YouTube Ad Revenue Prediction

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Problem Statement

Importance of predicting ad revenue for content creators & businesses 01

Supports strategy, forecasting, and ad planning 02

Helps optimize engagement and monetization strategies 03

Exploratory Data Analysis (EDA)

Correlation heatmap – understand relationships between variables

Outlier detection – identify anomalies in revenue data

Trends in engagement (views, likes, comments) vs revenue

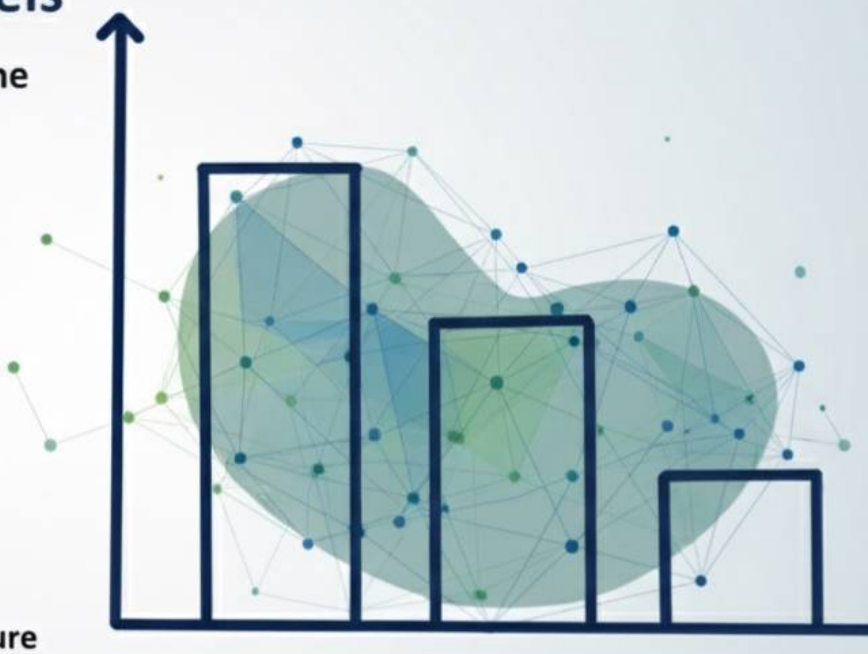
Regression Models

