

YouTube INDIA DATA ANALYSIS

-SHIVANG AGRAHARI

YouTube India Data Analysis Report

Problem Statements

1. Identifying the Pattern Behind Videos Trending on the Same Day as Upload:
 - [Data](#): Channel title and the number of videos trending on the same day as their upload.
2. Analyzing T-Series YouTube Channel:
 - [Data](#): Number of videos uploaded per month.

Assumptions

1. Problem 1:
 - Live lectures and real-time events have a higher probability of trending due to immediate viewership and engagement.
2. Problem 2:
 - The high number of uploads in specific months is influenced by seasonal events, festivals, and holidays in India.

Hypotheses

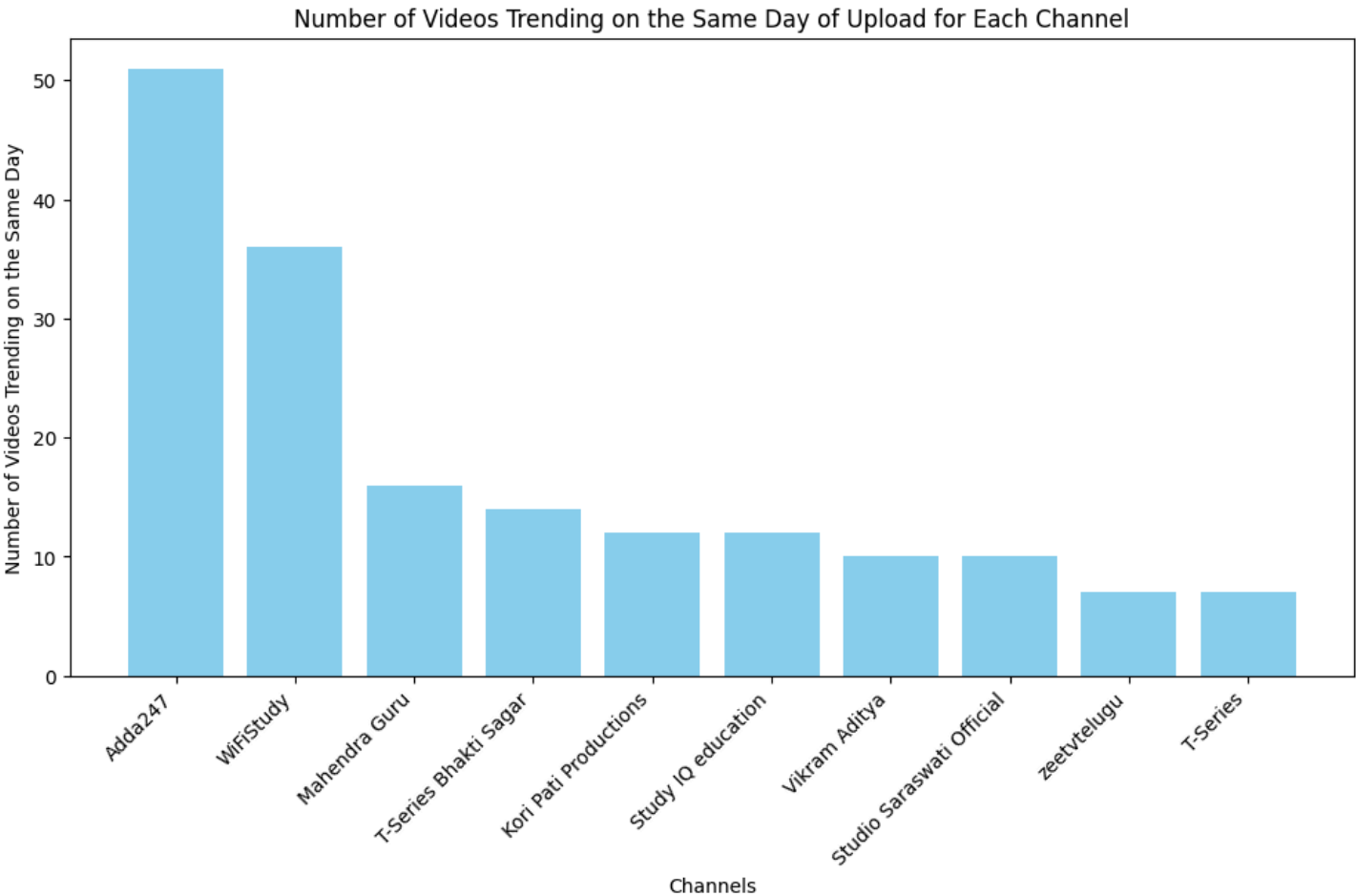
1. Problem 1:
 - Channels that frequently upload live or real-time content have a higher chance of their videos trending on the same day.
2. Problem 2:
 - T-Series strategically increases content uploads during months with high entertainment demand to capitalize on the festive and celebratory mood.

