

# Brand promotion for Rocket Pop using YouTube marketing

Visual Analytics and Storytelling Mid Term Presentation

## Group 4:

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**Accelerator**  
ACTIVE ENERGY



0  
SUGAR

ZERO  
SUGAR



SUSTAINED  
ENERGY



ACCELERATES  
METABOLISM



MENTAL  
FOCUS

ATHLETE  
APPROVED  
ENERGY

# Scenario



Our prestigious firm, Accelerator Active Energy, is launching a brand-new sports drink- Rocket Pop, and we are currently looking for ways to promote it.



Social media being the torch bearer for all the brand promotions, we now want to find out that out of hundreds of youtube channel which 3 should we market our sports drink on



Channels with high engagement and reach are prioritized and we are interested in view counts, subscriber counts of the channel



# Dataset

- **Channel ID:** Unique identifier for each YouTube channel.
- **Channel Title:** Name of the channel.
- **Start Date:** The inception date of the channel on YouTube.
- **Video Count:** Total number of videos uploaded by the channel.
- **View Count:** Cumulative number of views across all videos.
- **Subscriber Count:** Total number of channel subscribers.

[YouTube Sports Channels Statistics \(kaggle.com\)](https://www.kaggle.com/datasets/abhishek1998/youtube-sports-channels-statistics)



## TAKEAWAY TO REMEMBER

- Deep understanding of successful sports channels on YouTube.
- Growth trends, and actionable strategies to improve the company's brand promotion through YouTube marketing.







## AUDIENCE

- Executives and decision-makers from Accelerator Active Energy, who are interested in making strategic investments in sports channels on YouTube.
- Marketing and analytics teams within the firm who will be responsible for implementing the recommendations derived from the analysis.

