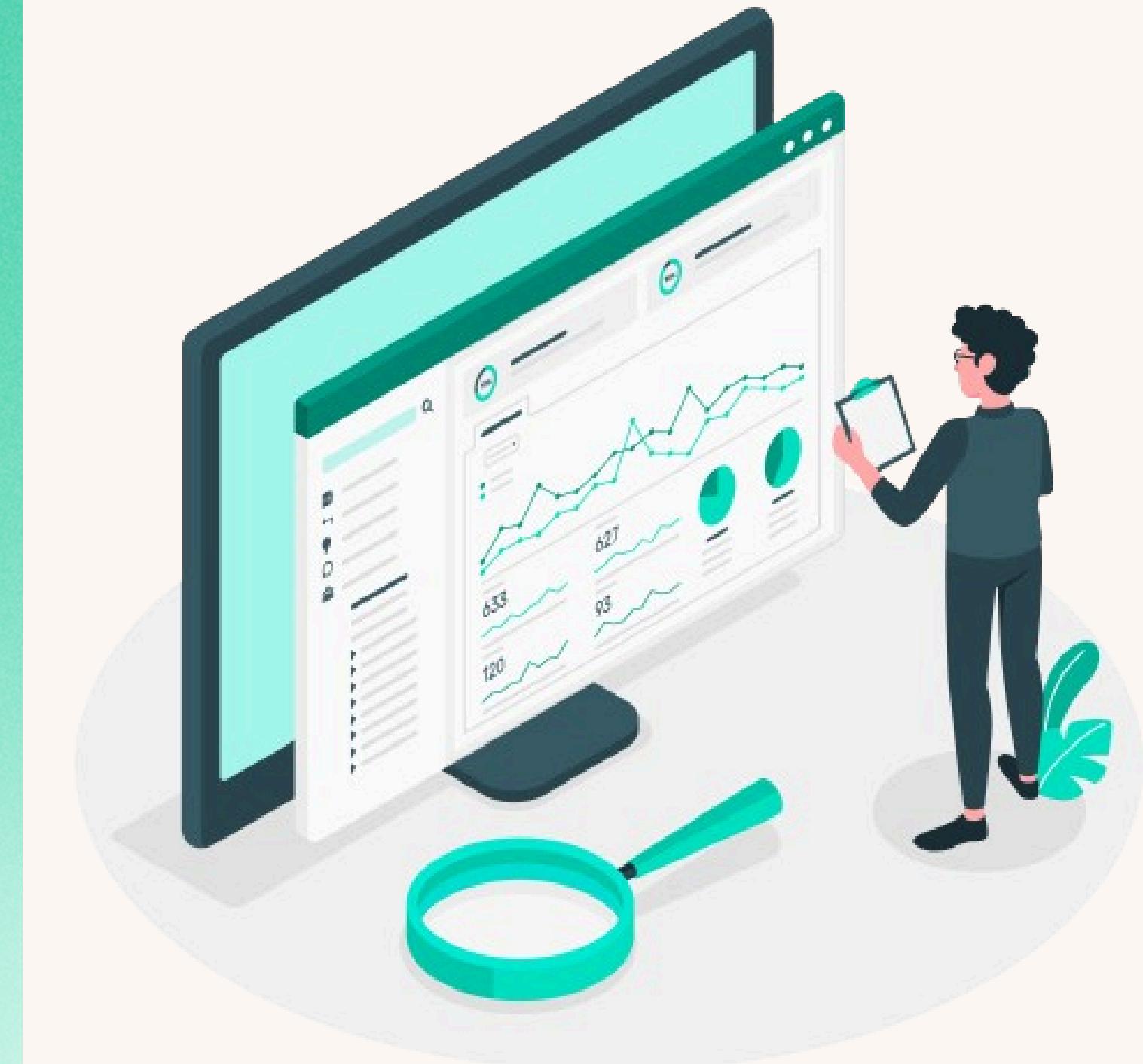


football analysis channels

Trends and challenges

Presented by Mohamed Ahmed Diaa



Contents

1-Introduction

2-Data acquisition

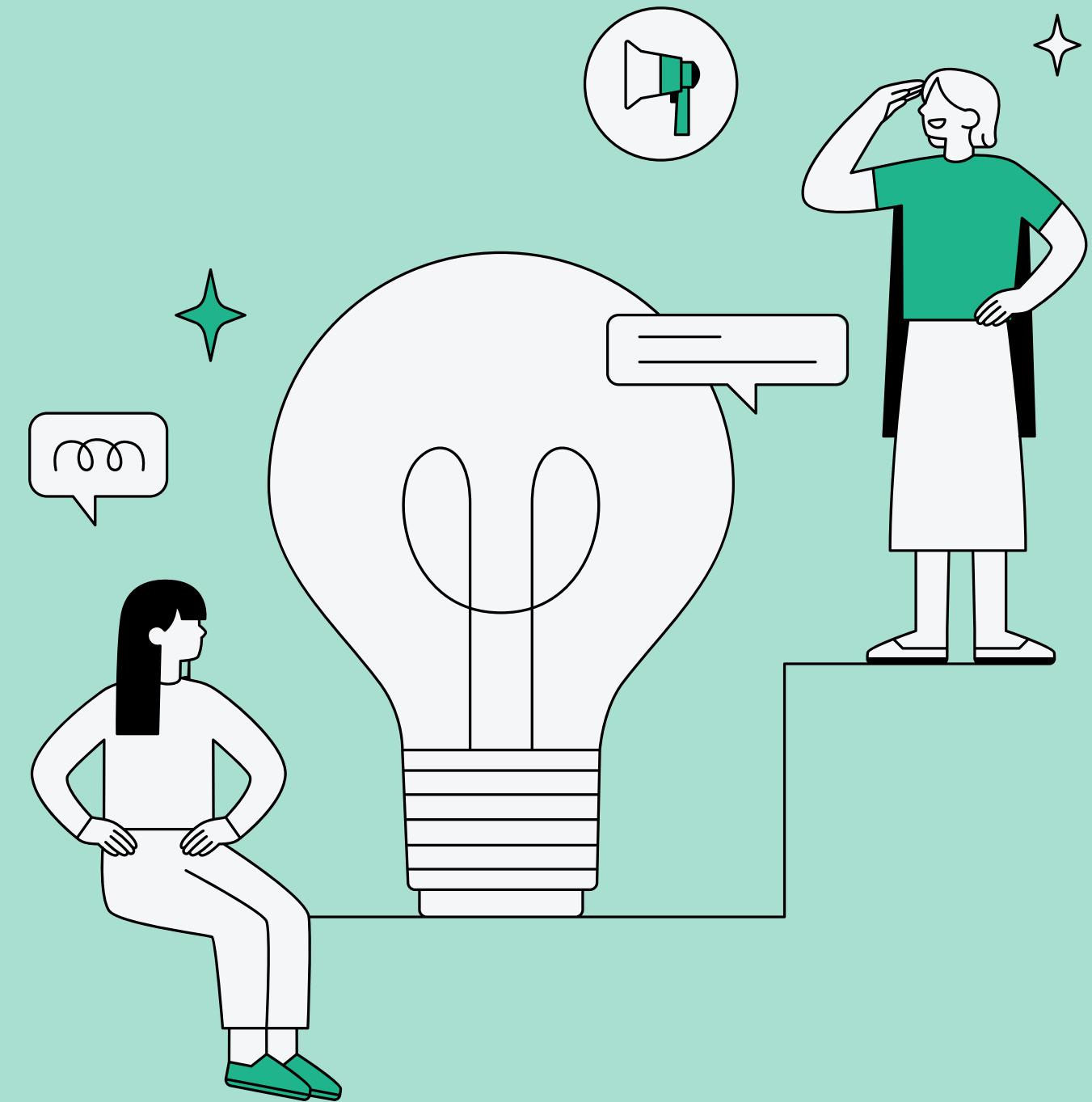
3-Questions

4-Tools used

5-Data preparation

6-Answers

7-key findings(Insights)





INTRODUCTION

Welcome to the world of YouTube, where numbers speak volumes. With 2 billion monthly users and 1 billion hours of daily viewing, cracking the code to video success is crucial. Amidst the noise, a data analyst steps in as the guide, uncovering what truly captivates audiences. Join us as we navigate YouTube's landscape, shedding light on what makes videos click and empowering creators (football analysis channels) with clear, data-backed insights.



