



How to maximize the effectiveness of online advertising

Trending Videos Analysis

(2019 Student Research, Innovation and Scholarship granted) Jin Kwon/ HyoRyung Lee / Shinhee Kim

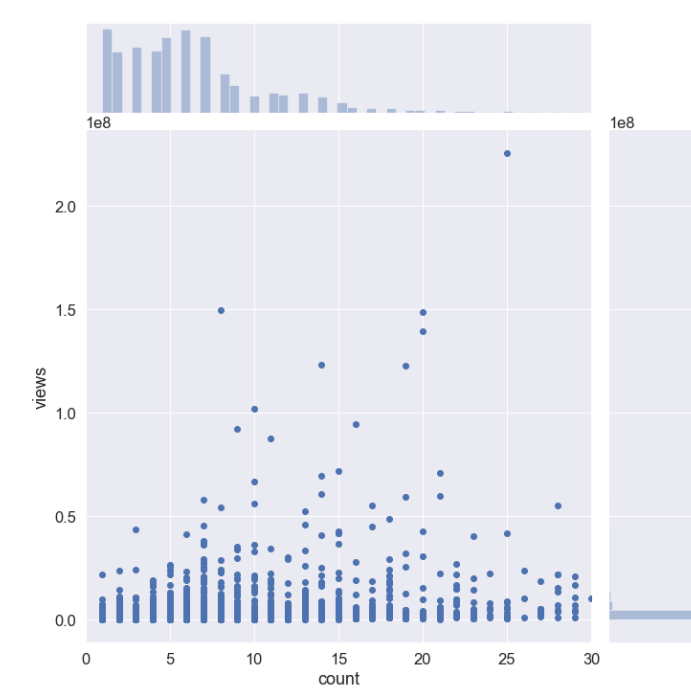


How to Make Trending Videos

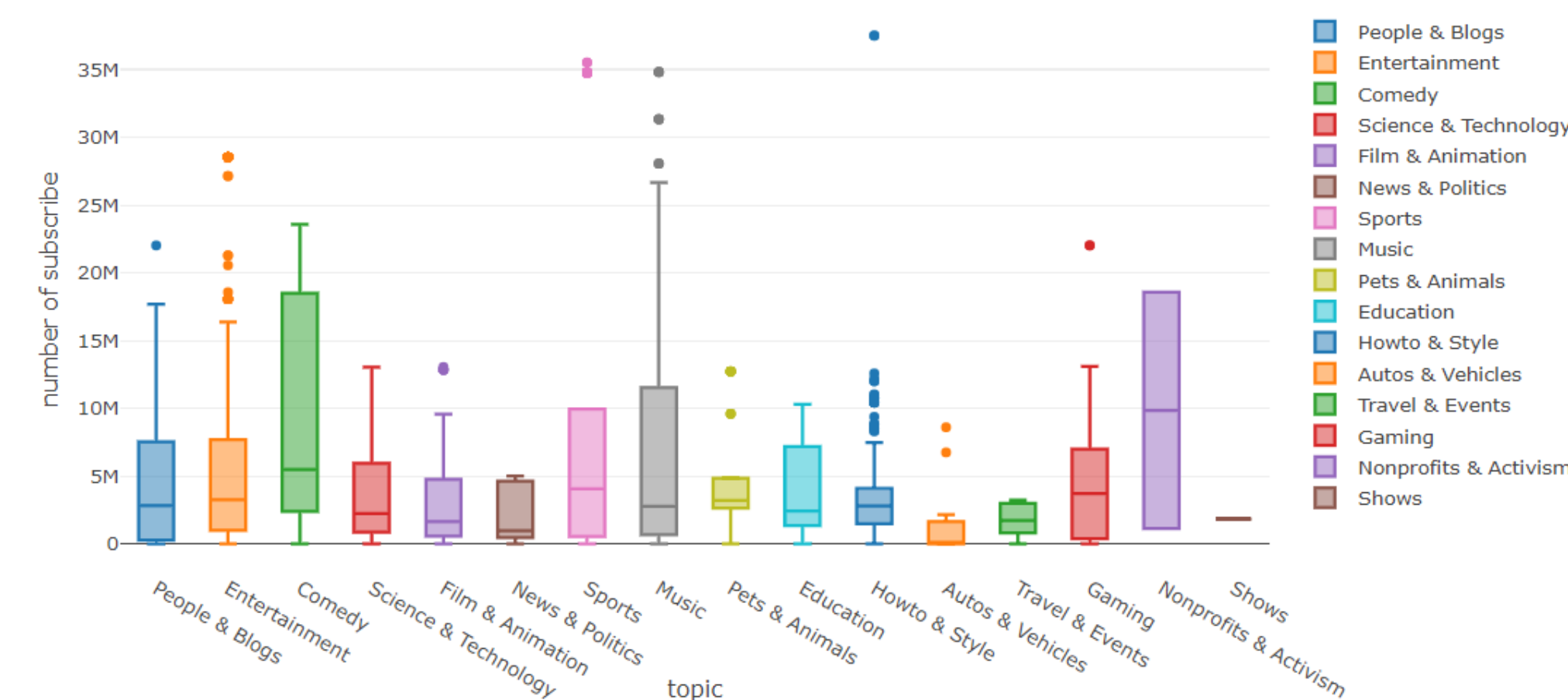
Views and Selected times

Top 10 Videos with high views

Photo	Channel Name	Title	Category	Trending count	Days to Trending	Views	views_ratio	views_differ
	ChadonGambinoVEVO	Chadon Gambino - This Is America (Official Video)	Music	25	2	225,211,923	7.12	7742538.0
	YouTube Spotlight	YouTube Rewind: The Shape of 2017	Entertainment	8	1	148,376,121	6.03	15574246.0
	ArianaGrandeVEVO	Ariana Grande - No Tears Left To Cry	Music	20	1	141,559,896	9.37	6549342.0
	BeyoncéVEVO	Beyoncé - Irresistible (Official Video)	Music	29	1	139,324,502	19.97	6617727.0
	iggle	BTS (방탄소년단) 'FAKE LOVE' Official MV	Music	14	1	123,919,929	3.13	5957365.0



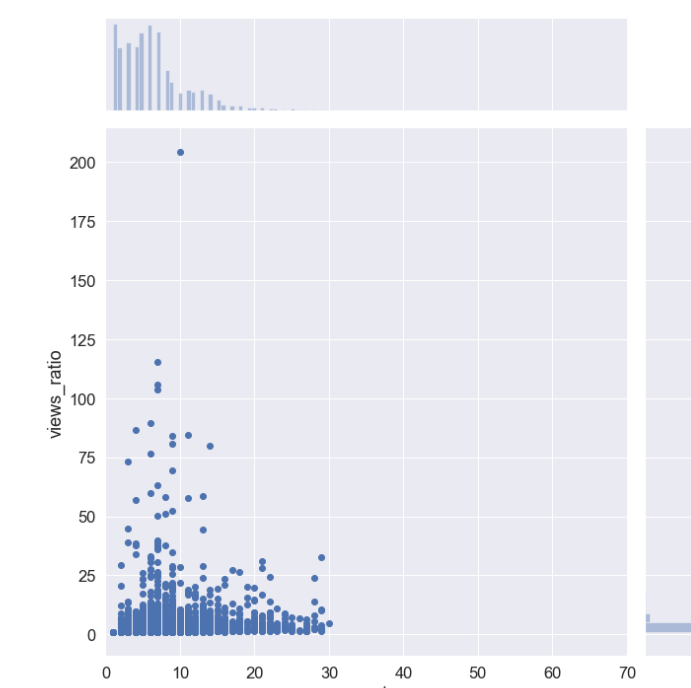
It has different criteria depending on categories



