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YouTube analytics: Trending Videos

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INFO 201B Section BF

Overview   **Reach**   Engagement   Audience

Impressions	Impressions click-through rate ⚠	Views	Unique viewers ⏱
2.0K ⊘	**3.9%**	**306** ⊘	**239**
10% less than previous 28 days		64 less than usual	

Apr 11, 2022   Apr 16, 2022   Apr 20, 2022   Apr 25, 2022   Apr 29, 2022   May 4, 2022   May 8, 2022

150
100
50
0
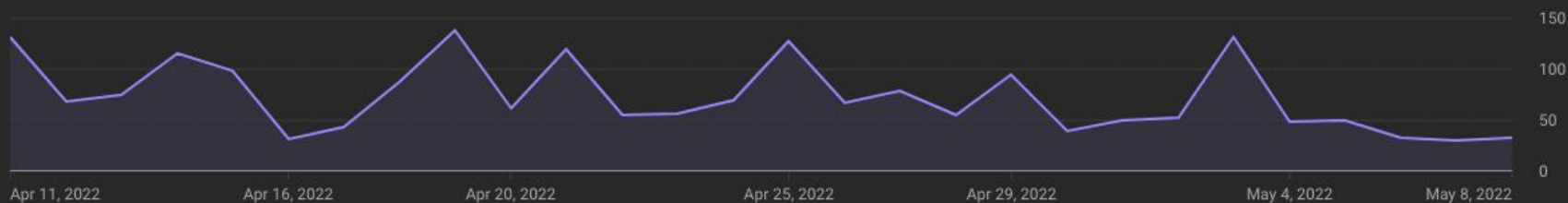
SEE MORE

About

This data set includes information about past trending videos on YouTube. Aggregating various points of data such as views, likes, dislikes, comments, and category, this dataset can be utilized in order to view shared and unshared attributes between trending videos.

Sources

- https://www.kaggle.com/datasets/datasnaek/youtube

- https://www.kaggle.com/datasets/datasnaek/youtube-new

Use Cases

- What shared attributes are found in trending videos?
- What can I do to increase the chances of reaching the trending page?
- Is going trending all luck?

Limitations

While our dataset includes information regarding a portion of trending videos, it is impossible to account for the videos that never reach this status. With an overwhelming majority of videos going unseen, we must interpret our data in this context.

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More information

Description

1.   WHAT IS THE PURPOSE OF THIS DATASET?

The goal of this data set is to see what variables/factors are shared between trending YouTube videos, and to lead us to an inference to the luck or skill involved in creating a trending video.

2.   IN WHAT CONTEXT WAS THIS DATASET CREATED?

This dataset was formed for the class INFO201 Fall quarter final project.

3.   WHERE WAS THIS DATA FOUND?

The datasets used to create our final, merged dataset were sourced from third parties on Kraggle.com.

4.   WHAT OTHER CONSIDERATIONS SHOULD THERE BE WHEN USING THIS DATASET?

Inferences made from this dataset should acknowledge the limitations of the sample. Only trending videos are surveyed, with a vast majority of videos never reaching this status and going unseen.

5.   ADDITIONAL INFORMATION REGARDING THIS DATA SET?

Information collected is sourced and free to view on the original video uploads on YouTube.com.

Provenance

This dataset was created by Nikita Losenco and Christian Alviz, utilizing various datasets from Kraggle.com.

✅
- Data collected to create datasets are publicly available from YouTube.com
- Motive for creating dataset is for informative reasons, no profit being made by the creation of this dataset.

⚠️
- Data used to create data set has been merged from different sources.
- Similarities/connections between videos may not indicate causation, but correlation.

🚫
- Data collected is miniscule compared to the total amount of footage uploaded to YouTube.com.
- Possibility of artificial/inflated numbers being present in the dataset, due to other variables.

Composition

1.   WHAT TYPE OF DATA DOES THE DATA CONSIST OF?

The data included in the dataset is made up of text data that include variables regarding internal YouTube information (category ID, video ID), and other variables such as likes, dislikes, and views.

2.   HOW MANY COLUMNS AND ROWS IS THE DATASET MADE OF?

This dataset consists of 14 columns and 5,067,565 rows (observations).

Other Considerations

- Dataset only covers trending videos within the timeframe, unable to account for more recent trends or updates.
- Possible that YouTube has updated trending video algorithm, leading to changes in which videos may reach trending page.
- Dataset should be used for informative/informal reasons due to limitations and scope of data.