

Analyzing Trending YouTube Videos for Lifestyle Vloggers

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Overview of Team Idea

Goal

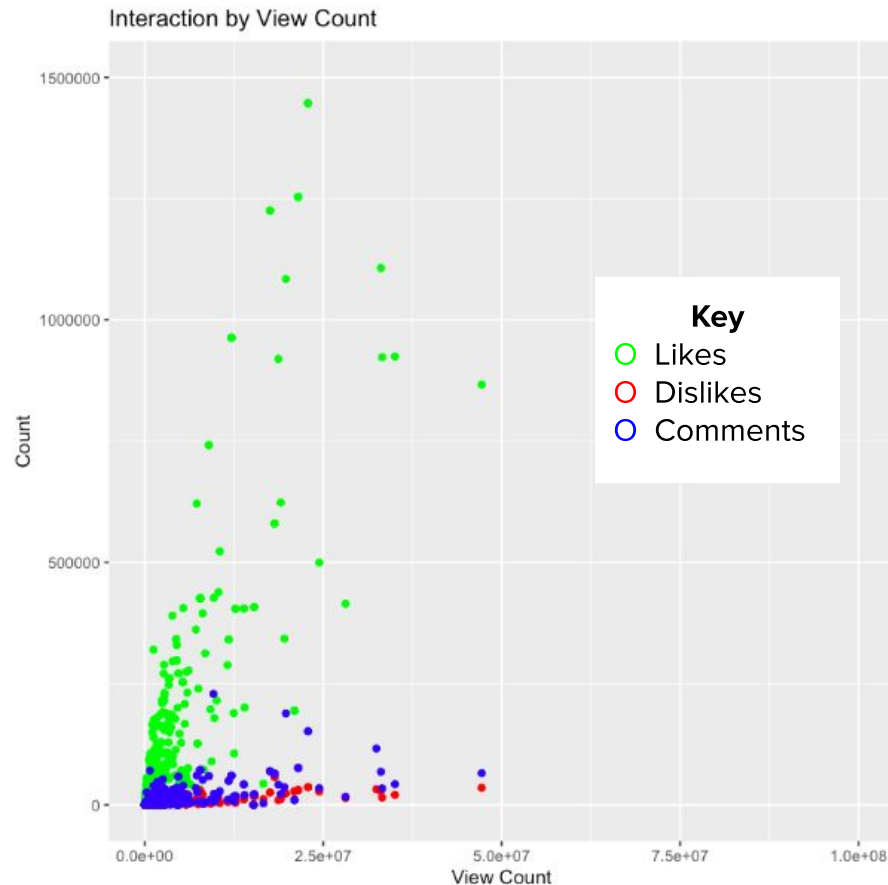
- To create a generator with predictive insights for a Lifestyle vlogger

Steps

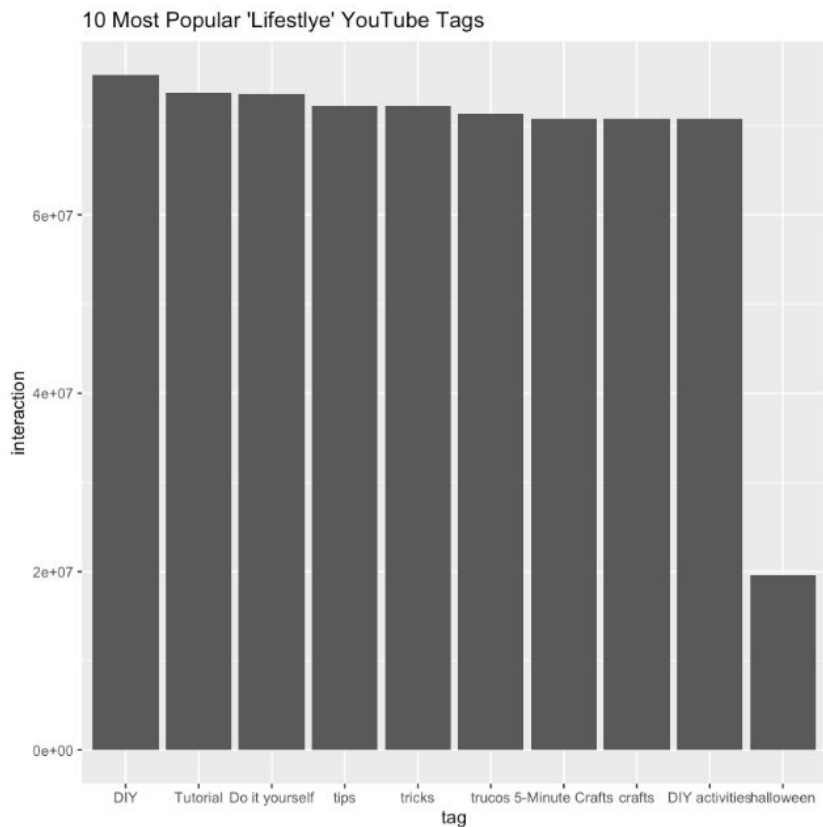
- Analyze data from videos made by other YouTubers with similar audience demographics and overall aesthetic
- Create recommendations for the Lifestyle vlogger
 - Video Topics
 - Trending Tags
 - Videos Popular with My Followers

Architecture

- Creating a measure of “popularity” for Youtube videos
- Combining view count, likes, dislikes, and comments per video
- Subsetting the data by different categories



Demo



Applying our analyses to our Lifestyle vlogger:

- Analyze videos already created for our Youtuber's target audience
- Find most popular tags based on total interaction viewers have with the video

Next Steps

- Linking tags together to create 'subtags'
 - Tags such as 'DIY', 'crafts' can be grouped together under one category
 - Filtering by 'subtags' to get a more specific idea of what the video is about
- Adding weights to create a cumulative 'video success' measure of views, likes, dislikes, and comments
- Analyzing trends over time