Growth rate and selected times

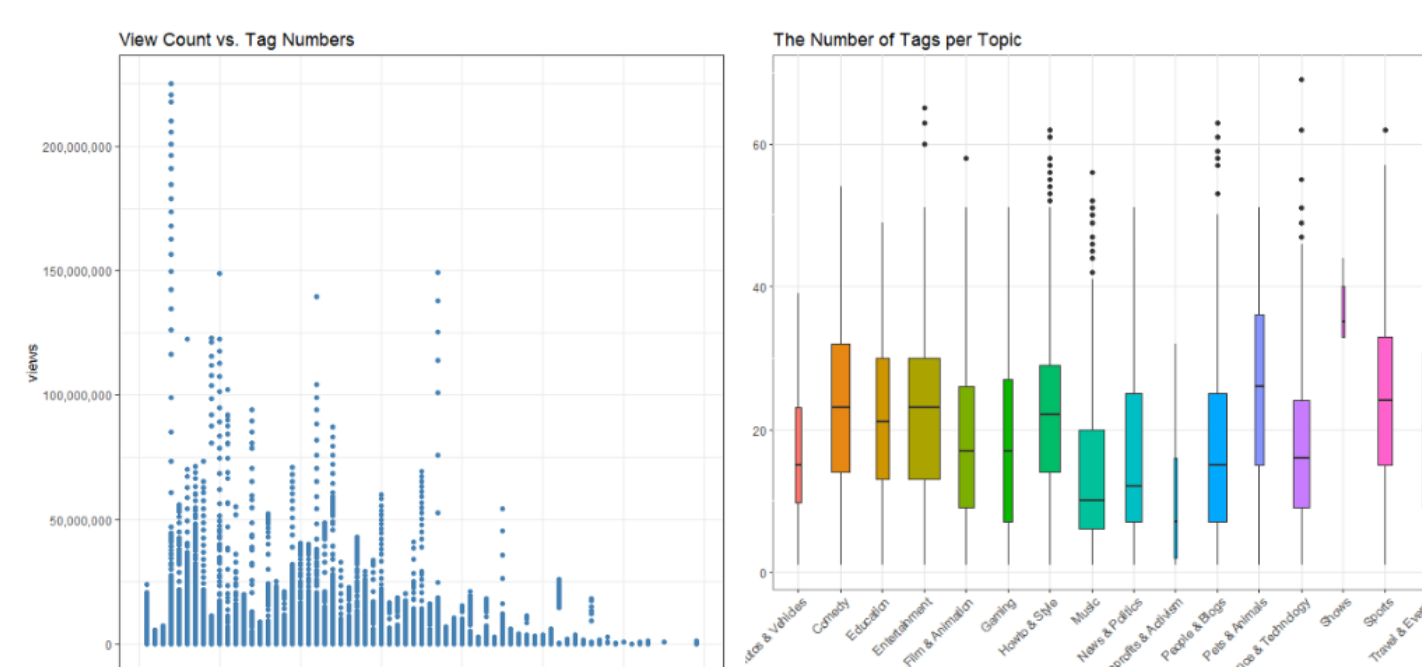
Top 10 Videos with often selected for trends

Photo	Channel Name	Title	Category	Trending count	Days to Trending	Views	views_ratio	views_differ
	Lucas and Marcus	WE MADE OUR MOM CRY HER DREAM CAME TRUE	Ent	30	1	10,381,263	4.87	274885.0
	Unbox Therapy	The ULTIMATE \$30,000 Gaming PC Setup	Tech	29	2	6,995,198	1.49	79126.0
	Complex	YoungBoy Never Broke Again Goes Sneaker Shopping With Complex	Music	29	1	4,654,027	3.88	119119.0
	Roadster Teeth	Roadster Teeth Animated Adventure - Season 2	Film	29	1	751,768	1.86	11936.0
	grayzyarden	Why I'm So Scared Being myself and crying too much	Style	29	1	3,811,648	2.59	80759.0



Title & Tag

A 7 words
Title phrasing is important



4 tags
Including keywords is more important

The rate of growth in views by Category

category	count	views_ratio
Autos & Vehicles	5.19	30.80
Comedy	6.30	80.78
Education	6.45	9.95
Entertainment	6.07	103.49
Film & Animation	7.30	56.86
Gaming	7.86	35.84
Howto & Style	6.89	39.62
Music	7.89	204.05
News & Politics	4.86	57.92
Nonprofits & Activism	3.80	3.32
People & Blogs	6.40	115.31
Pets & Animals	6.37	31.00
Science & Technology	6.15	73.02
Shows	14.25	2.20
Sports	4.80	76.51
Travel & Events	6.23	69.50