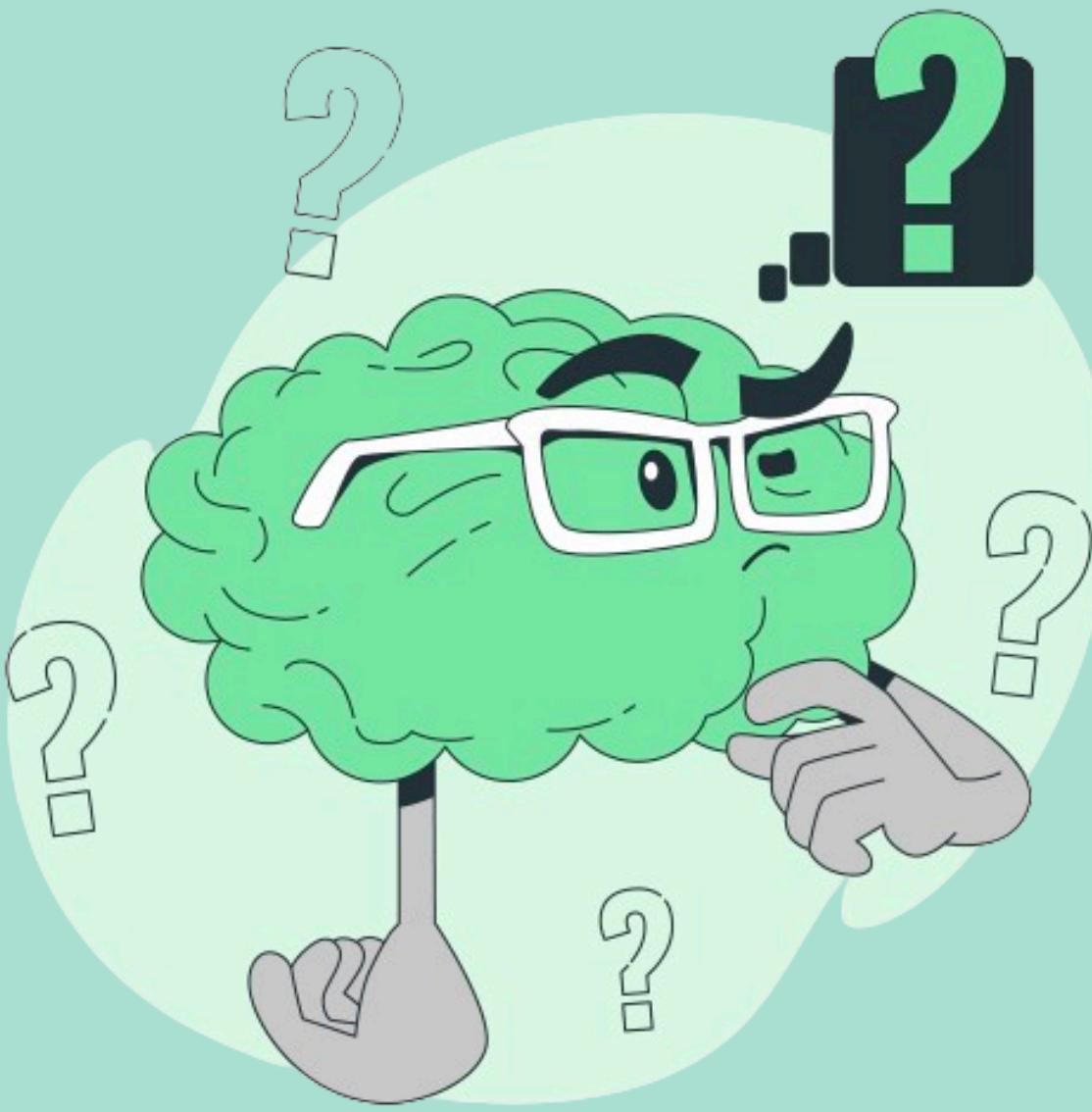
Data acquisition

By getting benefit from the power of YouTube's API with advanced data retrieval techniques, I extracted valuable insights from the platform's vast repository of user interactions and video metrics. By querying the API endpoints for specific data points such as view counts, likes, comments, and subscriber data, I curated a comprehensive dataset to fuel informed decision-making and strategic content optimization.



Questions

- 1-Does the number of likes and comments matter for a video to get more views?**
