1. Problem Statement

What goes into a good Ted Talk? This project will look into many factors to evaluate what elements make some of these videos extremely popular. TedTalk’s website gives us detailed information that we can use to better understand their platform and its many viewers.

1. Data set Source

<https://www.kaggle.com/rounakbanik/ted-talks>

1. Data set Details

Records details

**Total No of Rows: 2550**

**Total No of Columns: 17**

## Here is a brief version of what you'll find in the data description file.

|  |  |  |
| --- | --- | --- |
| **Column Name** | **Description** | **Data Type** |
| Comments | The number of first level comments made on the talk | Numeric |
| Description | A blurb of what the talk is about | String |
| Duration | The duration of the talk in seconds | DateTime |
| Event | The TED/TEDx event where the talk took place | String |
| film\_date | The Unix timestamp of the filming | DateTime |
| languages | The number of languages in which the talk is available | Numeric |
| main\_speaker | The first named speaker of the talk | String |
| name | The official name of the TED Talk. Includes the title and the speaker. | String |
| num\_speaker | The number of speakers in the talk | Numeric |
| published\_date | The Unix timestamp for the publication of the k on TED.com | Numeric |
| ratings | A stringified dictionary of the various ratings given to the talk (inspiring, fascinating, jaw dropping, etc.) | String |
| related\_talks | A list of dictionaries of recommended talks to watch next | String |
| speaker\_occupation | The occupation of the main speaker | String |
| tags | The themes associated with the talk | String |
| title | The title of the talk | String |
| url | The URL of the talk | String |
| views | The number of views on the talk | Numeric |

1. Initial findings

Examples of data to analyze:

* 1. Most popular Talks by category, views, comments, etc.
  2. Do certain videos get popular after certain events? (i.e: recession in ‘08)
  3. Categories: education, tech, health, love
  4. Look at rating information to see what factors contribute to the success of a video