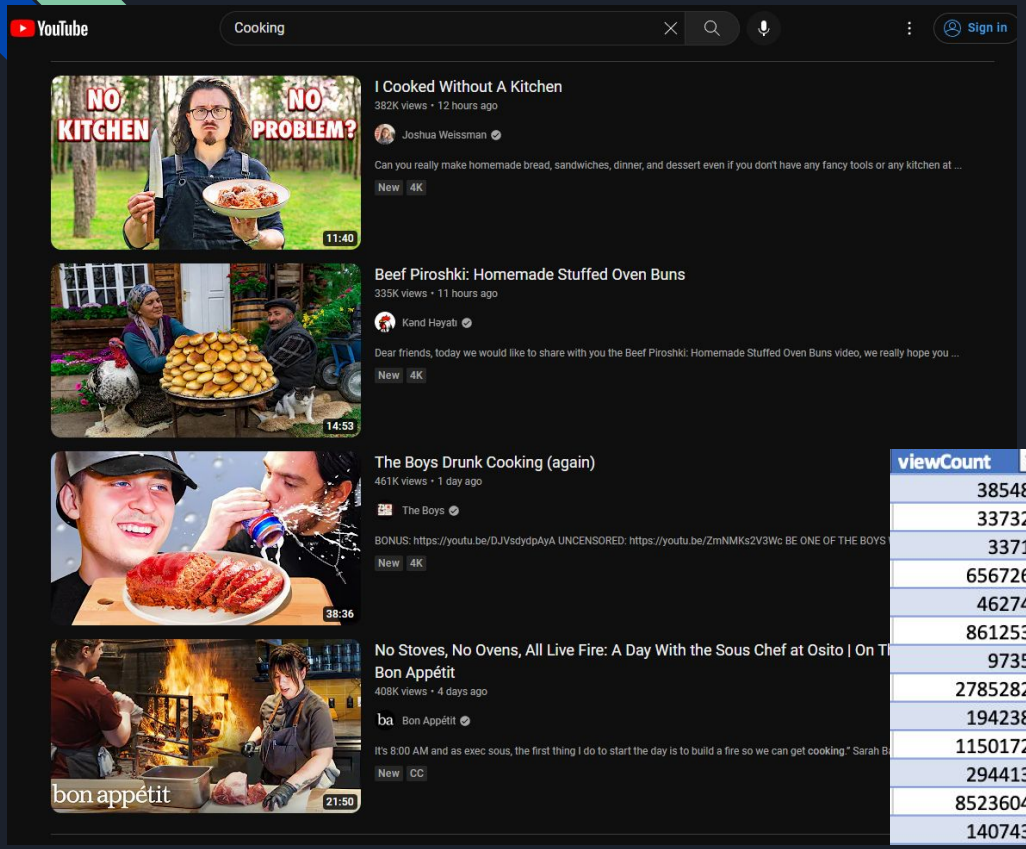
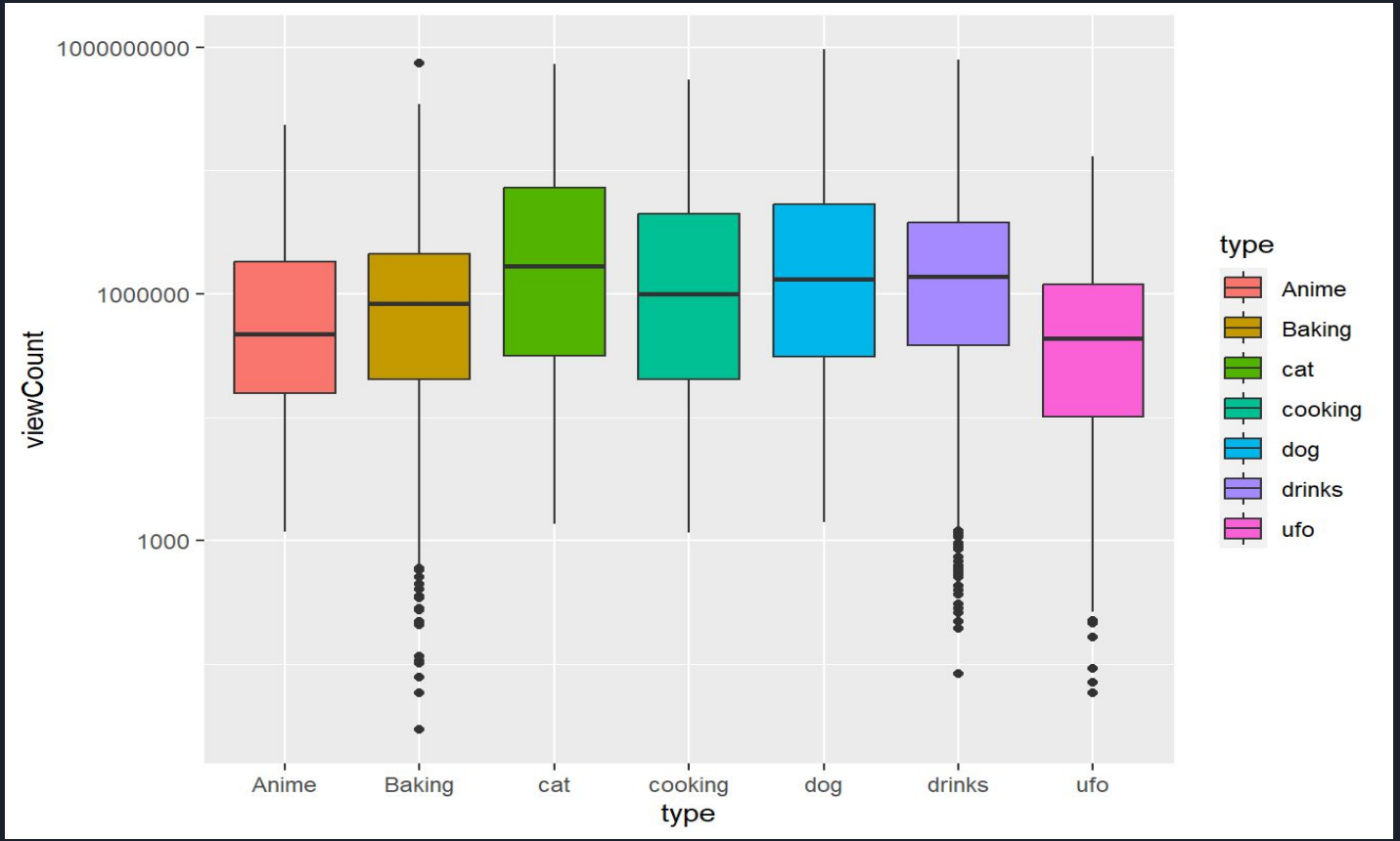
YouTube Video Analysis



