# SEATTLE DATA GUY YOUTUBE CHANNEL ANALYSIS

seattle data guy is a youtube channel created by BENJAMIN ROGOJAN created on Jan 27th 2017.

1. The channel focuses on data and data ENGINEERING tutorials and also livestreams with other data proffessionals where they discuss data projects and also  data trends overtime

2. Overtime the channel has 273 videos as of time of this analysis ie 10th -10 -24

3. The channel has overtime gotten to
    1. 101k subscribers
    2. 5,354,157 views
    3. 141,155 likes
    4. 9592 comments
    5. 0 dislikes

We got data using the  youtube api and got data from this channel namely:

1. Title
2. published date
3. views per video
4. likes per video
5. dislikes per video
6. comments per video
7. duration of each video

1

we were able to  load the data and load into to a csv that will be provided

we will  have the analysis of top perfoming videos from the next page

## TOP 5 VIDEOS  WITH MOST VIEWS

1. Data Engineering Road Map - How To Learn Data Engineering Quickly (By A FAANG Data Engineer)
2. Intro To Databricks -What is Databricks
3. Snowflake Vs Databricks - 🤺 A Race To Build THE Cloud Data Platform
4. What Is DBT and Why Is It So Popular - Intro To Data Infrastructure Part 3
5. Top Courses To Become A Data Engineer In 2022

## TOP 5 VIDEOS  WITH LEAST  VIEWS

1. Data Analytics Webinar For Small And Medium Businesses
2. What Is A Serverless Database And Why Use It? - Tech Talks
3. Managing Analytics Teams With Nate Sooter
4. Seattle Data Guy Live
5. From Hackathons to Co-Founding - Analyzing Unstructured Data With SQL

# TOP 10 VIDEOS  WITH MOST LIKES

. Data Engineering Road Map - How To Learn Data Engineering Quickly (By A FAANG Data Engineer)

2. What Skills Do Data Engineers Need To Know

3. Top Courses To Become A Data Engineer In 2022

4. Being A Data Engineer: Expectations vs Reality

5. Intro To Databricks - What Is Databricks

# TOP 10 VIDEOS  WITH LEAST LIKES

1.1. Data Analytics Webinar For Small And Medium Businesses

2. What Are Confounding Variables and How Do You Standardize Populations?

3. Setting Up Data teams - In The Age Of AI With Aaron Wilkerson

4. How To Lead Technology Transformations In Non-Profits - With Justin Birdsong

5. What Is A Serverless Database And Why Use It? - Tech Talks

## TOP 10 VIDEOS  WITH MOST COMMENTS

1. Data Engineering Road Map - How To Learn Data Engineering Quickly (By A FAANG Data Engineer)

2. Why You Should Become A Data Engineer And Not A Data Scientist - Picking The Right Data Career

3. How I Would Become A Data Engineer in 2022

4. Being A Data Engineer: Expectations vs Reality

5. Top Courses To Become A Data Engineer In 2022



## TOP 10 VIDEOS  WITH LEAST COMMENTS

1. Setting Up Data teams - In The Age Of AI With Aaron Wilkerson

2. From Hackathons to Co-Founding - Analyzing Unstructured Data With SQL

3. The History And Future Of Real-time Analytics - With David Yaffe

4. How To Lead Technology Transformations In Non-Profits - With Justin Birdsong

5. Dealing With Messy Data Infrastructure And Migrations

# SUMMARY OF VIDEOS PER YEAR

1. 2018 - 6 VIDEOS
2. 2019 - 14 VIDOES
3. 2020 - 4VIDEOS
4. 2021 -68 VIDEOS
5. 2022 - 67 VIDEOS
6. 2022 - 68 VIDEOS
7. 2022 - 46 VIDEOS

