

# SOCIAL DATA ANALYTICS

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FINAL PROJECT - ANALYZING PewDiePie

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# WHAT AM I ANALYZING?

- THE TOPIC OF MY DATA ANALYSIS FINAL PROJECT IS AN EXAMINATION OF FELIX ARVID ULF KJELLBERG'S YOUTUBE CHANNEL, WIDELY KNOWN AS PewDiePie.
- ANALYZING PewDiePie's CHANNEL CAN PROVIDE VALUABLE INSIGHT INTO THE EVOLUTION OF VIDEO TRENDS AND PERSONAL CHANNELS ON YOUTUBE, AS HE WAS ARGUABLY THE MOST-WATCHED YOUTUBER OF THE 2010s.

PewDiePie





# DATASET EXPLANATION



- THE DATA IS PULLED FROM THE YOUTUBE DATA API, PROVIDED BY GOOGLE DEVELOPERS TOOLS. SINCE YOUTUBE IS OPERATED BY GOOGLE, THIS DATA SOURCE CAN BE CONSIDERED A PRIMARY LEGITIMATE SOURCE OF INFORMATION.
- THE KEY VARIABLES IN MY DATASET ARE VIDEO\_ID, TITLE, CATEGORY\_ID, DURATION, VIEWS, LIKES, COMMENTS, CATEGORY\_NAME (MAPPED FROM CATEGORY\_ID), AND CATEGORY\_NAME\_GPT.
- IN ADDITION, WHEN WORKING ON DATA ANALYSIS I MANUALLY ASSIGNED A NEW COLUMN TO MY DATAFRAME NAMED DURATION\_MINUTES TO SEE DURATION DATA IN INTEGER FORMAT.
- AFTER I MADE A REQUEST FROM API FOR PEWDIEPIE'S CHANNEL, I WRITTEN THE DATAFRAME TO CSV FILE FORMAT. IN THE FILE, THERE ARE 4604 ROWS (VIDEOS) IN TOTAL, LAST VIDEO BEING PUBLISHED ON MARCH 14, 2025.



# SOCIAL SIGNIFICANCE



- RESEARCH QUESTION:
  - WHAT IS THE CORRELATION BETWEEN SHIFTS IN VIDEO CATEGORY TRENDS AND VIEW COUNTS ON PewDiePie's CHANNEL OVER THE YEARS, AND HOW DO THESE CHANGES REFLECT BROADER TRENDS IN GLOBAL YOUTUBE ENGAGEMENT?
- EXAMINING WHETHER PewDiePie's VIEWERS' HABITS DEVELOPED INTO DISTINCT PATTERNS OR REMAINED CONSISTENT AS YOUTUBE ENGAGEMENT GREW PROVIDES A DEEPER LOOK INTO AUDIENCE DYNAMICS OF PERSONAL CHANNELS.
- THESE INSIGHTS CONTRIBUTE TO A BROADER UNDERSTANDING OF HOW YOUTUBE CHANNELS ADAPT TO CHANGING VIEWER PREFERENCES AND ENGAGEMENT TRENDS. BY STUDYING PewDiePie's CHANNEL, WE CAN APPLY THESE FINDINGS TO LARGER PATTERNS IN GLOBAL YOUTUBE TRENDS.



# ONE KEY ANALYSIS 1/2

- MEASURES OF CENTRAL TENDENCY - DESCRIPTIVE ANALYSIS - THE MOST-WATCHED VIDEO - ENTERTAINMENT CATEGORY: "BITCH LASAGNA" WITH 338 MILLION VIEWS.
- THE VIDEO WAS UPLOADED IN LATE 2018, AFTER THE DISS TRACK TREND PEAKED IN 2017.
- HOWEVER, PEWDIEPIE'S DISS TRACK BECAME ONE OF THE MOST PROMINENT EXAMPLES OF THE TREND. (MIGHT BE THE MOST WATCHED)
- IT HOLDS HISTORICAL SIGNIFICANCE IN YOUTUBE CULTURE, SYMBOLIZING THE RIVALRY BETWEEN INDEPENDENT CREATORS AND CORPORATE CHANNELS.
- DIDN'T CREATED THE TREND, BUT USED THE TREND TO SHAPE YOUTUBE POLITICS.

