



# BlackandDeckerBrasil

[youtube.com/channel/UCIwMqNO0XRg-0IPyNaPWKQg](https://youtube.com/channel/UCIwMqNO0XRg-0IPyNaPWKQg)

## YouTube Profile Report

Feb 01, 2018 - Feb 28, 2018



## Subscribers

Total Subscribers

**970**

Absolute Change in Subscribers

**48**

Relative Change in Subscribers

**+ 5,21 %**

## Content

Sum of New Videos

**1**

Moving 7-Day Average of Interactions per 1000 Subscribers

**2,16**

Moving 30-Day Average of Interactions per 1000 Subscribers

**2,40**

## Interactions

Total Interactions

**59**

Likes

**47**

Dislikes

**10**

Comments

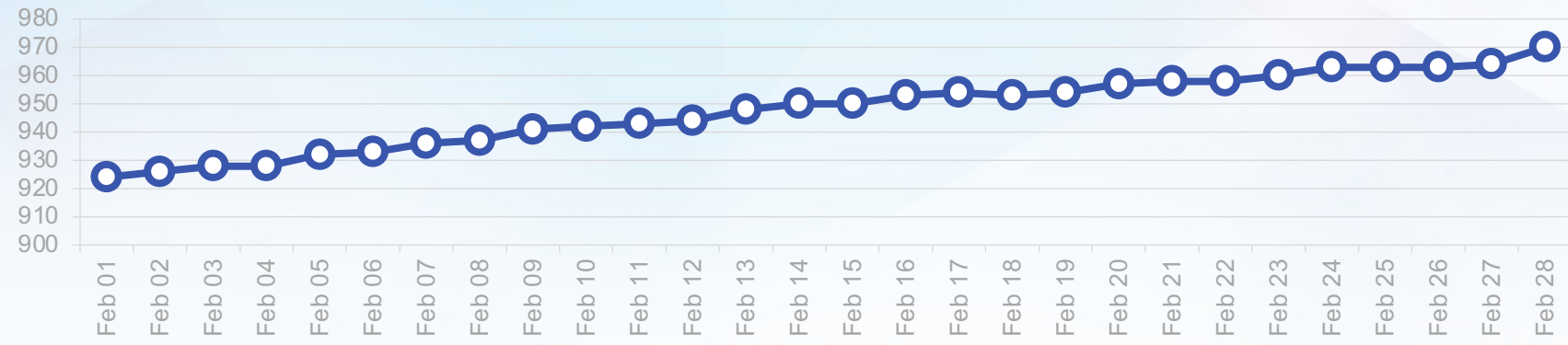
**2**



# BlackandDeckerBrasil Subscribers

Feb 01, 2018 - Feb 28, 2018

## Total Subscribers



## Subscribers Overview

Total Subscribers  
**970**

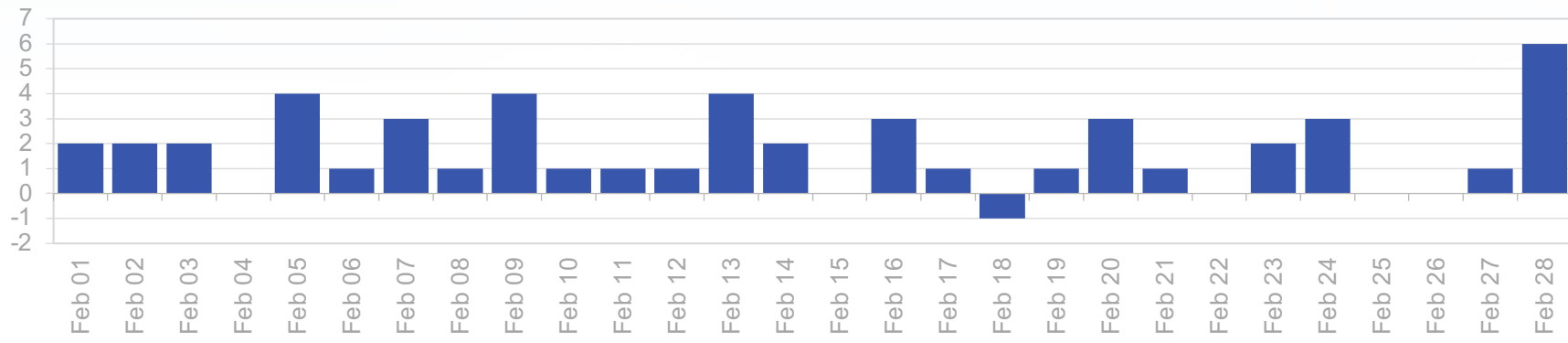
Change in Subscribers  
**48**

Max Change of Subscribers  
**6**

Wednesday Feb 28, 2018

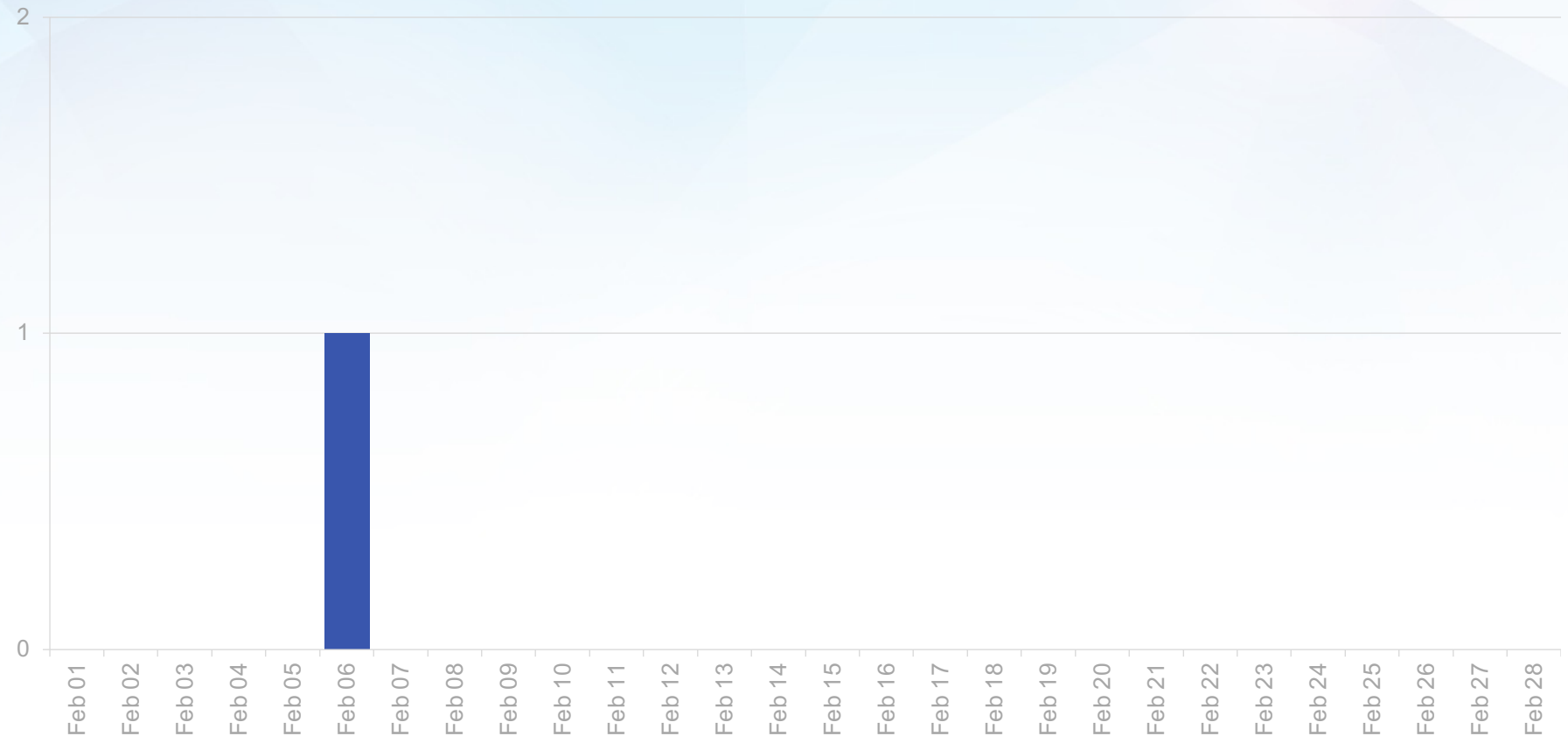
Avg Subscribers Change per Day  
**1,71**

