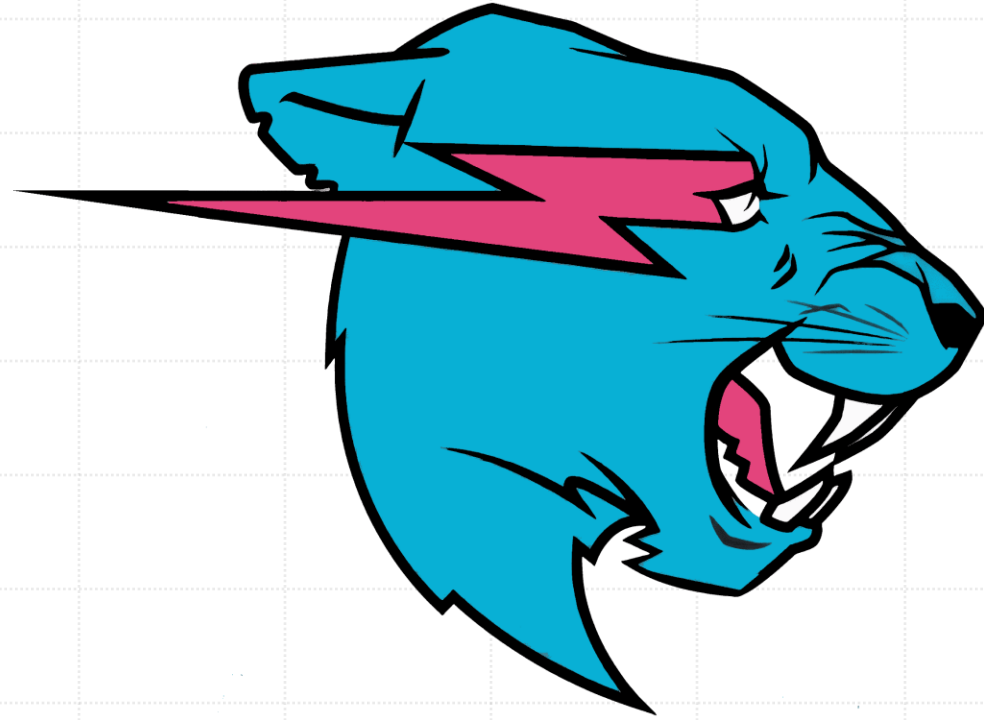


Mr. Beast



- NICHE: ENTERTAINMENT
- TOTAL SUBSCRIBERS: 134 MILLION
- TOTAL NUMBER OF VIEWS: 549 MILLION
- MAX NUMBER OF LIKES 28 MILLION



Outline

- Executive Summary
- Introduction
- Methodology
- Results
- Conclusion



Executive Summary

- Summary of methodologies
 - Data collection
 - Data Wrangling
 - EDA with Python and Power BI
 - Interactive visual analytics



Introduction

- Project background and context
 - As the YouTube platform constantly evolves, it is essential to understand the commonalities among the most successful videos on YouTube
- Problems you want to find answers
 - The objective of this data analysis report is to identify the key variables that contribute to the success of a video by conducting a comparative analysis with other prominent YouTubers in the same niche.



Methodology



Methodology

- Data collection methodology:
 - The Data was collected using YouTube API
- Data wrangling
 - First we transform the data into a Data Frame using pandas
 - Second we checked the missing values and how impactful they will be to the analysis
- Perform exploratory data analysis (EDA) Python and Power BI
- Perform interactive visual analytics using Power BI



Exploratory data analysis (EDA)

