

# Get Sponsored

A Youtube sponsorship company

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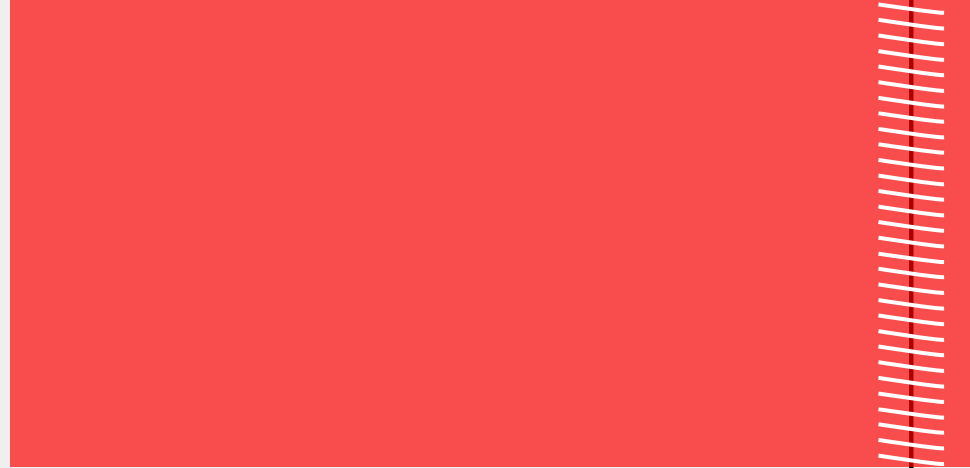
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# ABOUT COMPANY

A sponsorship company to sponsor the most trending channels in Saudi Arabia.

# PROBLEM STATEMENT

We target channels with highest growth in the next two years.

