Shallow Analysis on Three Muggles Channel

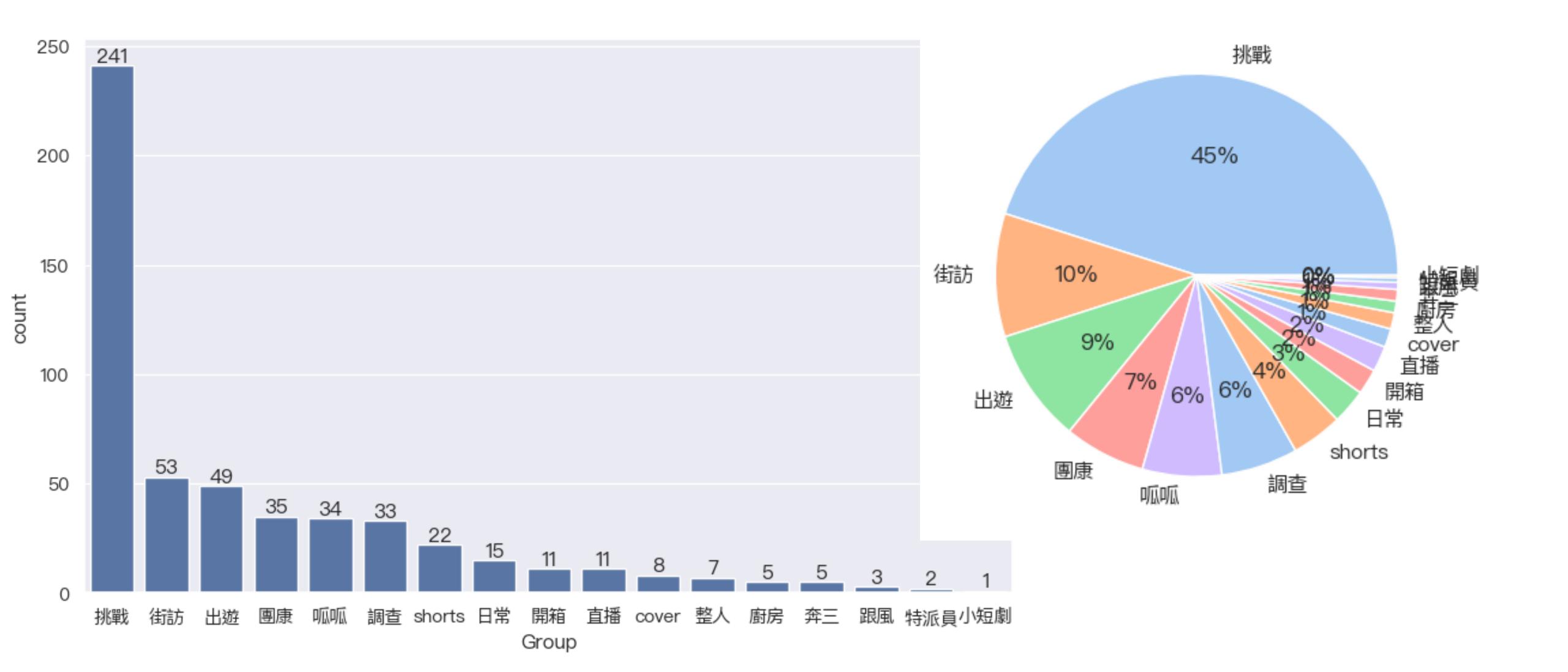
Through Visualization

Observations from visualizations

- Q1: How many(percents) videos on various categories?
- Q2: Do topics would affect indexs(e.g., views, likes,...)
- Q3: Relation between views & likes
- Q4: View journey of channel from data:)

