

YouTube Trending Video Analytics Report

1. Introduction

This project analyzes YouTube trending video data across different categories and regions. The objective is to uncover trends in viewership, video types, and user engagement to help understand what content performs best on the platform.

2. Abstract

Using data from the YouTube Trending Dataset on Kaggle, we performed data cleaning, exploration, and sentiment analysis. Visualizations were created to highlight category performance, view counts, and engagement trends. This analysis provides insights for content creators and marketers.

3. Tools Used

Python (Pandas, Seaborn)

MySQL Workbench (for SQL queries)

Power BI (for dashboard visualizations)

4. Steps Involved

Loaded and cleaned CSV data

Performed EDA (views, likes, category trends)

Ran SQL queries to get top-performing categories

Built Power BI dashboard with visual insights

5. Key Insights

Entertainment is the most frequent and highest-viewed category.

Videos that trend usually do so within 1–2 days of publishing

Most engaging content comes from creators who post consistently.

6. Conclusion

This project highlights what makes a video trend on YouTube. By focusing on the right category, using emotionally engaging titles, and timing uploads well, creators can increase their chances of trending. These insights can help guide content strategies for better viewer engagement.