YouTube Advertisement Putting

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Content

01 Introduction: Business Objective

Objective:

Analyze YouTube video clicks to determine which videos to advertise for, thereby increasing potential users and sales, and increasing revenue

01 Introduction: Two Main Questions

Q1: When should we put the advertisement?

Q2: What knid of video(s) should we put the advertiseme?

About Data:

- This csv dataset includes data for 16 types of YouTuBe videos in the United States region

- The json file includes category title corresponding to category ID

Data Types:

cvs file: 16 columns of data in total

02 EDA: About Data

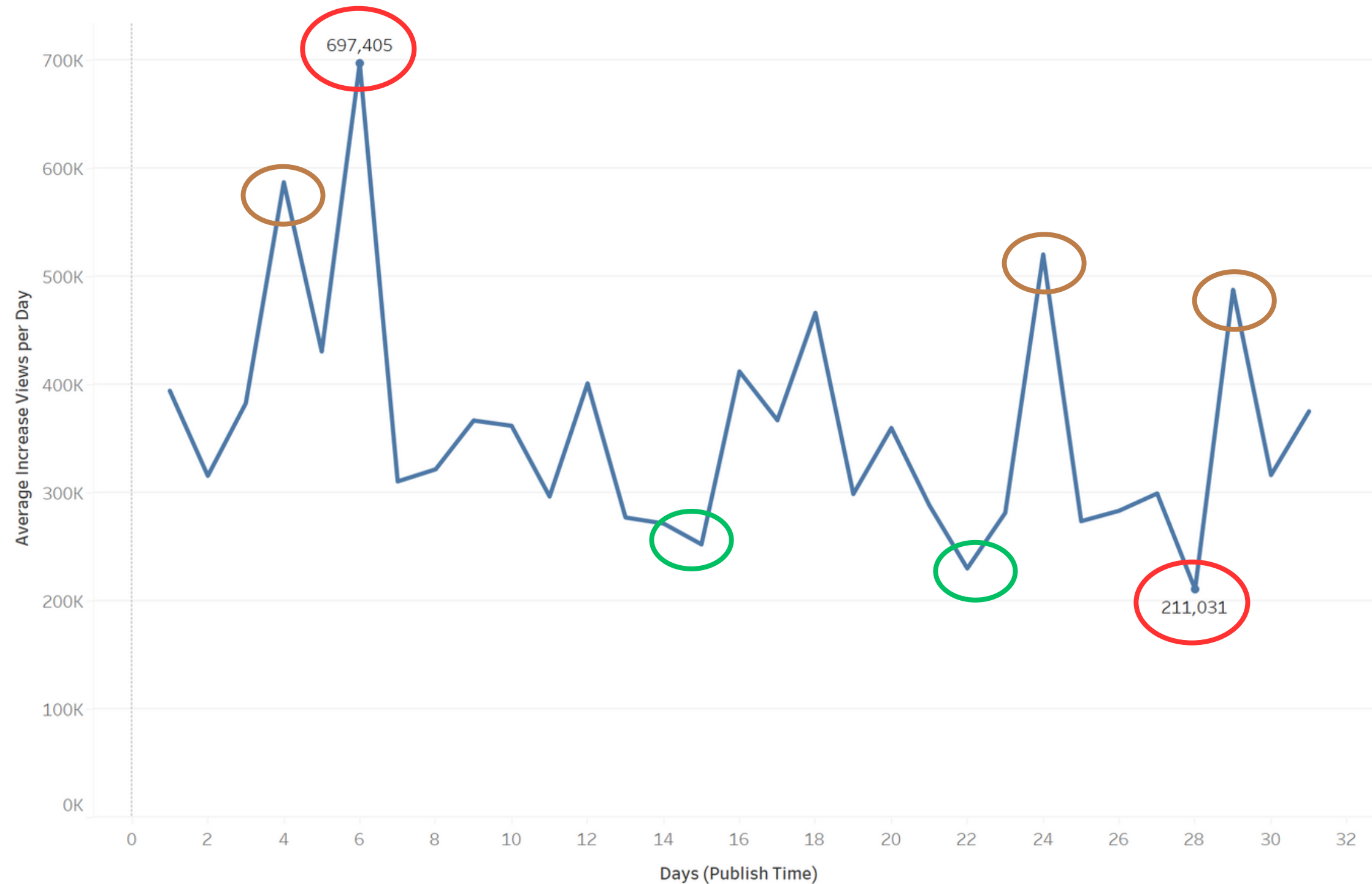| Video ID	Trending Date	Title	Channel Title
Category ID	Publish Time	Tags	Views
Likes	Dislikes	Comment Count	Thumbnail Link
Comments Disabled	Rating Disabled	Video Error or Removed	Description