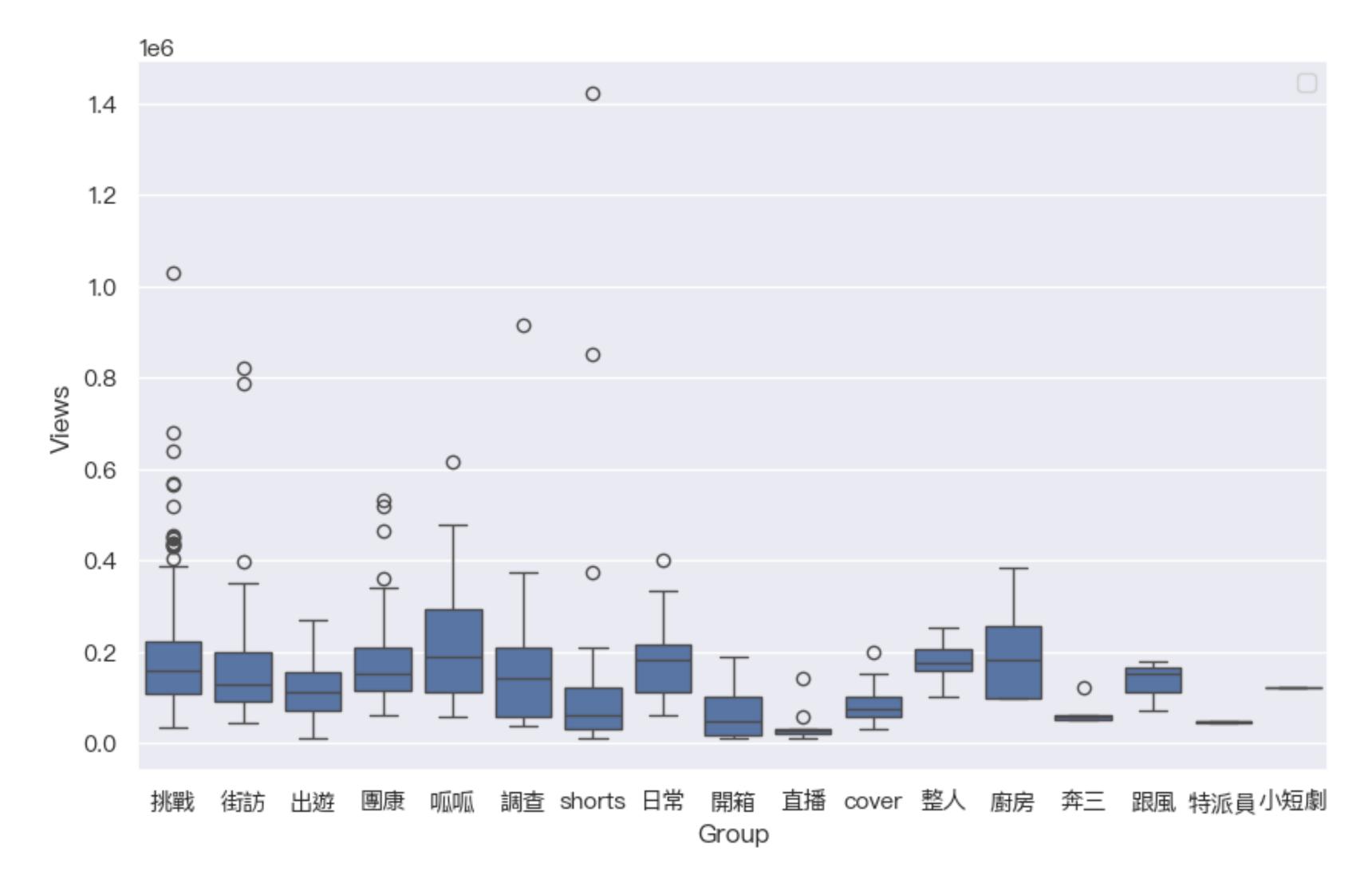
(Lazy work...)