- 2-Does the video duration matter for views and interaction (likes/ comments)?**
- 3-Does title length matter for views?**
- 4-How many tags do good performing videos have? What are the common tags among these videos?**
- 5-Across all the creators I take into consideration, how often do they upload new videos? On which days in the week?, on which hours in the day?**



Challenges|data preparation

01.

- 1-checking null values in columns
- 2-adding published Day column by extracting day name from date column

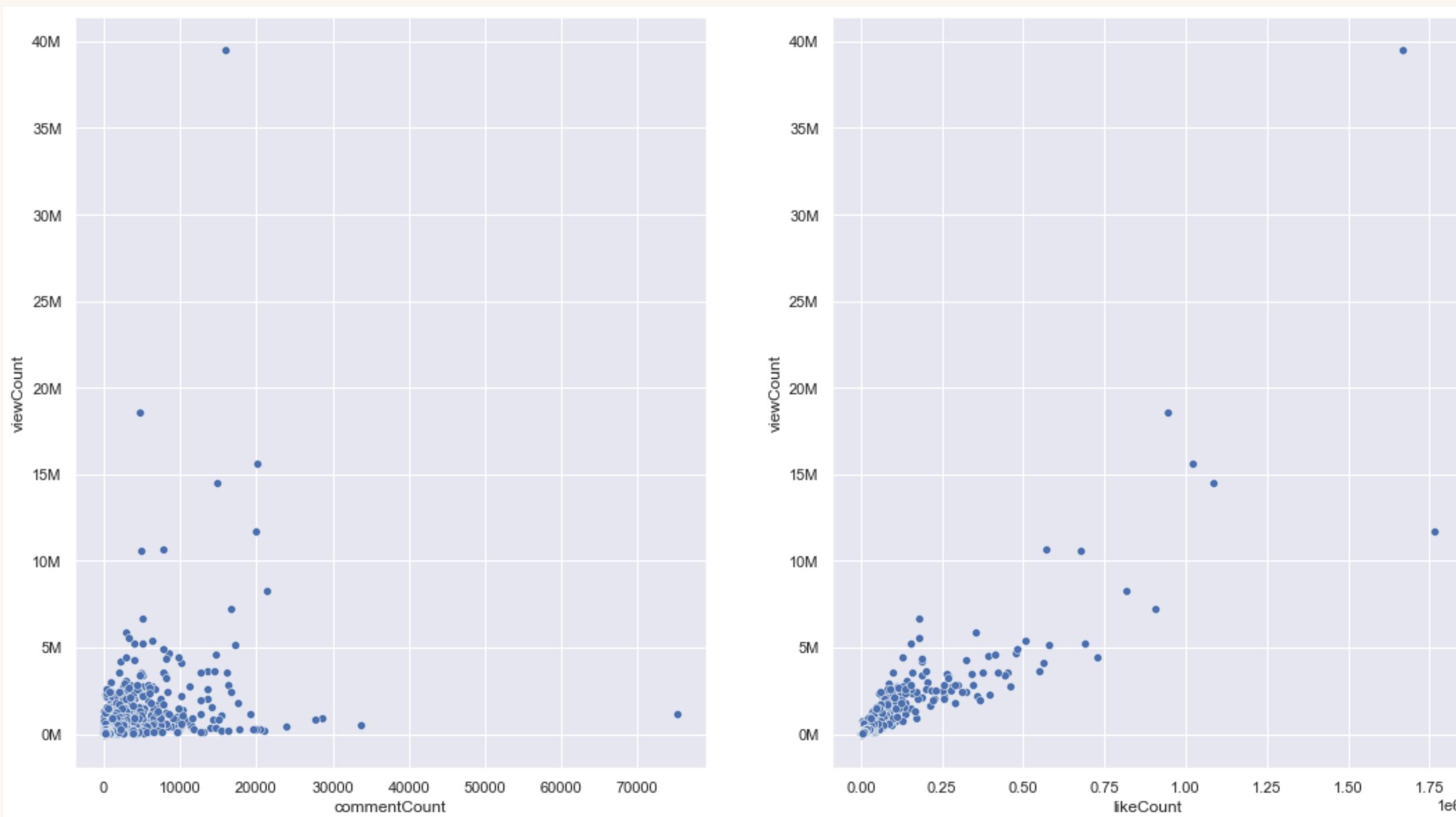
02.

