

# YouTube Channel Analysis Task

**Description:** it was required to Analyze [MBC مصر](#) YouTube channel and provide us with insights on how to enhance this channel's performance.

## Procedure:

### 1- Collecting the channel data:

This part as done as follows:

- ♦ The channel sections are obtained (if exists), but it is found that MBC مصر channel has no sections.
- ♦ For each channel section, the code obtains its playlists information like playlists title and URL. So, as the channel has no sections, all the created playlists are obtained.
- ♦ For each returned playlist (except the private playlists), the code collects the number of videos, number of views, its videos titles and URLs. At this step we collected all videos in the channel. The result of this step is saved in the excel file 'Playlists.xlsx'.
- ♦ Then, for each video the code is scrapping its information like number of like, dislikes, views, publication date, description and so on. The result of this step is saved in the excel file 'Videos.xlsx'.

### 2- Analyzing the data for insights to enhance the channel's performance

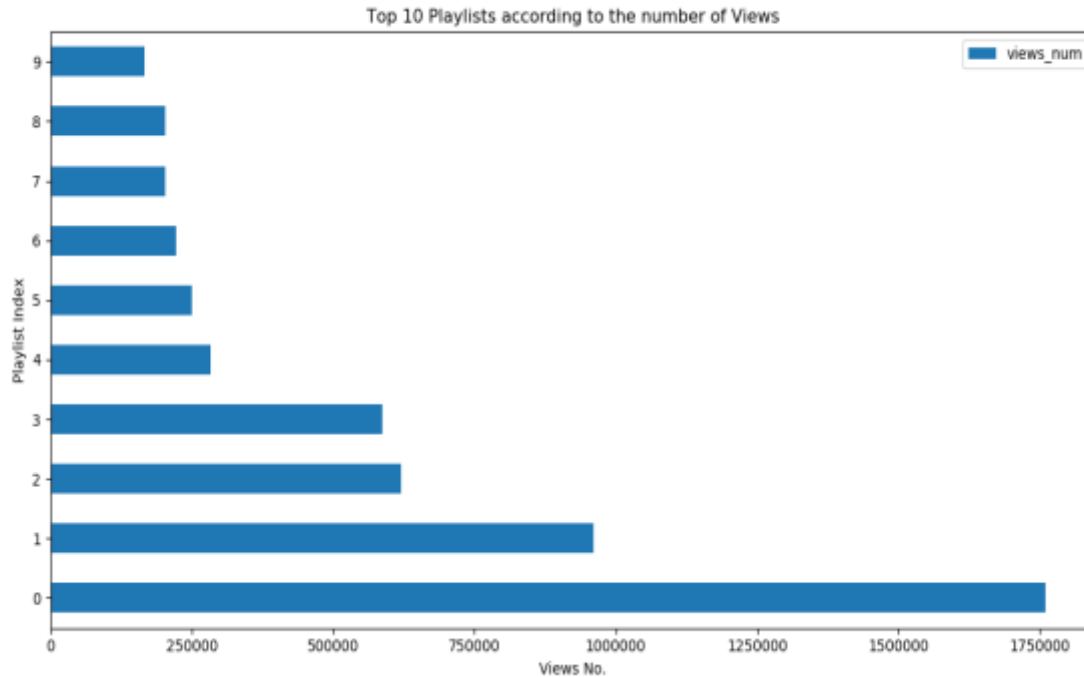
#### Analyzing Playlist according to the number of views

