

# **AGH ADVISER**

**Intern Assignment**

**CASE A : Video Analysis**

**Reported by**

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**Introduction** - Marketers frequently need to quantify the results of their marketing activities. To get the most information out of a video or advertisement that has been posted on a digital platform is one of the computer vision tasks that must be completed.task to extract the data from their social media channel.

Using computer vision and natural language processing methods, we may carry out the following activities to glean as much information as possible from the provided advertisements:

1. Video analysis: We may extract a variety of data, including the length of the video, the quantity of views, likes, and comments, and the engagement rate, to represent the video quantitatively. We may also create transcripts of the video, pick out important themes and words, and assess the emotion of the transcript.

We can make transcripts using automated speech recognition (ASR) software. The conversion of voice to text is possible via a number of ASR services, including Google Cloud voice-to-Text, Amazon Transcribe, and Microsoft Azure Speech Services. Once we have the transcript, we can use natural language processing (NLP) methods to extract topics and keywords, as well as to conduct sentiment analysis.

Here we analyze the data of Tide company's Youtube channel

**Data** - We collected the data of tide's youtube channel by using youtube API

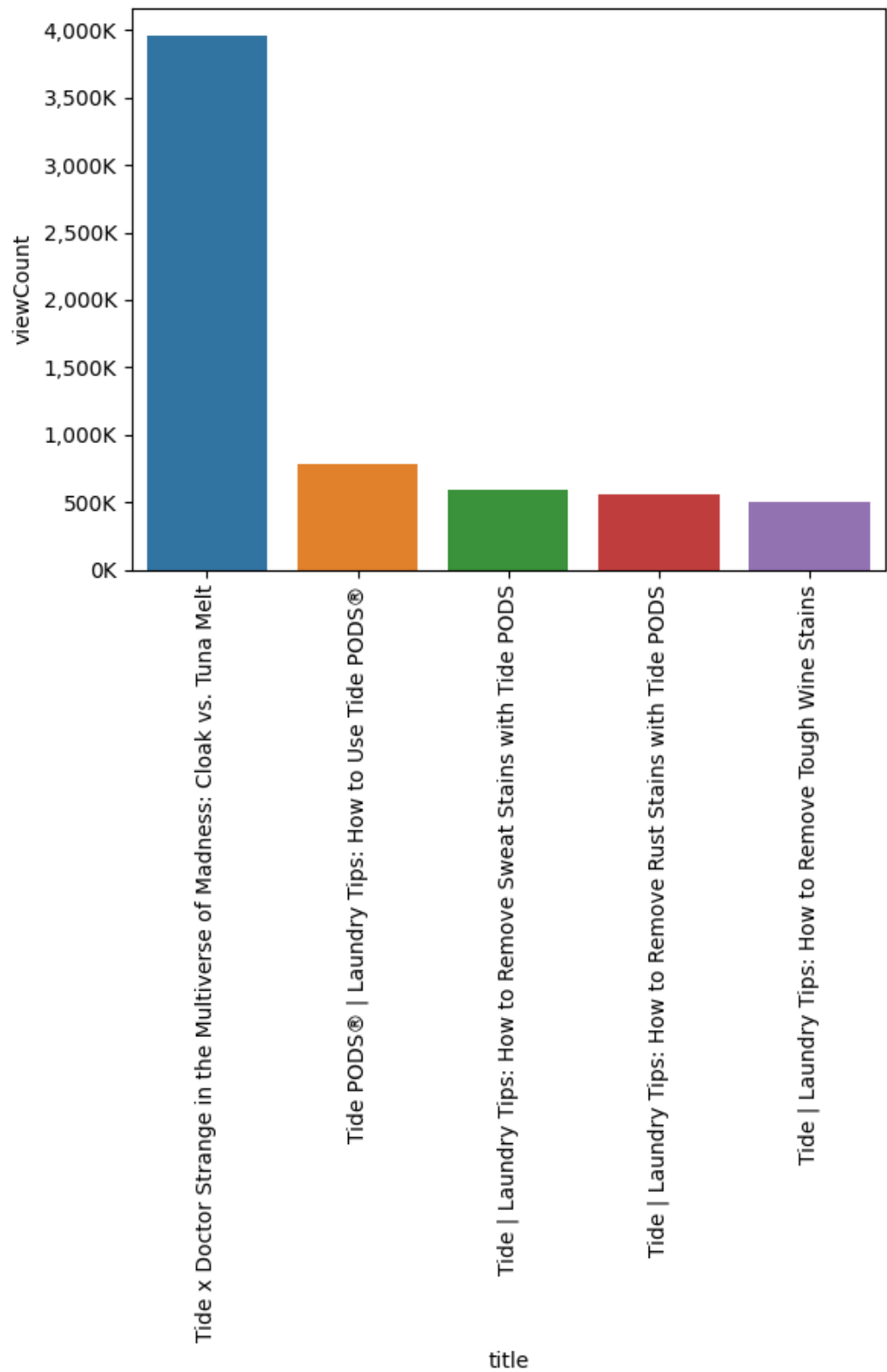
Here is the data we collected : [Data link](#)

