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Creative Question

Creative Question [For the presentation]

Based on the knowledge acquired about the database while solving the above question, you are expected to do an exploratory data analysis. The analysis can focus on either of the questions below.

- Views are most affected by which of the metrics?
 1. Likes
 2. dislikes
 3. comment count
- What is the optimum trending duration?
 1. Trending videos for long duration may see saturation in video views or even decline
 2. Analyze and come up with optimum trending duration for each category
- Detailed channel level analysis, based on frequency of upload and how it impacts trending duration. (One impact could be, channels uploading videos frequently might result in lower trending periods. This is called cannibalization)

Presentation Task:

Choose any 2 points for the analysis. You can write SQL queries to get the data at a certain level, export it into Google sheet and analyse it there. Use charts in Google Sheet to justify your analysis and create a PowerPoint presentation.

Important Deadlines:

Submit the project report [here](#) by 09/05/2021

Presentation will be on 16/05/2021.

Note: Group names will be shared separately.

Points for the good presentation:

1. Not all the analysis that is done needs to be added. Presentation should be crisp, with insights and meaning full analysis
2. It should not exceed 7-8 slides
3. In case of charts, highlight the trend which you want audience to see
4. Balance of visualization and text. The slides should not be just visualization or just text.
5. Don't put a lot of content into one slide, as it affects readability
6. Most importantly, you are presenting insights and findings and not the analysis itself. Hence choose the best chart or couple of charts to showcase the analysis even though you would have analysed more charts.
7. You can keep supporting slides in appendix, if you feel there can be some questions which could be explained well through a slide but cannot be part of main presentation