Tips and Trick for creating YouTube Video that have lots of views in India.

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2018

4000 hours for 12 months

>1000

In order to get paid by YouTube, you need to reach a balance of $100 or more from views. if you receive $5 per 1,000 views, so you'll need to garner 20,000 views. If it's hard to fulfill, YouTube had created **YouTube Partner Program** to help us to get paid though advertisement on our video. We can follow that program if we had have an adSense and both of two things above.

It means to get the terms of the length of broadcast hours, visitors are not only sought to be able to visit but they must be able to watch as long as possible on our video. The importance of a high number of views will greatly support the amount of time the content appears.

Based on bellow data, It raises the question of *how can we be successful in creating a YouTube channel in India?*. This question will be answered by analyzing the characteristics of users who come from India and ensuring that several important parameters must be formed as perfect as possible. So this is the background for analyzing the YouTube views data in order to find tips and tricks to produce a quality YouTube channel with lots of views.

Statistics

1390 Channels

Dec 2017 – June 2018

36790 data

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TIPS & TRICKS

Help others to having tips and trick for building channel YouTube in India based on features important.
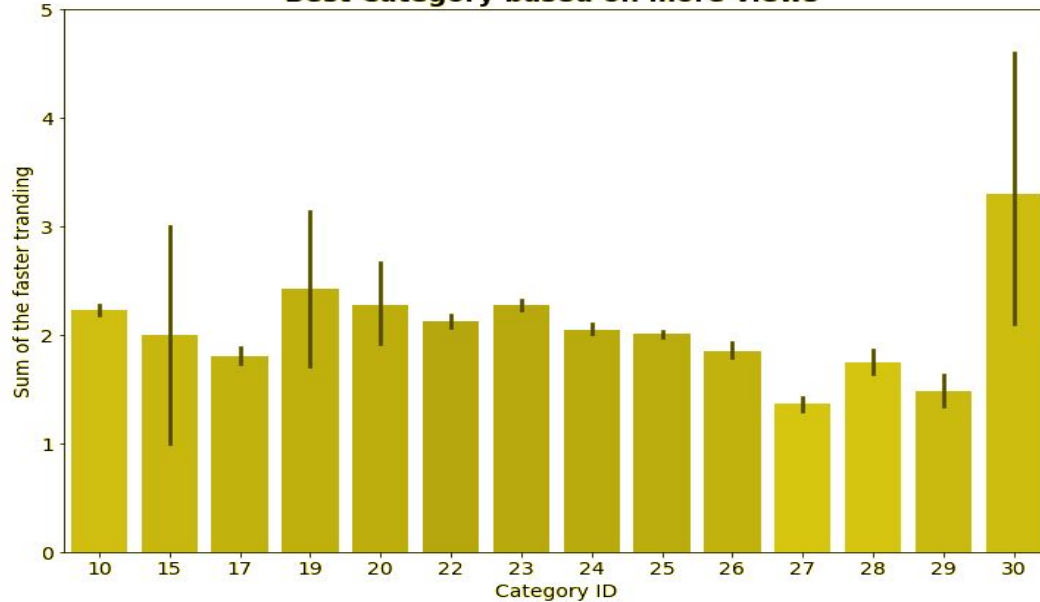
Know the characteristics of people who had watched YouTube in India.

Build Modeling.

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Characteristics Indian Viewer

Best Category based on more views

Video Category list

1	Film & Animation
10	Music
15	Pets & Animals
17	Sports
18	Short Movies
19	Travel & Events
20	Gaming
21	Vblogging
22	People & Blogs

23	Comedy
24	Entertainment
25	News & Politics
26	How to & Styles
27	Education
28	Science & Technology
29	Activism
30	Movies
31	Anime

Key Notes :

1. The Movies category is the fastest trending compared than other categories.
2. Indian users don't like Education and activism category mostly.

