



# Video Sharing Website Analysis

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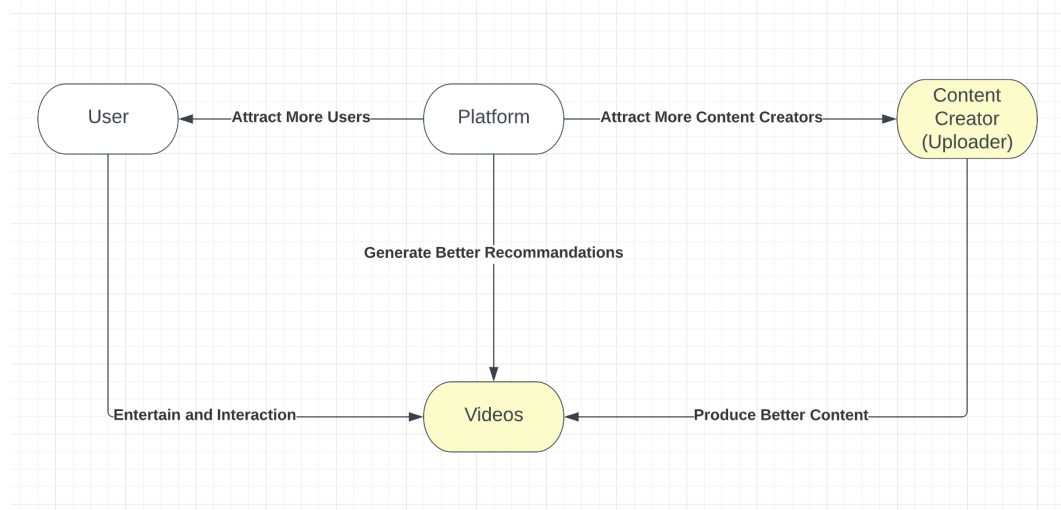
# Framework

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- Pre-clean the raw data through Python and then import to SQL
- Manipulated relevant data in SQL to generate a suitable data frame
- Connect database to tableau for visualization and dashboard

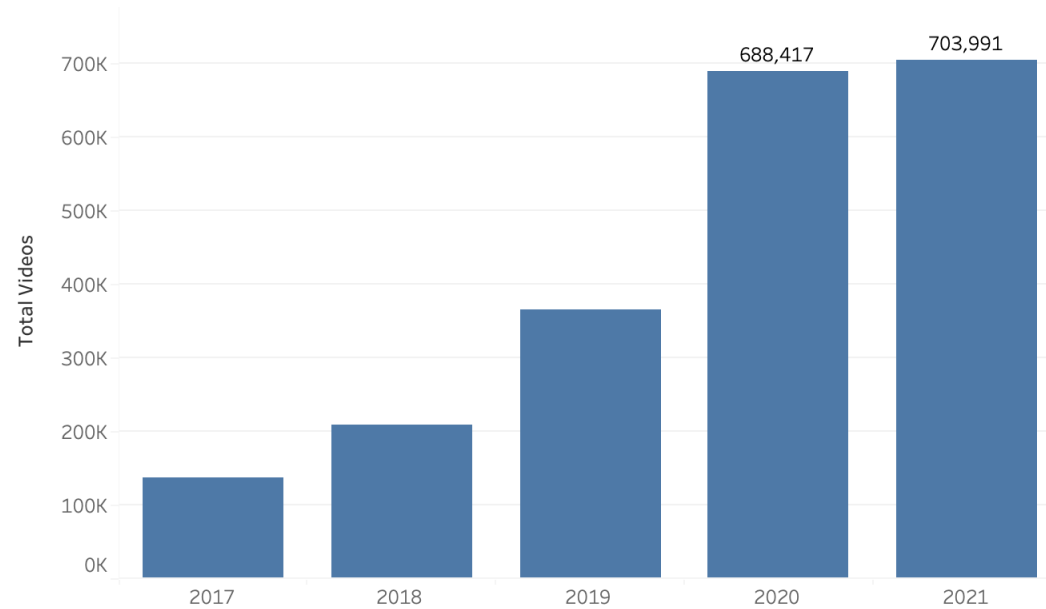


# Business Idea

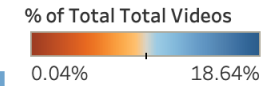
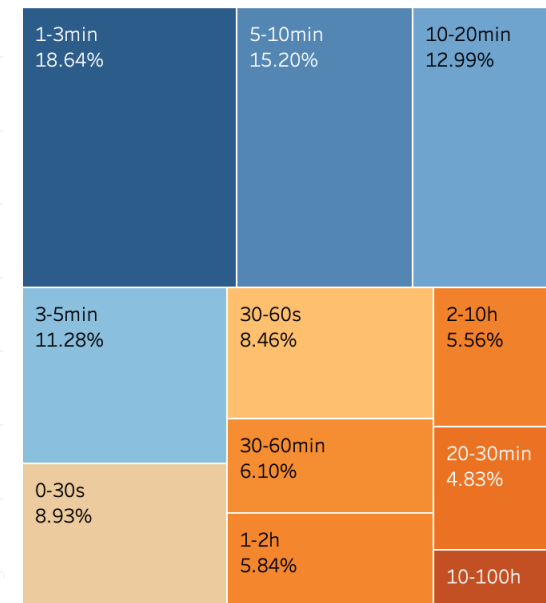


- **Objective**  
Get more users and more content creators
- **Strategy**  
Giving user more interesting contents  
Positive reward and promotion for content creator
- **Metric**  
Interaction Rate  
Uploader active rate  
Uploader increment