01 Linear Regression – Straight-line fit

02 Decision Tree – Splits data into branches & nodes

03 Ridge Regression – Reduces overfitting by keeping all features with small weights.

04 Lasso Regression – Useful for feature selection by setting some weights to zero.



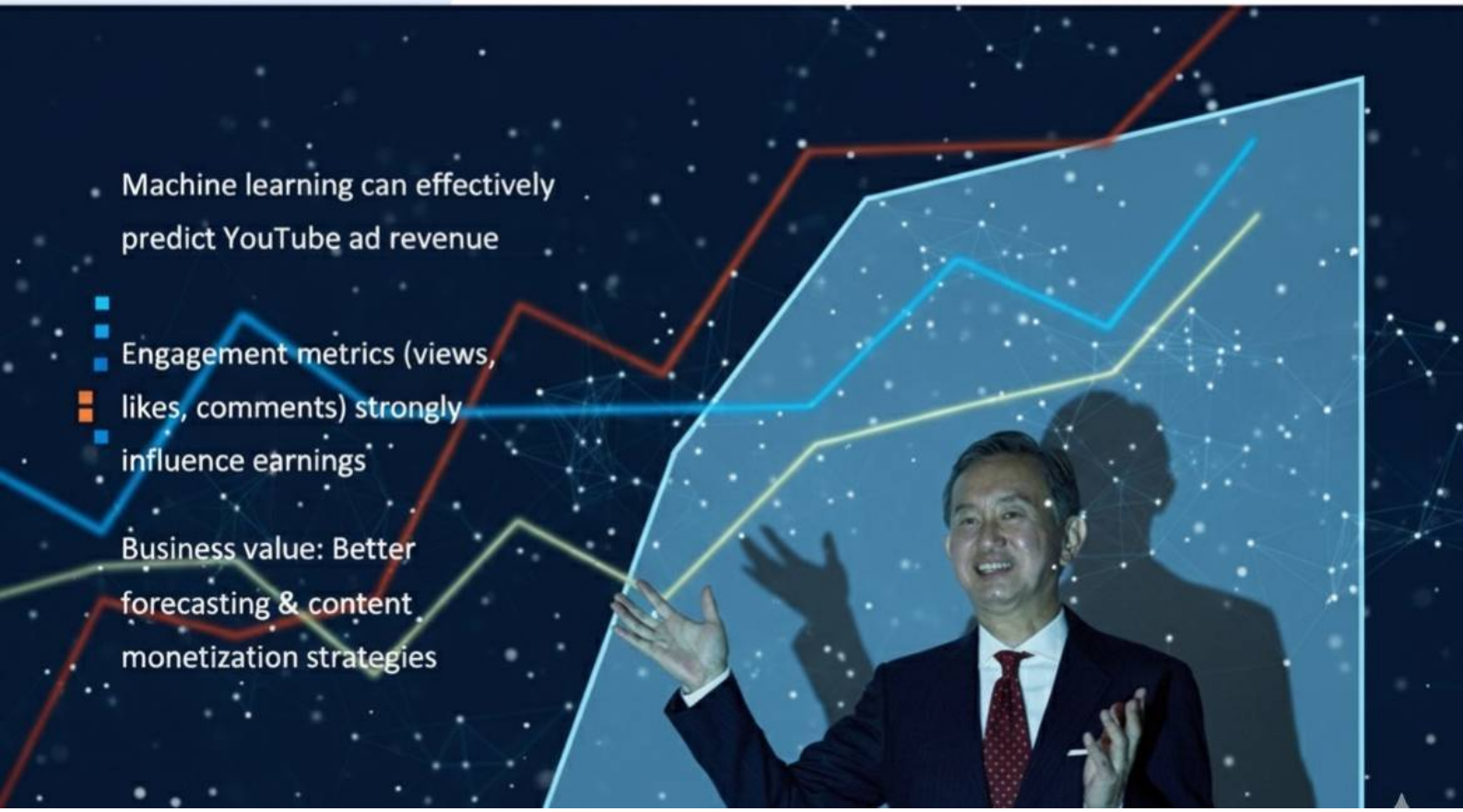
Model Evaluation

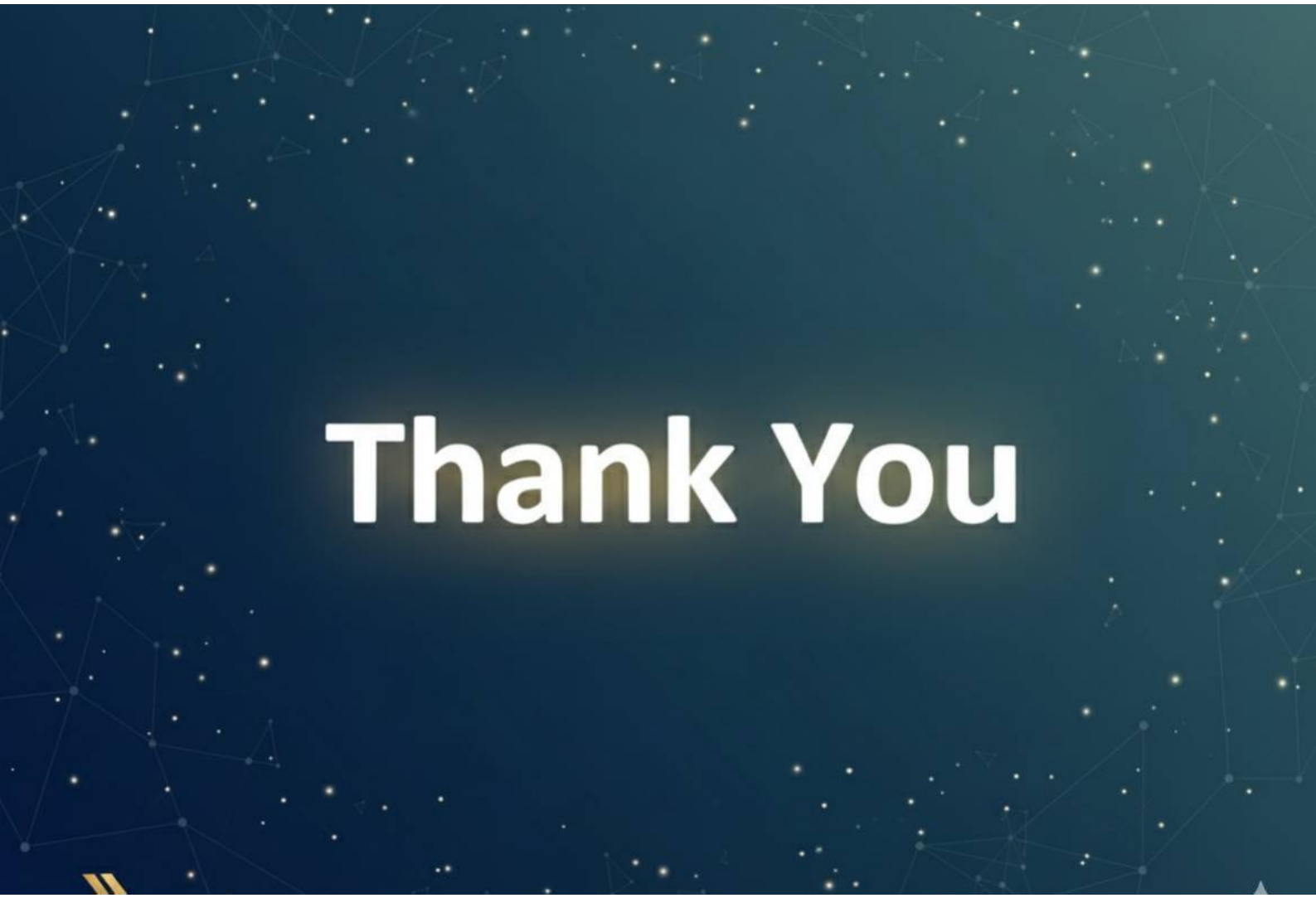
Metrics used: MAE, MSE, RMSE, RMSE, R^2

Compared performance across models

Linear Regression achieved the best accuracy for revenue prediction

Key Takeaways




Thank You