**Project Initialization and Planning Phase**

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| Date | 15 JULY 2024 |
| Team ID | 739869 |
| Project Name | View count visionary:data driven approach to forecasting youtube videos views project |
| Maximum Marks | 3 Marks |

**Define Problem Statements (Customer Problem Statement Template):**

**Problem Statement:**

**"As a YouTube content creator, I struggle to accurately forecast the view count of my videos, which makes it difficult to:**

**- Plan and allocate resources effectively for future content**

**- Set realistic goals and expectations for my channel's growth**

**- Identify areas for improvement in my content strategy**

**- Make informed decisions about monetization and sponsorship opportunities**

**I wish I had a data-driven approach to forecasting YouTube video views that could help me better understand my audience, predict my videos' performance, and ultimately grow my channel and revenue."**

**\* Pain Points:\***

**- Inaccurate view count predictions**

**- Lack of understanding of audience behavior and preferences**

**- Difficulty in identifying trends and patterns in video performance**

**- Limited insights to inform content strategy and optimization**

**- Inefficient resource allocation and planning**

**\* Desired Outcomes:\***

**- Accurate and reliable view count forecasts**

**- Deeper understanding of audience behavior and preferences**

**- Data-driven insights to inform content strategy and optimization**

**- Improved resource allocation and planning**

**- Increased channel growth and revenue**

**This problem statement highlights the challenges faced by YouTube content creators in forecasting view counts and the benefits of a data-driven approach to addressing these challenges.**

**Example:**



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| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A content creator or marketer | Forecast the number of views for YouTube videos accurately | Face challenges in predicting viral content | Due to the unpredictable nature of audience preferences and trends | Frustrated with ineffective strategies for maximizing video reach |
| PS-2 | A digital marketing agency | Provide clients with accurate predictions of video performance metrics | Encounter discrepancies between predicted and actual view counts | Because of the complexity of algorithmic changes in YouTube's recommendation system | Hindered in optimizing marketing strategies effectively |