## AVERAGE VIEWS PER VIDEO

2018 - 229745 views

2019 - 21337 views

2020 - 21197 views

2021 - 25913 views

2022 - 26413 views

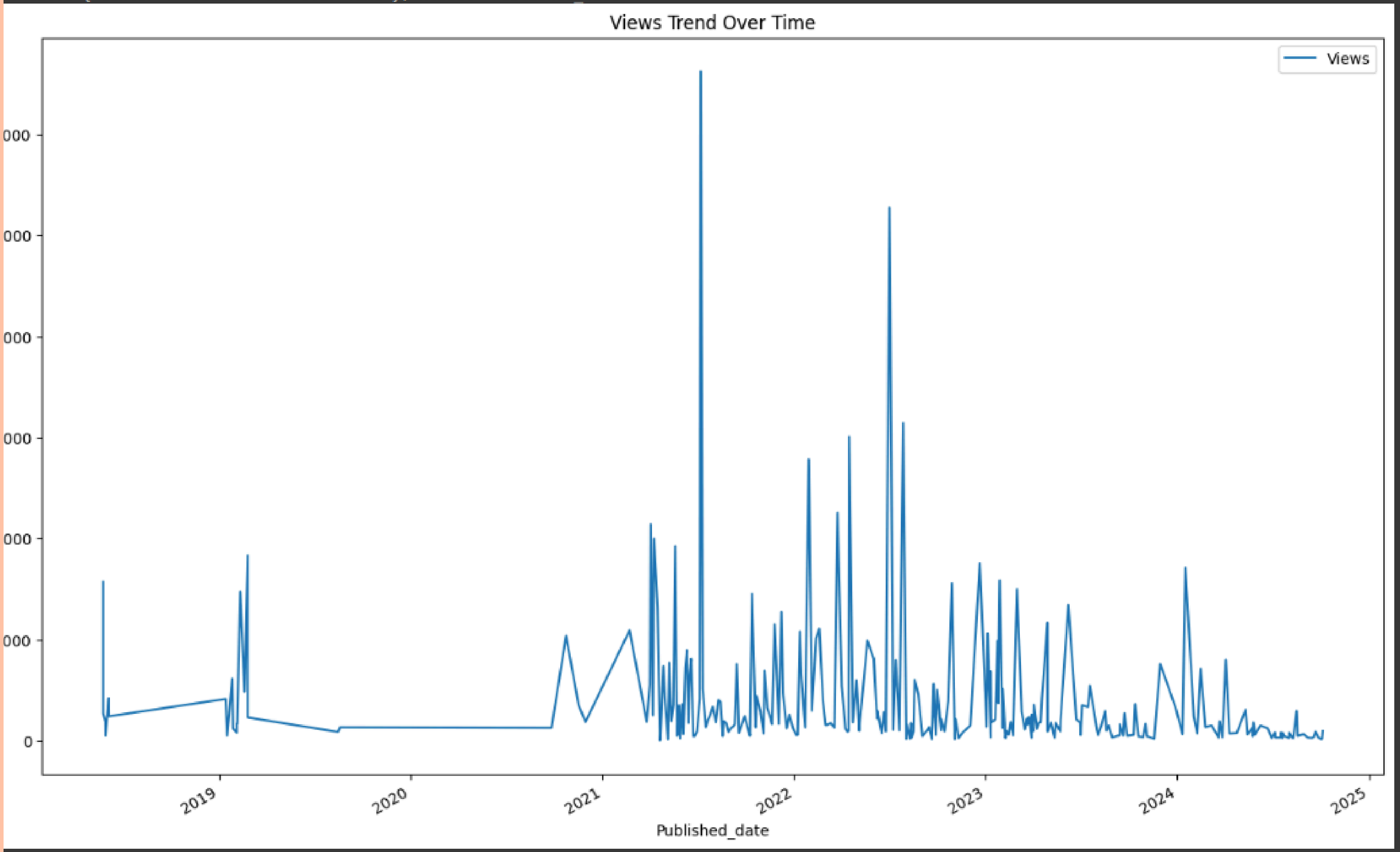
2023 -13959 views

2024 - 7352 views

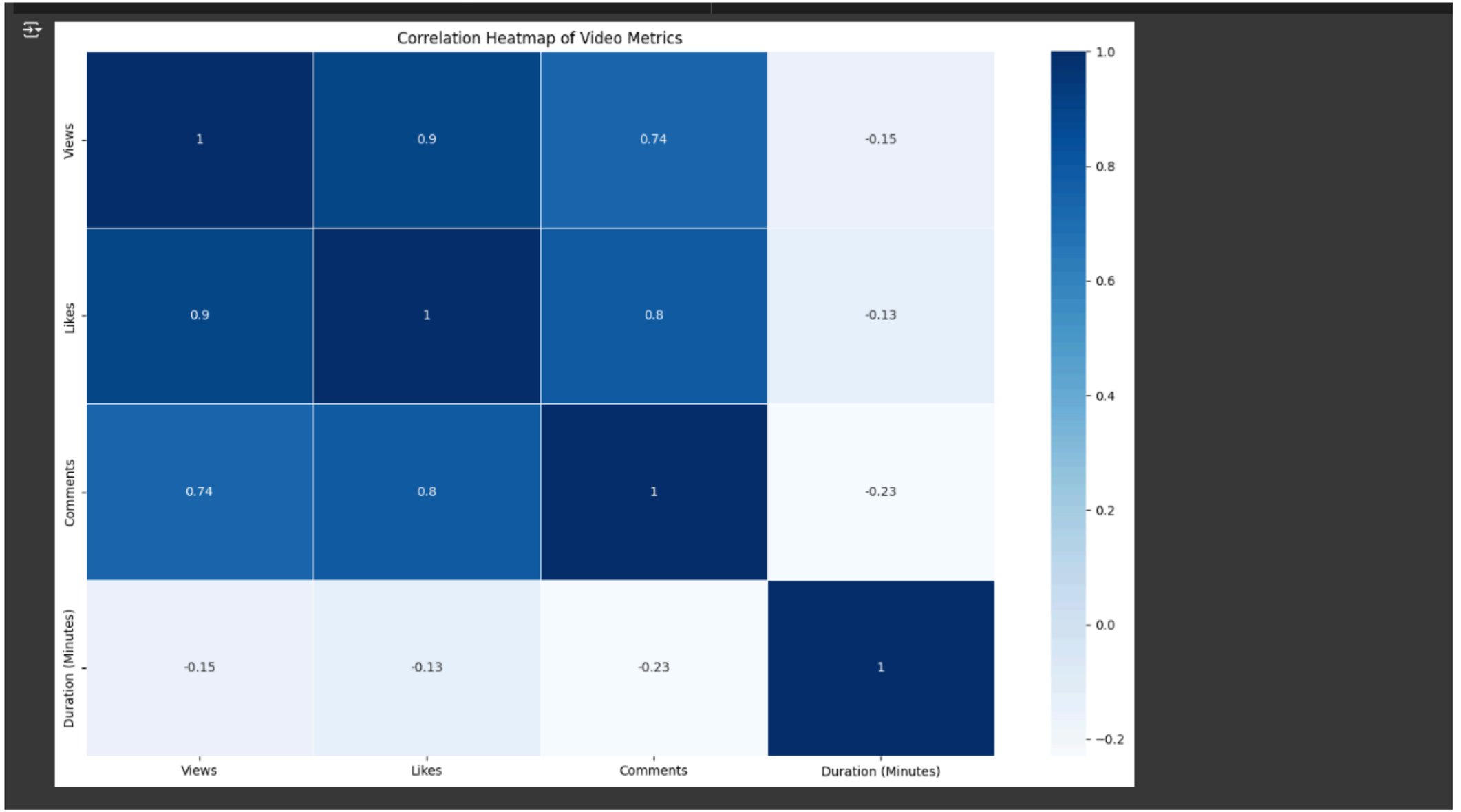
shows a declining trend of average views views per year yet the number of videos are not declining.

2021 and 2023 has the same number of videos yet yhr views and avaerage views are very different

s: title={'center': 'Views Trend Over Time'}, xlabel='Published_date'>



A HEATMAP showing correlation




The summary is in the next page

# summary

**Views and Likes (0.90):**
There's a very strong positive correlation between views and likes. This means that as the number of views on a video increases, the number of likes it receives also tends to increase. Essentially, videos with more viewers generally get more likes.

**Views and Comments (0.74):**

There's a strong positive correlation between views and comments. This indicates that videos with more views also tend to have more comments. So, when many people watch a video, they are likely to comment on it as well.

**Likes and Comments (0.80):**

There's a strong positive correlation between likes and comments. This suggests that videos that receive many likes also tend to get many comments. If viewers enjoy a video enough to like it, they are also more likely to share their thoughts in the comments.

**Duration (Minutes) and Other Metrics:**

1. The correlation values between the duration of the videos and the other metrics (views, likes, and comments) are all negative:
2. Views (-0.15): A slight negative correlation suggests that longer videos might get slightly fewer views.
3. Likes (-0.13): A slight negative correlation means that longer videos may receive slightly fewer likes.
4. Comments (-0.23): A stronger negative correlation indicates that longer videos may get fewer comments compared to shorter ones.

**Overall Summary**
In summary, shorter videos might perform better in terms of getting views, likes, and comments, while the relationship between views, likes, and comments is quite strong, suggesting that if a video is popular (lots of views), it will likely receive many likes and comments as well.