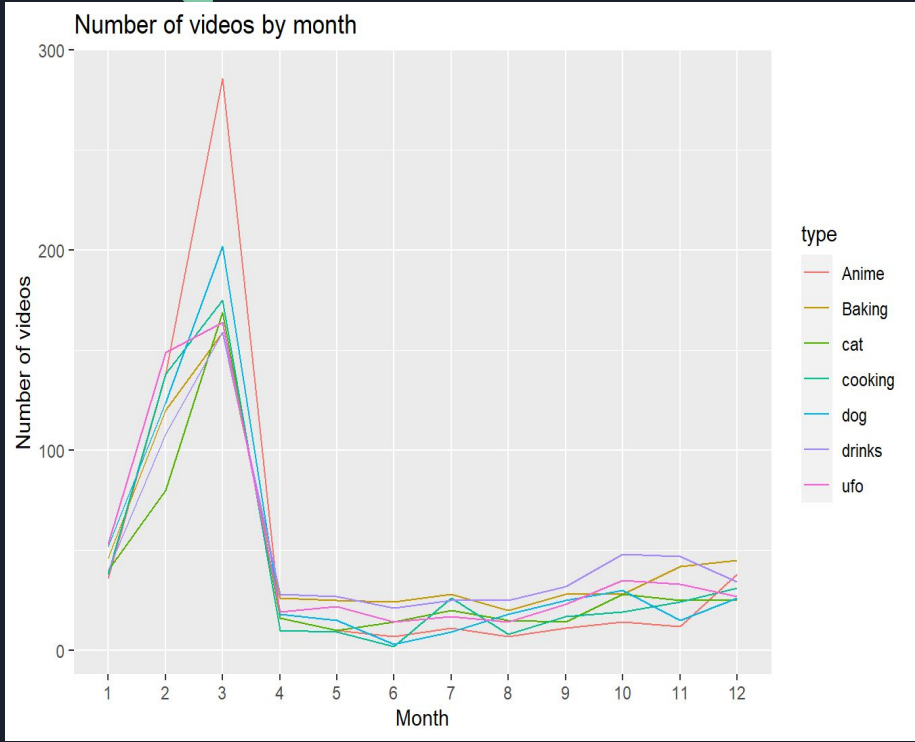
Title	Date Published	Channel
I Cooked Without A Kitchen	2023-03-19T15:00	Joshua Weissman
Beef Piroshki: Homemade Stuffed Oven Buns	2023-03-19T16:00	K...ônd H...ôyatƒ±
Fried Oxtails Golden Colored!	2023-03-19T15:15	BIG CHEF COOKING
Cooking a Brisket Like a Steak	2023-03-06T17:57	Max the Meat Guy
The Boys Drunk Cooking (again)	2023-03-18T13:37	The Boys
Gordon Ramsay's Top Basic Cooking Skills	2019-11-07T17:00	Gordon Ramsay
Irish Cooking from The 1820s | Mutton Stew, Pa	2023-03-15T22:19	Early American
Me vs Grandma Cooking Challenge | Kitchen W	2023-01-02T09:00	BaRaDa
An Egg @chefboylee	2023-03-17T14:00	albert_cancook
CHICKEN NOODLES | Chinese Hakka Chicken Nc	2023-03-08T14:38	Village Cooking Channel
The newest steak cooking trend is awful #shorts	2023-03-17T18:42	Ray William Johnson
How To Cook The Perfect Steak?!	2022-11-16T18:57	Uncle Roger Shorts
50 Ways To Cook An Egg	2023-03-11T17:00	Nick DiGiovanni

