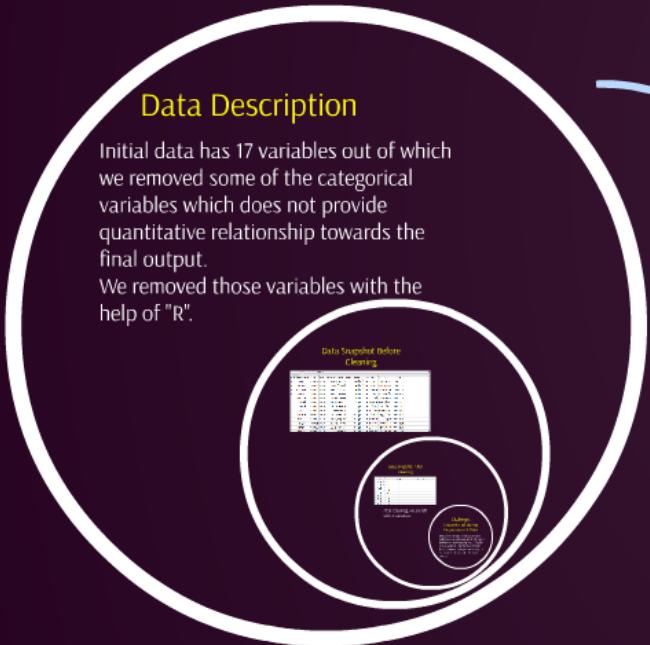
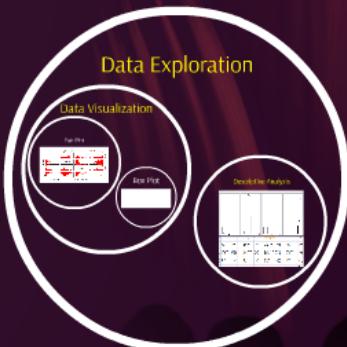
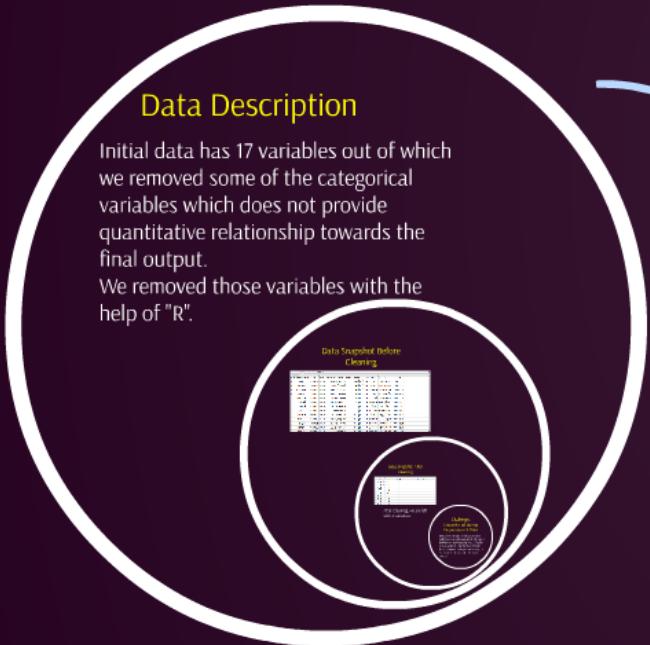


TED



TED





INTRODUCTION



Ideas Worth Spreading

Motives

- We are doing descriptive analysis.
- Traditionally not a business concept.
- Finding out the reason for impact index.



INTRODUCTION



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Motives

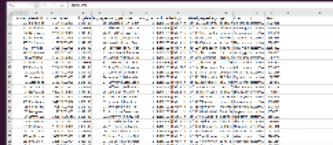
- We are doing descriptive analysis.
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- Finding out the reason for impact index.

Data Description

Initial data has 17 variables out of which we removed some of the categorical variables which does not provide quantitative relationship towards the final output.

We removed those variables with the help of "R".

Data Snapshot Before Cleaning



Data Snapshot After Cleaning



After Cleaning, we are left with 5 variables.



Data Snapshot Before Cleaning

Data Snapshot After Cleaning

After Cleaning, we are left with 5 variables.

Challenges Encountered During Preparation Of Data

One of the variable in the data was a categorical variable named ratings. So, to derive the meaning out of that variable we converted it into the form of ratio data, assigning +1 for positive ratings, -1 for negative ratings and 0 for neutral ratings.

Data Snapshot Before Cleaning

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U								
1	comment	description	duration	event	film_date	languages	main_spe	name	num_spea	published	ratings	related_t	speaker_ctags	title	url	views													
2	4553	Sir Ken Ro	1164	TED2006	1.14E+09	60	Ken Robin	Ken Robin	1	1.15E+09	[{"id": 7, "n": [{"id": 865, "Author": "children"}, {"id": 243, "Climate": "alternati"}, {"id": 1725, "Technolog": "compute"}, {"id": 1041, "Activist": "MacArth"}, {"id": 2056, "Global": "Africa"}, {"id": 229, "Life": "business"}, {"id": 22, "Actor": "Christian"}, {"id": 750, "Architect": "Behind"}, {"id": 71, "Philosoph": "God"}, {"id": 685, "Human-cc": "demo"}, {"id": 2043, "Tech": "children"}, {"id": 2273, "Violinist": "entertain"}, {"id": 2251, "Industrial": "DNA"}, {"id": 640, "Founder": "business"}, {"id": 1913, "Education": "The birth"}, {"id": 217, "Playwrig": "culture"}, {"id": 2237, "Quantum": "climate"}, {"id": 9, "n": [{"id": 2237, "Chemical": "https://w"}]}], "url": "https://www.ted.com/talks/sir_ken_robinson_says_schools_are_killing_children_s_imagination/transcript?language=en&utm_source=share_email&utm_medium=email&utm_campaign=talks_email"}, "views": 47227110}																		
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Data Snapshot After Cleaning

ID	Rating	Value	Category	Score
1	positive	1.0	positive	+1
2	positive	1.0	positive	+1
3	positive	1.0	positive	+1
4	positive	1.0	positive	+1
5	positive	1.0	positive	+1
6	positive	1.0	positive	+1
7	positive	1.0	positive	+1
8	positive	1.0	positive	+1
9	positive	1.0	positive	+1
10	positive	1.0	positive	+1
11	positive	1.0	positive	+1
12	positive	1.0	positive	+1
13	positive	1.0	positive	+1
14	positive	1.0	positive	+1
15	positive	1.0	positive	+1
16	positive	1.0	positive	+1
17	positive	1.0	positive	+1
18	positive	1.0	positive	+1
19	positive	1.0	positive	+1
20	positive	1.0	positive	+1
21	positive	1.0	positive	+1
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23	positive	1.0	positive	+1
24	positive	1.0	positive	+1
25	positive	1.0	positive	+1
26	positive	1.0	positive	+1
27	positive	1.0	positive	+1
28	positive	1.0	positive	+1
29	positive	1.0	positive	+1
30	positive	1.0	positive	+1
31	positive	1.0	positive	+1
32	positive	1.0	positive	+1
33	positive	1.0	positive	+1
34	positive	1.0	positive	+1
35	positive	1.0	positive	+1
36	positive	1.0	positive	+1
37	positive	1.0	positive	+1
38	positive	1.0	positive	+1
39	positive	1.0	positive	+1
40	positive	1.0	positive	+1
41	positive	1.0	positive	+1
42	positive	1.0	positive	+1
43	positive	1.0	positive	+1
44	positive	1.0	positive	+1
45	positive	1.0	positive	+1
46	positive	1.0	positive	+1
47	positive	1.0	positive	+1
48	positive	1.0	positive	+1
49	positive	1.0	positive	+1
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67	positive	1.0	positive	+1
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69	positive	1.0	positive	+1
70	positive	1.0	positive	+1
71	positive	1.0	positive	+1
72	positive	1.0	positive	+1
73	positive	1.0	positive	+1
74	positive	1.0	positive	+1
75	positive	1.0	positive	+1
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77	positive	1.0	positive	+1
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97	positive	1.0	positive	+1
98	positive	1.0	positive	+1
99	positive	1.0	positive	+1
100	positive	1.0	positive	+1