## Video by Year



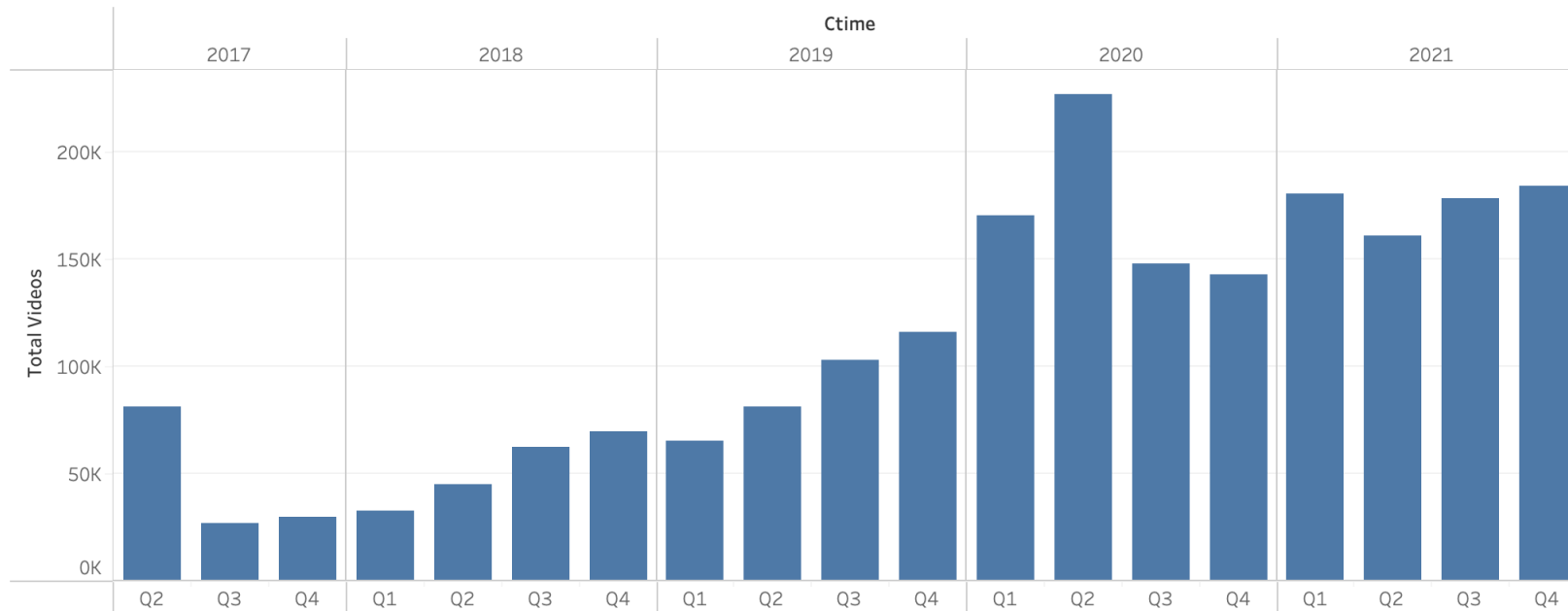
## Duration Range over Total Video



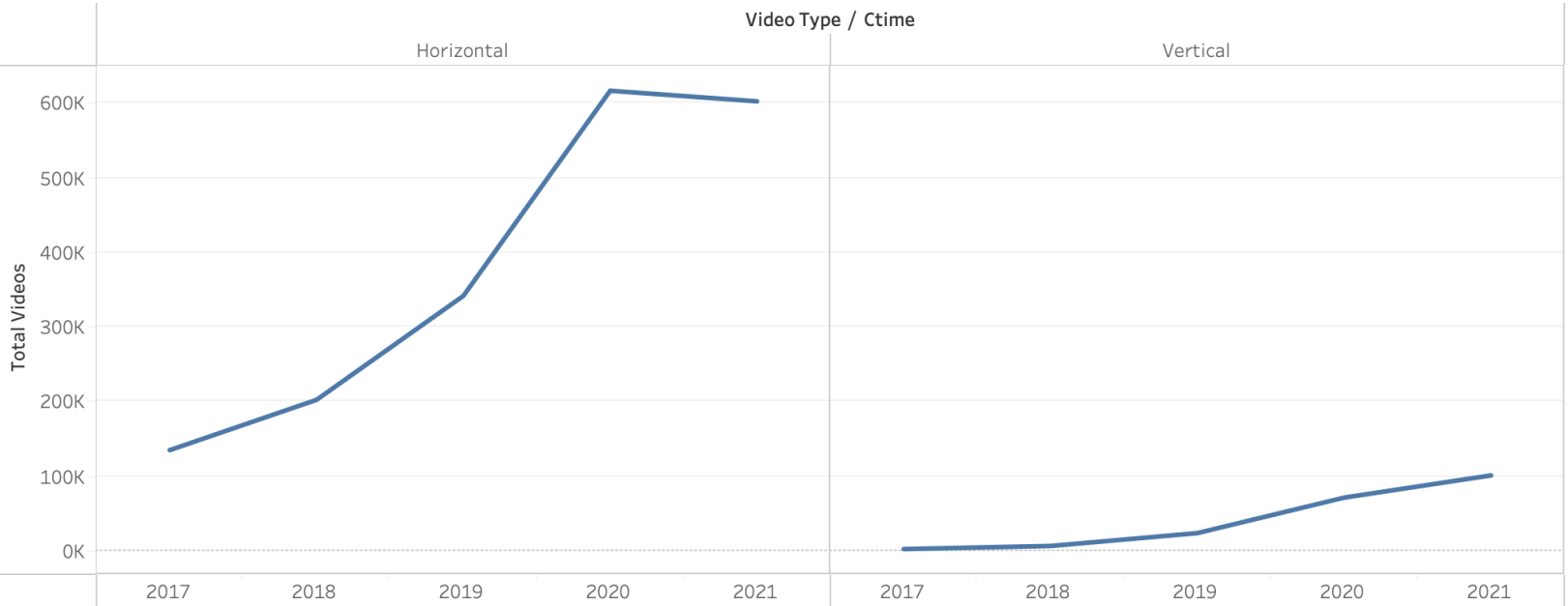
## Video Trend Analysis

1. We can see more and more uploaders are uploading videos over the years
2. The first two quarters in 2020 had a very large increment that was due to the others famous content creators from other platforms were stepping into this platform
3. Most videos are between 1 min and 20 min long

