



LAUNCHING A YOUTUBE SERIES

OVERVIEW

Business
Understanding

Data

Data Analysis

Recommendations

Our Goal:

**Create a successful youtube
series of comedic shorts
focused on the video game
Dota 2 called "Dota Shorts".**

GAME-BASED FILMS



- SEC SHORTS
- SOUTH PARK
- THE LEAGUE
- VOX MACHINA

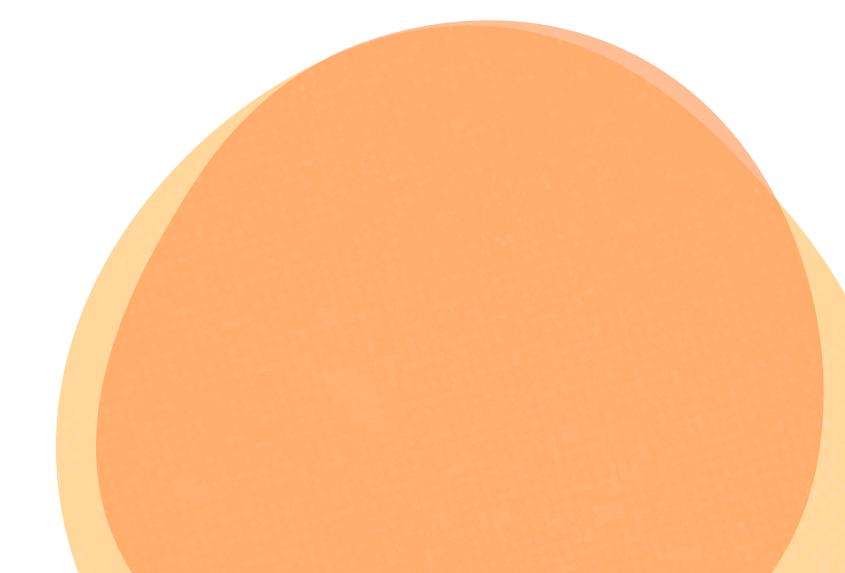
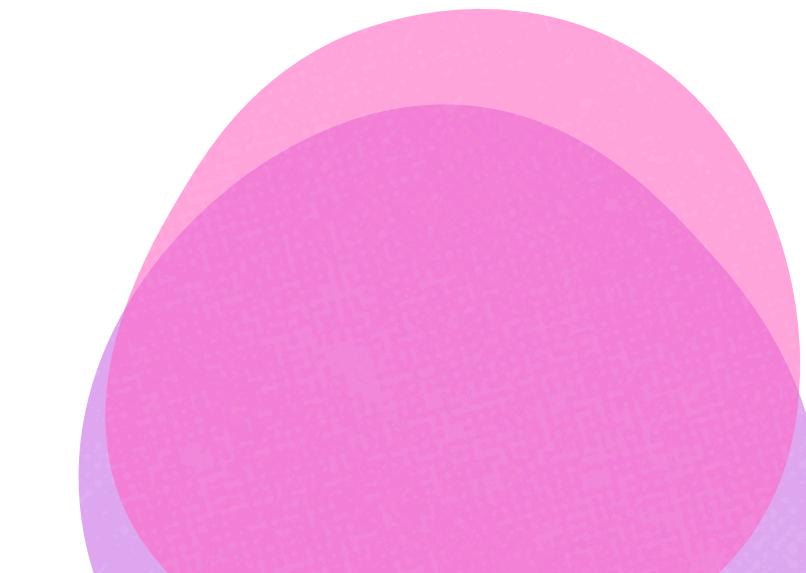
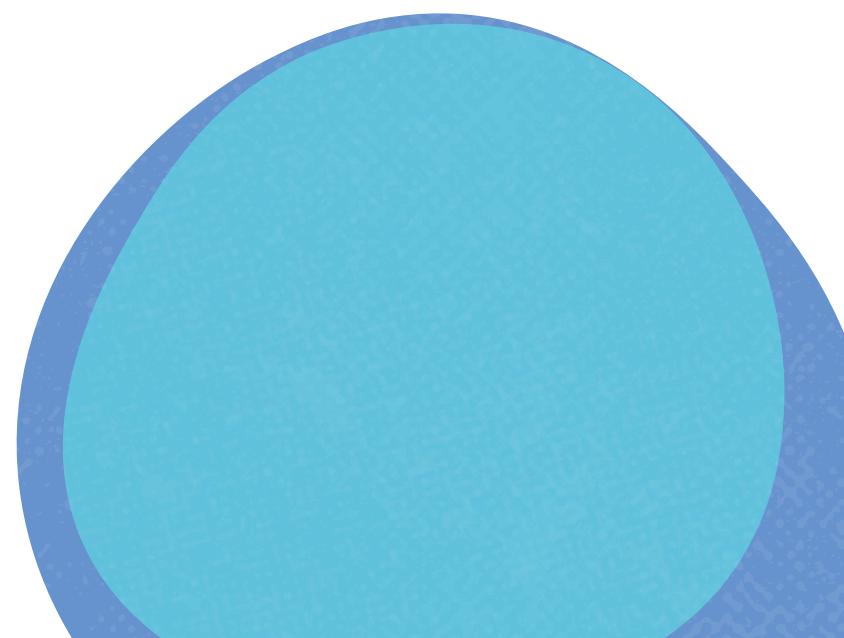
Why DOTA 2?