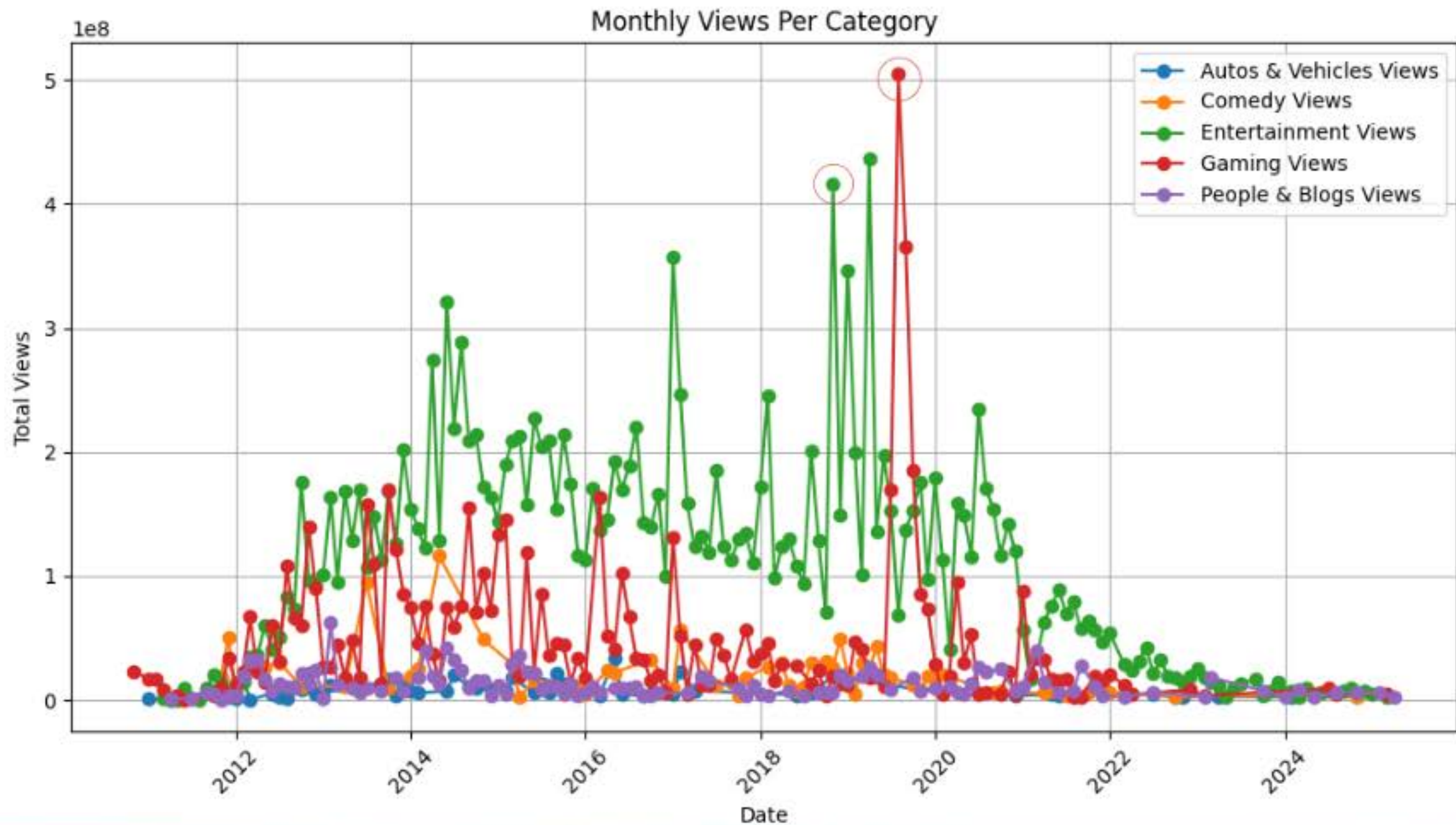


# ONE KEY ANALYSIS 2/2

- THE GAMING CATEGORY SAW A MASSIVE SPIKE IN VIEWS ON JUNE 21, 2019.
- HIS MINECRAFT SERIES IGNITED A GLOBAL TREND (MARKIPLIER, JACLSEPTICEYE...)
- BY JULY 2019, MONTHLY GAMING VIEWS OF PEWDIEPIE SURPASSED 500 MILLION.
- DATA ANALYSIS SHOWS PEWDIEPIE'S IMPACT ON GLOBAL YOUTUBE, FROM POPULARIZING GAMEPLAY TO FUELING DISS TRACK RIVALRIES.
- HOWEVER, THIS DOES NOT MEAN HE ORIGINATED THESE TRENDS.
- A BROADER DATASET, INCLUDING ALL YOUTUBE GAMING UPLOADS FROM SUMMER 2019, WOULD BE NEEDED TO CONFIRM TREND INITIATION.



