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# New Panvel (W)

PROJECT PROPOSAL ON

**“TRENDING VIDEO ANALYSIS USING DATAMINING TECHNIQUES”**

## By

## MR. RAHUL BALIRAM PATIL

(M.Sc.-II (SEM-III) COMPUTER SCIENCE)

Under the Guidance of

Prof. Ms.

Department of Computer Science

**CERTIFICATE**

This is to certify that the Project Proposal entitled

**“Trending video Analysis using Data mining techniques”**

Is successfully completed by **Rahul Baliram Patil**, Examination Seat Number under the guidance of **Prof. Ms.,** during the academic period of 10th June, 2017 to 28th Dec, 2017as per the Syllabus, and the fulfilment for the completion of the M.Sc.-II (Semester-III) in the Computer Science of **University of Mumbai**. It is also to certify that this is original work of the candidate done during academic year 2017-2018.

**Place:**

**Date:**

**Internal Examiner Head of Department**

**External Examiner**

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No project is ever completed without the guidance of those expert have already traded this past before and hence become and master of it and as a result, our leader. So I would like to take this opportunity to take all those individuals how have helped me in visualizing the project.

It is indeed a matter of great pleasure and proud privilege to be able to present this project proposal on “**Trending video Analysis using Datamining Techniques**”.

The completion of the project work is a milestone in student life and its execution is inevitable in the hands of guide. I express my deep gratitude to my project guide **Prof.**  for providing timely assist to my query and guidance that they give their experience in this field past many year. They had indeed been a lighthouse for us in this journey.

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**“TRENDING VIDEO ANALYSIS USING DATAMINING TECHNIQUES”**

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**INTRODUCTION**

Today’s world YouTube is most popular video sharing website. As a user YouTube generated large amount of content to the website. It hosts over five billion views a day. YouTube provide public statistic to upload videos, most notably the number of views, which shows the aggregate number of times a video has been watched up to that point. Naturally, the number of views for video indicates the level of popularity of that video; and it takes a varying amount of time for a video to become popular. Meanwhile, there are some videos are attract user’s attention in relatively short time. YouTube supports a feature that called trending, which use content that has the potential of becoming popular in relatively short time. Trending videos are usually not popular when declared as trending by YouTube; they have potential of becoming popular. For example, some video are labelled trending while having only few thousand in viewership of numbers. From another side, trending videos, YouTube tries to emerge trends developing within different viewership communities.

The general attribute of the viewership of trending videos have not been studied. To the best of our knowledge, basic statistics about YouTube trending video have not been studied, analyzed, or even received any kind attention. The fact that more than two billion unique user visit YouTube each month and they can upload 300 hours of video every minute YouTube is best place e.g. Marketing, advertising or brand engagement but genuinely it difficult and competitive to get attention of users. Therefore when video become popular, it exposed to millions of user for free and has opportunity of keeping their attention for a user. Finding these trends as significantly important that many different website have been emerged just to pickup latest trends on the web, such as “The Internet Archive”, “TED” or “whatTheTrend”. There are kind of websites “Vimeo” that tries to build the audience on YouTube of content owners or advertisers.

We can analyze a dataset that was collected over 200 days. For each of those days, the dataset contains data about the trending videos that day. It contains data about more than 40,000 trending videos. We will analyze this data to get insights into YouTube trending videos, to see what is common between these videos. Those insight might also be used by people who to increase popularity of their videos on YouTube.

**Analysis of viewership lifecycle and basic statistics of trending-video content :** First, we analyzed and evaluated a variety of statistics of a comprehensive dataset about trending videos that we monitored over long time ( two month) using YouTube data application programming interface (API). This dataset represent traditional statistics regarding content; this include number of views, number of comments, time duration of each video clip, category of video clip, and viewership statistics. Our initial objective was to answer basic questions about trending videos: What does lifecycle of trending-video viewership look like? How long does it take for trending video to become popular? What is the percentage of trending videos that do become popular? What are the categories and duration of trending videos?