After Cleaning, we are left with 5 variables.

Challenges Encountered During Preparation Of Data

One of the variable in the data was a categorical variable named ratings. So, to derive the meaning out of that variable we converted it into the form of ratio data, assigning +1 for positive ratings, -1 for negative ratings and 0 for neutral ratings.

Data Snapshot / Week cleaning

After cleaning, we are left

are left

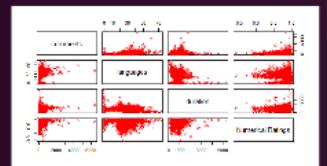
Challenges Encountered During Preparation Of Data

One of the variable in the data was a categorical variable named ratings. So, to derive the meaning out of that variable we converted it into the form of ratio data, assigning +1 for positive ratings, -1 for negative ratings and 0 for neutral ratings.

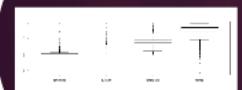
Data Exploration

Data Visualization

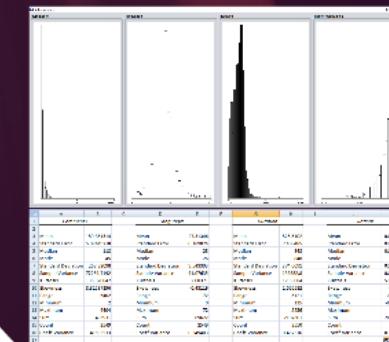
Pair Plot



Box Plot

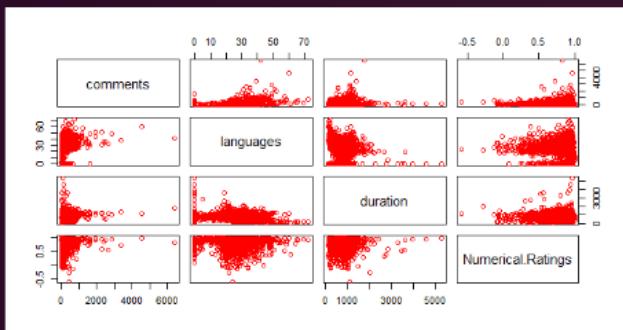


Descriptive Analysis

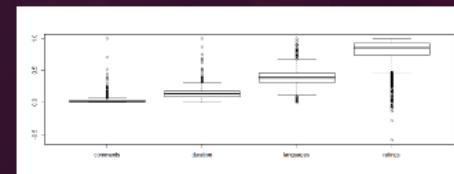


Data Visualization

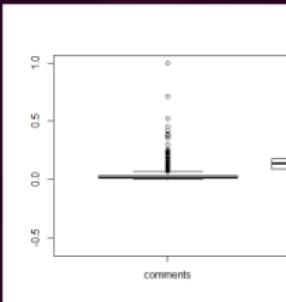
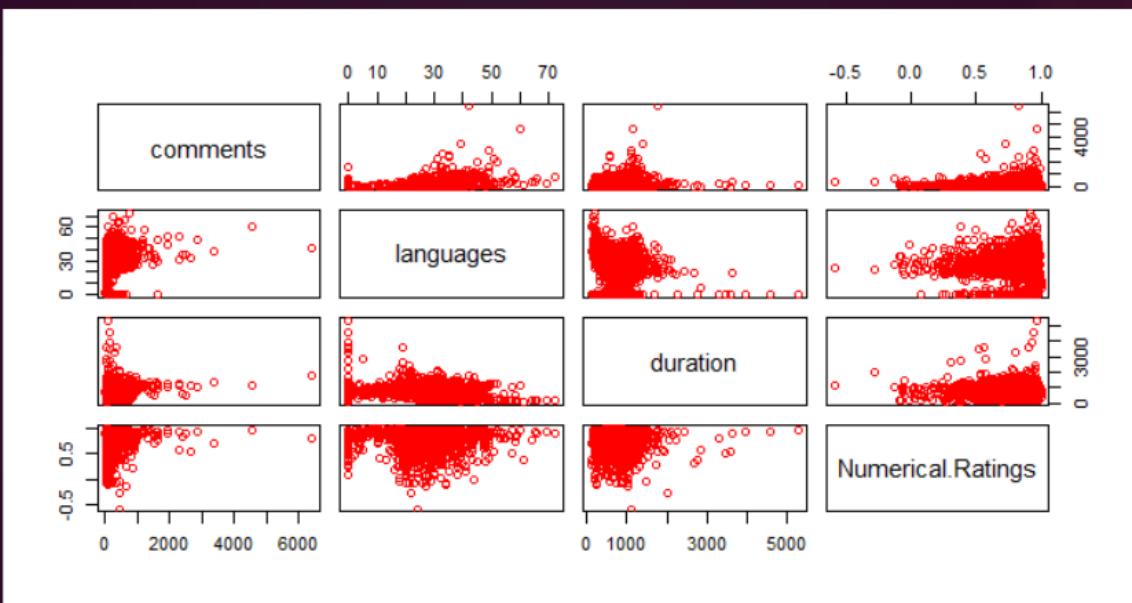
Pair Plot