##### 1- Obtaining the top 10 playlists according to the number of views:

The top 10 Playlists according to the number of Views are

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The playlist no. 1 is رمضان 2019 | حكايتي with 1760229 views
The playlist no. 2 is رمضان 2019 | لمس أكتاف with 960575 views
The playlist no. 3 is رمضان 2012 - مسلسل مع سبق الاصرار with 620188 views
The playlist no. 4 is برنامج - مش بجد مع مروان يونس with 587391 views
The playlist no. 5 is رمضان 2013 - حكاية حياه - مسلسل with 284048 views
The playlist no. 6 is عادل حمودة - كل رجال الرئيس with 249574 views
The playlist no. 7 is رمضان 2012 - مسلسل البلطجي with 222148 views
The playlist no. 8 is رمضان 2019 | بدل الحدودة ثلاثة with 202791 views
The playlist no. 9 is رمضان 2012 - مسلسل 9 جامعة الدول with 202677 views
The playlist no. 10 is رمضان 2013 - الكبير أوي 3 - مسلسل with 166045 views
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Also, the following figure show the bar chart w.r.t number of views

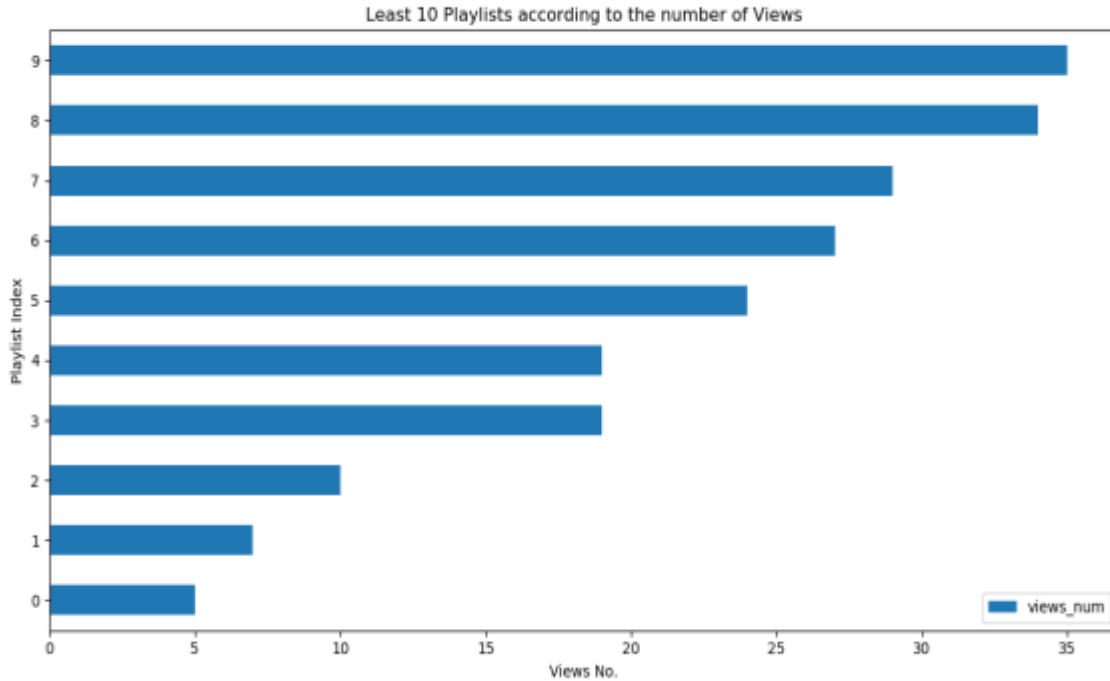


2- Obtaining the Least 10 playlists according to the number of views

The least 10 Playlists according to the number of Views are

The playlist no. 1 is 2013 شهر يوليو - الستات يطبخوا with 5 views  
The playlist no. 2 is 2013 شهر يوليو - الستات يكذبوا with 7 views  
The playlist no. 3 is 2013 شهر يوليو - زي الشمس with 10 views  
The playlist no. 4 is 2014 شهر ديسمبر | ديرما كير with 19 views  
The playlist no. 5 is 2014 مارس - الستات مايعرفوس يطبخوا with 19 views  
The playlist no. 6 is ملتقى الشباب العربي الأفريقي with 24 views  
The playlist no. 7 is 2014 شهر يونيو - ديرما كير with 27 views  
The playlist no. 8 is 2014 شهر نوفمبر | ديرما كير with 29 views  
The playlist no. 9 is الكرة الإماراتية with 34 views  
The playlist no. 10 is 2014 شهر فبراير (٢) - هنا العاصمة with 35 views