## Growth of Total Subscribers





## Number of New Videos



## Content Overview

Sum of New Videos  
**1**

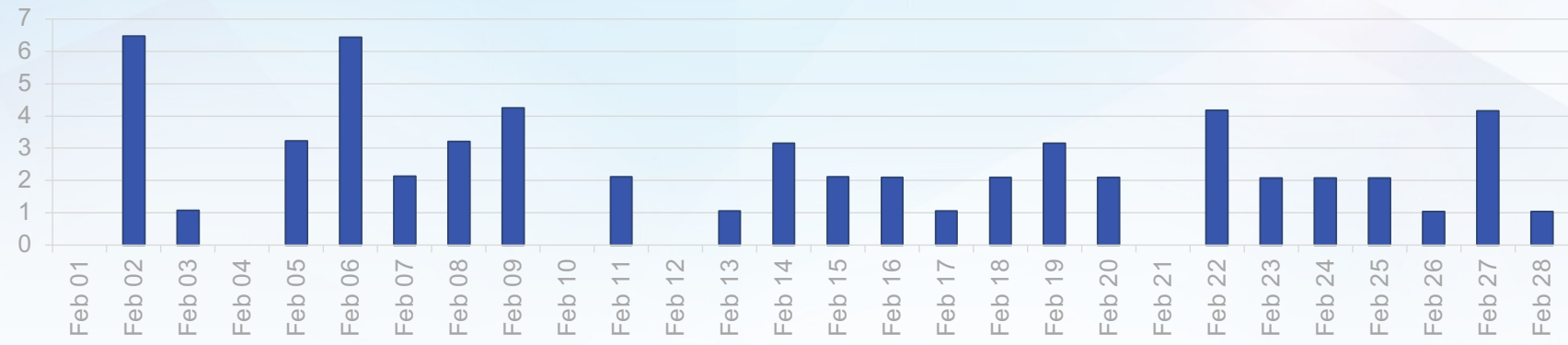
Avg New Videos per Day  
**0,04**



# BlackandDeckerBrasil Engagement

Feb 01, 2018 - Feb 28, 2018

## Interactions per 1000 Subscribers

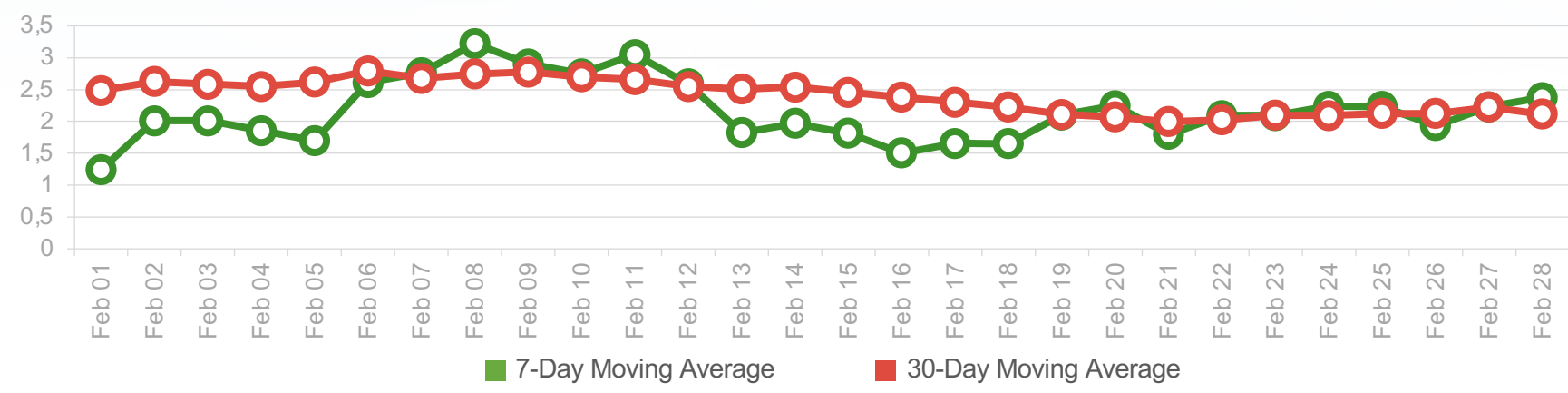


## Activity Overview

Max Interactions per 1000 Subscribers on  
**6,48**  
 Friday Feb 02, 2018

Min Interactions per 1000 Subscribers on  
**0**  
 Thursday Feb 01, 2018

