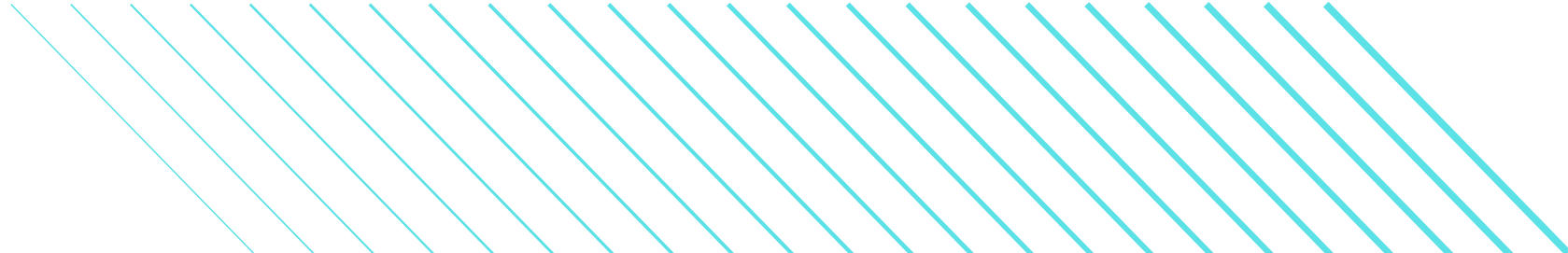
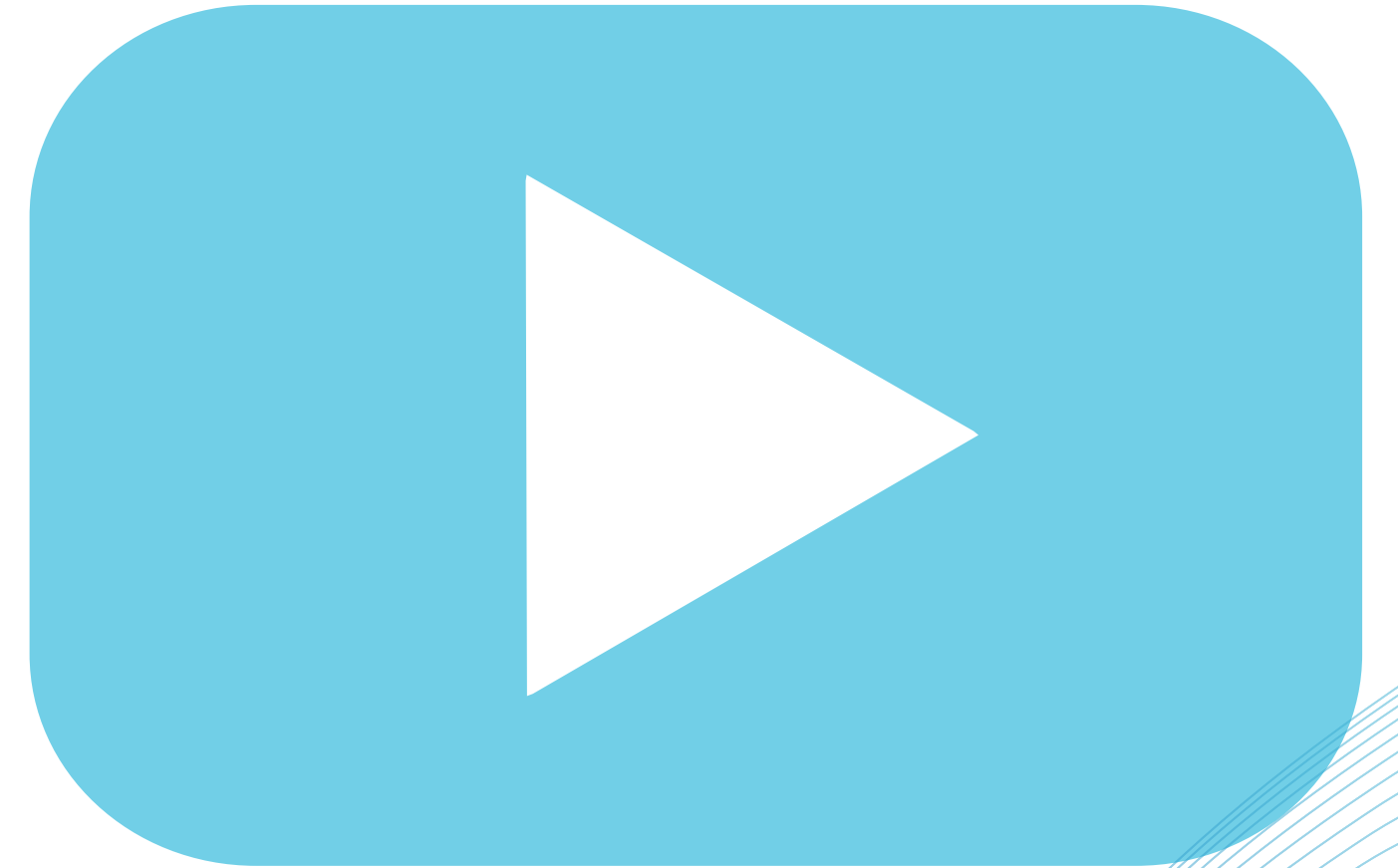