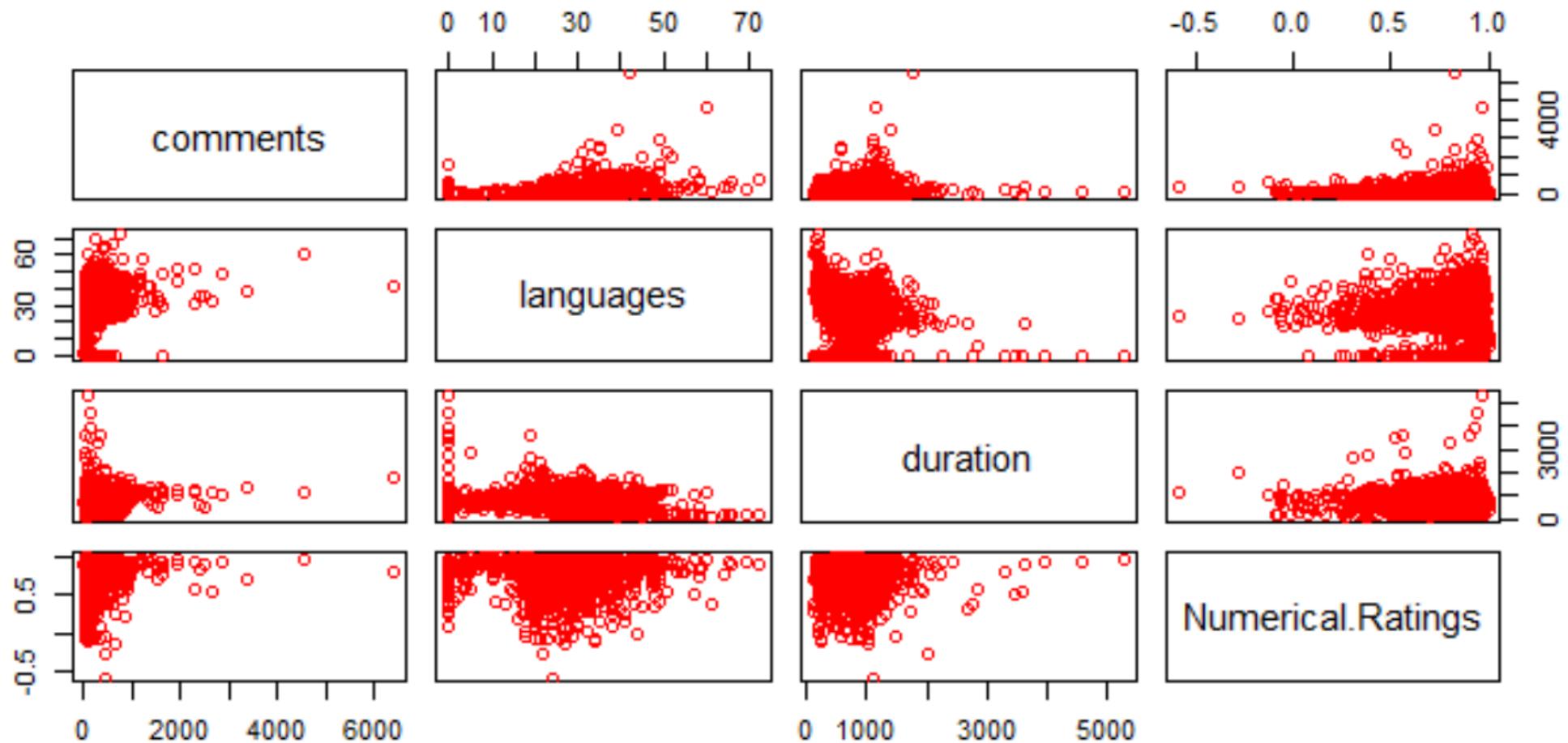
Box Plot



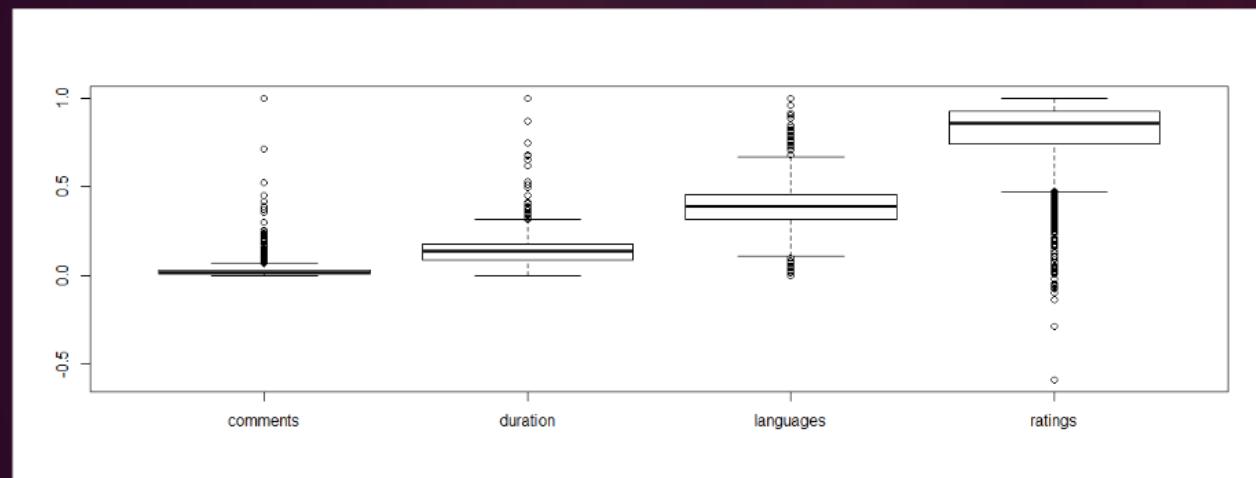
Pair Plot



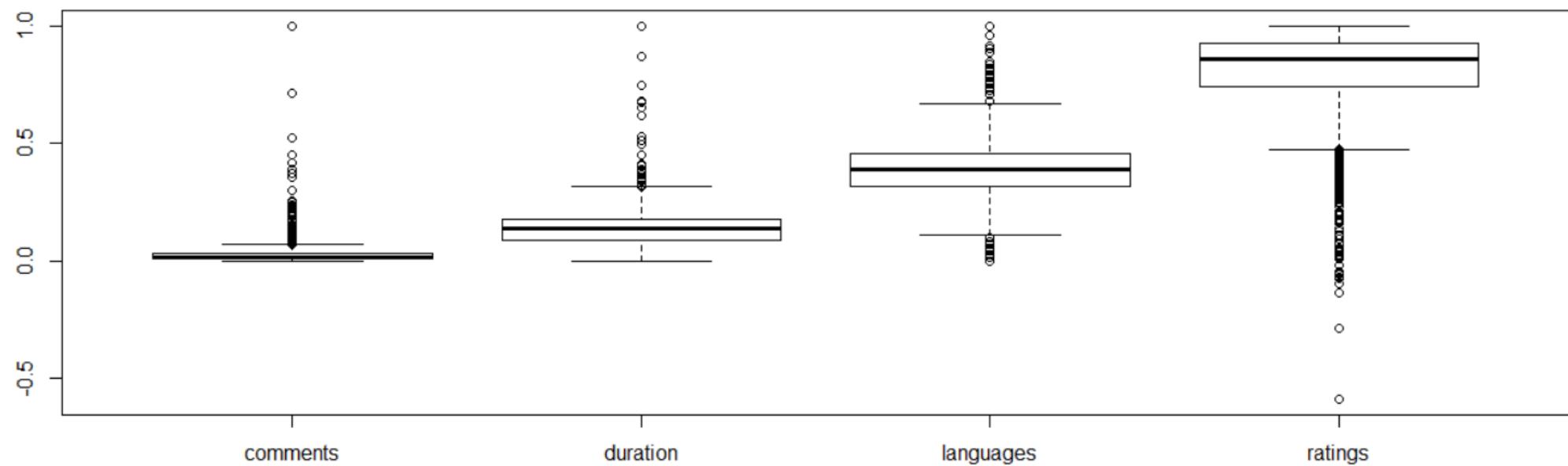
Pair Plot



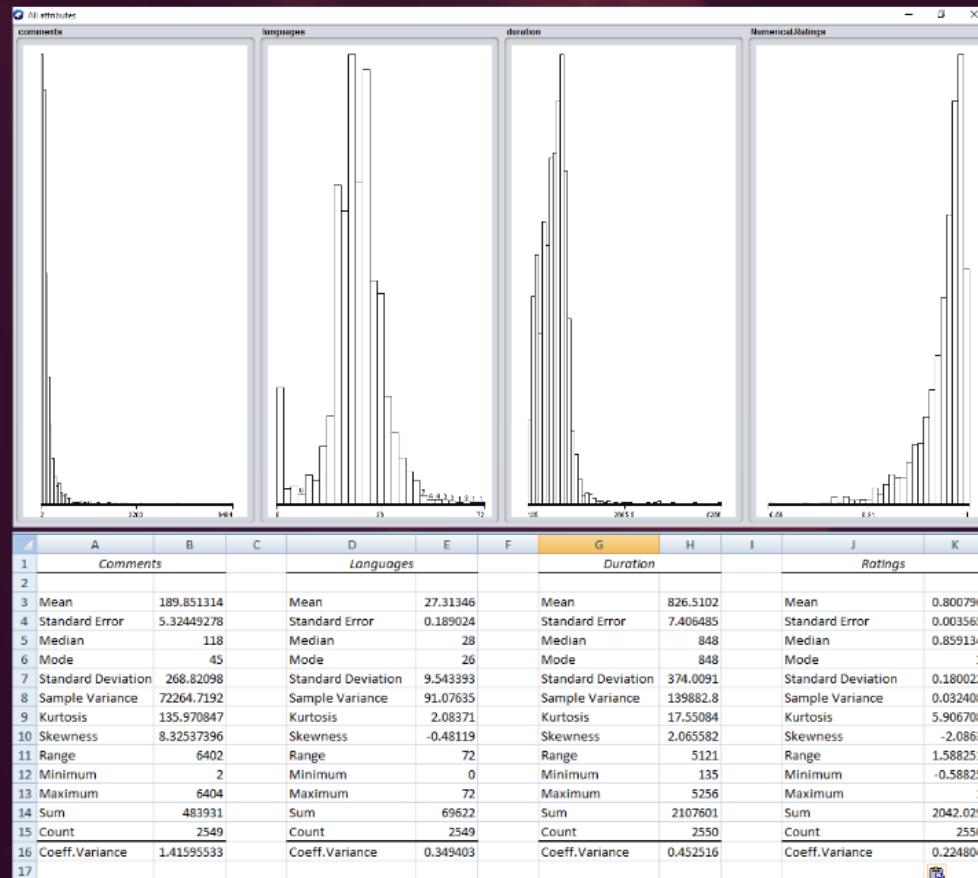
Box Plot

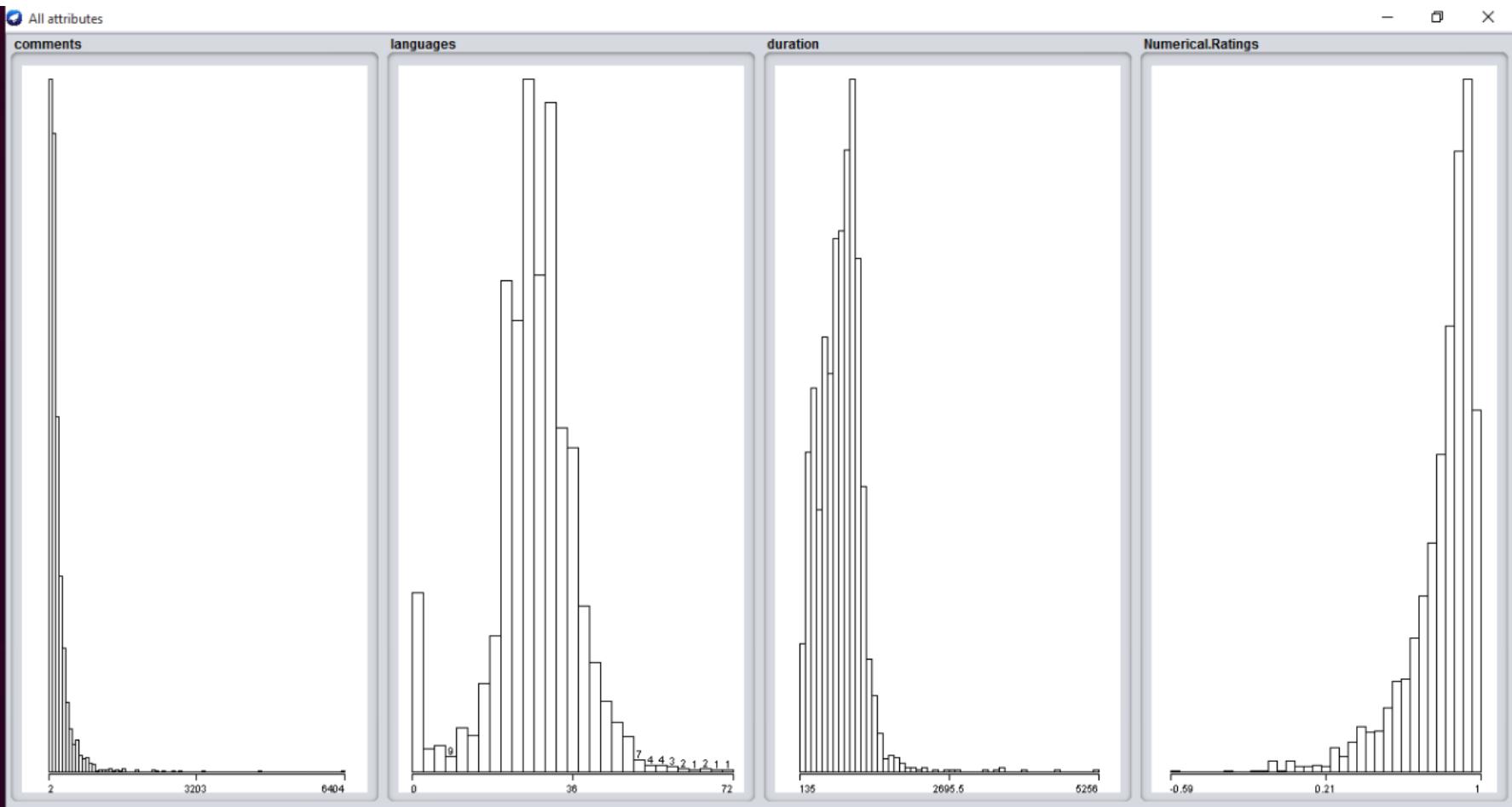


BOX PLOT



Descriptive Analysis





	A	B	C	D	E	F	G	H	I	J	K
1	Comments		Languages			Duration			Ratings		
3	Mean	189.851314		Mean	27.31346		Mean	826.5102		Mean	0.800796
4	Standard Error	5.32449278		Standard Error	0.189024		Standard Error	7.406485		Standard Error	0.003565
5	Median	118		Median	28		Median	848		Median	0.859134
6	Mode	45		Mode	26		Mode	848		Mode	1
7	Standard Deviation	268.82098		Standard Deviation	9.543393		Standard Deviation	374.0091		Standard Deviation	0.180022
8	Sample Variance	72264.7192		Sample Variance	91.07635		Sample Variance	139882.8		Sample Variance	0.032408
9	Kurtosis	135.970847		Kurtosis	2.08371		Kurtosis	17.55084		Kurtosis	5.906708
10	Skewness	8.32537396		Skewness	-0.48119		Skewness	2.065582		Skewness	-2.0863
11	Range	6402		Range	72		Range	5121		Range	1.588251
12	Minimum	2		Minimum	0		Minimum	135		Minimum	-0.58825
13	Maximum	6404		Maximum	72		Maximum	5256		Maximum	1
14	Sum	483931		Sum	69622		Sum	2107601		Sum	2042.029
15	Count	2549		Count	2549		Count	2550		Count	2550
16	Coeff.Variance	1.41595533		Coeff.Varianc	0.349403		Coeff.Varianc	0.452516		Coeff.Varianc	0.224804
17											