1. **Analysis of the profile of trending video uploaders:** In addition of monitoring viewership statistics about the content, we also have the objective of gaining insight at other factors that might influence the reason why trending video is labelled. These factors might not be very obvious to a casual viewer. We conducted a comparative analysis between trending video uploaders profile and profile uploaders of recently uploaded video. We believe that comparative analysis sheds some light on some the factors that might be influencing the determination and popularity trending videos. Measuring, analyzing, and comparing key statistics regarding trending videos and uploaders
2. **A comparative analysis of trending and non-trending videos:** third, we aimed to identifying any salient differences in to the statically properties between trending videos and other videos that not trending by YouTube (we refer to “non-trending” videos but they may become popular). To that end, we need to collect data for non-trending videos that we could monitor same time span while monitoring corresponding trending videos. We monitored and collect all relevant statistics recently uploaded YouTube videos and compare with same number with trending videos that we monitored exactly same time period.

**RELATED WORK**

There have been several studies conducted on YouTube due to the face is one of the most popular video sharing website. The studies focused on different characteristics of videos. In [1], Zhou studied the impact of YouTube recommendation system on video views. In [2], M. Cha analyzed the popularity life-cycle of videos, the intrinsic statistical properties of requests and their relationship with video.

Several previous works studied the impact of YouTube recommendation system and uploaders on total view count of videos. There are some other works focusing on the impact of videos categories on the size of YouTube. For [3] Filippova studied the video categories to YouTube and considered the task of assigning categories to YouTube video based on the text information related video title, user tag, description and viewers, comments.

YouTube uploaders are the central agents in the YouTube phenomenon. We conduct extensive measurement and analysis of YouTube uploaders. YouTube uploaders and demonstrated the positive reinforcement between on-line social behaviour and uploading behaviour Ding studied [4].

As the world’s largest video sharing website, YouTube hosts a large number of mostly user-generated videos that are viewed by millions of user each day is based on count of YouTube videos via random prefix sampling. They designed an unbiased estimator of total number of YouTube videos [5].

Video recommendation system that YouTube uses and it role in increasing the total number of views for video and the system aim to predict items that may be interest o users. There is no need of explicit request for information the system learns about user and generates personalised suggestions [6]. Diversity of scenarios and domain make the task of finding relevant item.

Asur provided a theoretical basis for analyzing the formation, persistence and decay of trends for the trending topic on Twitter [7]. However, to the best of our knowledge, YouTube trending videos have not studied thoroughly.

**OBJECTIVE**

1. How many views do our trending videos have? Do most of them have a large number of views? Is having a large number of views required for a video to become trending videos.
2. To analyze how much likes and comment count by instead of views.
3. Which video in given dataset remain trending videos contain fully-capitalized word in their titles.
4. To analyze how are views, likes, dislike, comment, title, and other attributes correlates with each other? How are they connected?
5. what are the length of trending videos titles, is this length related to the videos become popular or trending
6. Which YouTube channels have the largest number of trending videos and which video category (e.g. Entertainment, Gaming, Comedy, etc. ) has the largest number of trending videos.
7. Which video remained the most on the trending videos list

**METHODOLOGY**

1. **FREQUENT ITEMSET USING DATAMINING**

Much research has been focused on finding efficient algorithm for mining large Itemset. In this work we will try to analyse the frequent Itemset using the algorithms of datamining like the Apriori algorithm, K-Apriori algorithm, and these algorithms are explained in detail below.

* 1. **APRIORI ALGORITHM**

Apriori [4] is an algorithm for frequent item set mining and association rule learning over transactional databases. It proceeds by identifying the frequent individual items in the database and extending them to larger and larger item sets as long as those item sets appear sufficiently often in the database. The frequent item sets determined by Apriori can be used to determine association rules which highlight general trends in the database: this has applications in domains such as market basket analysis.

Apriori algorithm for Frequent Itemset Mining

Cdn: Candidate itemset of size n

Ln: frequent itemset of size n

L1 = {frequent items};

For (n=1; Ln!= ; n++)

Do begin

Cdn+1 = candidates generated from Ln;

For each transaction T in database do

Increment the count of all candidates in Cdn+1 that are

contained in T

Ln+1= candidates in Cdn+1 with min\_support

End

Return Ln

1. **CLASSIFICATION**

In [classification](https://en.wikipedia.org/wiki/Statistical_classification), inputs are divided into two or more classes, and the learner must produce a model that assigns unseen inputs to one or more ([multi-label classification](https://en.wikipedia.org/wiki/Multi-label_classification)) of these classes. This is typically tackled in a supervised way.

Classification is used to classify each item in a set of data into one of predefined set of classes or groups. The data analysis task classification is where a model or classifier is constructed to predict categorical labels (the class label attributes). Classification is a data mining function that assigns items in a collection to target categories or classes. The goal of classification is to accurately predict the target class for each case in the data.

