Analysis of Top Youtube Channels
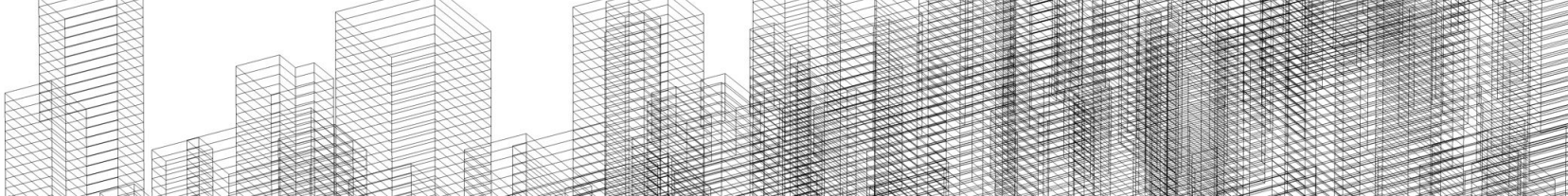
Why?
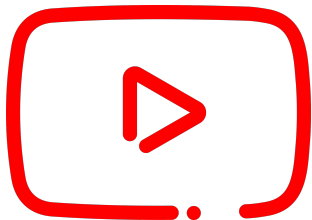
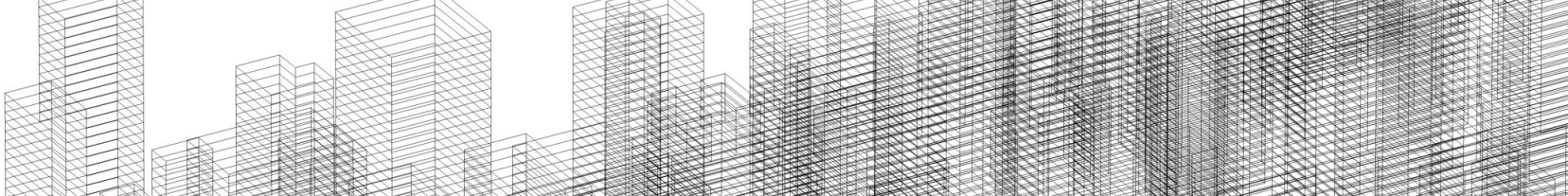Youtube's dense and diverse arrays of users and content providers pose ample room for analyzing and characterizing the popularity of its videos

Language

Data Source

Data Storage

YouTube Data API v3

Google

The YouTube Data API v3 is an API that provides access to YouTube data, such as videos, playlists,…

Problem Statement

Research Questions

We wish to predict Youtube video channel success by analyzing the metrics of top channels by category.
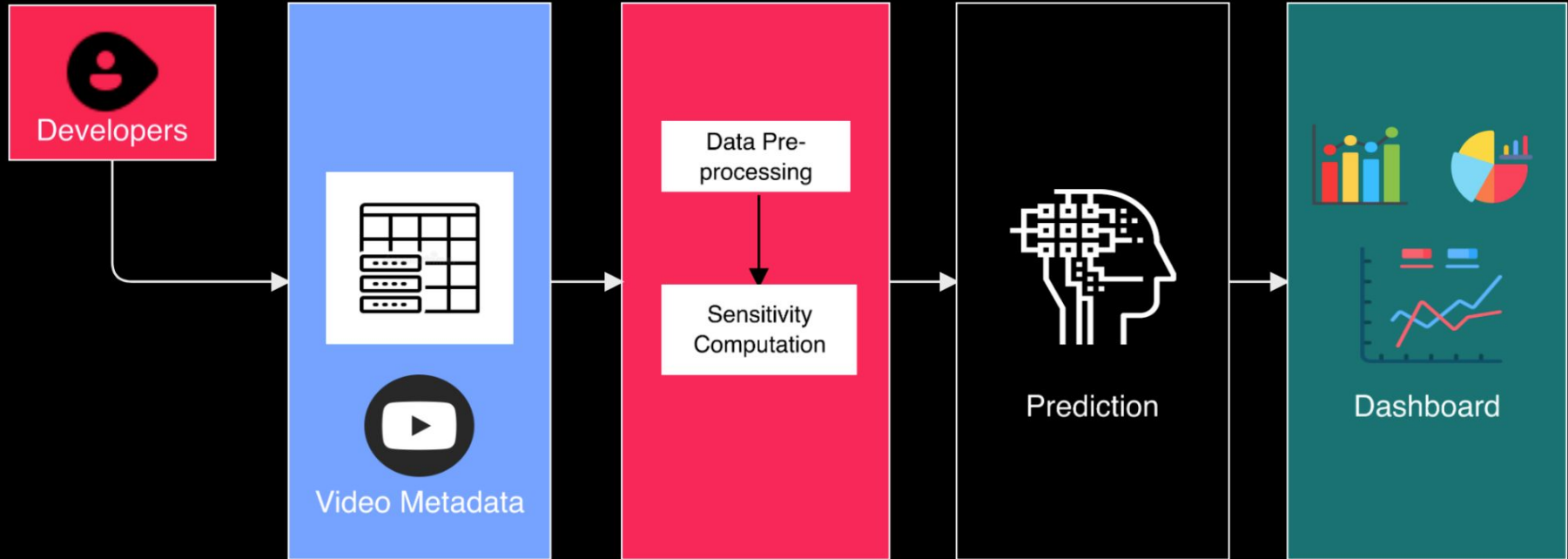
What features and traits do successful videos have in common across categories?

How do meta-level features drive user engagement and popularity of a video?

Exploration & Analysis

Developers

Video Metadata

Data Pre-processing

Sensitivity Computation

Prediction

Dashboard

YouTube

DASHBOARD CONTENTS

Dashboard Requirements- Segment 2

Description of the tool(s) that will be used to create final dashboard
Tool: Tableau public
We will add visualizations of:
1. Total number of subscribers of the channel,
2. Total number of views on the video,
3. Total number of likes on the video.

Description of interactive element(s)
1. Dropdown menu which will list names of all the categories. Once you choose the category, dashboard will show above charts and information of videos.
2.