

🌐 Global YouTube Statistics - Power BI Project

📌 Project Overview

This project analyzes **Global YouTube Statistics** using **Power BI** to uncover insights about content trends, engagement, and audience behavior across different countries and categories.

The dashboard provides interactive visualizations to explore:

- Top performing YouTube channels globally 🌍
- Video categories with the highest engagement 🎬
- Country-wise analysis of views, likes, comments, and subscriber counts 📊
- Growth patterns and correlations across multiple metrics 🔍

📁 Files Included

- **Global YouTube Statistics.csv** → Dataset used for analysis (raw data).
- **Global YouTube Statistics.pbix** → Power BI dashboard file.

⚡ Features of the Dashboard

- Interactive slicers for **country**, **category**, and **time period**
- KPI cards summarizing **total views**, **likes**, **comments**, and **subscribers**
- Visual comparisons of **top channels** by country and category
- Drill-down analysis for deeper insights into performance
- Trend analysis to identify growth opportunities

🛠️ Tools & Technologies

- **Power BI Desktop** (for dashboard creation)
- **CSV Dataset** (for raw data source)
- **DAX (Data Analysis Expressions)** for custom measures

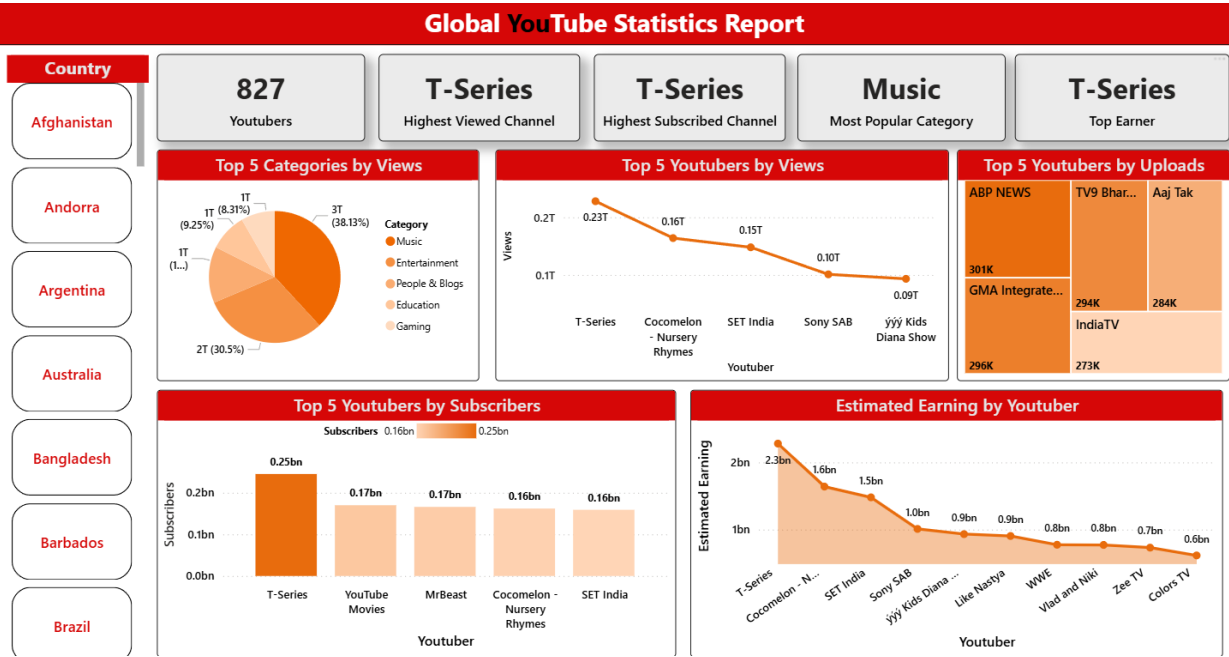
🚀 How to Use

1. Download the repository files.
2. Open the `.pbix` file in **Power BI Desktop**.
3. Explore the interactive dashboard using slicers and filters.
4. Use the CSV file for custom queries or additional analysis.

📌 Key Insights

- Certain **categories** dominate views and engagement across all regions.
- A small percentage of channels generate the **majority** of global traffic.
- **Country-specific trends** reveal differences in content preferences.

🌐 Dashboard Preview



🤝 Contribution

Contributions are welcome! Feel free to fork the repo and improve the dashboard.