# PURPOSE



Identify Trends and  
Patterns



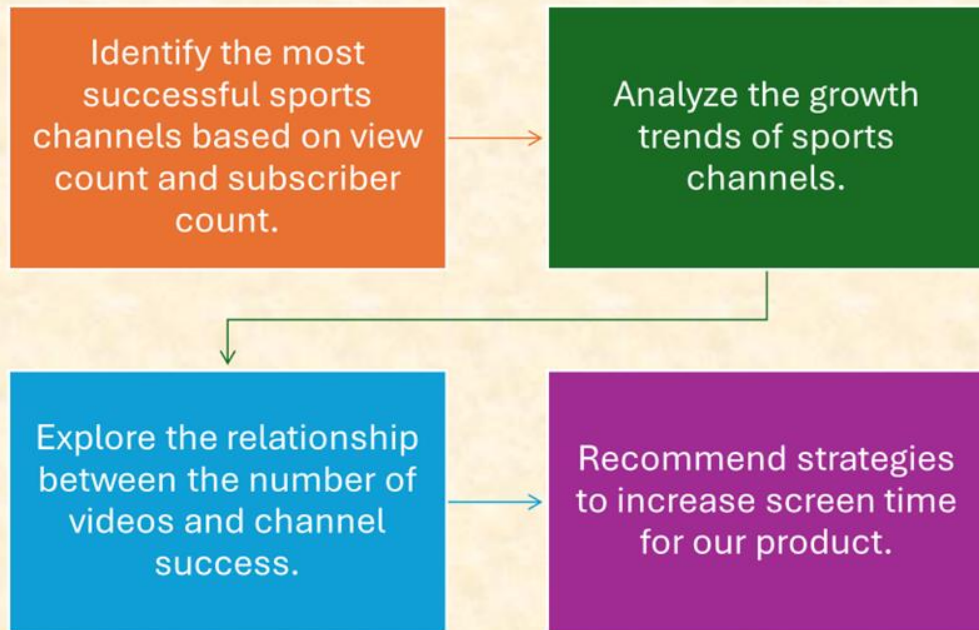
Recommend  
Partnership  
Opportunities



Support Informed  
Decision-Making



Optimize Partnership  
Strategy



# Tasks



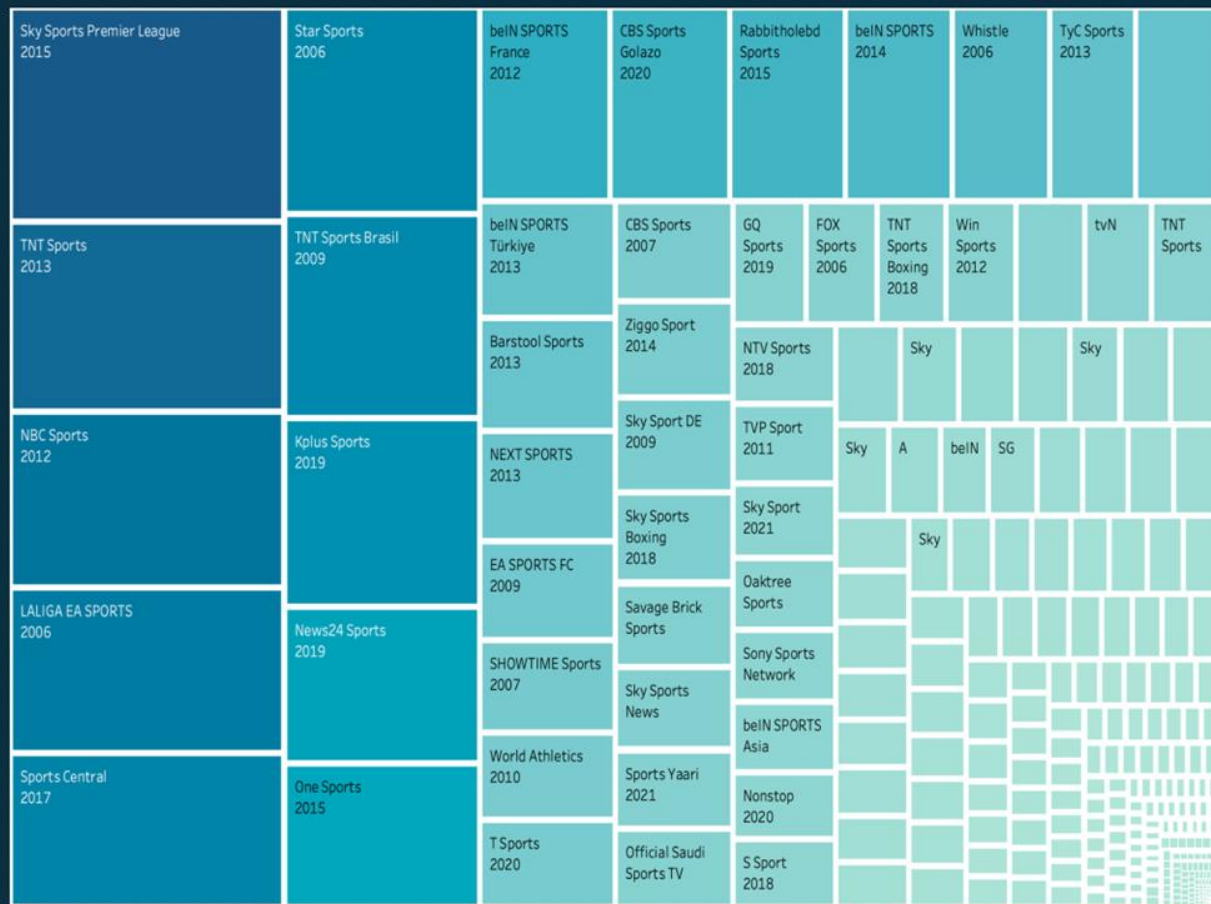


## Story/narrative supported by the visualizations

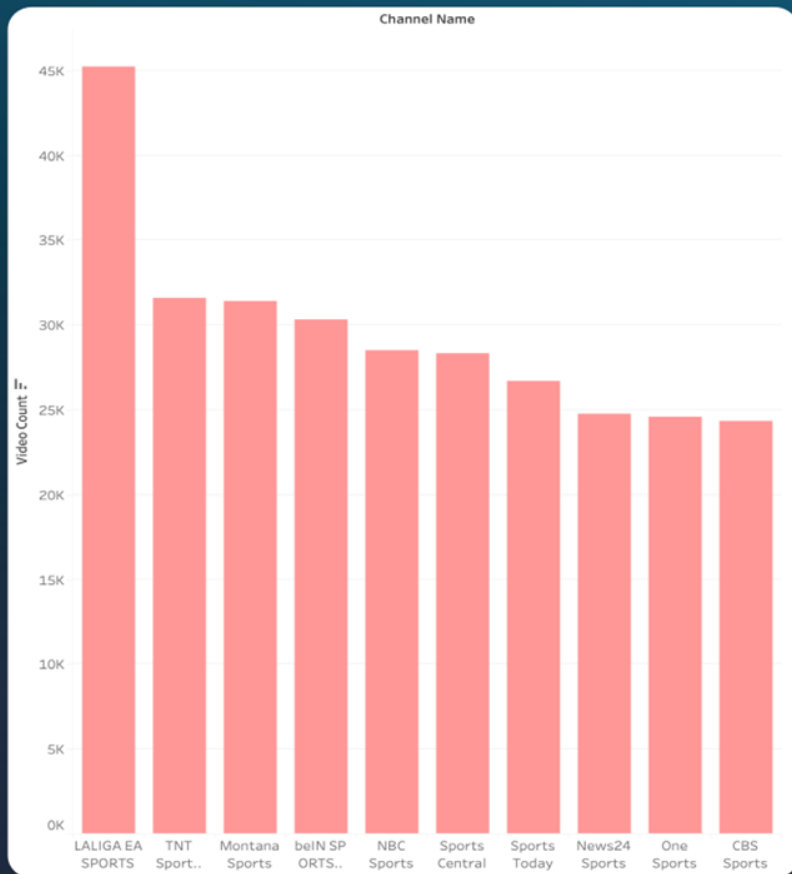
- The story revolves around identifying successful sports channels on YouTube, analyzing their growth