# MEAN trend in video duration

1. 2018 - 9 minutes
2. 2019 - 10.5 minutes
3. 2020 - 15.4 minutes
4. 2021 - 13.9 minutes
5. 2022 - 27.6 minutes
6. 2023 -40.8 minutes
7. 2024 - 37.9 minutes

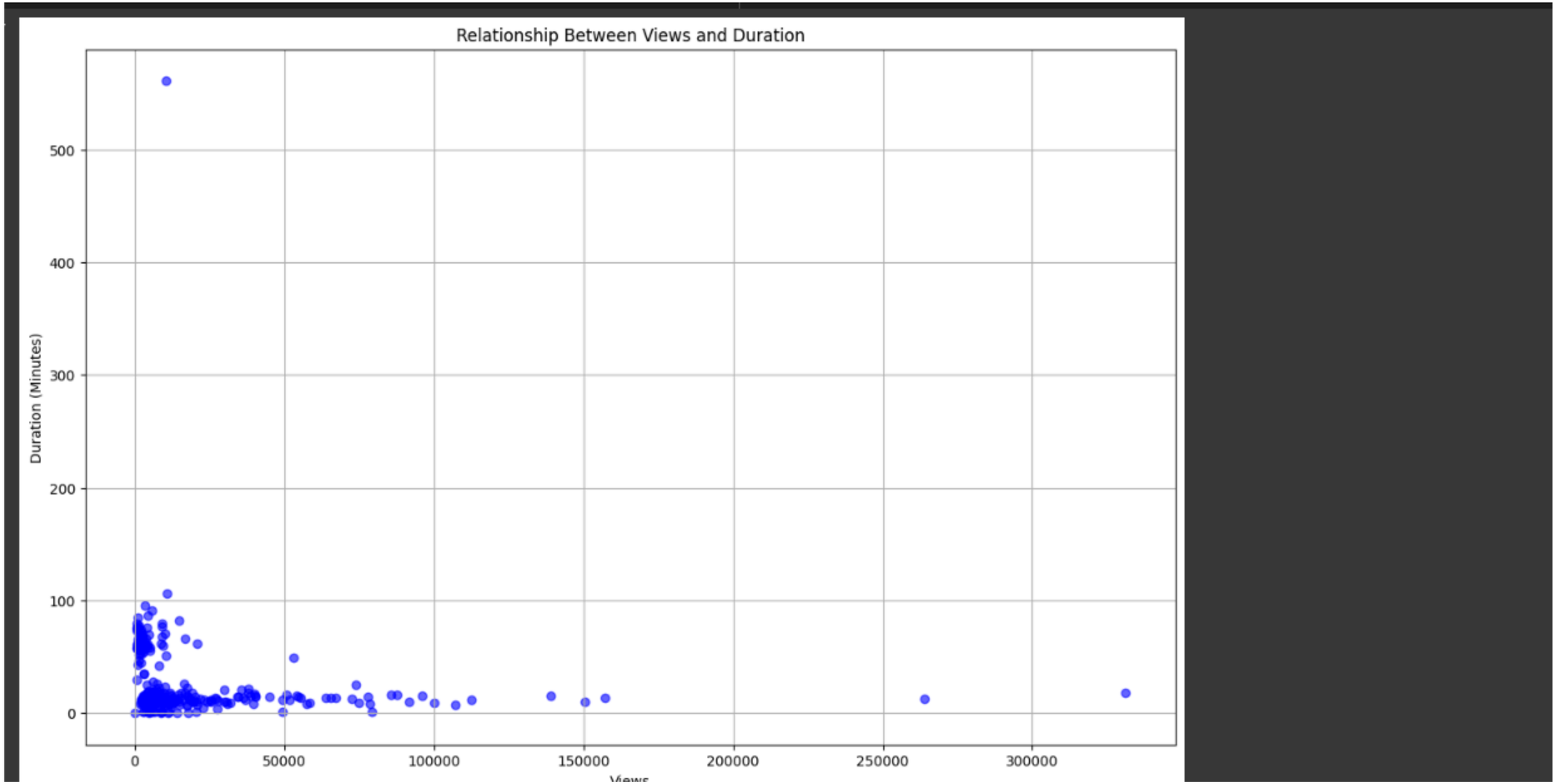
Overtime the trend of video viewership declines. Overtime down the years,the mean duration of video increases .

