

Hit or Not

YouTube view count predictor

MUSIC.
PROBA.
IN

Data Scientist
Taeho Jeon





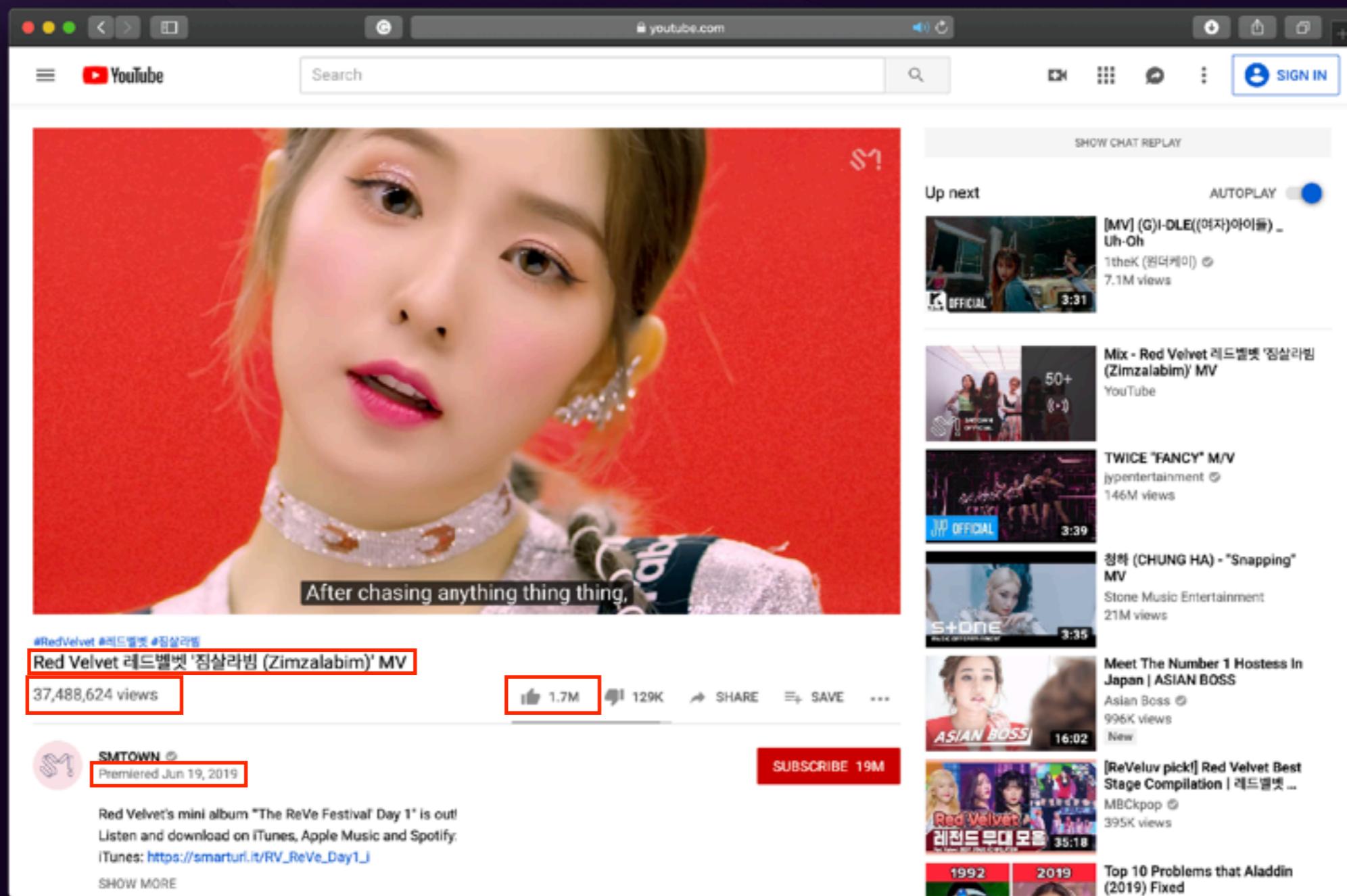
K-Pop on YouTube

- relatively **costless**
- reflection from **international** market
- solid **indicator** for Hit or Not

