

As such a major company YouTube will need to upgrade this existing schema to implement good big data strategies. The table below does not consider many situations that can occur e.g., live streaming video data, user analytics, system analytics, and many more. YouTube generates most of its income through the interaction between users and advertisements. This means that if YouTube starts collecting every single byte of information that pertains to a user it can understand more about its own money-making mechanism. For example, if we track user's mouse movements then analysts can determine if a user is using the recommended video section, how long they hover over a video before clicking, and much more. However, the current data storage and collection is inadequate for such detailed analysis and is limiting the potential for profit gain.

