YouTube Video Analytics

Kafka Producer --- It reads each record and send it to topic

```
from kafka import KafkaProducer
import json
import time
import pandas as pd
import numpy as np
from json import dumps
class NpEncoder(json.JSONEncoder):
  def default(self, obj):
    if isinstance(obj, np.integer):
       return int(obj)
    elif isinstance(obj, np.floating):
       return float(obj)
    elif isinstance(obj, np.ndarray):
       return obj.tolist()
    elif isinstance(obj, np.bool_):
       return obj.tolist()
    else:
       return super(NpEncoder, self).default(obj)
KAFKA_TOPIC_NAME_CONS = "USvideos_clean_data1"
Transaction_Data=pd.read_csv("USvideos_clean.csv")
def json_serializer(data):
  return json.dumps(data,cls=NpEncoder).encode("utf-8")
if __name__ == "__main__":
  print("Kafka Producer Application Started ... ")
```

```
producer = KafkaProducer(bootstrap servers=['192.168.81.131:9092'],
               value serializer=json serializer)
message = None
if 1==1:
  for i in range(80000):
    message={}
    message["video_id"] = Transaction_Data['video_id'][i]
    message["trending_date"] = Transaction_Data['trending_date'][i]
    message["title"] = Transaction_Data['title'][i]
    message["channel title"] = Transaction Data['channel title'][i]
    message["category_id"] = Transaction_Data['category_id'][i]
    message["publish time"] = Transaction Data['publish time'][i]
    message["tags"] = Transaction_Data['tags'][i]
    message["views"] = Transaction_Data['views'][i]
    message["likes"] = Transaction_Data['likes'][i]
    message["dislikes"] = Transaction_Data['dislikes'][i]
    message["comment_count"] = Transaction_Data['comment_count'][i]
    message["thumbnail_link"] = Transaction_Data['thumbnail_link'][i]
    message["comments disabled"] = Transaction Data['comments disabled'][i]
    message["ratings_disabled"] = Transaction_Data['ratings_disabled'][i]
    message["video error or removed"] = Transaction Data['video error or removed'][i]
    message["description"] = Transaction_Data['description'][i]
    print("Message to be sent: ", message)
    time.sleep(5)
    producer.send(KAFKA_TOPIC_NAME_CONS, message)
    time.sleep(1)
else:
  print("END")
```

Kafka Consumer --- It consumes each record from the topic

```
from kafka import KafkaConsumer
import json
from json import loads
if __name__ == "__main__":
  consumer = KafkaConsumer(
    "USvideos_clean_data1",
    bootstrap_servers='192.168.81.131:9092',
    auto_offset_reset='earliest',
    group_id="consumer-group-a",
  print("starting the consumer")
  for msg in consumer:
    print("Video_Data = {}".format(json.loads(msg.value)))
FlumeConf for reading data from topic and sending to hdfs -
# Naming the components on the current agent.
//source, sink, channel Name config
agent.sources = kafkasource
agent.channels = memoryChannel
agent.sinks = hdfs-sink
# Describing/Configuring the source
agent.sources.kafkasource.type = org.apache.flume.source.kafka.KafkaSource
agent.sources.kafkasource.kafka.bootstrap.servers = 192.168.81.131:9092
agent.sources.kafkasource.topic = USvideos_clean_data1
agent.sources.kafkasource.consumer.group.id = consumer-group-a
agent.sources.kafkasource.batchsize = 100
agent.sources.kafkasource.batchDurationMillis = 200
agent.sources.kafkasource.zookeeperConnect = localhost:2181
```

```
#Use a channel which buffers events in memory
agent.channels.memoryChannel.type = memory
agent.channels.memoryChannel.capacity = 1000
agent.channels.memoryChannel.transactionCapacity = 1000
# Binding the source and sink to the channel
agent.sources.kafkasource.channels = memoryChannel
agent.sinks.hdfs-sink.channel = memoryChannel
# Describing/Configuring the sink
agent.sinks.hdfs-sink.type = hdfs
agent.sinks.hdfs-sink.hdfs.filePrefix = flume-hdfs
agent.sinks.hdfs-sink.hdfs.fileSuffix =.csv
agent.sinks.hdfs-sink.hdfs.fileType = DataStream
agent.sinks.hdfs-sink.hdfs.useLocalTimeStamp = true
agent.sinks.hdfs-sink.hdfs.UseRawLocalFileSystem = true
agent.sinks.hdfs-sink.hdfs.path = hdfs://localhost:9000/kafka2/
agent.sinks.hdfs-sink.hdfs.rollSize = 0
Kafka Spark Streaming --- It reads from the local HDFS and displays results
from pyspark.sql import SparkSession
from pyspark.sql.functions import *
from pyspark.sql.types import *
from pyspark.sql.window import Window
def print(string):
  pass
if __name__ == "__main__":
```