Thus as the years go by ,as the video duration increases then less people view the videos and less comments and less likes

This will be supported by some of the below visualizations

**longer videos =less engagement**

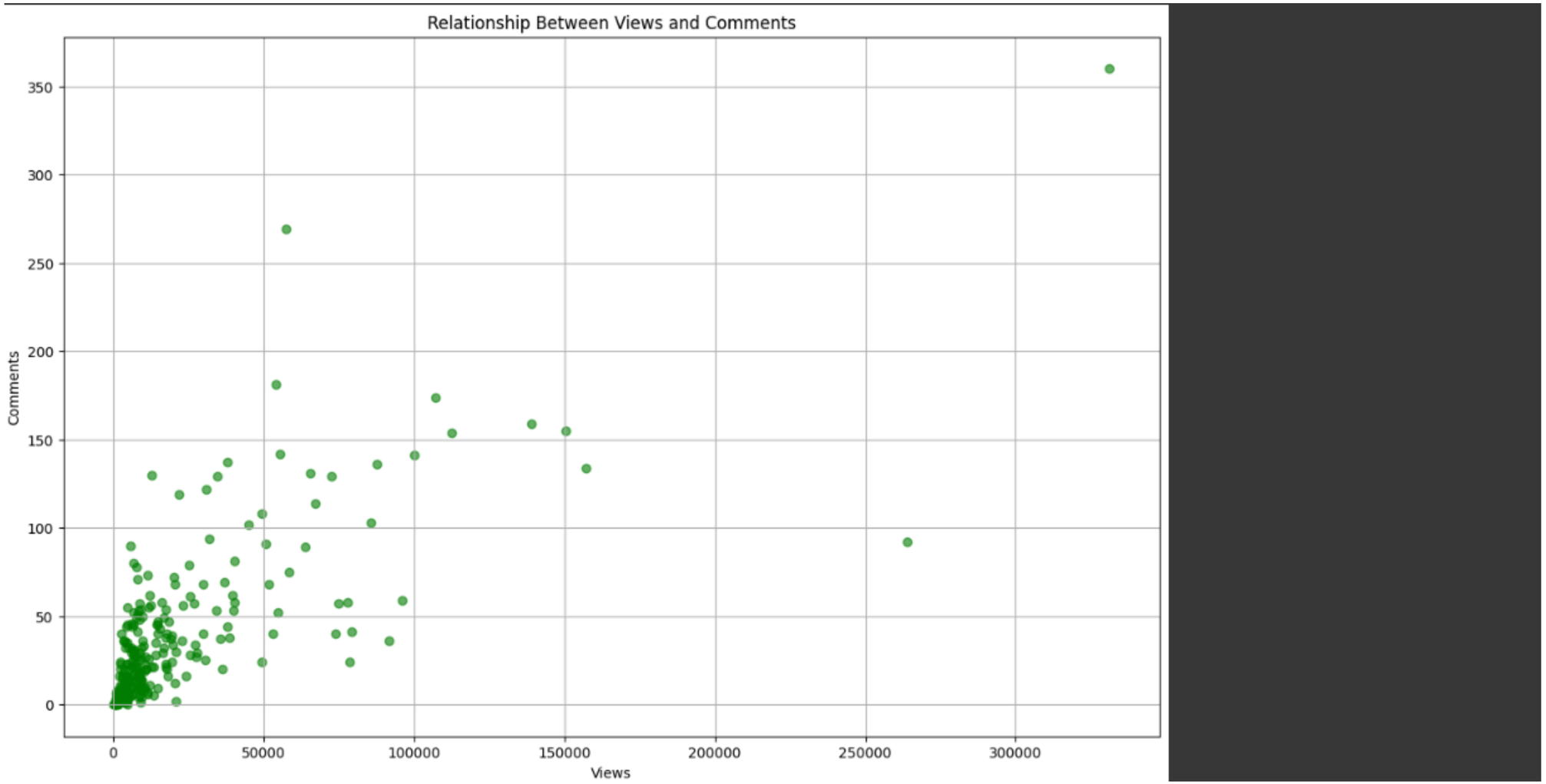
RELATIONSHIP BETWEEN VIEWS  IN A VIDEO AND TOTAL LENGTH OF A VIDEO




we can see that shorter vidoes are viewed by more people .

we can also see as the video gets longer then the number of viewers reduces.