- 3-adding duration in second by converting unknown duration column like(PT16M37S) to second
- 4-adding tag count and title length columns for more analysis

03.

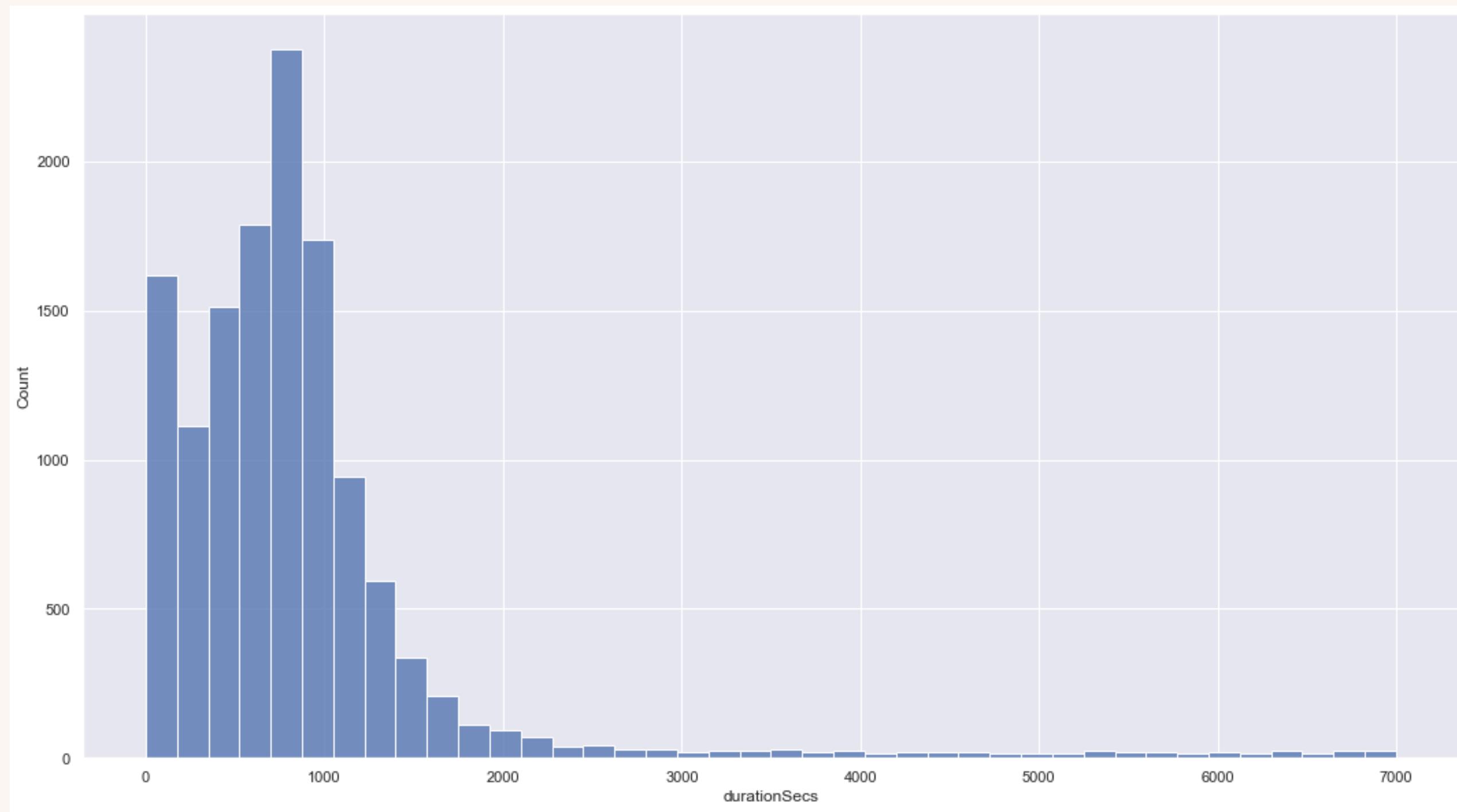
- 5-adding two kpis column for viewers engagement likes ratio and comment ratio per 1k views

1-Does the number of likes and comments matter for a video to get more views?