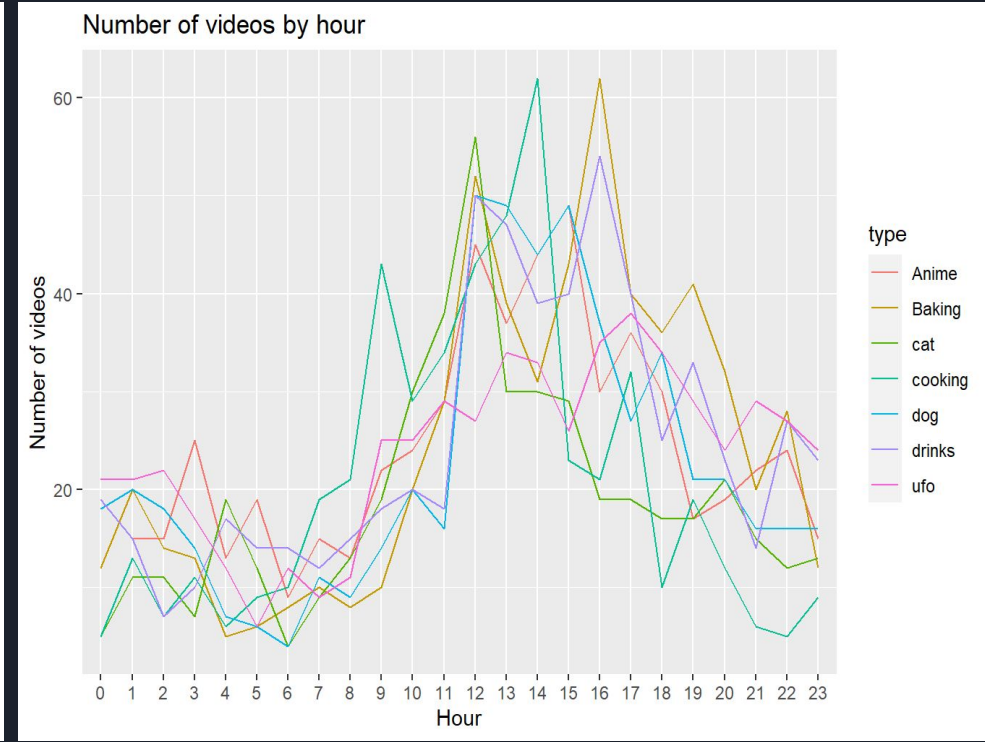
viewCount	likeCount	commentCount	duration	subscriberCount	videoCount
385482	21026	1811	PT11M40S	7630000	528
337322	19087	1580	PT14M53S	5250000	323
33716	1996	119	PT13M58S	827000	187
6567267	477468	915	PT48S	4290000	415
462746	27339	1932	PT38M36S	4140000	329
8612534	142372	4143	PT23M3S	19800000	1408
97357	5365	369	PT10M57S	935000	145
27852827	108495	1242	PT21M18S	228000	107
1942382	122904	1095	PT26S	7470000	509
11501723	317186	5556	PT9M22S	20300000	205
2944134	304125	2800	PT32S	14200000	1599
85236042	5196921	26589	PT1M	2670000	56
1407432	52210	3461	PT16M54S	9200000	665