Music
↑ 204 times

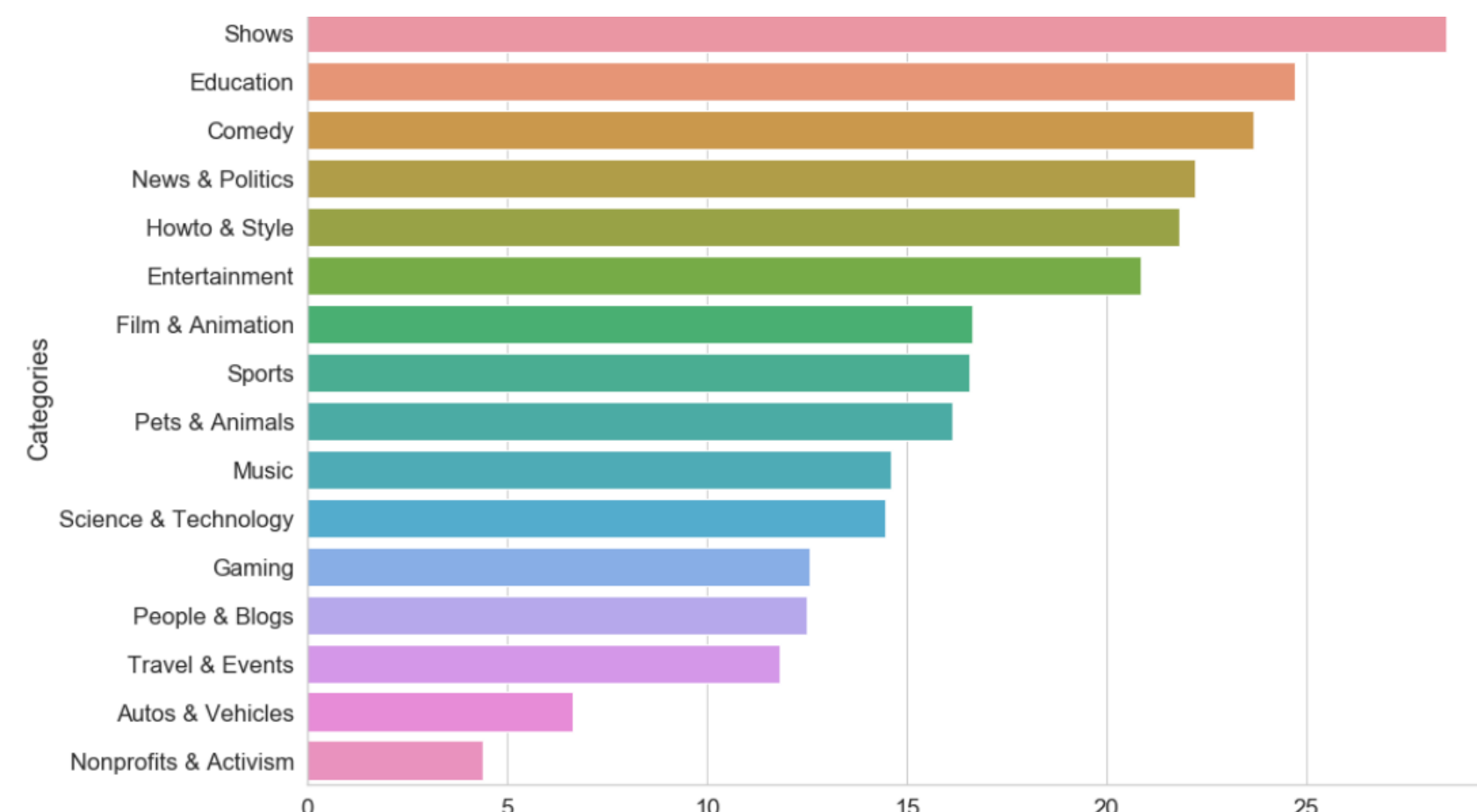
Average selected times for Trending video: 7.89

Show
↑ 2 times

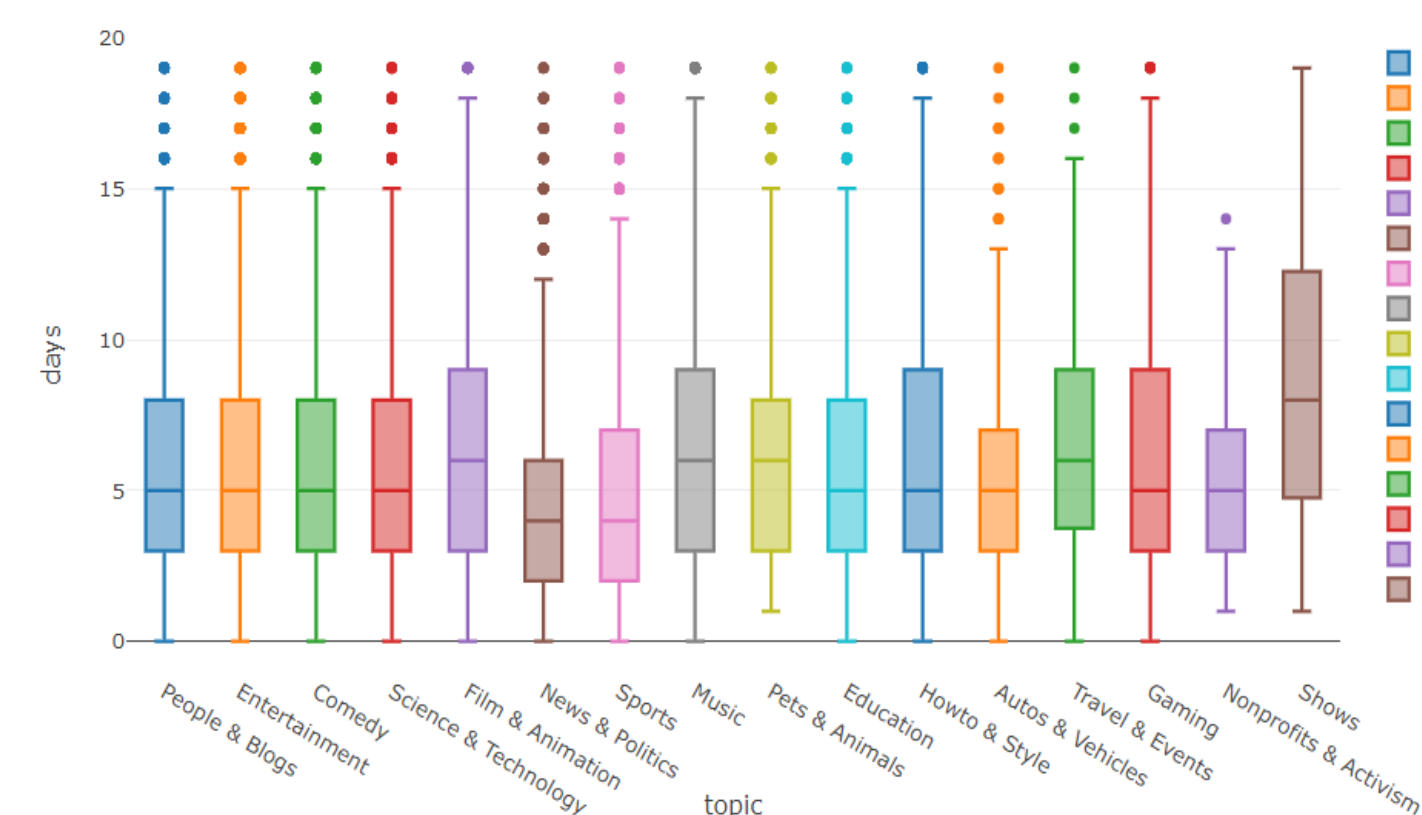
Average selected times for Trending video: 14.25

