

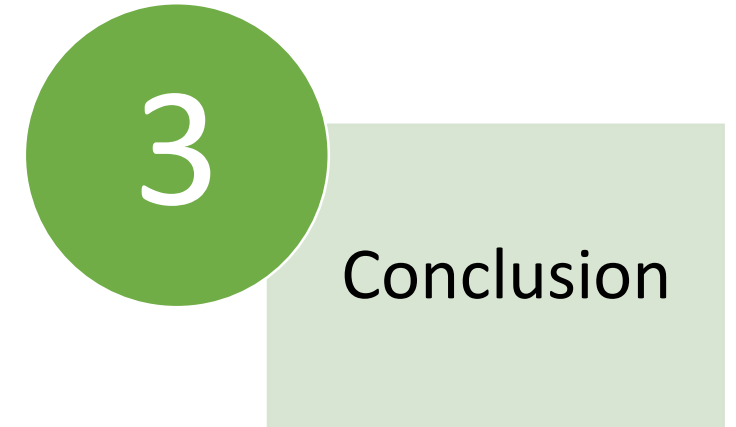
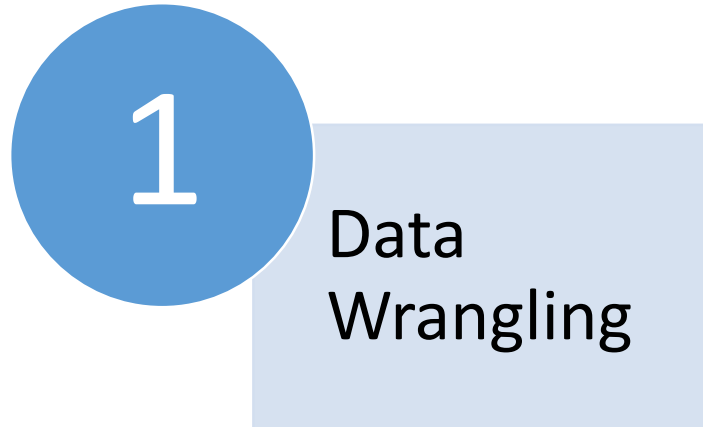
مصر MBC

Analysis

By
Reham Hossam El-Molla



MBC MASR



1- Data Wrangling

Gathering

- Connect to Youtube using APIs
- Export needed data

Assessment

- Explore the Data
 - All videos related channel ID
 - All statistics/comments from videos
 - Channel statistics