trends, and deriving actionable recommendations to enhance viewership and subscriber count for the company's own sports channel.
- Visualizations will illustrate the top-performing channels, growth trajectories over time, and insights into factors influencing channel success, guiding the narrative towards strategic decision-making and implementation.



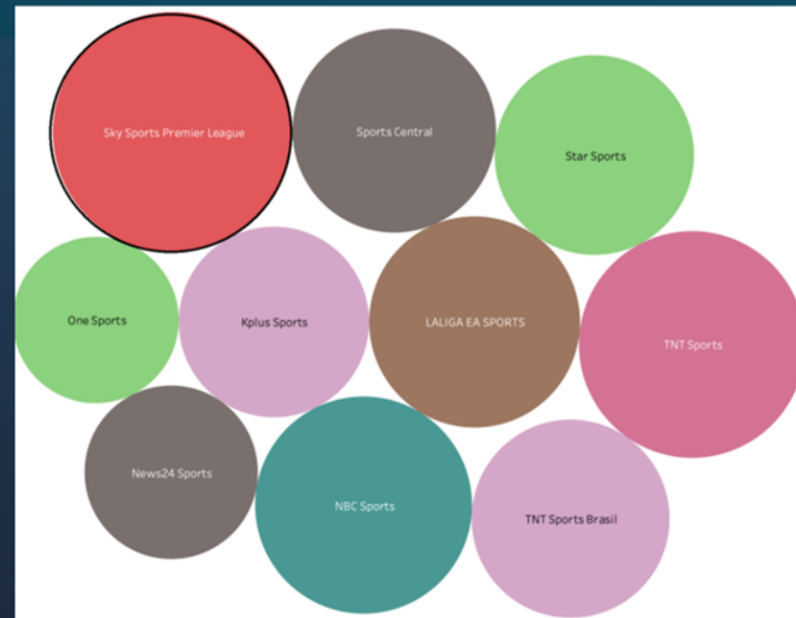
# Tree map for target YouTube channels: Avg views per channel



