

## **Milestone 1: Form a Team and Outline a Goal. (30)**

Team Members:

- Sarah Abrams
- Victoria Nnaji
- Daniella Villalobos- Rivas

As a group, we weighed which option seemed the most interesting and applicable to our everyday use. The decision was made to go through with Option A with the usage of Youtube as a Content Consumer, this is because as students we are primarily using Youtube to view content and found the questions it raises inquisitive.

We plan to use our own watch history data and that of friends (with permission) following the instructions provided by Google so that the results are coming from real users and we can learn more about how youtube is being used. From the data, we can learn important insights about students in college, such as:

- The type of content consumed:
  - Entertainment
  - Podcasts
  - Current News
  - Music, etc.
    - With the following information, we can figure out the main types of content that are being consumed and can offer this type of information to individuals looking to create content targeted to students in University.
    - We can also learn more information about the patterns that we see among the datasets, such as if there is a particular type of youtube content that is more used: like long video formats, youtube shorts, or short youtube videos
    - We can get more information on the behavior of the users as well, as with the search history and watch history we can see how the users are utilizing the search engine feature and what they are actually watching.
  - All of this provides insight on how you are utilizing youtube, which can be important when you want to change behavior or learn why you are using youtube for a certain type of media.

By extracting the data from google, we decided to extract from Youtube the following:

- History
- Playlists
- Subscriptions
- Videos

The database is going to be laid out like the following:

- Tables:
  - Watch History

Column	Data Type
UserID	INTEGER
Video Name	VARCHAR(255)
Product	VARCHAR(255)
Channel Name	VARCHAR(255)
Date Watched	DATETIME

- Search History

Column	Data Type
UserID	INTEGER
Video Name	VARCHAR(255)
Product	VARCHAR(255)
Channel Name	VARCHAR(255)
Date Watched	DATETIME

- Playlists

Column	Data Type
UserID	INTEGER
Playlist Name	VARCHAR(255)
VideoID	INTEGER
Date Added to Playlist	DATE

- Subscriptions

Column	Data Type
ChannelID	INTEGER
Channel Title	VARCHAR(255)
Channel URL	VARCHAR(255)

- Video

Column	Data Type
Date Created	DATE

- All will contain a userID that is linked to a specific user

If their other folders are not imported because the user does not have any data for them, then they would be null once we fill out the database.

We worked as a team to determine which option we should choose and how it applies to us and what we are interested in. We also worked together to see what type of data we can import from Youtube statistics. Daniella worked on what we can learn from the data and why it's important as well as importing her youtube history as an example to build out the database. Based on this, Daniella mapped out the tables that we could import into the database. Sarah and Victoria worked on the data types for each one and how to interconnect them as well as the columns in the tables.