

DJS-S4DS

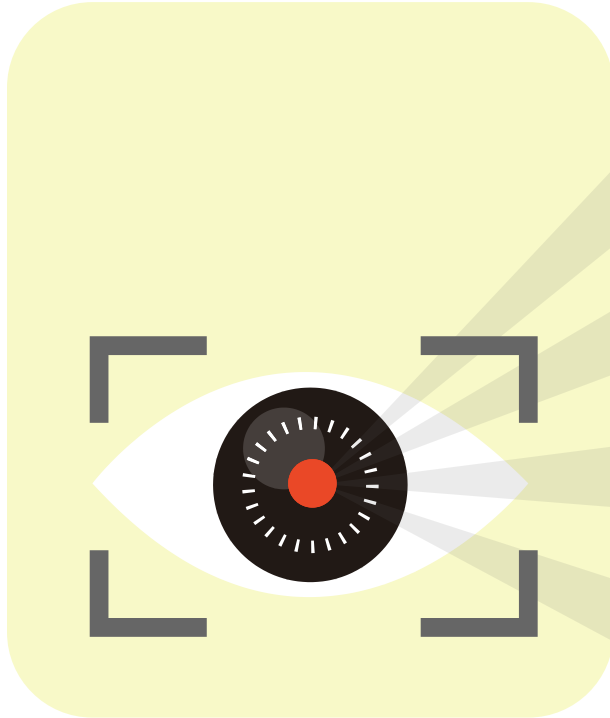
AI/ML

YouTube

Analysis

Team: hackstreet

Team Members



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Basics for All the Evaluation Statements

01

Understanding data

02

Pre-Processing Data

03

Analyzing the Data

04

Drawing the Results



Evaluation Statement 1

In what other aspects can a Youtuber drive traffic to grow his channel apart from key tags and descriptive titles, as his/her channel won't show up in the top videos after a search?

Category Selection

Categories like Entertainment, Knowledge, Lifestyle, Society are more likely to garner more traffic.

Upload Time

It is preferable to upload videos during the time of 5PM-6PM.

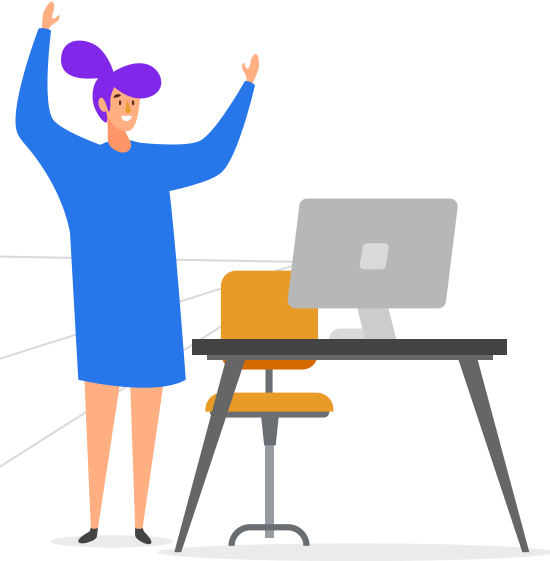
Duration Of Video

Shorter format videos are preferred more than the other available options.

01

02

03

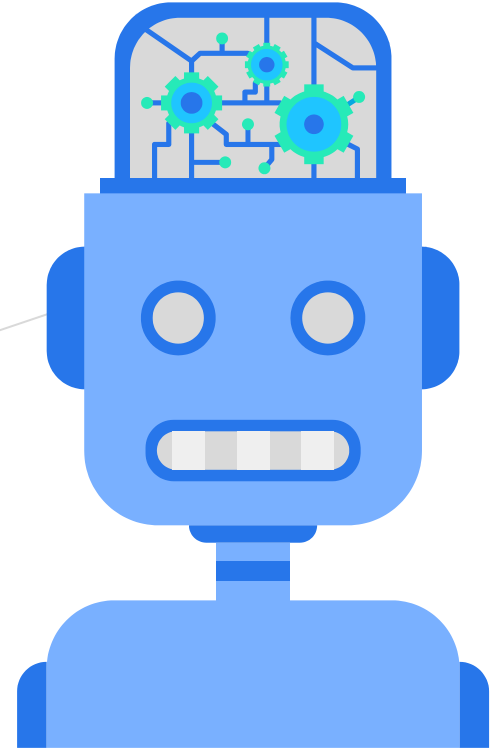


Evaluation Statement 2

Who are the target audience on a video in each category and what should be the ideal upload time for that YouTuber? Create an upload schedule for a YouTuber according to his content category.

