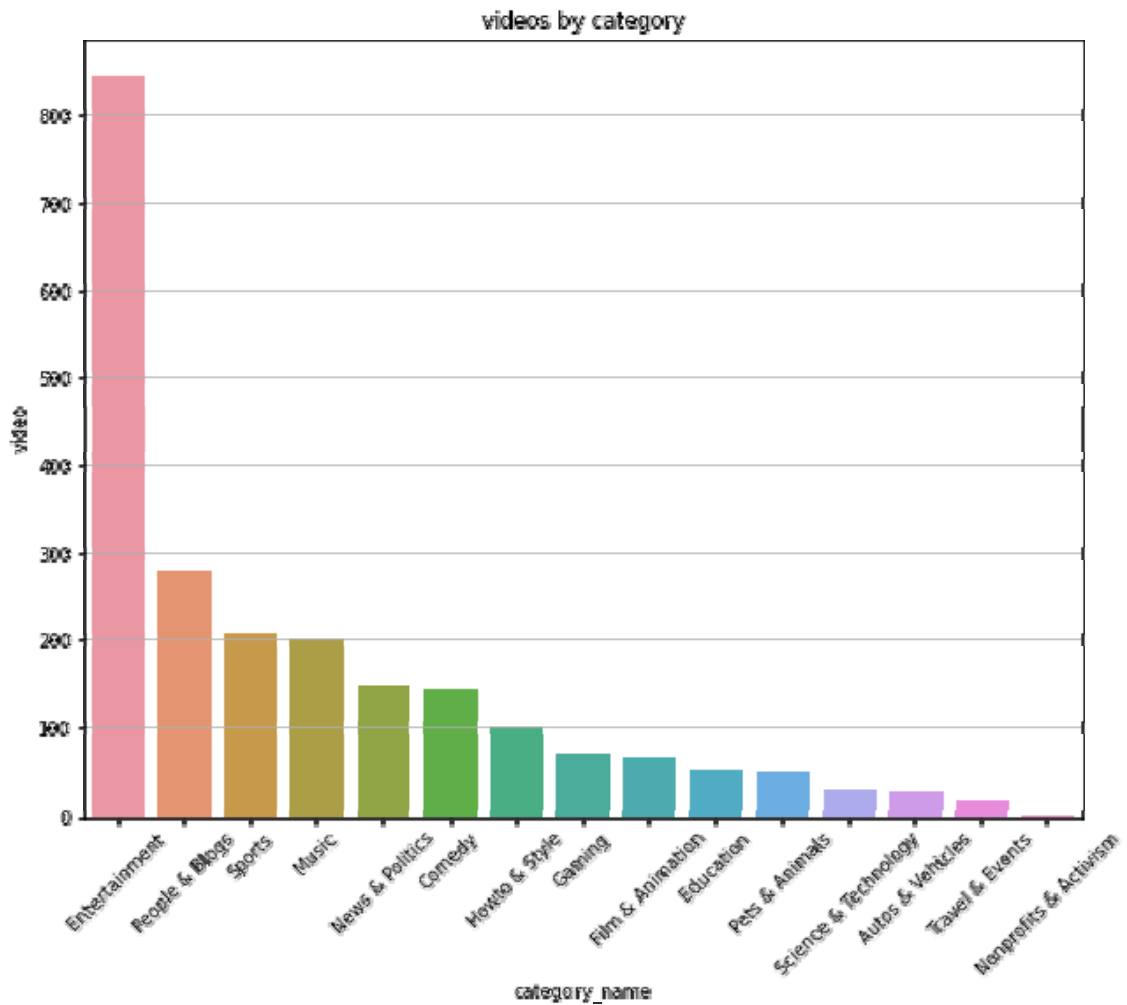


## Individual assignment 2 – Data analysis by youtube.

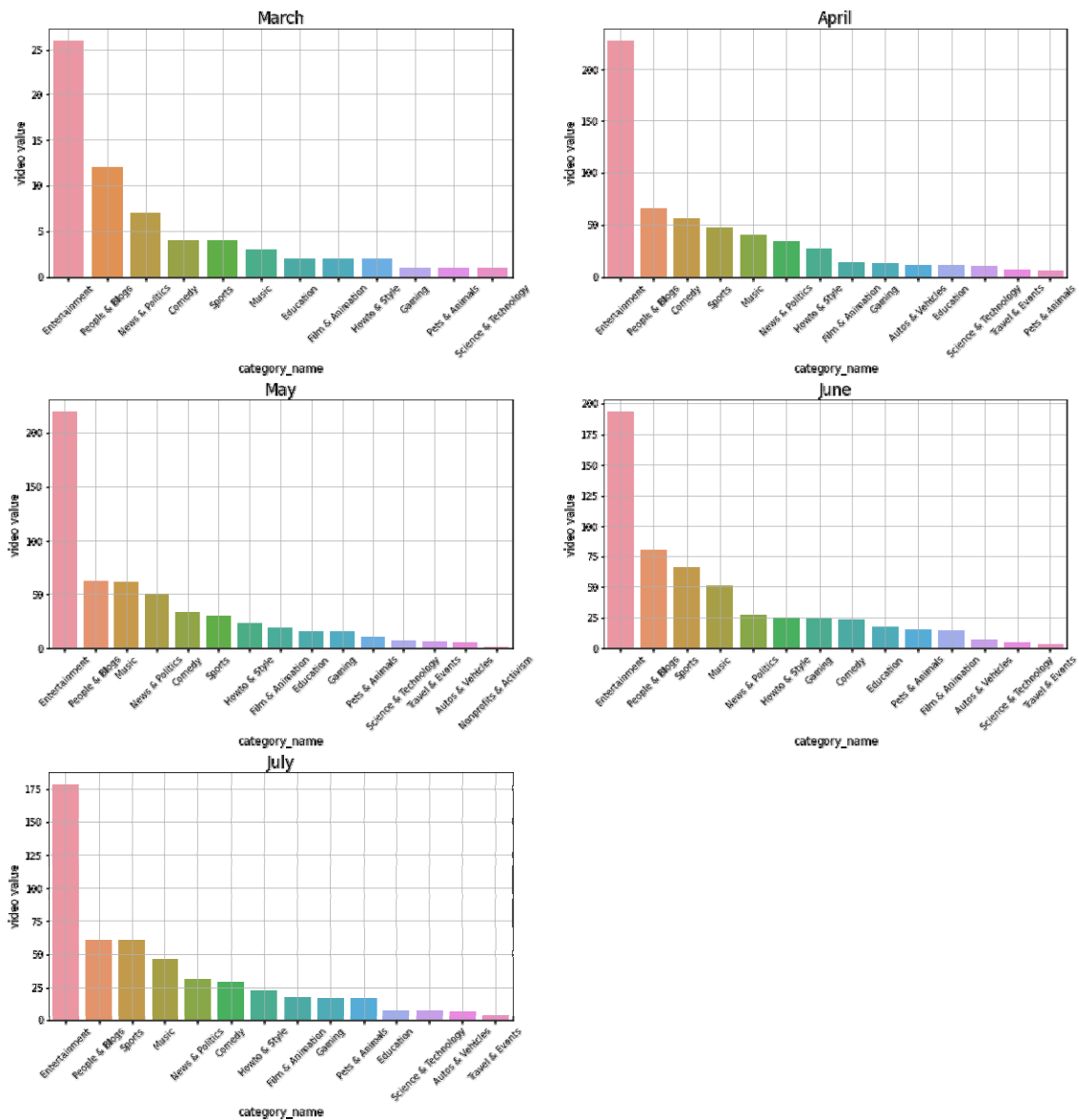
Q1. Visualization by data type

