Analysis of mechanism behind Trending videos on YouTube

Abstract

YouTube is one of the largest platform with uses ranging from education and business to entertainment and music. The exponential growth of the platform in the last decade with its pervasive nature of becoming a regular part of netizens, has redefined the platform from being a mere video sharing website to a social media. The trending section on YouTube is one of the biggest revenue generator for both the content creators and YouTube itself. Hence, there is a need for a good mechanism to determine which videos become trending. In doing this data analytics project I hope to discover the hidden trends, and understand the mechanism behind Trending videos and employ strategies to maximise the chance of trending. This project will give insight into what a creator can do to increase his/her chance at landing a video on Trending page, and also provide the statistical analysis behind the working mechanism of YouTube recommendation algorithm.

Tools and programming languages:
• R with R studio editor

Source of data:
• https://www.kaggle.com/datasnaek/youtube-new?select=INvideos.csv

Estimated time to complete:
• 50 hours (01-Feb-2022)

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