

Capstone Project 2

Problem statement

Is there opportunity to increase numbers of people who watch TED Talks online by 20 % through checking and calculating numbers of view and comments on talks which provoke the most online discussion by the next years?

TED Conferences, LLC (Technology, Entertainment, Design^[1]) is an American-Canadian non-profit^[2] media organization that posts international talks online for free distribution under the slogan "ideas worth spreading".

People usually enjoy TED talks because of the engaging style of the speakers. Each speaker has a different style which, is interesting, but they accomplish the same goal: captivate the audience and make them to discuss different topics of the viewed talks.

Recently, the Executive team expressed a concern in a decline in numbers of people who discuss topics online.

The problem is very relevant for TEDx since it can potentially increase its popularity as it gives recommendations of interest to their clients.

The data is available on:

<https://www.kaggle.com/datasets/rounakbanik/ted-talks>

The above link has contents which include two CSV files, as below:

ted_main.csv - Contains data on actual TED Talk metadata and TED Talk speakers.

transcripts.csv - Contains transcript and URL information for TED Talks

[TED: Ideas Worth Spreading.](#)

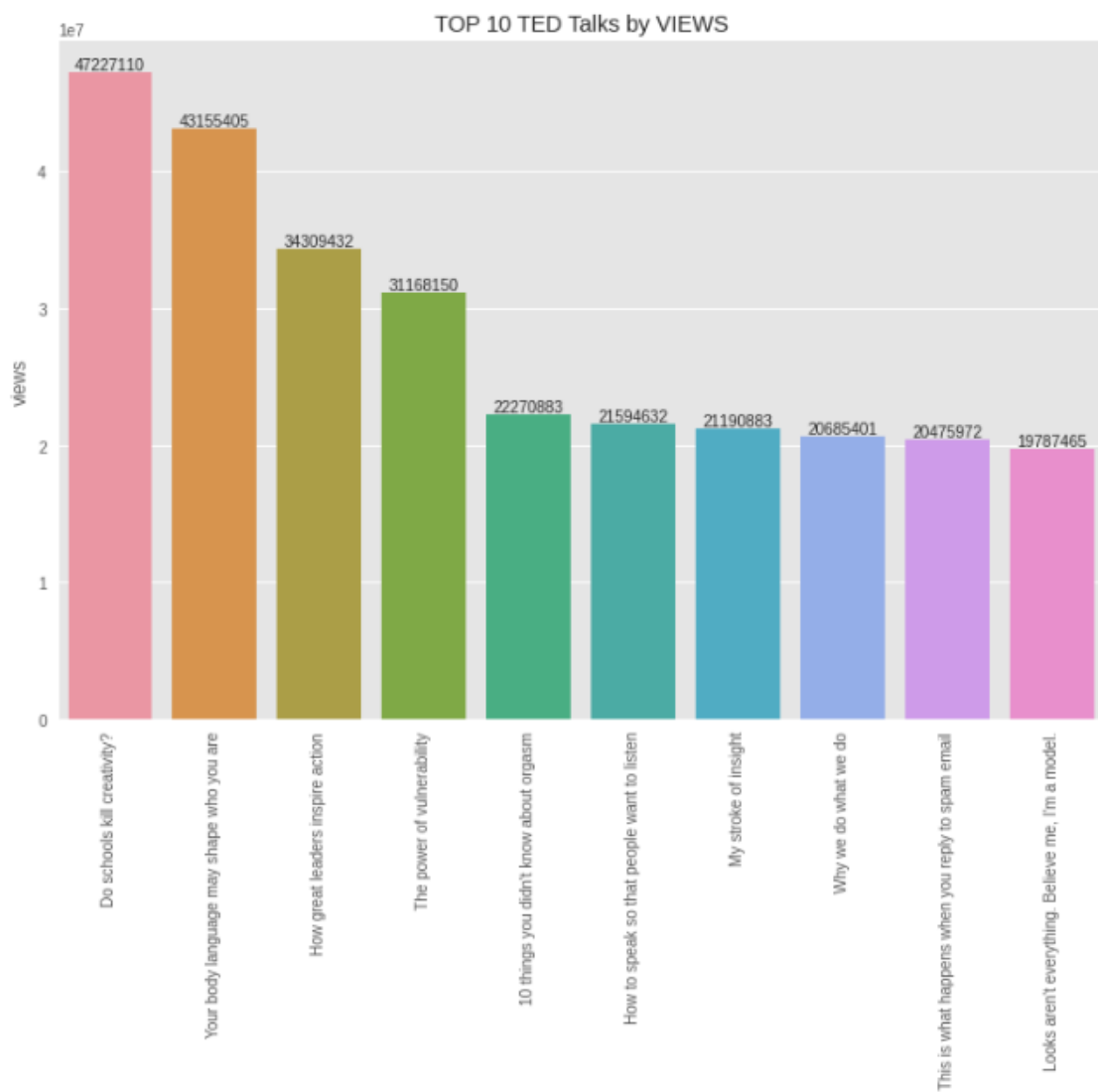
We use the following csv file to analyse our data: `'/kaggle/input/ted-talks/ted_main.csv'`