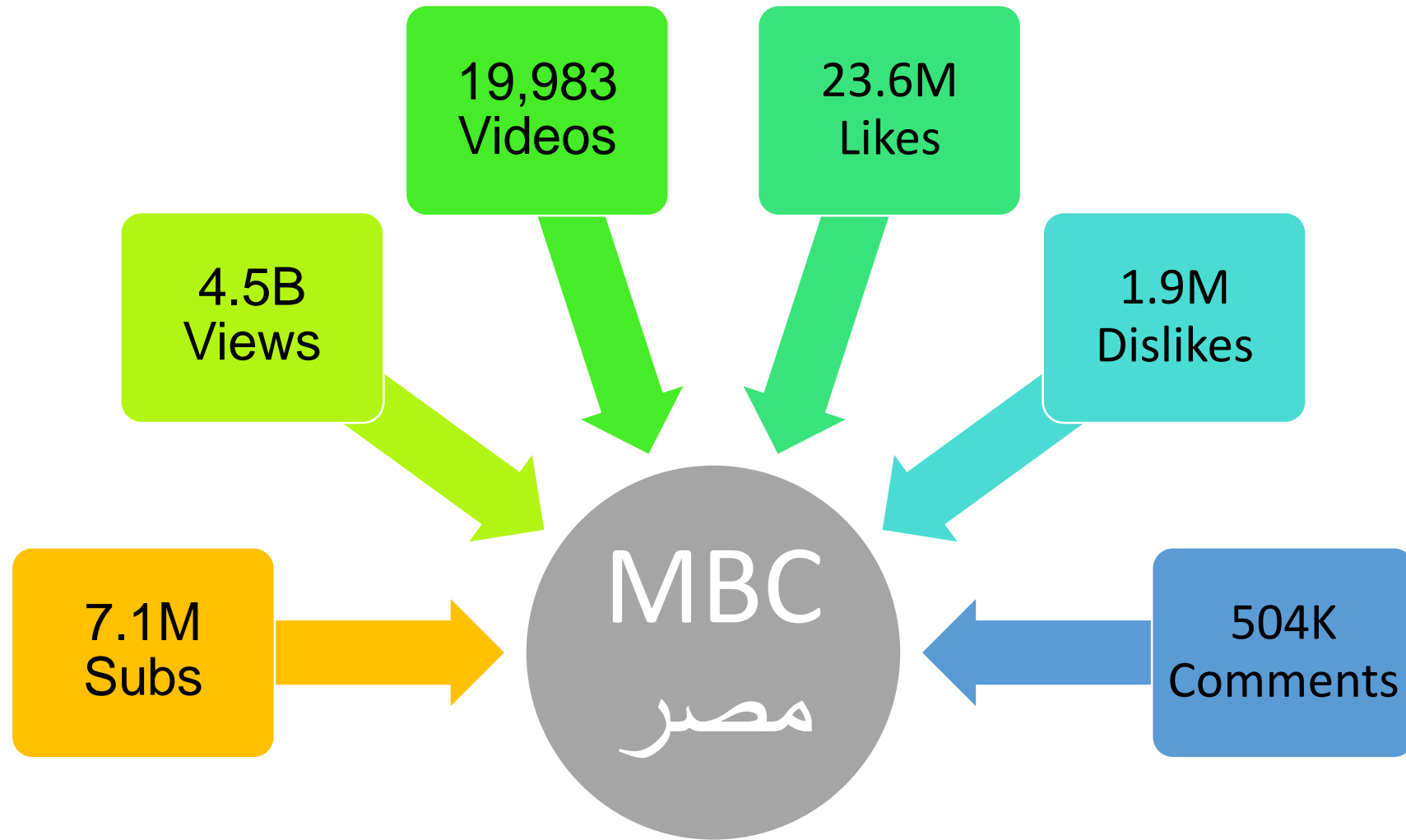
cleansing

- Tidiness issues
 - Check for needed formats
- Quality issues
 - Determine exact columns to be exported

2- Data Analysis and Insights



I. Channel Overview



II. Year Trends

- Starting from 2012 till 2019

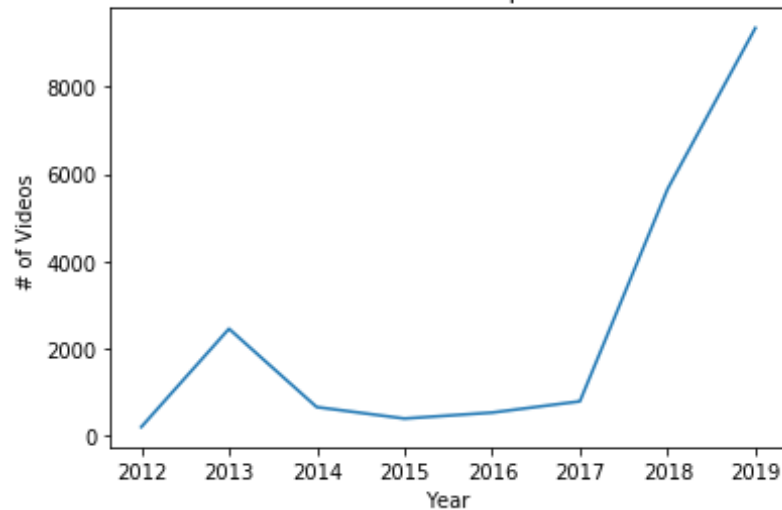


of videos increased significantly in 2018 and 2019

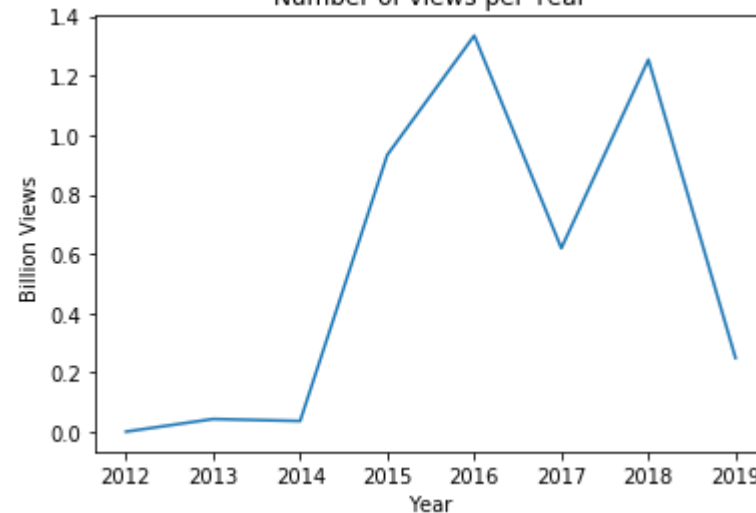
of views reached the highest in 2016 (1.3B views)