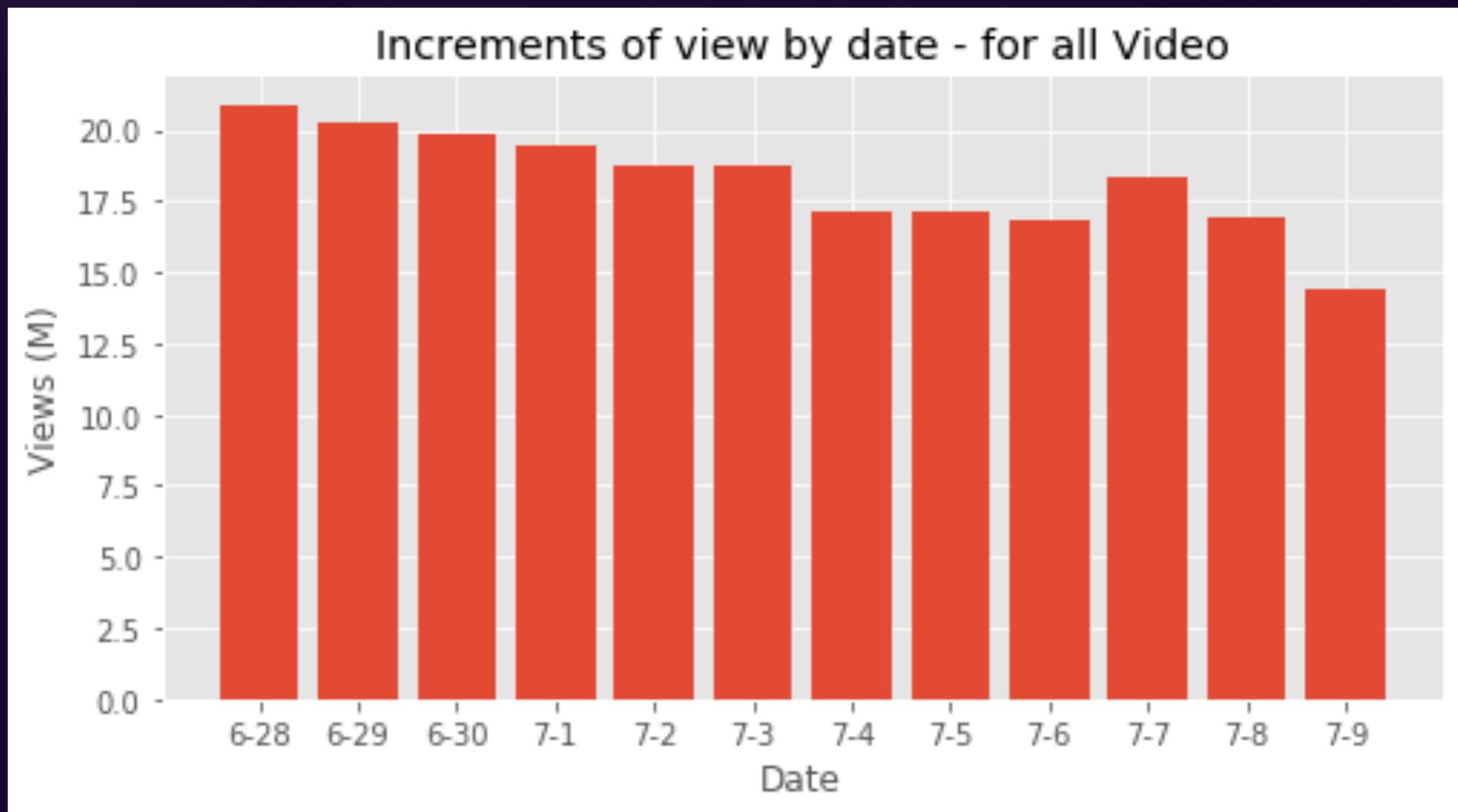
Basic Idea

- Is it possible to distinguish whether hit or not more early?
 - Based on user response (views, likes, comments...)
 - Make a **ML** model
 - Predict view counts