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Characteristics Indian Viewer

Video Category list

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Categories which have more views
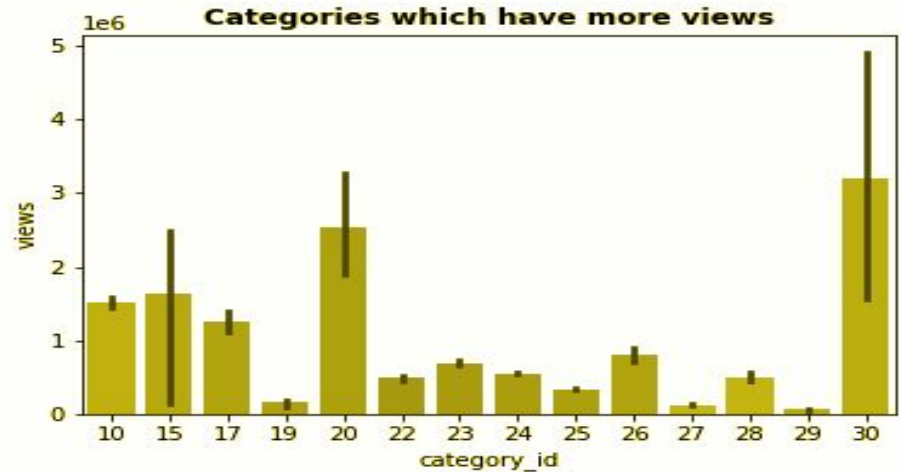
Key Notes:

1. Movie and Gaming category are the high viewer.
2. Time_to_trending doesn't correlate with the high viewer. It means even the low Time_to_tranding video didn't really show the higher views or maybe it was trending in short time.

What time people should posted to get more views?

Every tags could get views
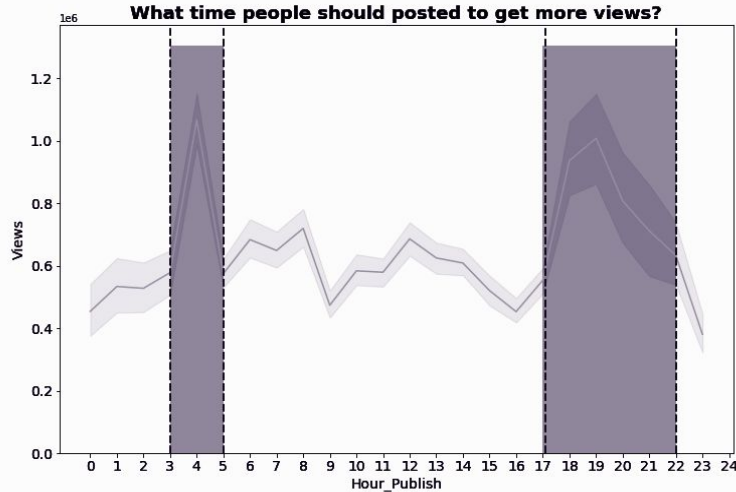
Above picture show the relationship between time and sum of views. Based on that data, We know the best time to post video should be on 3-5 o'clock or on 17-22 o'clock to get more their interest.
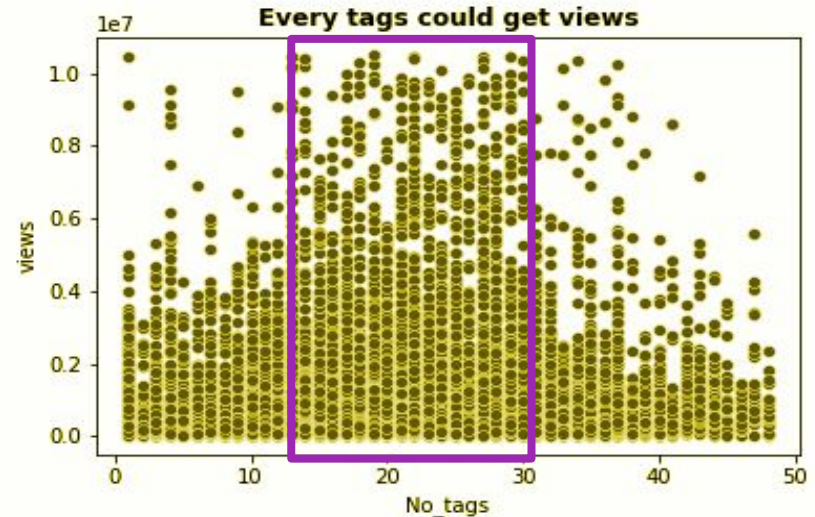
The best Number of Tags is 15-30. This tags would give more views but it should have relationship with the video.