of interactions increased YOY and reached the highest in 2018

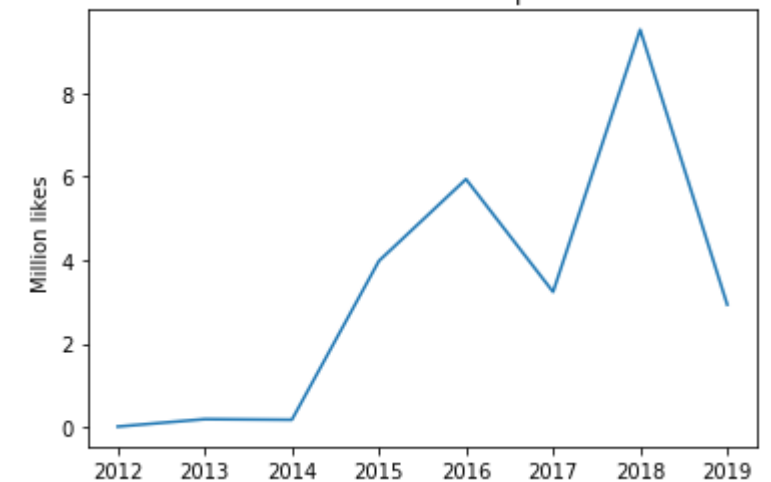
Number of Videos per Year



Number of views per Year



Number of Interactions per Year



II. Year Trends (Focusing on 2018 and 2019)

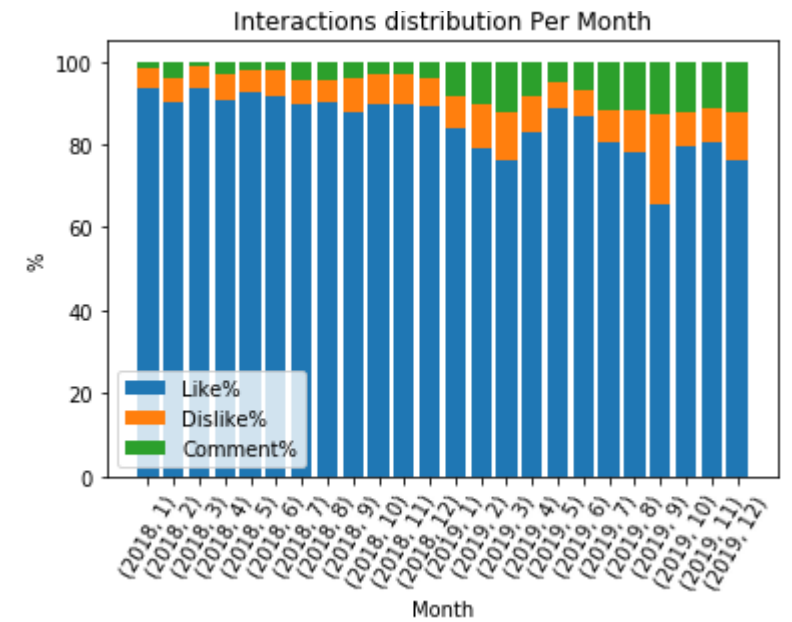
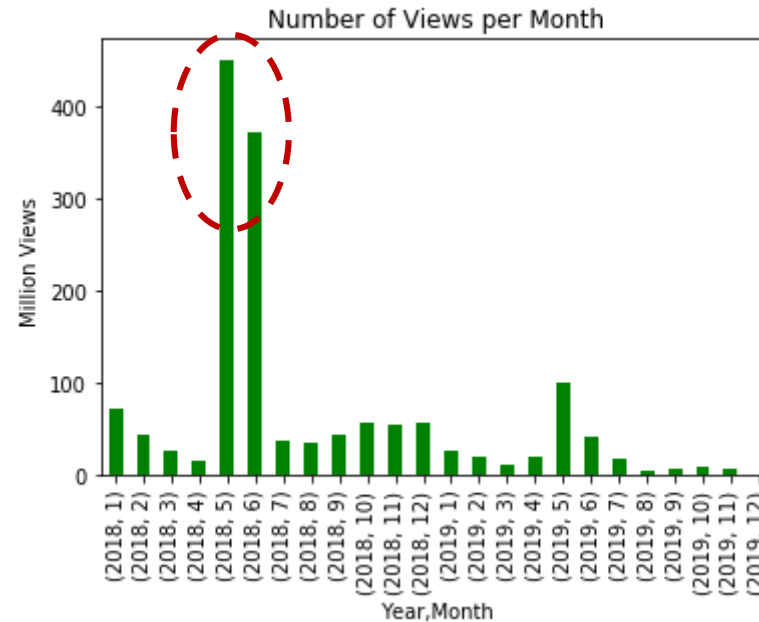
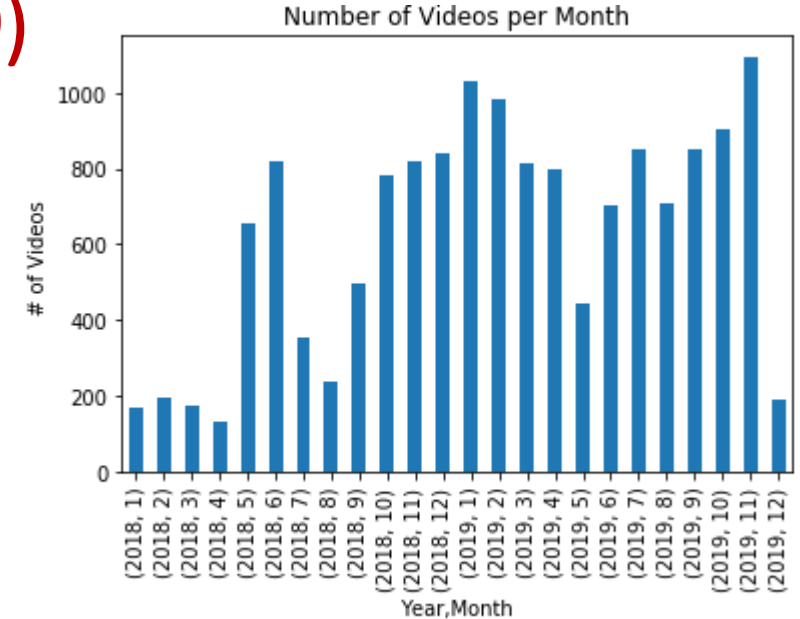
Findings:

