



# Stanley Ferramentas Brasil

[youtube.com/channel/UCYxUewKIQi4m-HLW2tGKeEw](https://youtube.com/channel/UCYxUewKIQi4m-HLW2tGKeEw)

## YouTube Profile Report

Feb 01, 2018 - Feb 28, 2018

### Subscribers

Total Subscribers

**1 099**

Absolute Change in Subscribers

**59**

Relative Change in Subscribers

**+ 5,67 %**

### Content

Sum of New Videos

**0**

Moving 7-Day Average of Interactions per 1000 Subscribers

**2,14**

Moving 30-Day Average of Interactions per 1000 Subscribers

**2,03**

### Interactions

Total Interactions

**61**

Likes

**58**

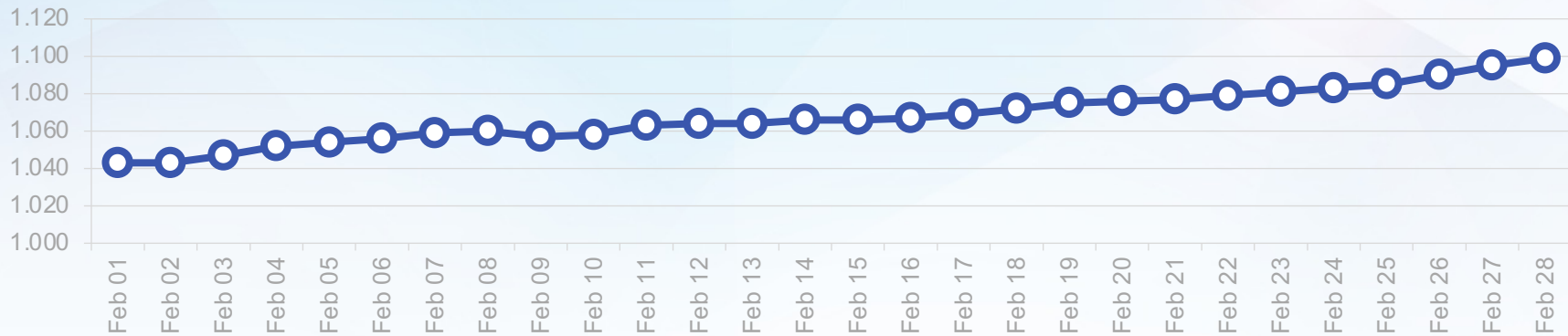
Dislikes

**1**

Comments

**2**

**Total Subscribers**



**Subscribers Overview**

Total Subscribers  
**1 099**

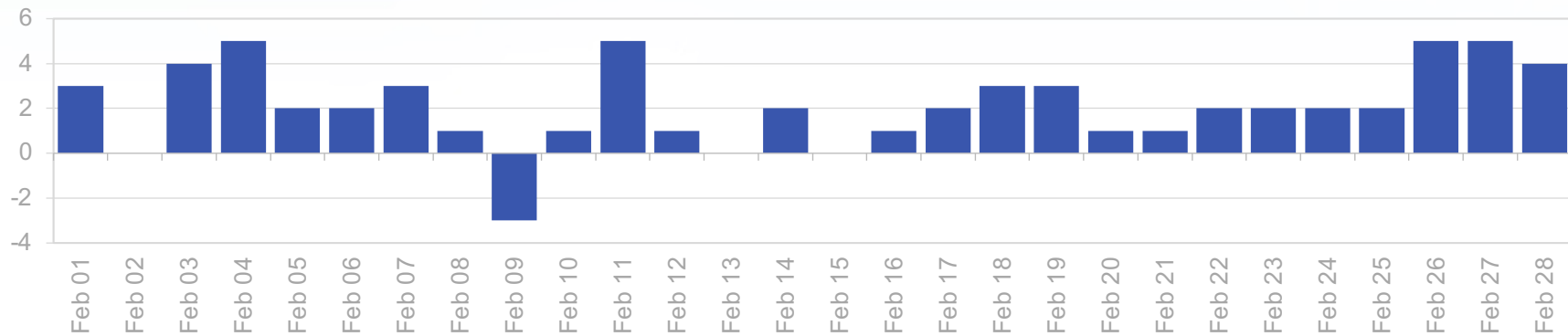
Change in Subscribers  
**59**

Max Change of Subscribers  
**5**

Sunday Feb 04, 2018

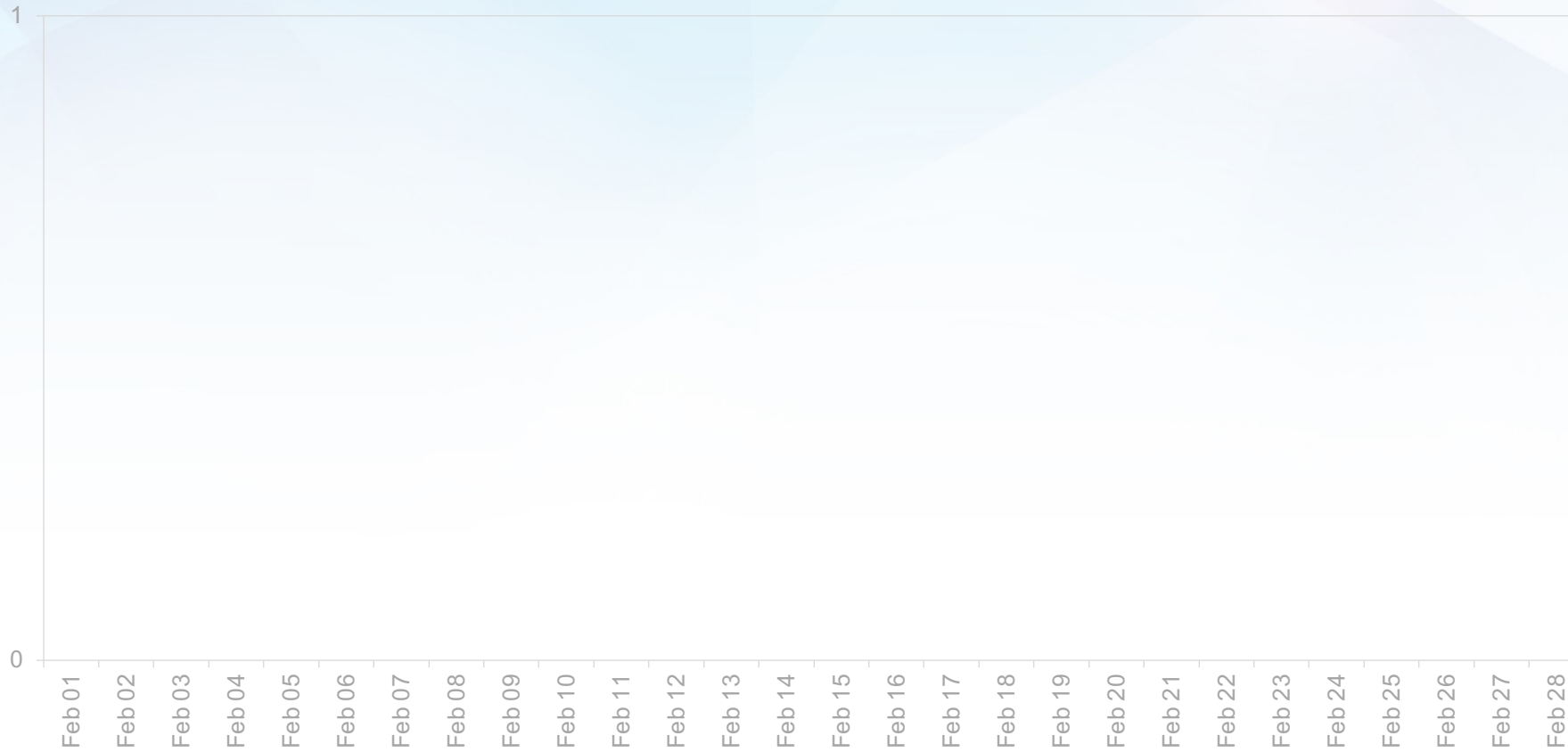
Avg Subscribers Change per Day  
**2,11**

