**DATA ANALYTICS PROJECT**

Project Statement :

Analysis of trending YouTube videos to identify the attributes that make a video popular.

By analysing the trending YouTube video statistics and comments, we can come up with attributes that make a video popular. By doing this analysis, we can improve the quality of the videos we upload and we’ll have a higher probability of getting more views on our videos. And, as a further incentive, strong predictive models can have large financial payoff.

Our aim in this project is to analyse this data set and predict the attributes of a video that make it popular.

**OVERVIEW OF THE DATASET**

Our dataset contains all the details of the trending YouTube (in Great Britain and USA) videos along with its likes, dislikes, comments, tags and views for each video for a particular year. It consists of the following tables:

GBcomments.csv (4 columns)

GBvideos.csv (11 columns)

UScomments.csv (4 columns)

USvideos.csv (11 columns)

The fields in GBcomments and UScomments include :

video\_id

comment\_text

likes

replies

The fields in GBcomments and UScomments include :

video\_id

title

channel\_title

category\_id

tags

views

likes

dislikes

comment\_total

thumbnail\_link

date

**Possible solutions we hope to achieve:**

We plan to analyse the data set and design a function to give deeper information of what videos were in trend for the longest period. How many and what dynamics of views, likes, dislikes and comments are required to become a trending video and if there are some similarities in preferences of US and GB audience? We plan to perform a category wise analysis to improve efficiency. We can also find the category in which chances of trending are the highest and we plan to use different graphs to aid us in visualisation. We also aim to find if there is any correlation between trending videos and the number of likes and dislikes. These are some of the solutions we plan to achieve through our analysis.

**Source of dataset:**

<https://www.kaggle.com/datasnaek/youtube>

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