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# Characteristics Indian Viewer
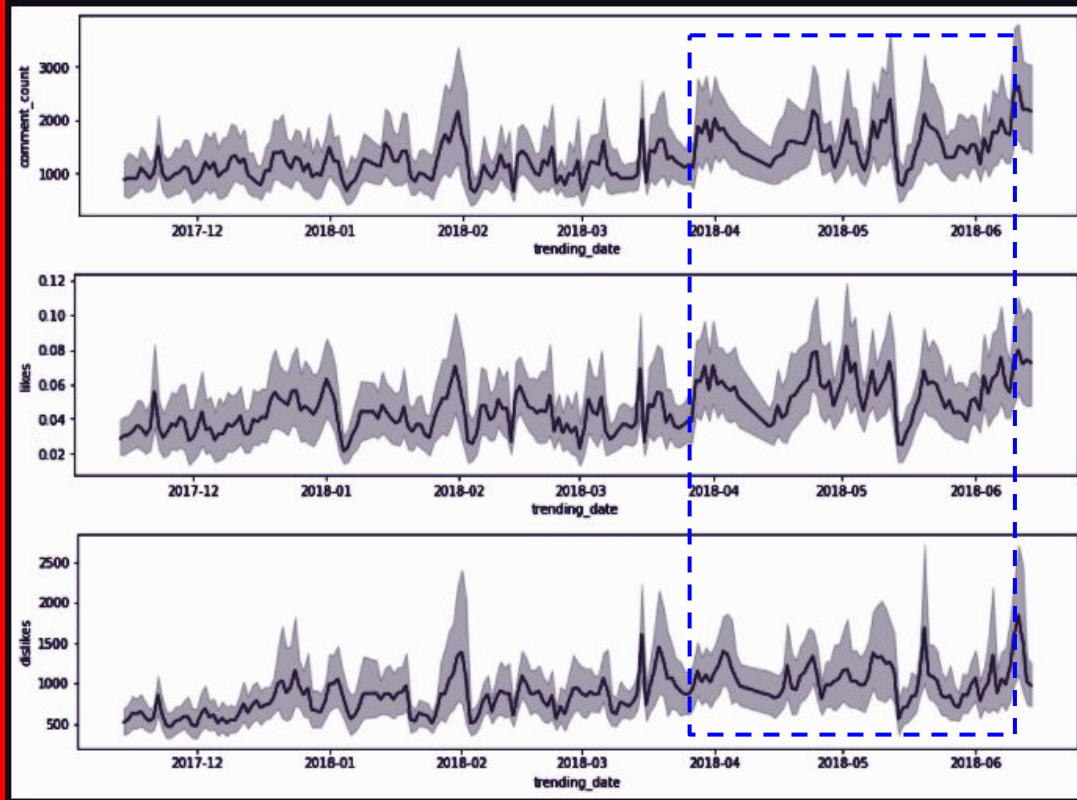
Note :

On April to June 2018, there are high significant fluctuation. Perhaps, This fluctuation maybe have connection directly with holiday and observances in India because India has an average of 12 day of holidays per month in april to june . So, they posted video related to that moments.

Characteristics Indian Viewer

Based on Pearson's Correlation Coefficient, We found some important features that affected the sum of views such as CategoryID , Likes, NoTags, desciption_lenght dan Time_to_trending.

This important features would be used to modelling.

