**MQA2023\_ativ1\_grupo15**

1. Informações:

* **Nome do dataset:** Global YouTube Analytics 2023
* **Localização:** [Database no site Kaggle](•%09https:/www.kaggle.com/datasets/nelgiriyewithana/global-youtube-statistics-2023)
* **Origem:** Site [kaggle.com](https://www.kaggle.com/)
* **Contexto:** Dados analíticos dos 995 canais com mais inscritos no YouTube
* **Número de linhas e número de variáveis:**
  + **Linhas:** 995
  + **Colunas:** 28
* **Nome e tipo das variáveis (ql nominal, ql ordinal, qt discreta, qt contínua):**
  + **rank**: *Position of the YouTube channel based on the number of subscribers*
    - ql ordinal
  + **Youtuber**: *Name of the YouTube channel*
    - ql nominal
  + **subscribers**: *Number of subscribers to the channel*
    - qt discreta
  + **video views**: *Total views across all videos on the channel*
    - qt discreta
  + **category**: *Category or niche of the channel*
    - ql nominal
  + **Title**: *Title of the YouTube channel*
    - ql nominal
  + **uploads**: *Total number of videos uploaded on the channel*
    - qt discreta
  + **Country**: *Country where the YouTube channel originates*
    - ql nominal
  + **Abbreviation**: *Abbreviation of the country*
    - ql nominal
  + **channel\_type**: *Type of the YouTube channel (e.g., individual, brand)*
    - ql nominal
  + **video\_views\_rank**: *Ranking of the channel based on total video views*
    - ql ordinal
  + **country\_rank**: *Ranking of the channel based on the number of subscribers within its country*
    - ql ordinal
  + **channel\_type\_rank**: *Ranking of the channel based on its type (individual or brand)*
    - ql ordinal
  + **video\_views\_for\_the\_last\_30\_days**: *Total video views in the last 30 days*
    - qt discreta
  + **lowest\_monthly\_earnings**: *Lowest estimated monthly earnings from the channel*
    - qt contínua
  + **highest\_monthly\_earnings**: *Highest estimated monthly earnings from the channel*
    - qt contínua
  + **lowest\_yearly\_earnings**: *Lowest estimated yearly earnings from the channel*
    - qt contínua
  + **highest\_yearly\_earnings**: *Highest estimated yearly earnings from the channel*
    - qt contínua
  + **subscribers\_for\_last\_30\_days**: *Number of new subscribers gained in the last 30 days*
    - qt discreta
  + **created\_year**: *Year when the YouTube channel was created*
    - ql ordinal
  + **created\_month**: *Month when the YouTube channel was created*
    - ql ordinal
  + **created\_date**: *Exact date of the YouTube channel's creation*
    - ql ordinal
  + **Gross tertiary education enrollment (%)**: *Percentage of the population enrolled in tertiary education in the country*
    - qt discreta
  + **Population**: *Total population of the country*
    - qt discreta
  + **Unemployment rate**: *Unemployment rate in the country*
    - qt discreta
  + **Urban\_population**: *Percentage of the population living in urban areas*
    - qt discreta
  + **Latitude**: *Latitude coordinate of the country's location*
    - qt contínua
  + **Longitude**: *Longitude coordinate of the country's location*
    - qt contínua
* **Característica das observações (pessoas, países, objetos, times....)**