• Activity

- # of Views reached the highest in **May & June 2018** (Ramadan): reached **450M views/Month**

• Interactions

- % of **comments** increased from **3%** to **10%** over last 2 year
- % of **dislikes** increased from **6%** to **10%** over last 2 year
- Highest month with **dislikes** **Nov2019** with **22%**



III. 2019 Insights: Week Days Analysis

• Published Videos

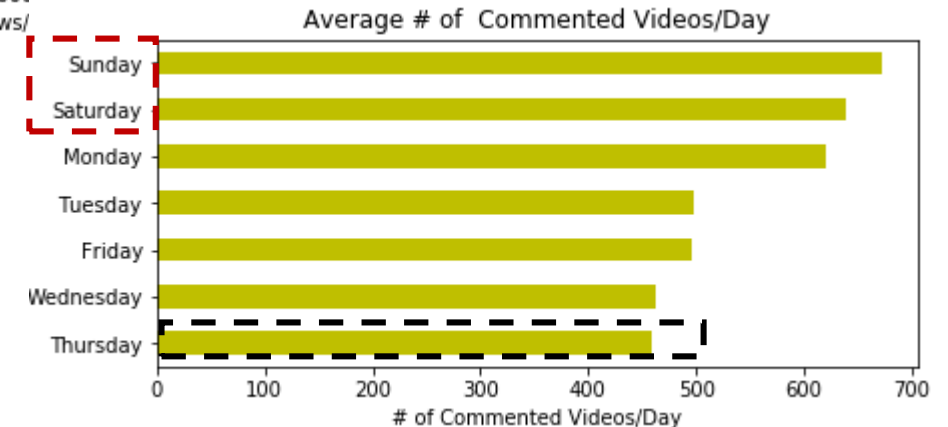
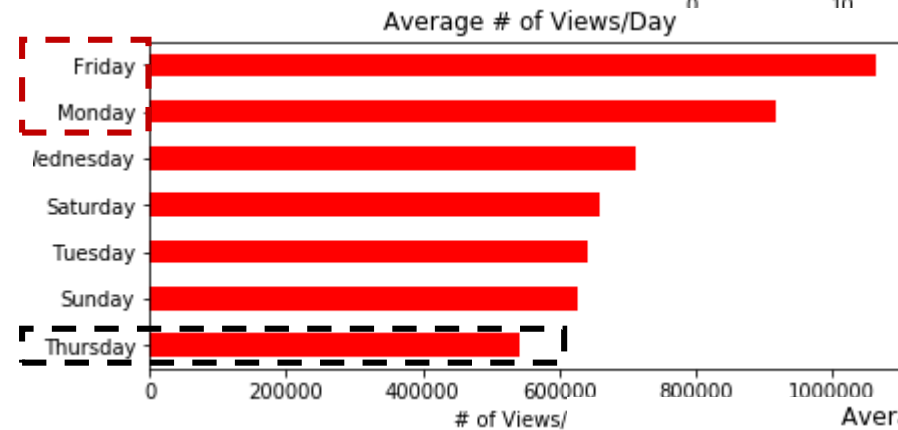
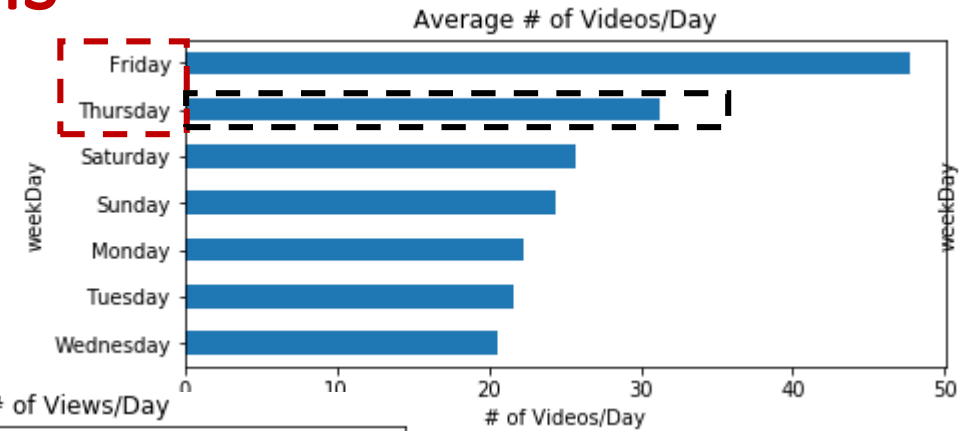
- **Friday** is highest day with # of videos then **Thursday**

