Subject- YouTube Data Visualization Tool

Hey [Name],

My name is Akitha. I’m an undergraduate computer engineering student. Recently I developed a YouTube Data Science Tool that I think you’d find interesting. I developed this to help youtubers learn from other successful YouTube channels by looking at the patterns in their publicly available data. Let me explain that a bit more!

This tool allows you to pick any YouTube channel and it fetches all the information about that channel from YouTube servers. Then it graphs the data. Total views,likes,comments for each published video. By looking at the graphs, you’d be able to identify how the channel is doing overall, what kind of content gets the most attraction and so on. The tool will also show a table with all the information about the channel so if you find any abnormalities(a sudden jump in views maybe) within the graph around some region, you can easily identify that region and maybe go on YouTube and see what caused that shift. The tool graphs published date differences between successive videos for the channel as well so you check for any patterns there too.

The tool also allows you to analyze and compare a number of different channels together. That is it allows you to graph two or more channels together in the same graphs for views, likes and comments. That way you’d be able to see patterns across channels. It also graphs likes/views and comments/views for each published video for those channels. This can roughly be taken as a measure of engagement for channels with different numbers of views.

I’ve attached a PDF with some of these graphs.

I want to sell this tool for $30 USD. So let me justify the price. I cannot sell this for a usual subscription fee like $5 per year or something like that because this is not a publicly available tool like an app or a website. Since this is a data visualization tool, the number of potential clients is too low for me to scale this to a web site or an app. If you were to ask a developer to develop this application, it would cost you a hell of a lot more than $30 USD to develop this. Mind you this is just a one time payment of $30, not a repeating subscription. The tool is basically a collection of python code( python is one of the most popular programming languages ). Everything is happening inside your computer and all the data and everything is stored on your computer so nobody has access to any of the things that you're doing using the tool.

If you’re interested in this tool let me know so i can set up a zoom meeting to demonstrate the tool.

Best Regards,

Akitha