CRASHCOURSE

CHANNEL ANALYSIS



OUR PROBLEM

CrashCourse is dealing with this thing where views on their videos keep going up and down. YouTube's always changing its algorithms and recommendations, which makes it tough to predict. We really need to figure out why some videos do better than others and spot any trends. That way, we can come up with solid plans to boost views and reach more people, making CrashCourse even bigger on YouTube



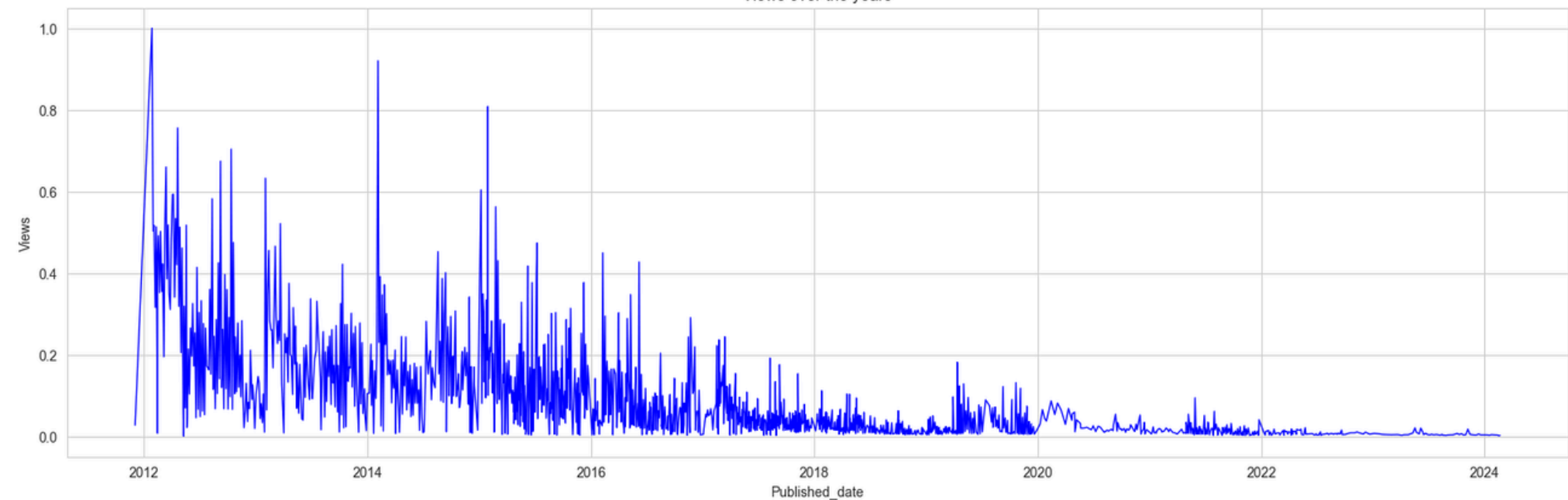
OUR RECOMMENDATION

- Based on our analytics, historical content with relevant titles and tags has driven the most views and interaction. Let's leverage this by focusing future content on engaging historical topics.
- Relying solely on YouTube's algorithm to promote your channel may not be the most effective strategy. Instead, utilize other social media platforms to market and grow your channel.