View Count Distribution

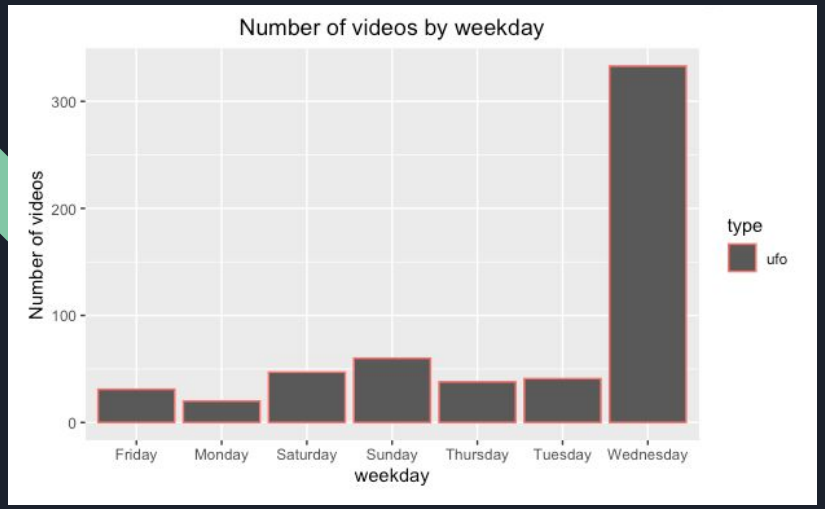


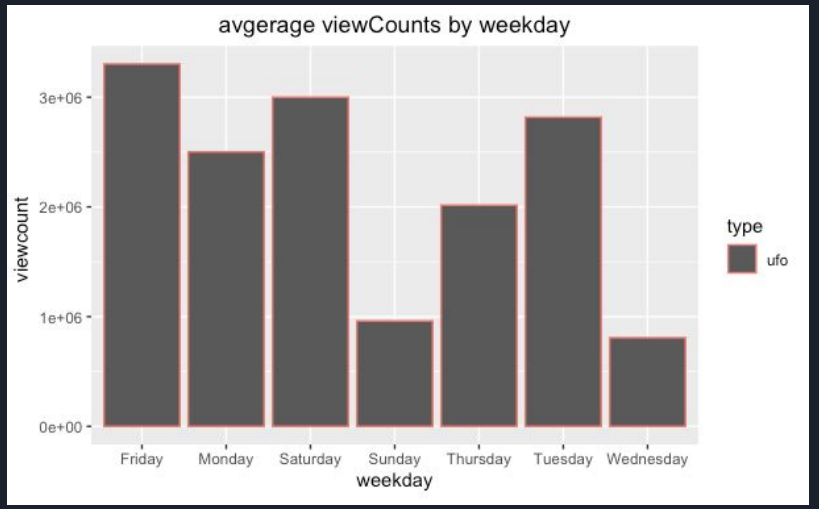
Video Count by Month and Hour

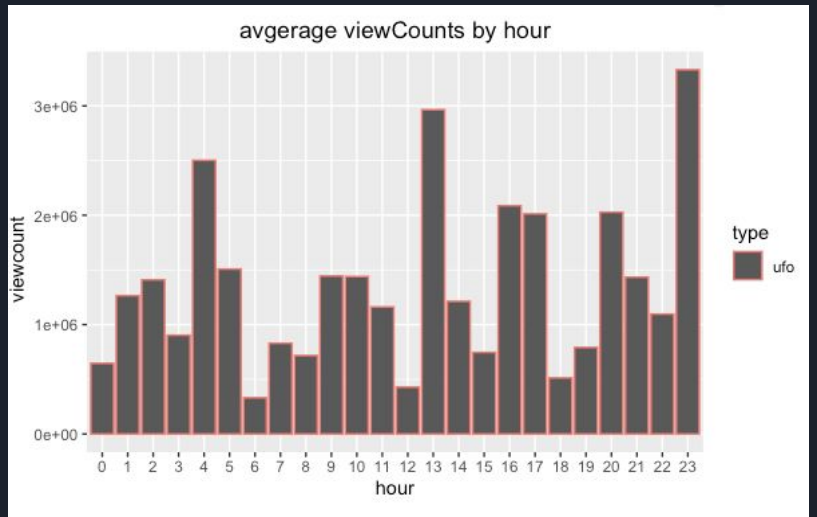


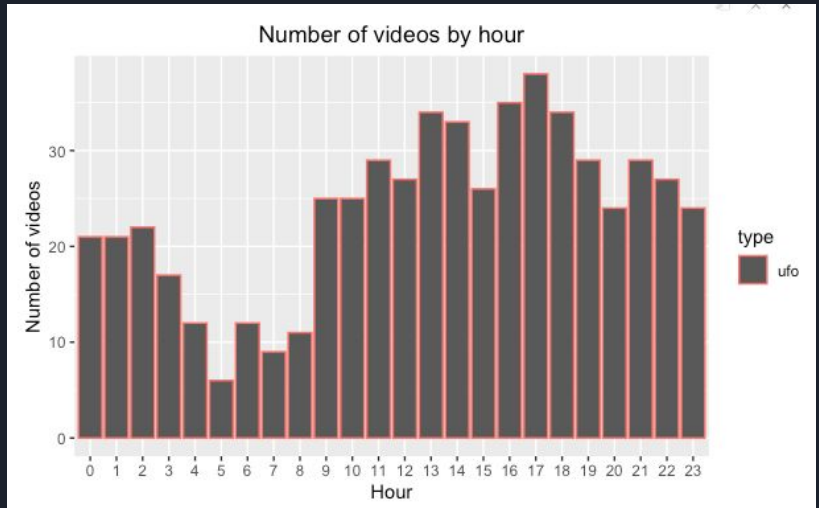


UFO

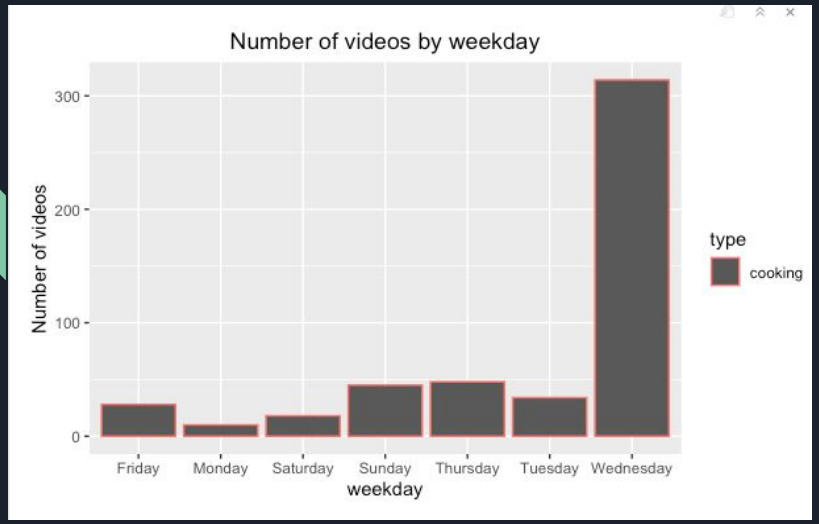

Number of videos by weekday
Number of videos
300
200
100
0
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday
weekday
type
ufo