**Data-processing (data cleaning)-** here we clean the null data of video & get information about data type . get the duration ,video id, view, comments,likes, description ,title , tag ,caption of each video.

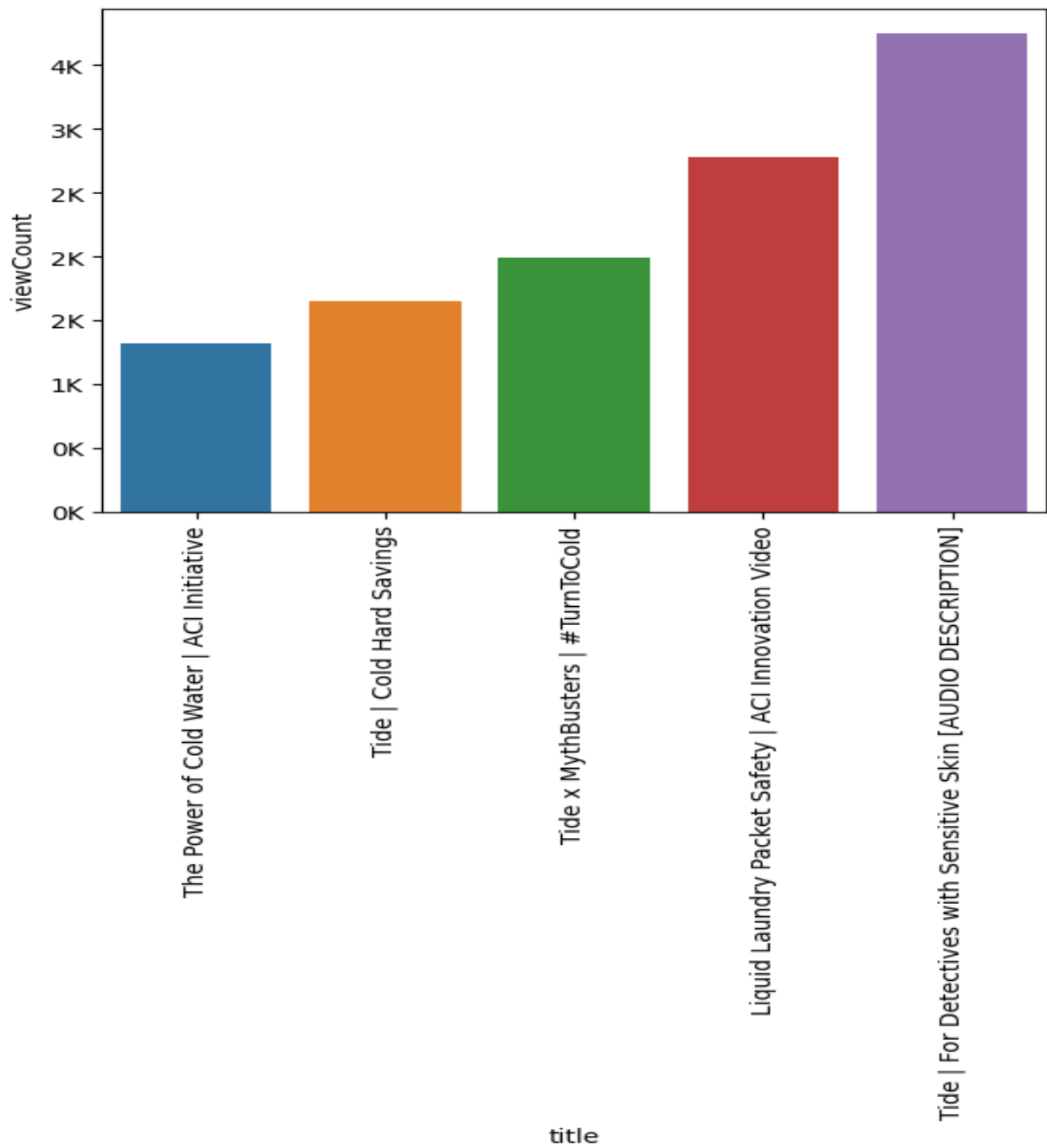