print("PySpark Structured Streaming with Kafka Demo Application Started ...")

```
spark = SparkSession \
     .builder \
     .appName("PySpark Structured Streaming with Kafka Demo") \
     .master("local[*]") \
     .getOrCreate()
  detail_schema = StructType() \
     .add("video_id", StringType()) \
     .add("trending_date", TimestampType()) \
     .add("title", StringType()) \
     .add("channel_title", StringType()) \
     .add("category_id", IntegerType()) \
     .add("publish_time", StringType()) \
     .add("tags", StringType()) \
     .add("views", IntegerType()) \
     .add("likes", IntegerType()) \
     .add("dislikes", IntegerType()) \
     .add("comment_count", IntegerType()) \
     .add("thumbnail_link", StringType()) \
     .add("comments_disabled", StringType()) \
     .add("ratings_disabled", StringType()) \
     .add("video_error_or_removed", StringType()) \
     .add("description", StringType())
  df = spark.read.format("csv").options(header = 'true', inferSchema =
'true').load("hdfs://localhost:9000/kafka2/")
  df.printSchema()
```

Insights on Historical Data

• Top 3 videos for which user interaction (views + likes + dislikes + comments) is the highest.

spark.sql("select video_type, video_id,sum(views) as total_views,sum(likes) as total_likes,sum(dislikes) as total_dislikes,sum(comment_count) as total_comment_count from VideosData group by video_id ,video_type order by total_views desc").show(3)

Insights on Historical Data

• Bottom 3 videos for which user interaction (views + likes + dislikes + comments) is lowest.

spark.sql("select video_type, video_id,sum(views) as total_views,sum(likes) as total_likes,sum(dislikes) as total_dislikes,sum(comment_count) as total_comment_count from VideosData group by video_id ,video_type order by total_views").show(3)

```
scala> spark.sql("select video_type, video_id,sum(views) as total_views,sum(likes) as total_likes,sum(dislikes) as total_dislikes,sum(comment_count) as total_comment_count from VideosData group by video_id,video_type order by total_views").show(3)

| video_type| video_id|total_views|total_likes|total_dislikes|total_comment_count|

| News & Politics|zeQaJGkFyqQ| 748| 9| 0| 0|

| Education|qqoGdMoGosyI| 773| 2| 0| 0|

| News & Politics|0devsSCkYRY| 1381| 35| 6| 4|

only showing top 3 rows
```

- Top 3 videos of each category in each year
- By number of views

In 2018

spark.sql("select category_id, video_type,year, sum(views) as total_views from (select * from VideosData where year='2018') group by category_id,year, video_type order by total_views desc").show(3)

```
cala> spark.sql("select category_id, video_type,year, sum(views) as total_views from (select * from VideosData where year='2018') group by ca
tegory_id,year, video_type order by total_views desc").show(3)

|category_id| video_type|year|total_views|
| 10| Music|2018|35461866156|
| 24| Entertainment|2018|15598541905|
| 1|Film & Animation|2018| 6407893933|

ponly showing top 3 rows
```

In 2017

spark.sql("select category_id, video_type,year, sum(views) as total_views from (select * from VideosData where year='2017') group by category_id,year, video_type order by total_views desc").show(3)

```
scala> spark.sql("select category_id, video_type,year, sum(views) as total_views from (select * from VideosData where year='2017') group by category_id,year, video_type order by total_views desc").show(3)

| category_id| video_type|year|total_views|
| 10| Music|2017| 4504426631|
| 24|Entertainment|2017| 3877770049|
| 23| Comedy|2017| 1119573722|

only showing top 3 rows
```

• By number of comments

In 2018

spark.sql("select category_id, video_type,year, sum(comment_count) as total_comment_count from (select * from VideosData where year='2018') group by category_id,year, video_type order by total_comment_count desc").show(3)