Map category to upload time and find out the best one.

01



Evaluation Statement 3

On the basis of this dataset, mention the top 10 upcoming YouTubers besides the current top 10 YouTubers.

Based on Subscriber Count

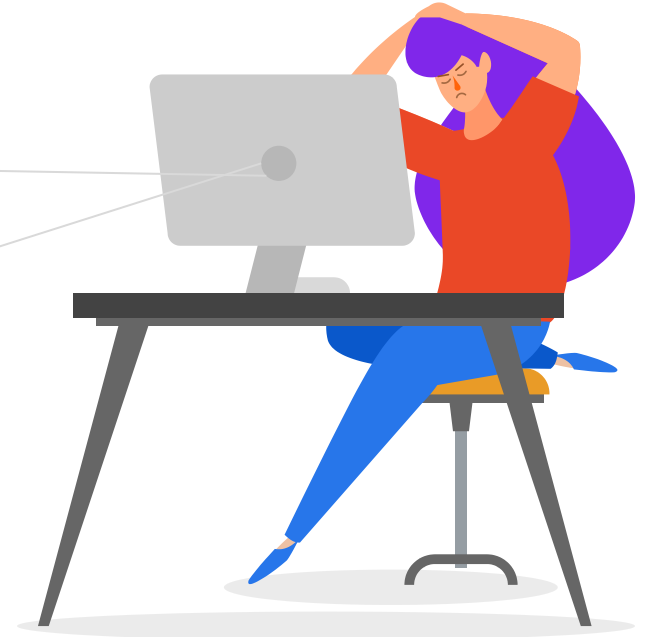
Based on the subscribers a channel has, you can estimate their popularity.

01

Based on Views per Video

Based on the average number of views a channel achieves per video, you can estimate the popularity for that channel.

02



Evaluation Statement 4

What are the most discussed words in YouTube under each category? In what topics should a YouTuber do research in his category to bring about a new trend in his category?

Map categories to tags

Categories like Entertainment, Sports, Lifestyle, Society are more likely to garner more traffic.

01

Map category to views

Depending on which category has most views, a creator can start making content in that field

02



Evaluation Statement 5

What changes can a Youtuber make in his MetaData (title, tags, description, captions) so that his videos show up in the top searches of Youtube and the channel gets more traffic?

Based on view count for tags

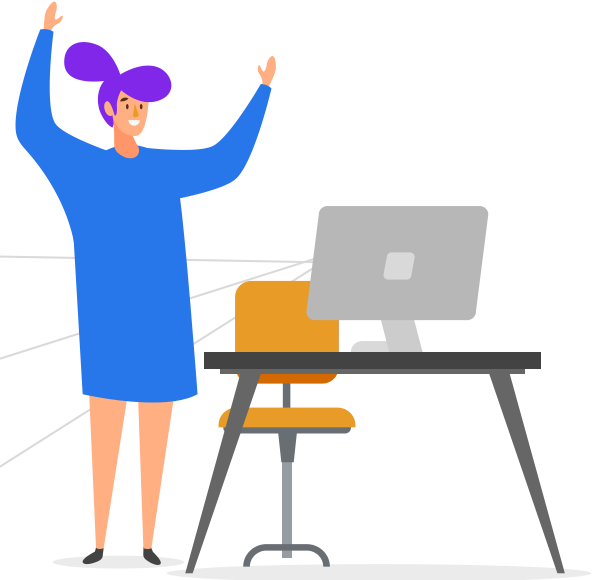
01

Based on view counts for title words

02

Based on view counts for description words

03



Thank You!