All you need to know

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





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



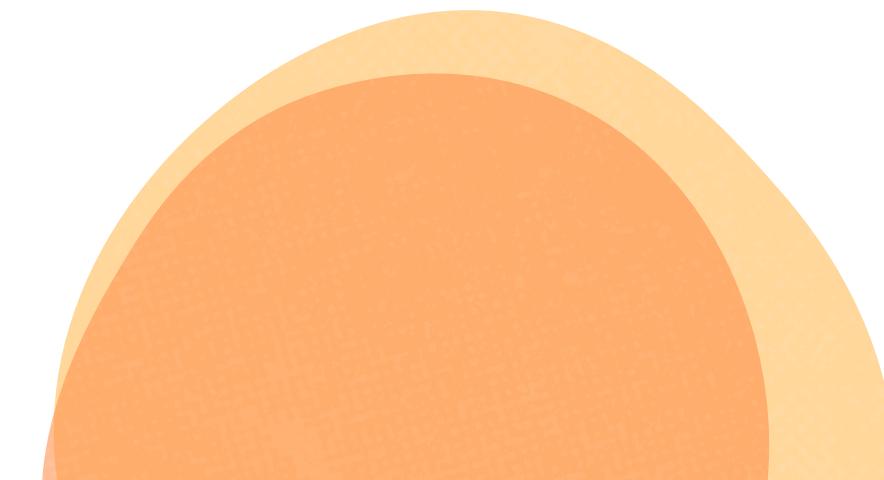
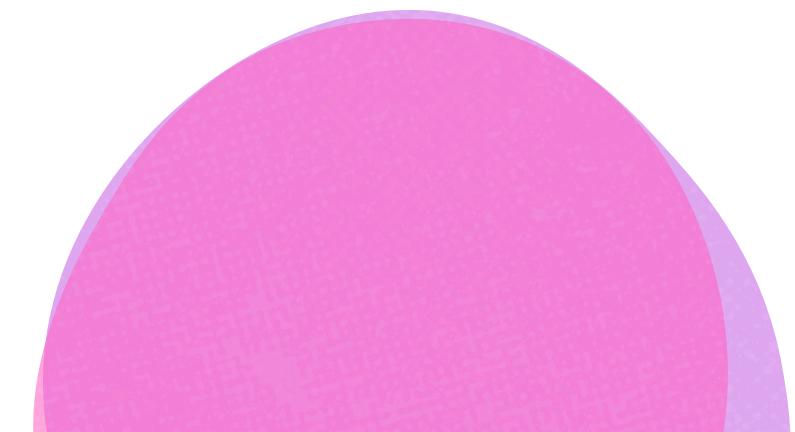
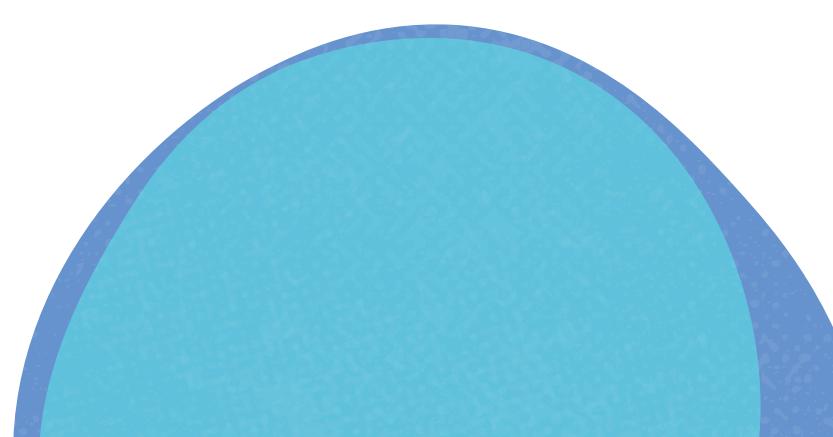
Modeless Baseline
(All Successful)

