

A Study on YouTube Channel and Influencer Analysis

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Abstract: *This study investigates the impact of various content and engagement strategies on YouTube channels, with a particular focus on influencers. By analysing key metrics such as video views, engagement rates, and subscriber growth, the research explores how factors like subtitles, video quality, gender representation, and frequency of uploads contribute to audience retention and channel performance. Using a sample of 800-1000 participants and secondary data from Kaggle, the study applies multiple regression analysis to reveal significant insights. Findings underscore the importance of accessibility and content relevance in shaping user engagement and suggest optimal strategies for influencers to expand their reach and engagement on YouTube.*

Keywords: YouTube influencers, Audience engagement, Video views, Subscriber growth, Influencer marketing, Multiple regression analysis, Video quality, Subtitles and engagement