Youtube dataset description

|  |  |
| --- | --- |
| **Variables** | **Description** |
| Video | The type of video |
| Video title | The title of the video |
| Video publish time | Date when video was published |
| Clicks per end screen element shown (%) | The percentage of viewers that clicked on end screen element when shown for each video |
| Comments added | Number of comments for each video |
| Shares | Number of shares for each video |
| Dislikes | Number of dislikes for each video |
| Likes | Number of likes for each video |
| Average percentage viewed (%) | Average percentage viewed for each video |
| Average view duration | Average duration viewed for each video expressed in hours: minutes: seconds |
| Views | Number of views for each video |
| Watch time (hours) | Total number of hours watched per video |
| Subscribers | Number of subscribers for each video |
| Impressions | Number of times thumbnails for each video were shown to YouTube viewers |
| Impressions click-through rate (%) | Percentage of viewers that watched the video after seeing the thumbnail |