

Topic: Content monetisation & Revenue prediction on YouTube data.

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Brief of the topic:

YouTube is a highly popular platform for creators of video content, with more than 2 billion monthly active users. As a result, it has become a popular destination for content creators to showcase their abilities and reach a larger audience. Nonetheless, with such an immense amount of content available, it can be difficult to get noticed and obtain the necessary views and subscribers to monetise the content that they are posting. To overcome these challenges, YouTubers must optimize their videos to obtain the maximum amount of engagement, views, and subscribers. The dataset provided below takes into consideration various features that play a pivotal role in determining the revenue of Youtubers.

Area of research:

- Predicting the daily revenue of a certain youtuber with his/her channel's daily view, subscribers gained, average viewed duration, views, the number of subscribers, likes, dislikes, comments etc.
- Which factor is most related with increasing daily Revenue?
- If one has more videos posted on his/her channel, would she/he happen to earn more?

Dataset link: <https://www.kaggle.com/datasets/kristhecoder/youtube-revenue-data-20182021?resource=download>

Dataset attributes:

#	Column	Non-Null Count	Dtype
0	Date	134 non-null	object
1	Average views per viewer	134 non-null	float64
2	Unique viewers	134 non-null	int64
3	Impressions click-through rate (%)	134 non-null	float64
4	Impressions	134 non-null	int64
5	Comments added	134 non-null	int64
6	Shares	134 non-null	int64
7	Likes (vs. dislikes) (%)	99 non-null	float64
8	Dislikes	134 non-null	int64
9	Subscribers lost	134 non-null	int64
10	Subscribers gained	134 non-null	int64
11	Likes	134 non-null	int64
12	Average percentage viewed (%)	134 non-null	float64
13	Videos published	9 non-null	float64
14	Videos added	9 non-null	float64
15	Subscribers	134 non-null	int64
16	Views	134 non-null	int64
17	Watch time (hours)	134 non-null	float64
18	Average view duration	134 non-null	object
19	Your estimated revenue (USD)	134 non-null	int64