Your YouTube reporting guide

YouTube channel · Built with Datapipe

Start with the overview. Then open Videos or Traffic sources to see what is behind a change.

Explore the report

01 Overview
Views, watch time, average view duration and net subscribers, compared with the previous period.

02 Videos
Your top videos for the period read, with watch time, likes, comments and shares.

03 Traffic sources
How viewers found your videos each day, from YouTube search to suggested videos.

Use your own data

1 Add YouTube in Datapipe.
Sign in with the Google account that manages the channel.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Average view duration is minutes watched divided by views for the selected days.

YouTube finishes each day two to three days later, so the dashboard opens on the 28 days ending three days ago.

Videos ranks your top videos for the whole period read; the date range does not change it.

Sample data · A hiking channel’s YouTube results from 10 August to 7 November 2026.

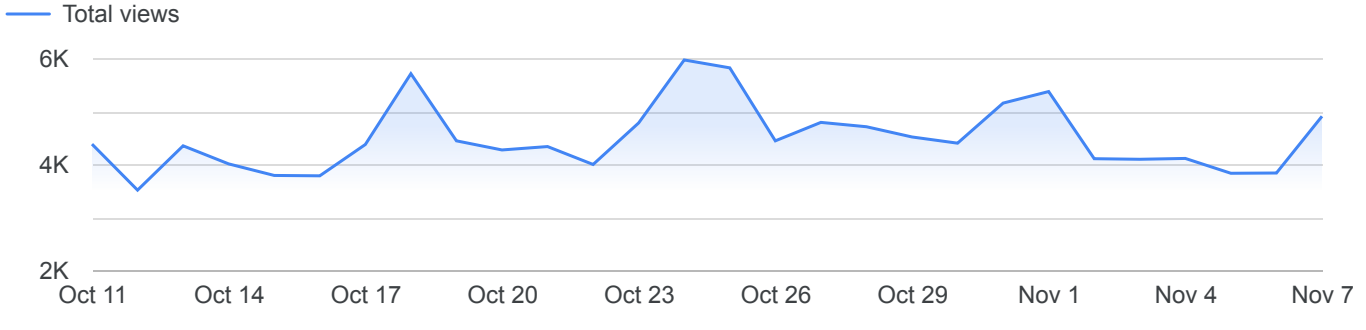
Channel overview

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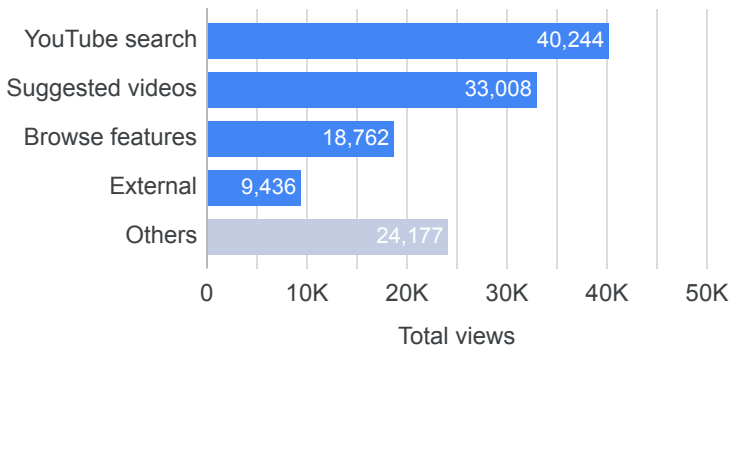
Oct 11, 2026 - Nov 7, 2026

Total views	Watch time (hours)	Average view duration	Net subscribers
125,627	10,899	00:05:12	658
↑ 18.4% vs previous period	↑ 14.0% vs previous period	↓ -3.7% vs previous period	↑ 17.1% vs previous period

