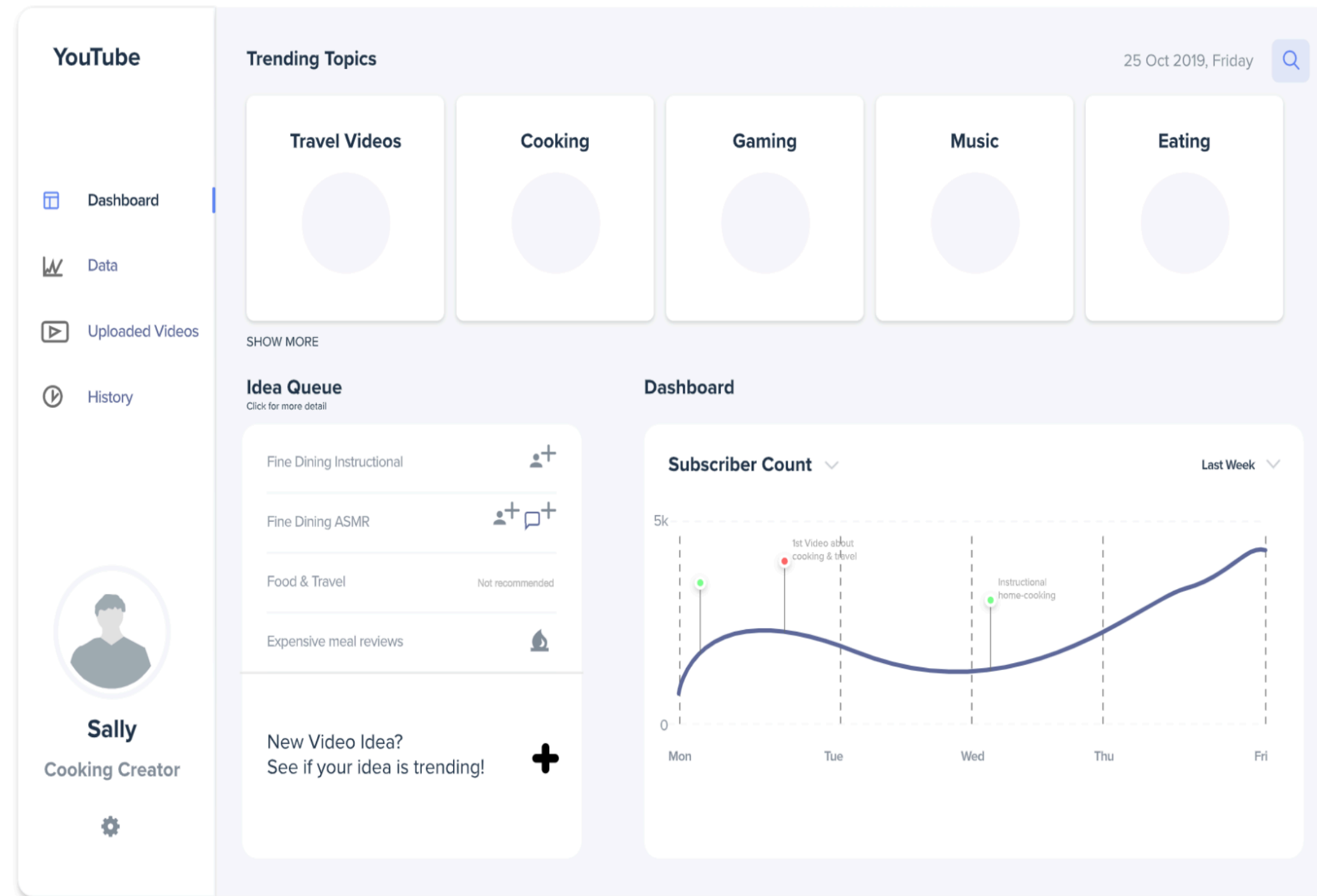


PROJECT OVERVIEW

- ▶ **User**
 - ▶ Budding Creator Sally
- ▶ **Problem**
 - ▶ Help Sally plan the next video topic
- ▶ **Solution**
 - ▶ Build a dashboard to motivate Sally to focus on creating better content
 - ▶ Show the trending topics
 - ▶ Evaluate her picked topic
 - ▶ Prediction on video performance