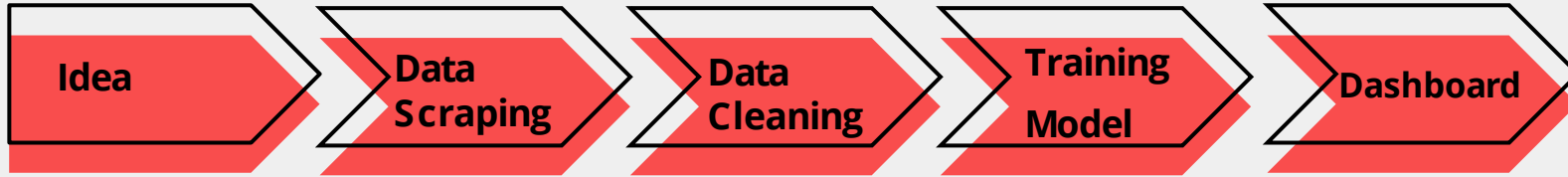




02

METHODOLOGY

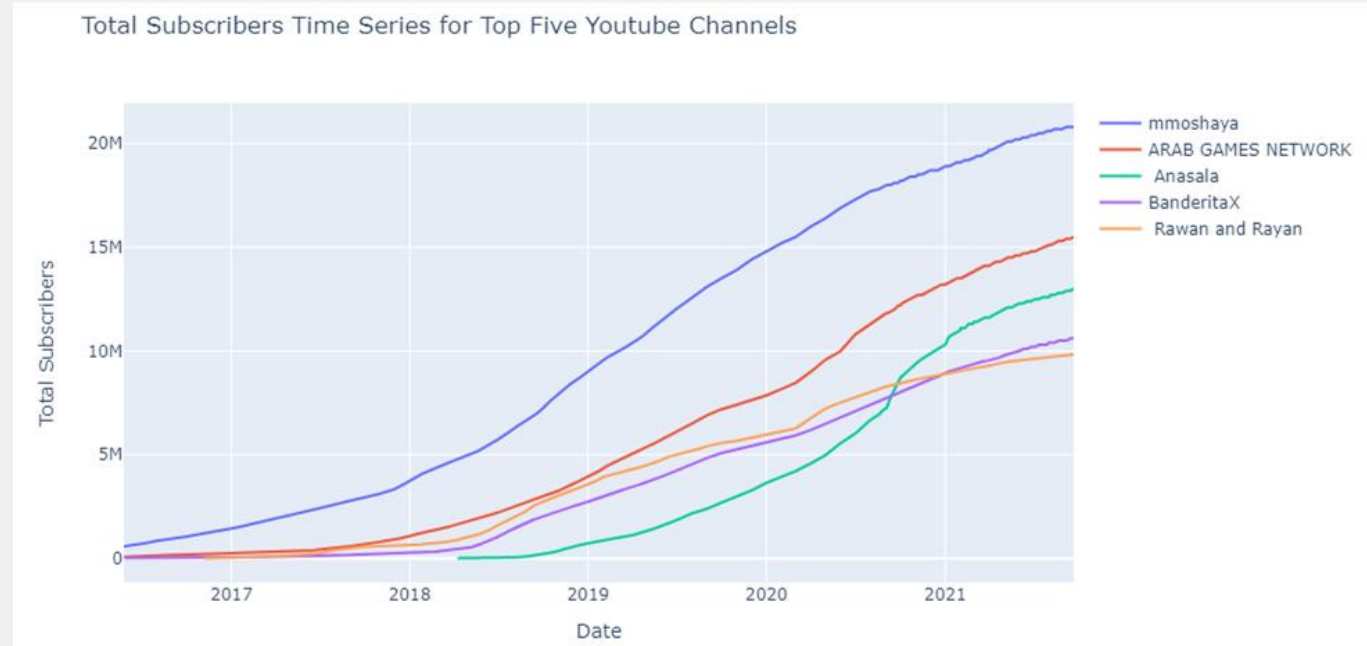
# METHODOLOGY



# Data Description



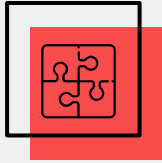
- Date
- Daily Subscribers
- Total Subscribers
- Daily Video Views
- Total Video Views



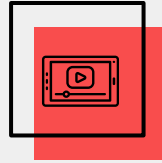
TRY IT !



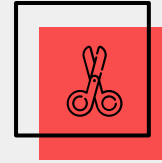
# Data Scraping and Cleaning



Social blade  
Scraping data from  
2019 to 2021



Web Archive  
Access Social blade  
From 2016 to 2019



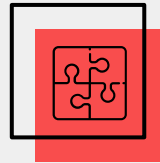
Data cleaning  
Drop duplicate and  
zeros



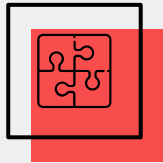
# Training Model



Library  
Facebook Prophet is a  
library for forecasting  
time series



Validation  
Cross Validation every  
6 months



Cross Validation R-  
Squared Score

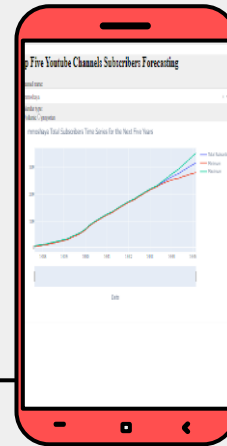


Training R-Squared  
Score

# Training Model

Channel Name	Training R-Squared	Cross Validation R-Squared
mmoshaya	0.99888	0.98599
ARAB GAMES NETWORK	0.99930	0.99222
Anasala	0.99972	0.97738
BanderitaX	0.99984	0.98070
Rawan and Rayan	0.99906	0.98390

# Dashboard



**By Plotly Dash**



03

CHALLENGES

# CHALLENGES



Limited Data

Used web archive to  
access old data



Missing Data

Missing data in the the  
total subscription  
columns.



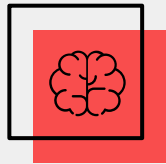
Use new Libraries

Learning Plotly and  
Prophet Libraries.

