LAUNCHING A YOUTUBE SERIES

OVERVIEW

- Business Understanding
- Data
- Data Analysis
- Recommendations

Our Goal:

Create a successful youtube series called Dota Shorts: a comedic film series focused on the video game Dota 2.

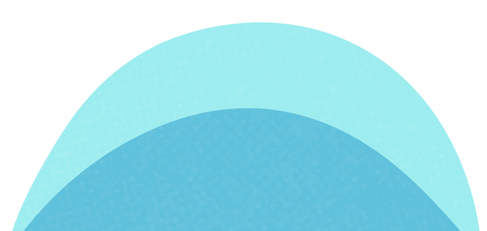
Why DOTA 2?
All you need to know

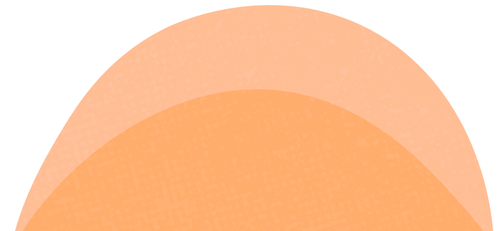
Proven Model: SEC Shorts, South Park, The League and Vox Machina

2021 World Tournament had a prize pool of 40 million dollars

In 2021, fans spent over 600 million hours watching Dota games

Netflix Series that just released its 3rd season





YOUTUBE DATA

Contains: 40,000 Youtube videos

From: Kaggle Website

Includes: Launch Date, Genre, Tags, Description, likes, etc..

Limitation: Focuses exclusively on Trending Videos

TWITCH DATA

Contains: Dota 2 viewership data over the past 4 years.

From: Twitch Website

Includes: Avg # concurrent viewers each month

Limitations: Can not break down further

Youtube Data

Success Meter

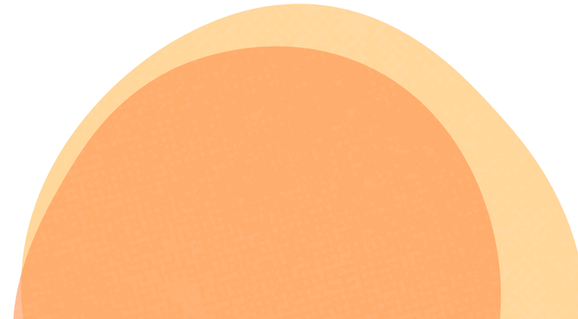
+180,000 views

All Successful

82.5% Accurate

Decision Tree Model

86.5% Accurate



WHAT CAN WE CONTROL?

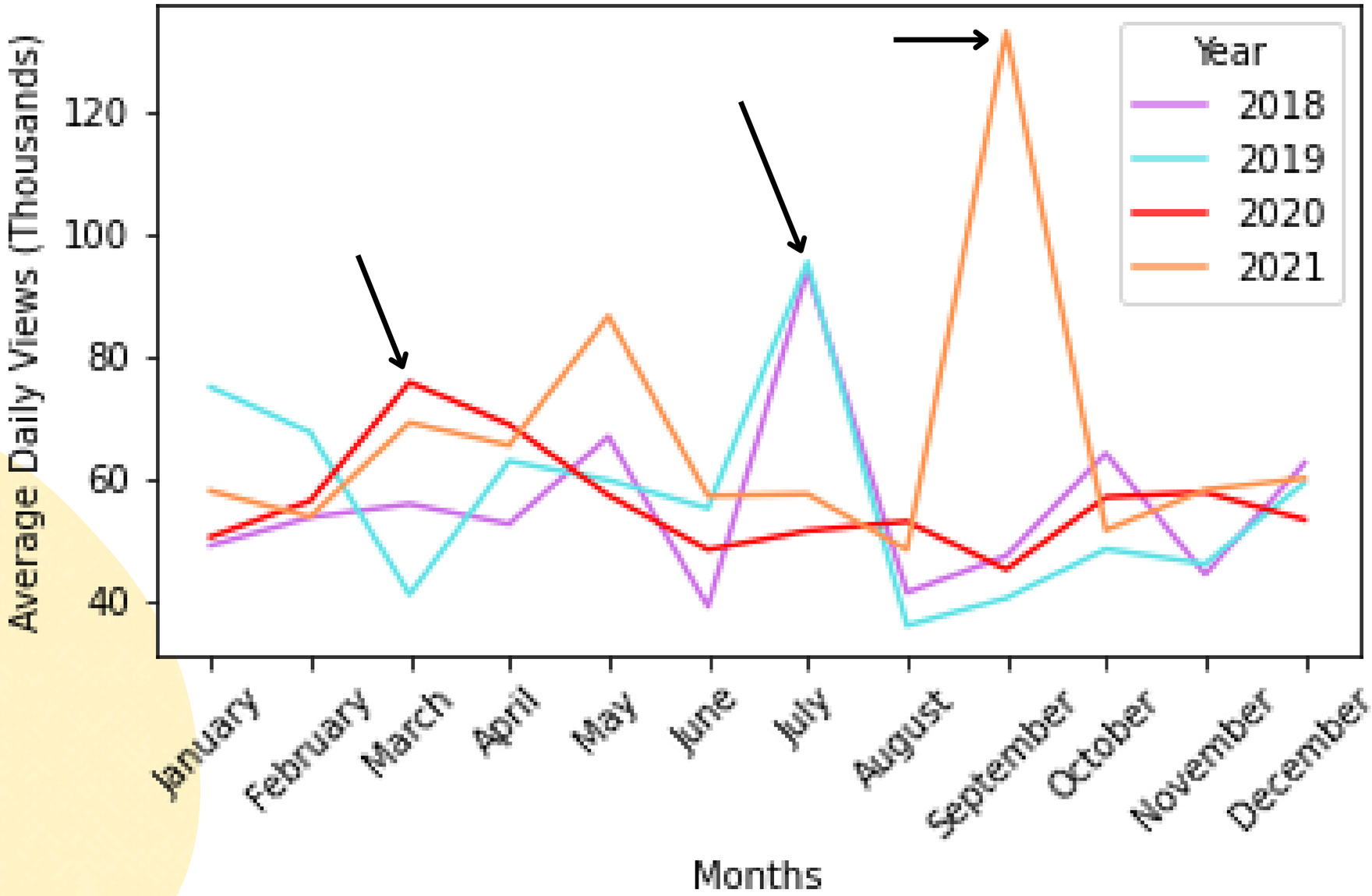
1. **Tags**(How we connect to other YouTube videos)
2. **Launch Date**

Popular Tags: What can we learn about our audience?

- "**Trailer**" (Viewers like Advertising and building Anticipation)

2. "**Honest**" (Viewers want honest material: Good, Bad, and Ugly)

Average Concurrent Viewership in 2018-2022



IN CONCLUSION, WE RECOMMEND:

1. **Release a trailer to build anticipation**
2. **Produce content that is honest by commenting on the good, bad, and ugly.**
3. **Launch the series in coordination with the Dota World Tournament**

MOVING FORWARD

- Find and analyze data on the avg duration of successful videos and subscription trends.
- Further explore Dota specific data to increase success. Ex. Favorite Heroes

CONTACT INFO

Reese Thompson

- **Email**: rgthomps37@gmail.com
- **Github**: https://github.com/rgthomps/Predicting-Success-on-Youtube
- **LinkedIn**:

King Henderson

Email: mkhender@bsc.edu
Github: kinghenderson
LinkedIn: https://www.linkedin.com/in/king-henderson/

Thank You!