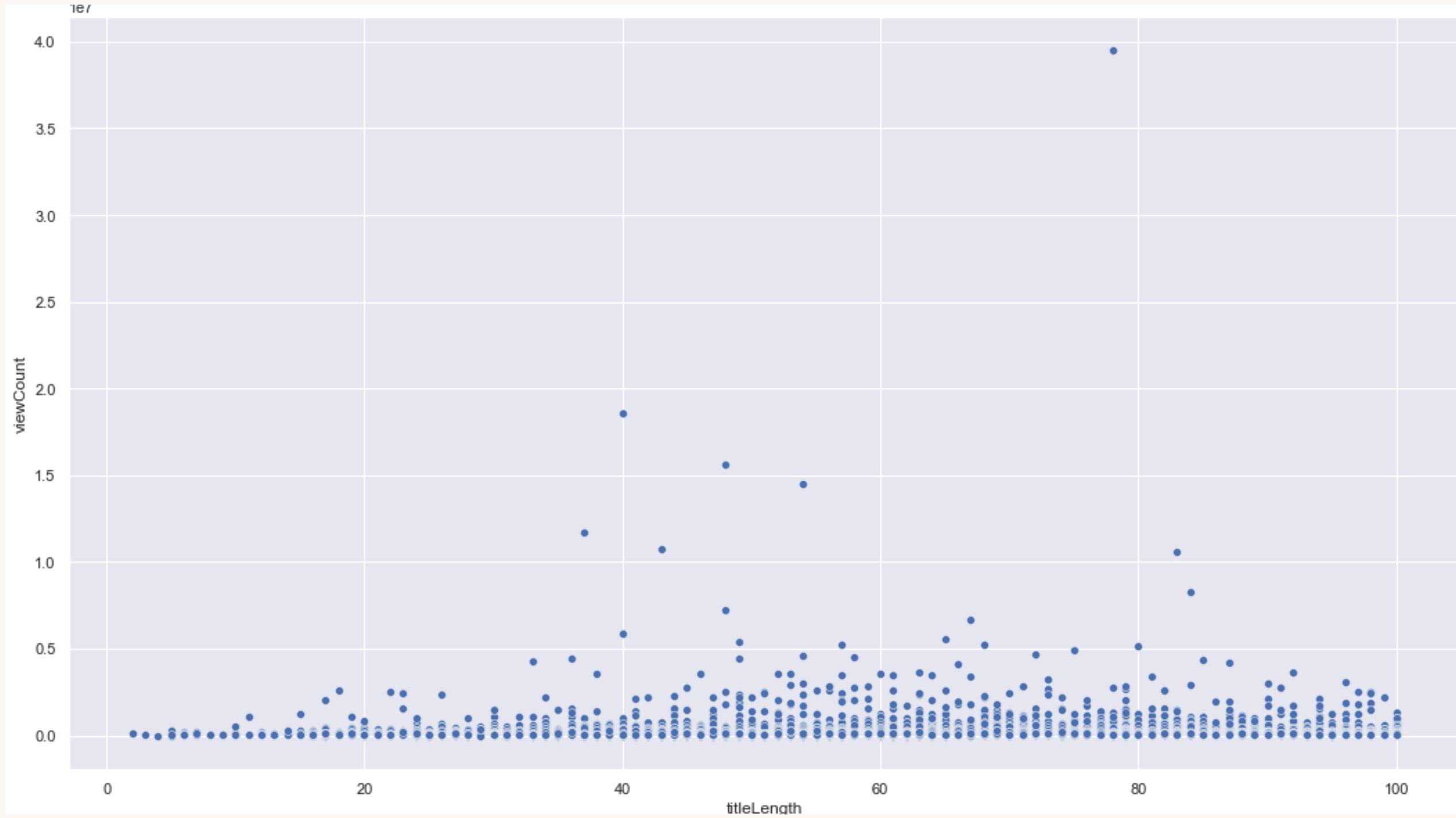
I would like to check if comments and likes do correlate with how many views a video would get. In the plots below, it can be observed that the number of views and number of comments/ likes strongly correlated with each other. The number of likes seems to suggest stronger correlation than the number of comments. However, this is expected as the more people watching a video, the more likely this video will get comments and likes. To correct for this factor, we will plot these relationships again using the comments per 1000 view and likes per 1000 view ratios.

2-Does the video duration matter for views and interaction (likes/comments)?



