🧭 Overview

| Week | Focus | Key Deliverables | Est. Hours |
| --- | --- | --- | --- |
| Week 1 | Setup & Data Collection | Project structure + API crawl success | 10–12 h |
| Week 2 | Cleaning & Feature Engineering | Clean datasets for videos + comments | 12–14 h |
| Week 3 | Analysis & Visualization | Insights answering DV 1–4 | 12–14 h |
| Week 4 | Dashboard & Storytelling | Final visuals + README + presentation |  |

# Step 1: Define persona

**Persona: Marketing Analyst – German Pop Artist Insights**

**Role**

Marketing Analyst within a digital marketing or artist-management agency responsible for providing data-driven insights into the YouTube performance of **German pop artists**, with a focus on **Max Giesinger** and **Wincent Weiss**.

**Context of Work / Responsibilities**

The analyst supports the artists’ marketing teams by monitoring YouTube channel metrics, identifying the factors that drive engagement, and comparing audience reactions across both artists. Insights are used to optimize content strategy, posting schedules, and community management.

**Key Activities & Decision Needs**

* Track trends in views, likes, comments, and engagement rate across recent uploads.
* Identify which **video features** (content type, title length, thumbnail, collab vs solo) influence early engagement.
* Assess how **upload day and time** affect performance.
* Compare **channel growth and engagement** between Max Giesinger and Wincent Weiss.
* Analyze **audience sentiment and comment themes** to understand fan perception and feedback.

**Data Sources**

* YouTube Data API v3 (video metadata, statistics, channel info)
* YouTube Comment Threads API (for sentiment and keyword analysis)

**Decision / Value (DV) Questions**

1. **Which video characteristics** (content type, title length, collaboration status) are most predictive of **high early engagement** (views, likes, comments within 7 days)?
2. **How do upload day and time** influence engagement for each artist, and are there patterns that differ between Max Giesinger and Wincent Weiss?
3. **How do both artists benchmark** against each other in terms of engagement ratio, subscriber growth, and audience retention?
4. **What are the dominant sentiment patterns and comment themes**, and how do they differ between the two fan communities?

**Deliverable / Outcome**

A concise analytical report or dashboard that visualizes key insights for the artists’ management teams — highlighting actionable recommendations to improve future releases and audience engagement strategies.

# Step 2:

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| --- | --- | --- | --- |
| Date (YYYY-MM-DD) | Action Taken | Outcome / Notes | Follow-up Needed (Y/N) |
| 29/9 |  |  |  |