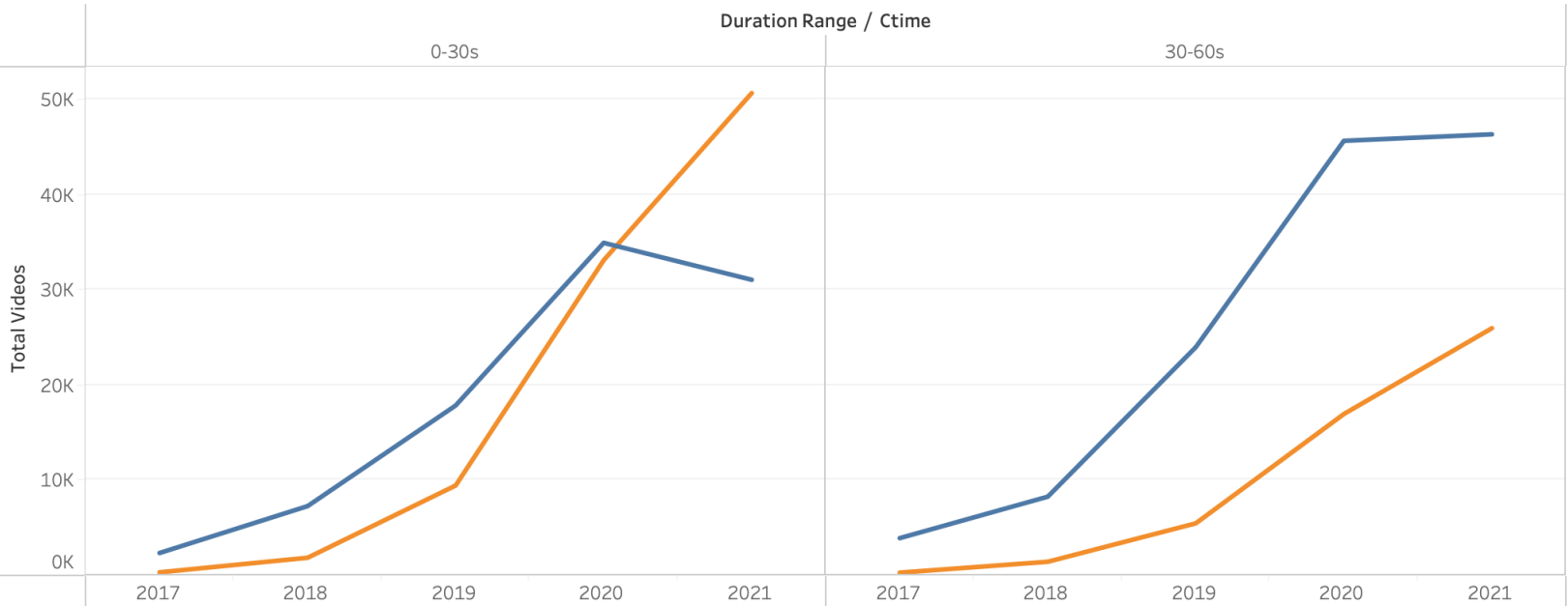
## Videos by Quarters



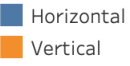
Vertical/ Horizontal over Year



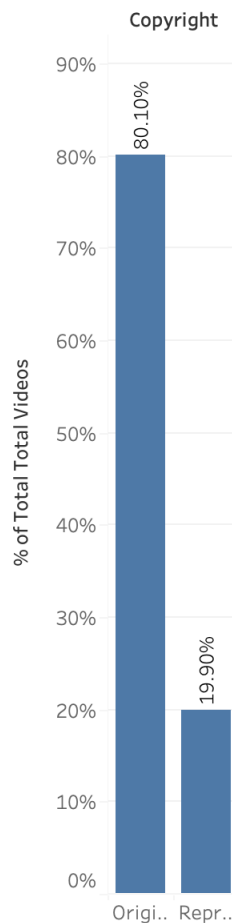
Duration over year by Type



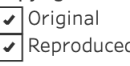
Video Type



Copyright



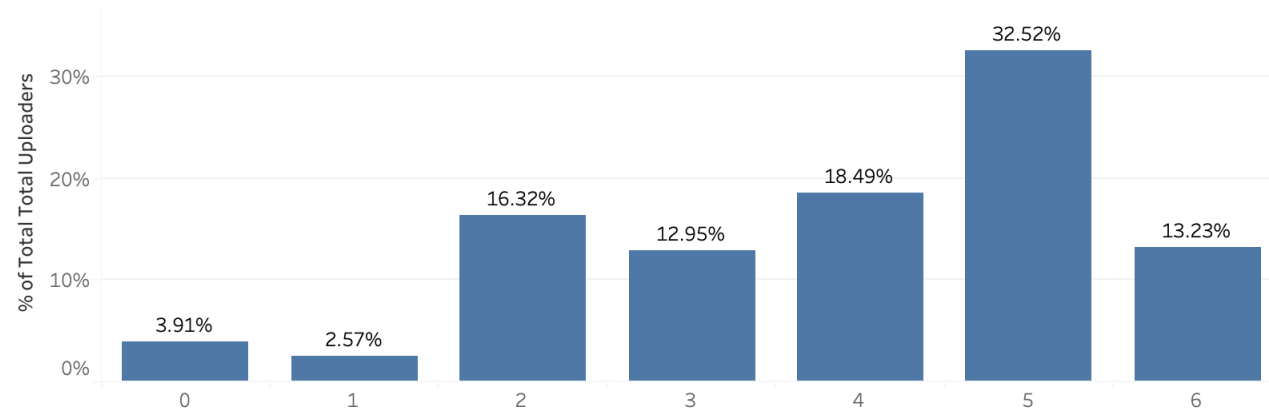
Copyright



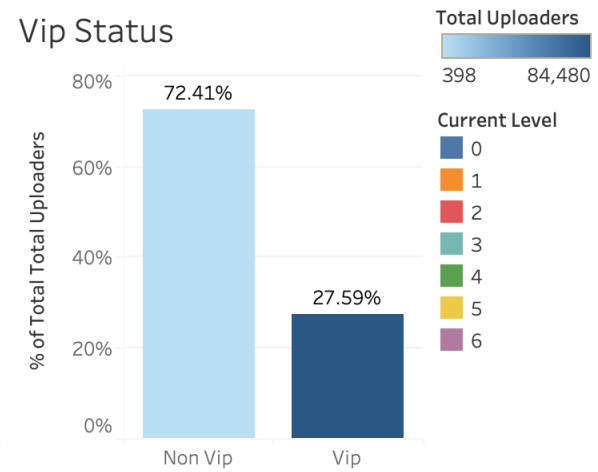
## Video Type Analysis

1. The vertical type of videos keeps increasing over years suggesting that more and more ppl are creating and watching contents on their phones
2. The number of short videos are increasing over years as well, suggesting the raise of short video platforms like TikTok