About the DataSet features:

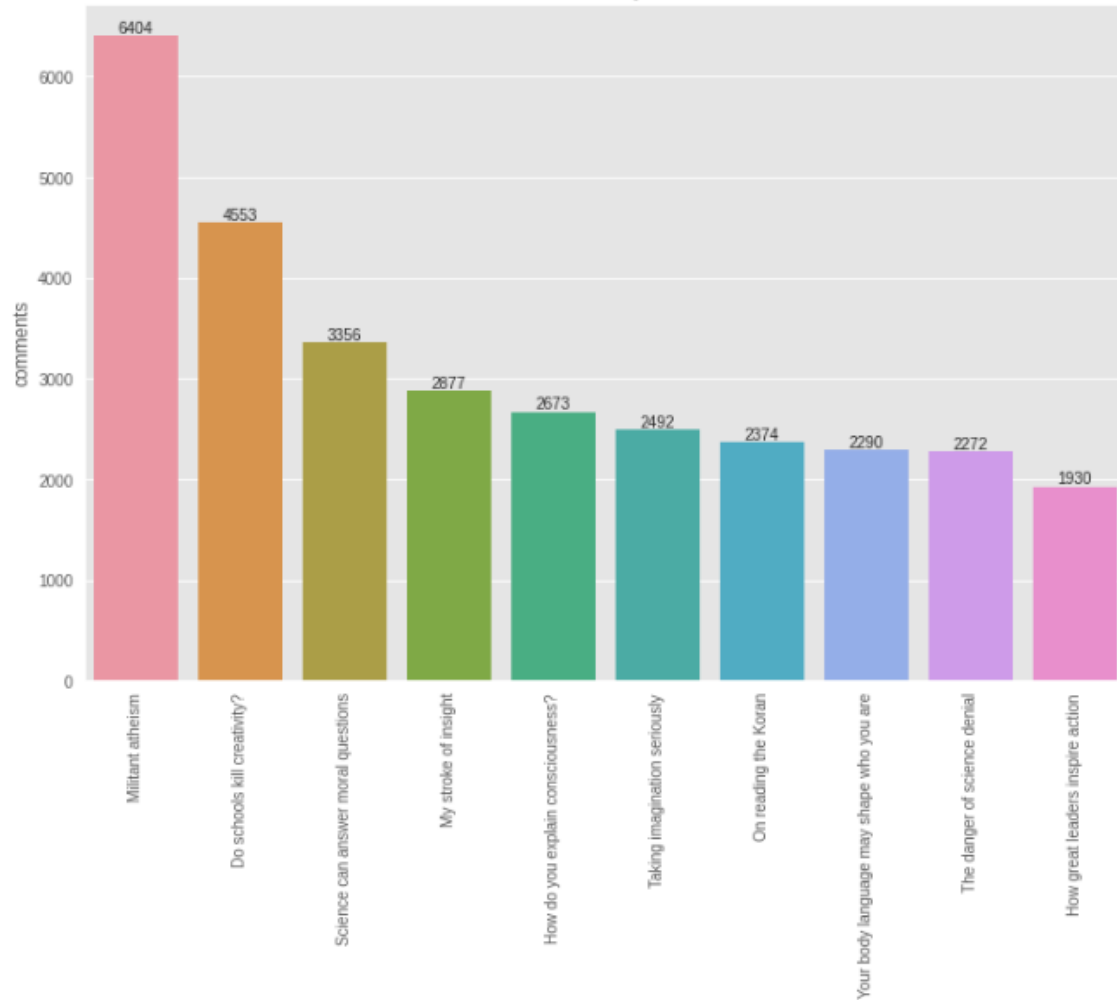
- comments: The Number of comments of the talk
- description: A summary of what the talk was about
- duration: The Duration of the talk in seconds
- event: The Event where the talk took place
- film_date: The Date on which the talk was filmed/recorded.
- languages: The number of languages in which the TED talk is available.
- main_speaker: The main speaker of the talk
- name: Includes Title and name of the speaker.
- num_speaker: Number of speakers in the talk
- published_date: Date when the TED Talk was published
- ratings: A Dictionary of various ratings given like Courageous, Inspiring, etc
- related_talks: A list of talks recommended to watch next
- speaker_occupation: Occupation of the speaker
- tags: Different themes related to talk
- title: Title of the TED Talk
- url: The URL of the TED Talk
- views: Number of views on the TED Talk



