



The Tribe



Understanding the platform

Hypothesis statement

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Recommendation



Understanding the platform

“

YouTube is the most popular and most used video platform in the world today. YouTube has a list of trending videos that are updated constantly.

”



Hypothesis statement

Null Hypothesis:

H_0 = Videos released over the weekend have greater views on average than the ones released on weekdays.

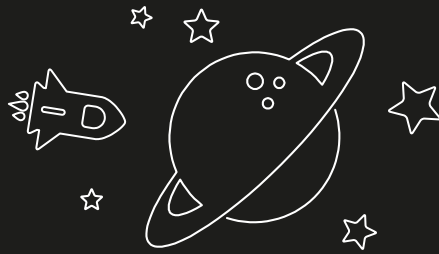
Alternative Hypothesis:

H_a = There's no difference in viewership between videos released on weekdays and those released on the weekends



Research Question

We would like to know when it's optimum to publish our videos so as to increase our viewership, brand awareness, social engagement and business development.



Goals



Goals



What's the best time of the day to publish our video



On which specific day should we upload our videos



What are the most common words and tags used in trending video titles?

A close-up photograph of a person's open palm, held horizontally. The palm is covered with a thick layer of bright pink powder, which is slightly clumped in the center. The background is dark and out of focus.

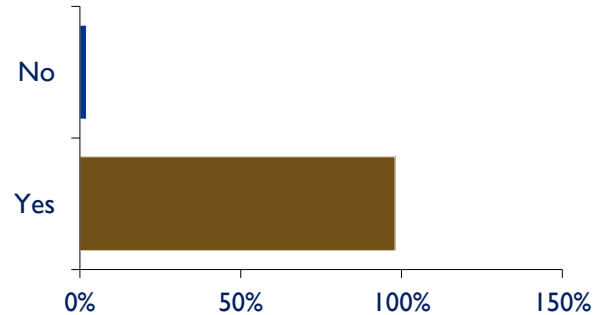
13,810,252,879

Average weekly views



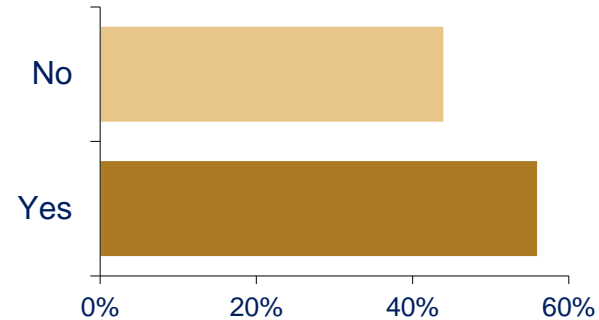
Social engagement

98% of the trendy videos had their comment sections enabled. This allowed for social engagement.



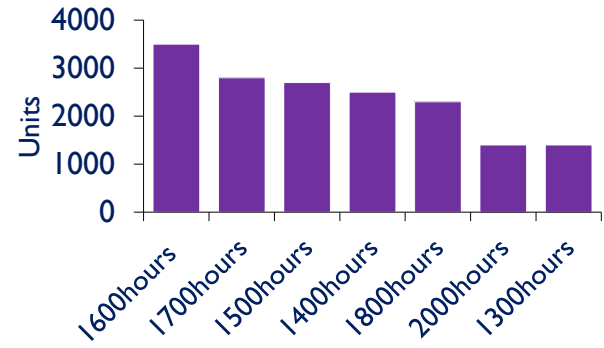
Nature of titles

From the analysis we noticed that 56% of the top trending videos included capital letters in their titles.





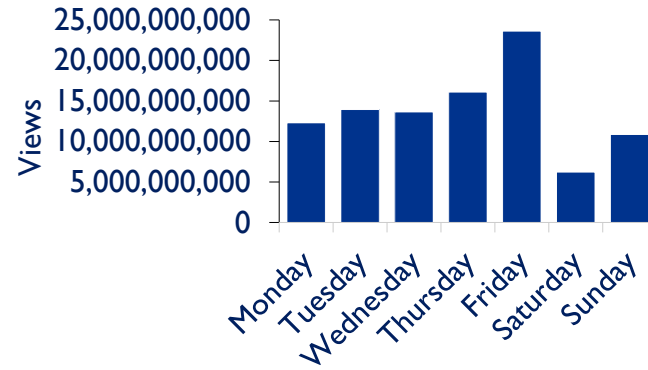
Prime hours



From the analysis done, we found out that the most opportune time to upload any video was from 4pm onward.



Views per day



Friday is the day with the most views



Commonality

Length

Trending videos have titles that are 33 - 60 characters long.

Titles & tags

The use of key symbols i.e hyphens and vertical bars.

Titles and Tags included common words.



Metric 1

Is there sufficient evidence to reject the null hypothesis



Metric 2

When is most suitable day to publish our videos.

Measuring success



Metric 3

What is common about the meta data in most trending videos.



Metric 4

What time of the day should you upload your videos.



Conclusion

Alternative Hypothesis:

$H_a =$. There's no difference in viewership between videos released on weekdays and those released on the weekends



Recommendation



Publish periodic videos on
Friday



Publicize content from
4pm everyday



Use titles that are 33-60
character long



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Group leader



Patrick Mariwa

Group member

TEAM MEMBERS



Marion Ndung'u

Presenter



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