82.5% Accurate



Decision Tree
Model

86.5% Accurate

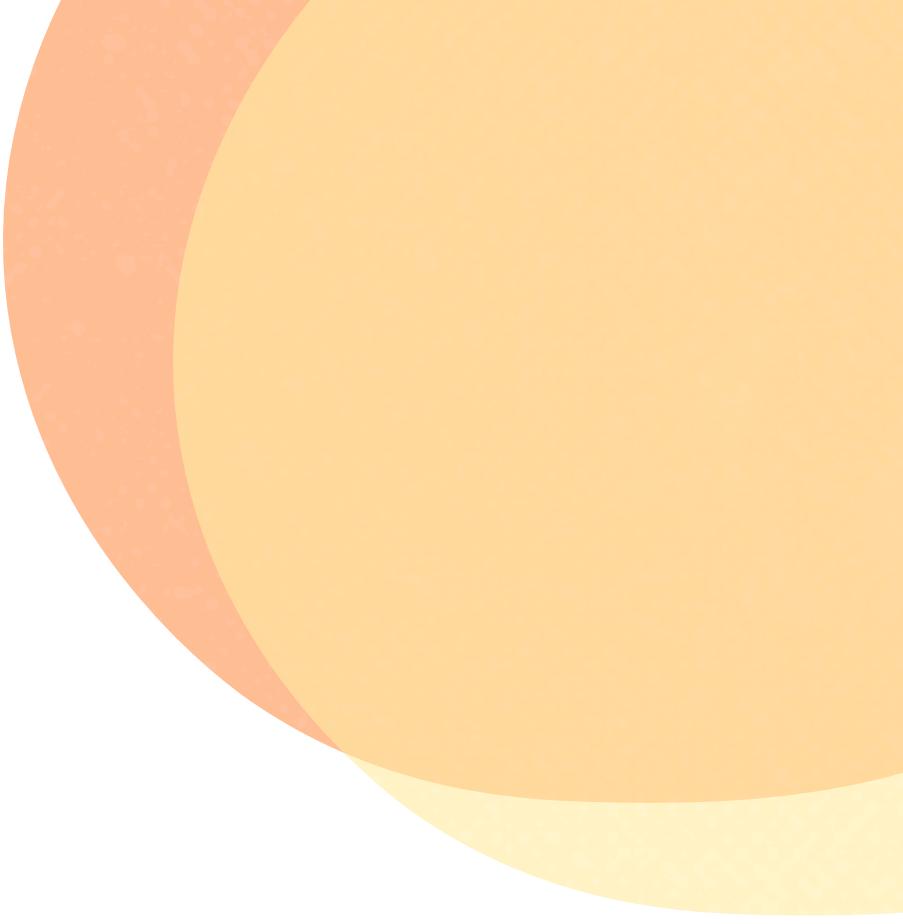




WHAT CAN WE CONTROL?