• Activity (# of views)

- **Friday** is the most active day
- **Monday** is 2nd most active day
- **Thursday** is the least active day although it's 2nd day with # of views

• Interaction (# of likes, dislikes, comments)

- **Sunday** is the highest day then **Saturday** follows



IV. Nov Zooming: Leaderboard



| vid_id | Title |
|-------------|---|
| YH0mLmo0hkQ | (الجمعة في مصر) يكشف حقيقة أسعار السيارات المص... |
| CLDdmaGnt6I | في أول ظهور تلفزيوني لها.. فتاة العياط تروي |
| W4NBwaTByBY | أصالة تختتم حفلها بموسم الرياض بأغنية "ذاك الغبي" |

Top viewed videos

| vid_id | Title |
|-------------|---|
| YH0mLmo0hkQ | (الجمعة في مصر) يكشف حقيقة أسعار السيارات المص... |
| CLDdmaGnt6I | في أول ظهور تلفزيوني لها.. فتاة العياط تروي |
| W4NBwaTByBY | أصالة تختتم حفلها بموسم الرياض بأغنية "ذاك الغبي" |

Most liked videos

| vid_id | Title |
|-------------|--|
| YH0mLmo0hkQ | (الجمعة في مصر) يكشف حقيقة أسعار السيارات... |
| v-p07Whebe8 | أسما شريف منير تكشف لـ "##الحكاية" |
| CLDdmaGnt6I | في أول ظهور تلفزيوني لها.. فتاة العياط |

Most disliked videos

• Comments:

- Mainly 4 videos are taking the top 3 ranks in each KPI

| vid_id | Title |
|-------------|---|
| CLDdmaGnt6I | في أول ظهور تلفزيوني لها.. فتاة العياط تروي |
| W4NBwaTByBY | أصالة تختتم حفلها بموسم الرياض بأغنية "ذاك الغبي" |
| YH0mLmo0hkQ | (الجمعة في مصر) يكشف حقيقة أسعار السيارات المص... |