Daily views



Views by traffic source



Daily results

Date	Total views	Watch time (hours)	Average view duration	New subscribers	Lost subscribers
Nov 7, 2026	4,900	442.75	00:05:25	28	1
Nov 6, 2026	3,830	340.6	00:05:20	26	3
Nov 5, 2026	3,825	342.05	00:05:21	23	2
Nov 4, 2026	4,105	366.28	00:05:21	27	3
Nov 3, 2026	4,089	357.78	00:05:14	21	3
Nov 2, 2026	4,100	362.87	00:05:18	24	4
Nov 1, 2026	5,367	478.32	00:05:20	32	0
Oct 31, 2026	5,149	466	00:05:25	29	3
Oct 30, 2026	4,393	399.88	00:05:27	25	2
Oct 29, 2026	4,510	411.33	00:05:28	28	4

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Top videos

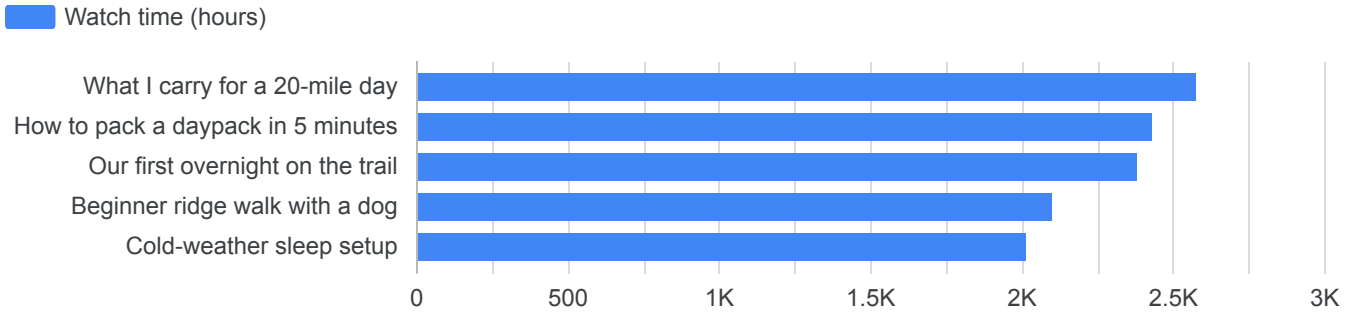
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Videos ranked for

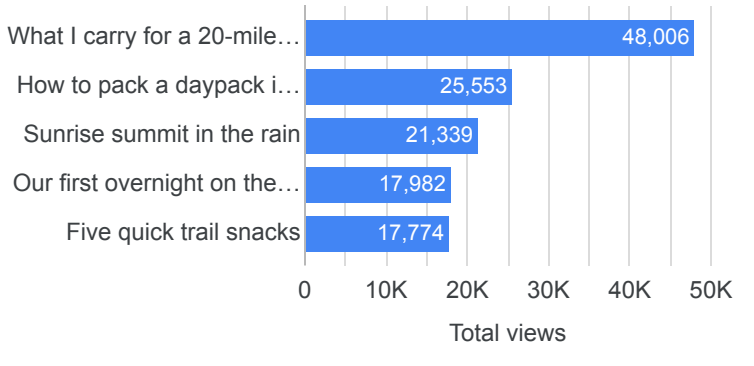
Aug 10, 2026 – Nov 07, 2026

Total views	Watch time (hours)	Average view duration	New subscribers
327,708	27,839	00:05:05	1,962

Most watched videos (hours)



Most viewed videos



Top videos

Video	Total views ▾	Watch time (hours)	Average view duration	New subscribers	Total comments	Total likes	Total shares
What I carry for a 20-mile day	48,006	2,576.67	00:03:13	292	188	2,115	227
How to pack a daypack in 5 minutes	25,553	2,428.6	00:05:42	152	115	1,322	136
Sunrise summit in the rain	21,339	1,418.95	00:03:59	132	67	787	108
Our first overnight on the trail	17,982	2,379.42	00:07:56	110	81	881	92
Five quick trail snacks	17,774	1,124.65	00:03:47	110	43	452	94
Water filters compared on one hike	17,460	1,292.18	00:04:26	106	85	887	93
Winter hiking layers, explained	16,273	1,380.52	00:05:05	99	44	524	81
Cold-weather sleep setup	15,762	2,015.33	00:07:40	91	44	459	78
Map apps I actually use	15,610	1,575.97	00:06:03	93	61	662	73
Camp coffee three ways	15,447	1,066.1	00:04:08	87	70	779	77