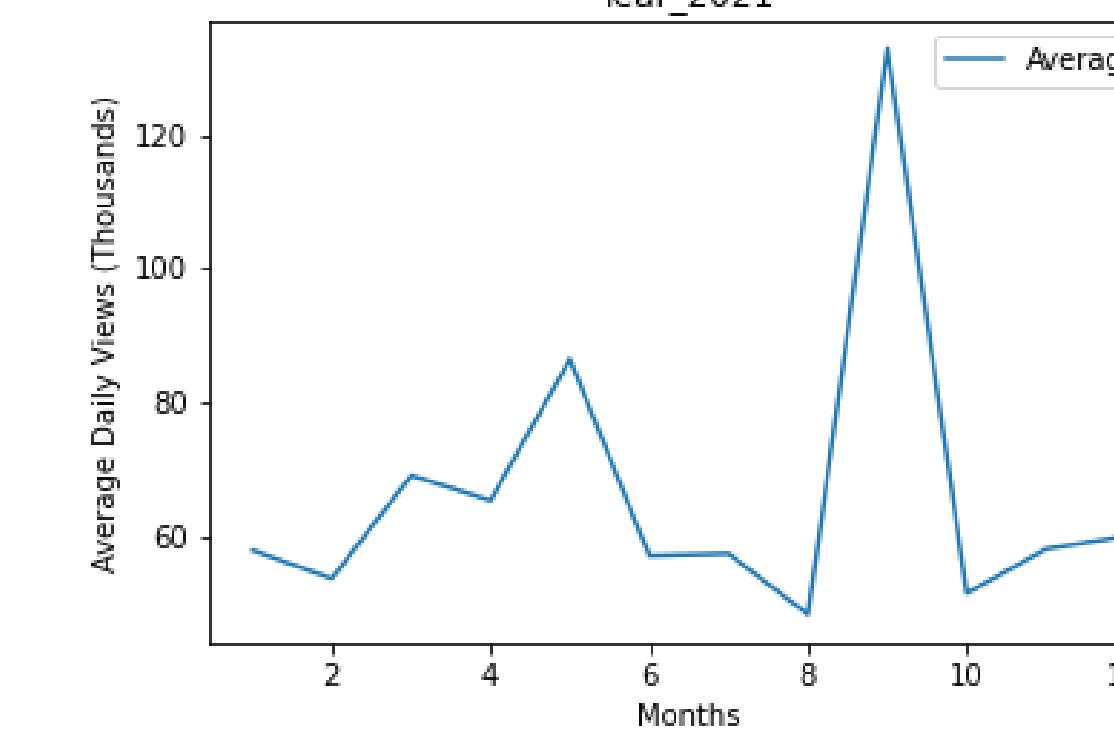
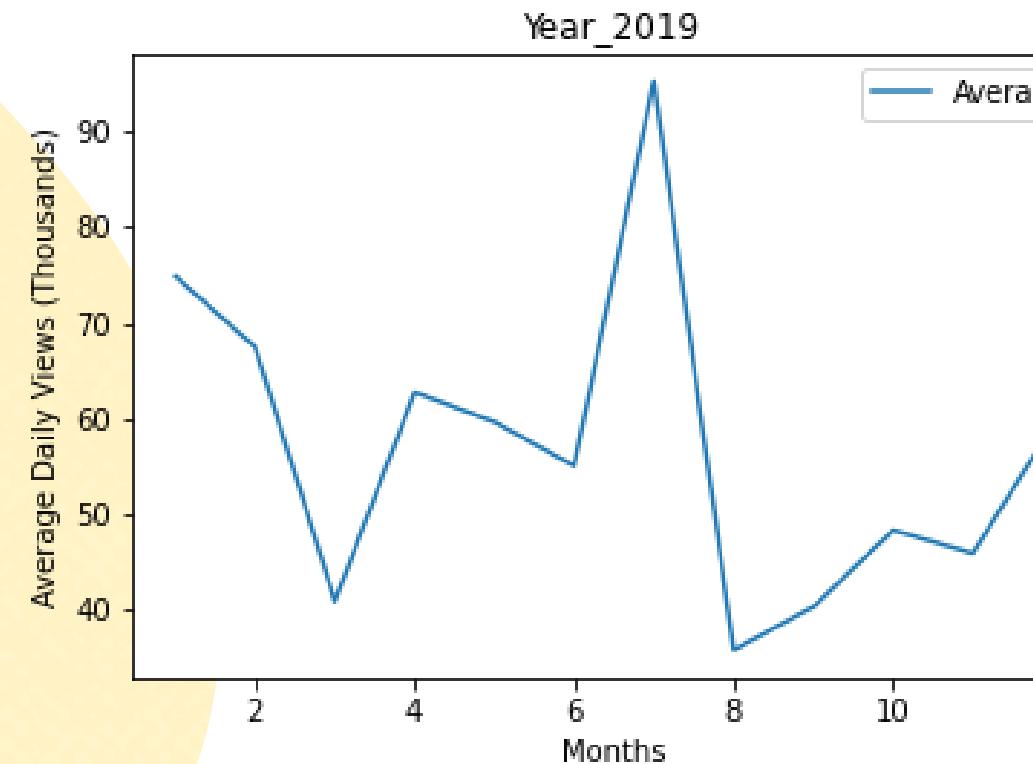
