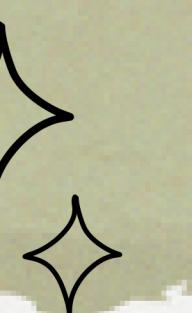
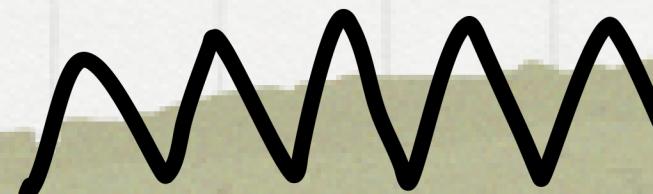
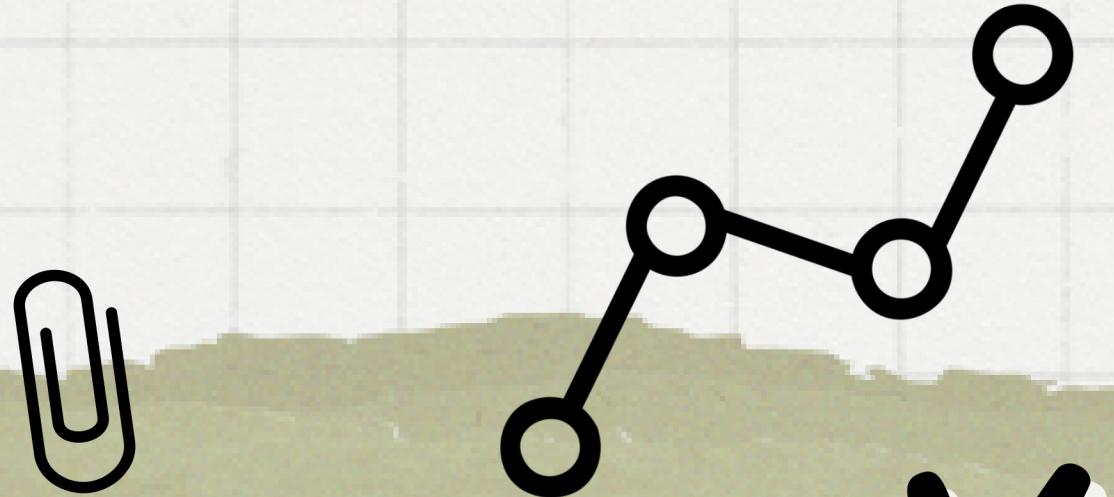
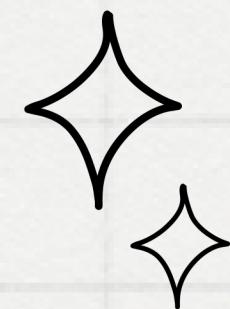


# YouTube Data Analysis



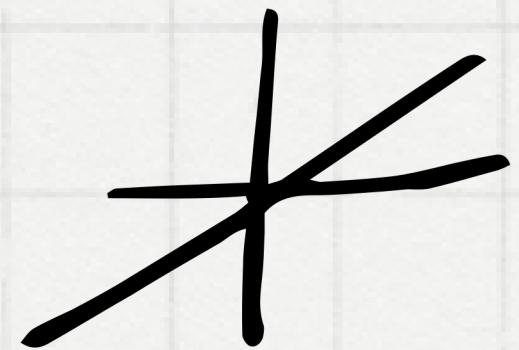
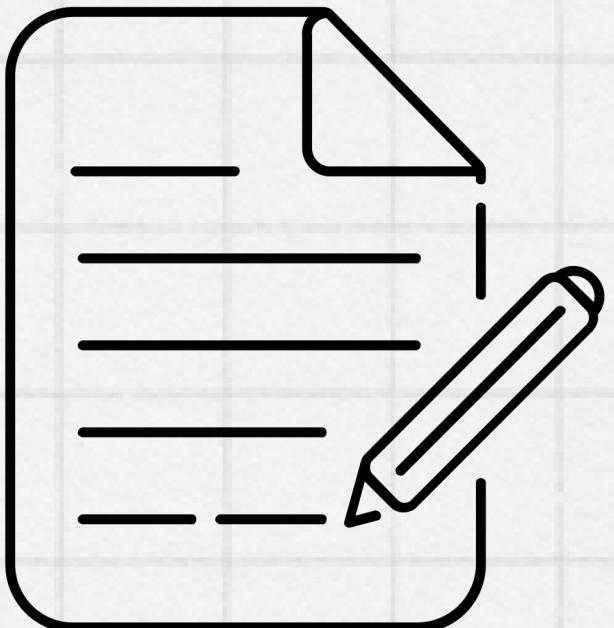
# Team Members