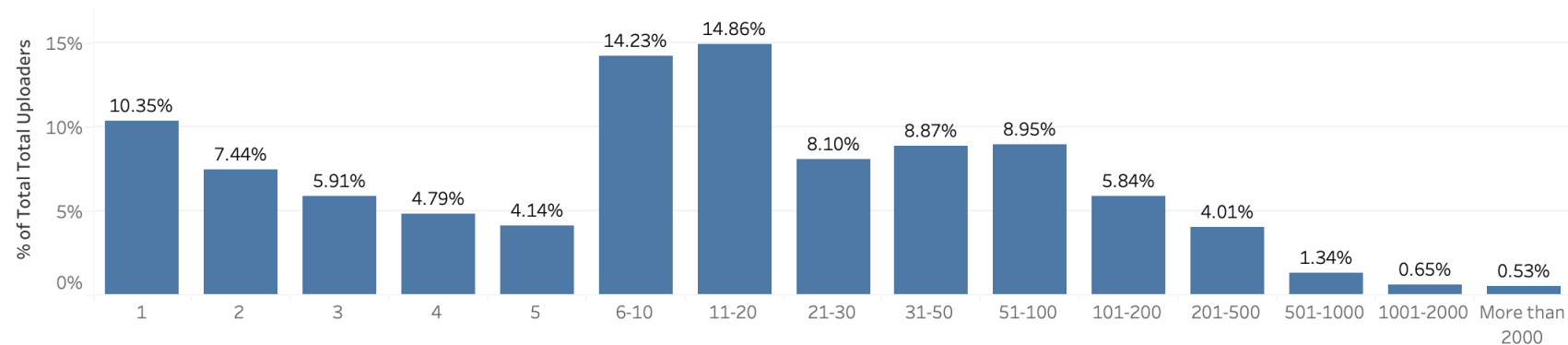
### Uploader User Level



### Vip Status



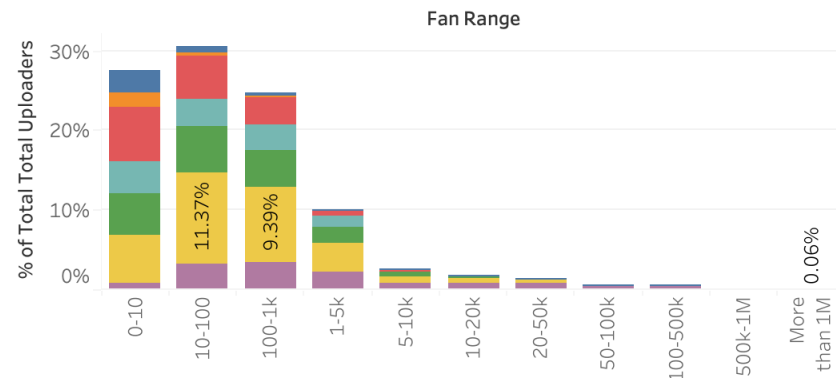
### Uploaded Video Numbers in %



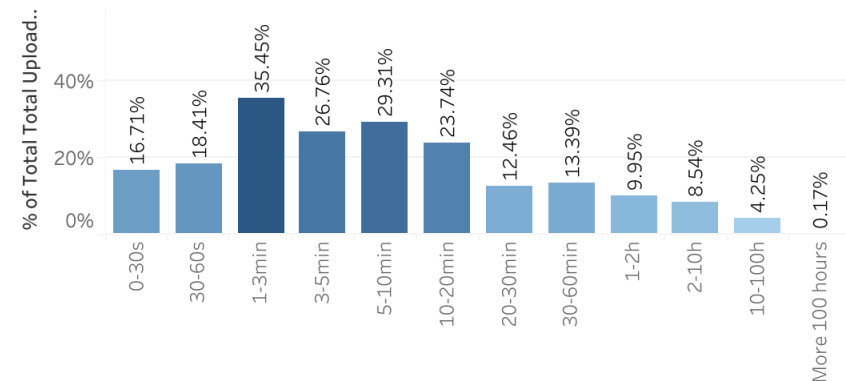
### Uploader Analysis

1. Most Uploaders user level are between 2 and 5, level 5 has the highest percentage 32.52% correspond to 42.4% to be a VIP user
2. Level 6 uploaders have the highest fan group and usually uploaded 6 – 200 videos, and only level 6 have fan groups size more than 1 M

### Up Vs Level



### Uploader by Duration



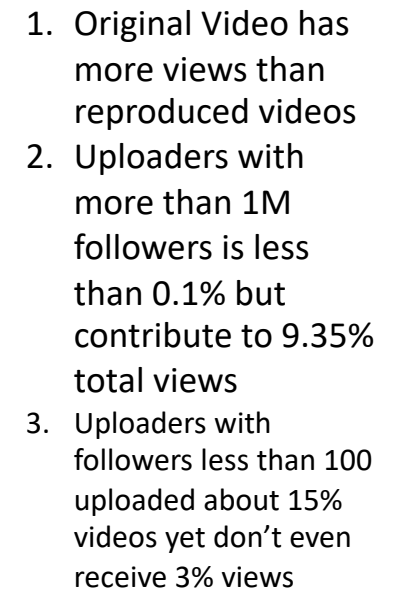
Copyright

<input checked="" type="checkbox"/>	Original
<input checked="" type="checkbox"/>	Reproduced