Most commented videos

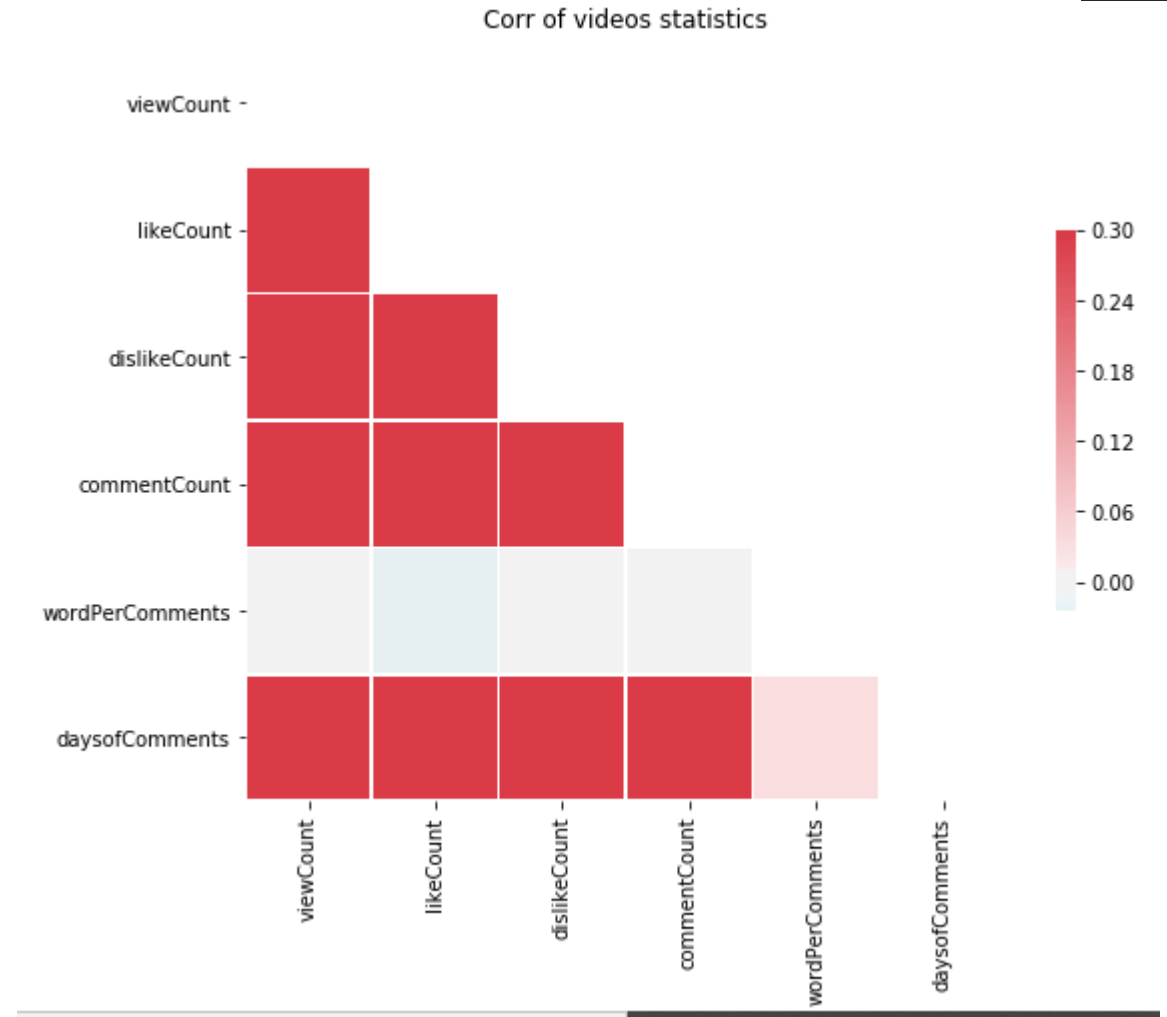
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| YH0mLmo0hkQ | (الجمعة في مصر) يكشف حقيقة أسعار السيارات المص... |

Top Videos with Active Days

IV. Nov Zooming



- We have a high correlation between the video features:
 - Views
 - Comments
 - Likes
 - Dislikes
- There is no correlation between the comment length (# of words) and the people interactions (like or dislike)



IV. Nov Zooming: Tags Analysis

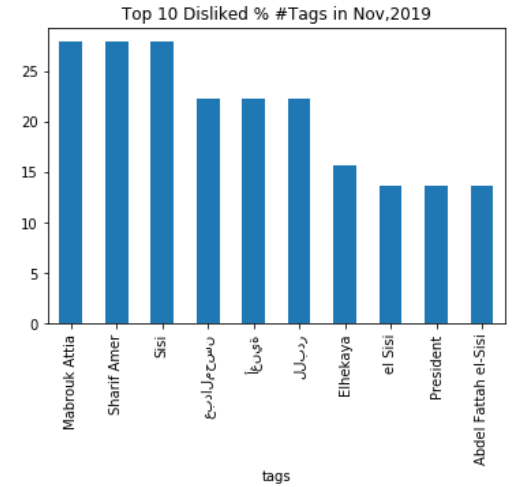
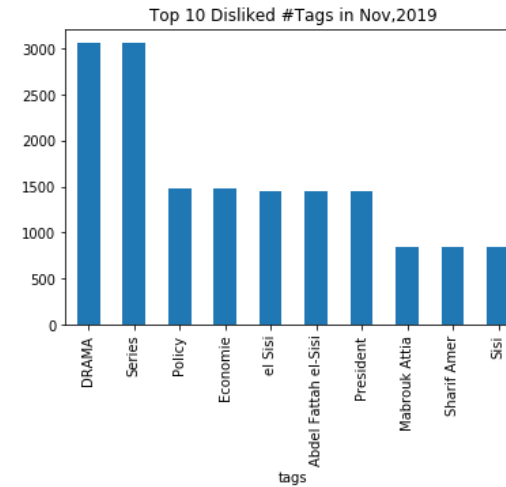
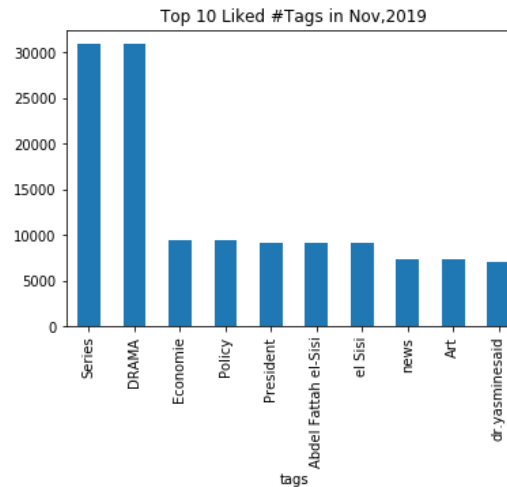
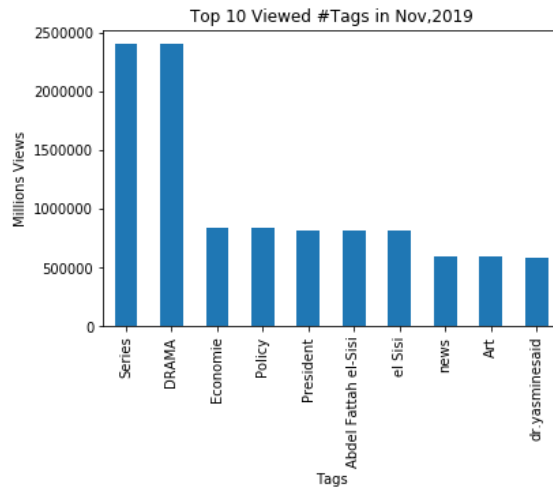
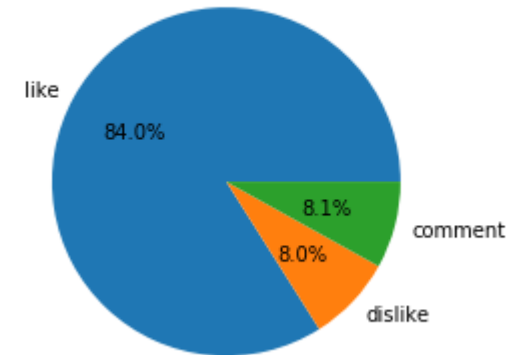