In 2017

spark.sql("select category_id, video_type,year, sum(comment_count) as total_comment_count from (select * from VideosData where year='2017') group by category_id,year, video_type order by total_comment_count desc").show(3)

```
scala> spark.sql("select category_id, video_type,year, sum(comment_count) as total_comment_count from (select * from VideosData where year='20 17') group by category_id,year, video_type order by total_comment_count desc").show(3)

|category_id| video_type|year|total_comment_count|

| 24|Entertainment|2017| 19269872|
| 10| Music|2017| 18058187|
| 23| Comedy|2017| 5156204|

only showing top 3 rows
```

By number of likes

In 2018

spark.sql("select category_id, video_type,year, sum(likes) as total_likes from (select * from VideosData where year='2018') group by category_id,year, video_type order by total_likes desc").show(3)

In 2017

spark.sql("select category_id, video_type,year, sum(likes) as total_likes from (select * from VideosData where year='2017') group by category_id,year, video_type order by total_likes desc").show(3)

```
scala> spark.sql("select category_id, video_type,year, sum(likes) as total_likes from (select * from VideosData where year='2017') group by category_id,year, video_type order by total_likes desc").show(3)

|category_id| video_type|year|total_likes|
| 10| Music[2017| 200720125|
| 24|Entertainment|2017| 118115564|
| 23| Comedy|2017| 56695461|
only showing top 3 rows
```

 Highest user interaction In 2018 spark.sql("select video_type,video_id,year,sum(total_views + total_likes + total_dislikes+ total_comment_count) as Highest_User_interaction FROM (select * from User_interaction where year='2018') group by video_type,video_id,year order by Highest_User_interaction desc").show(3)

In 2017

spark.sql("select video_type,video_id,year,sum(total_views + total_likes + total_dislikes+ total_comment_count) as Highest_User_interaction FROM (select * from User_interaction where year='2017') group by video_type,video_id,year order by Highest_User_interaction desc").show(3)

```
scala> spark.sql("select video_type,video_id,year,sum(total_views + total_likes + total_dislikes+ total_comment_count) as Highest_User_interaction FROM (select * from User_interaction where year='2017') group by video_type,video_id,year order by Highest_User_interaction desc").show(3

| video_type| video_id|year|Highest_User_interaction|
| Entertainment|FlsCjmMhFmw|2017| 816592094|
|Entertainment|6ZfuNTqbHE8|2017| 694350219|
| Music|TyHvyGVs42U|2017| 553116684|
| bonly showing top 3 rows
```

Top 3 videos in each month

Likes or Dislikes ratio is highest – month 11

spark.sql("select a.video_type,a.video_id, (a.total_likes/b.total_dislikes) as highest_ratio from (select video_type,video_id,sum(likes) as total_likes from VideosData where month='11' group by video_id ,video_type)a,(select video_type,video_id, sum(dislikes) as total_dislikes from VideosData where month='11' group by video_id ,video_type)b").show()

Likes or Dislikes ratio is highest – month 12

spark.sql("select a.video_type,a.video_id, (a.total_likes/b.total_dislikes) as highest_ratio from (select video_type,video_id,sum(likes) as total_likes from VideosData where month='12' group by video_id,video_type)a,(select video_type,video_id,sum(dislikes) as total_dislikes from VideosData where month='11' group by video_id,video_type)b").show()

```
scala> spark.sql("select a.video_type,a.video_id, (a.total_likes/b.total_dislikes) as highest_ratio from (select video_type,video_id,sum(likes) as total_likes from VideosData where month='12' group by video_id ,video_type)a,(select video_type,video_id, sum(dislikes) as total_dislikes from VideosData where month='11' group by video_id ,video_type)b").show(3)

| video_type| video_id| highest_ratio|
| Comedy|2v34qDKvLqM|0.7706788362806617|
| Comedy|2v34qDKvLqM|0.7706788362806617|
| Comedy|2v34qDKvLqM|0.6269141531322506|
| comedy|2v34qDKvLqM|0.6269141531322506|
| comedy|3 rows
```