views by top 20 tags of video

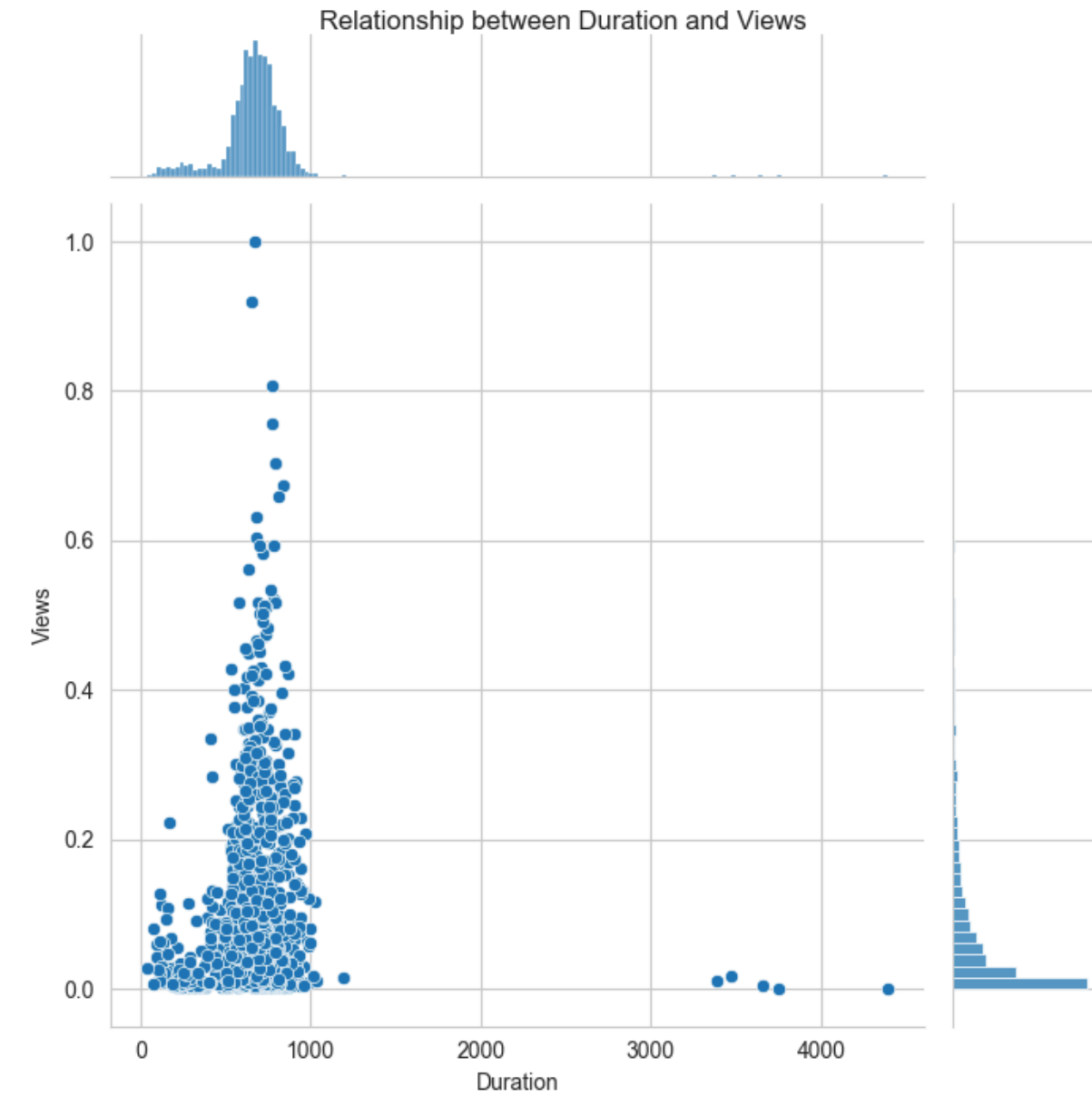
