YouTube advertisement putting project report

1. Exploratory Data Analysis (EDA)
2. Put advertisement on what kind of videos?

Code:

图形用户界面, 应用程序

描述已自动生成

Result:

图表, 条形图

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By calculating the sum of the views, we can see that the “GBvideos” has the highest view times which is 230069198174. As we known, the larger the viewing volume, the higher the potential advertising revenue it will bring, so choosing to advertise on GB video is the best choice.

1. When is the best time to put advertisements?

The best time to advertise is when the user views the most, so I grouped the dataset according to the trending date and summed up the views for the corresponding time period. There are two kinds of ideas as follows:

1. Specification

Only put advertisement at the largest views videos (GB videos): around 3.23

1. Generalization

Based on year and month: May

图形用户界面, 应用程序

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Specific date: around 5.20

图形用户界面, 文本, 应用程序, 网站

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