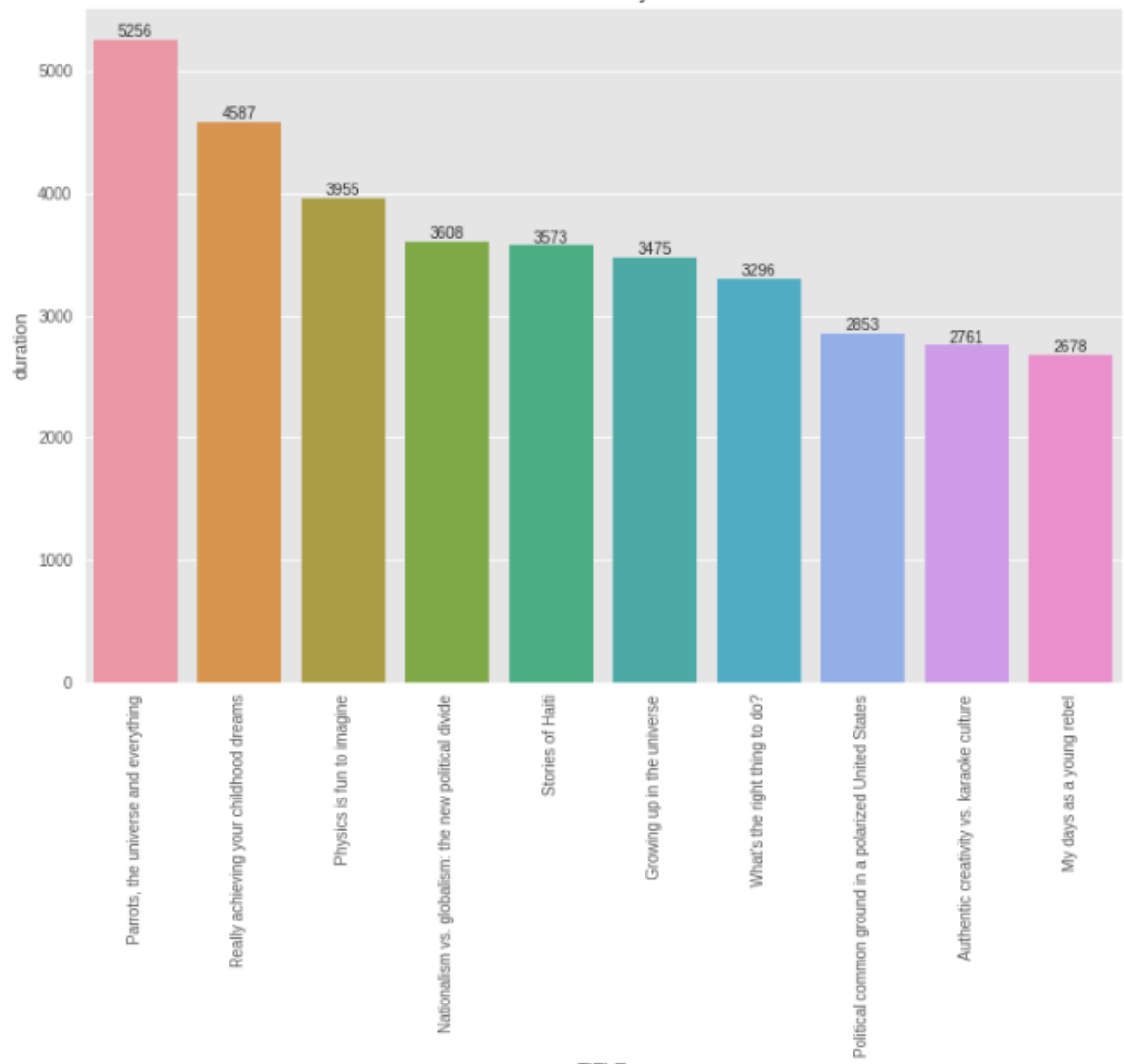
From the heatmap, the number of views correlates well with language and comments.