Also, the following figure show the bar chart w.r.t number of views



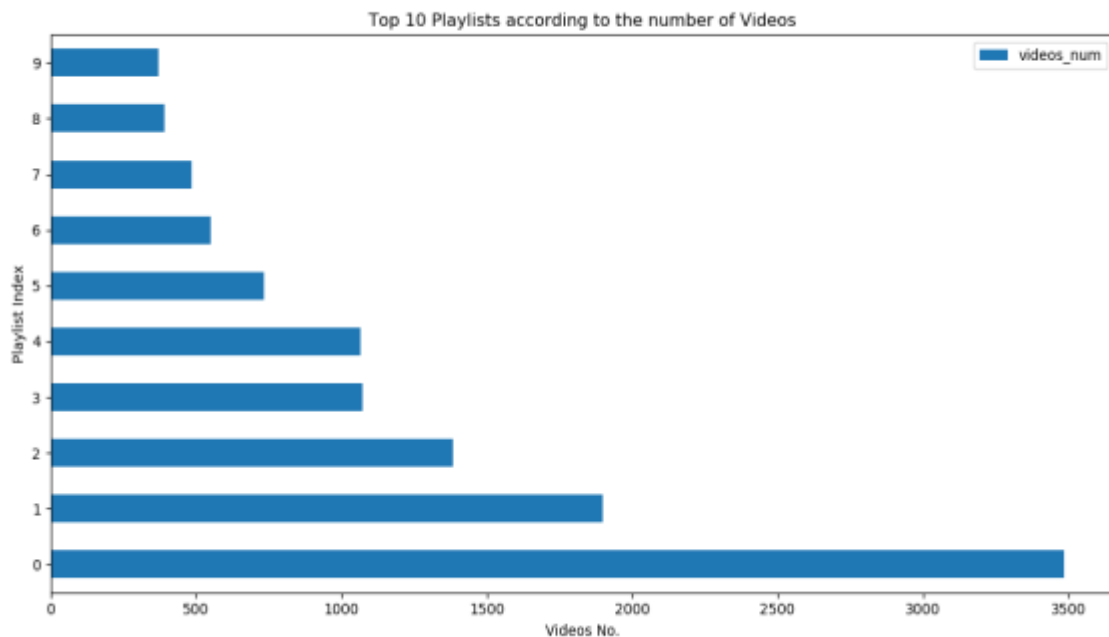
### Analyzing Playlist according to the number of videos

1- Obtaining the top 10 playlists according to the number of videos:

The top 10 Playlists according to the number of Videos are

The playlist no. 1 is Best of Cbc with 3485 videos  
The playlist no. 2 is CBC Promos with 1900 videos  
The playlist no. 3 is نصائح طبية | الحكيم في بيتك | الموسم الرابع with 1382 videos  
The playlist no. 4 is Best of Extra News with 1071 videos  
The playlist no. 5 is نصائح طبية | الحكيم في بيتك | الموسم الثاني with 1067 videos  
The playlist no. 6 is نصائح طبية | الحكيم في بيتك | الموسم الاول with 732 videos  
The playlist no. 7 is نصائح طبية | الحكيم في بيتك | الموسم الثالث with 549 videos  
The playlist no. 8 is برنامج الحكيم في بيتك | الموسم الثاني with 486 videos  
The playlist no. 9 is يناير 2020 | من مصر with 392 videos  
The playlist no. 10 is شهر نوفمبر 2015 | هنا العاصمة with 371 videos