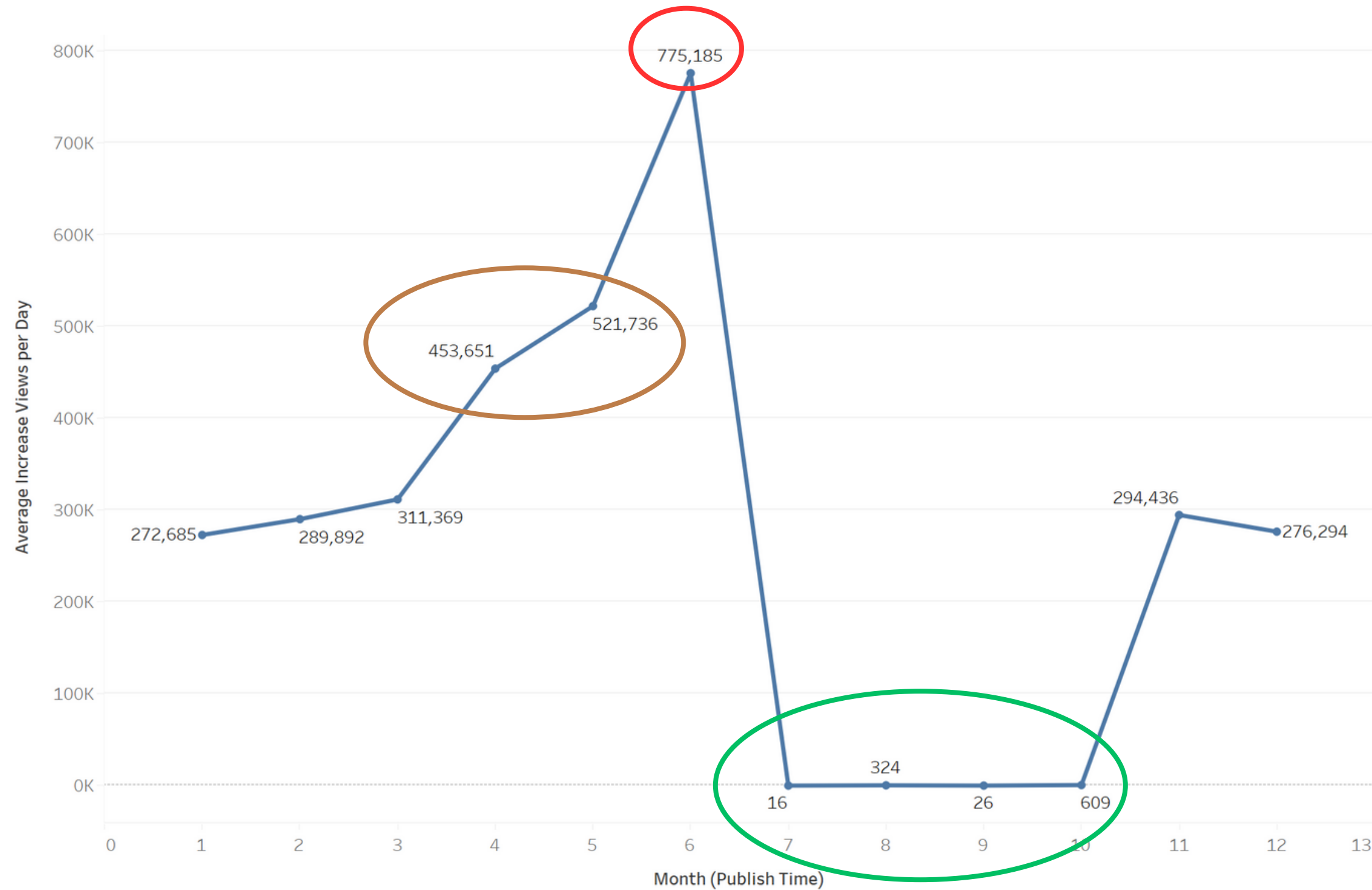# 02 EDA: Line chart on average daily growth views

The trend of average of Increase/Days for Publish Time Day.

Suitable time:

4th, **6th**, 22th, 29th

Not Suitable time:

15th, 22nd, **28th**

Q1

02 EDA: Line chart on average monthly growth views

The trend of average of Increase/Days for Publish Time Month.