**Growth of Total Subscribers**





## Number of New Videos



## Content Overview

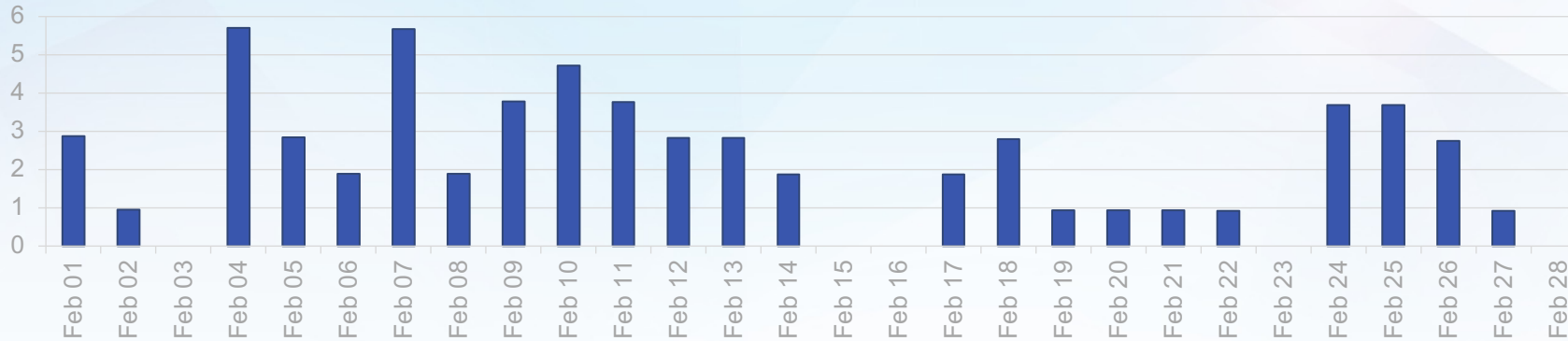
Sum of New Videos

0

Avg New Videos per Day

0