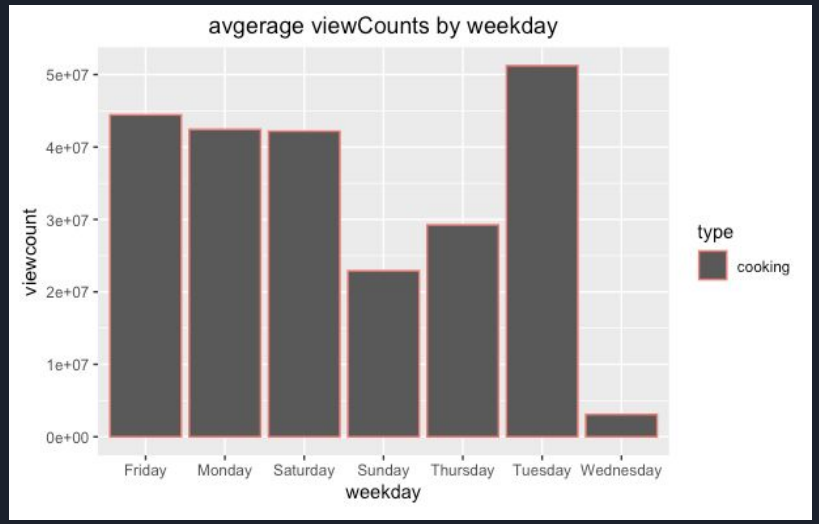

avgerage viewCounts by weekday
viewcount
3e+06
2e+06
1e+06
0e+00
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday
weekday
type
ufo

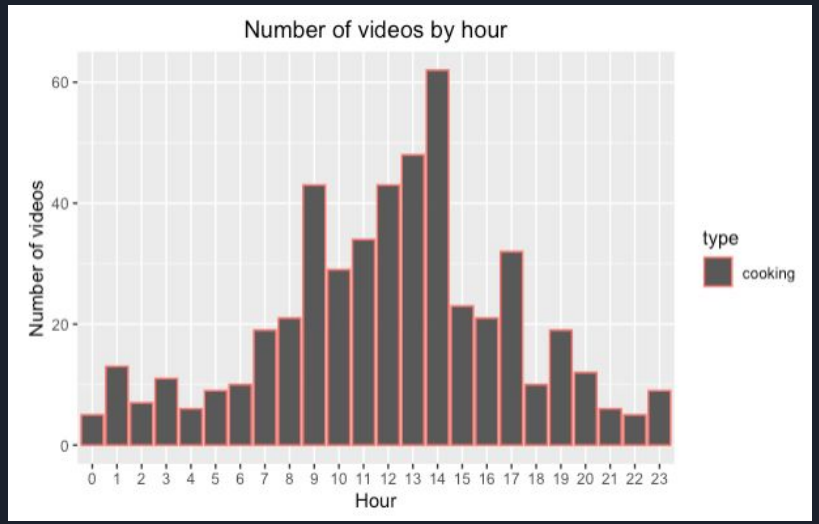

avgerage viewCounts by hour
viewcount
3e+06
2e+06
1e+06
0e+00
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
hour
type
ufo

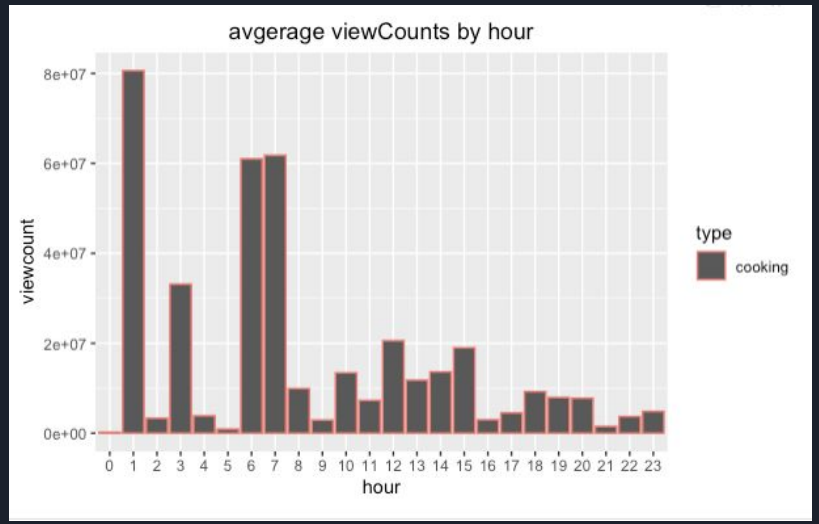

Number of videos by hour
Number of videos
30
20
10
0
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
Hour
type
ufo

