PROBLEM STATEMENT

Youtube Channel Optimization Using AI & ML
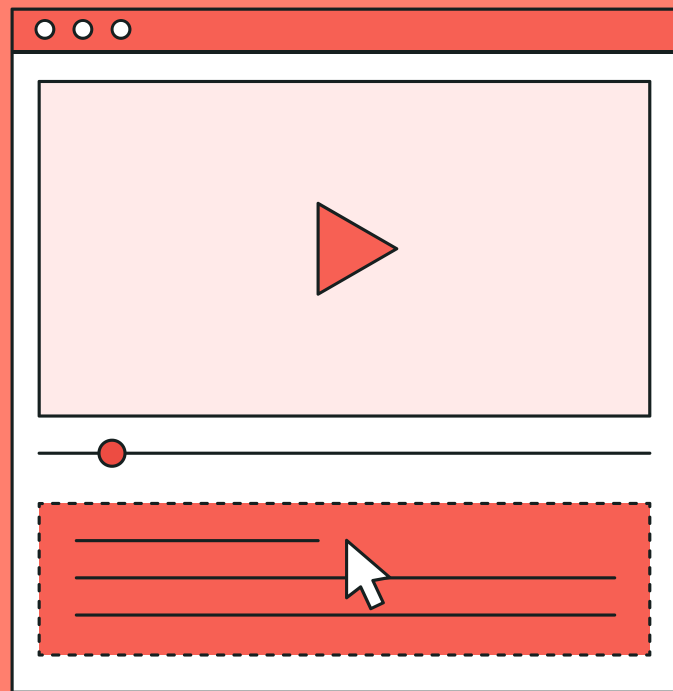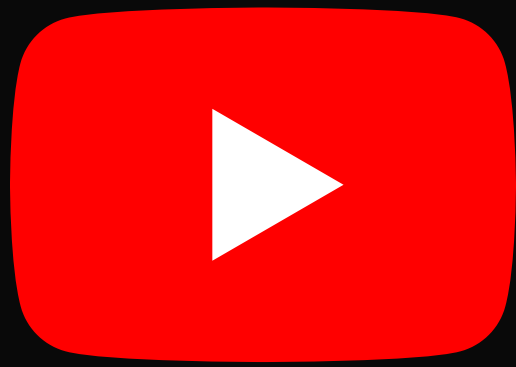
TEAM MEMBERS

AYUSHKUMAR YADAV

MOHIT MANDE

BALSHARAN SINGH

DESCRIPTION

OUR YOUTUBE OPTIMISATION PROJECT AIMS TO MAXIMISE THE POTENTIAL OF YOUR CHANNEL. WE WILL OPTIMISE YOUR VIDEO TITLES, DESCRIPTIONS, AND TAGS THROUGH IN-DEPTH ANALYSIS AND STRATEGIC PLANNING TO INCREASE VISIBILITY AND DRAW IN MORE VIEWERS.WITH OUR YOUTUBE OPTIMIZATION PROJECT, YOU CAN EXPECT TO SEE INCREASED VISIBILITY AND ENGAGEMENT FOR YOUR CHANNEL. FOR NOW WE WILL JUST AIM TO GIVE TIPS REGARDING AND TRY TO IMPROVE OUR PREDICTIONS.

