**Industrial Internship Report on**

**YouTube Adview Prediction**

**Prepared by**

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| *Executive Summary* |
| This report provides details of the Industrial Internship provided by upskill Campus and The IoT Academy in collaboration with Industrial Partner UniConverge Technologies Pvt Ltd (UCT).  This internship was focused on a project/problem statement provided by UCT. We had to finish the project including the report in 6 weeks’ time.  My project was **YouTube Adview Prediction.**  This internship gave me a very good opportunity to get exposure to Industrial problems and design/implement solution for that. It was an overall great experience to have this internship. |

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# Preface

During this six-week internship, I worked on a project aimed at predicting YouTube adview counts using various video features such as views, likes, dislikes, comments, and category. The project involved extensive data preprocessing, including handling missing values, encoding categorical data, and feature scaling. The opportunity to work on this project allowed me to deepen my understanding of machine learning and its applications in the real world.

I would like to express my gratitude to UniConverge Technologies Pvt Ltd (UCT), upskill Campus (USC), and The IoT Academy for providing this opportunity. I also extend my thanks to my mentors and peers who supported me throughout this internship.



# Introduction

## About UniConverge Technologies Pvt Ltd

A company established in 2013 and working in Digital Transformation domain and providing Industrial solutions with prime focus on sustainability and RoI.

For developing its products and solutions it is leveraging various**Cutting Edge Technologies e.g. Internet of Things (IoT), Cyber Security, Cloud computing (AWS, Azure), Machine Learning, Communication Technologies (4G/5G/LoRaWAN), Java Full Stack, Python, Front end**etc.



1. UCT IoT Platform **(****)**

**UCT Insight** is an IOT platform designed for quick deployment of IOT applications on the same time providing valuable “insight” for your process/business. It has been built in Java for backend and ReactJS for Front end. It has support for MySQL and various NoSql Databases.

* It enables device connectivity via industry standard IoT protocols - MQTT, CoAP, HTTP, Modbus TCP, OPC UA
* It supports both cloud and on-premises deployments.

It has features to  
• Build Your own dashboard  
• Analytics and Reporting  
• Alert and Notification  
• Integration with third party application(Power BI, SAP, ERP)  
• Rule Engine

 

1. **Smart Factory Platform (****)**

Factory watch is a platform for smart factory needs.

It provides Users/ Factory

* with a scalable solution for their Production and asset monitoring
* OEE and predictive maintenance solution scaling up to digital twin for your assets.
* to unleased the true potential of the data that their machines are generating and helps to identify the KPIs and also improve them.
* A modular architecture that allows users to choose the service that they what to start and then can scale to more complex solutions as per their demands.

Its unique SaaS model helps users to save time, cost and money. 



1.  based Solution

UCT is one of the early adopters of LoRAWAN teschnology and providing solution in Agritech, Smart cities, Industrial Monitoring, Smart Street Light, Smart Water/ Gas/ Electricity metering solutions etc.

1. Predictive Maintenance

UCT is providing Industrial Machine health monitoring and Predictive maintenance solution leveraging Embedded system, Industrial IoT and Machine Learning Technologies by finding Remaining useful life time of various Machines used in production process.



## About upskill Campus (USC)

upskill Campus along with The IoT Academy and in association with Uniconverge technologies has facilitated the smooth execution of the complete internship process.

USC is a career development platform that delivers **personalized executive coaching** in a more affordable, scalable and measurable way.



Seeing need of upskilling in self paced manner along-with additional support services e.g. Internship, projects, interaction with Industry experts, Career growth Services

<https://www.upskillcampus.com/>

upSkill Campus aiming to upskill 1 million learners in next 5 year





## The IoT Academy

The IoT academy is EdTech Division of UCT that is running long executive certification programs in collaboration with EICT Academy, IITK, IITR and IITG in multiple domains.

## Objectives of this Internship program

The objective for this internship program was to

 ☛ get practical experience of working in the industry.

 ☛ to solve real world problems.

 ☛ to have improved job prospects.

 ☛ to have Improved understanding of our field and its applications.

 ☛ to have Personal growth like better communication and problem solving.

# 3. Problem Statement

In the assigned problem statement

The problem statement for this project was to predict the number of ad views a YouTube video would receive based on its features such as views, likes, dislikes, comments, and category. The challenge was to preprocess the data, build a predictive model using machine learning techniques, and evaluate its performance.

**4. Existing and Proposed solution**

Existing solutions often rely on basic statistical methods for adview prediction, which may not capture the complexities of the data. The proposed solution involves using advanced machine learning algorithms like linear regression, decision trees, random forests, support vector machines, and artificial neural networks to achieve more accurate predictions.

## Code submission (Github link): [Jatin0804/upskillcampus](https://github.com/Jatin0804/upskillcampus)

## Report submission (Github link) :

## 

# Performance Test

This is very important part and defines why this work is meant of Real industries, instead of being just academic project.

Here we need to first find the constraints.

How those constraints were taken care in your design?

What were test results around those constraints?

Constraints can be e.g. memory, MIPS (speed, operations per second), accuracy, durability, power consumption etc.

In case you could not test them, but still you should mention how identified constraints can impact your design, and what are recommendations to handle them.

## Test Plan/ Test Cases

## Test Procedure

## Performance Outcome

# My learnings

You should provide summary of your overall learning and how it would help you in your career growth.

# Future work scope

You can put some ideas that you could not work due to time limitation but can be taken in future.