

PUBLIC REPORT PROMTPRESS

Channel audit

Excel Hacks | Бухгалтерия и Аналитика



@hacks_excel

We'll teach you to work effectively in Excel. Collaboration:

@max_excel MAX: max.ru/hacks_excel RKN: vk.cc/cHiCFp

SUBSCRIBERS

285 454

15.07.2026 ⁻¹³⁰² per month

ERR (% SEE POSTS)

3.0%

daily ^{1.9%}

REACH/POST

8.1K

ad reach ^{5.4K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/HACKS_EXCEL](https://promptpress.com/audit/hacks_excel)

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Education» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 285 454 —	 SUBSCRIBER REACH 2.83% avg % subs see post	 VIEWS/POST 8.1K median 8.3K · 29 days	 POSTS/WEEK 12.4 over period
 7D TREND -4.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 492 chars median 460 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -1302 last month	 CITATION RATE 839 citation index · 1,096 channels mentioned ever	 CHANNEL AGE 6 years 9 months created 23.09.2019

AI EDITOR SUMMARY

Channel «Excel Hacks | Accounting & Analytics» — 285 454 subs. Each post avg views 8.1K people (3% from subs), reach low — expand audience. Publishes 12 posts/week (~2/day) — regular. Week Jun 29–Jul 5 reach stable (-4.6% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 52 posts in 29 days.
- 02 Dominant format – Video (23/52 posts).
- 03 Avg post length – 492 chars (median 460).
- 04 Peak audience activity – Sunday, 13:00 MSK.
- 05 Top posts get 2x more views than weakest (10.5K avg top vs 6.7K worst) – across 52 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 10:40 TEXT Insert empty cells Follow this algorithm: 1) Select the range where you want to insert empty cells. 2) Then use...	VIEWS 10 560 REP. 26	REACTIONS — ER 3.7%
Nº2 30.06 · 10:31 VIDEO Working with Excel formulas In this video, the author breaks down working with formulas in Excel: you'll get acquainted with reference types, look at references to...	VIEWS 10 547 REP. 64	REACTIONS — ER 3.7%
Nº3 29.06 · 13:51 VIDEO Loading historical stock, index and currency data Microsoft Excel 365 has a new financial function STOCKHISTORY...	VIEWS 10 505 REP. 35	REACTIONS — ER 3.7%

Nº4 22.06 · 18:15 VIDEO Menu Key in Excel This video details how to use the Menu Key (alternative to SHIFT + F10) in Excel. It...	VIEWS 10 446 REACTIONS — REP. 24 ER 3.7%
Nº5 17.06 · 09:40 VIDEO Waterfall Chart In this video tutorial, the author details several ways to build a cascade Waterfall chart in...	VIEWS 10 425 REACTIONS — REP. 43 ER 3.7%

