

Daniel Hanks Jr

Exercise 5: Tracking YouTube usage

Introduction

I decided to see what information I could gather from my own YouTube data tracked by Google and found at <https://www.google.com/settings/takeout>. The data was in JSON format which I converted to a csv file through an online converter. This made it easy to work the csv file through R.

Audience

This kind of tracked data would be of interest to advertisers and YouTube themselves. The data I'm focusing on is of my own curiosity to see my own habits however.

Questions

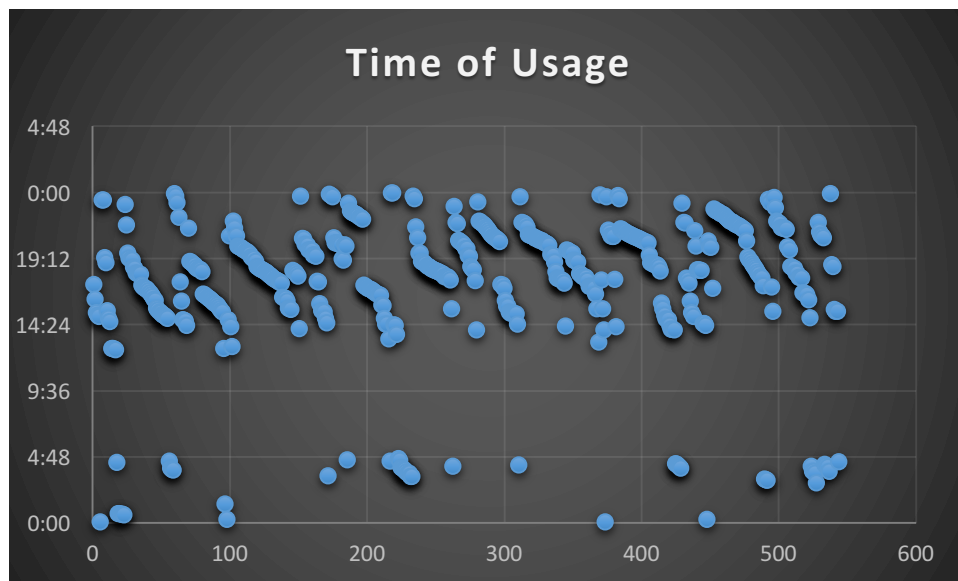
What are the peak hours of usage?

What days of the week do I watch/listen to YouTube?

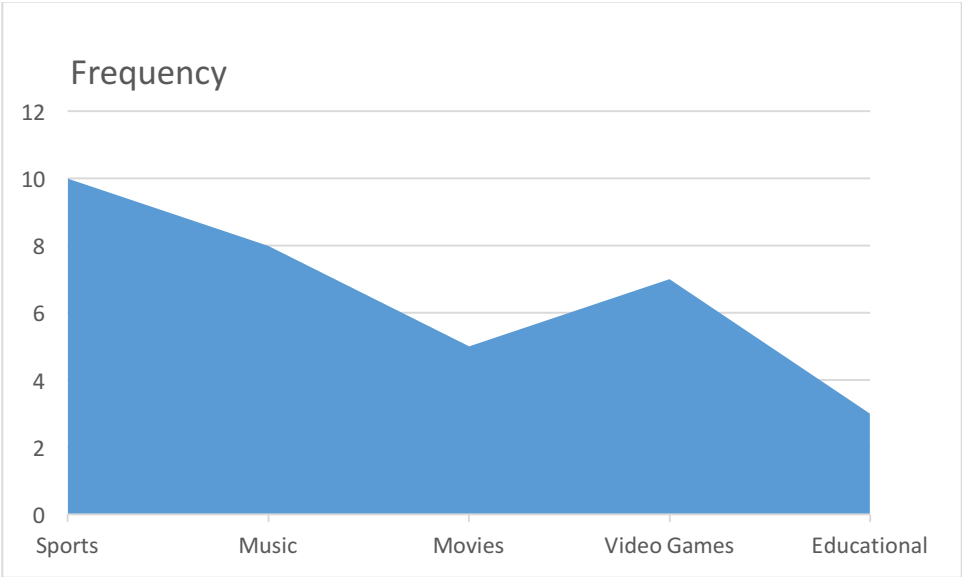
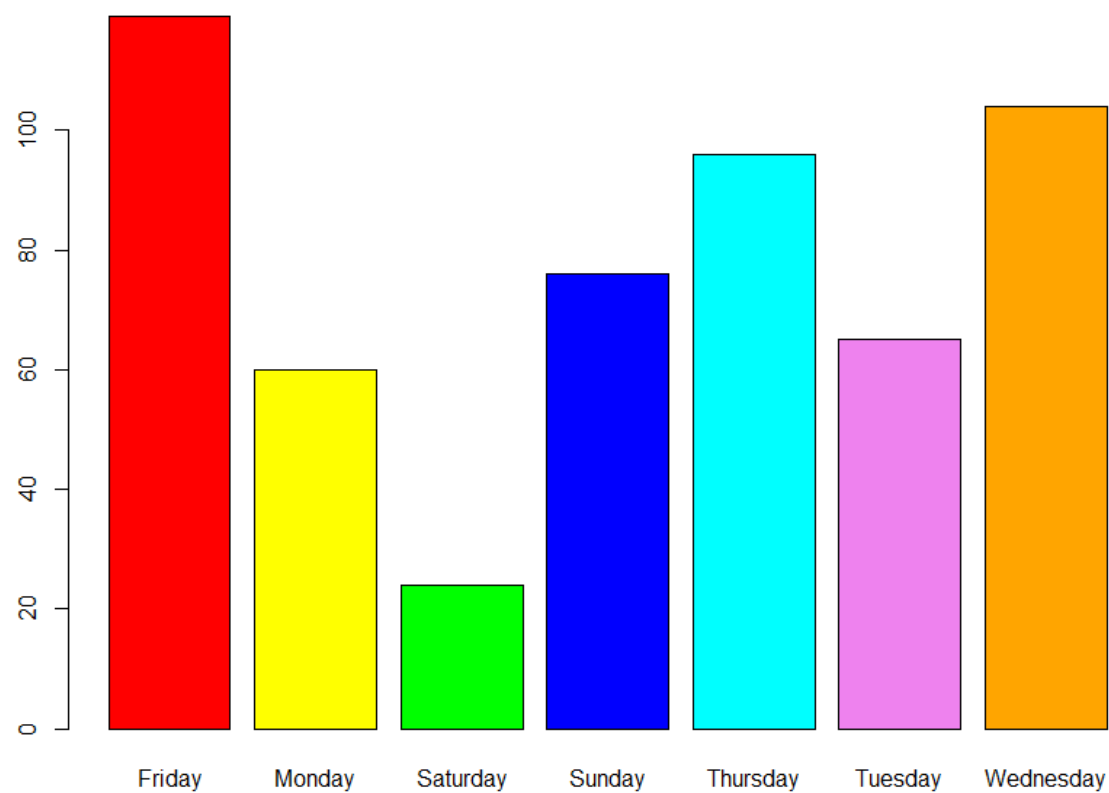
Can I break down the videos into categories by description or another field?

Sketches

It's quicker for me to do my sketches as some **rough** graphs in Excel rather than drawing them and scanning.



Days of Week



My Personal Amount of YouTube Hits from 1/20/16 - 2/19/2016

What you see here is the amount of times I play a YouTube video during the week (hits). The timespan is just about one full month. This could be watching videos or listening to music.. The results aren't surprising since I tend to stay at my desk on Friday's and listen to music more while working.