Also, the following figure show the bar chart w.r.t number of videos

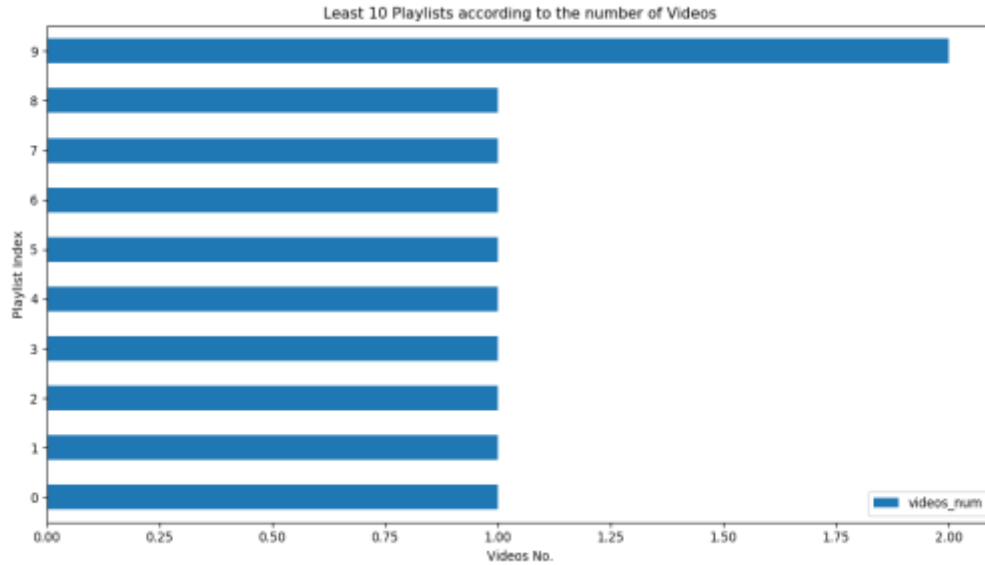


## 2- Obtaining the Least 10 playlists according to the number of videos

The least 10 Playlists according to the number of Videos are

- The playlist no. 1 is ملتقى الشباب العربي الأفريقي with 1 videos
- The playlist no. 2 is فيلم مرجان أحمد مرجان | Morgan Ahmed Morgan with 1 videos
- The playlist no. 3 is فيلم تيمور و شفيقة | tymour w shafeka with 1 videos
- The playlist no. 4 is كواليس هنا العاصمة | Making Hona Al3asema with 1 videos
- The playlist no. 5 is Making Sa7ebt EL-Sa3ada | كواليس حلقات صاحبة السعادة with 1 videos
- The playlist no. 6 is 2015 شهر أكتوبر - أخبار - غرفة الأخبار with 1 videos
- The playlist no. 7 is 2015 فبراير | حديث الرئيس with 1 videos
- The playlist no. 8 is Promo Youtube with 1 videos
- The playlist no. 9 is 2013 شهر يوليو - زي الشمس with 1 videos
- The playlist no. 10 is 2019|ديسمبر| شطينا with 2 videos

Also, the following figure show the bar chart w.r.t number of videos



### Analyzing Videos according to the number of Views (for Least 10 Playlists)

In this section I took the least 10 playlists in view number and searched for the least ten videos in view number, the following figure shows these videos and their corresponding playlist.

Anayzing Videos according to the number of Views (Least 10 Playlists)

The Least 10 Videos according to the number of Views are

The Video no. 1 is ملتقى الشباب العربي الإفريقي بأصوان وفكرة تمكين الشباب with 54 views, 1 likes, 0 dislikes in Playlist ملتقى الشباب العربي الإفريقي

The Video no. 2 is ملتقى الشباب العربي الإفريقي يتحدث عن أسباب مشاركته with 55 views, 1 likes, 0 dislikes in Playlist ملتقى الشباب العربي الإفريقي

The Video no. 3 is الكرة الإماراتية | حلقة خاصة مع الكابتن شوبير عن الكرة الإماراتية | الجزء السابع with 73 views, 0 likes, 0 dislikes in Playlist الكرة الإماراتية