Heatmap Correlation for each Features
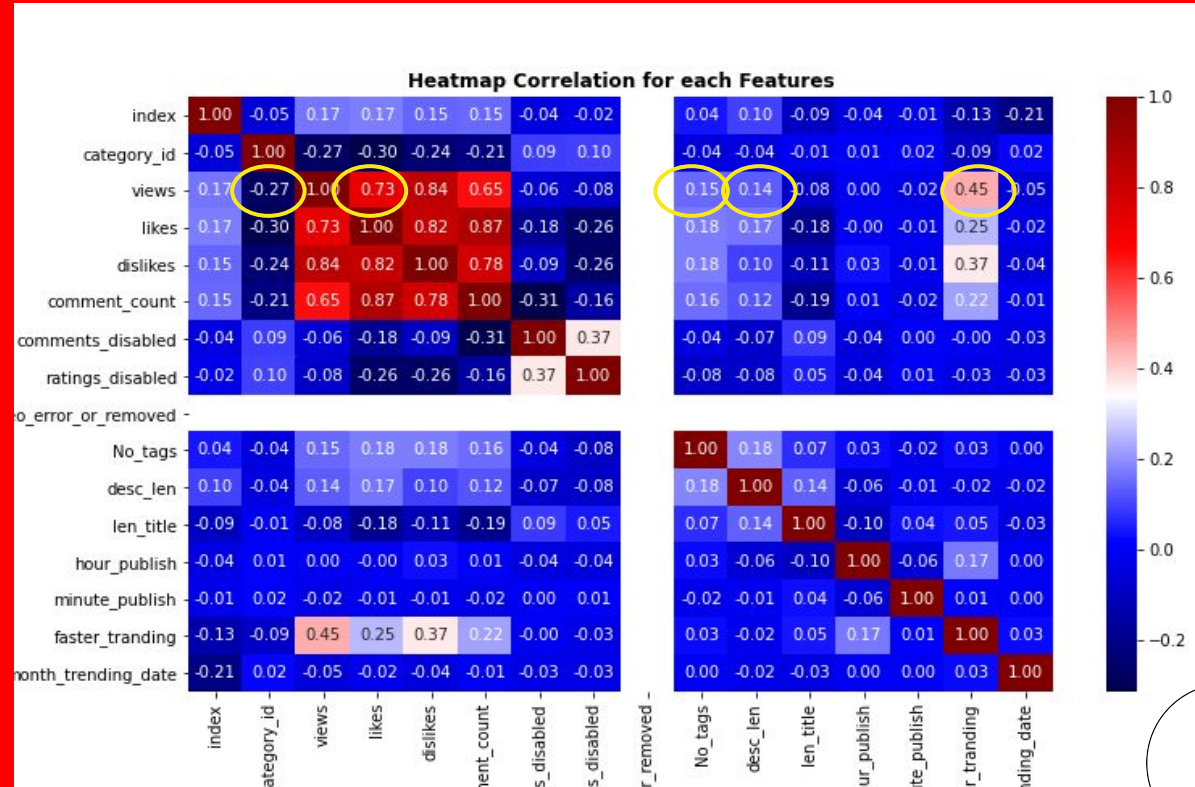
Modelling Result

Evaluation \ Model	Logistic	DecisionTree	SVR	RandomForest
MAE	0.34	0.26	0.40	0.20
RSME	0.44	0.36	0.52	0.26
R SCORE	0.35	0.57	0.10	0.77

Based on model evaluation result, **RandomForest** gave the better result from others. We could seen the low value of MAE and RMSE or high R Score. Besides that I had set Tuning hyperparameter with Random Grid search and the result gave the same thing like before.