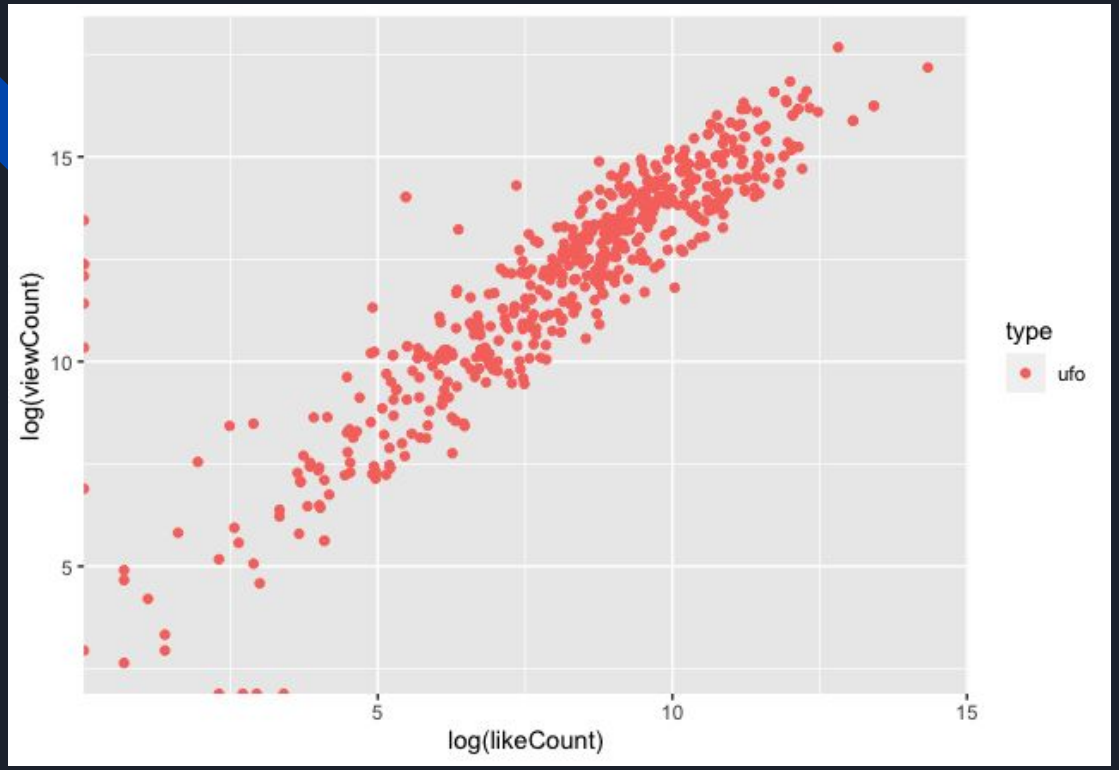
Cooking

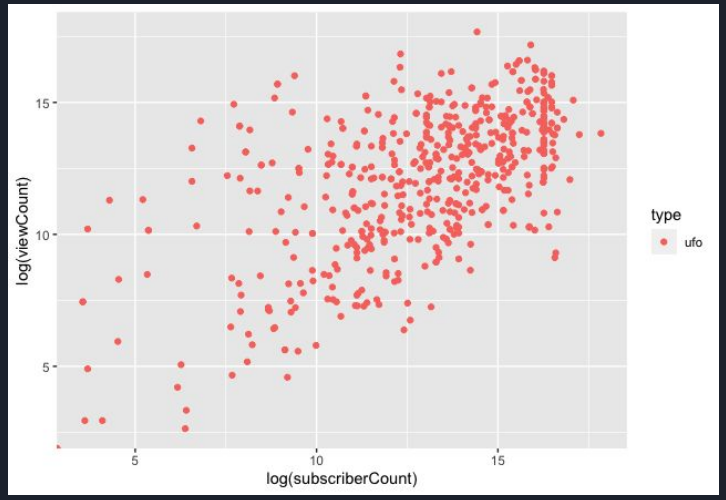

Number of videos by weekday
Number of videos
300
200
100
0
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday
weekday
type
cooking

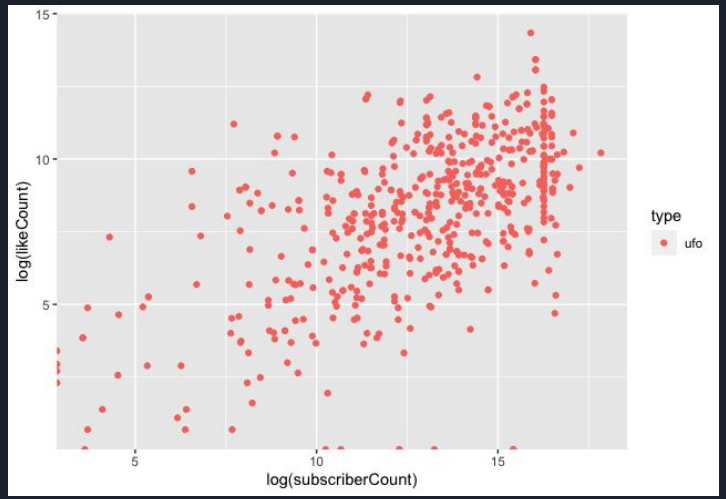

avgerage viewCounts by weekday
viewcount
5e+07
4e+07
3e+07
2e+07
1e+07
0e+00
Friday
Monday
Saturday
Sunday
Thursday
Tuesday
Wednesday
weekday
type
cooking

