

Business campaign analysis

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Introduction

YouTube is the world's largest video-sharing site with about 1.9 billion monthly active users, a great platform to extend our potential clients. Based on the currently available information and past experiment results, make appropriate assumptions on the target audience group. The ultimate goal should be to maximize conversion rate & monthly processing volume. Find the most potential clients.

How youtubers get paid? Anywhere between \$0.01 to \$0.03 per view, which translates to \$3-\$5 per 1000 views, and up to \$5,000 for 1,000,000 views.

Data Collection:

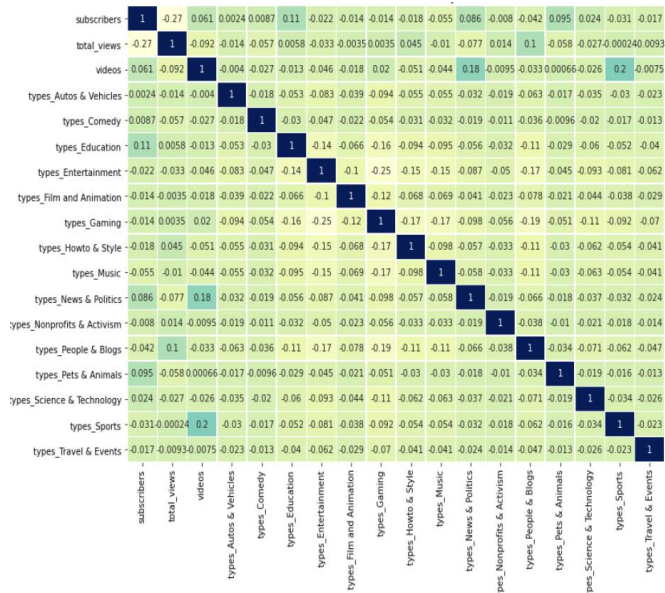
```
Data columns (total 6 columns):
name          1000 non-null object
types         1000 non-null object
subscribers   1000 non-null object
total_views   1000 non-null object
videos        1000 non-null int64
last_video_date 1000 non-null object
```

We scraped 1000 records of youtube channels, including channel names, channel types, total subscribers, total views, and last video posting date.

EDA:

1. correlation metrix

- 1.1 channel types, subscribers, total views, videos correlation



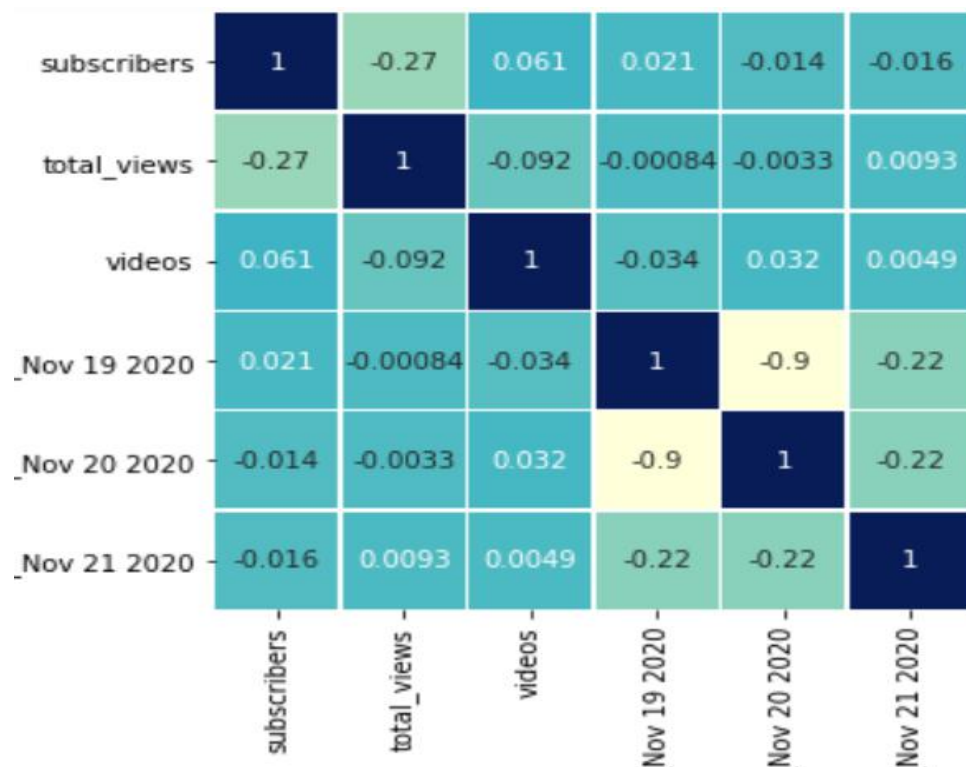
Because pearson score is around 0, we can see that different channels did not have a strong correlation with subscribers, views, and videos.

Education, news and politics, pets and animals are have the most positive correlation with subscribers, which means those channels have more subscribers.

People and blogs have the most positive correlation with total_views.

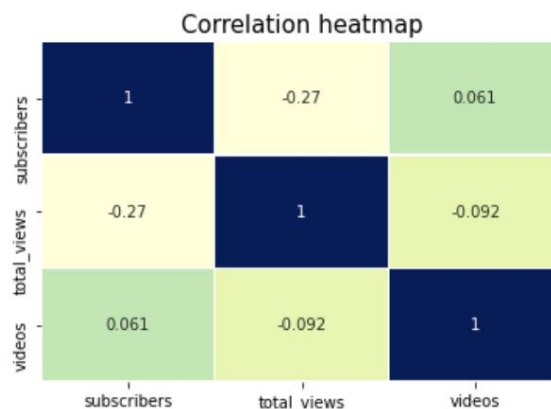
Sports have the most positive correlation with total videos. Sports channel have more videos than others.

