## YouTube Alchemist: Turning Data into Gold



Music Videos are the most viewed with an average of 6,202,003 views.

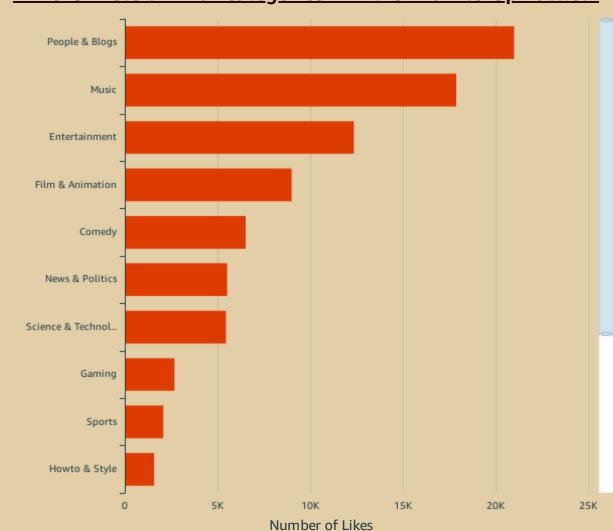


People & Blogs videos are the most liked with an average of 21,000 likes.



PewDiePie Channel has the highest viewership with 111 million subscribers.

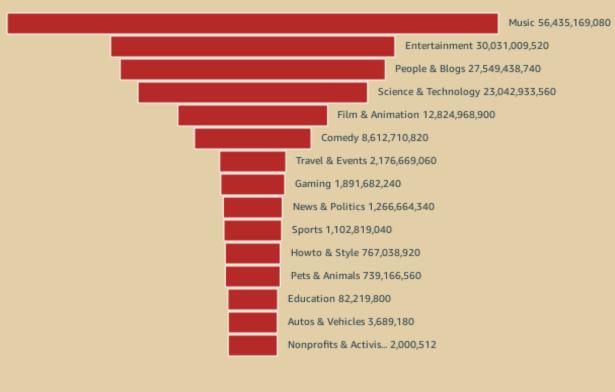
## "Like-O-Meter: Which Categories Win the Thumbs-Up Battle?"



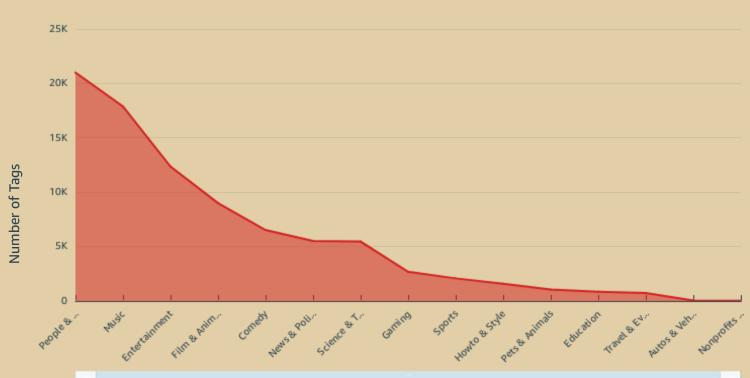
"Tag Cloud: The Buzzing Trends in YouTube Videos"



## "Views by Category: Which Content Rules the Internet?"



"Tag Tally: How Many Tags Do Different YouTube Video Categories Use?"



Views Count

## "Channel Views: Who's Stealing the Show on YouTube?"

| SHOWING TOP 100 IN CHANNEL_TITLE |  |                           |                              |   |                          |                 |                 |                  |                |        |
|----------------------------------|--|---------------------------|------------------------------|---|--------------------------|-----------------|-----------------|------------------|----------------|--------|
| PewDiePie<br>557,266,520         | SpaceX<br>413,084,720                                      | Vevo<br>165,597,780       | Other<br>112,068,606         | Hamilton: An Americ<br>69,326,700                         | JAYPARKOF.<br>56,241,060 |                 | ırnia<br>29,560 | David<br>43,867, | Linki<br>37,91 |        |
|                                  | Primitive Technology 261,847,740  CaseyNeistat 210,531,400 | zefrank1<br>143,629,400   | Simone Giertz<br>103,809,880 | Blonded<br>66,666,180                                     | Shawn<br>33,91           | Tiffan<br>32,33 | Lyrics<br>31,96 | Jenny<br>30,82   | samf<br>29,6   |        |
|                                  |  |                           |                              | Jhené Aiko<br>64,077,480                                  | jacksfilms<br>25,911,680 | т               | Н               | 十                |                | H      |
| xxxtentacion<br>474,572,880      |  | bill wurtz<br>130,701,620 | SiaVEVO<br>101,592,820       | Universal Pictures<br>62,941,280                          | Carrie Un<br>25,906,520  |                 |                 | ╁                |                |        |
|                                  |  |                           |                              | Pinball Wiz 23,989,700 Paramount Pictures 62,724,740 Suzy |                          | ╀               | 世               | 丌                |                | $\Box$ |
|                                  |  | MAMAMOO<br>123,075,420    | BLACKPINK<br>99,341,360      | Team Coco   | 23,121,540               | 仁               | ₽               | 仹                | 旹              | Ш      |
|                                  |  |                           |                              | 60,790,100  |                          | $\vdash$        |                 | 井                |                |        |
|                                  |  | Channel Name              |                              |   |                          |                 |                 |                  |                |        |