SUBSCRIBE

NEED FOR YOUTUBE OPTIMIZATION

Over the years, YouTube has experienced significant growth in its user base. In 2005, the platform was launched and had approximately 30,000 registered users. By 2006, the number of users had grown to over 2 million. By 2010, YouTube had surpassed 2 billion daily views, and the number of registered users had grown to over 350 million. In 2013, the platform reached 1 billion monthly active users, and by 2018, it had over 1.8 billion monthly active users. As of now the youtube current active users are around 2.6 billion.
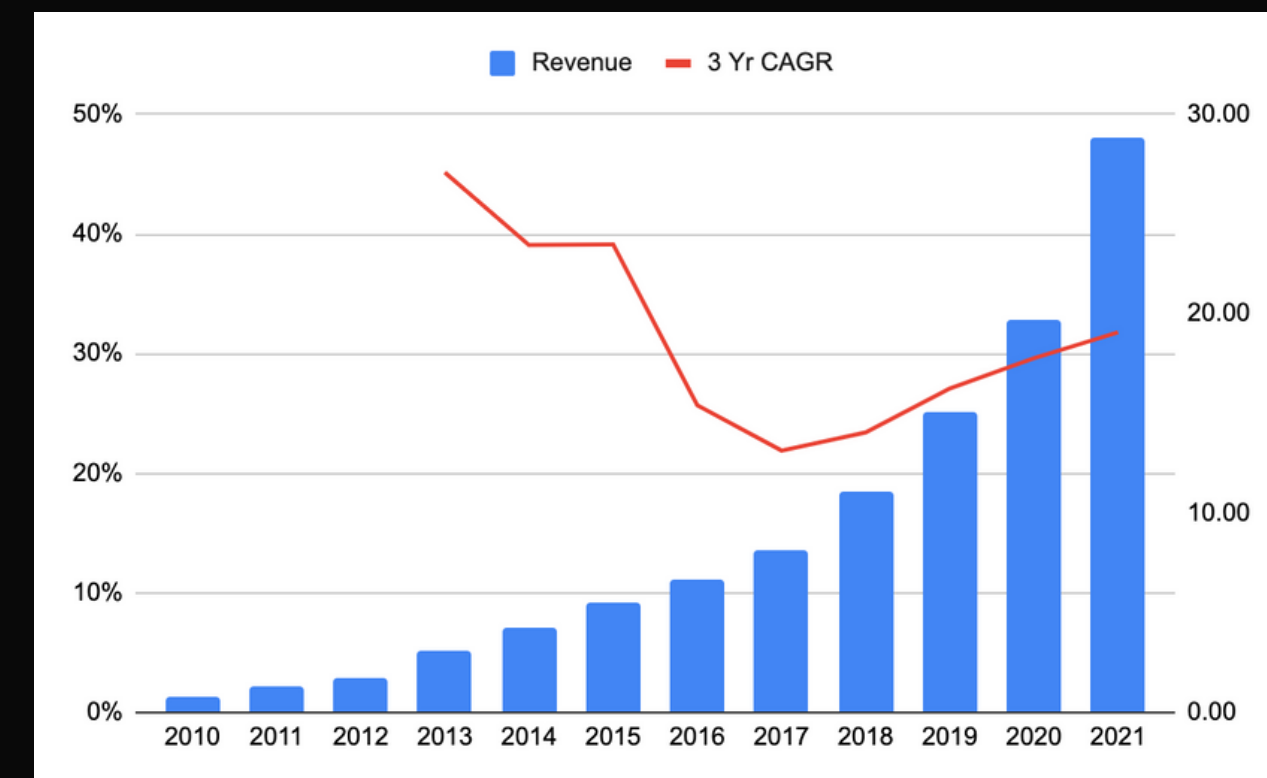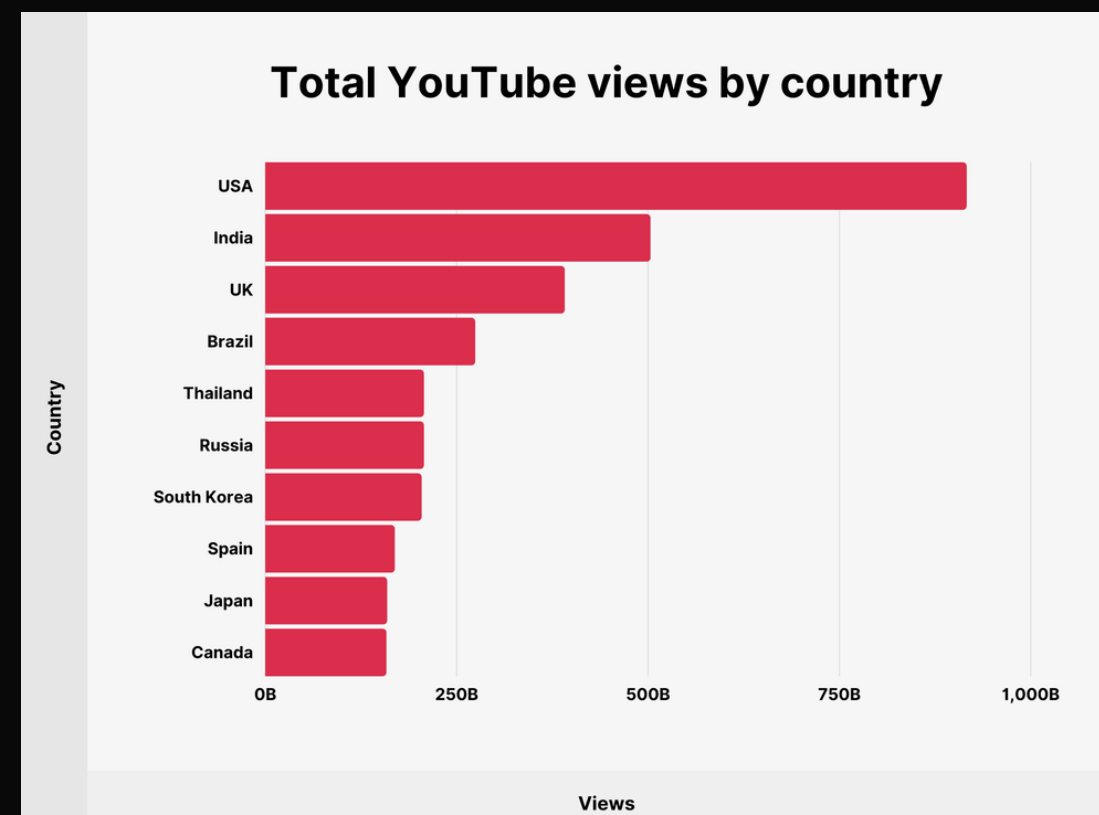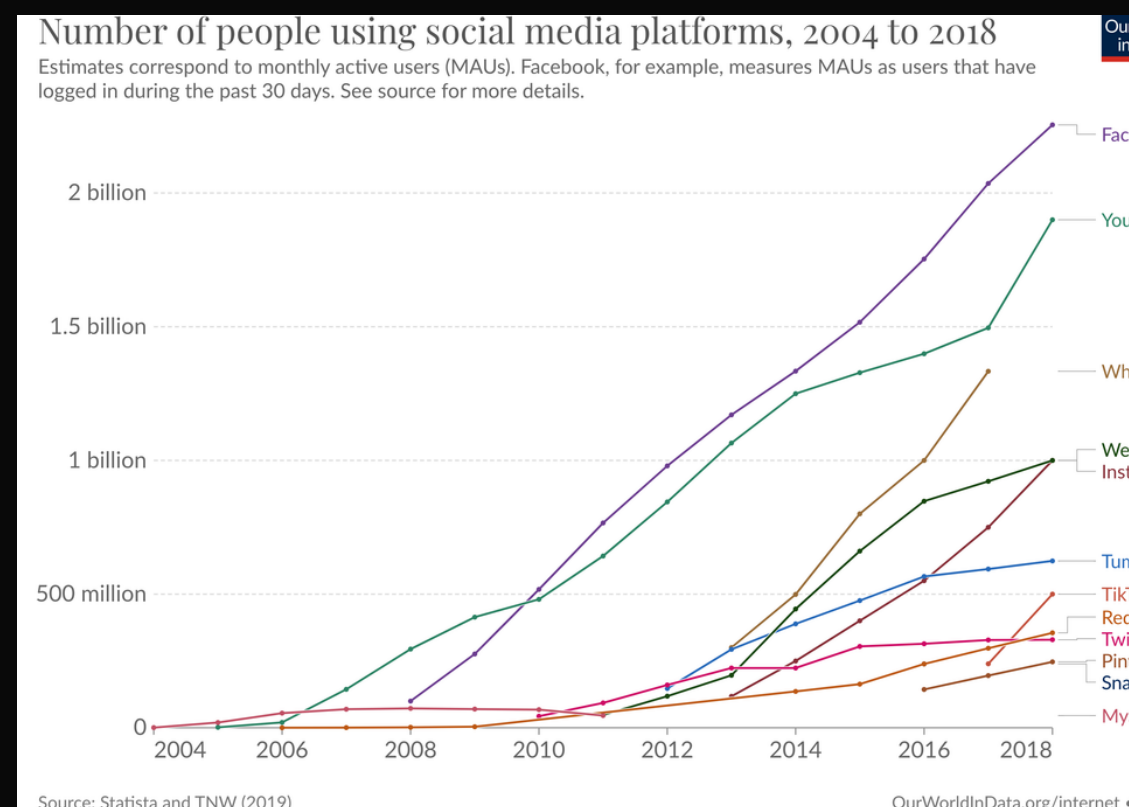
From the stats itself accotding to us currently everyone wants to be an influencer or content creator and our project will help them by guiding them and tell them DO'S & DONT'S with help of Past Dataand predicting with AI & ML Models.

