**Project Proposal**

**What Makes YouTube Videos Viral**

* Our goal is to analyze and classify trending videos from a variety of countries (USA, Canada, and Great Britain) based on a number of critical variables such as the number of likes, views, dislikes, shares, and comments, difference between trending date and publishing date, celebrity participation, genre, etc.
* Our trending video forecasting model can provide content creators with a better understanding and perspective on how to grow their channel's popularity and brand perception.

**Team White Walkers**

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