Classification is a model finding process that is used for partioning the data into different classes according to some constrains. In other words we can say that classification is process of generalizing the data according to different instances. Several major kinds of classification algorithms including C4.5, k-nearest neighbor classifier, Naive Bayes, SVM, Apriori, and AdaBoost, etc.

**Our** Analysis determines the Optimal Resource Organization to facilitate the Construction Services for Different Area or Sector including public and private or government for identification and evaluation of construction capability, applicability, and level of the uptake within the contract.

1. **CLUSTERING**

Clustering is the grouping of a particular set of objects based on their characteristics, aggregating them according to their similarities. Regarding to data mining, this methodology partitions the data implementing a specific join algorithm, most suitable for the desired information analysis of E-Tendering.

The personal data combined with shopping, location, interest, actions and an infinite number of indicators, can be analysed with this methodology, providing very important information and trends. Examples of this are the market research, marketing strategies, web analytics, and a lot of others.

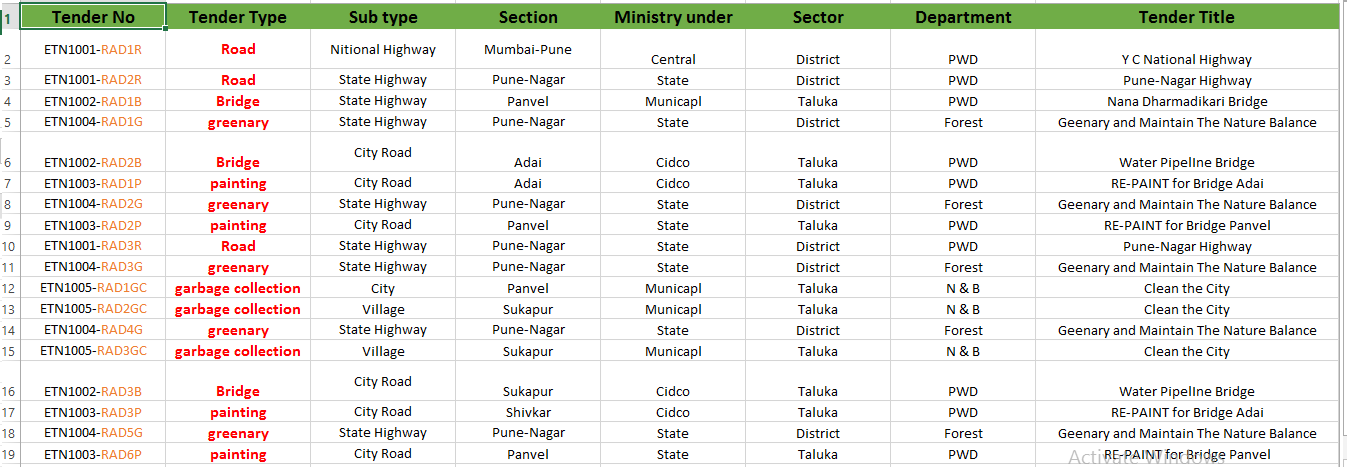
**3.1 K-means Clustering**

K-means is an iterative clustering algorithm in which items are moved among setsof clusters until the desired set is reached. This technique is used to classify thedata which have no previous knowledge about the data or the training set. Theparameter K denotes the amount of clusters required to partition the data. The ideaof this clustering technique is, given K number of clusters we can define Kcentres, one for each cluster based on all samples belonging to a cluster. Thesecentres must be placed far away from each other and then associate each sampleto the cluster that has the closest centroid.

**In our**E-Tendering Analysis**K-means Clustering**can be usedtoexamine the Organizations that provide Constructions Services in Particular area that enables in Public or Government Section Tenders of Construction Service.

1. **DATASET:**

The dataset used for this work can make us understand the algorithms more clearly.

The effects algorithm can be understood in much depth

1. **SYSTEM CONFIGURATION**

**H/W System Configuration:**

* System - Core-2-Due 2.4Ghz
* Speed - 2.4Ghz
* RAM - 4GB
* Hard Disk - 500GB
* Keyboard - Standard Windows Keyboard(Neosoft)
* Mouse - Standard Intex
* Monitor - 19” LED

**S/W System Configuration:**

* Operating system - Win 10
* Database - MySql/Excel
* Language - R/Weka/Python

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