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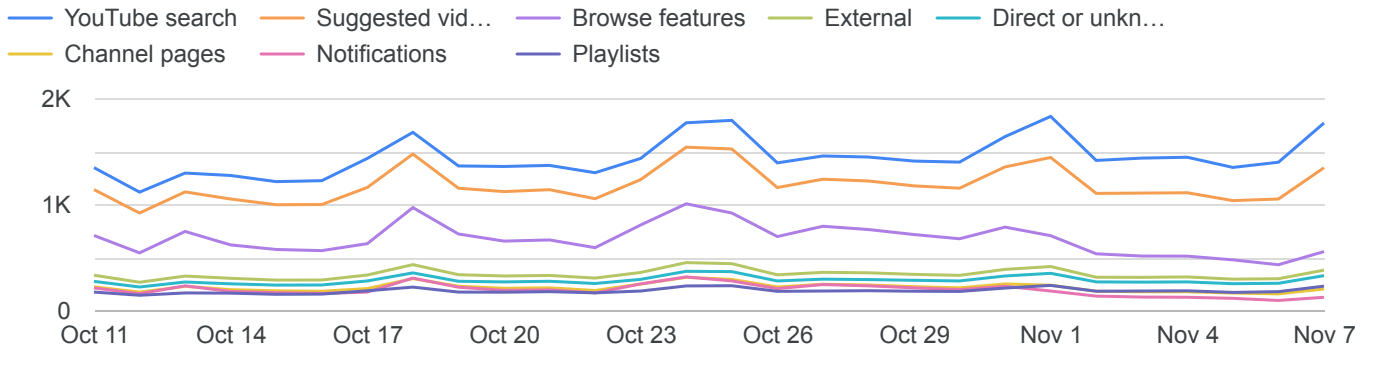
Traffic sources

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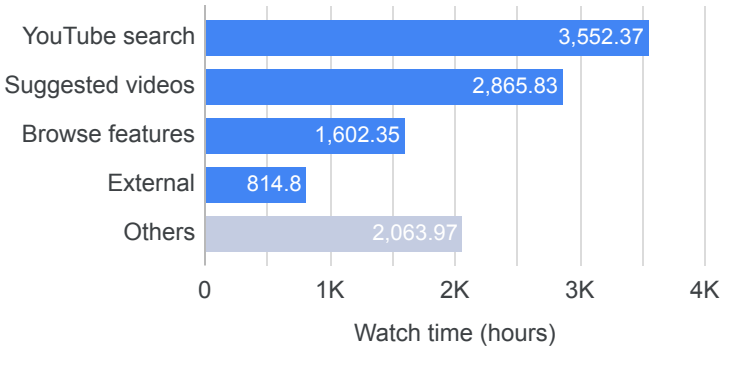
Oct 11, 2026 - Nov 7, 2026

Total views	Watch time (hours)	Share from YouTube search	Share from suggested videos
125,627	10,899	32.0%	26.3%
↑ 18.4% vs previous period	↑ 14.0% vs previous period	↑ 8.6% vs previous period	↑ 2.3% vs previous period

Daily views by traffic source



Watch time by traffic source (hours)



Traffic sources

Traffic source	Total views ▾	Watch time (hours)	Share of views
YouTube search	40,244	3,552.37	32.03%
Suggested videos	33,008	2,865.83	26.27%
Browse features	18,762	1,602.35	14.93%
External	9,436	814.8	7.51%
Direct or unknown	7,856	678.22	6.25%
Channel pages	5,958	506.37	4.74%
Notifications	5,304	442.55	4.22%
Playlists	5,059	436.83	4.03%

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