It has different criteria depending on Categories

The number of trending video / The number of Channels

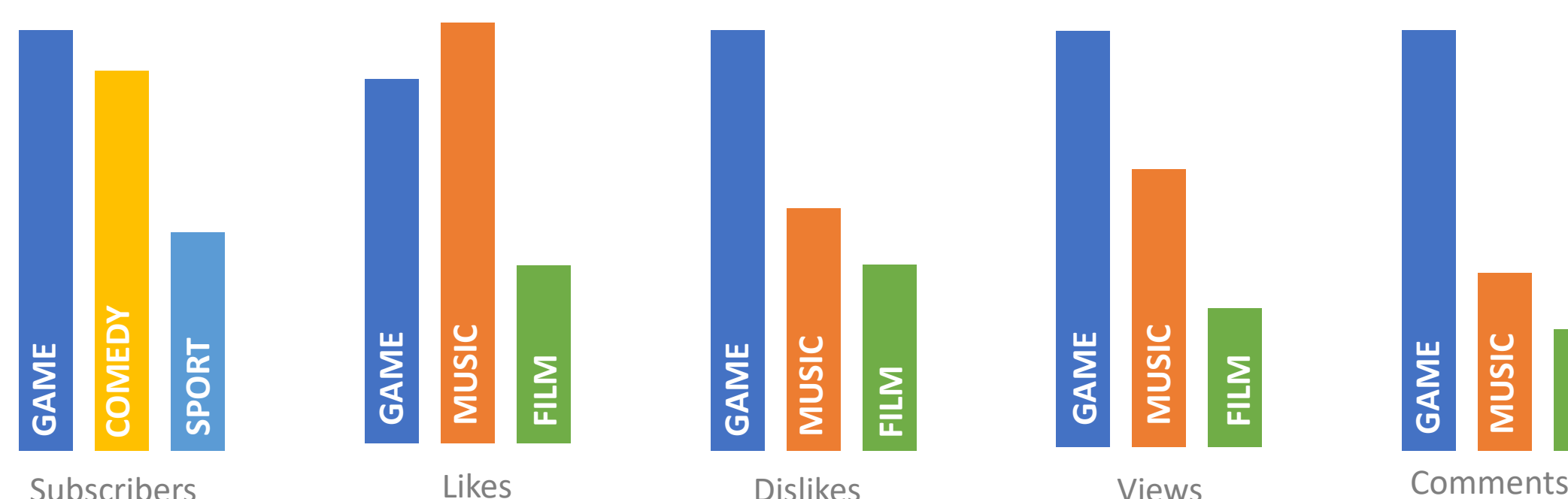


How long does it take to become a trending video



1 week
(Within 4-8 days)

The categories that has the most subscribers, views, likes and comments.



