Our project mainly focused on analyzing and understanding the YouTube data market and how the channels are generating revenue by broadcasting advertisements on the YouTube platform. In order to accomplish this, the project required both technical and business acumen skills. With one of us having background in data analytics and other specializing in business domain our group was perfect blend of all the necessary skills required.

**Identify motivation and Research Questions:**

Krishna Nambi identified the primary motivation of performing YouTube Ad analysis. Raj Parikh and Krishna Nambi both determined two research questions each that can be answered by analyzing the YouTube data.

**Identify resources and appropriate data sets required to achieve defined project scope:**

The fields required to perform the analysis related to YouTube Ad data were identified by Raj Parikh and Krishna Nambi. Later both independently searched for readily available datasets. As there were not datasets available, Raj Parikh identified YouTube’s official API for extracting YouTube related data and extracted data after authenticating with Google Services.

**Clean the data set used for better analysis and inferences:**

Raj Parikh and Krishna Nambi collectively identified the key issues with datasets. The datasets contained 8 field and each team-member analyzed four fields to identify possible issues with data. Raj Parikh created R script to clean the dataset based upon problems identified. Krishna Nambi created document of the script, describing the entire process of data collection and data preparation. Krishna Nambi created comments in the code to make it more readable.

**Perform data analysis to obtain valuable insights into the data:**

Krishna Nambi performed descriptive analysis using R to understand the nature and distribution of data. Raj Parikh performed statistical inference analysis on the dataset using R, to test hypothesis conditions based upon research questions.

**Plot graphs and charts to perform visual analysis:**

Raj Parikh focused on research questions related to views and subscribers and created visualizations that captured and explained relations between these fields or new fields derived from these fields. Krishna Nambi focused upon salary and uploads related data and focused visually analyzing the data which explained the correlation between salary and uploads for top YouTube channel.