Regression

```
> cor(ted)
      comments duration languages views num_ratings
comments   1.0000000  0.1408585  0.21828426  0.23093870  0.0401982
duration   0.1408585  1.0000000  -0.29568091  0.04874043  0.01551547
languages   0.1628426  -0.29568091  1.00000000  0.37762305  0.08622839
views      0.53093870  0.04874043  0.37762305  1.00000000  0.17559677
num_ratings 0.04401982  0.01650347  0.08922839  0.17559677  1.00000000
> mdf<- lm(log_comments ~ duration + languages + num_ratings, data=ted)
> summary(mdf)

Call:
lm(formula = views ~ comments + duration + languages + num_ratings,
    data = ted)

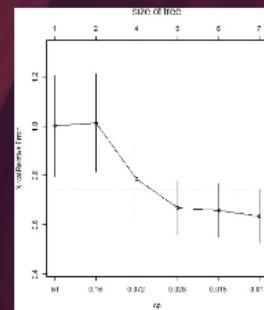
Residuals:
    Min      1Q      Median      3Q     Max 
-22837770 -741515  -206930  301914  31343305 

Coefficients:
            Estimate Std. Error t value Pr(>|t|)    
(Intercept) -2570226.8 243219.7 -10.561 < 2e-16 ***
comments     3894.9   154.3  25.239 < 2e-16 ***
duration      373.8   113.7   3.230  0.00125 ***
languages     62267.3   4740.0  13.346 < 2e-16 ***
num_ratings  1833018.3  222716.3   8.224 < 2e-16 ***

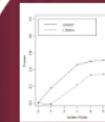
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1

residual standard error: 2014000 on 2545 degrees of freedom
multiple R-squared:  0.3513, Adjusted R-squared:  0.3503 
F-statistic: 344.6 on 4 and 2545 DF, p-value: < 2.2e-16
```

Tree Statistics



Tree Statistics



```
> cor(ted)
      comments      duration      languages      views num_ratings
comments 1.00000000  0.14069365  0.31828426  0.53093870  0.04401982
duration  0.14069365 1.00000000 -0.29568091  0.04874043  0.01850547
languages 0.31828426 -0.29568091 1.00000000  0.37762305  0.08922839
views    0.53093870  0.04874043  0.37762305 1.00000000  0.17559677
num_ratings 0.04401982  0.01850547  0.08922839  0.17559677 1.00000000
> md1T<-lm(views~comments+duration+languages+num_ratings, data=ted)
> summary(md1T)
```

call:

```
lm(formula = views ~ comments + duration + languages + num_ratings,
  data = ted)
```

Residuals:

Min	1Q	Median	3Q	Max
-22837770	-741515	-206930	391914	31343305

Coefficients:

	Estimate	Std. Error	t value	Pr(> t)
(Intercept)	-2570226.8	243219.7	-10.568	< 2e-16 ***
comments	3894.9	154.3	25.239	< 2e-16 ***
duration	373.8	115.7	3.230	0.00125 **
languages	63267.3	4740.6	13.346	< 2e-16 ***
num_ratings	1853918.1	222716.3	8.324	< 2e-16 ***

Signif. codes: 0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 2014000 on 2545 degrees of freedom

Multiple R-squared: 0.3513, Adjusted R-squared: 0.3503

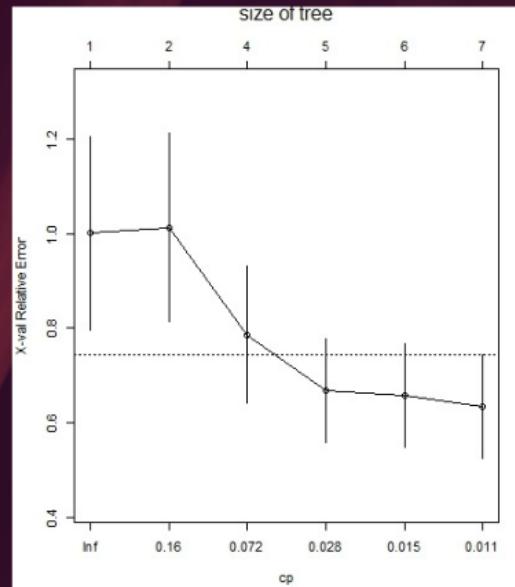
F-statistic: 344.6 on 4 and 2545 DF, p-value: < 2.2e-16



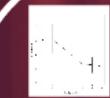
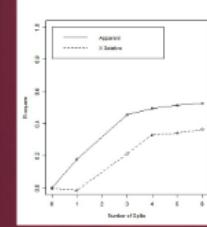
' 0.01 '*' 0.05 '.' 0.1 '' 1