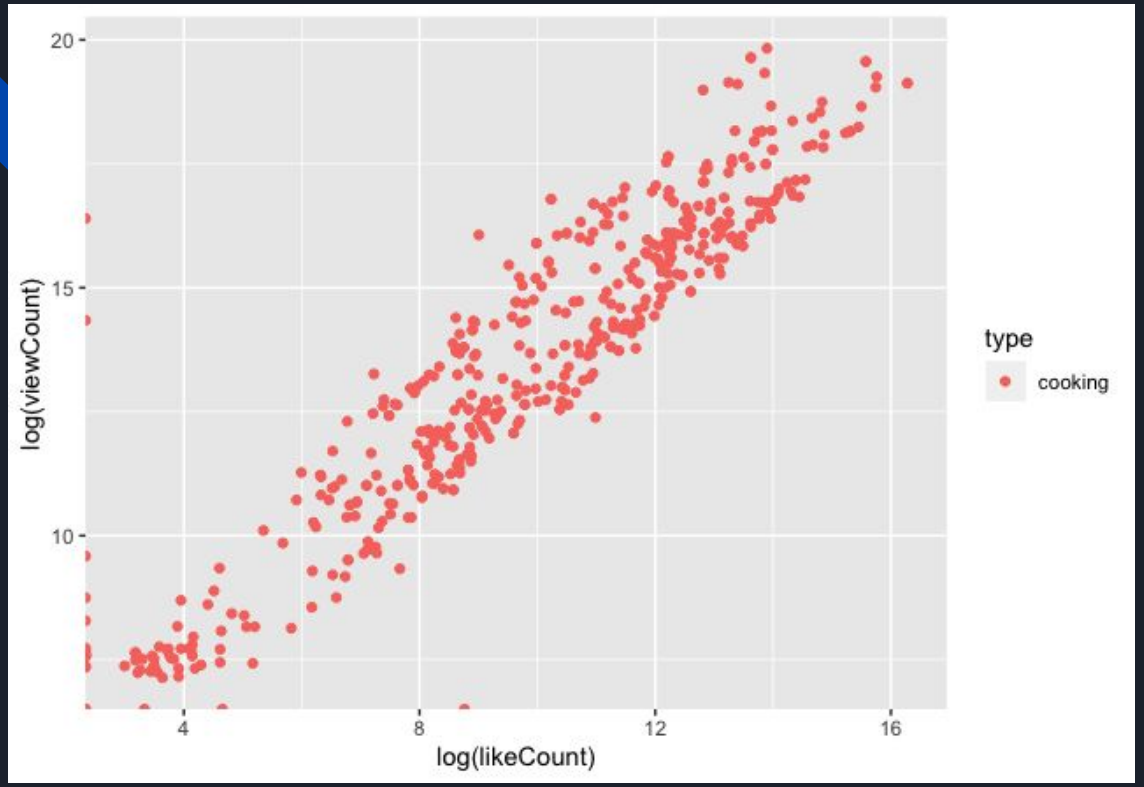

Number of videos by hour
Number of videos
60
40
20
0
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
Hour
type
cooking

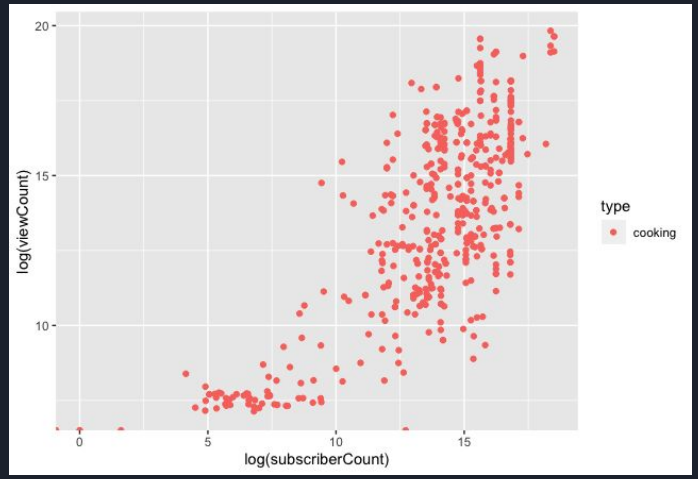

avgerage viewCounts by hour
viewcount
8e+07
6e+07
4e+07
2e+07
0e+00
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
hour
type
cooking