### Interactions per 1000 Subscribers

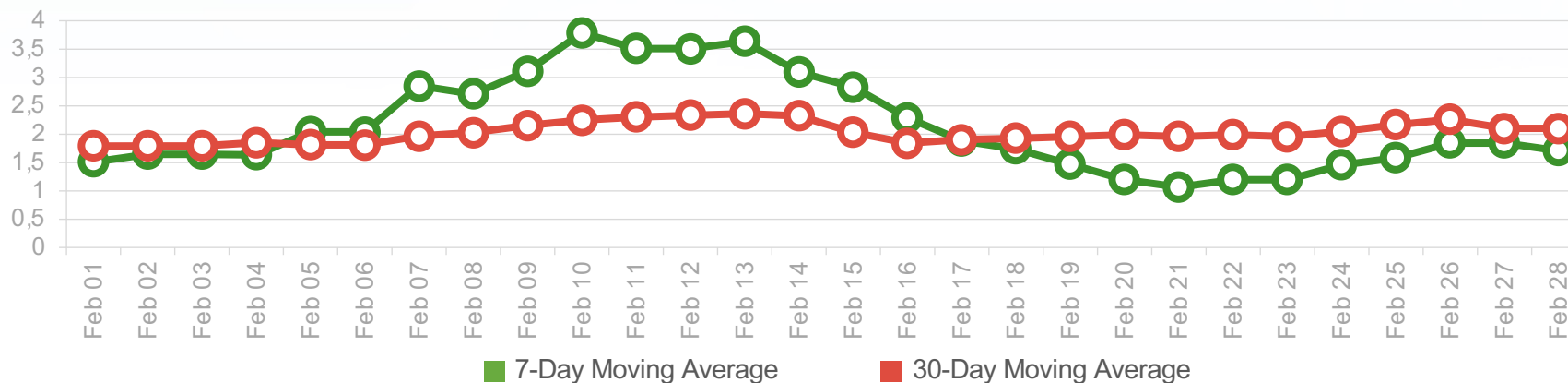


### Activity Overview

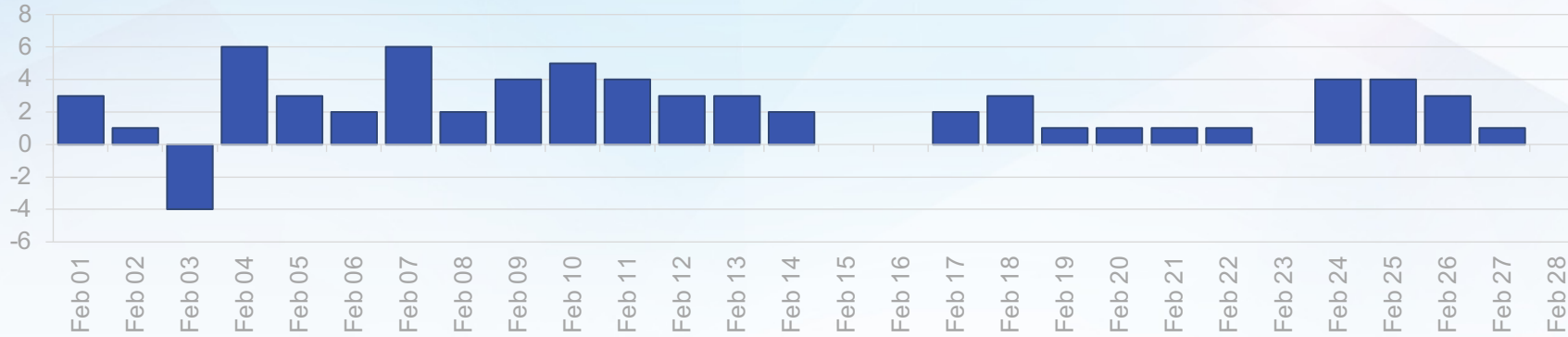
Max Interactions per 1000 Subscribers on  
**5,70**  
 Sunday Feb 04, 2018

