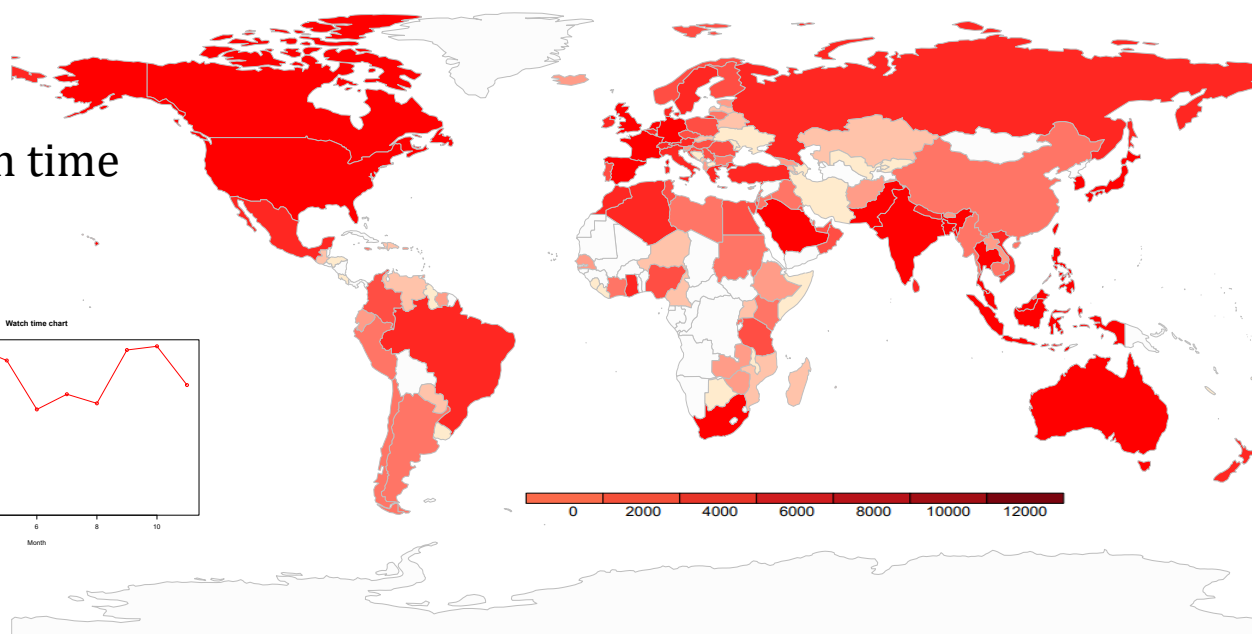
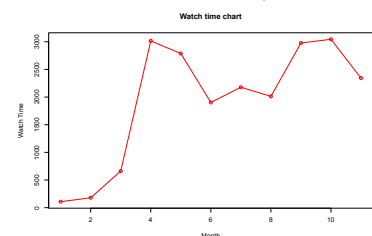




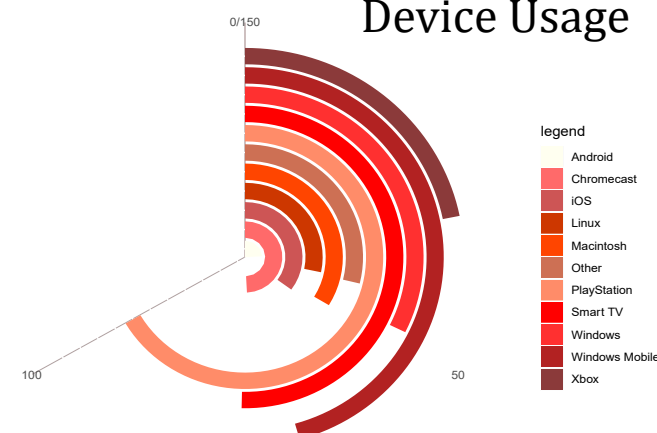
IST 719  
Bhavik Lalwani  
Mudita Humar  
Shama Kamat

YouTube is an American video-sharing website where users can upload, view, rate, share and comment on videos while subscribing to channels of other users too. There are more than 400 hours of content uploaded to YouTube each

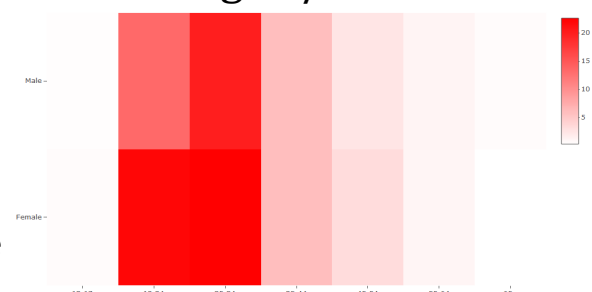
## Watch time



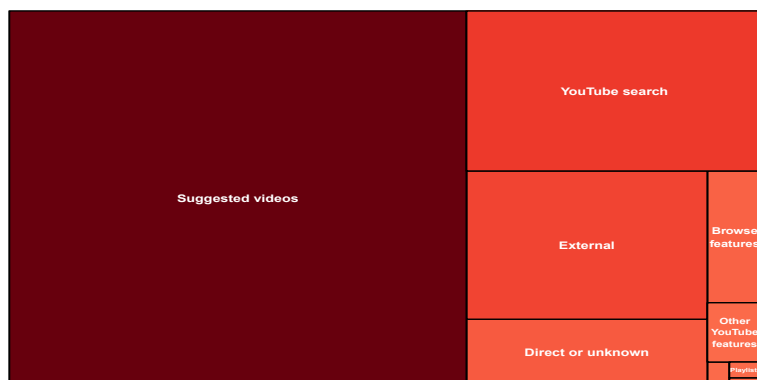
## Device Usage



## Age v/s Gender



- Suggested Videos are the most dominant category for the traffic source
- A lot of videos are watched in the month of April



- United States, United Kingdom and India have the highest video watch times
- The maximum average percentage of videos viewed is via PlayStation, SmartTV and Chrome-cast
- Males and females in the age group of 25-34 watch videos for a longer duration as compared to other age groups
- Videos having no subtitles on YouTube and not belonging to subscribed users are comparatively more than their complementary categories