on 2545 degrees of freedom
adjusted R-squared: 0.3503
DF, p-value: < 2.2e-16

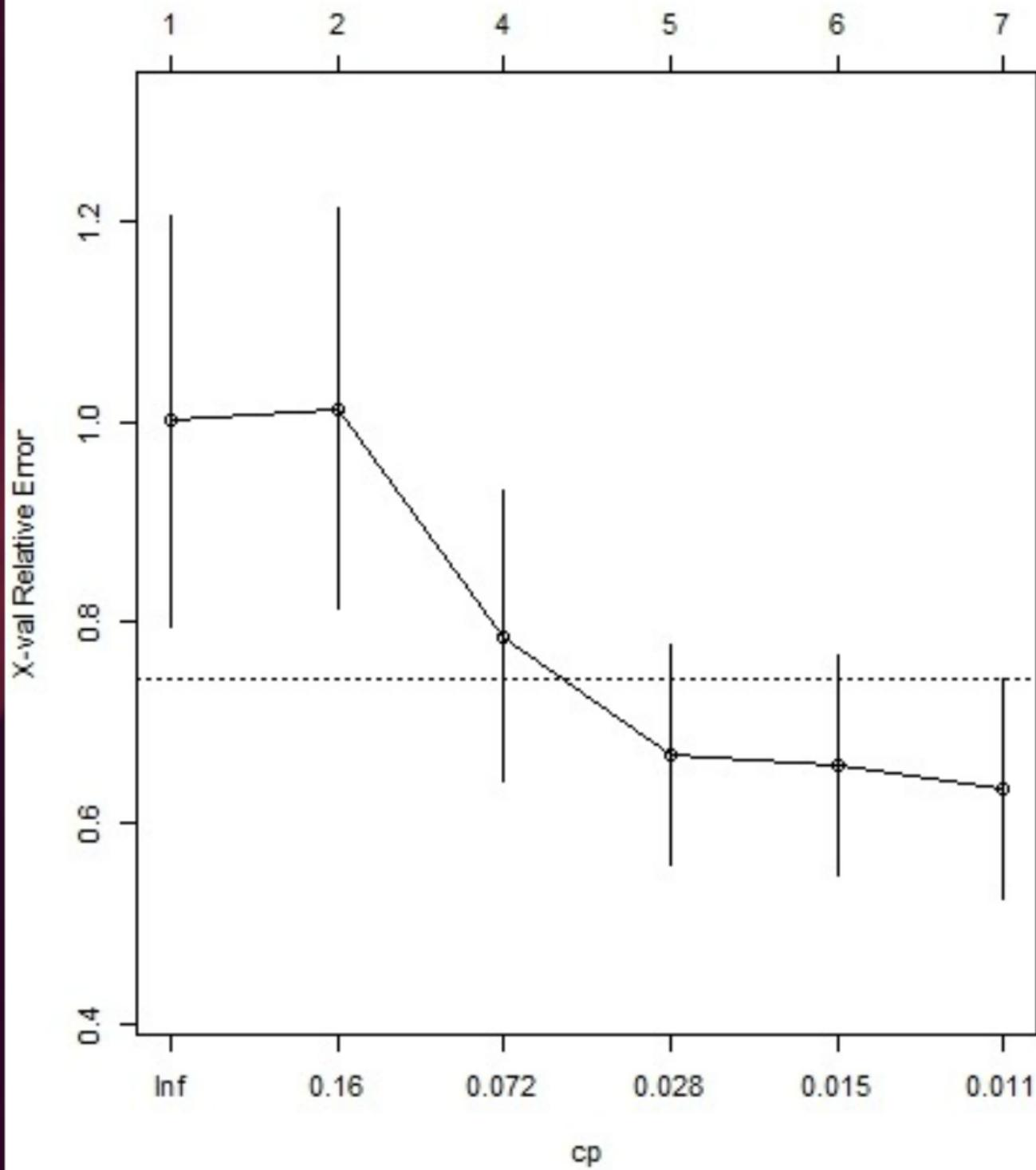
Tree Statistics

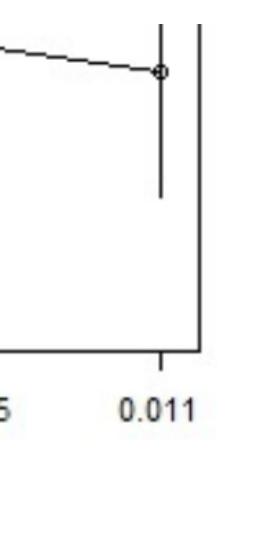


Tree Statistics

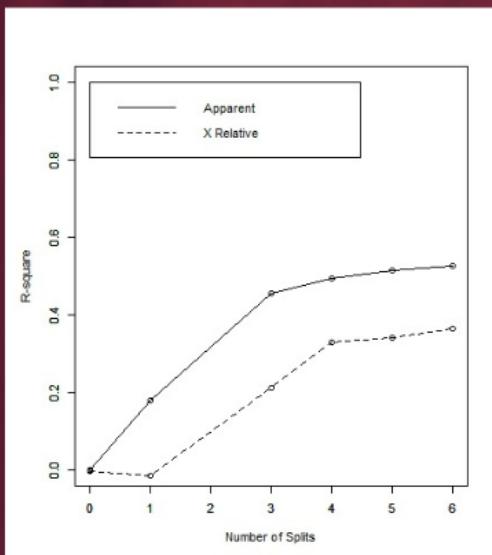


size of tree

