Project: Advertising Promotion

Project: Identify the videos in selected channel from YouTube that gets maximum traffic

Problem Statement: Fetch the list of videos from YouTube channel (Attached dataset) with the highest views and likes to promote advertisements in the channel which has maximum traffic.

To maximize profitability, the marketing team that manages the posting of advertisements requires an interface using which they can get the list of channels which have the maximum traffic. The traffic should be analyzed based on the views. But the minimum views must be 89,00,000 and minimum likes must be 300.

The list of the channels should be displayed on Power BI dynamically.

You can find 2 datasets attached. Consider Dataset1 as the first interval data and consider Dataset2 as the second interval data. Schedule the transformation for the two datasets and automate the generation of the list on a 5-minute basis.

Therefore, in the first iteration, the data should be shown on Power BI based on Dataset 1, and after 5 minutes the dashboard should automatically adjust the list based on Dataset1 and Dataset 2.

Hint: Multiple files can be stored at the dynamic location of Azure Data Lake Store and the same needs to transformed and copied to any data store.

Objective: As an Azure Data Engineer, you are supposed to automate the transformation of the real time video list from YouTube channel. This will help the marketing team to promote advertisements on the right YouTube videos on a specific channel.