- Om Sai Madala
- Brahmendra Charan Attanti
- Megha Veeregowda
- Roja Kuchipudi

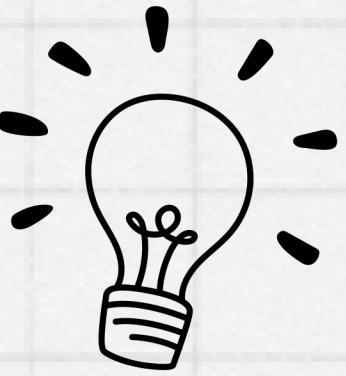


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- Introduction
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- Tools & Technologies
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# Project Idea



Our main goal is to determine the type of content that is most popular among viewers i.e, to understand what kind of content people are most interested in watching on YouTube.



# Problem Statement

Content creators and organizations potentially waste their advertising budgets on content that may not resonate with the YouTube audience.

# Importance of this project

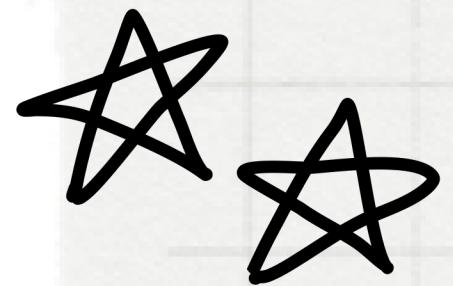


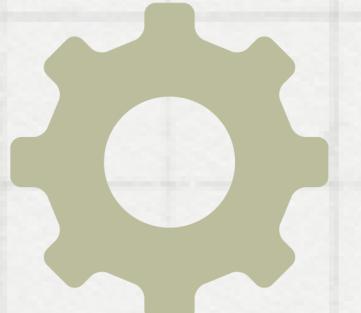
By analyzing videos that have been well-received in terms of views, likes, and other engagement metrics, Our project can help content creators and advertisers tailor their content to match popular structures or themes to increase audience reach.



# Dataset

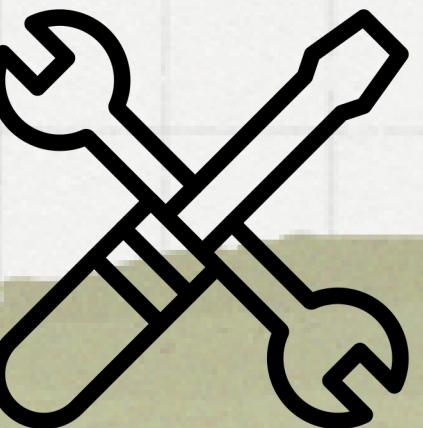
- Data has been obtained from kaggle - official youtube API data
- Some important columns are
  - Genre / Category
  - No.of views
  - No.of likes, dislikes, comments
- <https://www.kaggle.com/datasets/datasnaek/youtube-new/data>



