**"Success on YouTube Channels .... Charisma or statistic? "**

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The domain [www.youtube.com](http://www.youtube.com) was created on February 2005, on October 2006 was announced that YouTube would be purchased by google and at this moment YouTube is the world’s second largest search engine, allowing users to upload, view, rate and share videos, also is the third most visited site after Google and Facebook. Ove the Project we will be getting answers for the following Research questions:

* Is there a relation between the video category and geographic zone of the viewers?
* Do the videos with more tags get more views and likes?
* Does the country and/or language influence the number of views?
* Is the season a variable that affects a successful video launch?

The scope is to provide a guideline to current and future Youtubers so they can be more successful in uploading videos, based in variables like location, season and category of videos.

**Data Sets to be Used:**

<https://www.kaggle.com/datasnaek/youtube-new#USvideos.csv>

<https://www.kaggle.com/sgonkaggle/youtube-trend-with-subscriber>

**Rough Breakdown of Tasks**

* Obtain datasets from different countries
* Decide if the date will be a variable to consider
* Obtain category names and codes
* Designate country per person to analyze
* Count number of tags
* Analyze questions
* See more trends and discuss with the group
* Check if there’s a useful API
* Obtener numero de tags de un video.
* Tiempo de vida del video y de Top tag

*## Internal use*

*##*Show a map with concentration of successful uploads (aka. More views per geographic zone? There’s a *##*relation here?)

*##*Top 25 YouTube Users by Subscribers (RANK, GRADE, DISPLAY NAME, VIDEOS, SUBSCRIBERS, VIEWS) *##*(<https://socialblade.com/youtube/>)

- https://toolbox.google.com/datasetsearch

- https://www.kaggle.com/datasets

- <https://www.data.gov/>

<https://gist.github.com/dgp/1b24bf2961521bd75d6c>

<https://developers.google.com/youtube/analytics/>

**Que es el éxito de un video en YouTube?**

(Base de Datos del 11 2017 a Junio 2018 en USA sobre estas categorías)

1. **Definición de trending:**

* No tomamos comentarios: una persona puede escribir varias veces.

1. **Es “éxito” el que tu video aparezca más días como trending? (trending\_videos) CH**

* © Fecha de creación del video vs cuantos días estuvo trending. (video\_trending\_count)
* Trabajaremos con una muestra de 100 videos
* Evaluaremos en plots: tags (dividirlos y ver cuales dominan) - Categorias– likes – dislikes – interaccion(suma de likes+dislikes) – channels)

1. **Es éxito el que tu canal tenga más videos trending? (trending\_channels) CM**

**3.1. Canal con mas videos trending.**

**3.2. Canal con el video que estuvo mas dias trending**

* Filtrar por Canal – videos únicos - contar cuantas veces estuvo trending.
* Para tener una lista de 100 canales con el mayor número de videos trending: (terminar pseudo)
* Teniendo nuestro listado de canales con mayor número de videos trending, veremos tendencias entre ellos como: Categorías y tags, generals y por mes.

1. **Es éxito el que tu video tenga mas views?**
2. **Otros análisis de éxito**

* Tiempo de vida del video: cuantos días se mantienen trending.
* que relacion tienen los videos que están trending por más de 7 días seguidos. (tags – likes – dislikes – categoría – channels – comentarios)
* En el mismo dia de creados cuales videos se hicieron trending (tags – likes – dislikes – categoria – channels – comentarios)

1. **Frases lindas en ingles (speach elevator)**

* Analysing what factors affect how popular a YouTube video will be.
* Categorising YouTube videos based on their trending days, tags, category and statistics.

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