- Top 10 channels have almost close to 50% of the views per video than rest of the channels combined

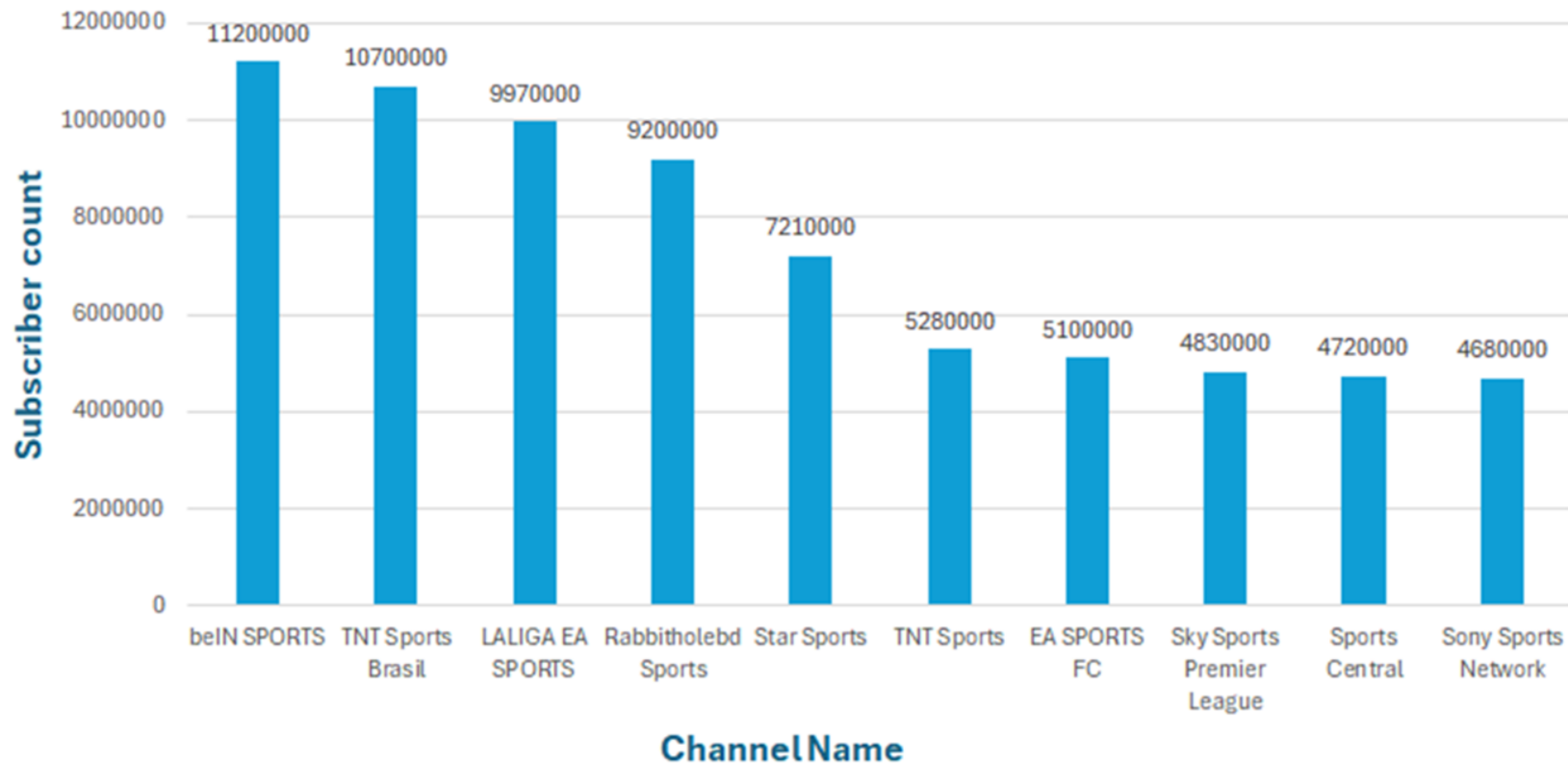


Top 10 You tube channels : Video count



Top 10 You tube channels : Average views per video

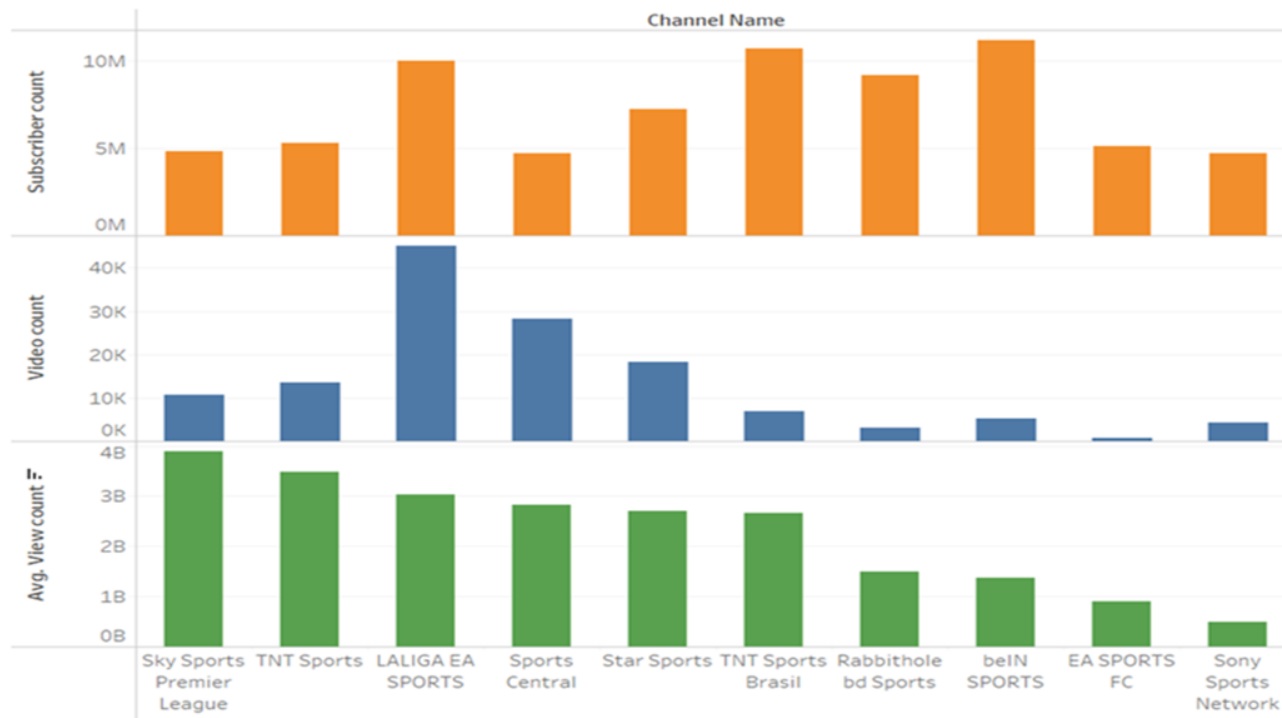
## Top 10 Youtube Channels





# CONCLUSION

COMPARISON- TOP10 YOUTUBE CHANNELS



- We considered main parameter as average views count.
- Sky Sports, TNT Sports and Laliga EA Sports are top sports channels in the world.
- Overall, Laliga EA Sports has the highest counts in subscribers, videos and views.

*Thank You!*

