**Use case 1**

**Domain: Entertainment**

**Context:**

**YouTube analytics tool using Data science and AI**

**Objective**

**To suggest the best videos for the user and thereby helps the creator.**

**Data**

**Youtube basically uses below data’s to come to the conclusion about the best video suggestion**

* **Watch time-** The length of time that people tend to watch a particular video; do most people view it to the end, or do they drop out after only a couple of seconds.
* **Speed of popularity-** The Speed at which the video becomes popular.
* **Engagement** – likes, shares, dislikes, numbers of comments
* **Click to watch ratio**- Attractive thumbnails or Cover pictures
* **SEO-** keywords in the title and description, hash tags etc
* **Video resolution**.
* **Engagement** in other social Medias or embedded in websites.

**Methods**

Big data collects all the necessary data from the user and with the help of Machine learning, YouTube suggest the best video for the users based upon the algorithms provided to the system

Certain extensions provide us the datas for other videos in youtube

Youtube studio provide us the data for creators own datas.

**Challenges**

* Having knowledge of these algorithms, the cases of artificially creation of fake view counts has also increased.

**Conclusion**

Data science helps to collect data from the users and suggests and promotes the best video by analyzing the data based on algorithms.