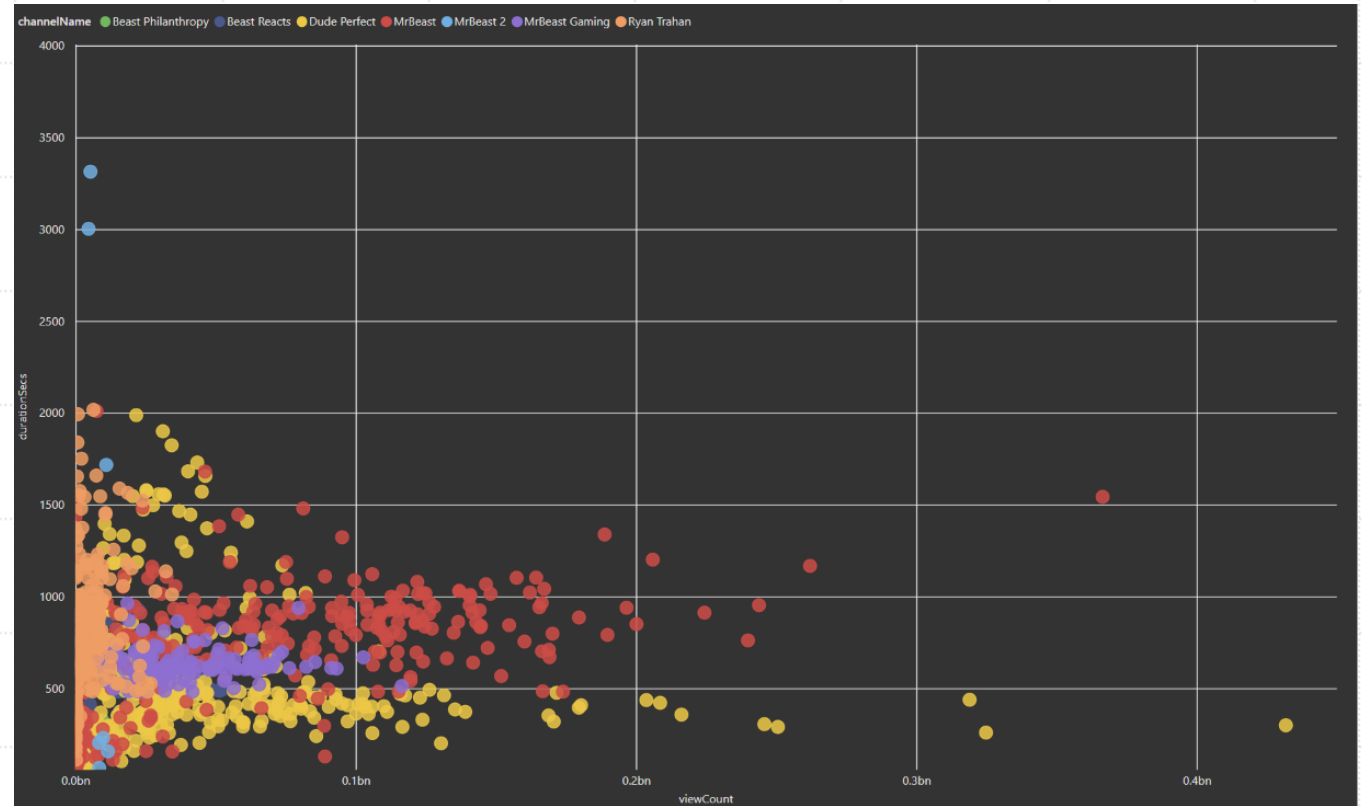
Title length X View Count

- Videos with a title length around 30 to 45 characters tend to perform better
- Correlation = 0 (No correlation)



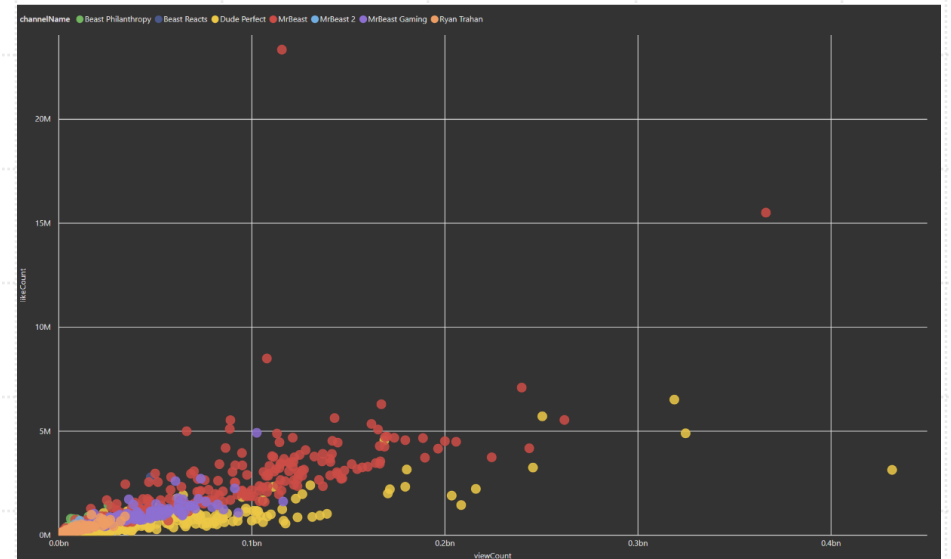
Duration(s) X View Count

- Videos with the duration of 7 and 15 minutes showed a better performances
- Correlation = -0.01 (Almost no correlation)



