

# Business overview

## Problem

Video-sharing has become a popular social networking activity. Users can easily express their characters, thoughts, and skills on the Internet. Bilibili is a very popular video-sharing website based in China, which offers a playground where users can freely upload videos and interact with the audience. In the first quarter of 2021, the monthly active users of Bilibili reached 223 million.

## Target market

When facing such a huge user group, a professional data analysis platform is needed for different roles of users to gain a better user experience. For example, when you are an uploader expecting to have your videos get viral in Bilibili you need a quick tool to see what are the audience's focuses and Internet meme in some popular videos; when you are a newcomer to the trip of Bilibili uploader, you always want to have a platform easily see your favorite uploaders' data analysis result, including their tags list, videos composition, and so on.

## Competition

However, currently, there is no free and integrated platform to satisfy users' various and massive needs yet. This is why we bring B-rank here!

# Solution

With the cooperation of a back-end program, organized database, and concise and beautiful fronted-end website, you are able to receive all below services at no charge:

1. Videos Ranking
2. Uploaders Ranking
3. Uploaders Relationship Query
4. Individual Video Query
5. Individual Uploader Query

# B-RANK

## Data Analysis Platform

## Product Overview

### Team Intro

Though our team has only two members, we coordinate together very well. As a small team size, even we have separate main tasks, but we actively participated in each other's work. Under a flexible time schedule that suits both of us, we managed to complete all the backend and database work. Now we are dedicated to building up the website and testing all features.

### Team Member

Hewei Sun  
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University of California, Irvine  
Responsible for formulating project blueprint, testing program, deploying server, designing and building up the fronted-end website.



Yun Lu  
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University of California, Irvine  
Responsible for implementing back-end crawling data program, testing and update program, and conducting propaganda.



### Videos Ranking

You can see the exact same ranking of popular videos as Bilibili's official ones, including different video zones. But what makes it unique is that you can freely click on any video in the



rankings and see the corresponding data analysis results. This feature not only keeps you informed about the hot trends but also can ignite your inspiration in making your own videos.

### Uploaders Ranking

We implemented a safe and reliable back-end program to collect needed data every day, store and manage data in our daily refreshed database. We aimed to provide you the unique trusted Top 100 uploaders rank every day you. Thus you can always set a clear goal in achieving success on the road to being one of the Top 100 Uploader in Bilibili.

### Uploaders Relationship Query

Want to know more excellent uploaders and learn from them? No problem! You only need to input valid IDs of two of your favorite Uploaders, we will demonstrate to you a relationship map diagram between them, thus you can freely navigate more similar types of uploaders!

### Individual Video/Uploader Query

Or you are tired of browsing ranks and just want to know the details of a single video or uploader, don't worry! We provide the single query

feature which enables you to see full details of a specific video or uploader's data analysis result by only typing in its unique ID.