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Overview:

We have to analyse the best possible way to get the highest views, Likes, Subscribers lowest dislikes on a YouTube channel. The data for the past 1 year on daily basis is given. The data contains uploaded videos, date and time of uploaded videos, views on a particular single video, category of video (Gaming, roast, vlog etc.), likes and dislikes on a single video, number of comments on video, subscribers at the time video uploaded, number of active subscribers etc. Our aim is to enhance the overall growth of the channel.

Data Analytics Process:

1. Ask
2. Prepare
3. Process
4. Analyse
5. Share
6. Act

1. Ask:

The objective of the project is related to enhance the overall growth of the channel. But this contains multiple aspects. To grow a channel there must be increase in likes, views, subscribers, comments and share, and decrease in dislikes. So, to do that what is our priority. We have to define the order in which these aspects will be treated. Which will we consider in the first and which will be considered in the last. It should also be known that what is current growth of the channel and the features of the channel.

2. Prepare:

The data set needed for this consists of the features views, likes, subscribers, dislikes at the current time and the time when it uploaded to get the growth after uploading each video. It also needed day to day data for each of the videos (because the videos can be seen after a long time). The data set should have all the possible features which show the growth of the channel.

3. Process:

The data set contains data for all the videos but some times it happens, due to YouTube guidelines videos get downvoted or removed from the channels. It should be removed before proceeding to the next step, to avoid bias. Also, the missing information from the data should be treated first. Outliers and errors should also be removed.

4. Analyse:

The next process is to find the patters, correlation and trends in the data and try to extract information as much possible. Find what is the best feature or a trend which will help to grow channel rapidly. Note every outcome of the analysis.

5. Share:

Now communicate the results in the best possible way. Deliver contents in the order in which you find the maximum possibility of the growth of the channel. Try to explain why it is so and other possible ways which have small but significant impact on the growth of the channel. Discuss the outcome and things to implement. Share the next immediate action items that will have the highest impact.

6. Act:

Now work with the peoples of the channel to understand how some actions will help in growth of the channel. Work with different stakeholders to strategize and implement different action items that were highlighted as the outcome of the study.