Tide\_youtube

Channel name	Tide
Subscribers	116000
Total video	91

**Analysis- Best performing videos ( these best 5 videos with has more view)**

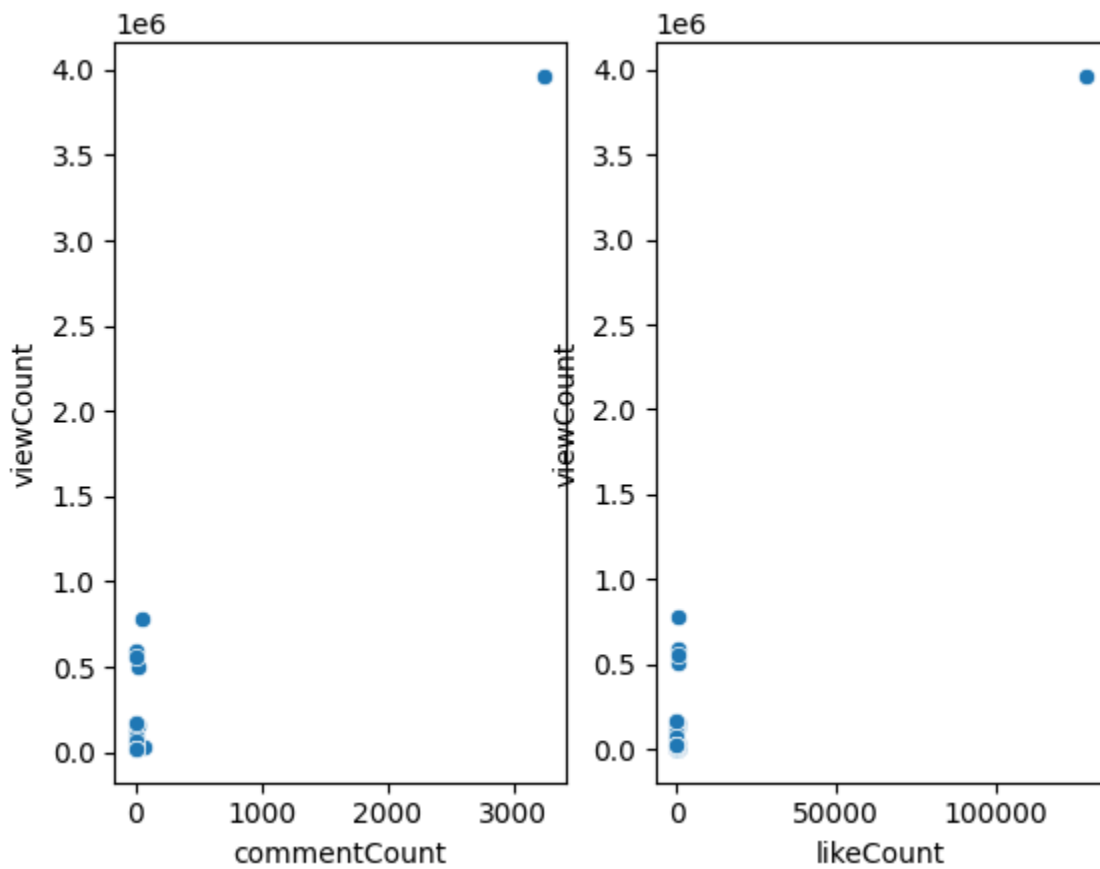


Less performing video :