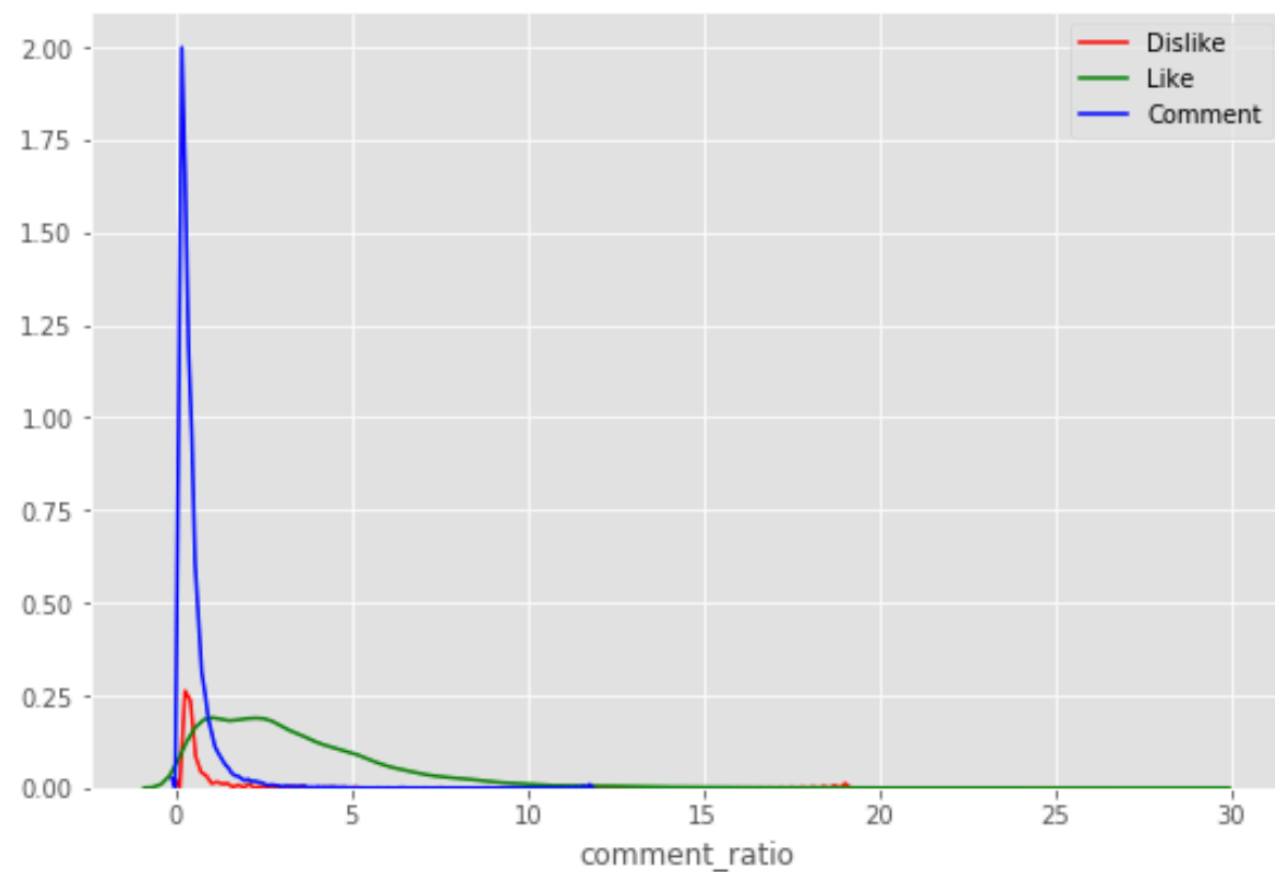


CONTRIBUTION

- ▶ **Define the metrics**
 - ▶ success metrics focus on user engagement
- ▶ **Explore the datasets and process data**
 - ▶ create features regarding to user engagement
- ▶ **Exploratory data analysis on video category**
 - ▶ discover the categories with highest user engagement
- ▶ **Preparation for topic popularity**
 - ▶ Give ideas on whether the picked topic is going to be popular according to weighted score