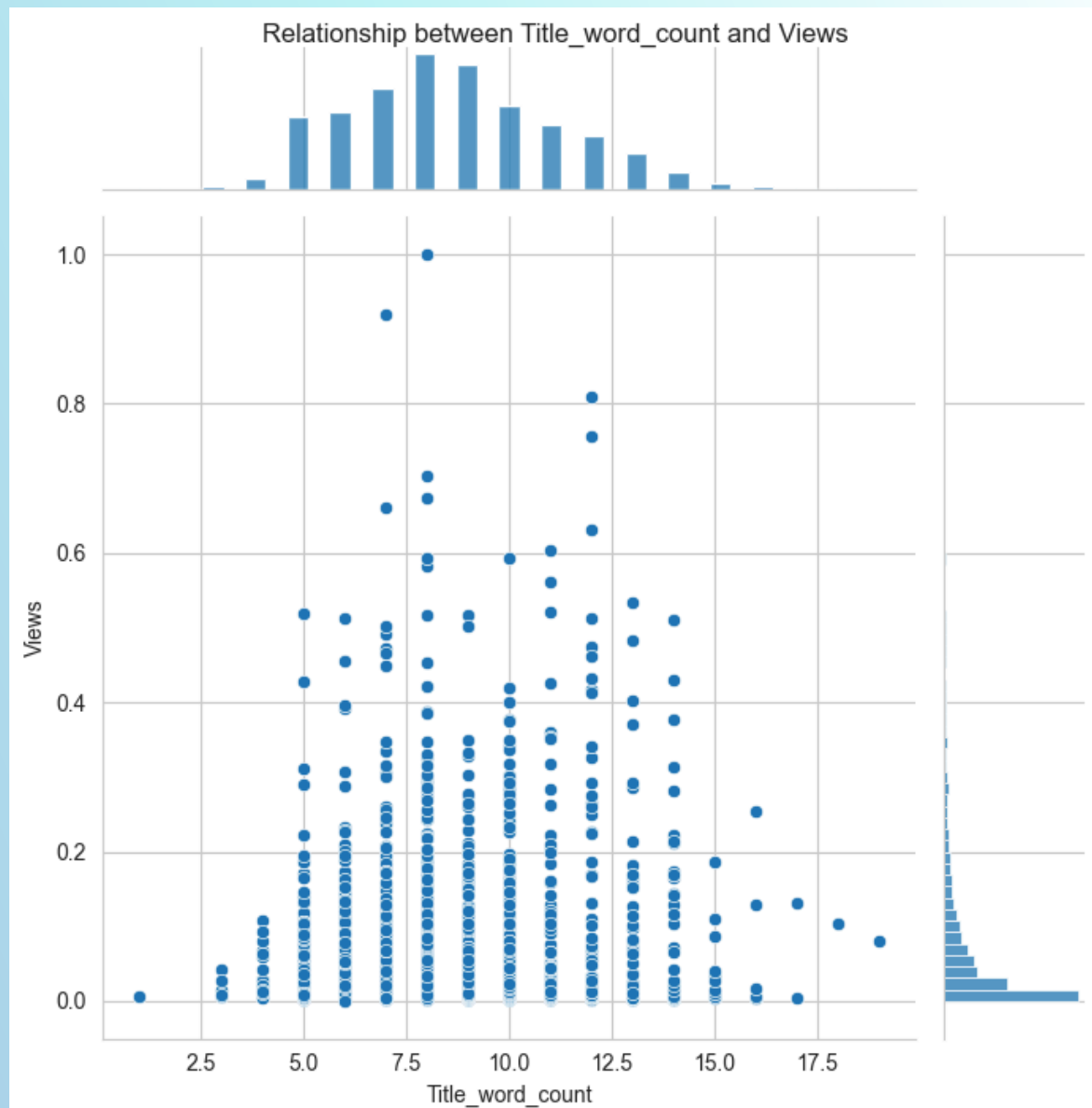