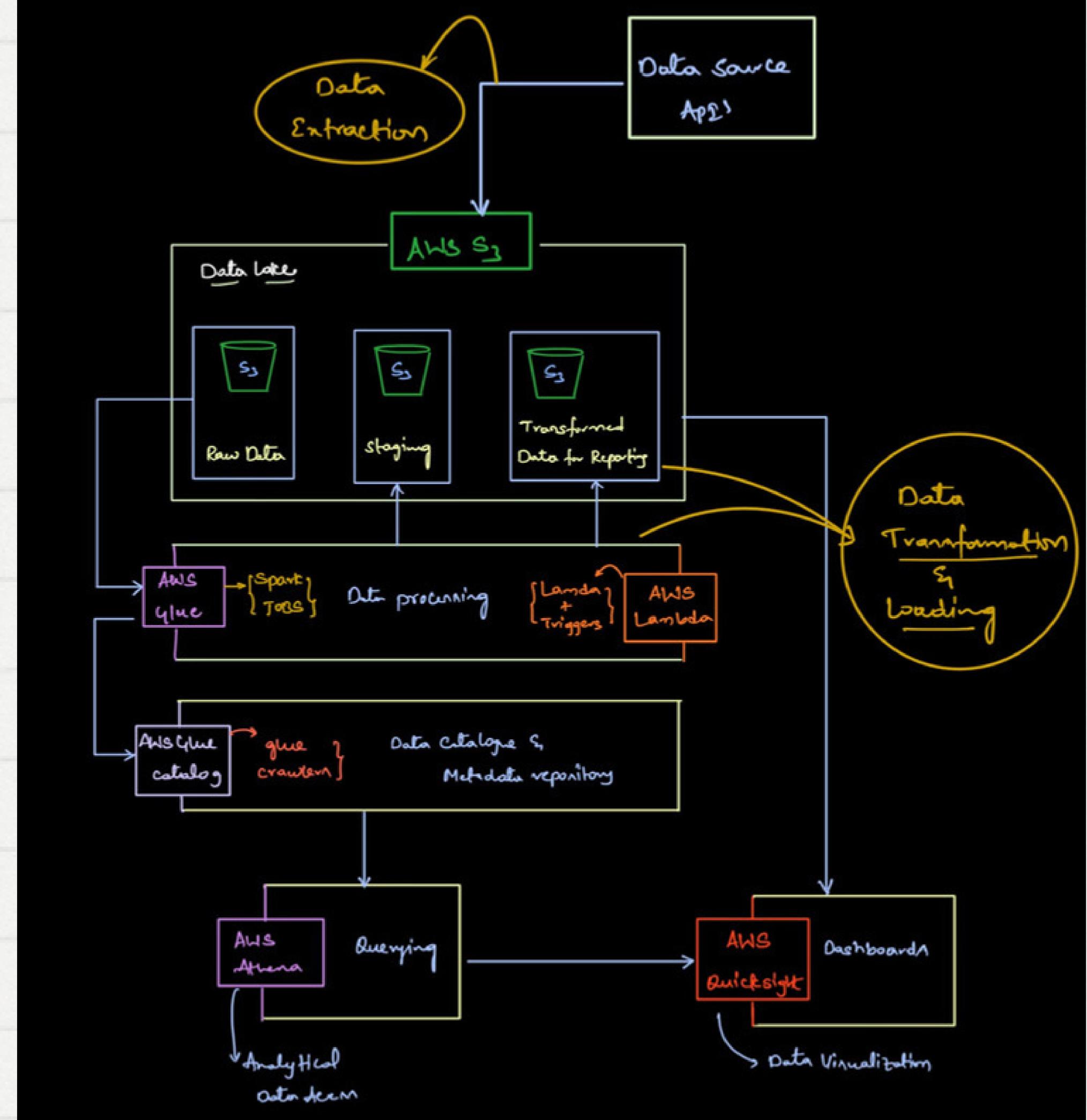


# Tools and Technologies

- AWS S3
- IAM
- Athena
- Glue
- Lambda Functions
- Quick Sight



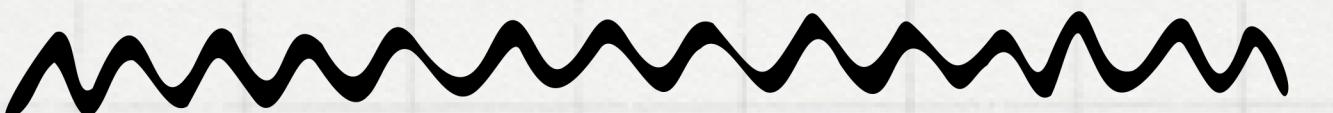
# Architecture



# Dashboard



[https://us-east-1.quicksight.aws.amazon.com/sn/dashboards/7106e674-bb5c-4e92-8bd3-74e2870da13c/views/958635f9-3dbb-4974-bb70-18d107842fac?directory\\_alias=dcsc-project-youtube-analytics](https://us-east-1.quicksight.aws.amazon.com/sn/dashboards/7106e674-bb5c-4e92-8bd3-74e2870da13c/views/958635f9-3dbb-4974-bb70-18d107842fac?directory_alias=dcsc-project-youtube-analytics)



**Thank  
you!**