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**Cloud Computing for Data Analysis**

**VIDEO CASE 06 : PageRank**

Watch following videos:

**Video 1:** <https://youtu.be/A4-yw07Ku1s>

**Video Case Questions:**

1. What is PageRank?
2. What are all factors we need to consider for calculating a web page’s PageRank score?
3. When does a PageRank of a web page goes high?

Answers:

1. **PageRank** (**PR**) is an algorithm used by Google Search to rank web pages in their search engine results. PageRank was named after Larry Page, one of the founders of Google. PageRank is a way of measuring the importance of website pages. According to Google: PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites. Currently, PageRank is not the only algorithm used by Google to order search results, but it is the first algorithm that was used by the company, and it is the best known.
2. The basis of PageRank calculations lies in the assumption that every website has an importance indicated by PageRank, being calculated by the number and value of incoming links to a website. The calculation is also affected by the outbound links from a page.
3. When the number of incoming links associated to the page is high, the PageRank of the web page is high. Another factor for a PageRank to be on a higher scale is, if the page who’s pointing to the current web page has a higher rank. If the PageRank is high, it is estimated that the webpage is of higher importance.