exactly which content works and which fails.
3. Click-through rate (CTR) measures presentation style (thumbnail/headline); viewer retention measures are based on content quality.
4. Develop a habit of analyzing your video after watching it: Check the data after 7 days and note any improvements.
5. Monthly reviews of multiple videos will reveal patterns that analyzing a single video misses.
6. Growth comes from continuous improvement based on data, not from a single viral video.

1. Question 1:

What does the sharp drop at the top of the chart tell you?

1. A. The video is too long.
2. B. The opening or title/thumbnail doesn't match the content, so viewers leave immediately.
3. C. Poor video quality
4. D. The algorithm does not promote videos.

EXPLAIN:

An early drop in retention means viewers have clicked (effective thumbnail/headline) but immediately discover something is wrong – a slow start, a mismatch between what was promised and what was delivered, or a confusing opening. Fix the opening!

2. Question 2:

Which metric is most important for understanding video quality?

1. A. Total views
2. B. Average watch time and audience retention graph - the amount of time viewers actually watch the video.
3. C. Number of likes
4. D. Number of registrants

EXPLAIN:

View count indicates how many people clicked. Average watch time indicates how many people stayed. A video with 10,000 views and a 20% retention rate (viewers leave quickly) is problematic. A video with

1,000 views and an 80% retention rate has great content but needs better presentation.

Submit your work

Training results

You have completed **0** questions.

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