First glance of Topics



Topic v.s. Views

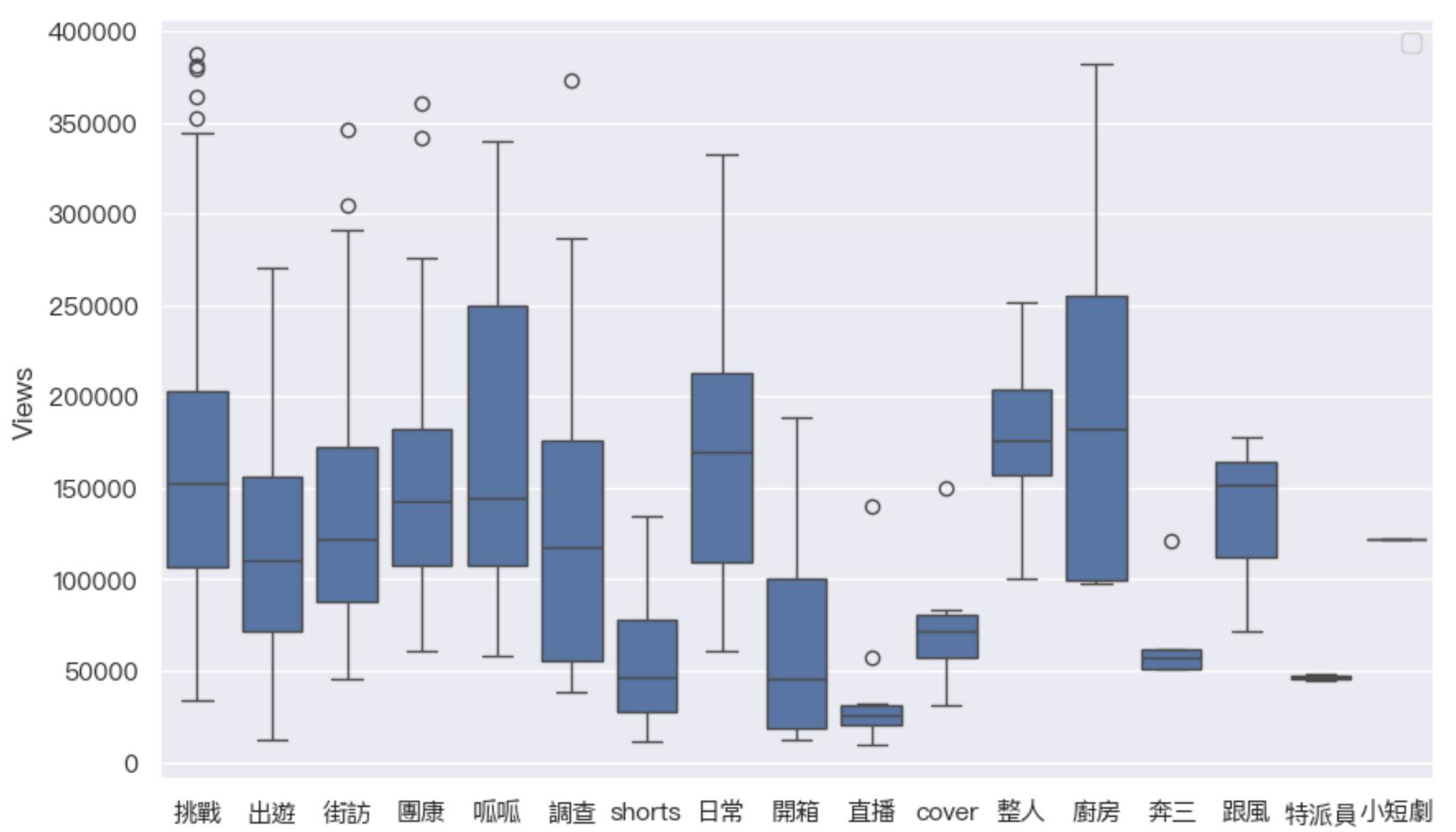
—— with outliers



- With outliers
- Not suitable for observing general rules...
- But you can find which topic is more possible to be hot!