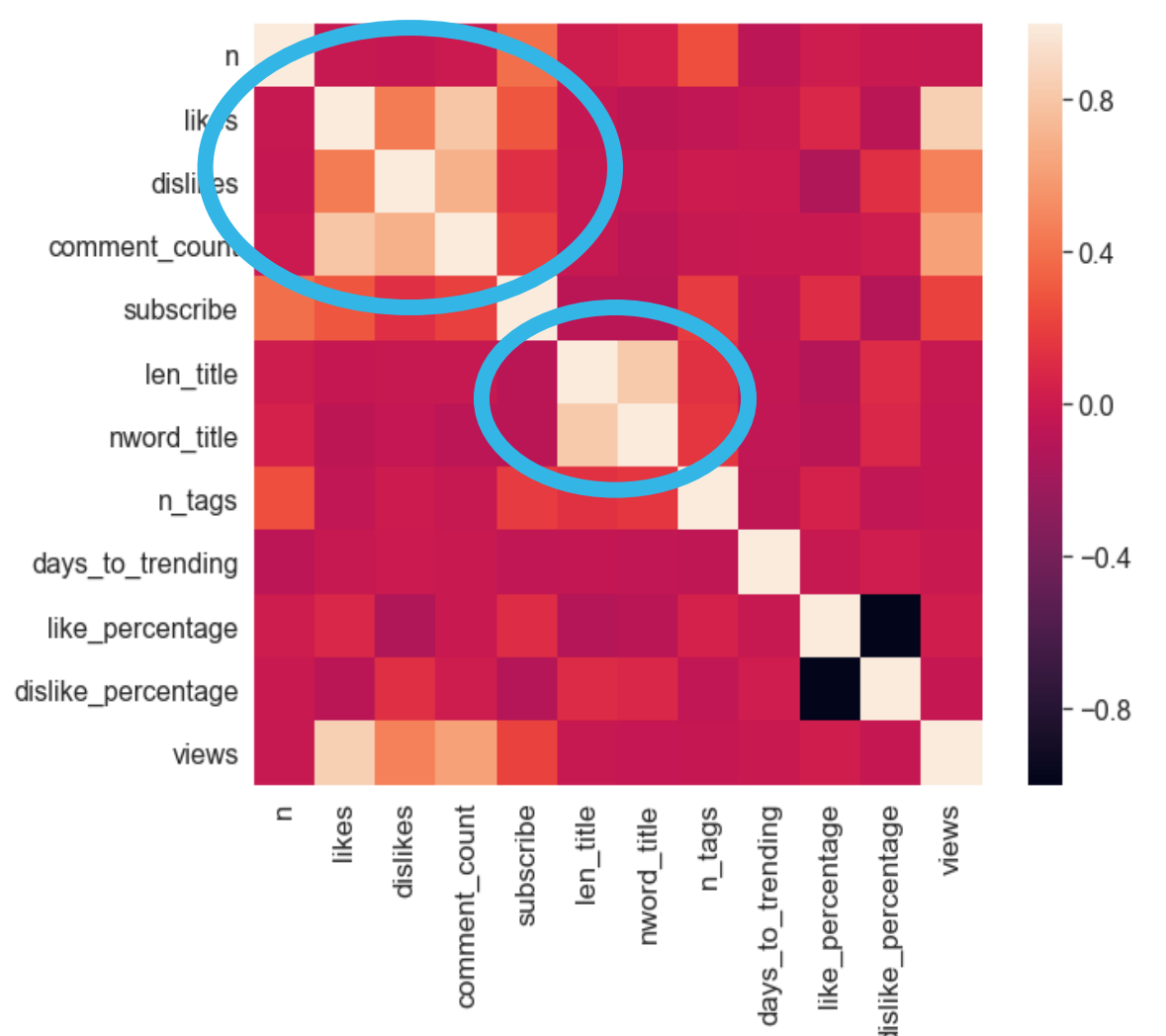
Important factors by category

Subscribe

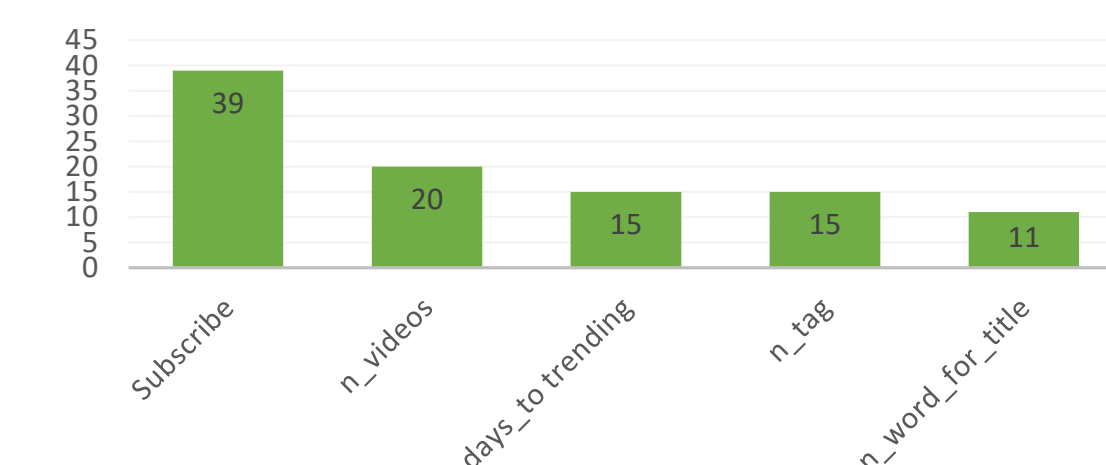
Category

Number of videos

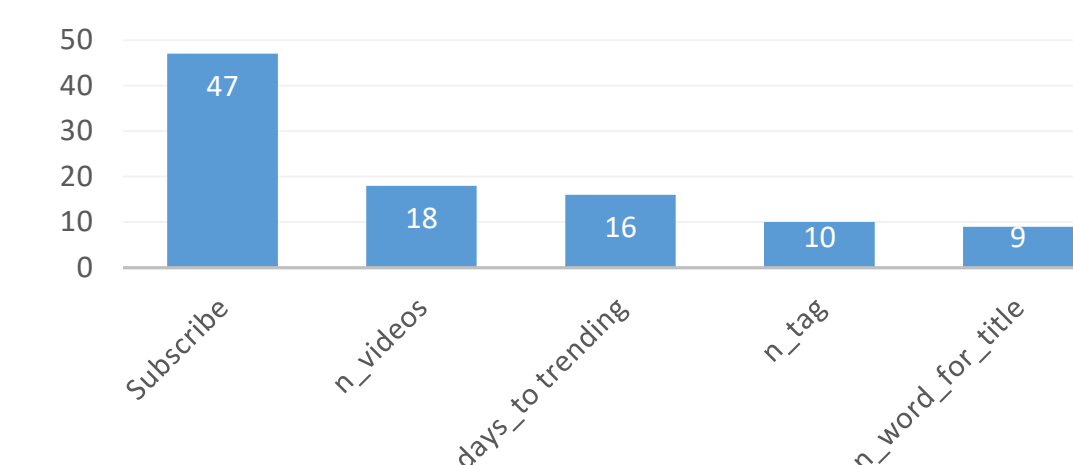
Numebr of Tags



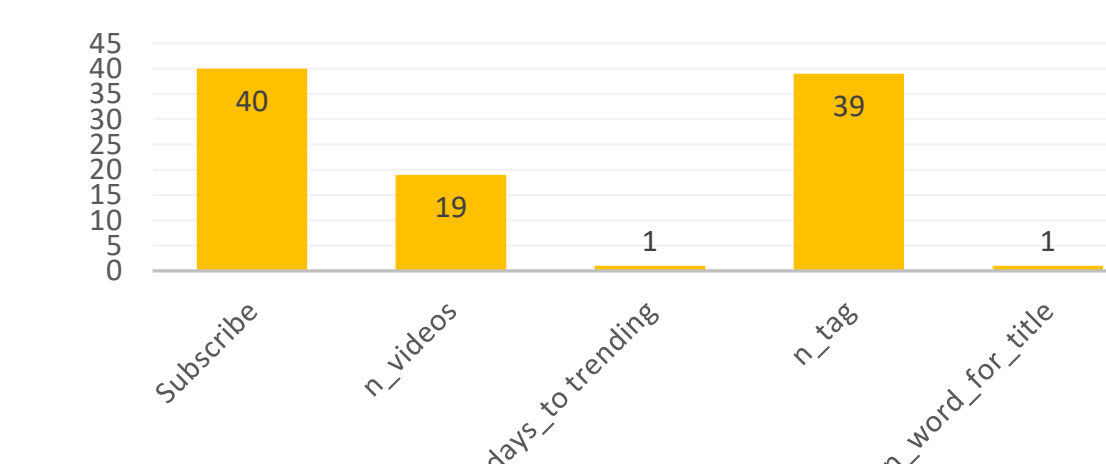
Entertainment



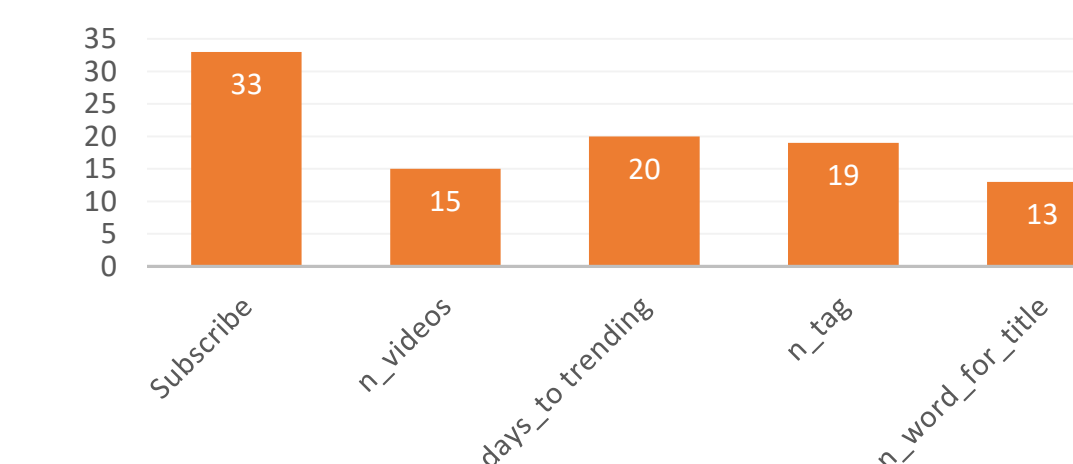
Music



Show



News

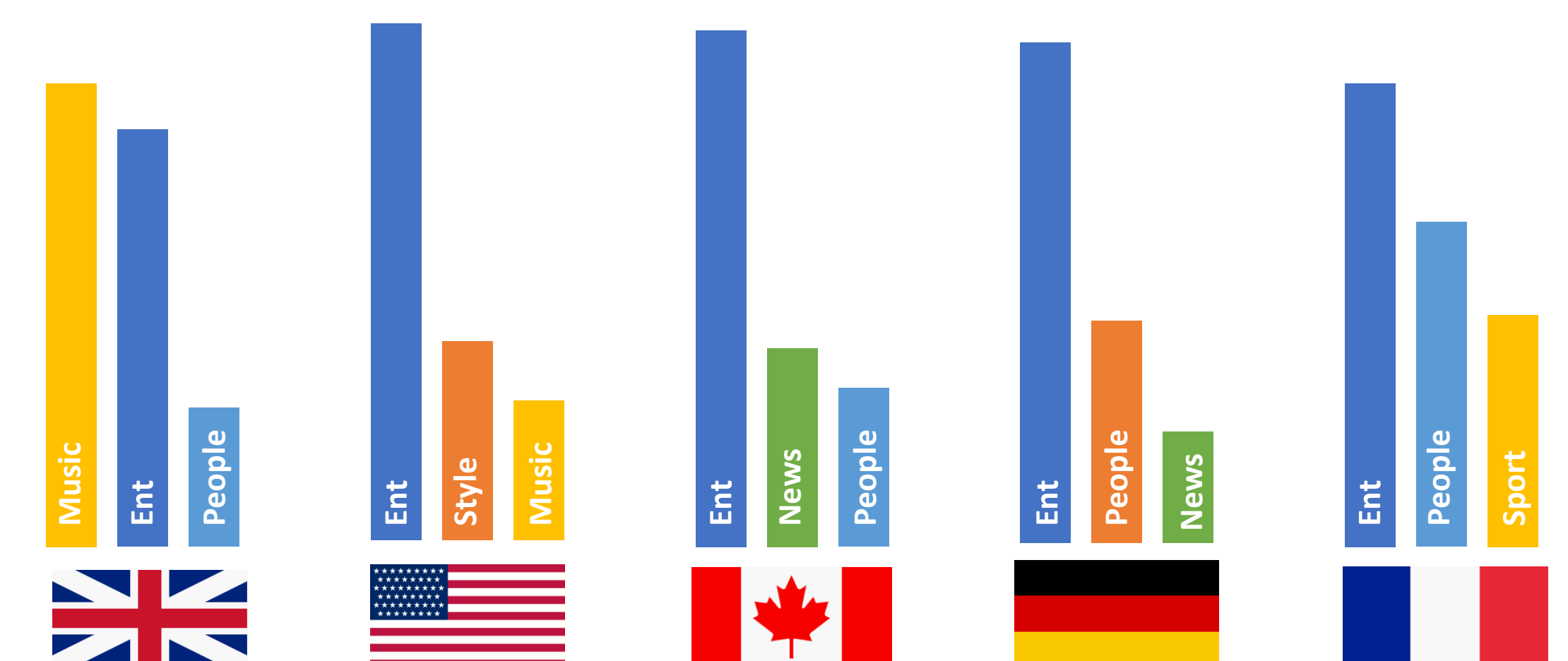