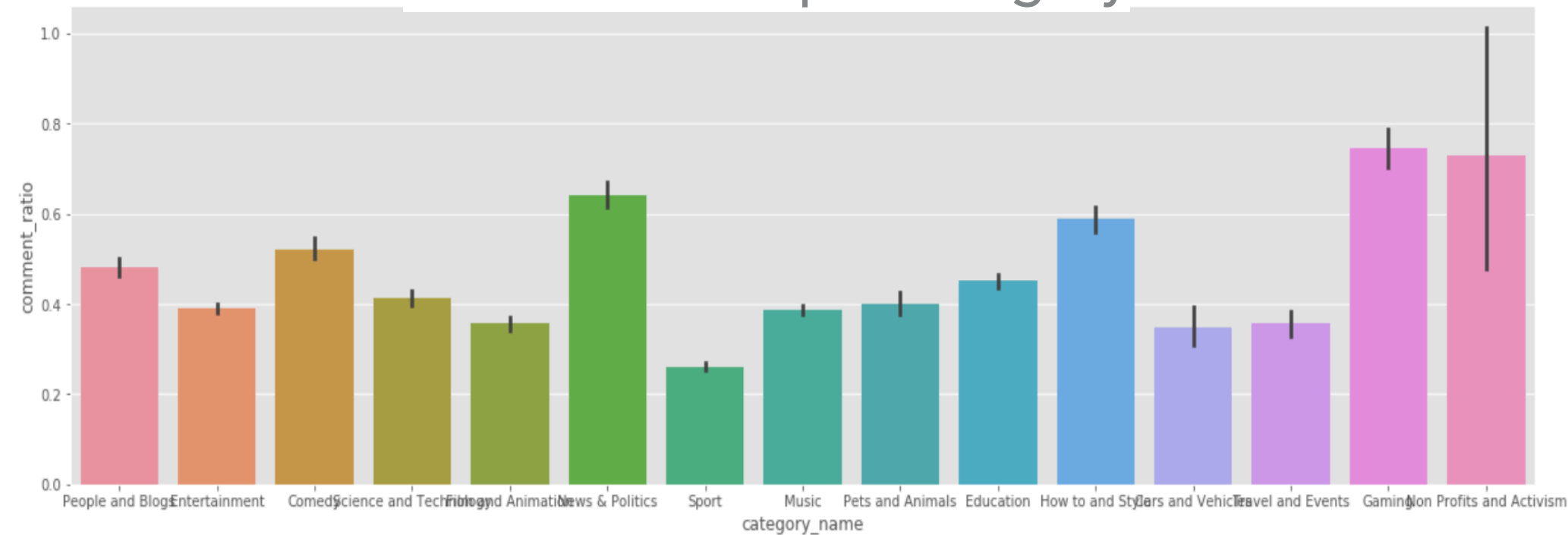
USER ENGAGEMENT ANALYSIS

convert rate distribution

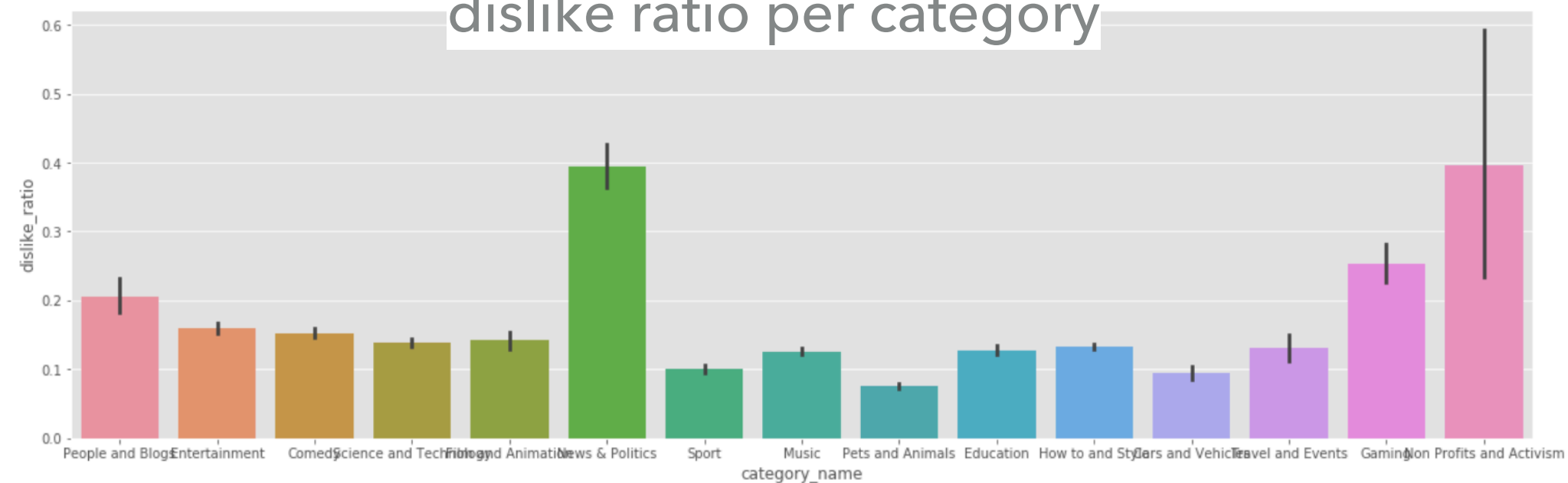


- ❖ Conclusion: focus on categories with high comment rate and low dislike rate

comment ratio per category



dislike ratio per category



VISUALIZATION & PREDICTION

- ▶ Word Cloud of Tagged videos
 - ▶ Visualize what is trending tags
- ▶ Video topic popularity prediction
 - ▶ How many views/ comments/ likes will the video get
 - ▶ Give ideas on whether the picked topic is popular
 - ▶ Predict if a video will go viral

Pitch your idea and our algorithm will help you reach your goals!

Topic:

Tags:

SUGGESTED TAGS:
fine dining asmr instructional recipe home-cooking drink thanksgiving gordon ramsay

Length of Video:

☐ <1 min ☐ 2 - 3 min ☒ 4 - 5 min ☐ 6 - 10 min ☐ 11 - 19 min ☐ 20+ min

↓

✓ I think you're onto something!
This *instructional fine-dining cooking* videos are rising in popularity. This will help boost your **view count** in the cooking category.

Stats about videos similar to your idea:

Avg. Views:
Avg. Comments:

Comments/Views Ratio:
Like Ratio:

Most popular video in this category

Distribution of views for *cooking* videos:

Video Title
View Count:
Likes/Dislikes:
Age:

SAVE IDEA