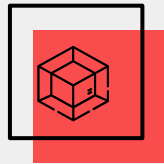
04

CONCLUSION

# Future work



Automation  
Automate the  
methodology



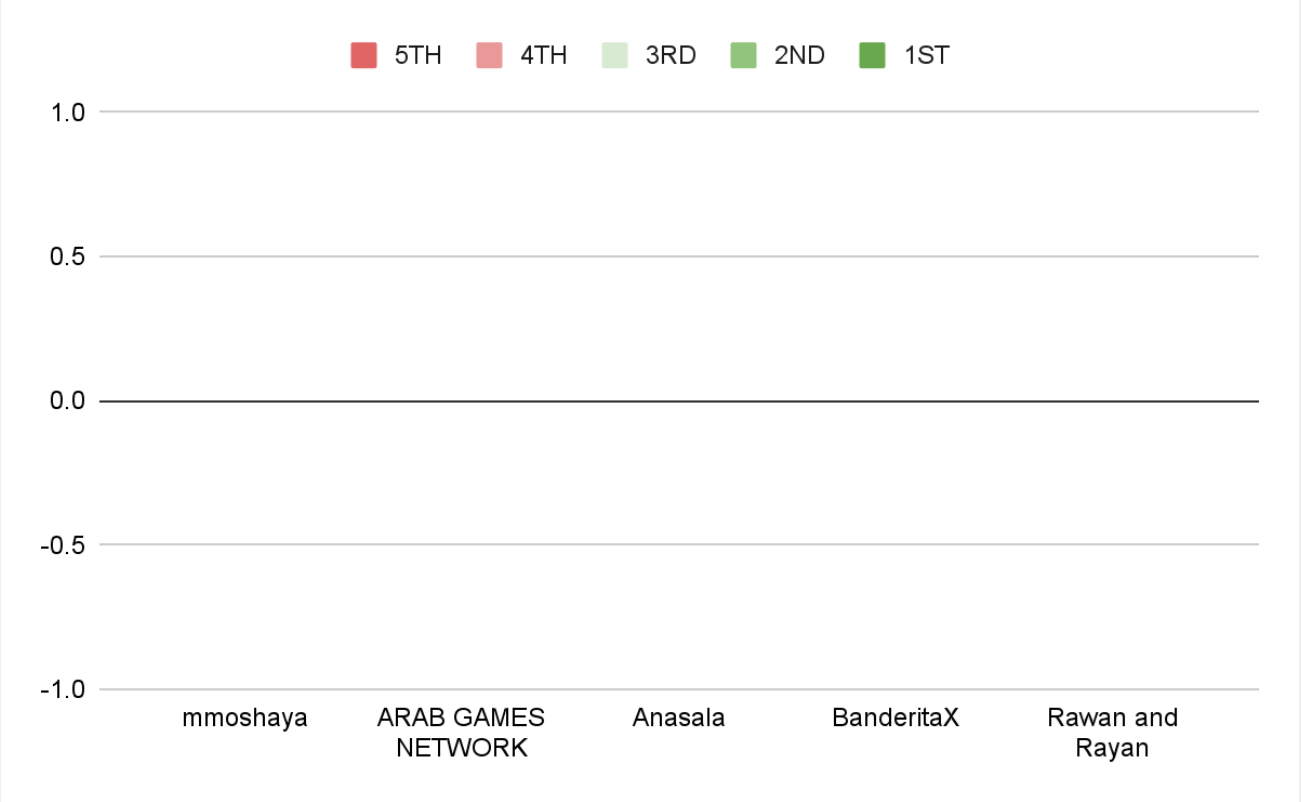
Deployment  
Dashboard  
deployment



Subscribers  
imputation  
Subscribers  
imputation from  
video views

# Form Results

Channel name	Growth Rate
mmoshaya	43.43 %
ARAB GAMES NETWORK	55.71 %
Anasala	79.63 %
BanderitaX	55.59 %
Rawan and Rayan	45.59 %





# CONCLUSION

80 % Growth  
Rate



Anasala | أنس وأصاله ✓

13M subscribers