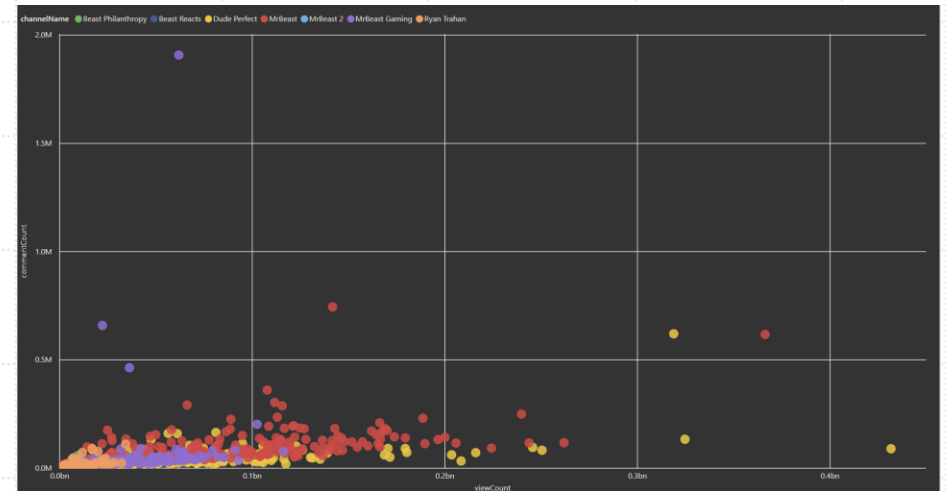
Like count X View Count

- There is a notable connection between the number of views and the number of likes, although it appears that the strength of this connection can differ somewhat based on the channel's audience. For example, although Dude Perfect and Mr. Beast may have received the same number of views, the former channel has significantly fewer likes than the latter.
- Correlation = 0.79 (Strong correlation)