Min Interactions per 1000 Subscribers on  
**0**  
 Saturday Feb 03, 2018

### Moving Averages of Interactions per 1000 Subscribers



### Daily Interactions



### Interactions Overview

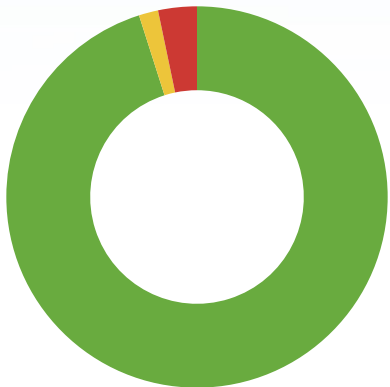
Total Interactions  
**61**

Max Interactions  
**6**  
Sunday Feb 04, 2018

Min Interactions  
**0**  
Thursday Feb 15, 2018

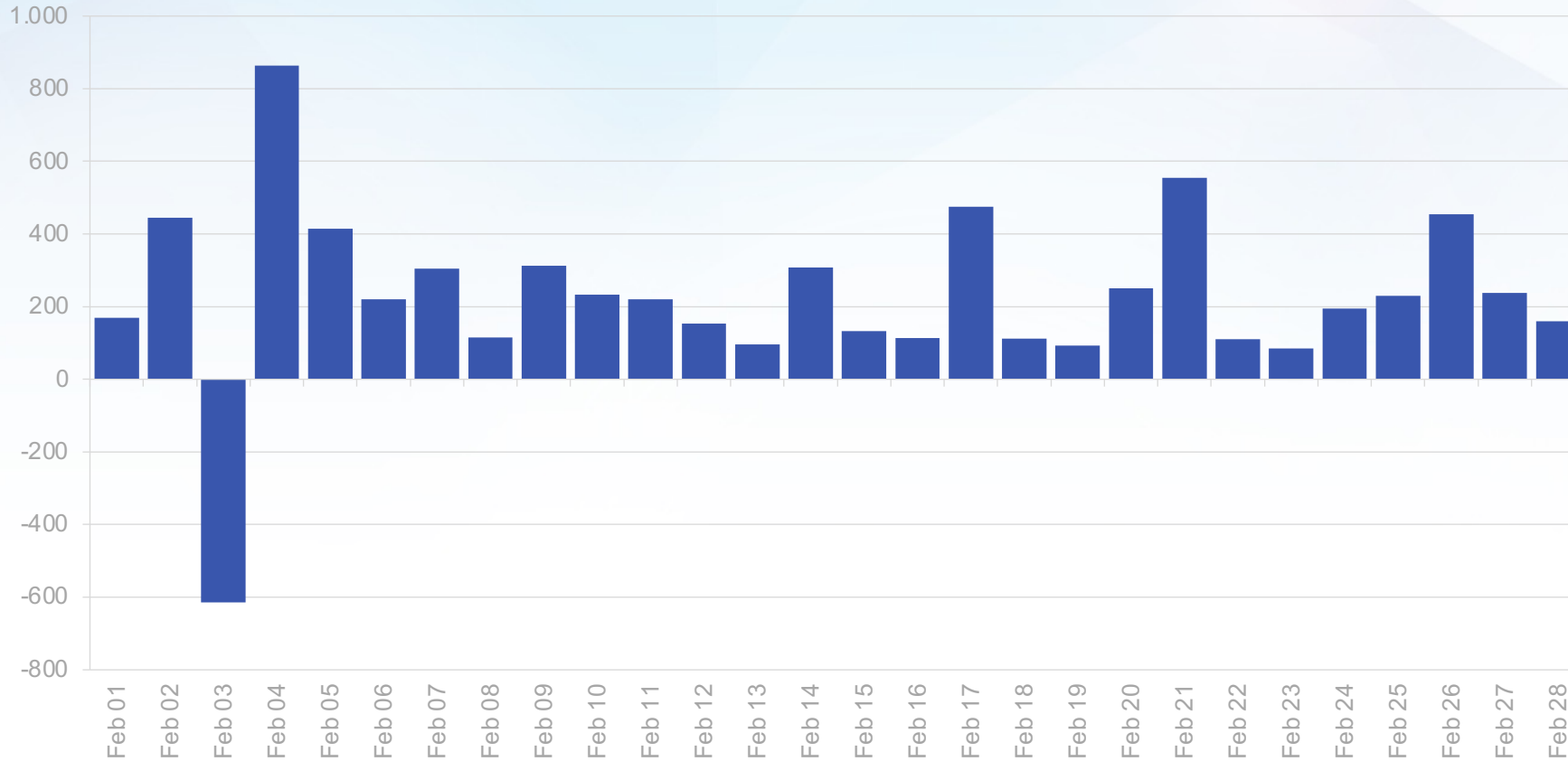
Avg Interactions per Day  
**2**

### Distribution of Interactions



Interaction Type	% of Interactions	# of Interactions
Likes	95,08 %	58
Dislikes	1,64 %	1
Comments	3,28 %	2

### Number of Views



### Activity Overview

Total Views  
**6 441**

Max Views  
**863**  
Sunday Feb 04, 2018

Avg Views per Day  
**230,04**

# 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.