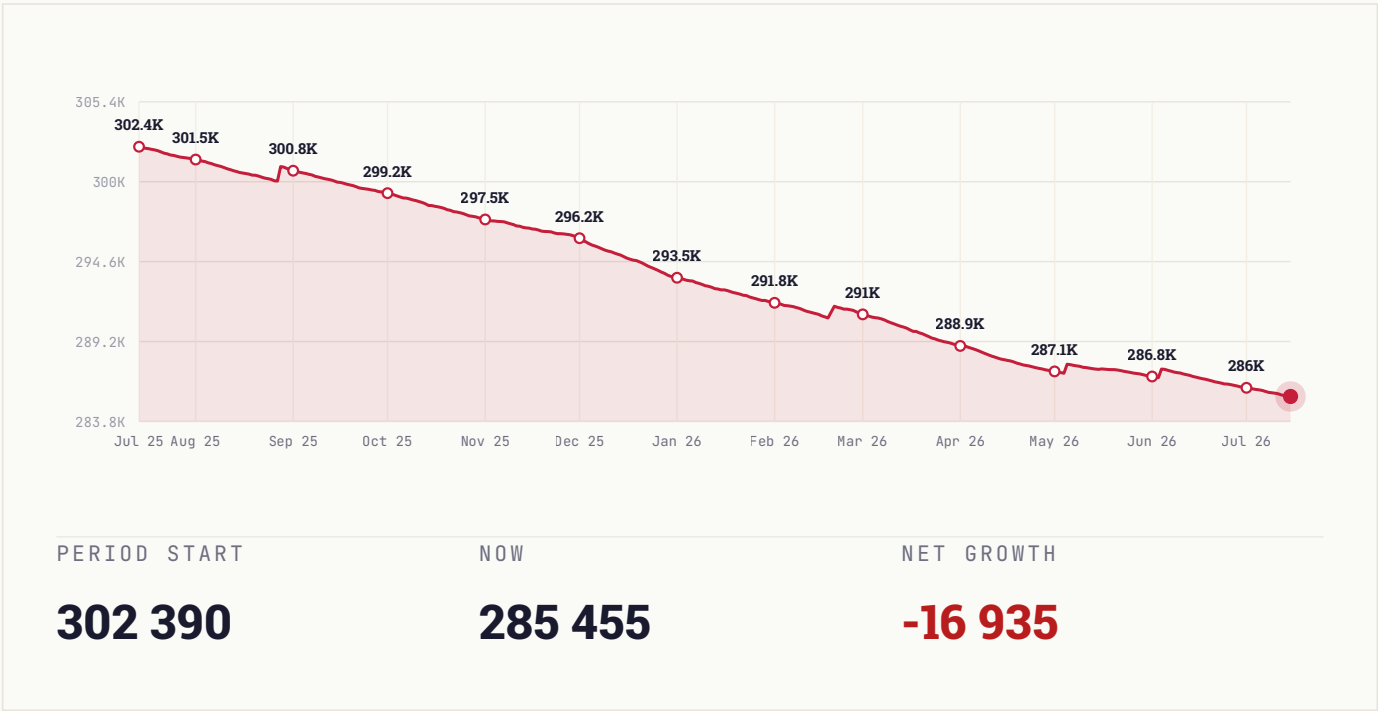
WORST 3

↓ 08.07 · 06:00 PHOTO ! Colleagues, if you can't keep up with the development of neural networks, hear about new opportunities but haven't applied them yet, be sure to...	VIEWS 6 805 REACTIONS — REP. 7 ER 2.4%
↓ 11.07 · 10:30 PHOTO Want to master Linux? It's all done for you. 🐧 Sysadmin Secrets shares useful tools, tips & hacks...	VIEWS 6 684 REACTIONS — REP. 2 ER 2.3%
↓ 11.07 · 13:30 TEXT How to hide rows and columns? It can be done in seconds: 1) Select the column you want to hide. 2) On the selected...	VIEWS 6 561 REACTIONS — REP. 16 ER 2.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

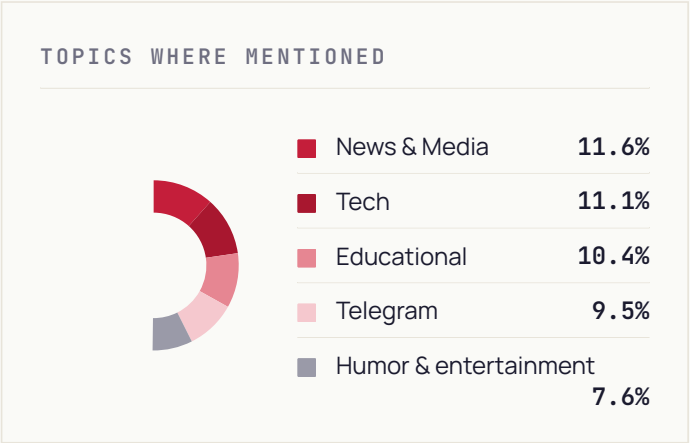
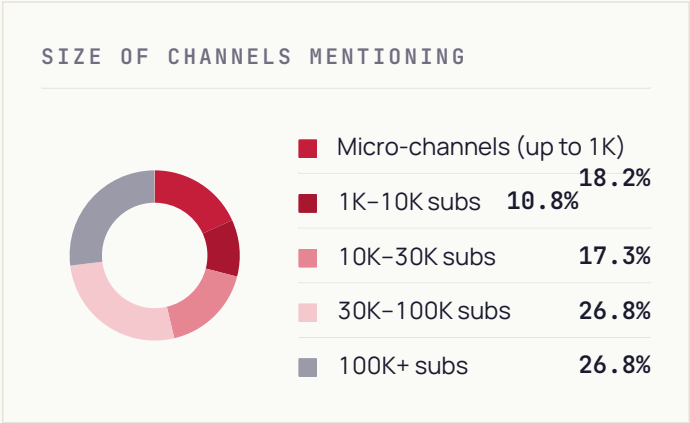
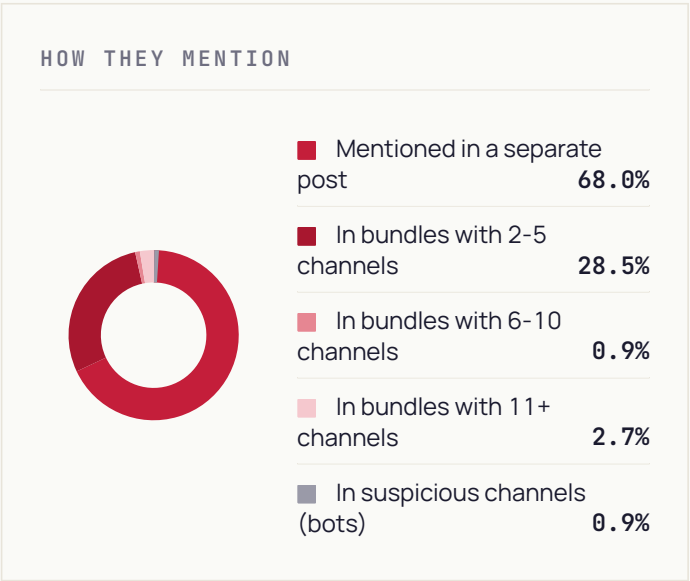
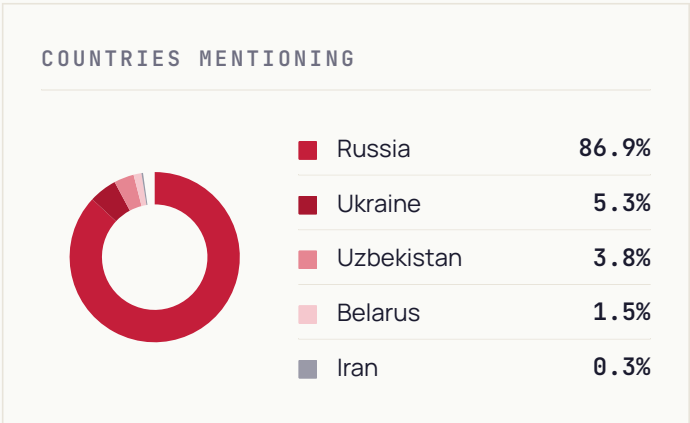
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · CITATIONS