Suitable time:

April, May, **June**

Not Suitable time:

July, August, September, October

Q1
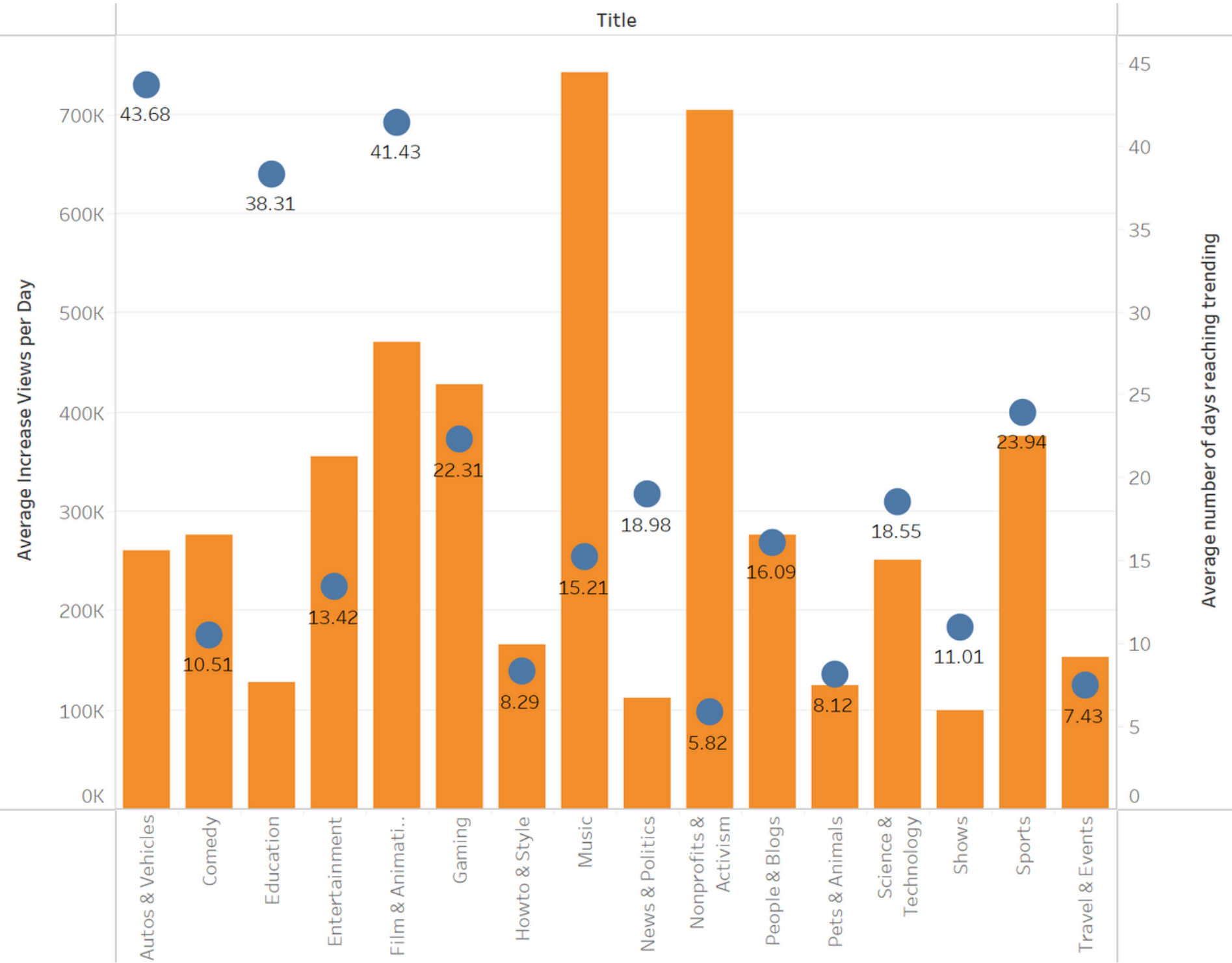
Avg. Increase/Days and Avg. Increase Day Diff for each Title. Color shows details about Avg. Increase/Days and Avg. Increase Day Diff.

Q2

Travel & Events need to be included because:

- Related to our product -> Travel App
- Total views not too high -> Cost may not high
- Not too low average daily traffic growth
- Fast trending speed of videos

In addition, we can also advertise other video categories......

A **Music + Nonprofit & Activism**

Pros:

- Average daily viewing volume of increased significantly

- Average number of days a video reaches trending is relatively low

Cons:

- The total viewing of music videos is the highest, the cost may be higher

- The total viewing of nonprofit videos is relatively low, may have an impact on the advertising effect

Q2

B	**Gaming + Comedy / Entertainment + People & Blogs**

Pros:

- Not low total views, but not too high, so costs can be controlled

- The average daily traffic growth and average trending duration are both in the upper middle range

Cons:

- People who watching gaming and entertainment may not necessarily have a strong interest in tourism

Q2