Views over the years



OUR RECOMMENDATION

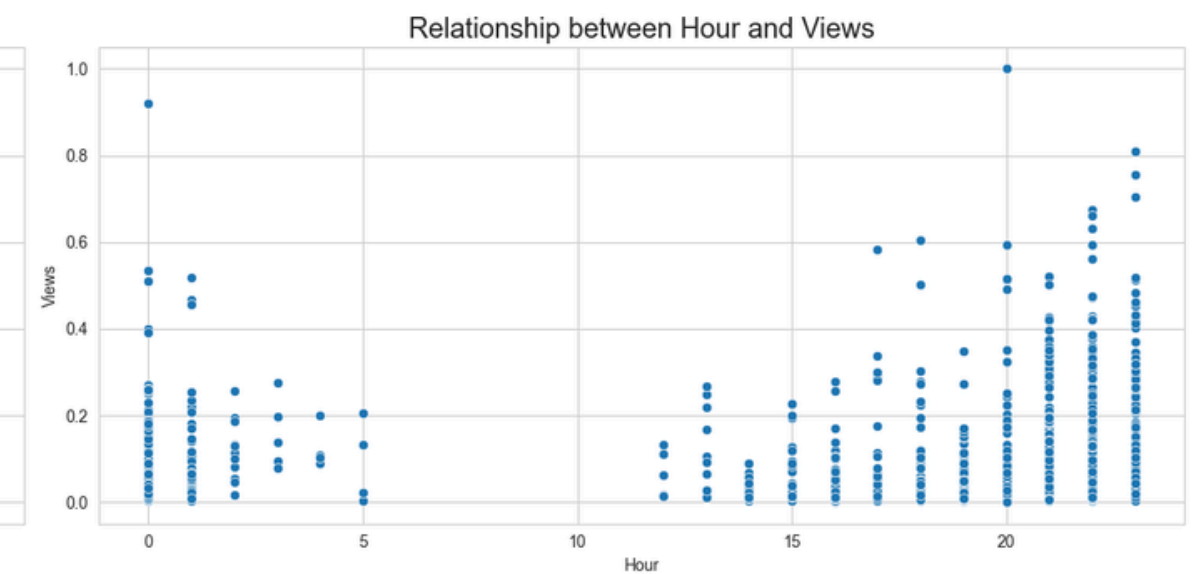
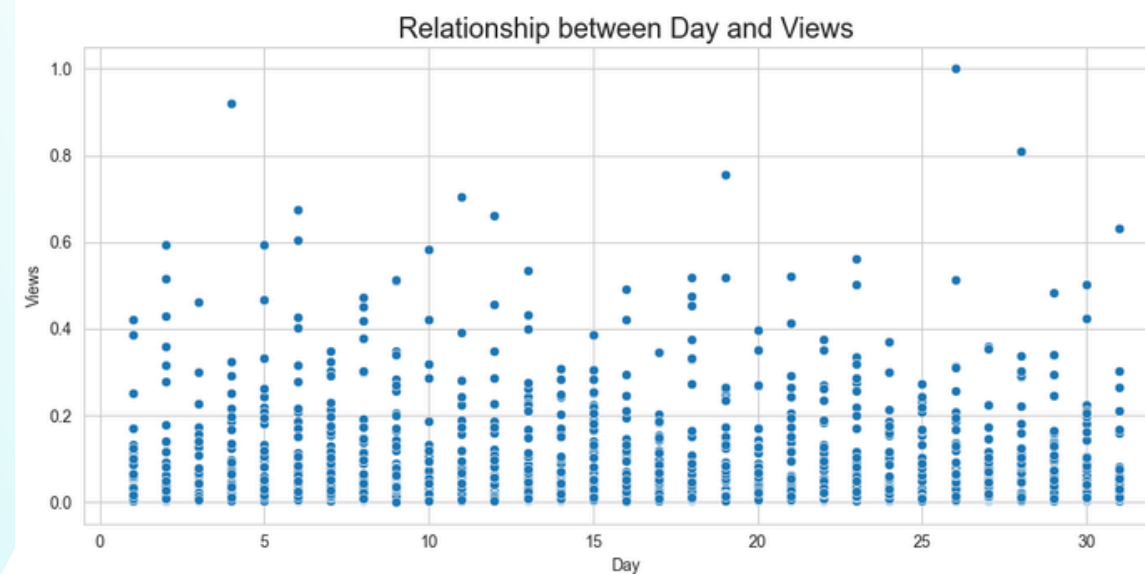
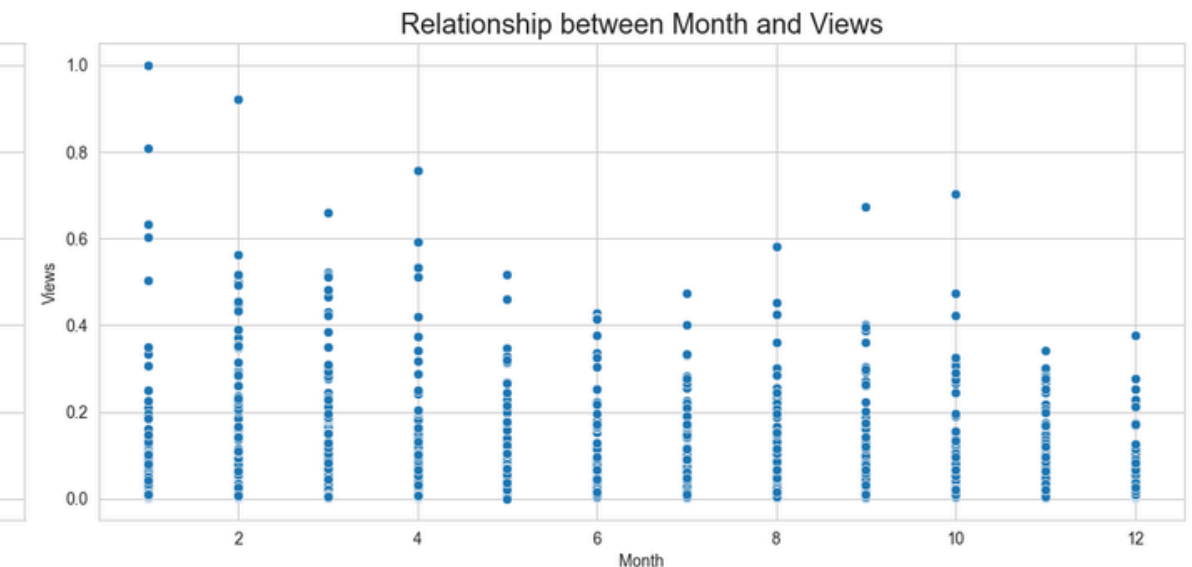
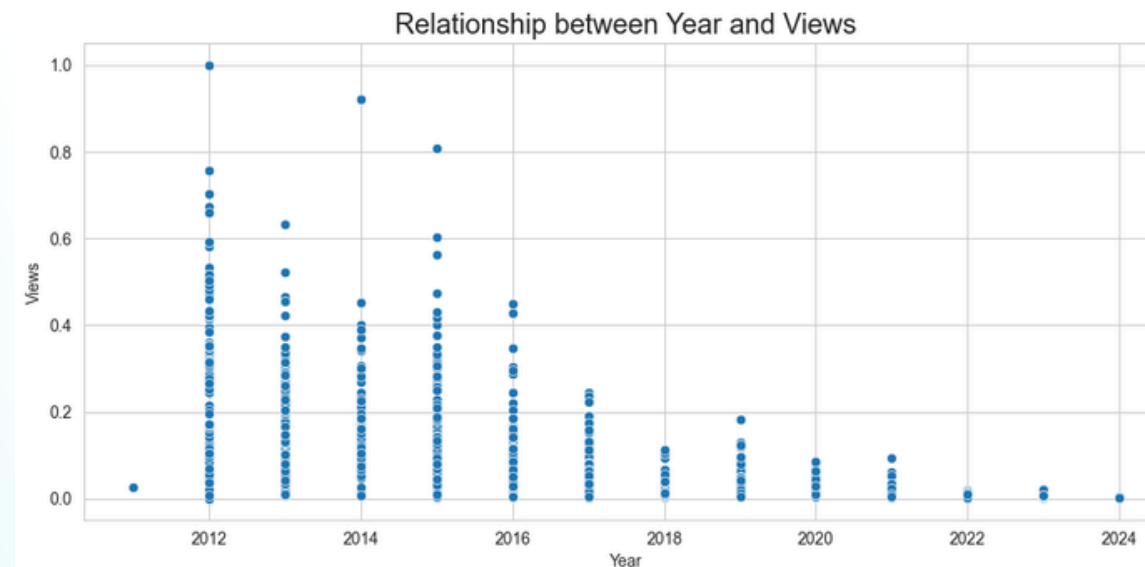
- shorter videos tend to be more appealing to viewers due to their reduced time commitment. The optimal duration for maximizing views typically falls between **11-15** minutes.