The Video no. 4 is الكرة الإماراتية | حلقة خاصة مع الكابتن شوبير عن الكرة الإماراتية | الجزء الخامس with 74 views, 0 likes, 0 dislikes in Playlist الكرة الإماراتية

The Video no. 5 is الكرة الإماراتية | حلقة خاص مع الكابتن شوبير عن الكرة الإماراتية | الجزء الثالث with 77 views, 0 likes, 0 dislikes in Playlist الكرة الإماراتية

The Video no. 6 is السفير أسامة عبد الخالق يكشف جهود مصر في مكافحة الإرهاب وآخر تطورات أزمة سد النهضة with 79 views, 1 likes, 0 dislikes in Playlist ملتقى الشباب العربي الإفريقي

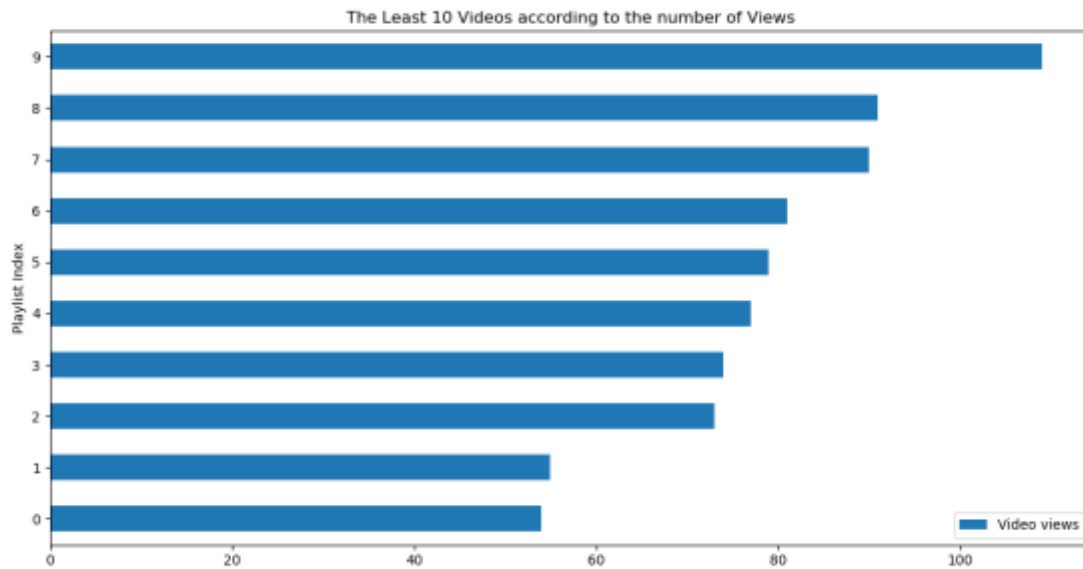
The Video no. 7 is الكرة الإماراتية | حلقة خاصة مع الكابتن شوبير عن الكرة الإماراتية | الجزء الثامن with 81 views, 0 likes, 0 dislikes in Playlist الكرة الإماراتية

The Video no. 8 is الكرة الإماراتية | حلقة خاصة مع الكابتن شوبير عن الكرة الإماراتية | الجزء الثاني with 90 views, 0 likes, 0 dislikes in Playlist الكرة الإماراتية

The Video no. 9 is د. رنا زيدان توضح فكرة ودور الأكاديمية الوطنية للتدريب with 91 views, 1 likes, 1 dislikes in Playlist ملتقى الشباب العربي الإفريقي

The Video no. 10 is الكرة الإماراتية | حلقة خاصة مع الكابتن شوبير عن الكرة الإماراتية | الجزء الأول with 109 views, 0 likes, 0 dislikes in Playlist الكرة الإماراتية

Also, the following two figures shows the bar chars of these videos  
1- Number of views



2- Number of likes and dislikes