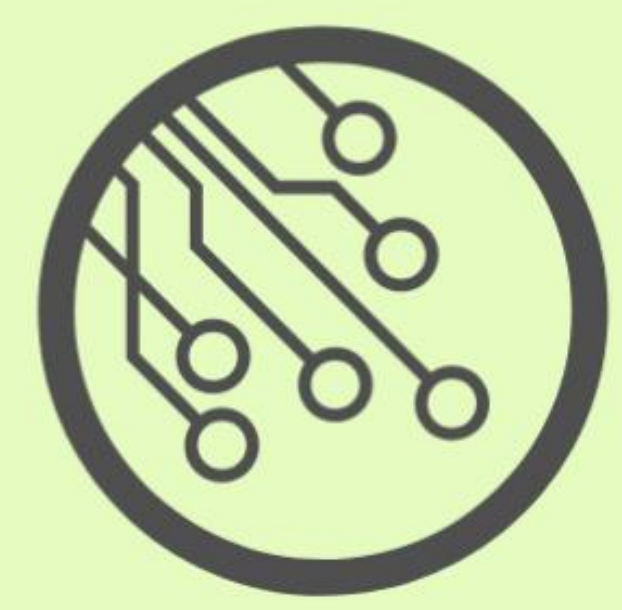
How about other countries

How long video trend in different counties?.



The categories that has the most subscribers, views, likes and comments.





Foodie

Jin Kwon/ Arthur/ Lynette/ Gray

Top1, AI hackathon (Georgian college)

Most Innovative, Research, Innovation (Henry Bernick Entrepreneurship Center)