Who mentions the channel and how

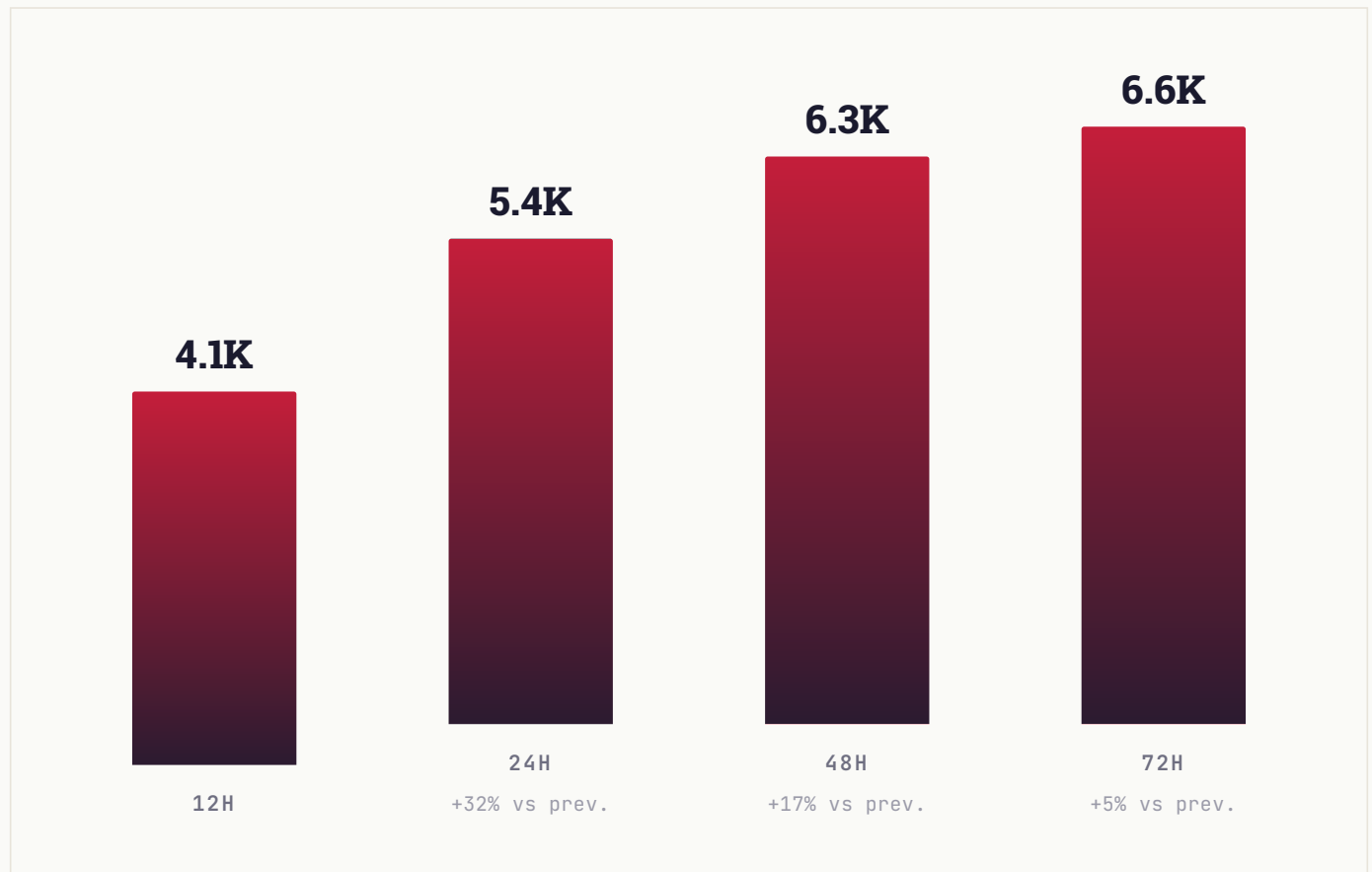
Citation index **839** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs one. All time channel mentioned **1 096** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MA Mathematician Andrey	1M
FROM ANSWERS	578.2K
FROM ANSWERS	365.9K
OT OTVETI	452.3K
TH Danir on call Math OGE 2026 Umskul	340.7K
NG Anastasia Glasnaya Russian Language OGE 2026 UmSkul Territory of Russian Language	297.1K
EH Excel Hacks Бухгалтерия и Аналитика YOU	285.5K
SP SPISAL	280K
DM Dark Mate ANSWERS	254.8K
MO Moscow Education	233K
E2 EXAMS 2026 ANSWERS	228.1K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#7 of 99). Strong position. Niche leader — Mathematician Andrey (1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **58**, they brought **977** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	13	13	3	
December 2025	1	1	0	
November 2025	37	29	0	
October 2025	4	4	0	
Sep 2025	1	1	0	
August 2025	2	1	974	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
58	6	977