**Measure Names**

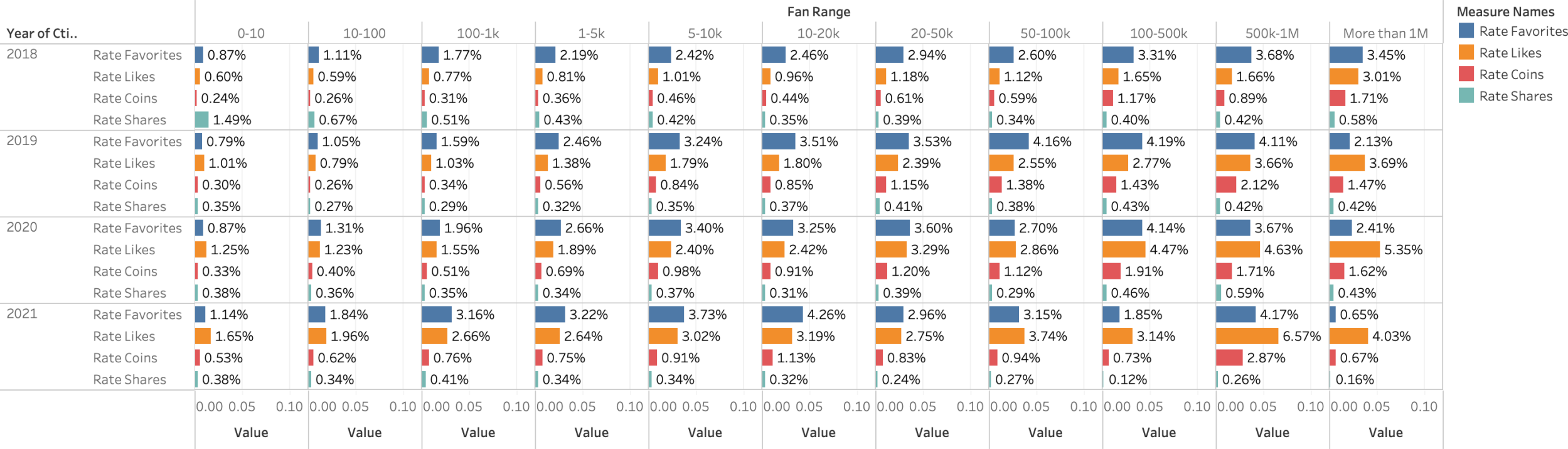
- Rate Favorites
- Rate Likes
- Rate Coins
- Rate Shares

## Video/view Analysis



Year of Cti..		Fan Range																
		0-10		10-100		100-1k		1-5k		5-10k		10-20k		20-50k		50-100k		100-500k
2019	Rate Likes	0.01%	0.01%	0.79%	0.03%	1.03%	0.03%	1.38%	0.03%	1.79%	0.03%	1.80%	0.03%	2.39%	0.03%	2.55%	0.03%	2.77%
	Rate Coins	30%	0.26%	0.34%	0.56%	0.84%	0.85%	1.15%	1.38%	1.43%								
	Rate Shares	35%	0.27%	0.29%	0.32%	0.35%	0.37%	0.41%	0.38%	0.43%								
2020	Rate Favori..	0.87%	1.31%	1.96%	2.66%	3.40%	3.25%	3.60%	2.70%	4.1%								
	Rate Likes	1.25%	1.23%	1.55%	1.89%	2.40%	2.42%	3.29%	2.86%	4.4%								
	Rate Coins	.33%	0.40%	0.51%	0.69%	0.98%	0.91%	1.20%	1.12%	1.91%								
	Rate Shares	.38%	0.36%	0.35%	0.34%	0.37%	0.31%	0.39%	0.29%	0.46%								
2021	Rate Favori..	1.14%	1.84%	3.16%	3.22%	3.73%	4.26%	2.96%	3.15%	1.85%								
	Rate Likes	1.65%	1.96%	2.66%	2.64%	3.02%	3.19%	2.75%	3.74%	3.14%								
	Rate Coins	.53%	0.62%	0.76%	0.75%	0.91%	1.13%	0.83%	0.94%	0.73%								
	Rate Shares	.38%	0.34%	0.41%	0.34%	0.34%	0.32%	0.24%	0.27%	0.12%								
		0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1	0.0 0.1 0.1							
		Value	Value	Value	Value	Value	Value	Value	Value	Value								

Interaction Rate Among Different Fan Size



Rate Favorites, Rate Likes, Rate Coins and Rate Shares for each Ctime Year broken down by Fan Range. Color shows details about Rate Favorites, Rate Likes, Rate Coins and Rate Shares. The data is filtered on Copyright and Average Duration. The Copyright filter keeps Original and Reproduced. The Average Duration filter keeps 12 members. The view is filtered on Fan Range, which keeps 11 of 11 members.

Interaction Analysis

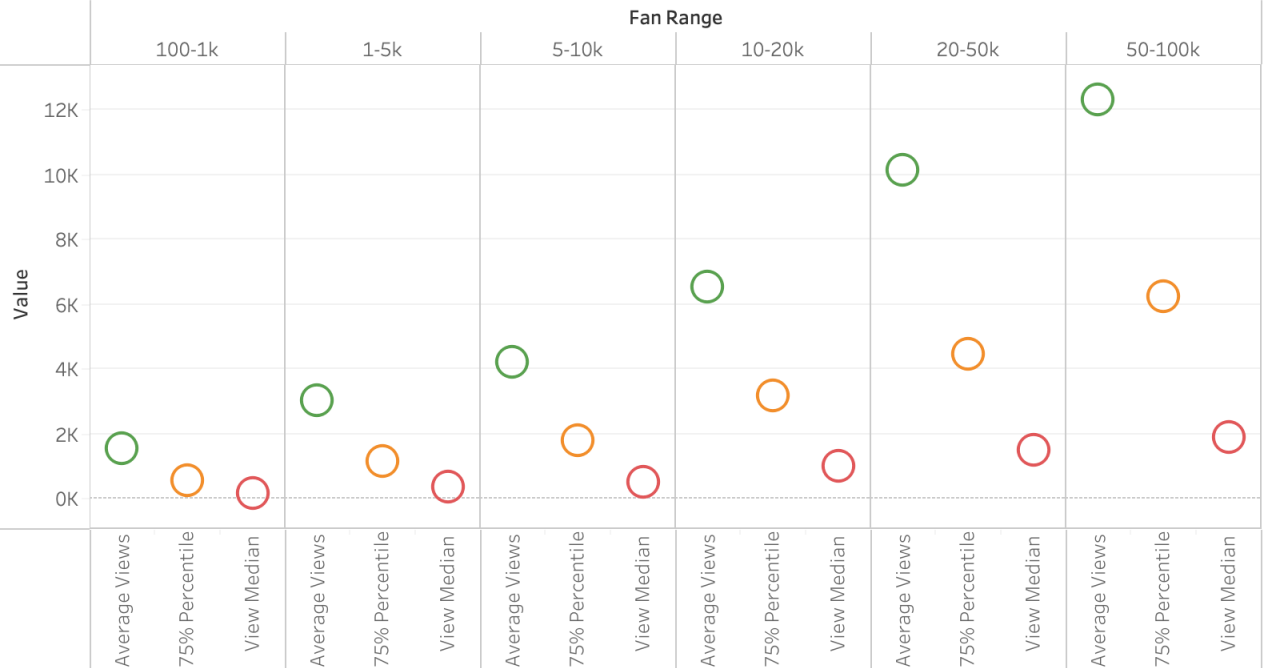
- 1. When the uploaders’ followers are more than 10k, the interaction rate is getting better noticeably.
- 2. When the uploader’s have followers' range between 5k and 500k, they have more favorites than likes, this is due to the fact their contents are more in depth than for general users
- 3. Uploaders with more than 500k followers tend to have contents fitting for common audiences’ tastes