## Moving Averages of Interactions per 1000 Subscribers

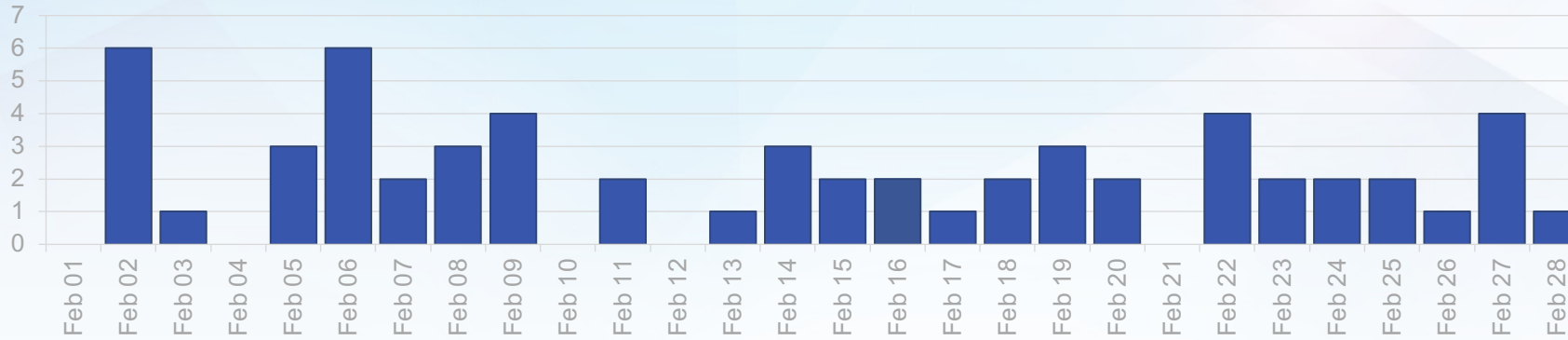




# BlackandDeckerBrasil Engagement

Feb 01, 2018 - Feb 28, 2018

## Daily Interactions



## Interactions Overview

Total Interactions

**59**

Max Interactions

**6**

Friday Feb 02, 2018

Min Interactions

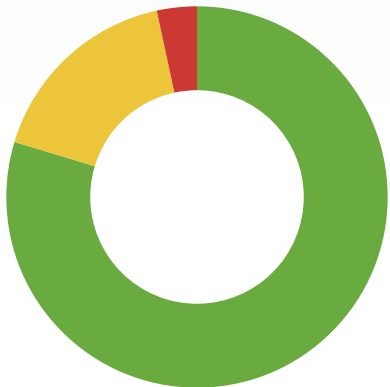
**0**

Thursday Feb 01, 2018

Avg Interactions per Day

**2**

## Distribution of Interactions



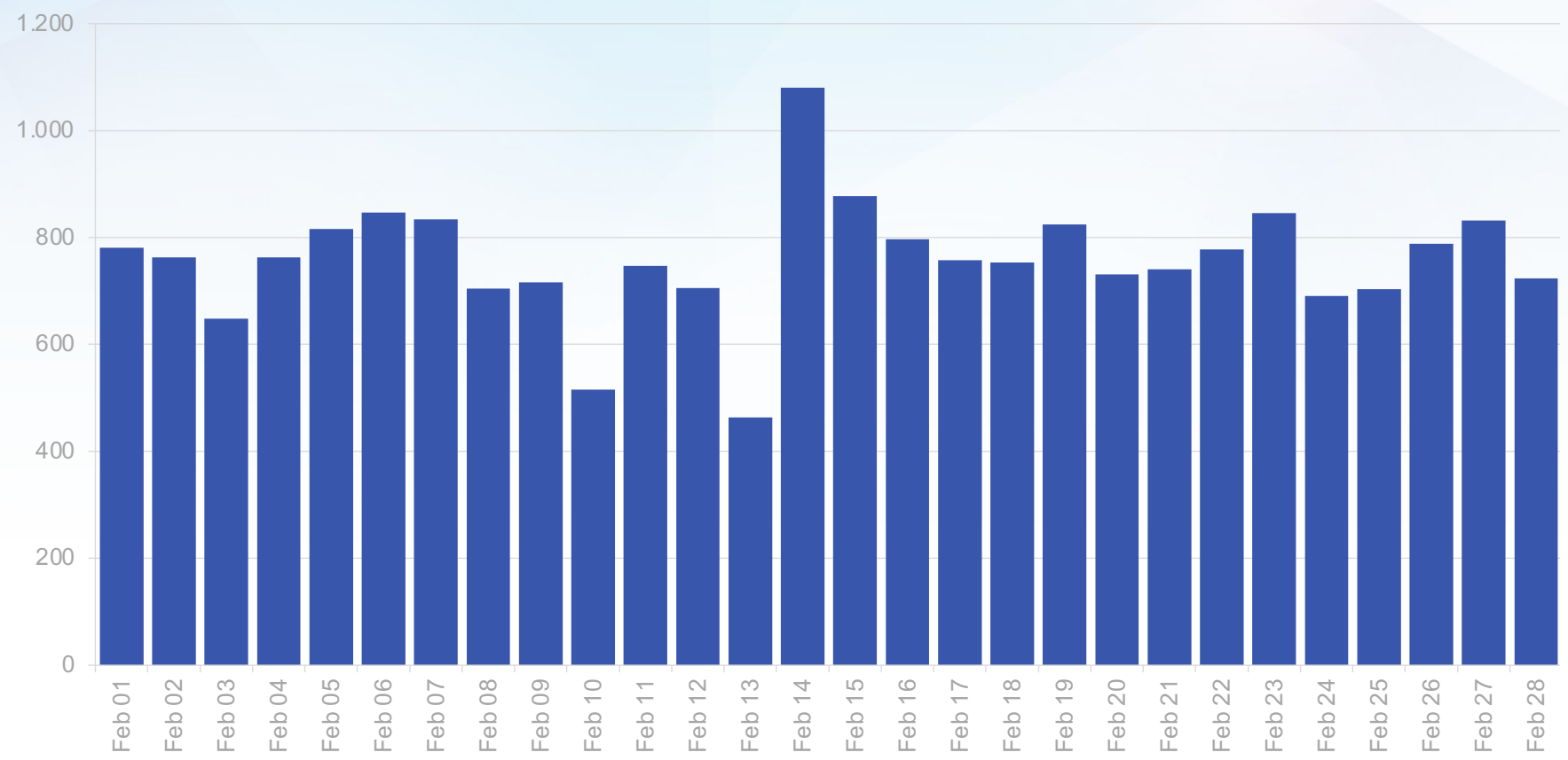
Interaction Type	% of Interactions	# of Interactions
Likes	79,66 %	47
Dislikes	16,95 %	10
Comments	3,39 %	2



# BlackandDeckerBrasil Engagement

Feb 01, 2018 - Feb 28, 2018

## Number of Views



## Activity Overview

Total Views  
**21 231**

Max Views  
**1 080**

Wednesday Feb 14, 2018

Avg Views per Day  
**758,25**

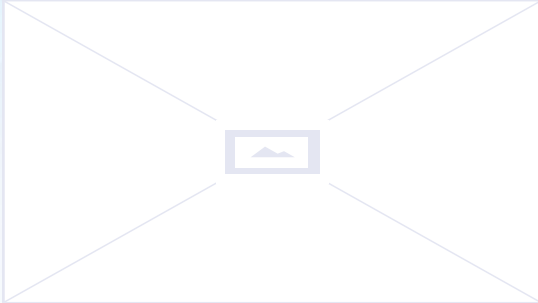


# BlackandDeckerBrasil Top Videos

Feb 01, 2018 - Feb 28, 2018



Feb 05, 2018  
18:37:56 UTC +00:00  
[View on YouTube](#)