Top 3 videos of each category in each month

By number of views

In Month = 12

spark.sql("select video_type,category_id,month,sum(views) as total_views from VideosData where month = '12' group by category_id,month,video_type").show(3)

```
| Scala> spark.sql("select video_type,category_id,month,sum(views) as total_views from VideosData where month = '12' group by category_id,month video_type").show(3)

| video_type|category_id|month|total_views|
| Gaming| 20| 12| 41946209|
| Sports| 17| 12| 267648081|
|Film & Animation| 1| 12| 388564421|
| only showing top 3 rows
```

In Month = 11

spark.sql("select video_type,category_id,month,sum(views) as total_views from VideosData where month = '11' group by category_id,month,video_type").show(3)

By number of likes

In Month = 12

spark.sql("select video_type,category_id,month,sum(likes) as total_likes from VideosData where month = '12' group by category_id,month,video_type").show(3)

```
Scala> spark.sql("select video_type,category_id,month,sum(likes) as total_likes from VideosData where month = '12' group by category_id,month, video_type").show(3)

| video_type|category_id|month|total_likes|
| Gaming| 20| 12| 1308987|
| Sports| 17| 12| 6824961|
|Film & Animation| 1| 12| 8274198|

only showing top 3 rows
```

In Month = 11

spark.sql("select video_type,category_id,month,sum(likes) as total_likes from VideosData where month = '12' group by category_id,month,video_type").show(3)

By number of dislikes

In Month = 12

spark.sql("select video_type,category_id,month,sum(dislikes) as total_dislikes from VideosData where month = '12' group by category_id,month,video_type order by total_dislikes desc ").show(3)

```
scala> spark.sql("select video_type,category_id,month,sum(dislikes) as total_dislikes from VideosData where month = '12' group by category_id,month,video_type order by total_dislikes desc ").show(3)

| video_type|category_id|month|total_dislikes|
| Entertainment| 24| 12| 13124644|
| Music| 10| 12| 4932351|
|People & Blogs| 22| 12| 1991136|
only showing top 3 rows
```

In Month = 11

spark.sql("select video_type,category_id,month,sum(dislikes) as total_dislikes from VideosData where month = '11' group by category_id,month,video_type order by total_dislikes desc ").show(3)

```
scala> spark.sql("select video_type,category_id,month,sum(dislikes) as total_dislikes from VideosData where month = '11' group by category_id,month,video_type order by total_dislikes desc ").show(3)

| video_type|category_id|month|total_dislikes|

| Music| 10| 11| 2647260|

| Entertainment| 24| 11| 1299746|
|Science & Technology| 28| 11| 660323|

only showing top 3 rows
```

Top 3 channels

By number of total views

spark.sql("select channel_title,sum(likes) as total_likes from VideosData group by channel_title order by total_likes desc").show(3)

Likes or Dislikes ratio is highest

spark.sql("select a.video_type,a.video_id,a.channel_title, (a.total_likes/b.total_dislikes) as highest_ratio from (select channel_title,video_type,video_id,sum(likes) as total_likes from VideosData group by video_id,video_type,channel_title)a,(select channel_title,video_type,video_id,sum(dislikes) as total_dislikes from VideosData group by video_id,video_type,channel_title)b order by highest_ratio").show()

```
scala> spark.sql("select a.video_type,a.video_id,a.channel_title, (a.total_likes/b.total_dislikes) as highest_ratio from (select channel_title, video_type,video_id,sum(likes) as total_likes from VideosData group by video_id _video_type,channel_title)a,(select channel_title,video_type, video_id, sum(dislikes) as total_dislikes from VideosData group by video_id _video_type,channel_title)b").show(3)

|video_type| video_id| channel_title| highest_ratio|
| Music|CziCidR4KcY|MariahCareyVEV0| 24.09050279329609|
| Music|CziCidR4KcY|MariahCareyVEV0| 1227.0487804878048|
| Music|CziCidR4KcY|MariahCareyVEV0| 328.8169934640523|
| only showing top 3 rows
```

By number of total comments

spark.sql("select channel_title,sum(comment_count) as total_comment_count from VideosData group by channel_title order by total_comment_count desc").show(3)

```
| channel_title|total_comment_count|
| channel_title|total_comment_count|
| inighit| 31817464|
| ChildishGambinoVEVO| 10151289|
| jypentertainment| 7575516|
| only showing top 3 rows
```