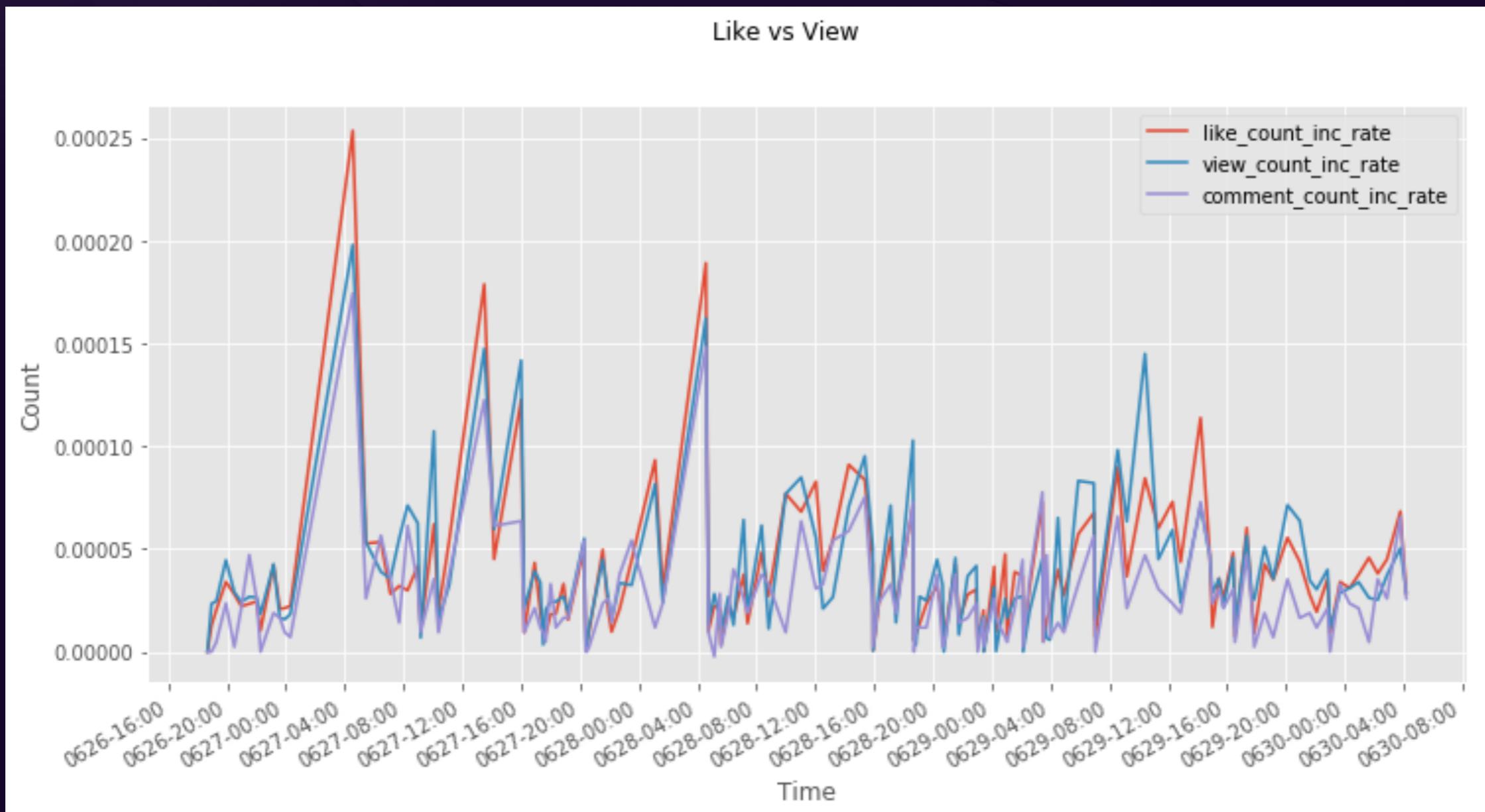
Data to collect



Collected data



Collected Data



Architecture



**Python 3
Flask
Bootstrap**

client

PROPHET

model



**NGINX
MongoDB
Selenium**

cloud

Hit or Not

music.proba.in

Prediction Dashboard

Keeping track of K-Pop music video on YouTube

HIT OR NOT

Dashboard

Hot Trends

Most Watched

New Releases

About

You Tube Videos 278 Monitoring Video

Total Views 8.41 B Just before

View increments 1.79 M Last 4 Hours

[MV] Stella Jang(스텔라장) _ YOLO
39.46 K views PREDICT Jul 5, 2019

IZ*ONE (아이즈원) - 'Buenos Aires' MV
7.91 M views PREDICT Jan 12, 2019

LEE HI - '누구 없소 (NO ONE) (Feat. B.I of iKON)' M/V
21.63 M views PREDICT May 30, 2019