Tags Analysis

* (excluding tags related to channel : MBC, Shahid)

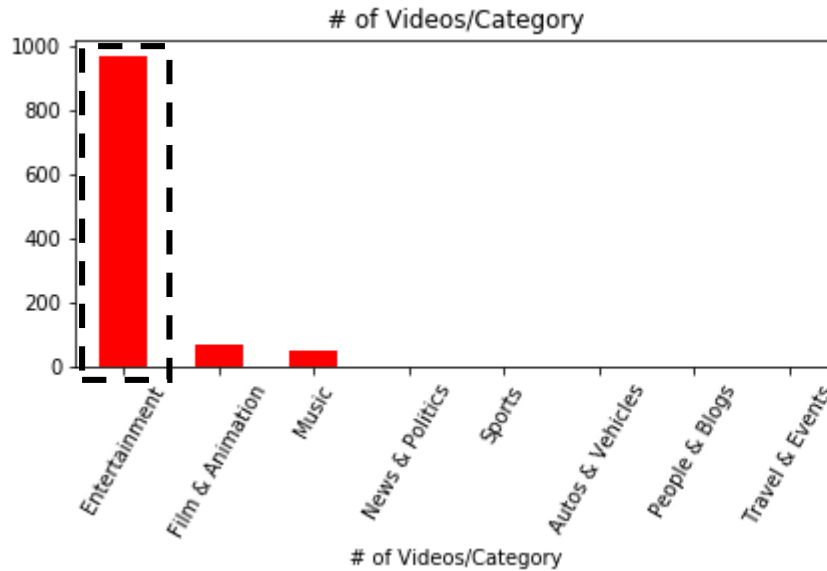
- Most repeated tags in views, likes : Series, Dramas, Economy
- Most disliked tags (%) : Mabrouk Attaia, Sherif Amer, Sisi