Topic v.s. Views

—— without outliers

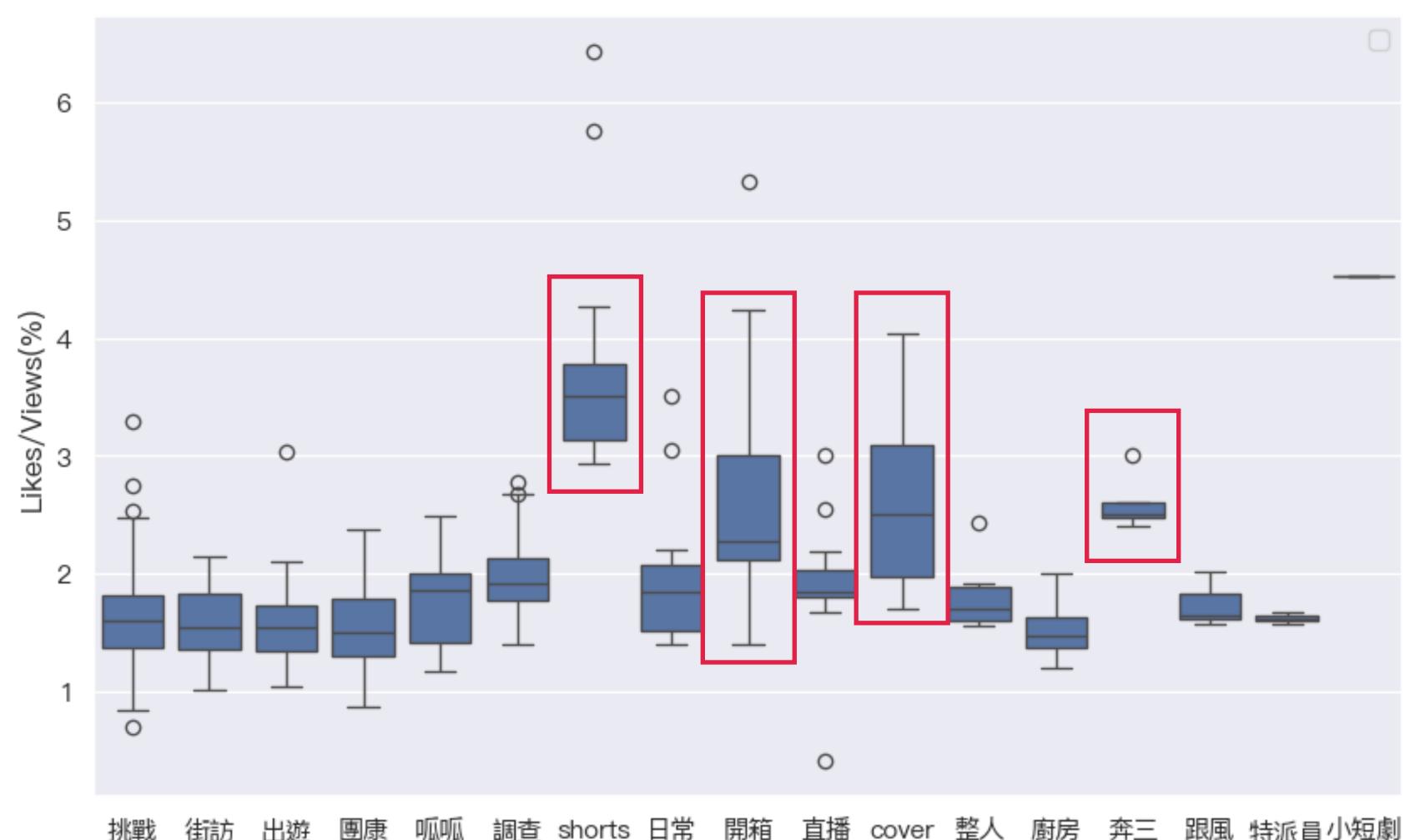


Group

- More Popular: 厨房、日常、挑战
- More Stable(in good way): 整人
- Unppopular: cover、奔
 三、特派员