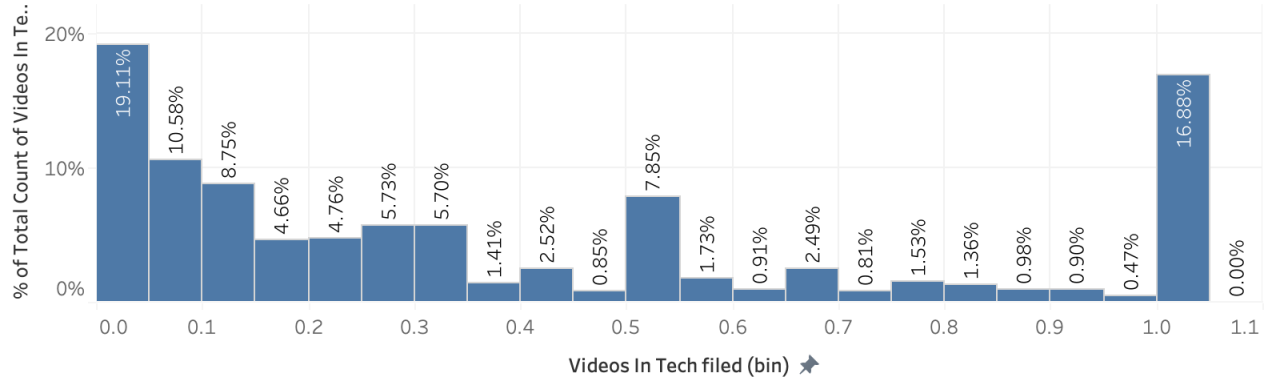
Ratio Stat

Rate Favorit..	Rate Likes	Rate Shares	Rate Coins
2.74%	2.41%	0.33%	0.88%

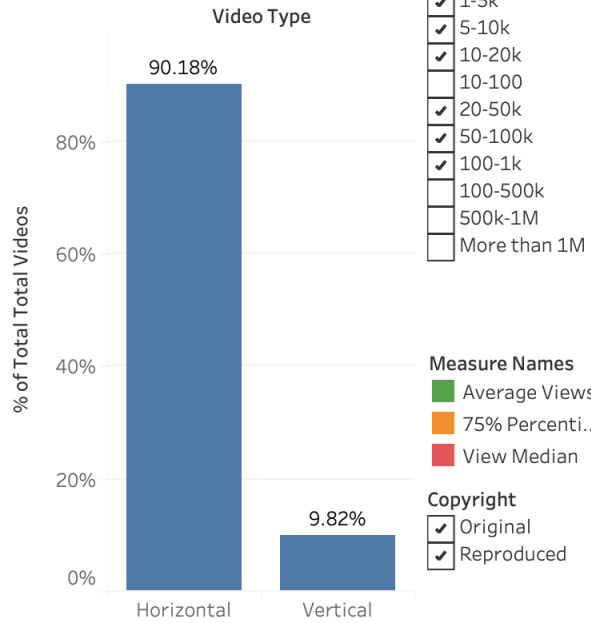
AVG Compare Dot



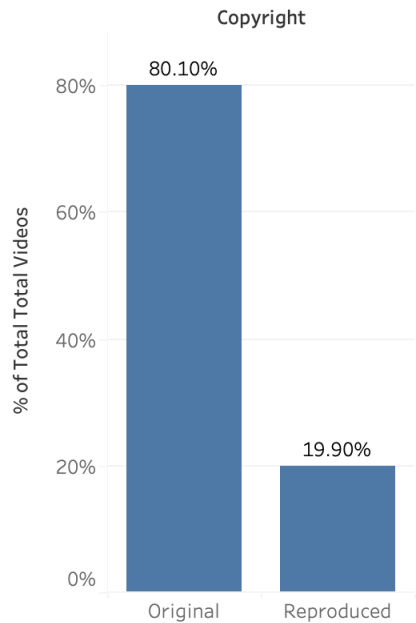
Videos in tech fields



Video Type



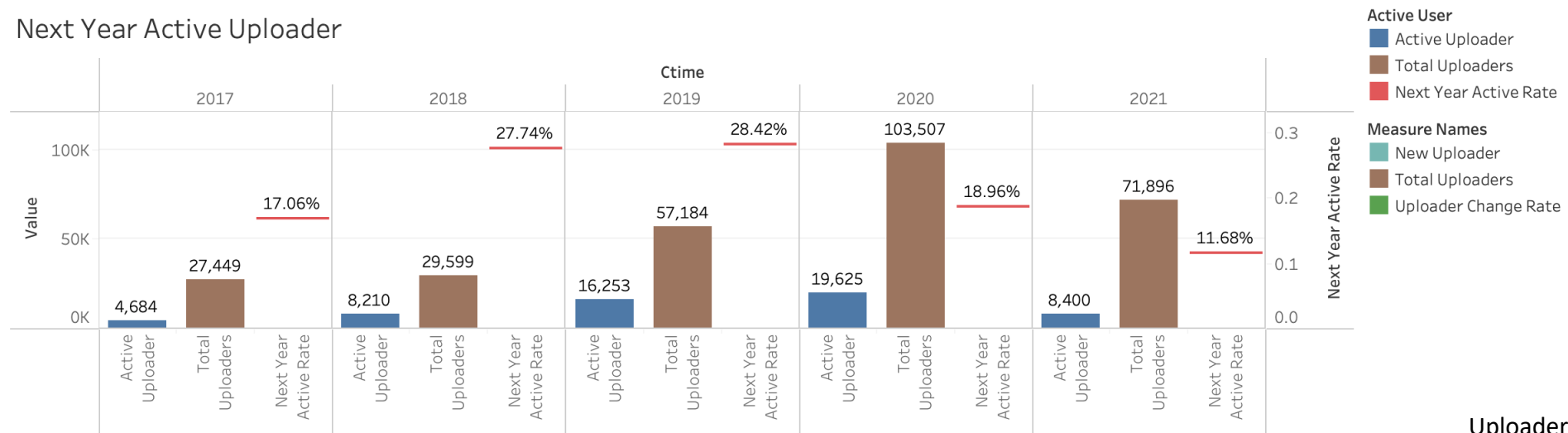
Copyright



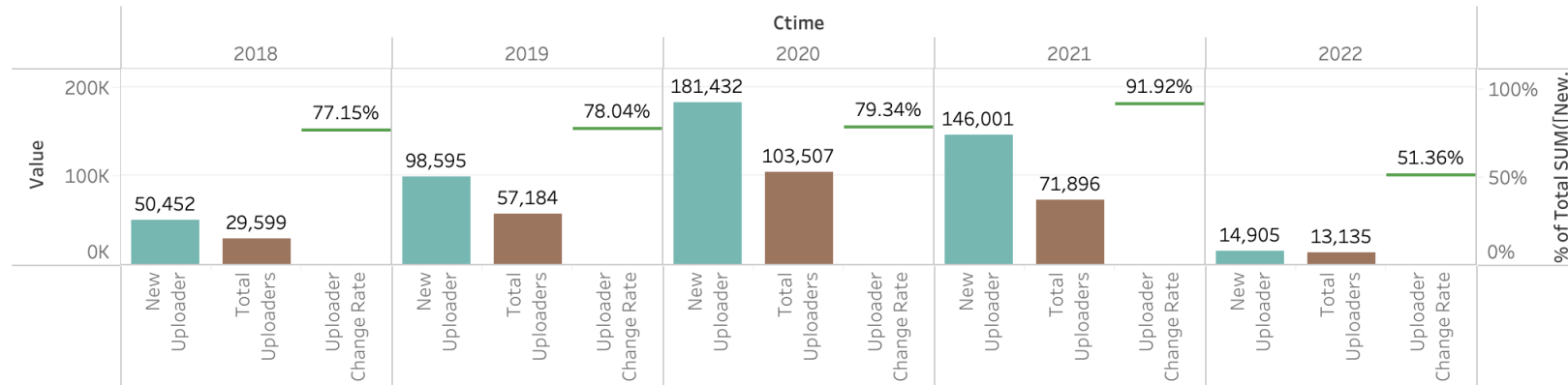
Uploader Analysis

1. Strong Matthew effect can be seen here that the average views per Video is much higher than the 75 percentile and median of views
2. More than half of the uploaders are not focused on the tech fields and only 35.9% uploaders are the main content creator