- although there isn't a definitive correlation between the word count in titles and views, our analysis suggests that videos with titles containing **7-11** words tend to garner more views.

OUR RECOMMENDATION

- Views show little monthly variation, with slight increases in **February, March, and April**. Focus on consistent quality and engagement rather than timing releases for specific months.
- The day of the month has minimal impact on views.
- Peak viewing hours, especially at **21, 22, and 23**, align with optimal posting times. Additionally, views rise noticeably after 15:00, indicating posting opportunities during those hours.

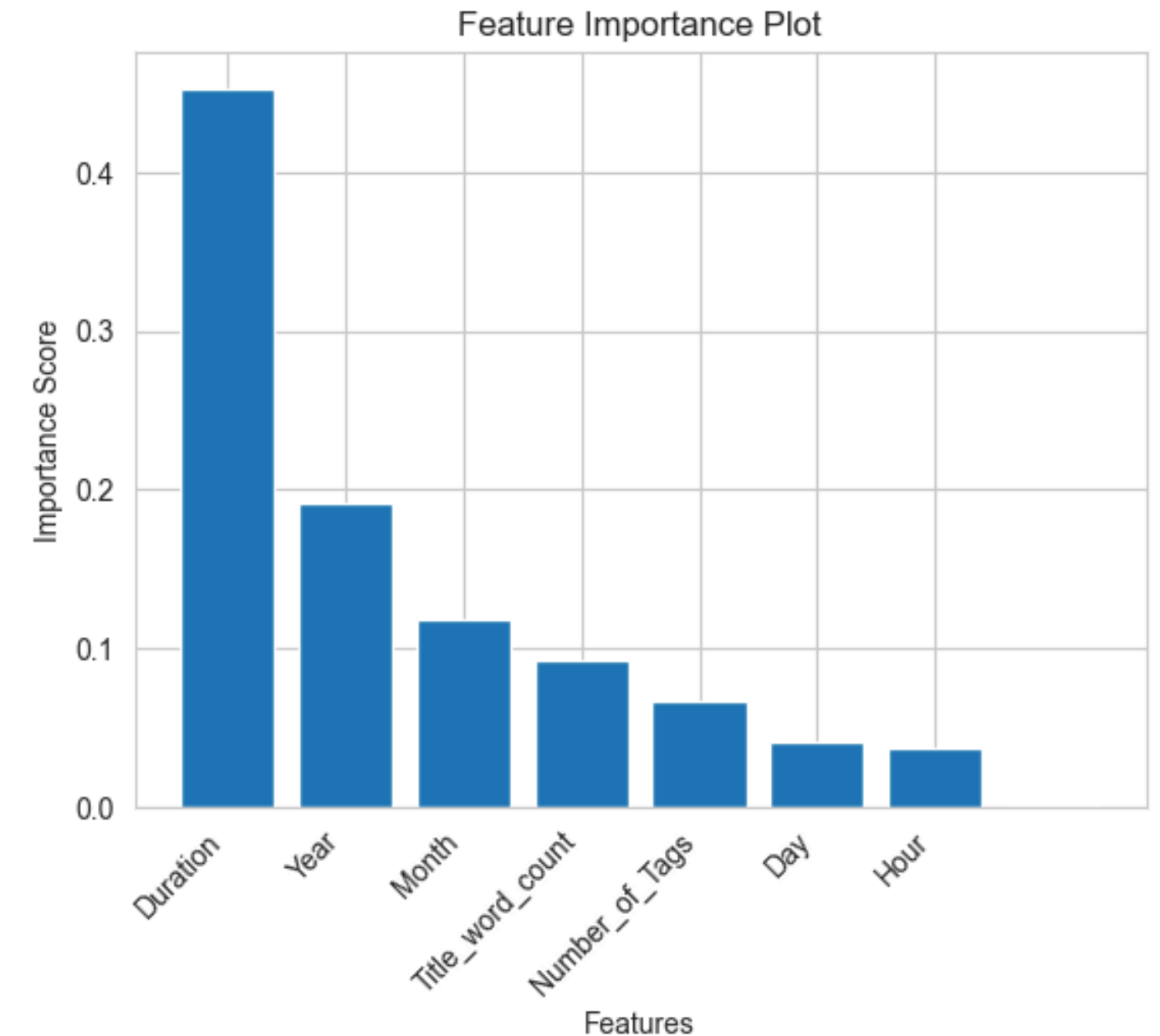


OUR RECOMMENDATION

Based on our model, we recommend the following importance ranking for predicting views:

- Duration: The most critical feature influencing views.
- Year: Relatively important for predicting views.
- Month, Title word count, Number of tags: Moderately important features.
- Day and Hour: Least important for predicting views according to this model.

We can utilize this model to predict whether your video will go viral. **Let's give it a try!**



THANK YOU!

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