APPROACH

01 Data Preparation: Collect data for the selected channels and extract the features that have been identified for use in the model.

02 Feature Engineering: Process the extracted features to make them ready for the model. This can include handling missing values, scaling, normalization, and encoding categorical variables.

03 Model Training: Split the data into training and testing sets, fit the model to the training data, and validate the model's performance on the testing data. Tune the model's parameters using cross-validation techniques to improve performance.

04 Model Evaluation: Evaluate the model's performance using metrics such as Mean Squared Error (MSE), R-squared, and Mean Absolute Error (MAE).

05 Model Deployment: Deploy the model and use it to predict the growth of the YouTube channel.

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07 The main task of predicting starts here were we calculate the important aspects such as content quality,Relevance,Watch Time,SEO,Engagement,Demographics,etc.
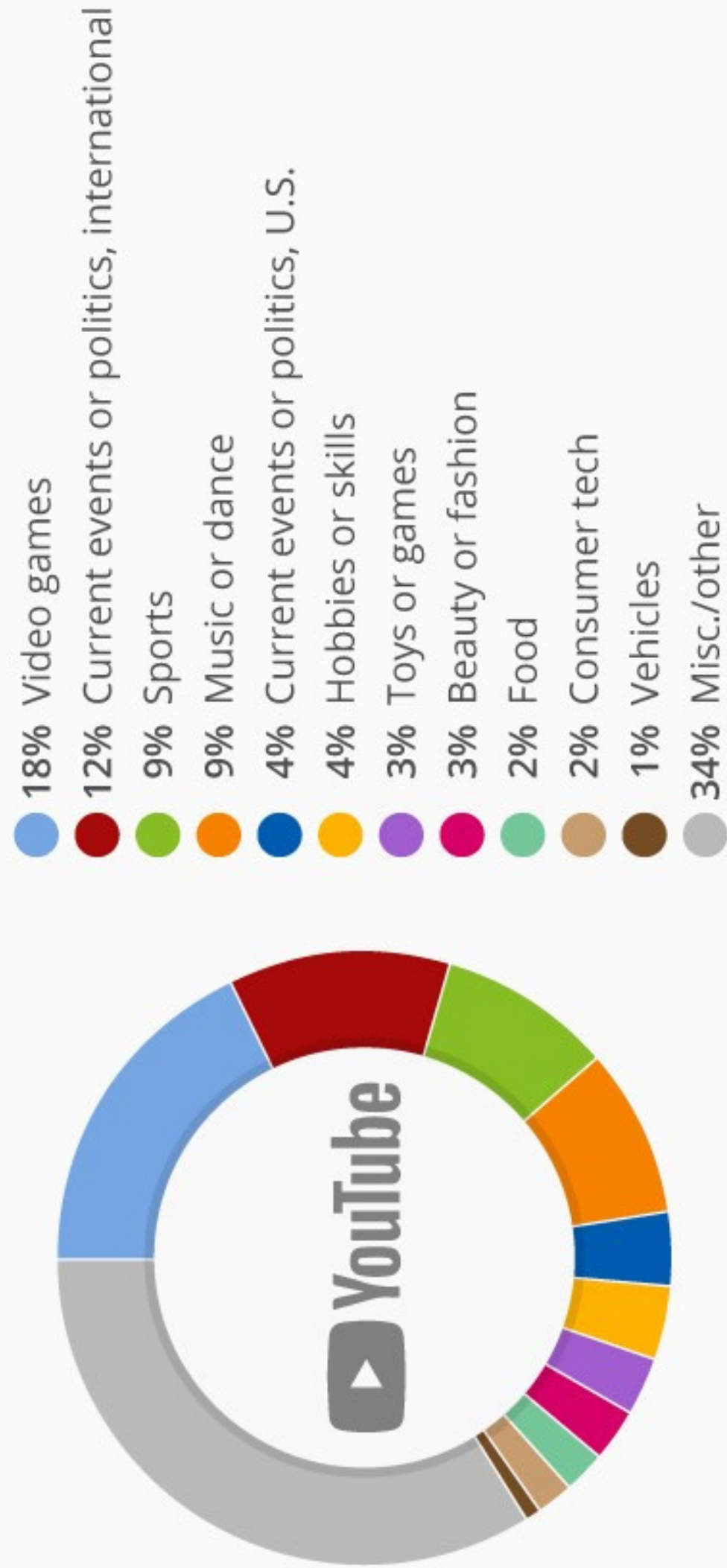
06 On the basis of these aspects we will predict the growth of yt channel and also give required data to start your youtube channel on the basis of past behaviour of top youtube channels.

MOTIVATION

A YOUTUBE OPTIMIZATION PROJECT CAN HELP YOU TAKE YOUR CHANNEL TO THE NEXT LEVEL. BY IMPROVING YOUR VIDEO TITLES, DESCRIPTIONS, AND TAGS, CREATING ENGAGING CONTENT, AND IMPLEMENTING A REGULAR PUBLISHING SCHEDULE, YOU CAN REACH MORE VIEWERS, BOOST ENGAGEMENT, AND GROW YOUR CHANNEL. LET US HELP YOU ACHIEVE YOUR YOUTUBE GOALS!

FEASIBILITY

A YOUTUBE OPTIMIZATION PROJECT IS A HIGHLY FEASIBLE SOLUTION FOR IMPROVING YOUR CHANNEL'S PERFORMANCE. WITH THE RIGHT STRATEGY AND APPROACH, YOU CAN OPTIMIZE YOUR VIDEO CONTENT, TITLES, DESCRIPTIONS, AND TAGS TO REACH MORE VIEWERS AND INCREASE ENGAGEMENT. OUR TEAM AIM IS TO IMPROVE DAY BY DAY, SO LET'S GET STARTED!

18% Video games
12% Current events or politics, international
9% Sports
9% Music or dance
4% Current events or politics, U.S.
4% Hobbies or skills
3% Toys or games
3% Beauty or fashion
2% Food
2% Consumer tech
1% Vehicles
34% Misc./other

UNIQUE SELLING POINT

01 Customized Approach for each user depending upon its channel category

02 Thorough analysis of your channel's current performance to identify areas for improvement.

03 Keyword Research

04 Analytics and Adjustments

05 High Accuracy

06 Kaggle for Datasets, Youtube API's,etc.

07 Visual Studio Code as an compiler

08 Github for publishing and managing our Project.

09 Netlify for hosting our project online.

TECHNICAL STACK

01 Python for programming

02 Tableau for Analysis and creating dashboard.

03 Flask for Web Application

04 sklearn for model development

05 Matplotlib & seaborn for in code analysis

SUMMARY

OUR MAIN INTENTION IS TO CREATE AN WEBSITE WHICH WILL HELP ALL NEW YOUTUBERS BY GIVING THEM POINT TO BE CONSIDER WHILE MAKING AN CHANNEL, DO'S & DON'T TO BE KEEP IN MIND. WE RECOMMEND THE APPROACH OF THE TOP YOUTUBER SO THAT THEY CAN GET SOME BASIC IDEAS ABOUT WHAT,HOW,WHEN TO UPLOAD AN VIDEO. IN THE END IT'S UPON AN CREATOR TO BE SUCCESSFUL WITH HIS UNIQUE METHODS, IDEAS AND THEIR IMPLEMENTATION. WE ARE JUST HELPING THEM TO BY BUILDING THE BASE WERE GRIND UPON.

THANK YOU!!!