Topic v.s. Likes/Views

—— without outliers

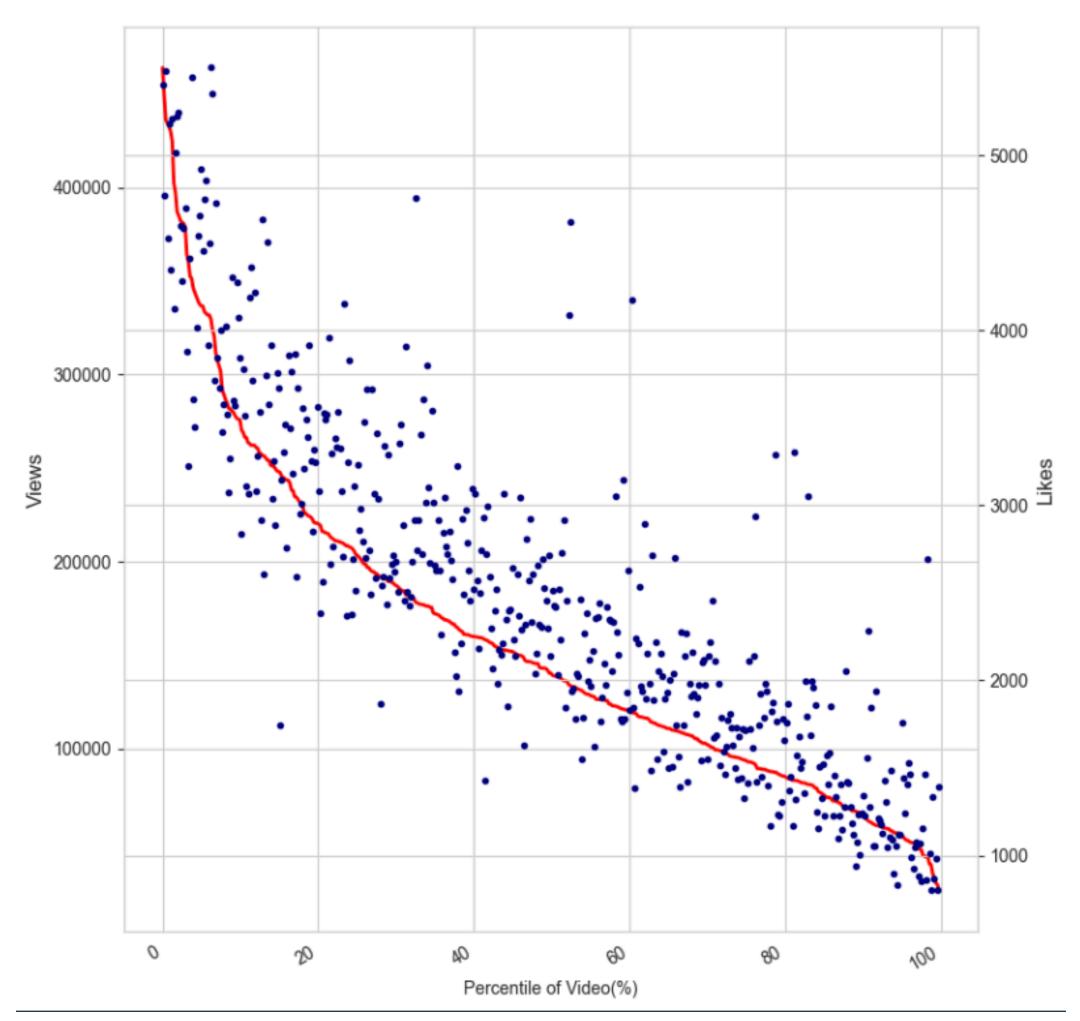


挑戰 街訪 出遊 團康 呱呱 調查 shorts 日常 開箱 直播 cover 整人 廚房 奔三 跟風 特派員小短劇 Group

• Different from the previous one

Likes ~ Views

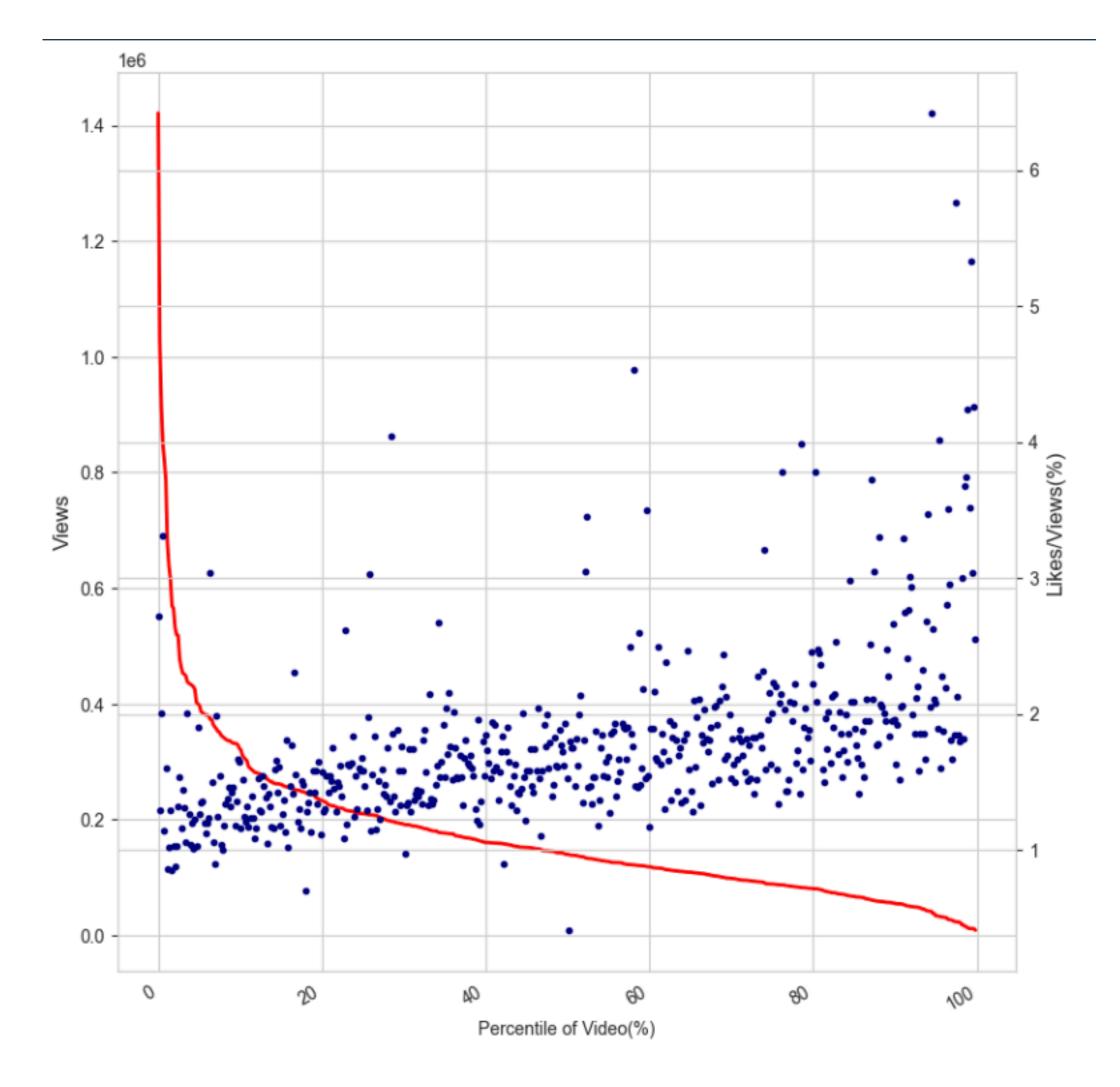
—— with outliers