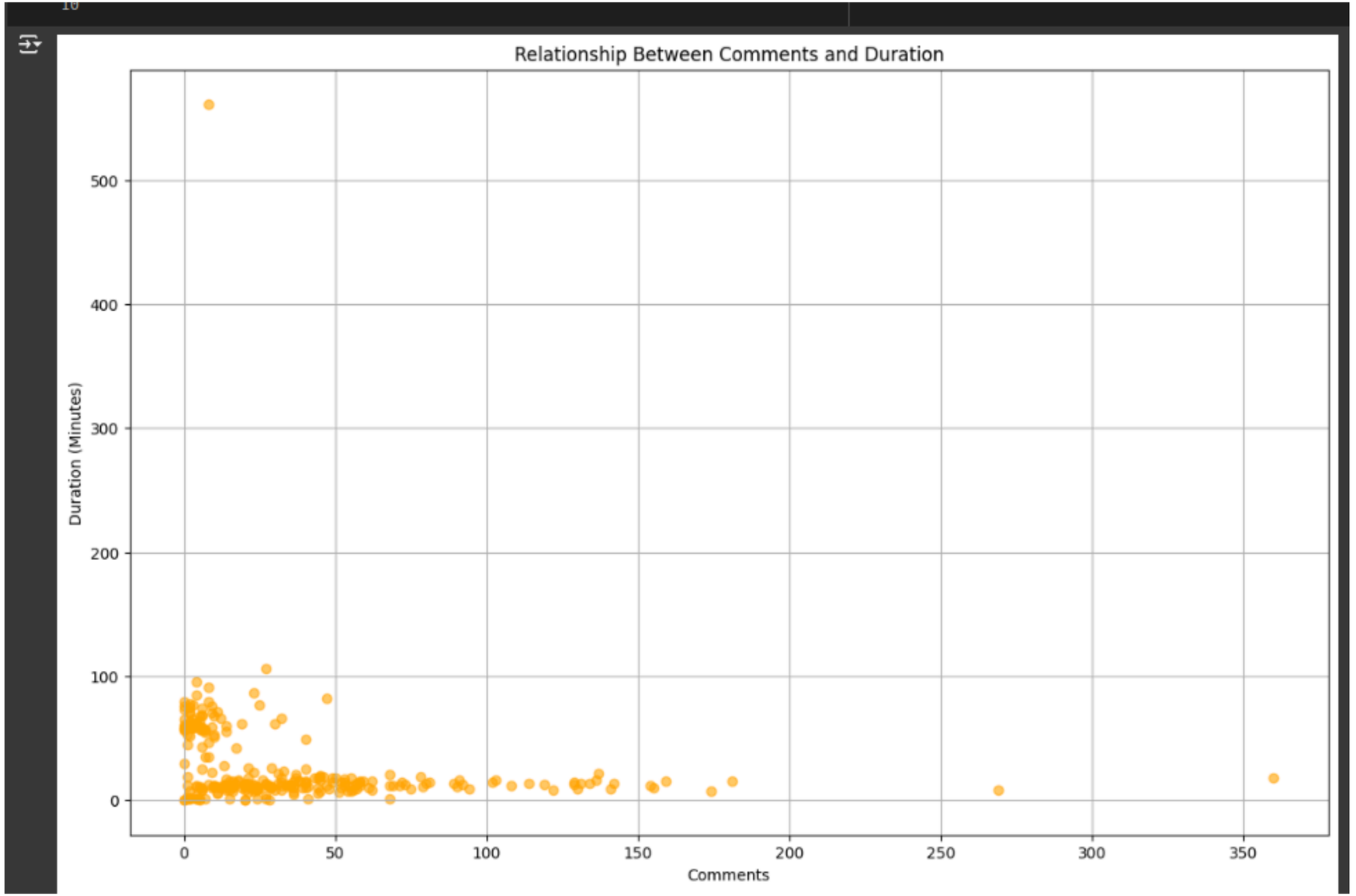
# RELATIONSHIP BETWEEN VIEWS AND COMMENTS




we can see that videos with less views