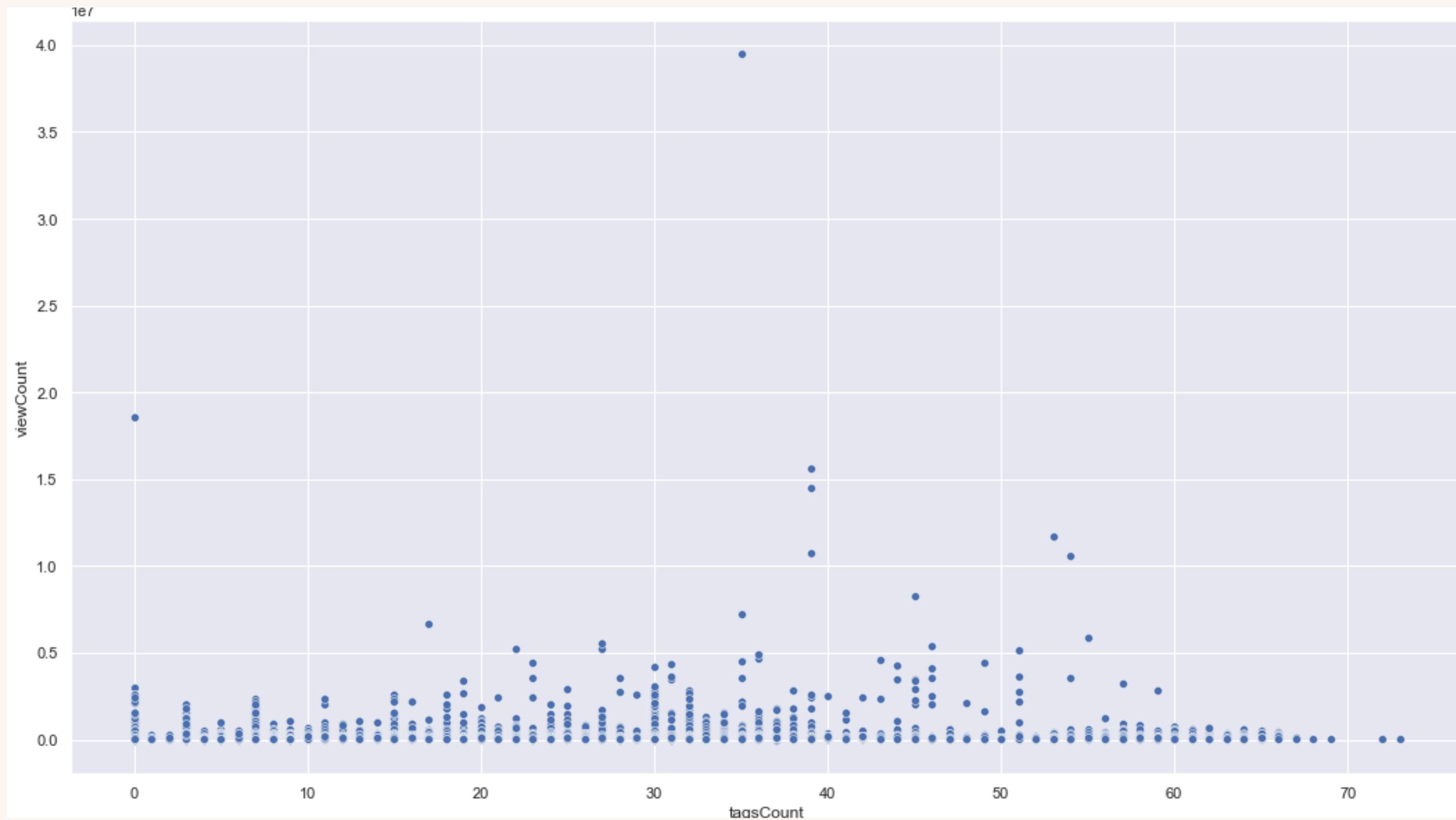
As can be seen in the histogram below, most videos are between 300 to 1200 seconds, which is about 5 to 20 minutes. Here I have to limit the duration to 7,000 because of some really long videos (potentially streaming videos). so from this if we are content creator in this field i will do my videos between 7.5 to 20 min

3-Does title length matter for views?

