



Unicorn Views Predictor

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Overview: Predict views based on Keywords in Titles

Millennials prefer YouTube two to one over traditional television

50 million content creators on YouTube (as of 6/24/18)

500 hours of video uploaded every minute (as of 9/4/19)

Views dictate a YouTuber's livelihood: pay, sponsorship, reach/influence

You can virtually create any kind of content you want, and share it with the world.

How might we help an aspiring influencer understand what kind of content (s)he should create to build up a following while maintaining creative freedom?

Overview: Predict views based on Keywords in Titles

💡 User (aspiring influencer) has a vague idea about a video

→ Input keywords about their video (e.g.

→ Sequential Neural Network Model goes through regression on data views from past videos based on their titles

🦄 **Outcome:** Predicted views for their next video!

Aspiring Influencer

Overview

Young millennial, tech-savvy, cares about visuals/aesthetics

Already has youtube account, uploaded some videos (at least 5-10)

Has some idea about their concentration/talent/area of focus (e.g. Music, fashion, sketches, etc.)

Want to be more "successful" or "popular" but doesn't want to compromise creative freedom

Wants to learn from other people's experiences with similar content

Sees a potential for a full time career in YouTube

Motivation

To build a unique personal brand & stable fan base to showcase creative expressions and individuality

To be able to make a living out of doing what they love

Pains

Not having a comfortable grasp of what kind of video to post and how videos are received

Balance originality/popularity:

- generic video that has already been done but doesn't help build their brand
- something quirky and niche but won't have enough views or likes

Make more \$\$\$

Distinguish themselves from other YouTubers who are similar

What video are you thinking of making?

Describe your idea in keywords (separated by comma), and we can show you how many views and likes it could get:

Type in some keywords ... like, unicorn?

Tip: Provide as many keywords as possible relevant to your video to help us make more accurate predictions!

Predict

Predictions are made based on statistics about past videos other YouTubers have uploaded, and the predicted results are only estimations.



Remember, you are not defined by the views and likes you get, and we believe that your idea is creative and amazing regardless 🦄

Based on our prediction, your video about:

Lorem ipsum, dolor sit amet, consectetur, adipiscing elit, sed do eiusmod, tempor incididunt, ut labore et dolore magna aliqua

Will likely get

12,104

Predicted Views

2539

Predicted Likes

Try again