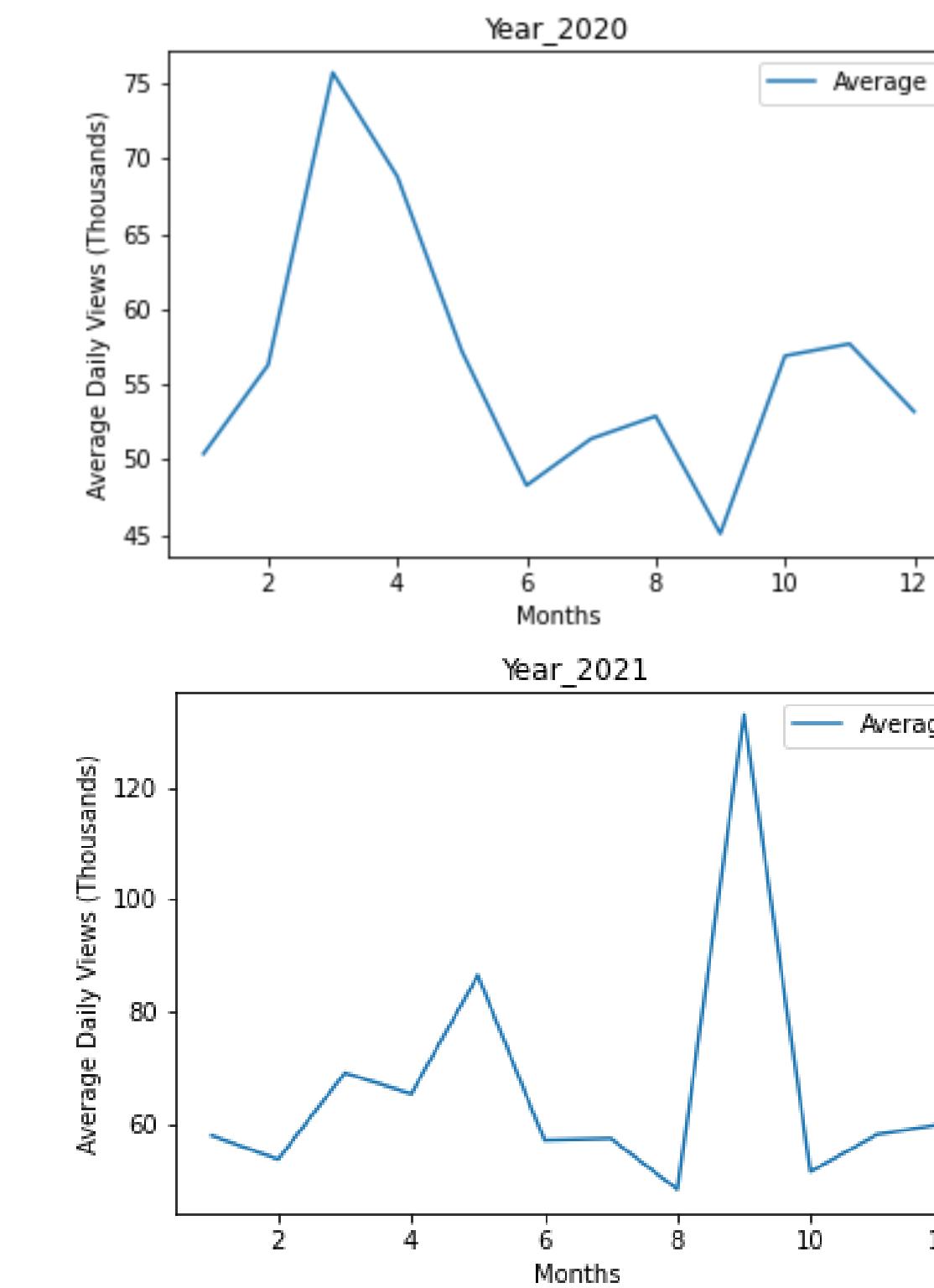