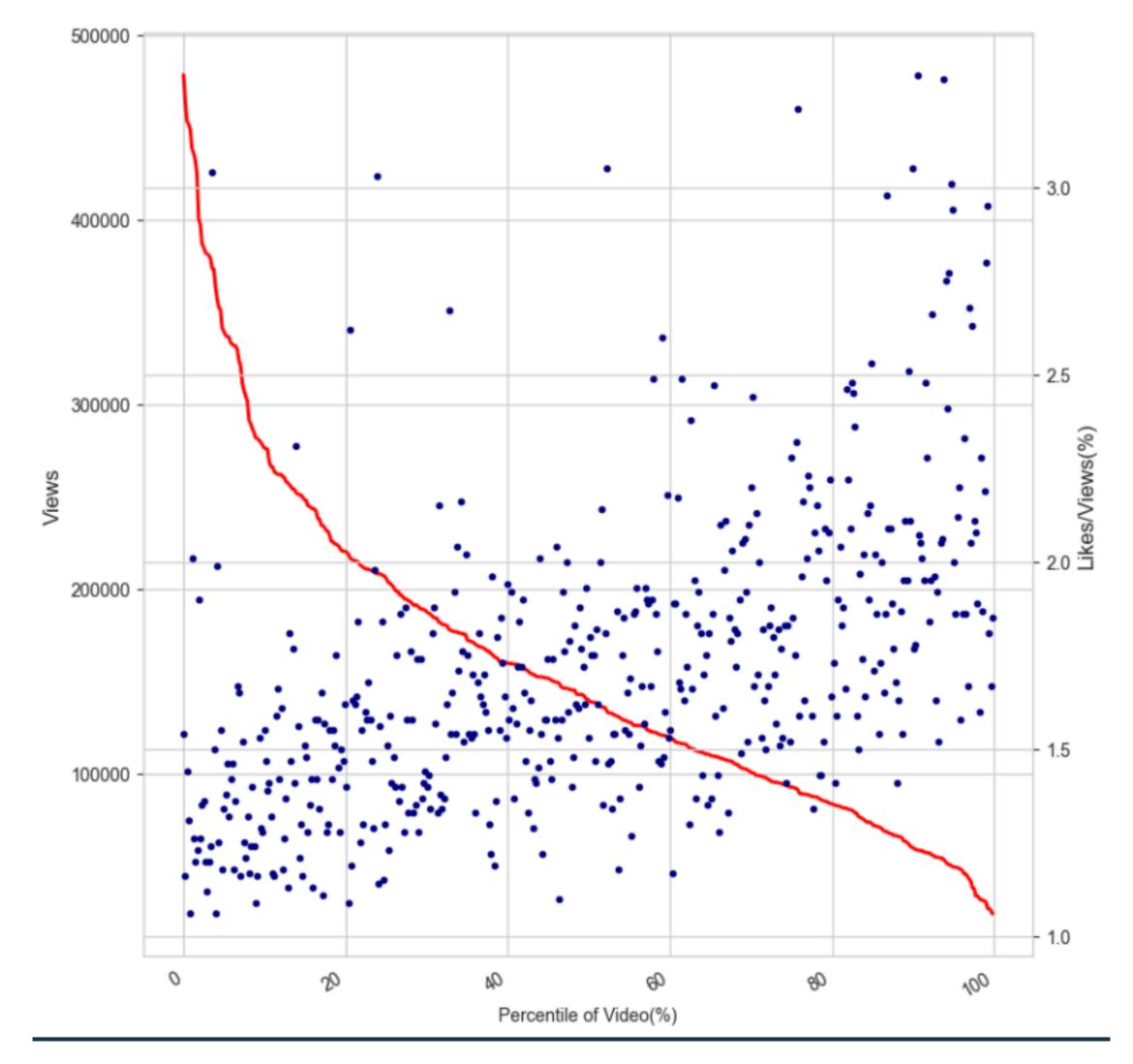
Views	1.00	0.86	0.54	-0.35	0.07	-0.08	0.13	- 1.0
Likes	0.86	1.00	0.52	-0.01	0.03	-0.00	0.02	- 0.8
Comments	0.54	0.52	1.00	-0.11	0.54	0.51	0.22	- 0.6
Likes/Views(%)	-0.35	-0.01	-0.11	1.00	-0.20	0.09	-0.30	- 0.4
Comments/Likes(%)	0.07	0.03	0.54	-0.20	1.00	0.92	0.54	- 0.2
Comments/Views(%)	-0.08	-0.00	0.51	0.09	0.92	1.00	0.42	- 0.0
Time Duration	0.13	0.02	0.22	-0.30	0.54	0.42	1.00	- -0.2

Likes ~ Views

—— with outliers



—— without outliers



View journey of channel from data