Top 3 categories

By number of total views

spark.sql("select category_id,video_type,sum(views) as total_views from VideosData group by channel_title,category_id,video_type order by total_views desc").show(3)

```
Scala> spark.sql("select category_id,video_type,sum(views) as total_views from VideosData group by channel_title,category_id,video_type order by total_views desc").show(3)

| category_id|video_type|total_views|

| 10| Music| 3758488765|

| 10| Music| 223596679|

| 17| Sports| 1870085178|

only showing top 3 rows
```

Likes or Dislikes ratio is highest

spark.sql("select a.video_type,a.video_id,a.category_id, (a.total_likes/b.total_dislikes) as highest_ratio from (select category_id,video_type,video_id,sum(likes) as total_likes from VideosData group by video_id, video_type,category_id)a,(select video_type,video_id, sum(dislikes) as total_dislikes from VideosData group by video_id, video_type)b").show()

```
scala> spark.sql("select a.video_type,a.video_id,a.category_id, (a.total_likes/b.total_dislikes) as highest_ratio from (select category_id,video_type,video_id,sum(likes) as total_likes from VideosData group by video_td ,video_type,category_id)a,(select video_type,video_id, sum(dislikes) as total_dislikes from VideosData group by video_td, sum(dislikes) as highest_ratio from VideosData group by video_td, sum(dislikes) as total_dislikes from VideosData group by video_td, sum(dislikes) as total_dislikes
```

By number of total comments

spark.sql("select category_id,video_type,sum(comment_count) as total_comment_count from VideosData group by channel_title,category_id,video_type order by total_comment_count desc").show(3)

Top 3 videos

Views on most recent date / (Recent Date - Publish Date)
 spark.sql("select trending_date,publish_time2 ,datediff(trending_date,publish_time2) from VideosData1").show(3)

```
spark.sql("select trending_date,publish_time2 ,datediff(trending_date,publish_time2) from VideosData1").show(10)
trending_date|publish_time2|datediff(trending_date, publish_time2)|
   2017-11-141
                 2017-11-13
                 2017-11-13
   2017-11-14
   2017-11-14
                 2017-11-13
                 2017-11-13
   2017-11-14
                 2017-11-13
   2017-11-14
                 2017-11-13
   2017-11-14
                 2017-11-13
   2017-11-14
                 2017-11-13
   2017-11-14
                 2017-11-13
   2017-11-14
   2017-11-14
                 2017-11-13
only showing top 10 rows
```

Calculate any 3 videos which got at least 5 comments on every 1000 views

spark.sql("select a.video_type,a.video_id, (a.total_comment_count/b.total_likes) > 0.005 (select video_type,video_id,sum(comment_count) as total_comment_count from VideosData group by video_id ,video_type)a,(select video_type,video_id, sum(likes) as total_likes from VideosData group by video_id ,video_type)b").show(3)

Calculate any 3 videos which got at least 4 likes on every 100 views

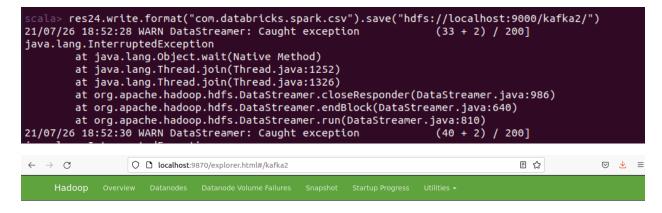
spark.sql("select a.video_type,a.video_id, (a.total_likes/b.total_views)>0.04 from (select video_type,video_id,sum(likes) as total_likes from VideosData group by video_id,video_type)a,(select video_type,video_id, sum(views) as total_views from VideosData group by video_id,video_type)b").show(3)

 Number of videos published in each category spark.sql("select category_id,count(video_id) from VideosData group by category_id").show(15)

```
spark.sql("select category id,count(video id) from VideosData group by category id").show(30)
category_id|count(video_id)|
         15|
                         916
         291
                         53 I
         22|
                        3061
         28|
                        2361
         43|
                         57
         27
                        16421
         17
                        2125
                        4140
         26|
         19|
                         402
                        3435
         23|
         25
                        2409
                        9819
         24|
          1|
                        2348
         20|
                         803
         10|
                        6437
          2|
                         3861
```

Saving Spark job to HDFS

res24.write.format("com.databricks.spark.csv").save("hdfs://localhost:9000/kafka2/")



Browse Directory

