

Research Questions

1. Does the duration of the video influence the views and comments?
2. Is there a relation between the views and comments?
3. Does tag count matter to get more views?
4. Does video publishing day or time influence the engagement?
5. Which video is most popular on our channel and break down the reasons why it worked well.
6. Does title length influence views?
7. What is our views distribution (consider all the videos)
8. Are there certain topics or themes that consistently perform better than others?
9. Are there any videos that have no tags, but performed well?
10. What is the frequency of video publishing?
11. What are the keywords we used the most in tags?
12. What is the most used keyword in YT titles?

Note: These are just example questions, you can get more insights from the data.