Interaction Distribution

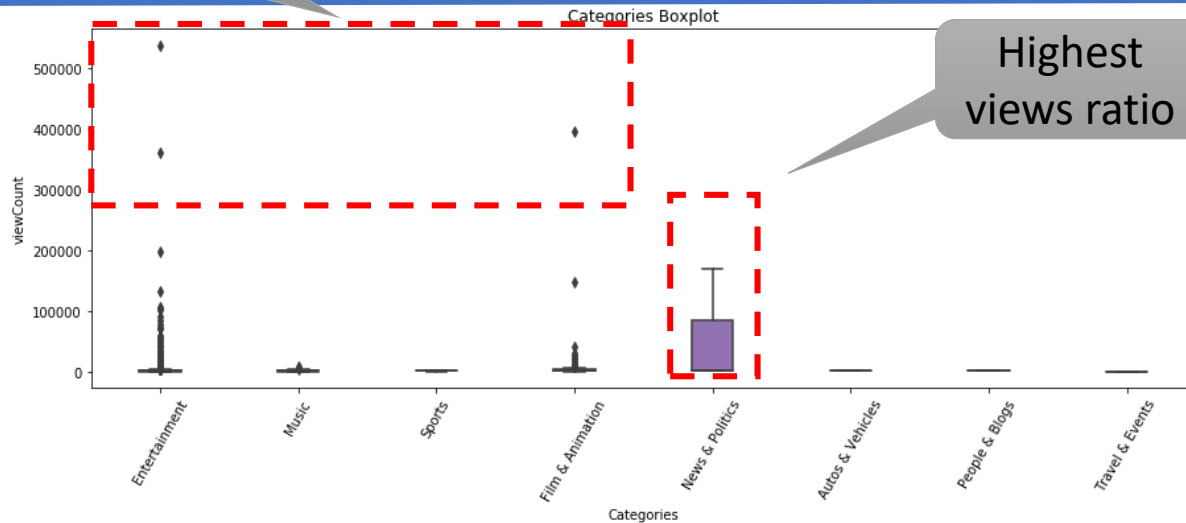


IV. Nov Zooming : Category Analysis

Most published videos

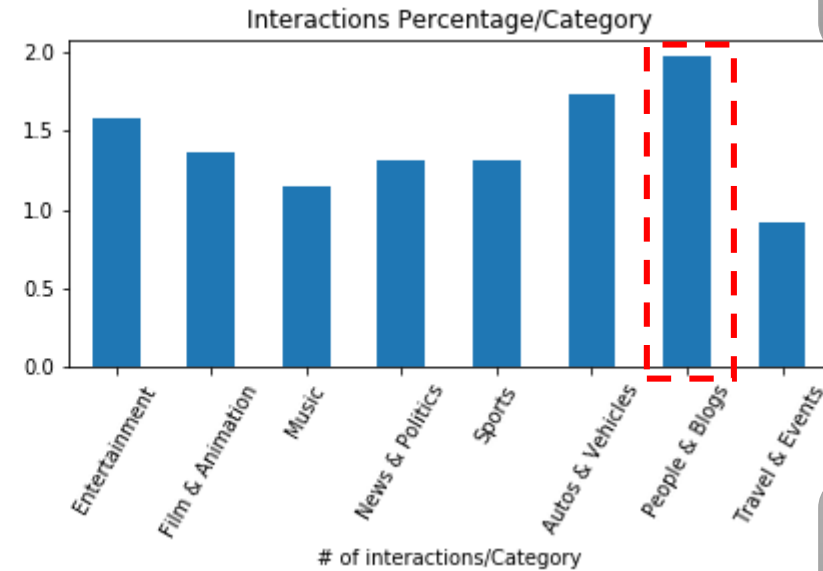


Top viewed videos

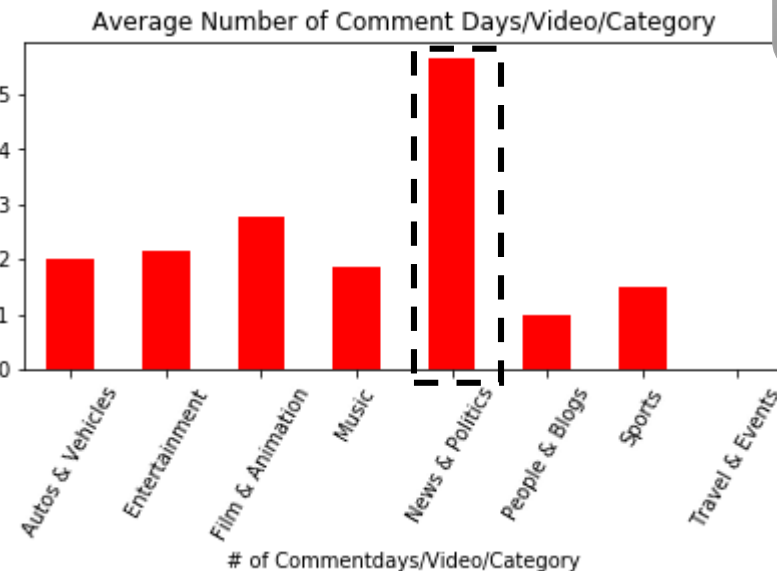


Highest views ratio

Highest Interaction percentage



Most Active Days



3- Conclusion

Week Analysis :

Friday -> Most Active day

Thursday -> least active day

Sunday -> Most Interaction day

Month Analysis : Ramadan -> Top Active month

Categories Analysis :

Entertainment -> top category (to be revised with channel owner)

People & blogs -> highest engagement/interaction category

News & politics -> highest view ration

Channel KPIs : There is a high correlation between the Video features:

Views

Comments

Likes

Dislikes