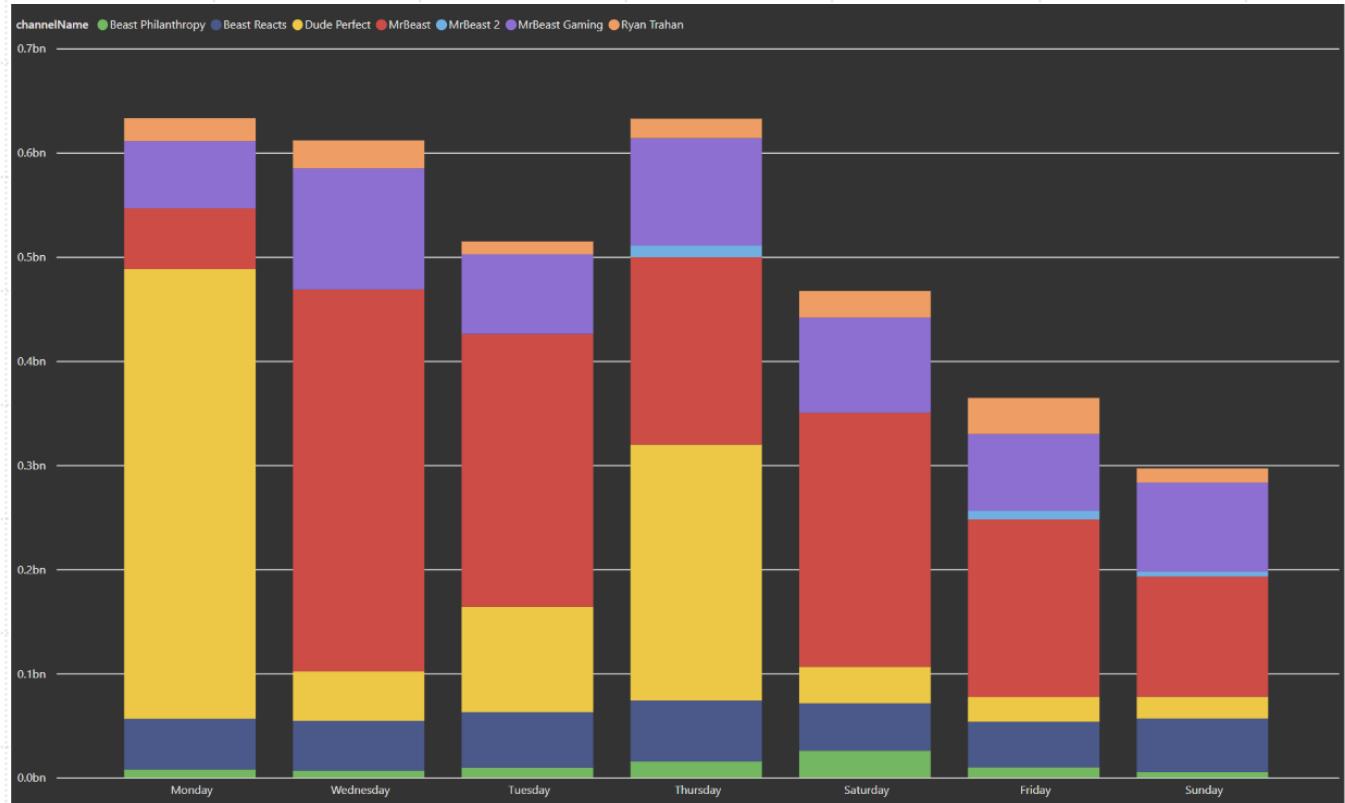
Comment count X View Count

- There is a slightly correlation between Comment count x View Count
- Correlation = 0.51 (Moderate correlation)



Publish day of the week X View Count

- Although Mr. Beast videos generally maintain consistent performance throughout the week, it would be ideal to have the performance accurately reflecting the day the video was uploaded. Unfortunately, this cannot be obtained through YouTube API.

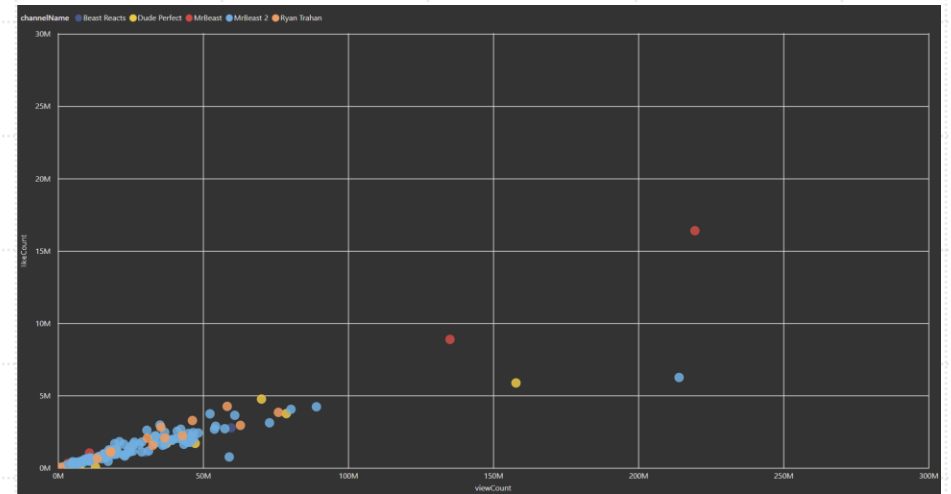


- The analysis of the comments indicates that a majority of Mr. Beast's audience is highly content with his videos.