Hit or Not

music.proba.in/hottrend

HIT OR NOT

Hot Trends

Keeping track of K-Pop music video on YouTube

Dashboard

Hot Trends

Most Watched

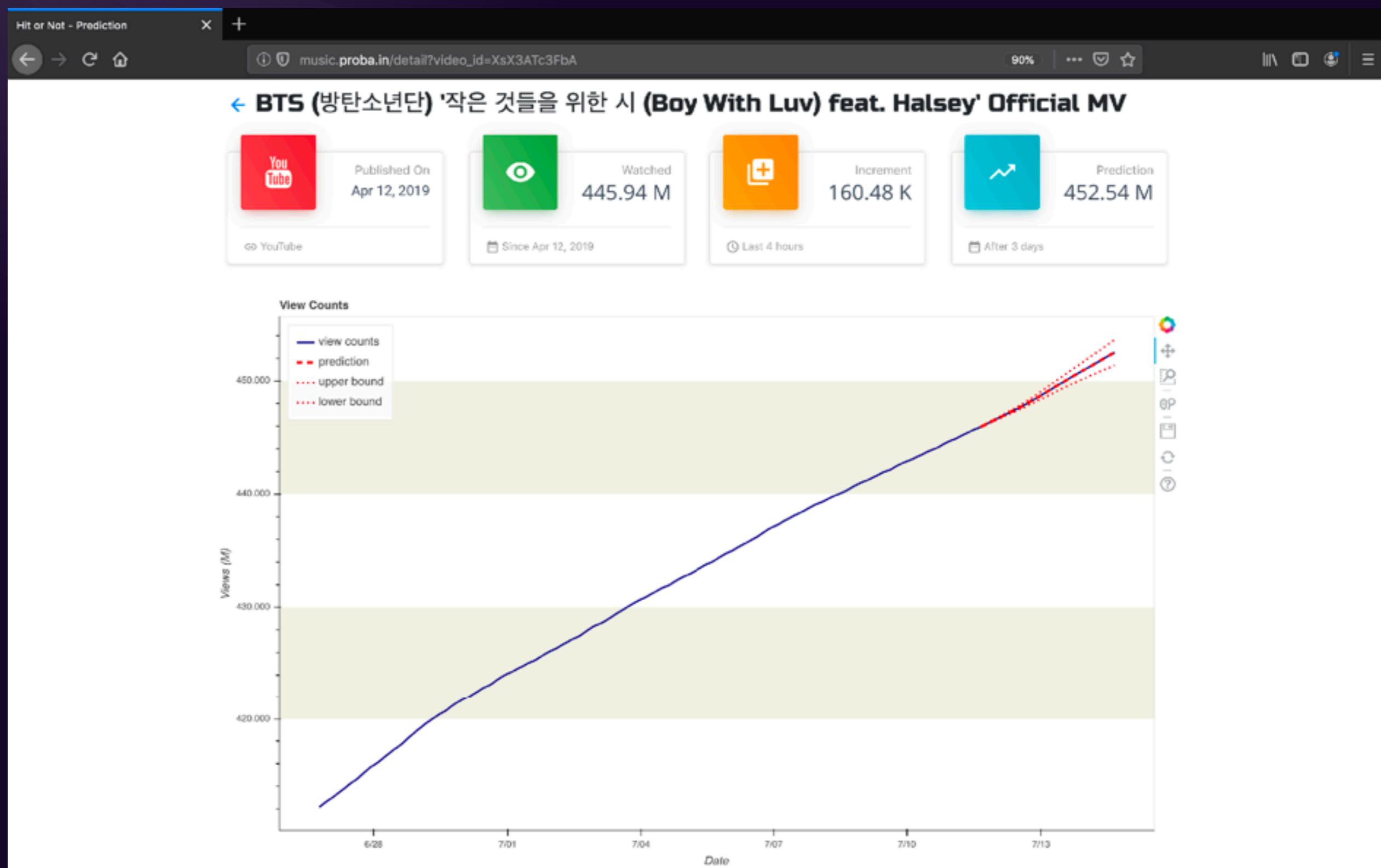
New Releases

About

Hot Trends

Video view count increase in the last 4 hours

#	Title	Published	Total View	Increment	PREDICT
1	BLACKPINK - 'Kill This Love' M/V	Apr 4, 2019	474.25 M	192.50 K	PREDICT
2	BTS (방탄소년단) '작은 것들을 위한 시 (Boy With Luv) feat. Halsey' Official MV	Apr 12, 2019	445.94 M	160.48 K	PREDICT
3	BLACKPINK - '붐바야'(BOOMBAYAH) M/V	Aug 8, 2016	647.49 M	126.78 K	PREDICT
4	TWICE "FANCY" M/V	Apr 22, 2019	148.62 M	102.07 K	PREDICT
5	JENNIE - "SOLO" M/V	Nov 12, 2018	340.35 M	67.04 K	PREDICT
6	SOMI (전소미) - 'BIRTHDAY' M/V	Jun 13, 2019	32.23 M	63.20 K	PREDICT
7	BLACKPINK - '휘파람'(WHISTLE) M/V	Aug 8, 2016	393.66 M	55.49 K	PREDICT
8	EXO 엑소 'Love Shot' MV	Dec 13, 2018	166.16 M	53.13 K	PREDICT
9	Red Velvet 레드벨벳 '집살라빔 (Zimzalabim)' MV	Jun 19, 2019	38.54 M	47.94 K	PREDICT
10	Heize (헤이즈) - We don't talk together (Feat. 기리보이 (Giriboy)) (Prod. SUGA) MV	Jul 7, 2019	4.14 M	41.50 K	PREDICT



Next Step

- **Classification**(hit or not) model
- More solid **scraping** method
- Expand to new **category**

Thank You !!

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