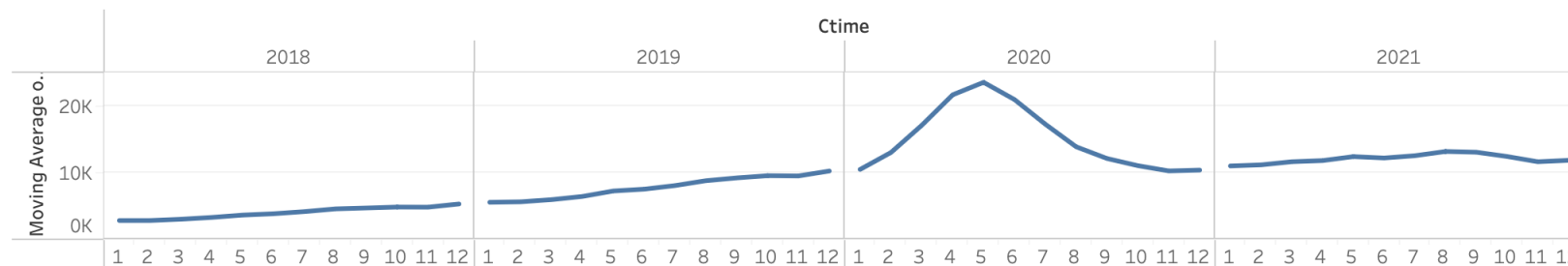
## Next Year Active Uploader



## New Uploader Vs Total Uploader



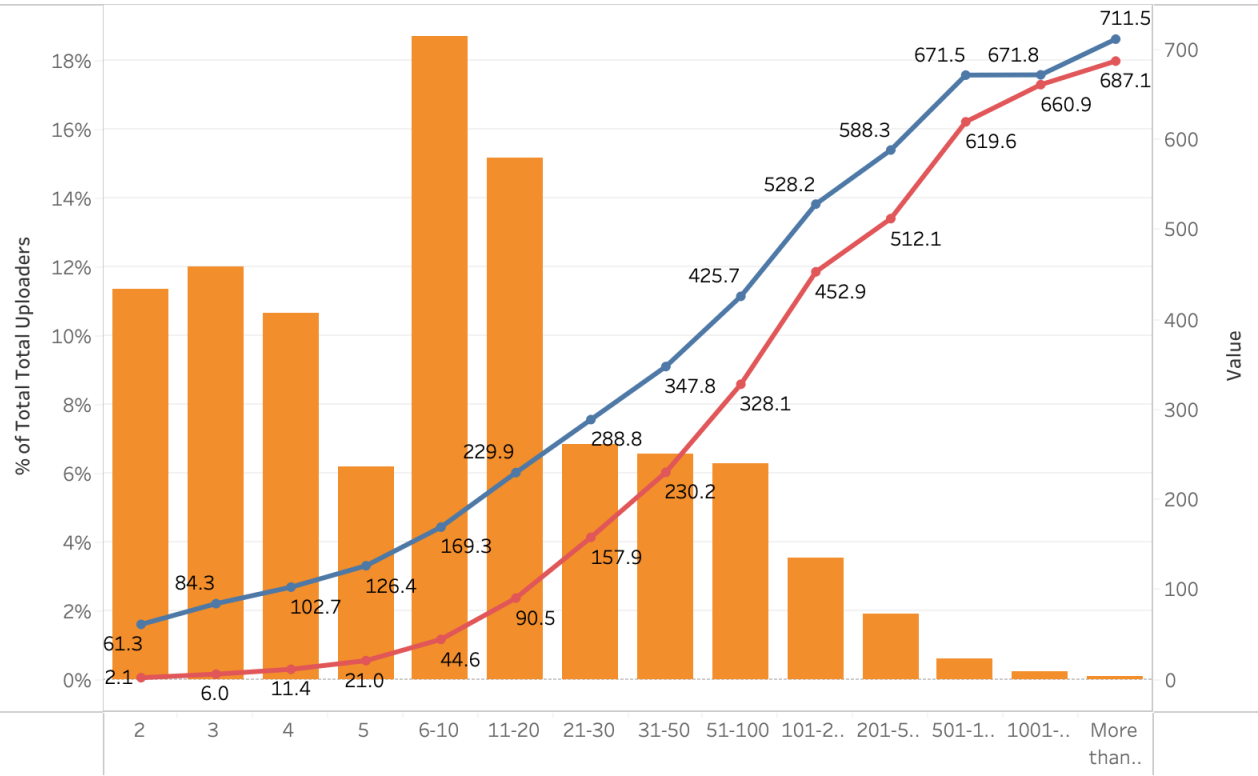
## Monthly Active Uploader



## Uploader Analysis

1. In the year 2017, 2018, 2019, the rate of uploaders remain still activate is increasing
2. In the year of 2018, 2019, 2020, 2021 we can see more and more content creator are joining in the community
3. This suggests the platform, is lacking in certain perspectives to keep uploaders stay activate

Uploaded Video Numbers in %



LC Summary

Average Life Cycle	208
Avg Video Uploaded per LC	26
Median Life Cycle	52
Median Video Uploaded	5
Total Uploaders	48,827
Uploader Percent	20.49%

Avg. Uploader Li..  
61.276597475 t..

Videos In Tech fi..  
0.49 to 1

Videos by Uploa..  
2 to 17365  
and Null values

Measure Names  
Average Life..  
% of Total T..  
Median Uplo..

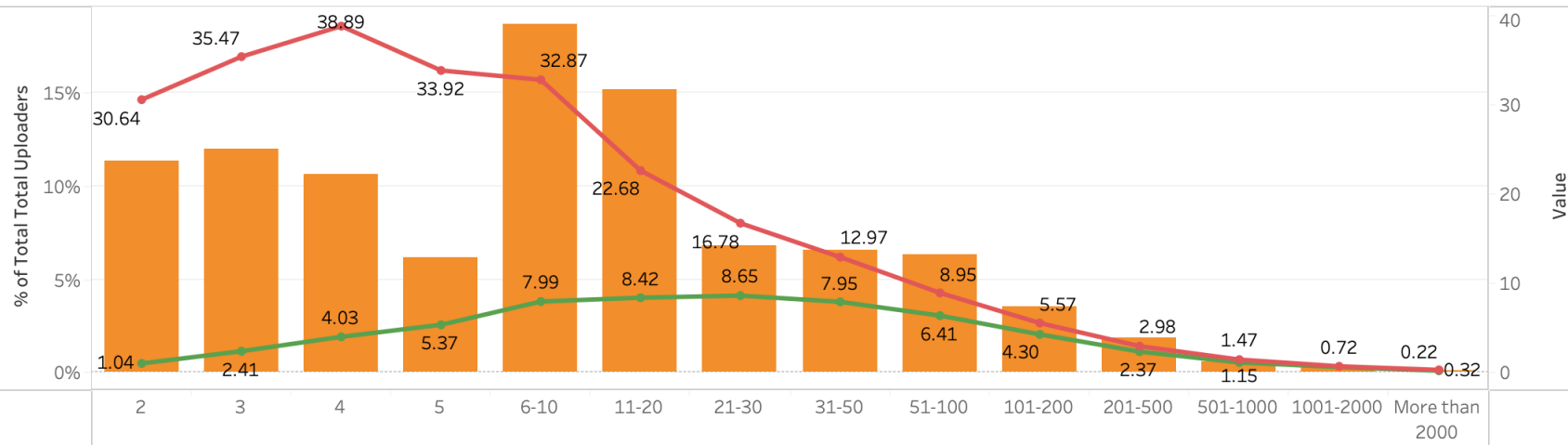
Ave LC by Year

Archived	Ctime	
	2017	2018
2	33.3	33.3
3	56.3	56.3
4	83.8	83.8
5	101.5	101.5
6-10	130.3	130.3
11-20	207.7	207.7
21-30	263.1	263.1
31-50	333.7	333.7
51-100	384.3	384.3
101-200	447.6	447.6

Uploader Analysis

1. Here we focus on uploader who uploaded more one videos and are the main content creator in tech field