Insights

Problem 1: Pattern Behind Videos Trending on the Same Day of Upload

- Channels with High Same-Day Trending Videos:

Channel	Number of videos
Adda247	51 videos
WiFiStudy	36 videos
Mahendra Guru	16 videos
T-Series Bhakti Sagar	14 videos
Kori Pati Productions	12 videos
Study IQ Education	12 videos
Vikram Aditya	10 videos
Studio Saraswati Official	10 videos
zeetvtelugu	7 videos
T-Series	7 videos



Channels like Adda247 and WiFiStudy have the highest number of videos trending on the same day of upload, indicating a strong live or real-time content strategy.

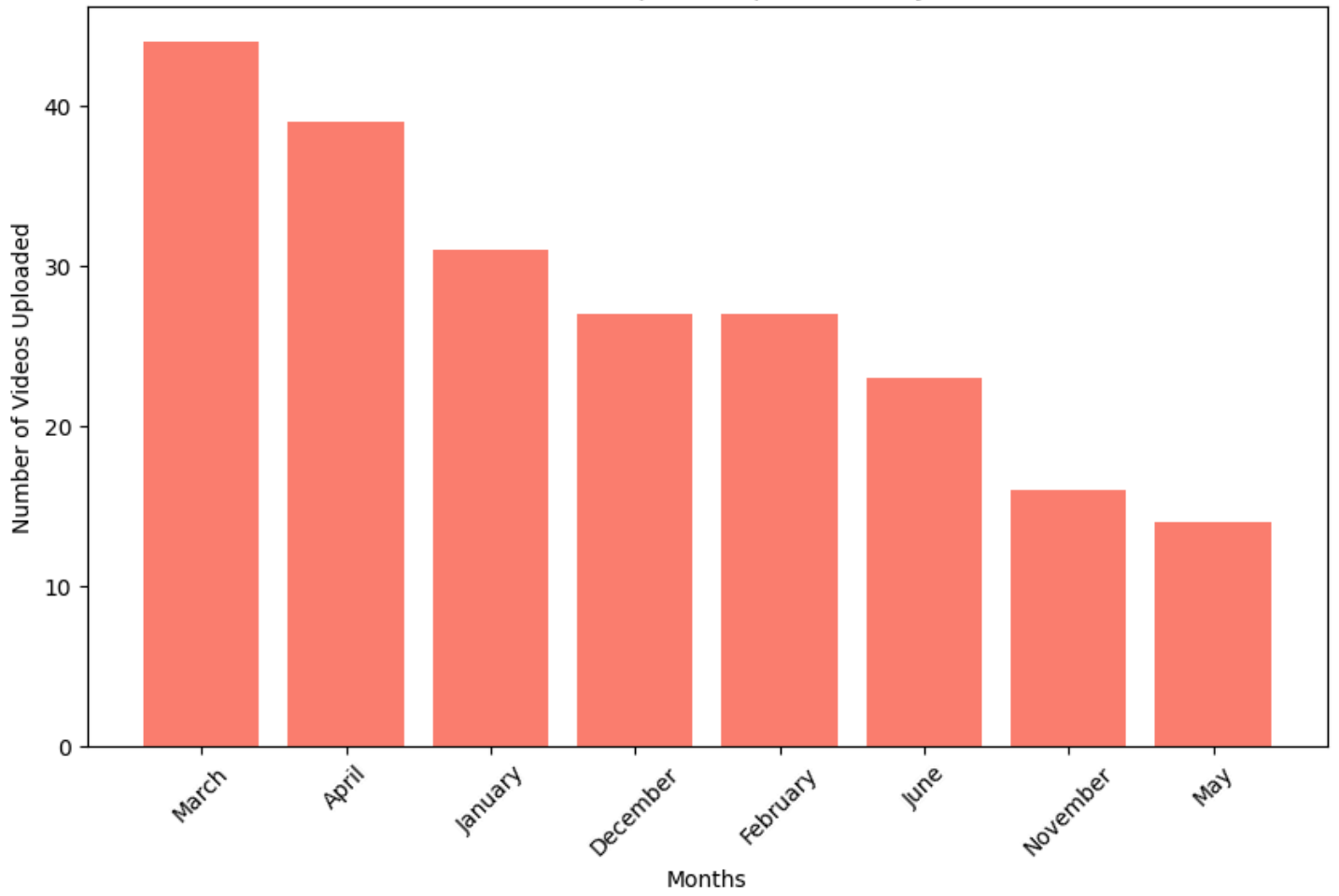
Insight:

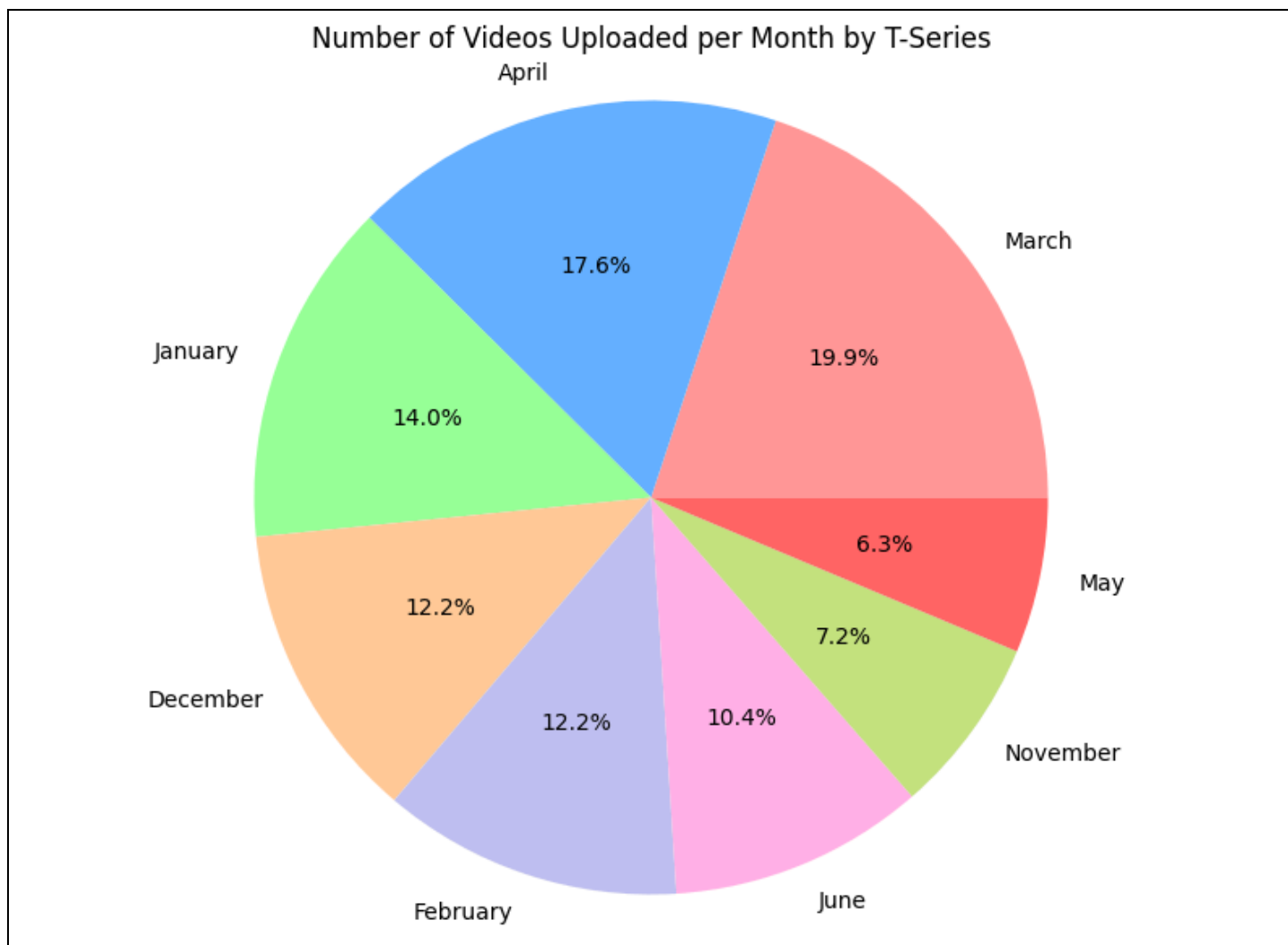
- Channels focusing on live lectures and real-time content, such as educational channels and live event broadcasters, have a higher likelihood of their videos trending immediately after upload.

Problem 2: T-Series YouTube Channel Analysis

- **Monthly Upload Data:**
 - March: 44 videos
 - April: 39 videos
 - January: 31 videos
 - December: 27 videos
 - February: 27 videos
 - June: 23 videos
 - November: 16 videos
 - May: 14 videos

Number of Videos Uploaded per Month by T-Series





T-Series shows a significant increase in uploads during the festive and celebratory months of December, January, February, and March, aligning with high entertainment demand periods.

Insight:

- Approximately 62% of T-Series' total uploads occur during December, January, February, and March. These months align with major festivals, wedding seasons, New Year celebrations, Valentine's Day, and Holi in India, leading to a surge in entertainment consumption.

Results

- **Problem 1:**
 - Live and real-time content significantly contributes to videos trending on the same day of upload. Educational channels like Adda247 and WiFiStudy are prime examples.
- **Problem 2:**
 - T-Series' strategic increase in video uploads during peak festive months maximizes engagement and viewership, reflecting a calculated approach to leverage high entertainment demand periods.

Conclusion

- **Problem 1:**

- Channels that focus on live lectures and real-time events are more likely to have videos trending on the same day as their upload due to immediate viewership and engagement.

- **Problem 2:**

- T-Series effectively utilizes seasonal trends to boost content upload frequency during months with high entertainment consumption, aligning with festivals and celebrations to maximize audience engagement.