All Time Category -> Channels -> Number of Videos



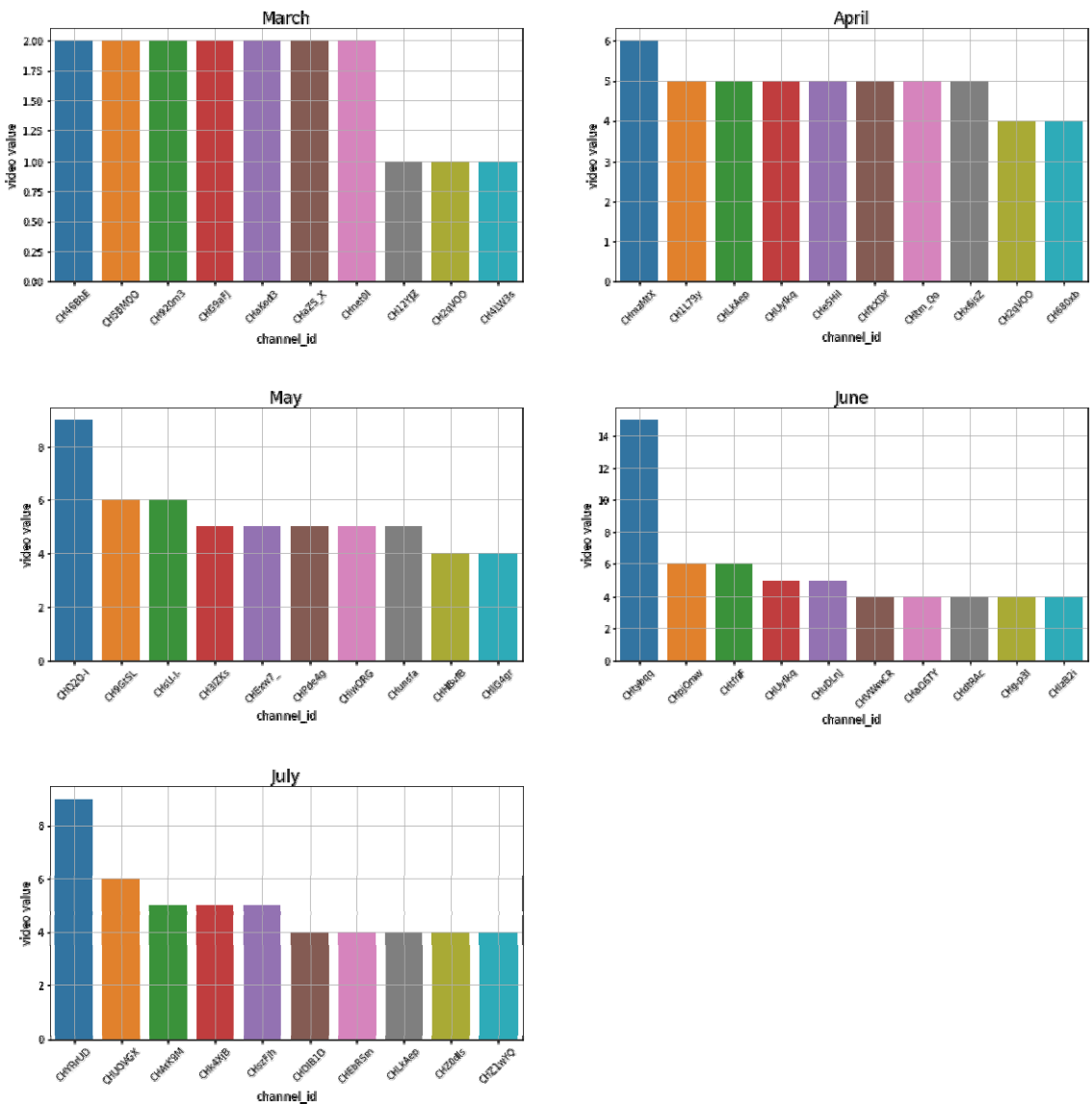
The number of videos for entertainment was overwhelmingly higher than for other videos.

## Monthly Category -> Channels -> Number of Videos



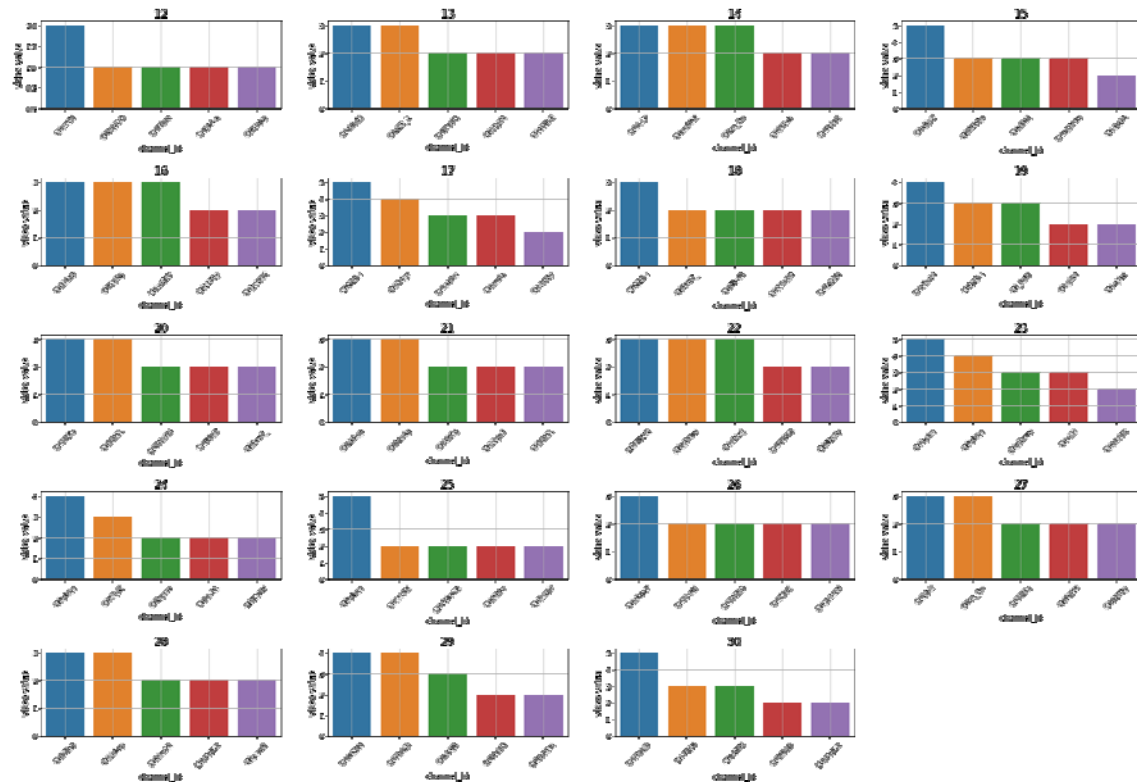
Even when compared by month period, entertainment videos accounted for the most, and the top category of video hardly changed.

