Analytics Cheat Sheet

The three numbers — three grades

CTR — packaging grade

Studio → video → Reach. Read vs YOUR baseline; rough sanity range 2-10%. Only meaningful NEXT TO retention.

RETENTION — craft grade

Studio → video → Engagement. Read the curve: cliff (hook) · slope (pacing) · dips (lulls) · spikes (gold).

RETURNING VIEWERS — channel grade

Studio → Audience. The promise, graded by behavior — watch the 28-day TREND, not the total.

The pairing rule

High CTR + collapsed retention = the package overpromised. Low CTR + strong retention = good video, bad clothes — the most fixable diagnosis on YouTube: repackage it.

Analytics Cheat Sheet

The weekly check — ten minutes

- [ ] Newest video's CTR vs my baseline (baseline: ____%)
- [ ] Retention curve sketched: cliff depth · slope · dips/spikes with timestamps
- [ ] Watched 20 seconds at any dip — named the lull
- [ ] Returning vs new (28-day) trend noted
- [ ] ONE sentence logged in the publish log

THIS WEEK'S SENTENCE:

BASELINE TRACKER (video → CTR → avg duration):

Subscriber counts are thunder; the three numbers are lightning. Watch the lightning — weekly, not daily.

Analytics Cheat Sheet

What to do with this document

Your next steps

- [ ] Ten minutes, weekly, same day as the harvest
- [ ] Curves read by shape; spikes feed the Idea Bank and the Shorts scout
- [ ] Returning-viewer trend = the whole machine's true grade
- [ ] The logged sentence is next month's experiment fuel

Keep going (free)

Every lesson of the YouTube Creator Academy is free at braintrain-ai-academy.com/creator-academy — clarity, consistency, and honest expectations, module by module.

A NOTE FOR LATER

Documents like this one grow, module by module, into your Channel Playbook — the complete written plan for your channel. You can build every piece yourself with these lessons. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.