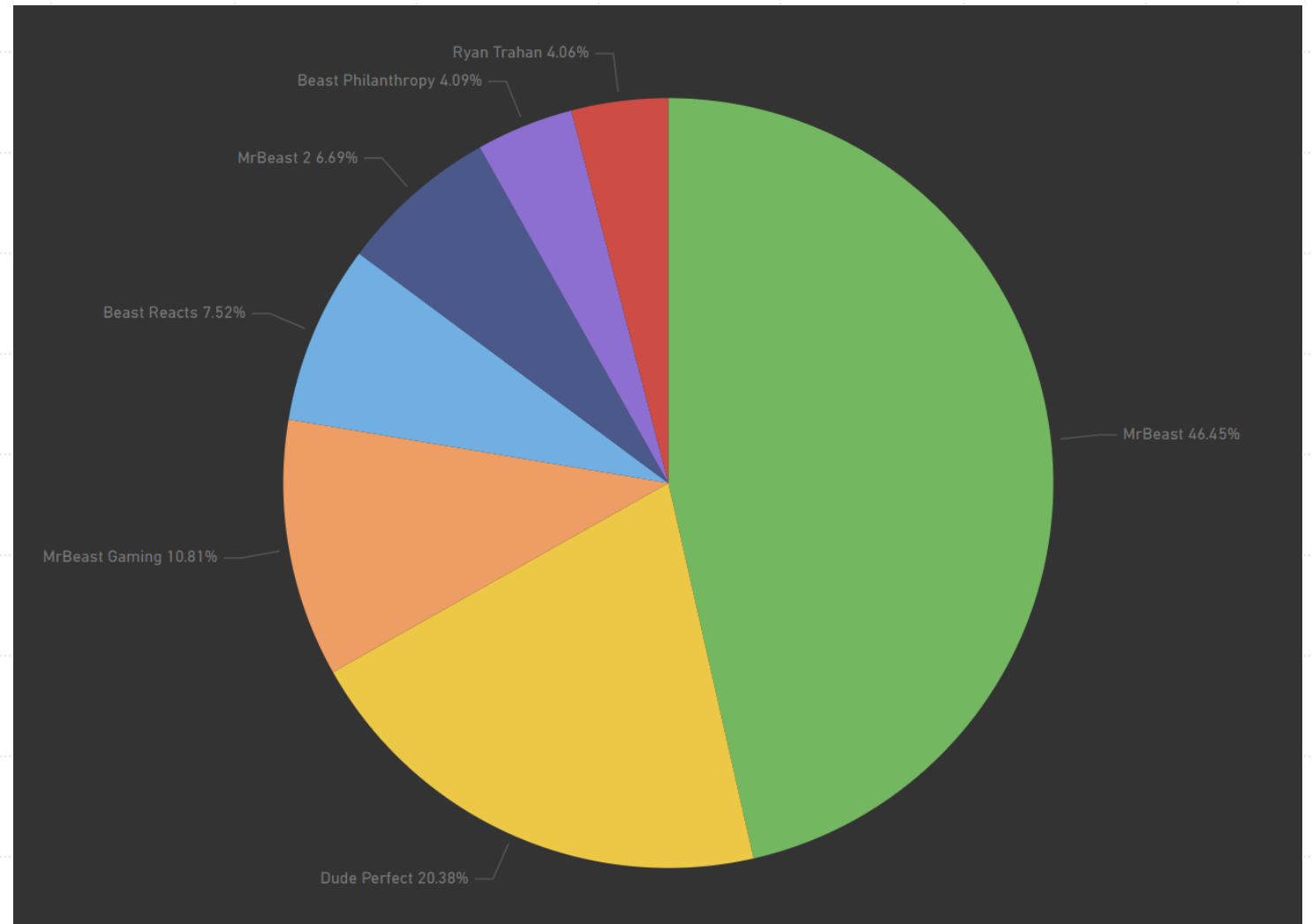
Like count X View Count (Shorts)

- The correlation between the number of views and the number of likes, appears to be slightly stronger than for normal type of videos.
- Correlation = 0.97(Very strong correlation)



Comparison of each channel percentage of subscribers

- Mr. Beast has the biggest number of subscribers having 46% of subscribers comparing to the other channels. If we compare the two biggest channels Mr. Beast have almost 40% more subscribers than Dude Perfect





Conclusion



Conclusion

- From the analysis we could understand that a good most of the videos that perform well have:
 - Between 30 to 45 characters
 - Duration around 7 and 15 minutes
 - The sentiment analysis shows that Mr. Beast is in the right path.
 - Most recent videos with a good performance showed a thumbnail compose by:
 - At least one Key participant of the channels in it preferably with his face
 - A clear message addressing what is the video about
 - Good quality picture, but not over treated.
 - Keeping it exaggerating the message that you want to pass, without overwork it.
 - 1 or 2 words max on the sides or corners.
- Dude Perfect use to post min 2 videos per month while Mr. Beast use to post an average of 4 videos per month. We believe Mr. Beast consistency and frequency of video uploads is related to the channels consistent growth and is a point to evaluate in the future.