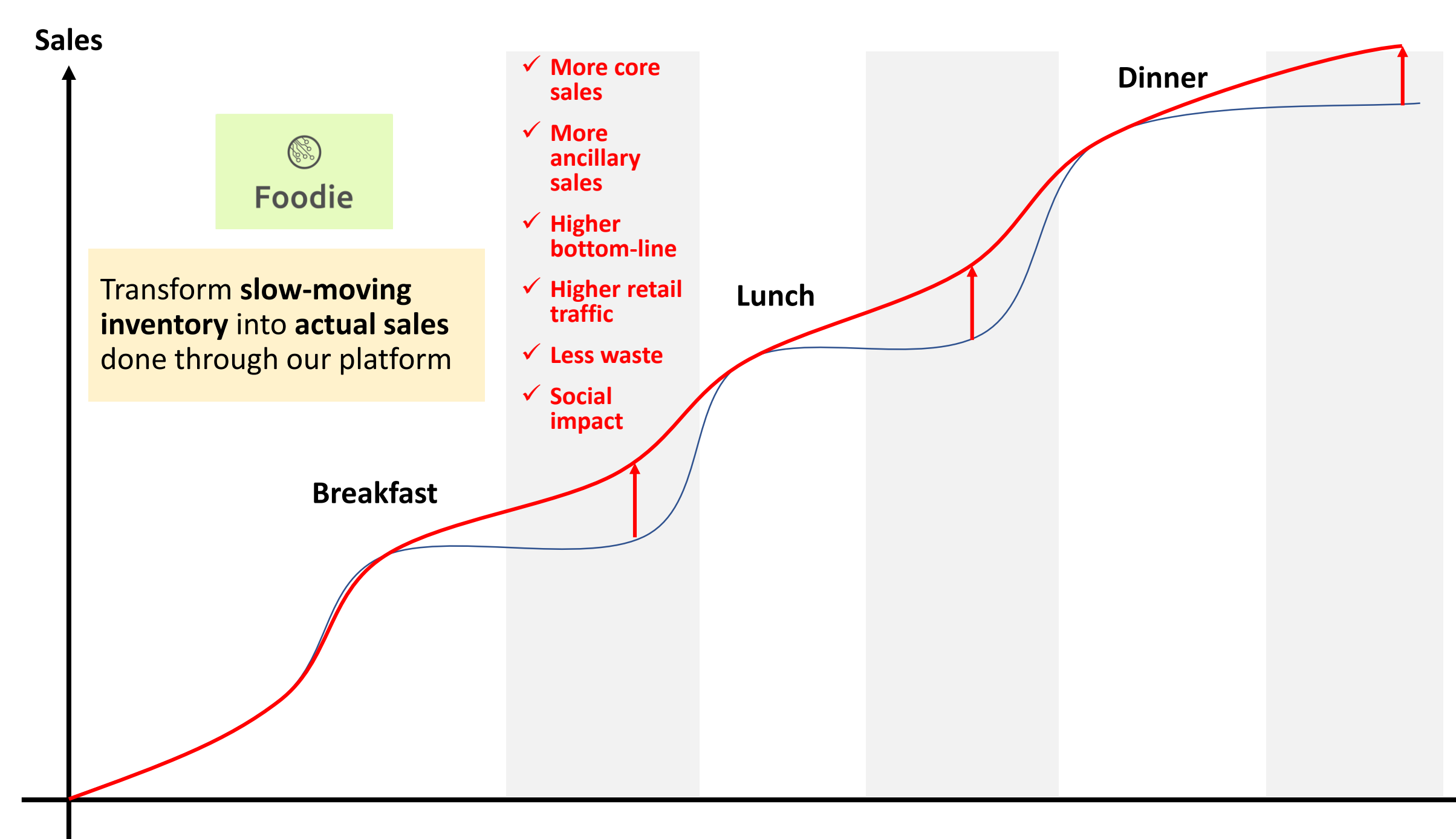
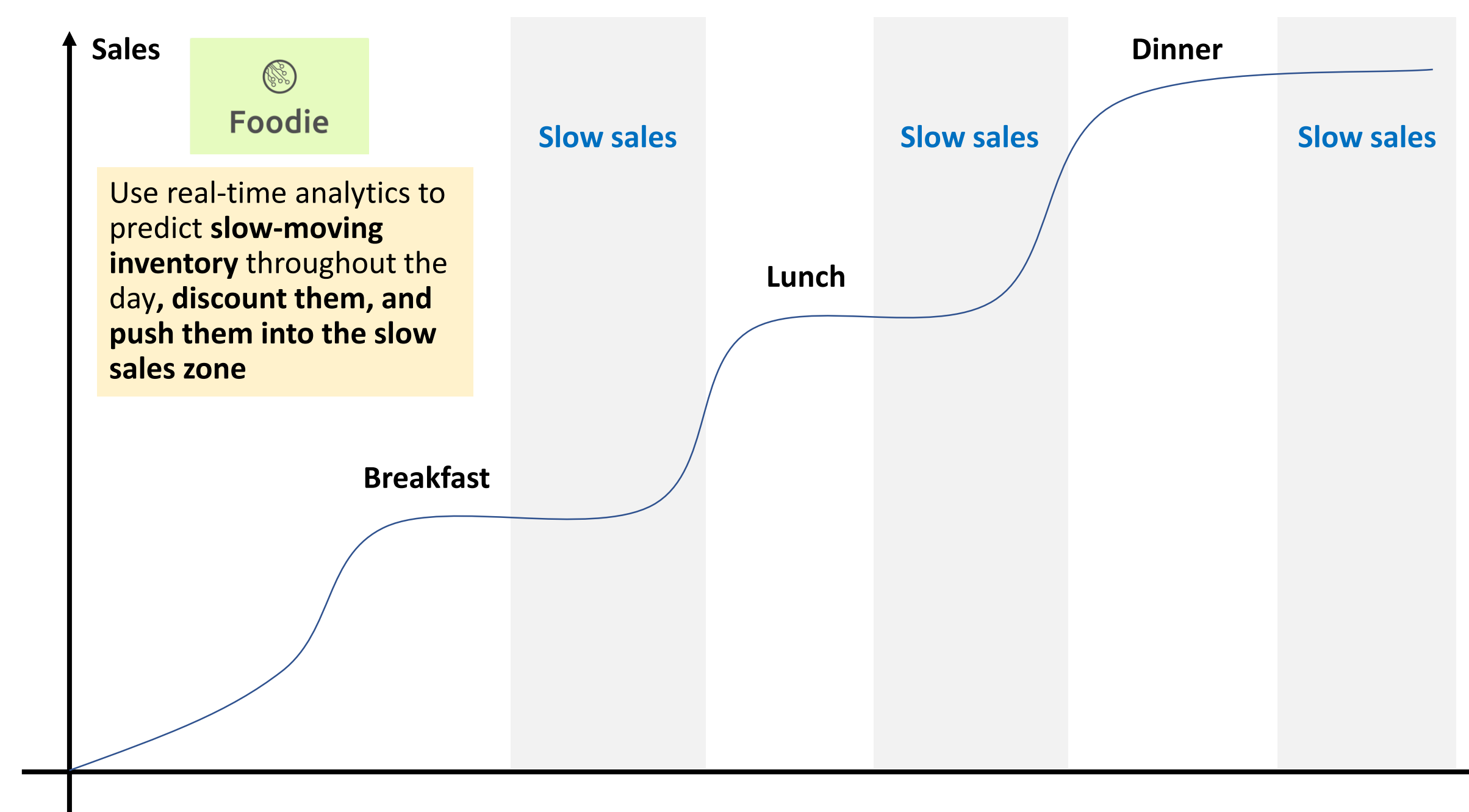
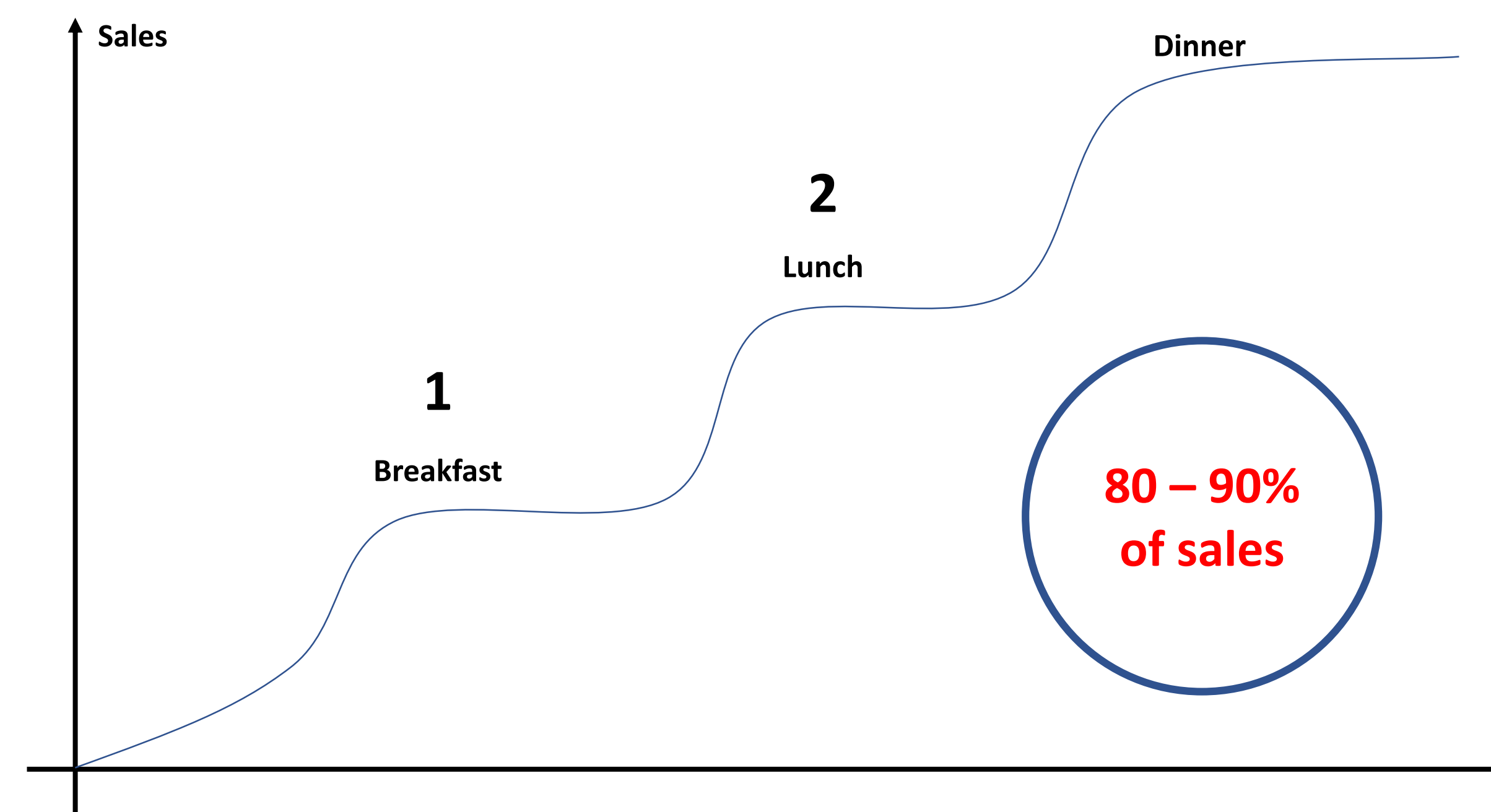
Problem