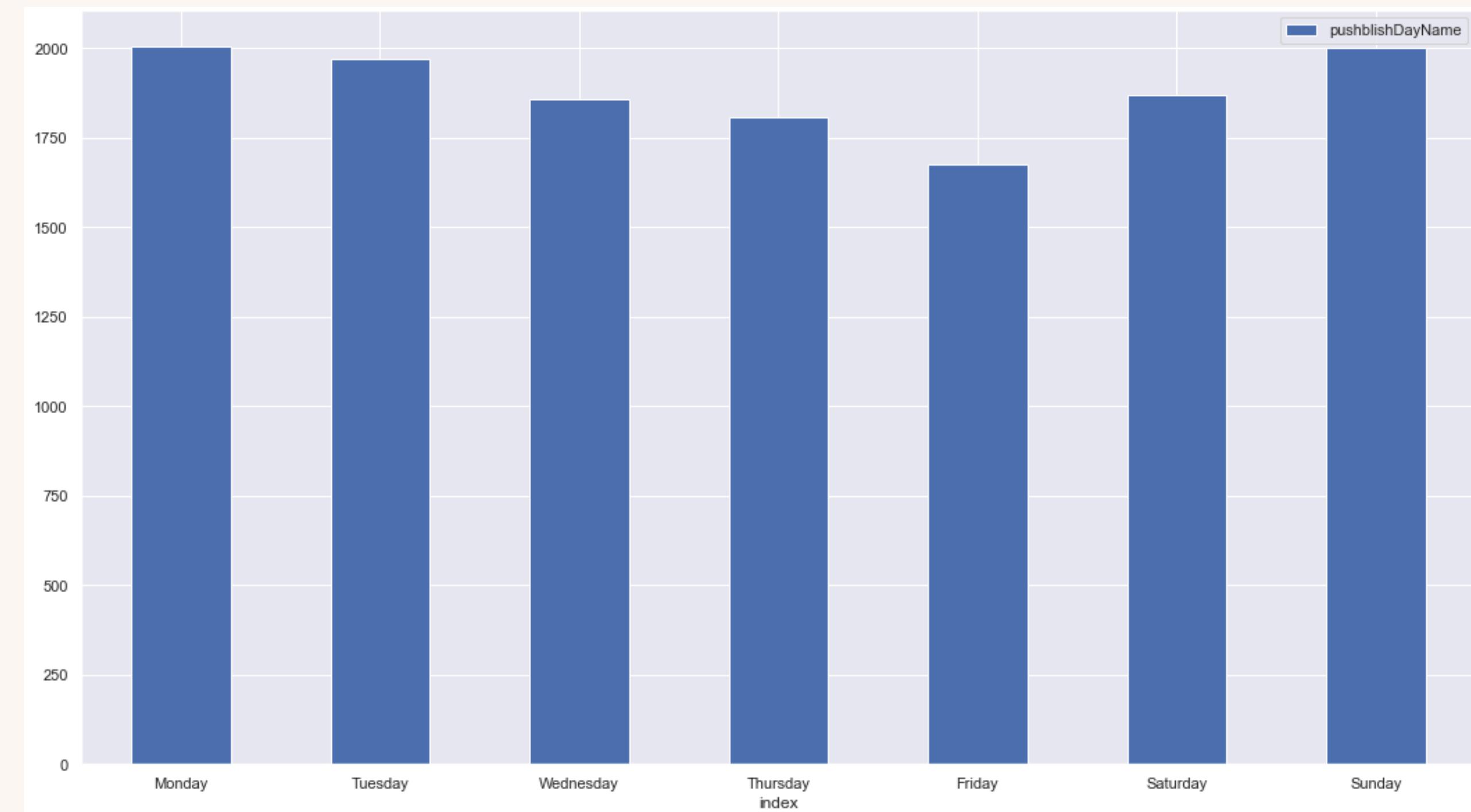


There is no clear relationship between title length and views as seen the scatterplot below, but most-viewed videos tend to have average title length of 30-70 characters

4-How many tags do good performing videos have? What are the common tags among these videos?

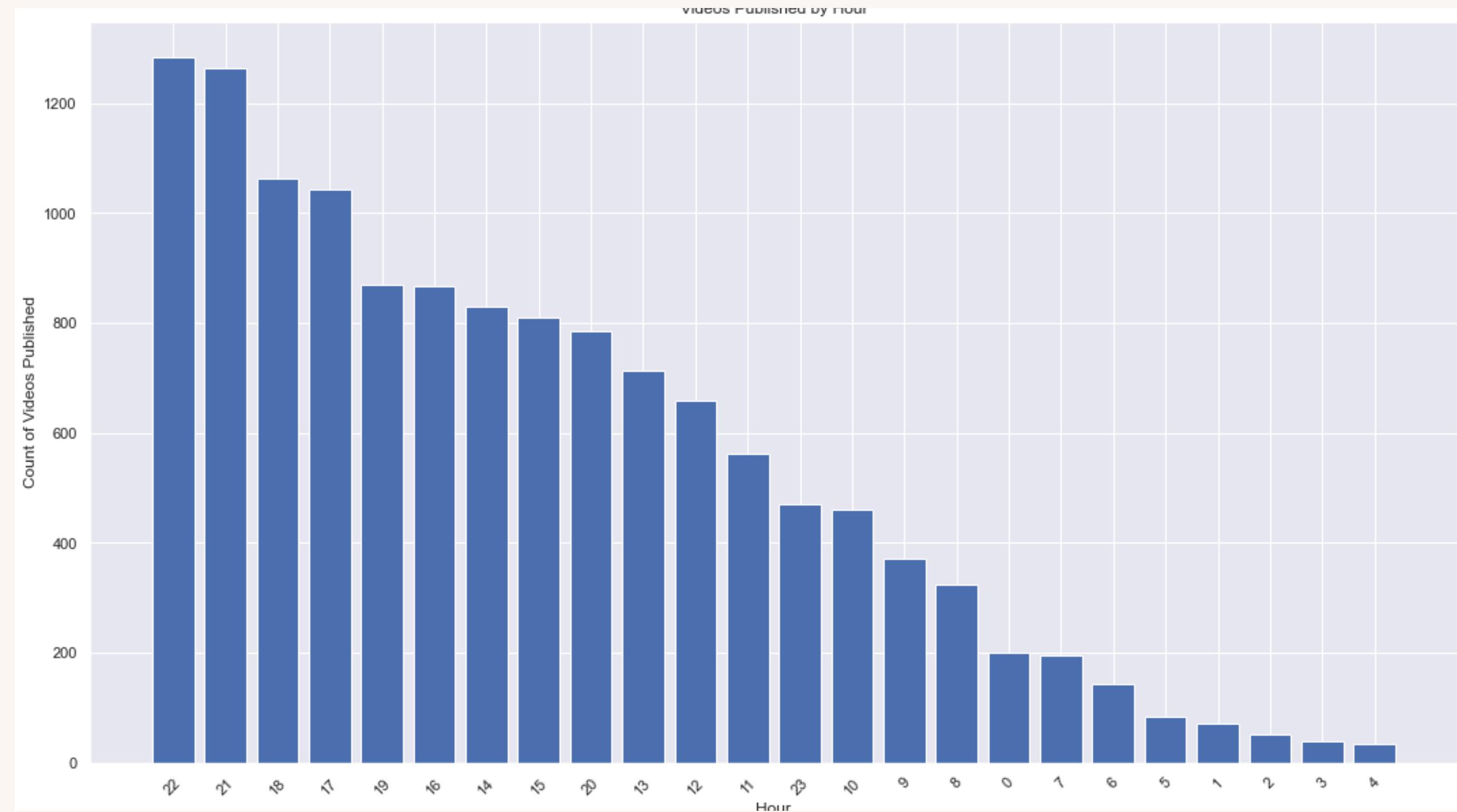


5-Across all the creators I take into consideration, how often do they upload new videos? On which days in the week?, on which hours in the day?



