

Milestone 1
CNIT 372

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Option Chose: Option B - YouTube Data Analysis as a Content Creator

Describe what data you plan to use, what insights can be derived from this data, and why you think the listed insights are important.

We plan to use the data set given off brightspace named "Global Youtube Statistics 2023". Then the rest of the data that we plan to use for the other 1000 rows would be dummy data given from a computer generated source to fill out other tables.

We can use this to find what category of videos are most popular or trending upwards. If we were an inspiring youtuber, we could use this data to "copy" or base our content on what is doing well in that category already. For Example, MrBeast has 166 million subscribers and does well for himself. So if we were starting a channel we could base what we make off of what MrBeast uploads.

It's important because everything is based on trends. By analyzing the top Youtubers' channels, we could analyze the characteristics of those channels and implement them into our own channel to reach the most number of users and grow our channel based on what already works.

- **Describe how you plan to design the database to store this data and explain your rationales**
 - **Outline the tables that you plan to work with, describe the column names, their corresponding data types and constraints, and relationships between the tables.**

Tables	Attributes	
CREATOR	AccountName	varchar2(50)
	YoutuberID(PK)	varchar2(20)
	Rank	int()
	Category	varchar2(20)
	CountryID(FK)	varchar2(30)
	Country_Rank	int()
	Lowest_Monthly_Earnings	float(10,2)
	Highest_Monthly_Earnings	float(10,2)
SUBSCRIBERS	YoutuberID(PFK)	varchar2(20)
	SubscriberAmount	int
CONTENT	ContentID(PK)	varchar2(20)
	YoutuberID(FK)	varchar2(20)
	Uploads	int
	Video_Views_Rank	int
	Channel_Type	varchar(20)
	Created_Year	int

COUNTRY	CountryID(PK)	varchar2(20)
	Population	int
	gross_tertiary education_enrollment	float(3,1)
	unemployment_rate	float(4,2)
	Urban_population	int

Relationship:

Country is the parent table to Youtuber

Youtuber is the parent table to Content and Subscribers Table, both with FK of YoutuberID

All Attributes are listed in the table above

We divided the "Global Youtube Statistics 2023" csv file into 4 tables, each of which could offer unique insight into the different characteristics of successful channels.

Describe your teamwork: how did you make the decision about the project goal, list the contribution of each team member

We went through each of the provided options and decided that approaching the problem from the point of view of a content creator looking to begin their own channel would be most interesting to us.

J.P. and Owen completed milestone 1, and collaborated in answering each of the prompts. Due to a delay in receiving everyone's number, Yoto edited the document by adding additional attributes, making corrections, and adding all the datatypes.