- 1.2 posting date vs subscribers, total views, videos



No strong correlations

- 1.3 subscribers, total_views, videos:



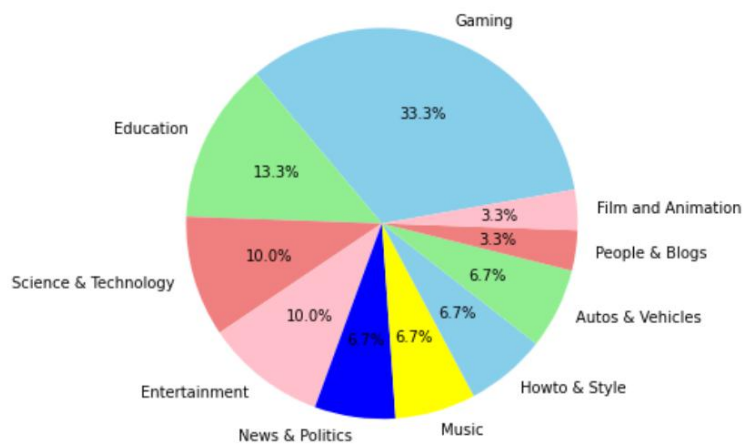
The more subscribers, the less total views. (negative correlation)

The more videos, the less total views (negative correlation)

Variable analysis based on different channels

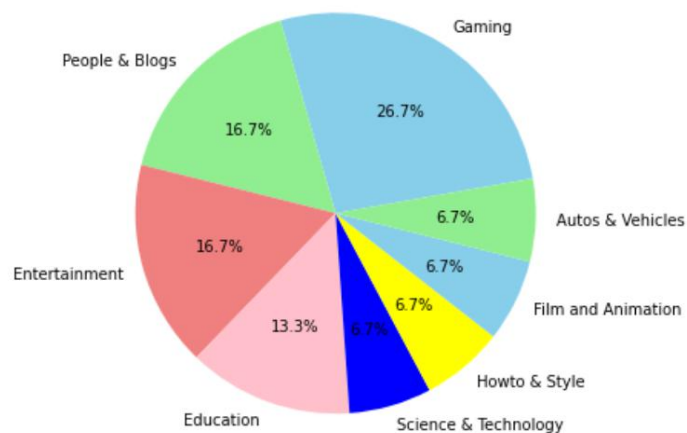
1. Gaming, entertainment, people&blogs are the most popular channels and have most youtubers are making videos in those areas. Few youtubers do pets, comedy, nonprofits & activism.
2. Gaming, Entertainment, people&blog, have most total views.
3. Gaming, Entertainment, sport, new&politics have the most videos. Few videos updates on pets, comedy, nonprofits&activism.
4. Gaming, Entertainment, sport, education, music, howto & style have the most Subscribers.

Channels proportion based on Top 30 subscribers



Gaming, Education, Science, Entertainment.

Top 30 views of different channels



Gaming, People & blogs, Entertainment, education

Variable analysis Based on averages

Top videos:

	types	views	subs	video
0	Sports	206031.0	6982.4	4082.2
1	News & Politics	97272.7	10205.2	3568.6
2	Gaming	208126.5	7734.5	1086.8
3	Pets & Animals	46388.8	12865.6	1003.3
4	Autos & Vehicles	185936.5	7935.0	922.9
5	Education	211403.5	9600.5	865.4

Top views:

	types	views	subs	video
0	People & Blogs	282342.4	7279.5	736.8
1	Howto & Style	244056.8	7574.0	535.4
2	Nonprofits & Activism	240763.6	7490.9	741.0
3	Education	211403.5	9600.5	865.4
4	Gaming	208126.5	7734.5	1086.8

Top subscribers:

	types	views	subs	video
0	Pets & Animals	46388.8	12865.6	1003.3
1	News & Politics	97272.7	10205.2	3568.6
2	Education	211403.5	9600.5	865.4
3	Science & Technology	170718.4	8481.0	635.1
4	Comedy	56880.0	8300.0	254.9

Lists:

	name	videos	subscribers	total_views
0	WLFITV	38761	12200	134000
1	SpeedGaming	18274	19000	119000
2	Eyewitness News WTVO WQRF	15494	15100	119000
3	#TeamGRF TV: Internet Television We Control!	7005	11700	172000
4	Evan Channel 2000	4840	12600	137000
5	Guides Gamepressure	3056	13400	169000
6	SidsTips	2270	14900	138000
7	Fantech0104	2247	12200	178000
8	Law Offices of Phillips & Hunt	2019	16500	178000
9	Ian Sweeney	1938	17600	185000
10	TD Ameritrade Network	1811	12600	698000
11	Rev1g	1549	10200	276000
12	Game Trade Media	1148	8990	521000
13	Token Black	1062	9660	917000
14	Heather's_crafty Life	619	9560	621000
15	LAWSUIT JERRY	603	11500	781000
16	Fudgé btw	571	10000	366000
17	TsunamiRose.net	564	9620	643000