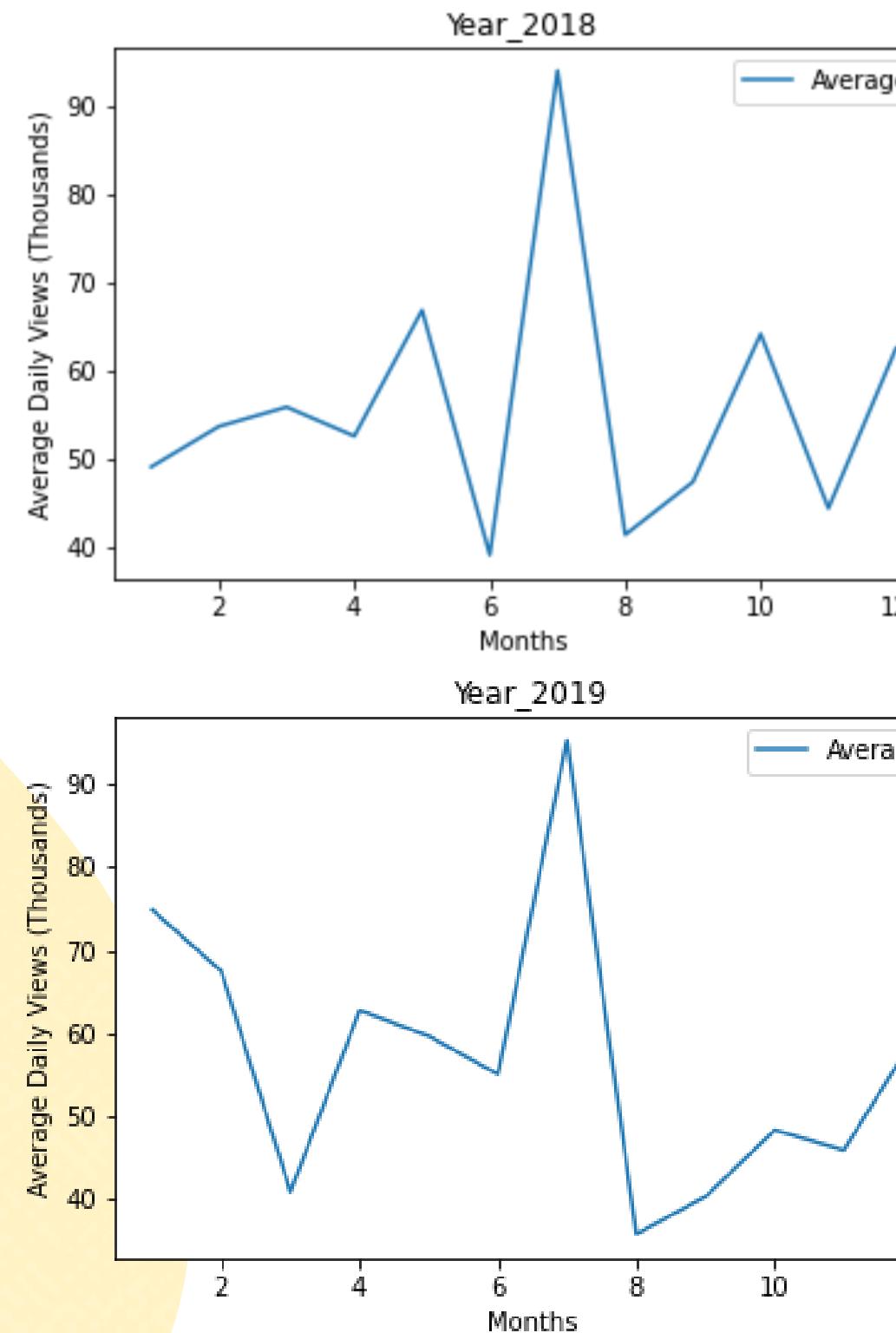
1. Tags
2. Launch Date