1.6 billion tonnes of food waste worth \$1.2 trillion, goes to waste annually

Restaurants account for at least 160 million tonnes of food, that's a \$120 billion opportunity

Solution

Use A.I. to predict slow-moving inventory (i.e. foods) in real-time and connect them to buyers



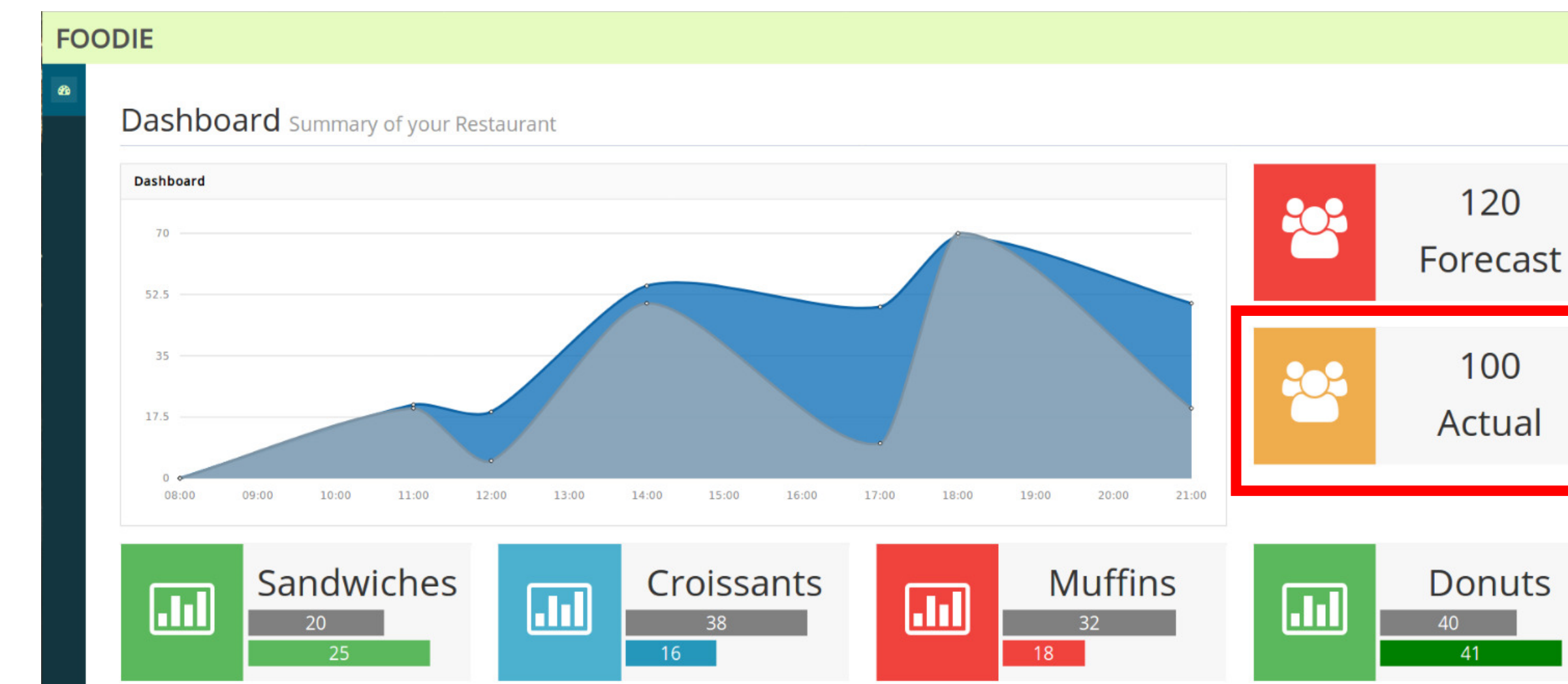
The Foodie Story

- I arrive at the restaurant by 6am to prepare for our 7am open
- Foodie will provide a forecast of sales today based on recent data available (e.g. weather, traffic, events, sales orders, app usage)



The Foodie Story

- By 9:00am, Foodie will update the predicted actual sales
- The restaurant owner will start prepping the slow-moving inventory to be sold at a discounted price through the app and picked up in-store (no added cost of delivery, etc.)



The Foodie Value

Foodie Mail

The Perfect Sandwich, A Real NYC Classic

~~\$5.99~~ \$3.99

Pick up at 100 Front St, Toronto between 10 AM - 12 PM

Order Now

Foodie Mail

Muffins

~~\$1.99~~ \$0.49

Pick up at 100 Front St, Toronto between 10 AM - 12 PM

Order Now

Business

- ✓ More core sales
- ✓ More ancillary sales
- ✓ Higher bottom-line
- ✓ Higher retail traffic
- ✓ Lower labour costs

Social

- ✓ Less food waste in landfills
- ✓ Setting a good example for the world

How we make money?

Make a platform to connect seller to buyers.

We will make certain fee on each user transaction

▪ ***This can boost your overall net profit by 21%***

▪ Without Foodie = \$42,000

▪ With Foodie = \$51,000 (\$9,000 extra)

▪ Food industry on average operates on thin-margins of 2 – 6% net profit

▪ Assuming that 30% of food remains unsold:

▪ For a restaurant having \$1,000,000 worth of food / inventory

▪ Assume that 70% will be sold:

▪ \$700,000 in sales will yield \$42,000 in profits (6% x \$700,000)

▪ \$300,000 in sales (slow-moving, discounted on Foodie) will yield an extra \$9,000 (assuming 50% discount: 50% x \$300,000 x 6% margin)