also have less comments

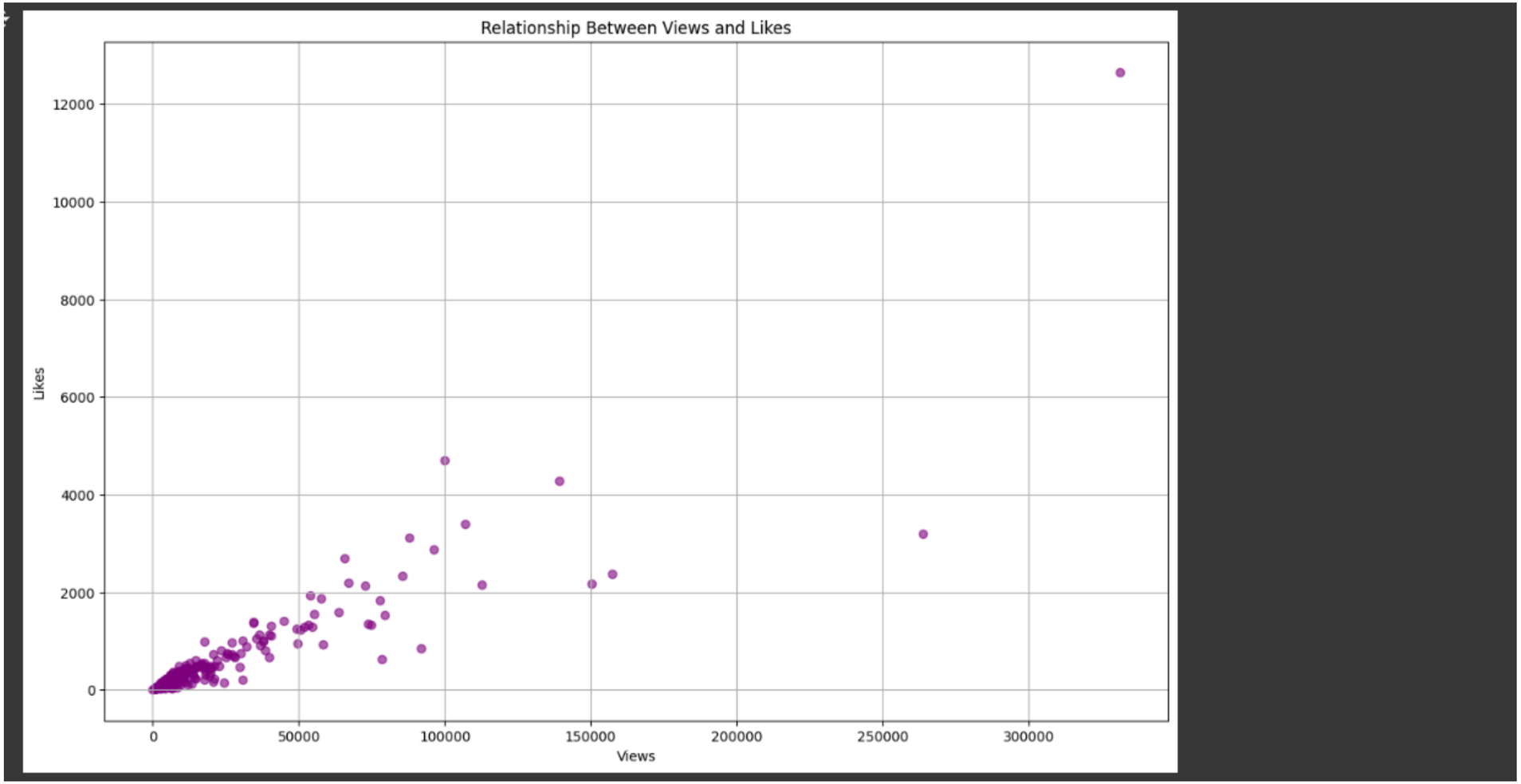
we also see videos with more views have more comments