Popular Tags: What can we learn about our audience?

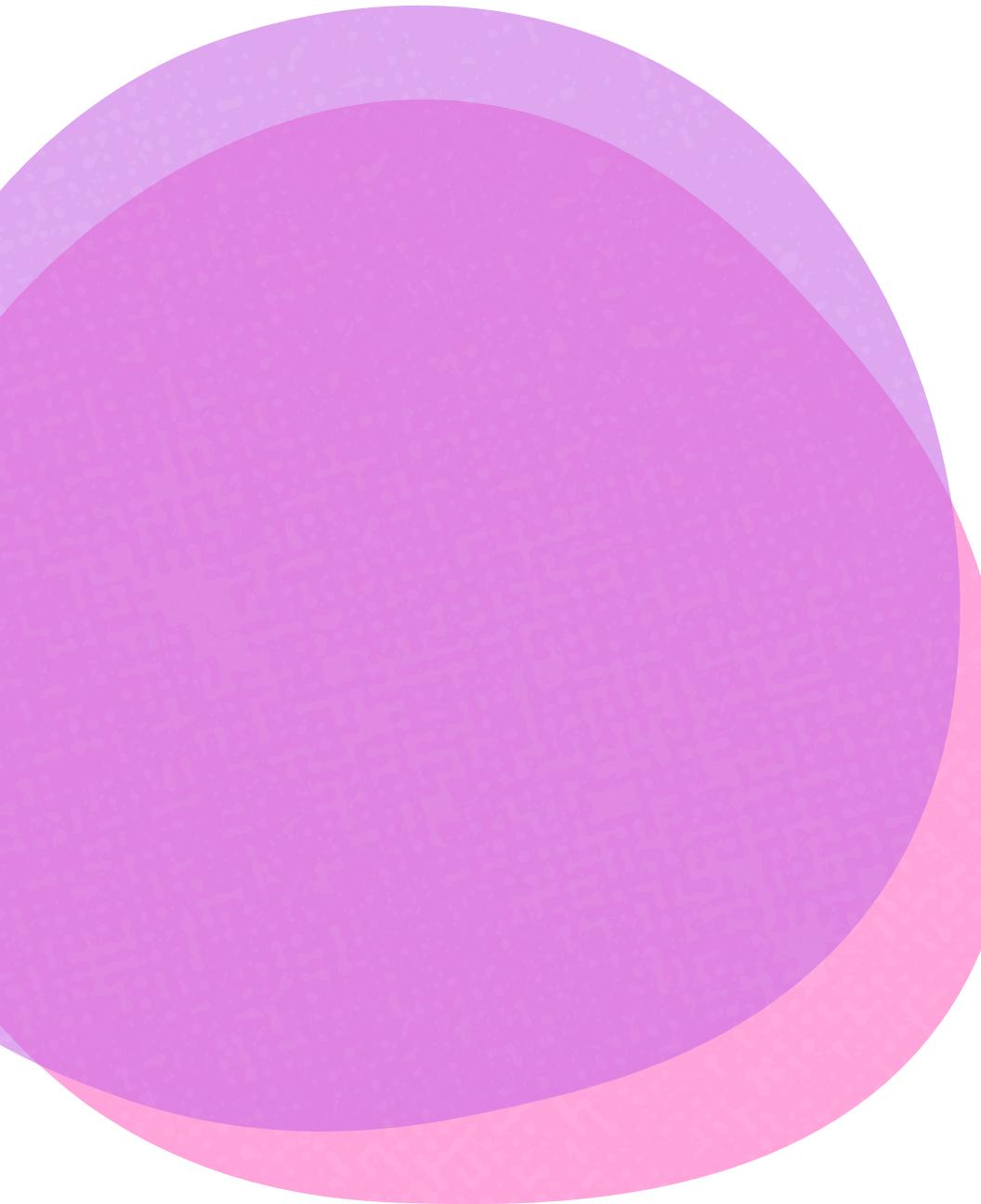


- "Trailer" (Advertising and Anticipation)
- 2. "Honest" (They want the Good, Bad, and Ugly)

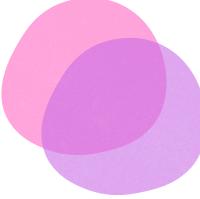
Average Concurrent Viewership in 2018-2020



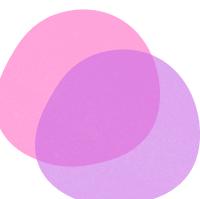
IN CONCLUSION, WE RECOMMEND:

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- 1. Release a trailer to build anticipation**
 - 2. Produce content that is honest... even brutally so**
 - 3. Launch the series at the beginning of October 2022 in coordination with the Dota International 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

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- LinkedIn:

King Henderson

- Email:
- Github:
- LinkedIn:

The background features several large, semi-transparent circles in shades of pink and purple, overlapping each other in a dynamic, scattered pattern.

Thank You!