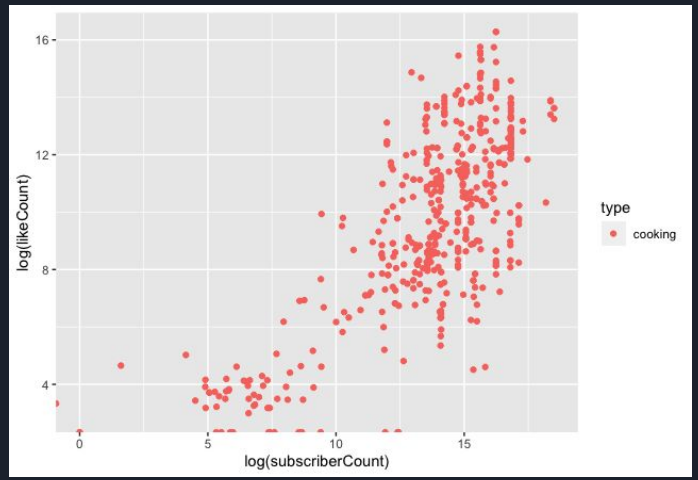

log(viewCount)
15
10
5
5
10
15
log(likeCount)
type
ufo

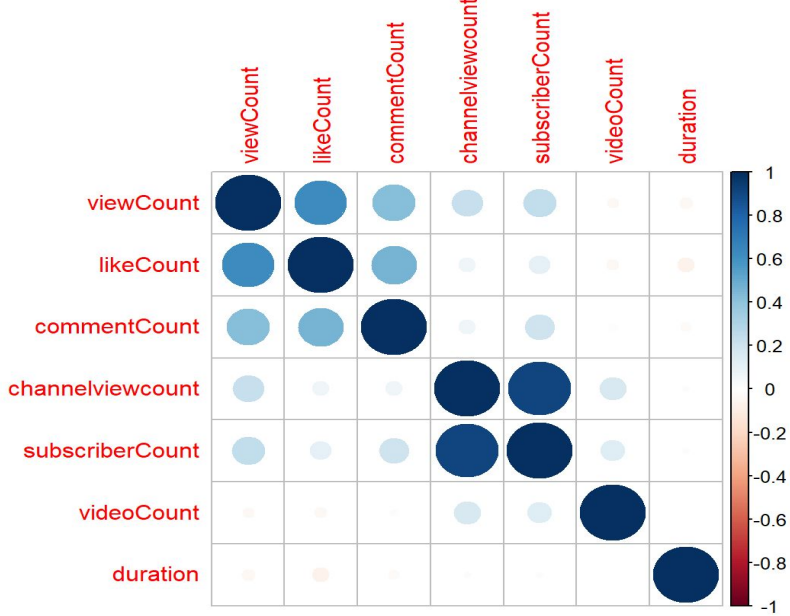

log(viewCount)
15
10
5
5
10
15
log(subscriberCount)
type
ufo


log(likeCount)
15
10
5
5
10
15
log(subscriberCount)
type
ufo


log(viewCount)
20
15
10
4
8
12
16
log(likeCount)
type
cooking


log(viewCount)
20
15
10
0
5
10
15
log(subscriberCount)
type
cooking

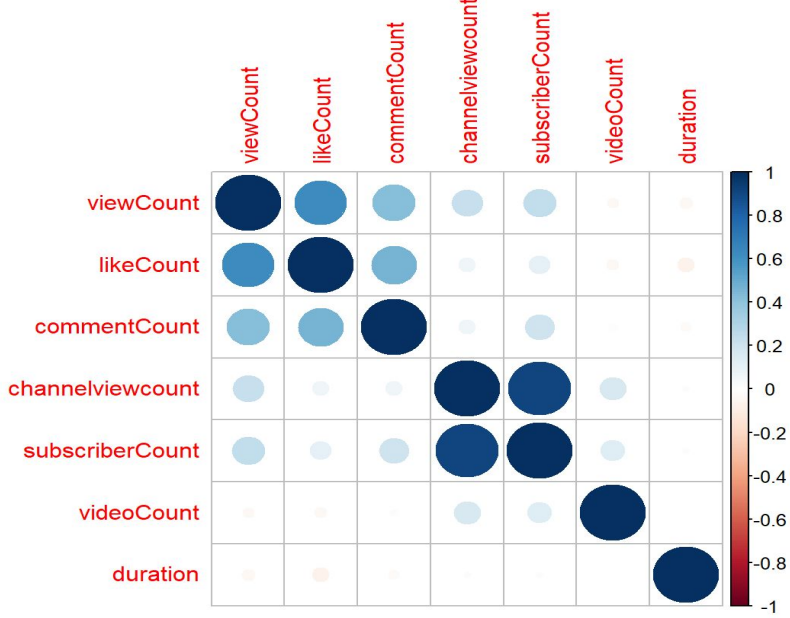

log(likeCount)
16
12
8
4
0
5
10
15
log(subscriberCount)
type
cooking



	View Count	Like Count	Comment Count	Channel View Count	Subscriber Count	Video Count	Duration
View Count	1	0.62110	0.42046	0.22741	0.24517	-0.03124	-0.03825
Like Count	0.62110	1	0.46619	0.06786	0.10678	-0.03624	-0.06401
Comment Count	0.42046	0.46619	1	0.06267	0.20831	-0.01508	-0.02689
Channel View Count	0.22741	0.06786	0.06267	1	0.91001	0.16798	-0.01070
Subscriber Count	0.24517	0.10678	0.20831	0.91001	1	0.13579	-0.01173
Video Count	-0.03124	-0.03624	-0.01508	0.16798	0.13579	1	0.00592
Duration	-0.03825	-0.06401	-0.02689	-0.01070	-0.01173	0.00592	1

- View count is positively and:
  - Strongly correlated with like count,
  - Moderately correlated with comment count,
  - Weakly correlated with channel view count and subscriber count.

- View count is very weakly correlated with video count of the channel and video duration.



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Like Count	0.62110	1	0.46619	0.06786	0.10678	-0.03624	-0.06401
Comment Count	0.42046	0.46619	1	0.06267	0.20831	-0.01508	-0.02689
Channel View Count	0.22741	0.06786	0.06267	1	0.91001	0.16798	-0.01070
Subscriber Count	0.24517	0.10678	0.20831	0.91001	1	0.13579	-0.01173
Video Count	-0.03124	-0.03624	-0.01508	0.16798	0.13579	1	0.00592
Duration	-0.03825	-0.06401	-0.02689	-0.01070	-0.01173	0.00592	1

Other findings:

- Video duration very weakly correlated with all other variables.
- Subscriber count only highly correlated with channel view count (but not with any variable for single videos).
- Comment count has a slightly higher correlation with like count than with view count.

Conclusions

- Cats (pets) videos are the most popular followed by “food” videos.
- Most videos in March and during the afternoon.
- View count strongly correlated with like count; less so with comment and subscriber count.
- Duration is not affecting video and channel popularity
- Video comment is slightly more correlated with likes than views.