**TITLE:** A Model for Predicting Views of Guitar Related Videos on YouTube

**Description**

* Investigate how various features related to video channel as well as video title influence the number of views on YouTube. Two potential guitar related video categories to investigate are educational/instructional and gear/equipment. Do ‘clickbaity’ channels and video titles result in more views than detail-oriented channels and content? A FEW EASY STEPS TO FIND THE ANSWER!@!

**Features**

* Channel Subscribers
* Channel Age
* Channel Name
* Hyperlinks to other social media
* # of words in video title
* # of characters
* # of guitar-related words in video title
* # of special characters in video title
* # of special of uppercase characters in video title
* # of hyperlinked videos in comments
* Brand Names
* Opposing words pairs (e.g., ‘old’ vs. ‘new’)

**Data Used**

* YouTube API and Web Scraping

**Tools Used**

* Selenium
* Beautiful Soup
* Matplotlib
* Seaborn

**Possible Impacts**

* Aid in video content selection and title construction to increase total views, which has a direct impact on advertising and sponsorship revenue. This work may also inform consumers how to direct their own searches and content selection.

**Alternative**

* Investigate the patterns in instrument sales on Craigslist. See how they different across different zip codes. Use census data to understand the composition of the zip codes as well as the larger region.