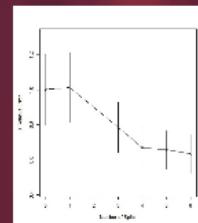




Tree Statistics

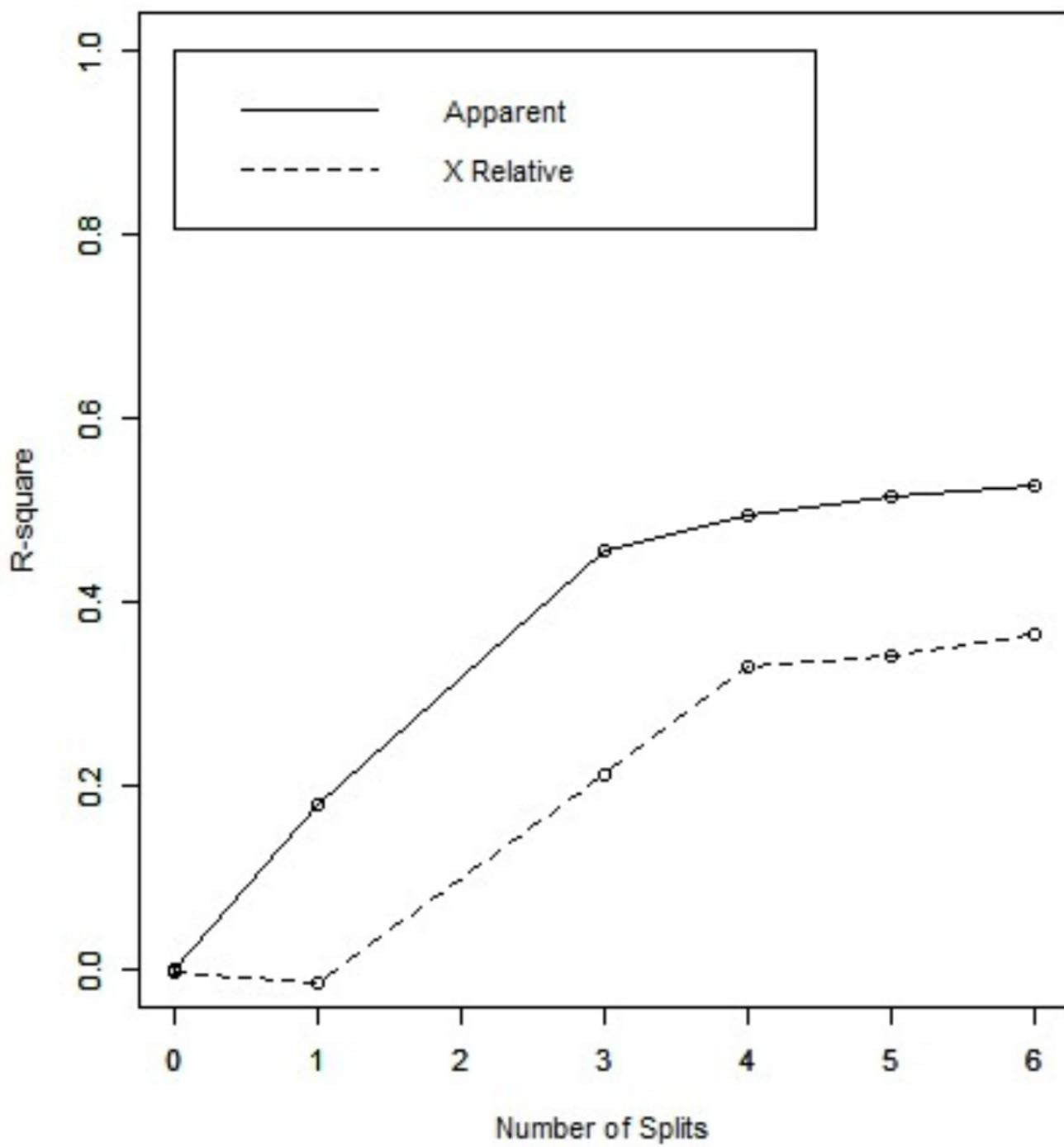


Tree Statistics

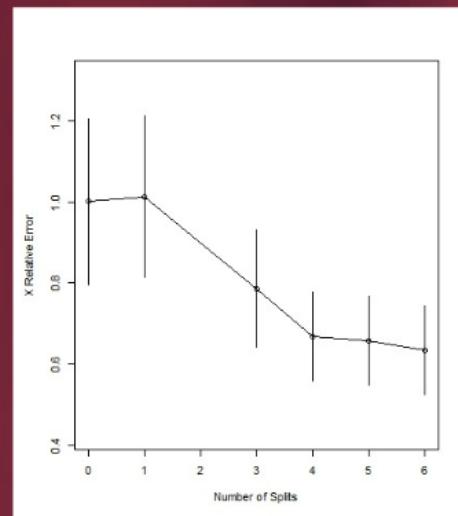


Tree

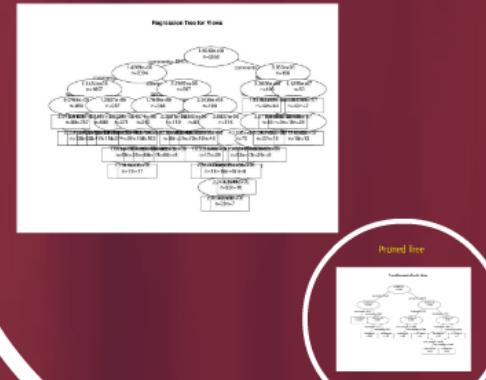


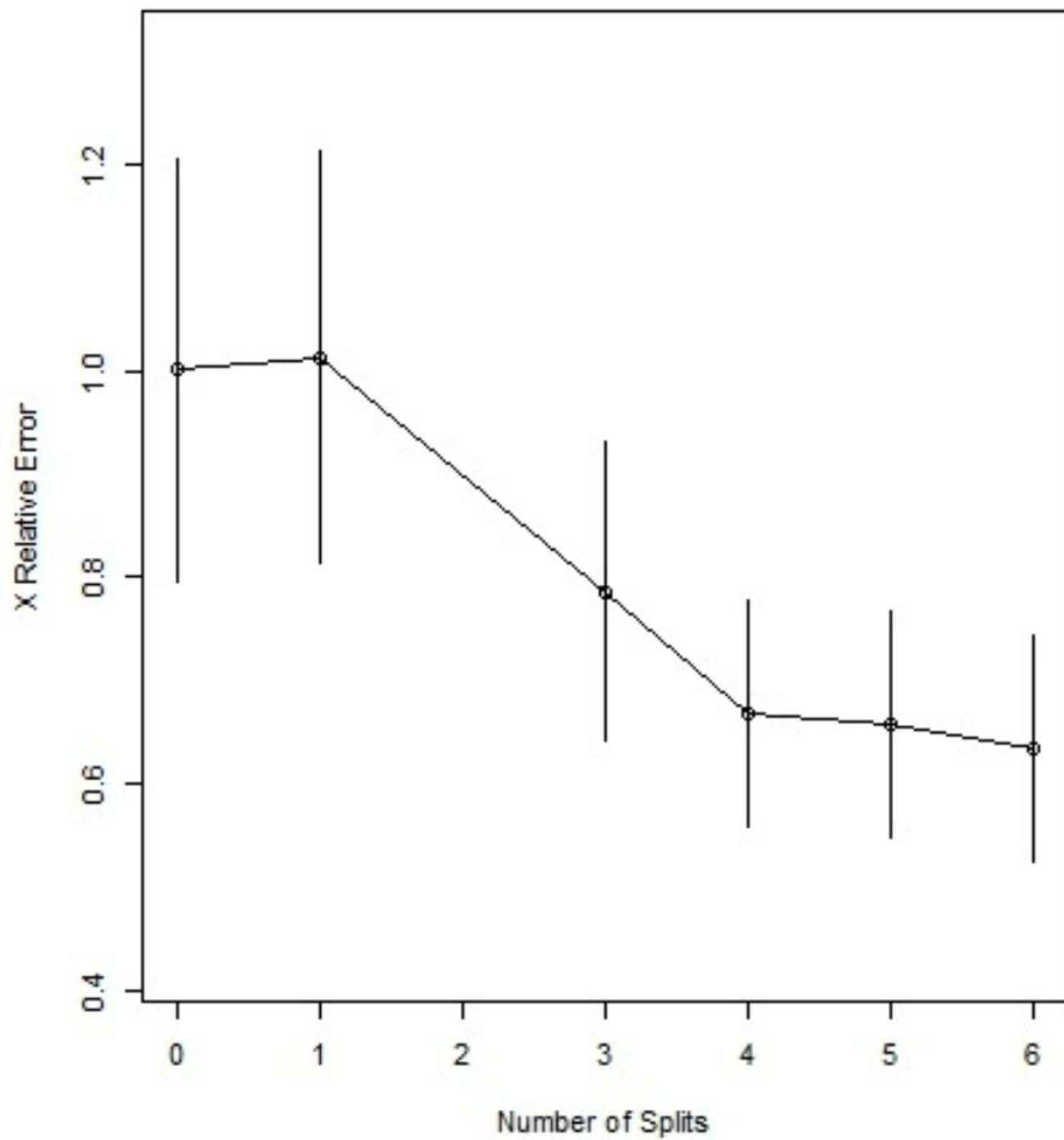


Tree Statistics