# RELATIONSHIP BETWWEN COMMENTS AND DURATION

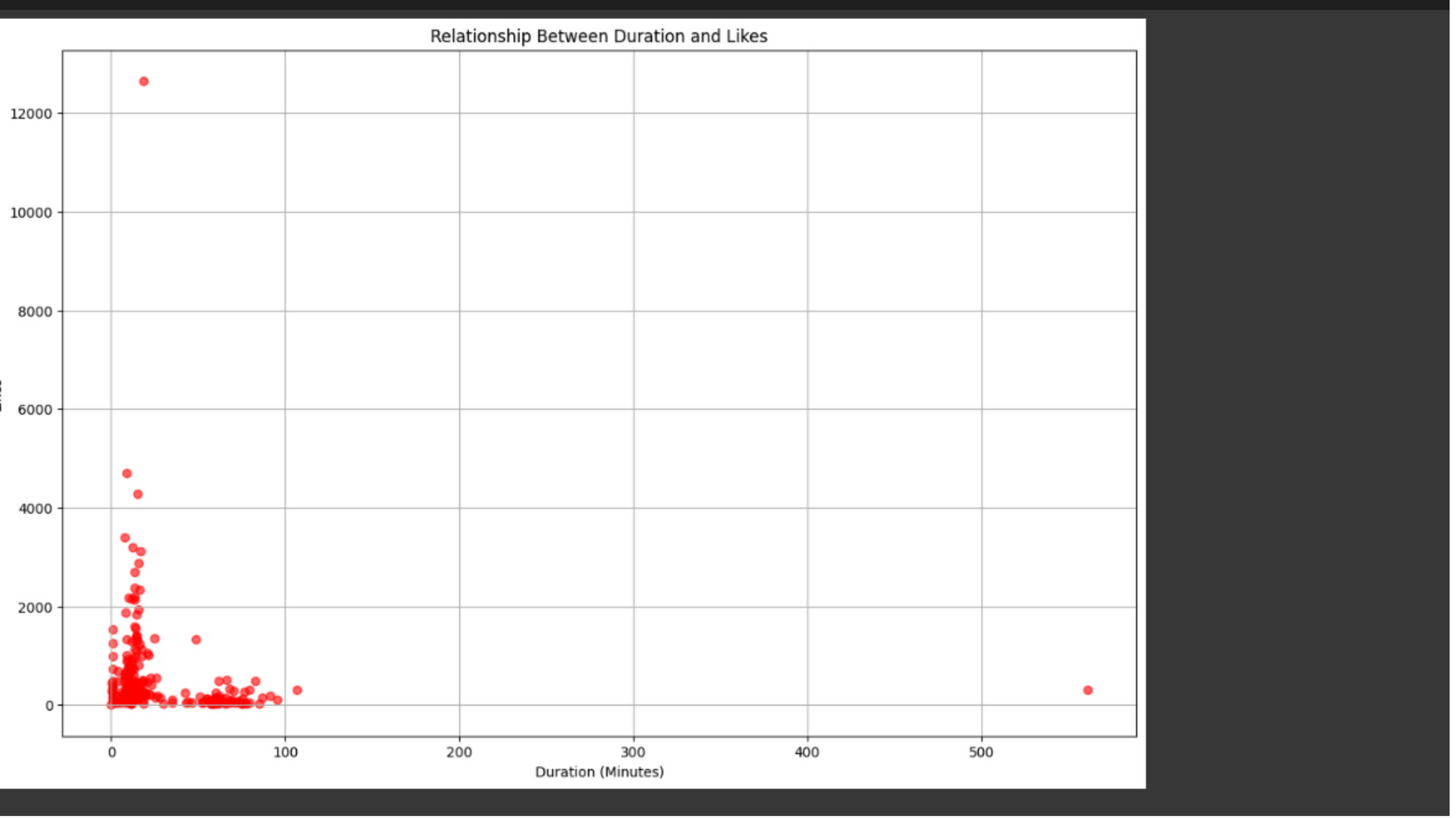



We can see videos which are shorter tend to have more comments

# RELATIONSHIP BETWEEN VIEWS AND LIKES




A video with more views  has more likes




A shorter video has less likes  and longer videos have less likes .

This can be infered from a longer video has less views ,hence less likes

# video duration trend

**longer videos =less engagement**

I cant help but wonder  why is the video trend reducing yet the number of videos remain constant .

i decided to look at whetehr shorter videos perfomed better

| Duration category | **number of videos** | **total views** | **average views** |
|---|---|---|---|
| 0-20 min | 185 | 4749436 | 25672 |
| 20 -40 mins | 15 | 260140 | 17342 |
| 40 -60 mins | 30 | 135960 | 4532 |
| 60+ mins | 43 | 193999 | 4511 |

The average views of the  0 -20 mins is almost 6 times  the 60 + mins thus we can conclude that indeed time and duration of a video is a factor in videos been viewed.

As videos get longer the average views drops .

OVERTIME THE ENGAGEMENT IN THE CHANNEL HAS BEEN REDUCING,

YET THE NUMBER OF VIDEOS INCREASE ,

AND ALSO SUBSRIBERS CONTINUE TO INCREASE

Questions to answer...

1. Is the increasing duration of videos the only cause.
2. is content change a factor to this ( changed to more livestreams that were not there before also cloud content) has this led to reduction in engagement.
3. Is this the general trend that happens in youtube channels