# Modelling Result

feature importance score
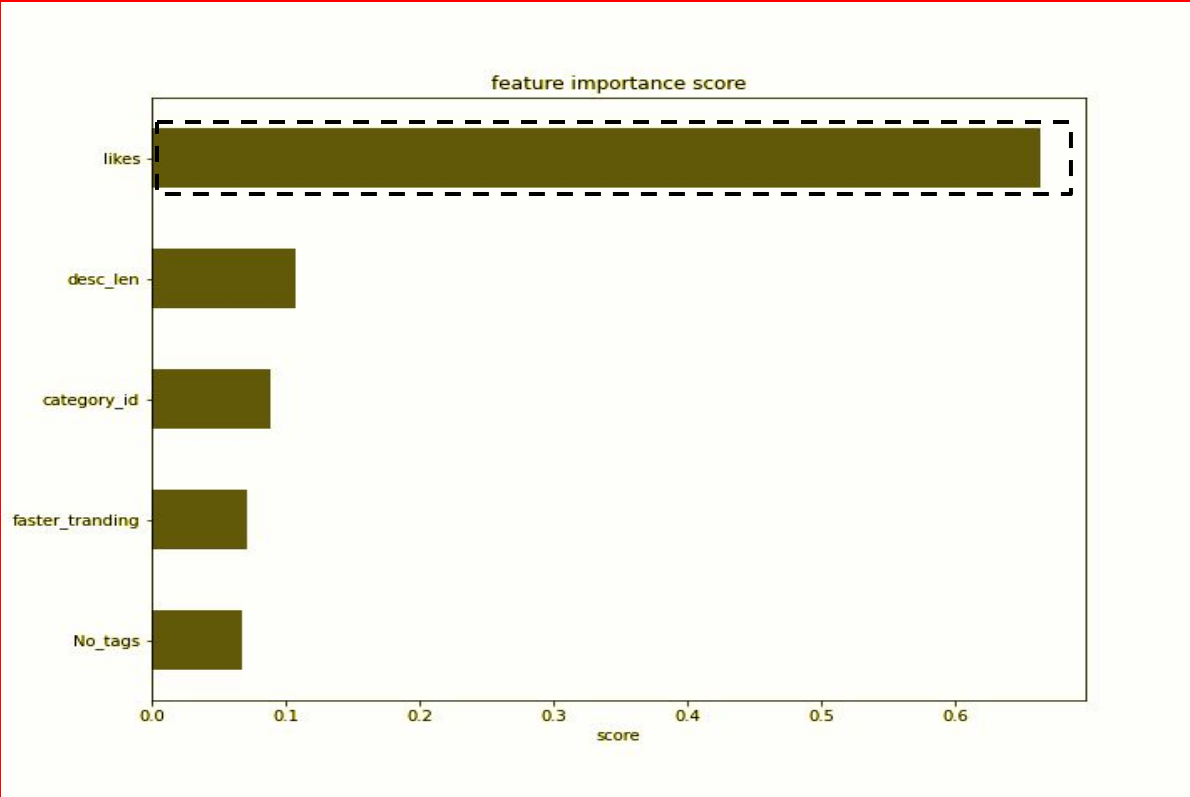
Key Notes :

- Likes have an effect > 60 % of predicting number of views. So, we need to do more treatments for this feature.
- Length of descriptions, CategoryID, and Number of Tags should be created perfectly.
- Time_to_tranding can be an indication that the possibility which video will have high sum of views by the threshold time.

Conclusion and Tips-Tricks Recommendation

Tip Recommendations
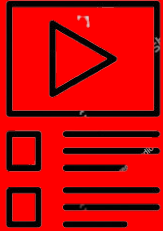
We recommend to use 150-200 words including the keywords, links and suggestion to other videos that we have.

Categorizing videos will help YouTube recommending our Video to users in need.

Tagging your video with searchable words will make it more likely to appear at the top of search engines. we can use SEMrush,Ahrefs,then just select 15-30 tags based on characteristics viewers.

We also can add a button that represent the like such as Like End Screens/UnLike End Screens for get their participation and request to watch more videos.
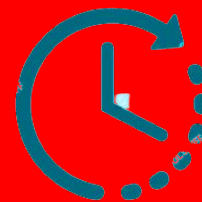
Look at the average time of video that can be seen by many people. If the time extent to trandings does not reach the value of views that should be, this indicates that the content will not have high views.

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Thank You

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