**YouTube Client Brief**



**Context**

YouTube (the world-famous video sharing website) maintains a list of the top trending videos on the platform. According to Variety magazine - to determine the year’s top-trending videos, YouTube uses a combination of factors, including, measuring users’ interactions:

* Number of views
* Shares
* Comments
* Likes

Top performers on the YouTube trending list are music videos (such as the famously virile “Gangam Style”), celebrity and/or reality TV performances, and the random dude-with-a-camera viral videos that YouTube is well-known for.

### Content

This dataset is a daily record of the top trending YouTube videos.

The data includes several months (and counting) of data on daily trending YouTube videos. Data is included for the US, GB, DE, CA, FR, RU, MX, KR, JP and IN regions (USA, Great Britain, Germany, Canada, France, Russia, Mexico, South Korea, Japan and India respectively), with up to 200 listed trending videos per day over the same period.

Each region’s data is in a separate file. Data includes the video title, channel title, publish time, tags, views, likes and dislikes, description, and comment count.

The data also includes a category\_id field, which varies between regions. To retrieve the categories for a specific video, find it in the associated JSON. One such file is included for each of the five regions in the dataset. For more information on specific columns in the dataset refer to the [column metadata](https://www.kaggle.com/datasnaek/youtube-new/data).

This dataset was collected using the YouTube API.

**Task**

YouTube have hired Stronger Rhondda to use their data to create a webpage highlighting the most interesting findings, from a handful of regions!

**Part 1 – Data**

* Categorising YouTube videos based on their comments and statistics.
* Analysing what factors affect how popular a YouTube video will be.
* Collate findings and aggregate the relevant data ready for the design phase.

**Part 2 - Design**

**DESIGN – WEB PAGE?**

**Possible Extras:**

* Build a YouTube Video Recommendations Engine – Find out what videos your peers like, or dislike and create a machine learning model to make predictions and recommendations of what they should watch next.