TOP10 channels per month



The number of videos in March was lower than in other months, and June recorded the highest number of videos.

## TOP5 channels by week



The number of uploads of the most videos per week was 5, and the 12 weeks with March viewed on a monthly basis were generally few.

## Month -> Category -> Tag Keyword Ranking

```

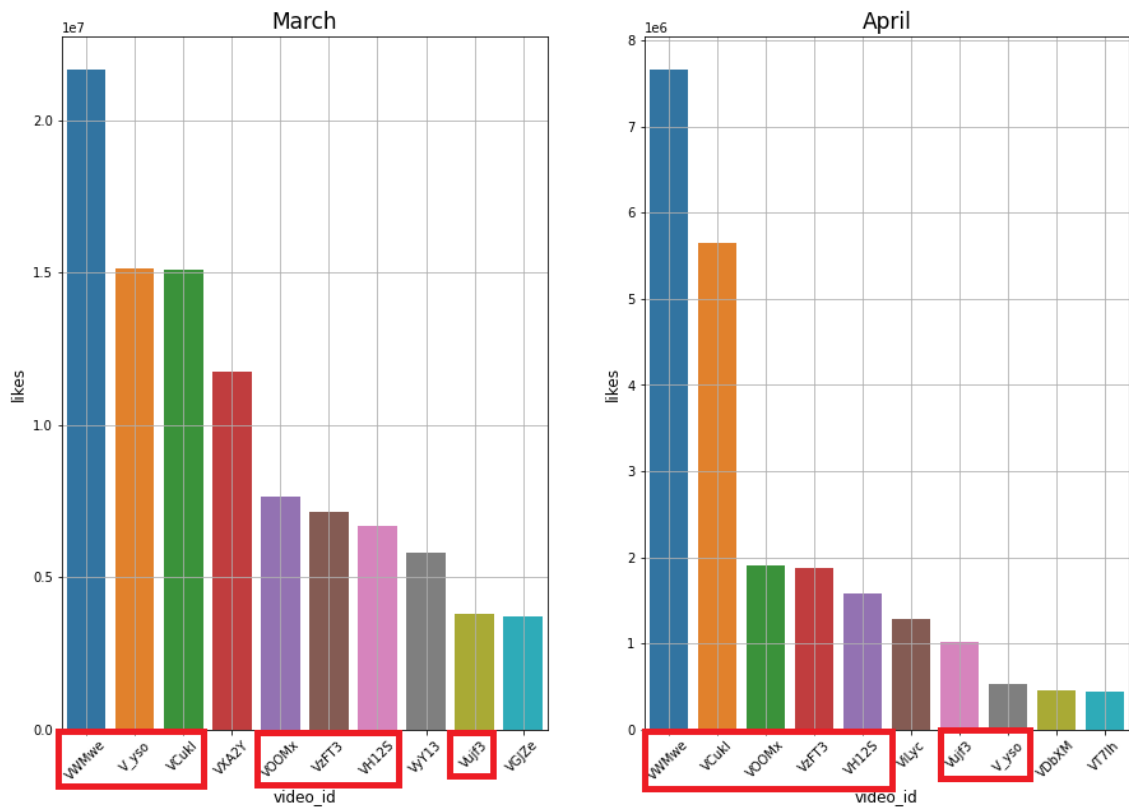
idol      3
eng       3
아이유    3
유재석    3
의리      2

대전부르스 1
대전광역시 1
대전 부르스 1
대식가     1
히밥 먹방  1
Length: 469, dtype: int64

```

The tag part is not properly visualized.  
revised later.

new indicator



The new metric is the difference between (on\_trending\_date) and (off\_trending\_date) divided by the difference in views over the same period.

As a result of comparing likes in the same period, it was found that 7 overlapped images in the top 10 images.

Therefore, it was found that the higher the number of daily views, the higher the engagement of the viewers.