It's interesting to see that more videos are uploaded on saturday , sunday,tuesday and wensday as pl ,la liga and champions league in this days .but it seems that Sunday,Monday and Tuesday is right and the rest were soo close to each other and not vary from others
so we can say that there isn't any pattern for #_videos in each day

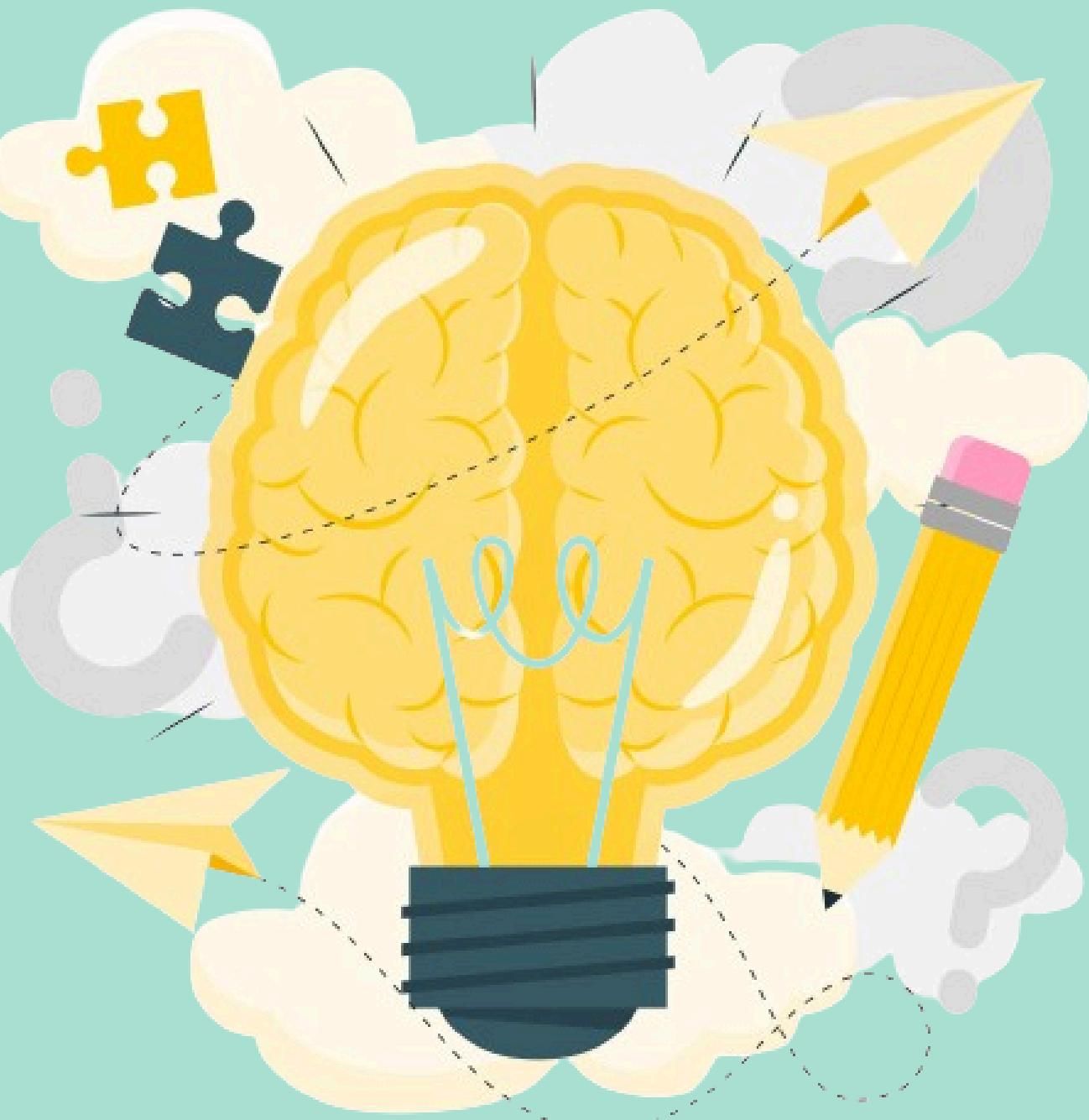
following



Surprisingly, there's no magic formula for the best days to upload videos. So, focus on consistency rather than specific upload days, but we can see that the best time is in 9 and 10 pm to get more views .

Insights(conclusions)

1. More likes and comments usually mean more views, though it's not always a direct cause-and-effect relationship. Getting lots of likes can boost your video's appeal ("social proof").
2. Make sure to tag your videos well—around 5 to 30 tags usually hits the sweet spot between visibility and relevance.
3. Keep your video titles neither too short nor too long. Aim for titles with 30 to 70 characters to attract the most views.
4. Surprisingly, there's no magic formula for the best days to upload videos. So, focus on consistency rather than specific upload days, but we can see that the best time is in 9 and 10 pm to get more views .



Thank
you very
much!

