**Cloud Computing for Data Analysis**

**VIDEO CASE 06 : PageRank**

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Watch following videos:

**Video 1:** <https://youtu.be/A4-yw07Ku1s>

**Video Case Questions:**

1. What is PageRank?
2. - PageRank is an algorithm used by the Web browser for ranking web pages according to Search Engine results obtained.

* PageRank is the way to measure the importance of a webpage.
* PageRank is used by google search by counting the number and quality of links associated to the page which interprets the importance of the web page.
* PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

1. What are all factors we need to consider for calculating a web page’s PageRank score?
2. - Number and value of incoming links to the webpage

* Number of outgoing links to the page

First, all the pages are ranked as 1 and the page value is assigned to the links from the nodes based on the number of other nodes the node is pointing. Finally, the page score is added up by taking the average of all the points on the links.

1. When does a PageRank of a web page goes high?
2. - The page rank of a web page goes high, when the number of incoming links associated with the page is high compared to outgoing links.

* Also, if the page that is pointing to the current webpage has a higher rank then the webpage is of high importance.