Unicorn View Predictor

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TEAM 6
DATA SCIENCE TRACK
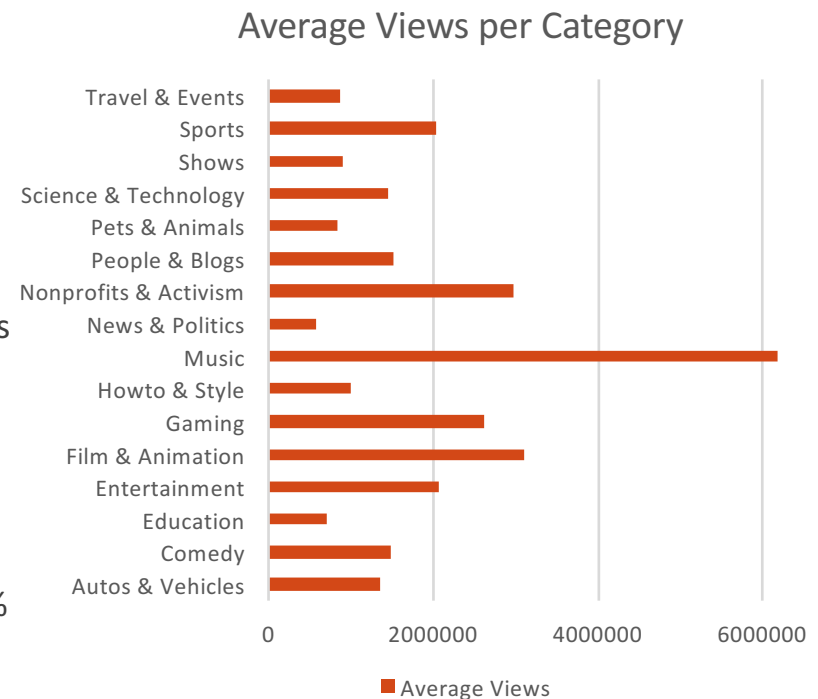
Words2Wealth

❖ Young Millennial, Tech-Savvy, Budding YouTuber (5-10 videos)

❖ Interests in Music, Fashion, Sketches

❖ Focus on Monetization – Learning from Current Influencers

❖ Words2Wealth: Identifying Video Titles that will help attract many people to click on the video

Model Approach

❖ Identifying Popular Words in Titles
  ❖ Filter stop words, numbers, single character words
  ❖ Find popularity metrics across video categories

❖ Creating Word Embeddings
  ❖ Lemmatize - >
    Word2Vec using en_core_web_md -> 300 dimensions

❖ Model Training
  ❖ Filter out outliers with very high views
  ❖ Sequential Model (3 Layers, 400 nodes, 20 epochs)
  ❖ Optimizer: Adam, Metric: RMSE, Validation Split: 30%

Average Views per Category

Model Results

Interesting Captures:

- ❖ Trailers
- ❖ Music
- ❖ News/Events
- ❖ Movie Titles

Metric	Value
Training RMSE Error	326,996.64 views
Testing RMSE Error	581,639.64 views (Bad Fit)

What could be a nice title? "_Review of Martin Scorcese's upcoming Broadway-style Musical trailer_"

Potential Next Steps

❖ Identifying More Relevant Features
  ❖ Time of Video
  ❖ Vectors based on Description
  ❖ Video Categories

❖ Model Fine Tuning
  ❖ Adding More Layers
  ❖ Better Metric: MAPE

❖ Predicting Other Measures
  ❖ Total Likes
  ❖ Total Comments