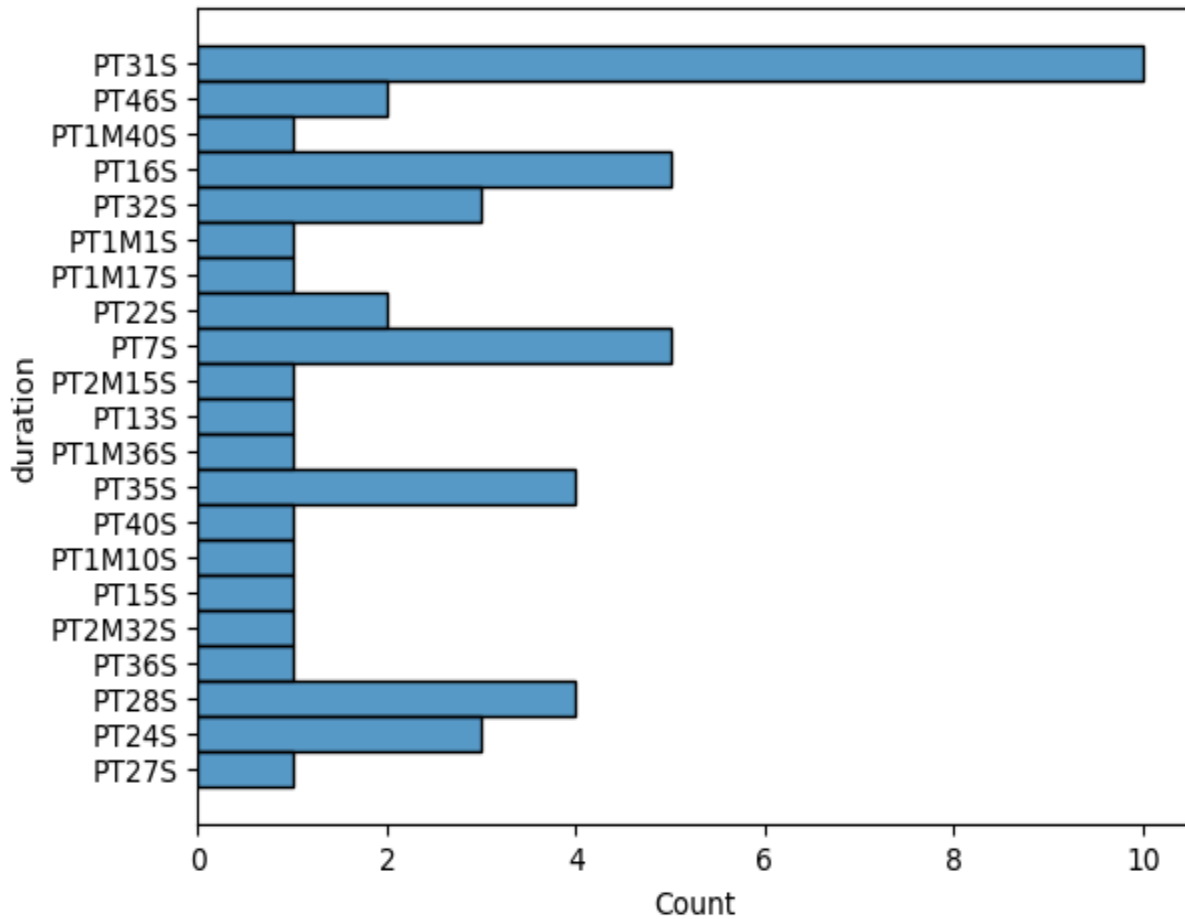
Those videos are lowest view

### View vs comments & likes



more ppl watch the video more likes the video, likely more watch the video more comment

**Avg duration of its videos (here duration is in sec & min)**



Here max videos are 31s

All data collection & results are done by python  
[codelink](#)