2. We can see when they uploaded more than 30 vides, they are more likely to keep staying in the platform and keep creating content
3. When they have more work uploaded, they will have a higher tendency to create work in a fast pace

Uploaded Video Numbers in %



## Ave LC by Year

Archived	Ctime						Grand Total
	2017	2018	2019	2020	2021	2022	
2	33.3	34.7	29.8	24.9	42.8	50.9	19.1
3	56.3	77.0	60.0	46.0	74.0	90.5	35.1
4	83.8	93.1	78.9	61.8	98.9	121.0	46.7
5	101.5	118.8	100.1	76.4	120.8	131.5	57.1
6-10	130.3	176.8	136.2	109.9	152.5	174.6	78.2
11-20	207.7	253.2	208.8	163.5	213.1	233.3	113.3
21-30	263.1	317.0	264.5	211.5	252.5	313.9	142.2
31-50	333.7	405.5	336.8	261.9	308.3	381.9	176.0
51-100	384.3	485.4	403.5	315.5	368.7	453.9	210.7
101-200	447.6	535.1	474.2	371.5	403.2	570.9	242.5
201-500	526.9	622.7	521.3	424.0	395.1	680.1	262.9
501-1000	549.7	684.1	591.0	484.2	405.5	796.5	284.3
1001-2000	550.8	657.7	609.0	466.5	299.9	741.8	254.4
More than 2000	576.7	710.4	651.8	488.5	236.1	561.7	234.5

This is the life cycle average for uploaders with different archived file numbers including grand totals.

### Interesting Finding

The average in each columns are all larger than the Grand Total Average