TEAM 5

PRODUCTION NOTES

TEAM MEMBERS:
Zekun Wang
Mingli   Yang
Ali   Yaqoob

TASK ASSIGNMENT

Zekun Wang

Data Cleaning, Big Idea Design, Visualization Design, Feature Engineering, Data Visualization, Slide Design, Graphics Optimization, Slide Visual optimization

Mingli Yang

Project Ideations, Visualization Design, Natural Language Processing for Classification, Sentiment Analysis

Ali Yaqoob

Storyline Design, Communication & Analysis, Big Idea Design, Color Design, Graphics Optimization, Slide Structure Design

DECISIONS

1. We chose to look at **views** and the **number of videos** being posted for each type of analysis. We could have done a very deep analysis of looking at all of these but that would have been a lot deeper analysis
2. We could have structured our analysis differently by looking at categories first and then looking at the best times to post those type of video but that would have been a **much more in-depth analysis** that would not have been able to be covered within the scope of our assignment.
3. When deciding on what to show for the Title analysis we had a number of attributes to look at, we ignored the usage of special characters "!" and "?" as they showed no relationship to the number of views.

ADVANCED ANALYTICS

In coming up with an appropriate path for this project we initially decided to develop a model to predict whether a video will be trending or not. Content creators and advertisers could potentially predict with some accuracy the likelihood of a video to be trending.

However, as we worked on the project for longer, we found that classifications using naive bayes did not fit the big picture we were trying to provide our audience so we decided to provide the details of the model in the appendix.