

A Closer Look at Youtube data

Data Science Bootcamp Project 2 Proposal

SMU
Dallas, TX

Rationale:

Youtube's popularity is undeniable, with its exponential growth brought about by the ease of video content production and easy access of viewing.

This project aims to analyze a decade worth of Youtube data on USA and GB. Our team will look into similarities, and differences, on two countries' viewing preferences that may provide valuable insights to those who plans to expand their contents on either country.

A Closer Look at Youtube data on USA and Great Britain from 2007 to 2017

\$22 million were earned by 7-year-old Youtube star, Ryan, from Toysreview, in 2016.

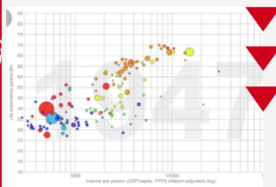
DATASETS

<https://www.kaggle.com/datasnaek/youtube-new>

The dataset from kaggle contains the following fields that will be utilized for this project:

- Trending date in date format
- Channel as string
- Category id as integer
- Likes, dislikes and comment counts as integers

4.4M The most disliked video on YouTube is Justin Bieber's "Baby," with over 4,400,000 dislikes.



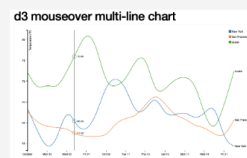
Inspiration for the scatter plot - Bubble chart

Views vs Likes and Dislikes

These data per category will be presented through a dynamic scatter plot. The x-axis will contain the number of views with toggleable countries. The y-axis will be toggleable between the number of Likes and Dislikes. Each bubble will also include pop-ups that will contain the information relative to the chosen parameters

Popularity Trend over Time

This information will be presented into an interactive/hoverable multi-line graph. Each line will represent the countries.



Inspiration for the multi-line graph

Number of Uploads by Category

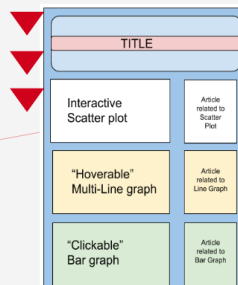
A bar graph will be used to show the average number of uploaded videos per category through 10-year time period (2007-2017)

Every minute, more than 500 hours of video are uploaded to YouTube.



TEAM MEMBERS

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"working" layout for the application

Github Repo

<https://github.com/ShawnAdvani/Project2>