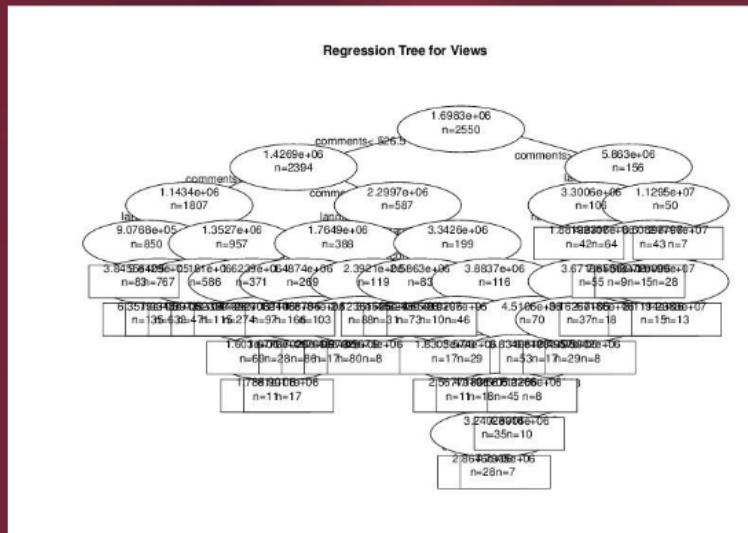


Tree

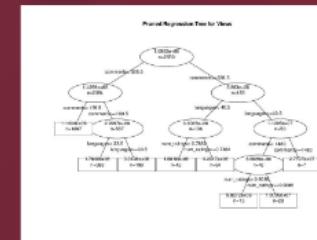




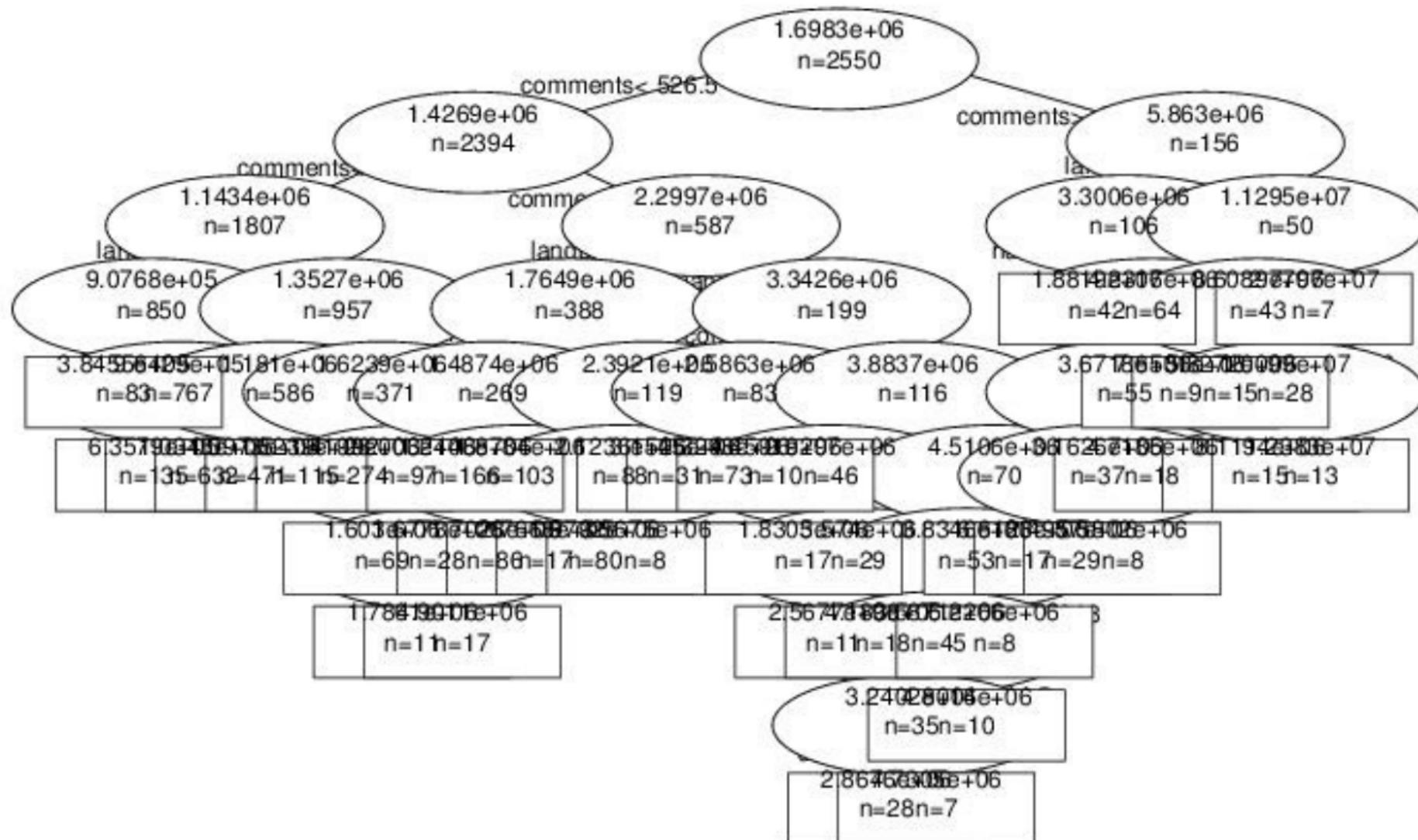
Tree



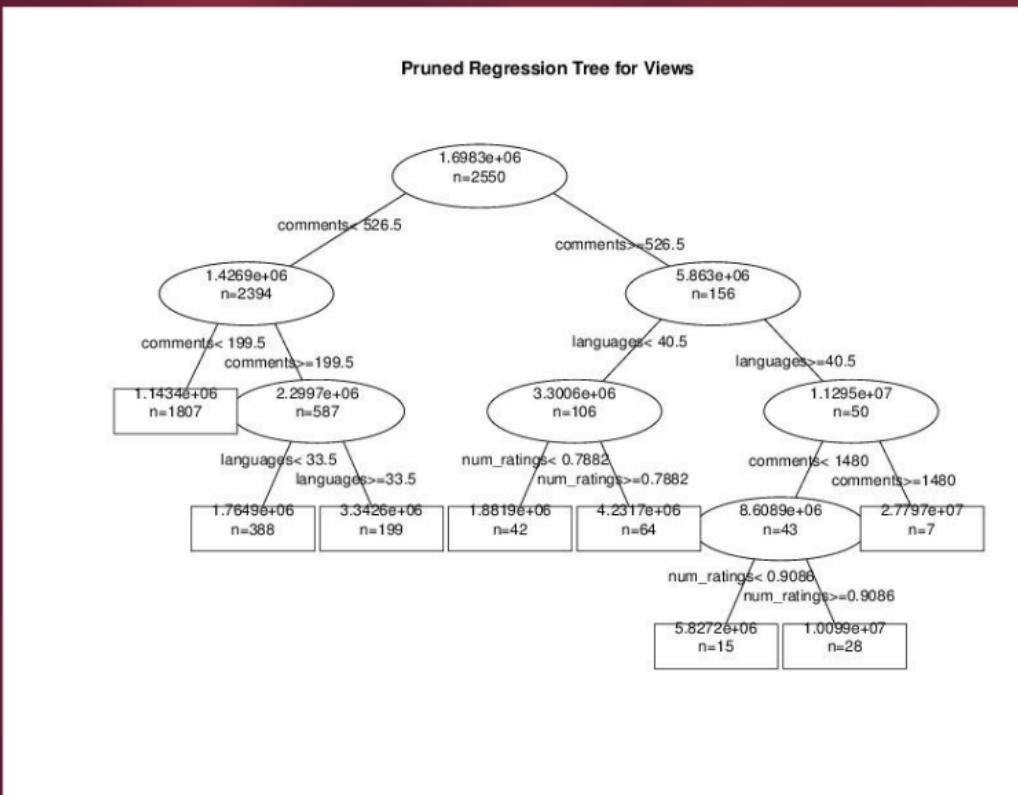
Pruned Tree



Regression Tree for Views



Pruned Tree



Pruned Regression Tree for Views