SECTION 08 · NICHE COMPARISON

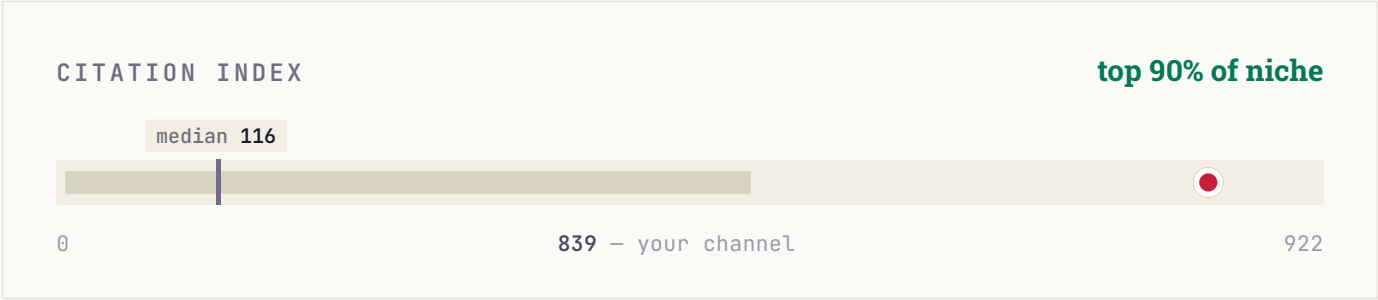
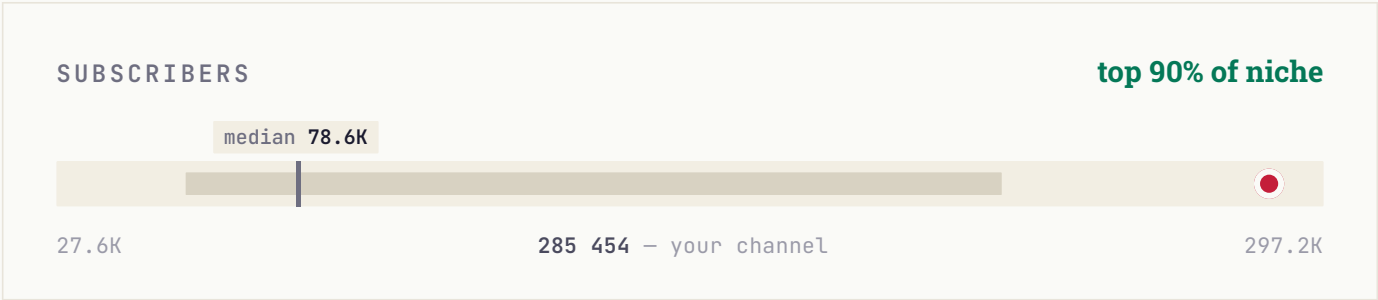
Where the channel ranks in its league

Took top-100 channels in category "Education» (Russia) and compared your channel against them. Gray band – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#7/100

POSITION IN NICHE

Channel in top 7% education Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.83% vs norm 8.0%. Try polls & interactive formats.

EFFECT

+5.2pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager