



Data Manipulation and Retrieval

First Project

Youtube API

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Data
Analytics



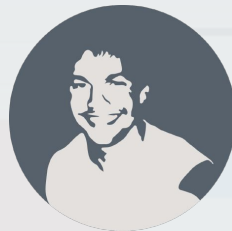
Project Overview

Topic:

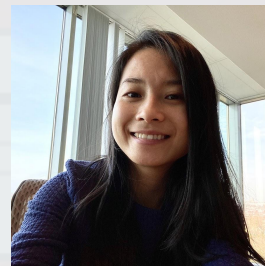
We are going to dig deep about 5 most known youtubers.



Misra Turp



Corey Schafer



Thu Vu data analytics



KEN JEE



LUKE BAROUSSE



Alex Freberg

Project Overview

	video_id	title	publishedAt	viewCount	likeCount	commentCount
70	1LG65qXfeQY	Python Beginner to Advanced in One Hour Care...	2023-10-26T16:30:05Z	25525	987	14
36	uEk07jXdKOo	Temp Tables in MySQL Advanced MySQL Series	2024-03-19T12:00:56Z	42669	982	43
46	_nf56aMPdZE	Microsoft Copilot Full Review AI in Word, Po...	2024-02-06T13:00:35Z	80361	973	50
213	eg_5EAUXs5o	Choosing a Domain to Make More Money	2021-10-19T10:00:16Z	20015	970	77
210	FnTunxd8tAM	Top 5 Major Red Flags in Job Descriptions	2021-11-18T11:30:08Z	18350	962	71
...
8	hgaVi4sOHkM	S3 Storage in AWS AWS Essentials	2024-08-27T12:00:47Z	3928	105	10
274	rZpfNh28nFI	Data Analyst Q&A LIVE #4	2020-10-30T15:13:53Z	3507	105	25
197	MPENhkuSo0Q	Job Title Alternatives for Data Analysts	2022-02-15T11:30:07Z	26325	1016	95
289	ho2vzKPAD50	Live Data Analyst Q&A #3	2020-08-29T14:37:52Z	2996	101	43
60	XD1ul5fpnGI	Analyst Builder Full Launch! The Learning PL...	2023-12-12T13:00:21Z	23444	1001	110

328 rows × 6 columns

- **Dataset:** *The dataset i am using is youtube's API for each individuals.*
- **Hypotheses:** *Does having more subscribers on youtube have benefits than having more views?*
- **Cleaning process:** *Change on data types for numerical data, sorted, duplicated or null values,bad naming.*



Data Wrangling & Cleaning

Challenges :

- *Complex youtube API documentations.*
- *Authentication and authorization.*
- *Syntax errors.*
- *Time consuming.*

Methods used and solutions :

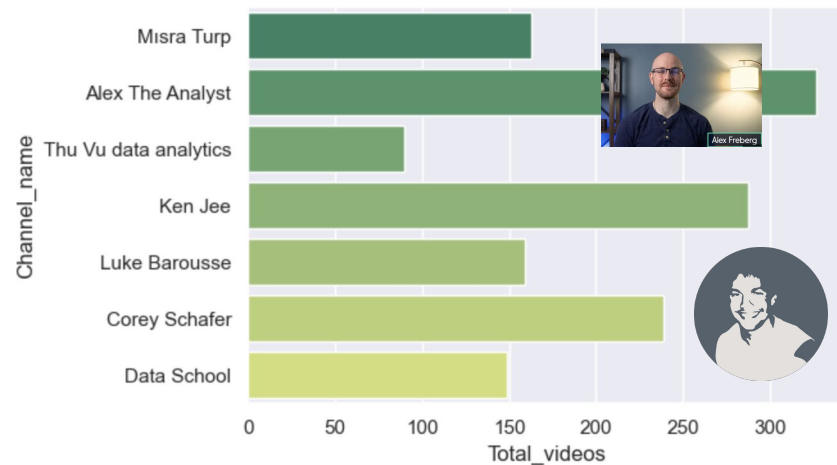
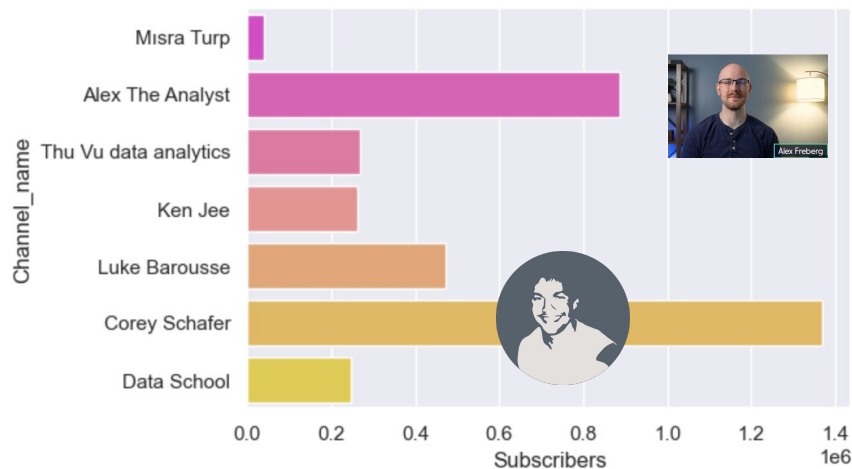
- *Google becomes your best friend!*
- *Pay attention to your daily limit for sending API requesting.*
- *Keep calm and use time management tool*



Exploratory Data Analysis

Insights and patterns discovered

	Channel_name	Subscribers	Views	Total_videos
0	Ken Jee	263000	9196243	288
1	Thu Vu data analytics	268000	9200110	90
2	Misra Turp	38700	1632529	163
3	Data School	245000	11663180	149
4 →	Alex The Analyst	885000	40718278	327
5	Luke Barousse	472000	23365273	159
6 →	Corey Schafer	1370000	98362676	239





Major Obstacle

Main challenges and lessons learned.



Conclusion & Insights

Hypothesis results :

- *View is King*
- *You don't get paid for subscriptions amount*

Main takeaways :

- *If you aren't just looking to cash in with ads then subscribers have more weight*
- *Otherwise Views are important*

Unanswered questions:

- *No revenue information based on there number of subscribers or views.*
- *What do you think?*





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Youtube API

Thank you!