# DATA VISUALIZATION





# SHAPING TRENDS



PEWDIEPIE - MINECRAFT PART 1  
JUNE 21, 2019



ENES BATUR - MINECRAFT PART 1  
JULY 31, 2019

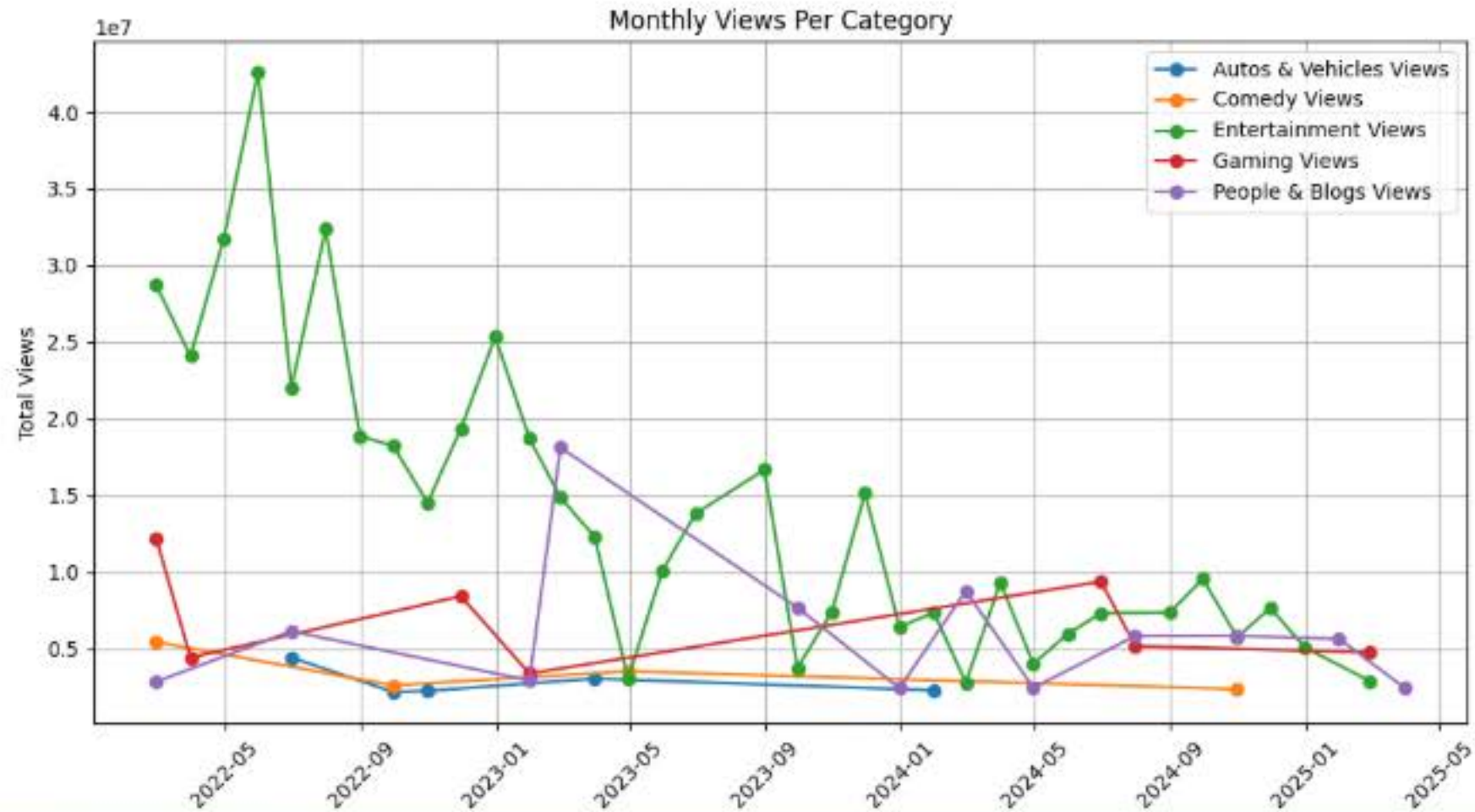


# INSIGHTS

- EXAMINING PewDiePie's PRODUCTION PATTERNS, AUDIENCE ENGAGEMENT, AND INFLUENCE ON TRENDS PROVIDES A DEEPER UNDERSTANDING OF HOW FIRST-GENERATION PERSONAL YOUTUBE CHANNELS HAVE EVOLVED OVER TIME.
- THIS ANALYSIS CAN ALSO BE APPLIED TO OTHER MAJOR PERSONAL CHANNELS TO ANTICIPATE FUTURE TRENDS FOR INDEPENDENT CONTENT CREATORS.
- POTENTIALLY, HIS ROLE IN SHAPING TRENDS CONTRIBUTES TO THE BROADER YOUTUBE ECOSYSTEM, INFLUENCING AUDIENCE REACH AND MARKETING VALUE. (SPONSORSHIPS, PROMOTING MERCH) (REQUIRES FURTHER RESEARCH)
- HIS ABILITY TO DICTATE WHAT MILLIONS WATCH HIGHLIGHTS THE POWER OF PERSONAL YOUTUBE CHANNELS, REINFORCING THEIR SIGNIFICANCE IN THE DIGITAL MEDIA LANDSCAPE.



# EXTRA



EXAMINING PewDiePie's PRODUCTION PATTERNS PROVIDES A DEEPER UNDERSTANDING OF HOW FIRST-GENERATION PERSONAL YOUTUBE CHANNELS HAVE EVOLVED OVER TIME.





THANK YOU!