Predict YouTube Video Views

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Who am I?

Annie Flippo

Sr. Data Scientist

AwesomenessTV / Dreamworks Animation SKG
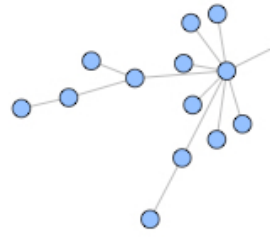
Machine Learning Engineer

Product Manager

Coder

Who is AwesomenessTV?

We're digital content provider for platforms such as Hulu, Netflix, Roku, Verizon & YouTube.

Business Problem

Can we predict how many views a new video will get on day 30?
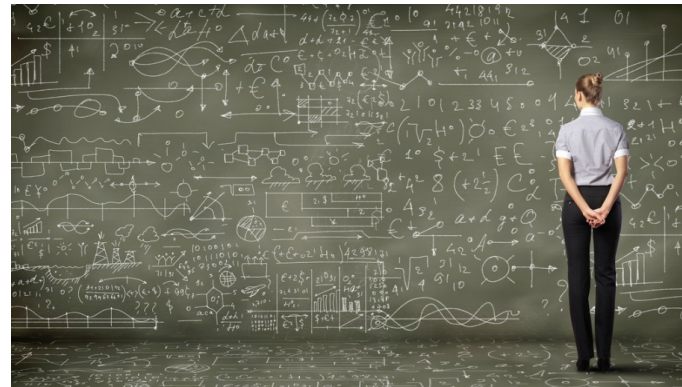
Purpose:

- Know if and when to promote a video
- Better manage marketing budget
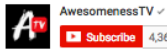
Where to Start

Is this a unique problem?

- Review research & literature
- Find others who might have insights

Views Exhibit the Same Pattern
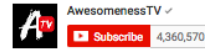
But the scale of views are different!

Understand the Data

Collect daily views for existing videos.

- What's wrong with day 0?
- YouTube has missing data
- YouTube data is often more than 2 days behind

Exploratory Analysis

- Graphing raw data
- Feature Engineering (i.e. log it)
- Check out R-Markdown output

How good are the Predictions?

Test the model with new videos:

- Collect day 0, 1 & 3 data
- Predict day 30 views
- Write it down
- Wait a month and check actual views

Slides are available at
bit.ly/acflippo-yt-video-pred

Thank You!

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