Deixei sua casa cheia de charme com essa Horta Vertical em seu jardim.  
Ferramentas Black+Decker:



Feb 28, 2018  
16:48:36 UTC +00:00  
[View on YouTube](#)



Deixei sua casa cheia de charme com essa Horta Vertical em seu jardim.  
Ferramentas Black+Decker:

Total Interactions	5
Likes	3
Dislikes	2
Comments	0
Interactions per 1000 Subscribers	5,36

Total Interactions	2
Likes	2
Dislikes	0
Comments	0
Interactions per 1000 Subscribers	2,06



# YouTube Metrics Explained

## **Total Subscribers**

The total number of a channel's subscribers.

## **Absolute Change in Subscribers**

The sum of all subscribers' increases and decreases of each Channel.

## **Relative Change in Subscribers**

The growth is expressed as a percentage. This number is the sum of all subscribers' increases and decreases divided by the number of subscribers for each Channel.

## **Sum of New Videos**

The total number of videos a channel has day by day during a selected time range.

## **Moving 7-Day Average of Interactions per 1000 Subscribers**

The sum of Number of interactions per 1000 subscribers for all videos made during a particular week.

## **Moving 30-Day Average of Interactions per 1000 Subscribers**

The sum of Number of interactions per 1000 subscribers for all videos made during a particular month.

## **Total Interactions**

The number of interactions (Likes, Dislikes, Comments) for each Channel during a selected time range.

## **Likes**

The total number of Likes during a selected time range.

## **Dislikes**

The total number of Dislikes during a selected time range.

## **Comments**

The total number of Comments during a selected time range.

## **Growth of Total Subscribers**

This graph shows the increase or decrease in subscribers during a selected time range.

## **Max Change of Subscribers**

The day with the largest change in the number of a Channel's Subscribers, either an increase or decrease during a selected time range, and the numerical value of change on that day.

## **Avg Subscribers Change per Day**

The average change in the number of a Channel's Subscribers per day, either an increase or decrease during a selected time range.

## **Number of New Videos**

The number of videos uploaded to the YouTube channel during a selected time range.

## **Total New Videos**

Total number of videos uploaded to the YouTube channel during a selected time range.

## **Avg New Video per Day**

The average number of videos made by a Channel per day during a selected time range.

# YouTube Metrics Explained

## Interactions per 1000 Subscribers

The sum of interactions (Likes, Dislikes, Comments) divided by the number of subscribers a Channel has on the day of the Video, and multiplied by 1000.

## Moving Averages of Number of Interactions per 1000 Subscribers

Calculated from the sum of all daily values of Number of Interactions per 1000 Subscribers. For example, if in the last 7 days there are 4 days with Number of Interactions per 1000 Subscribers equal to 2, 3, 4, and 5, then the 7-Day Moving Average would equal  $((2 + 3 + 4 + 5) / 7) = 2$ .

## Max Interactions per 1000 Subscribers on

The day with the highest amount of Interactions per 1000 Subscribers and the amount of Interactions per 1000 Subscribers on that day.

## Min Interactions per 1000 Subscribers on

The day with the smallest amount of Interactions per 1000 Subscribers and the amount of Interactions per 1000 Subscribers on that day.

## Daily Interactions

The total number of Interactions (Likes, Dislikes, Comments) per day during a selected time period.

## Distribution of Interactions

The distribution of Interactions (Likes, Dislikes, Comments) during a selected time range.

## Max Interactions

The day with the highest amount of Interactions on that day.

## Min Interactions

The day with the smallest amount of Interactions on that day.

## Avg Interactions per day

The average number of Interactions (Likes, Dislikes, Comments) per day during a selected time range.

## Number of Views

Absolute number of Video Views during a selected time range.

## Total Views

Sum of Video Views during a selected time range.

## Max Views

The day with the highest amount of Views and the amount of Views on that day.

## Avg Views per day

The average number of views during a selected time range.