TOP 10 TED Talks by COMMENTS



TOP 10 TED Talks by DURATION



	duration	title	main_speaker	views	comments	film_date	published_date	duration_hr
0	5256	Parrots, the universe and everything	Douglas Adams	473220	101	16-05-2001	16-03-2010	1.46
1	4587	Really achieving your childhood dreams	Randy Pausch	564781	124	18-09-2007	08-01-2010	1.27
2	3955	Physics is fun to imagine	Richard Feynman	521974	146	08-07-1983	03-03-2010	1.10
3	3608	Nationalism vs. globalism: the new political d...	Yuval Noah Harari	1514291	345	15-02-2017	20-02-2017	1.00
4	3573	Stories of Haiti	Edwidge Danticat	50443	20	13-10-2004	14-01-2010	0.99
5	3475	Growing up in the universe	Richard Dawkins	318423	133	20-12-1991	23-01-2010	0.97
6	3296	What's the right thing to do?	Michael Sandel	393459	307	01-09-2005	23-12-2009	0.92
7	2853	Political common ground in a polarized United ...	Gretchen Carlson, David Brooks	890478	42	01-03-2017	03-04-2017	0.79
8	2761	Authentic creativity vs. karaoke culture	Malcolm McLaren	251313	121	06-10-2009	30-05-2011	0.77
9	2678	My days as a young rebel	Frank Gehry	620806	9	03-03-1990	13-03-2008	0.74

Observations:

- Do schools kill creativity? by Ken Robinson is the most viewed talk with 47.2 Million views and 4553 comments.
- Militant atheism by Richard Dawkins has the most comments i.e 6404.
- Parrots, the universe and everything by Douglas Adams has the maximum duration with 1.46hr

Based on above charts were able to see the main topics which took attention of viewers. These analysis could help us to prioritize talks and increase numbers of people who would discuss what they watched.

The above mentioned charts could help the Executive team tackle the concern about why they had a decline on online discussion and might help them to decide their future steps and plans in order to implement new ways to achieve their set goals.