# 📊 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 🔍

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## 🗂️ Files Included

- \*\*Global YouTube Statistics.csv\*\* → Dataset used for analysis (raw data).

- \*\*Global YouTube Statistics.pbix\*\* → Power BI dashboard file.

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## ⚡ 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

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## 🛠️ Tools & Technologies

- \*\*Power BI Desktop\*\* (for dashboard creation)

- \*\*CSV Dataset\*\* (for raw data source)

- \*\*DAX (Data Analysis Expressions)\*\* for custom measures

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## 🚀 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.

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## 📌 Key Insights

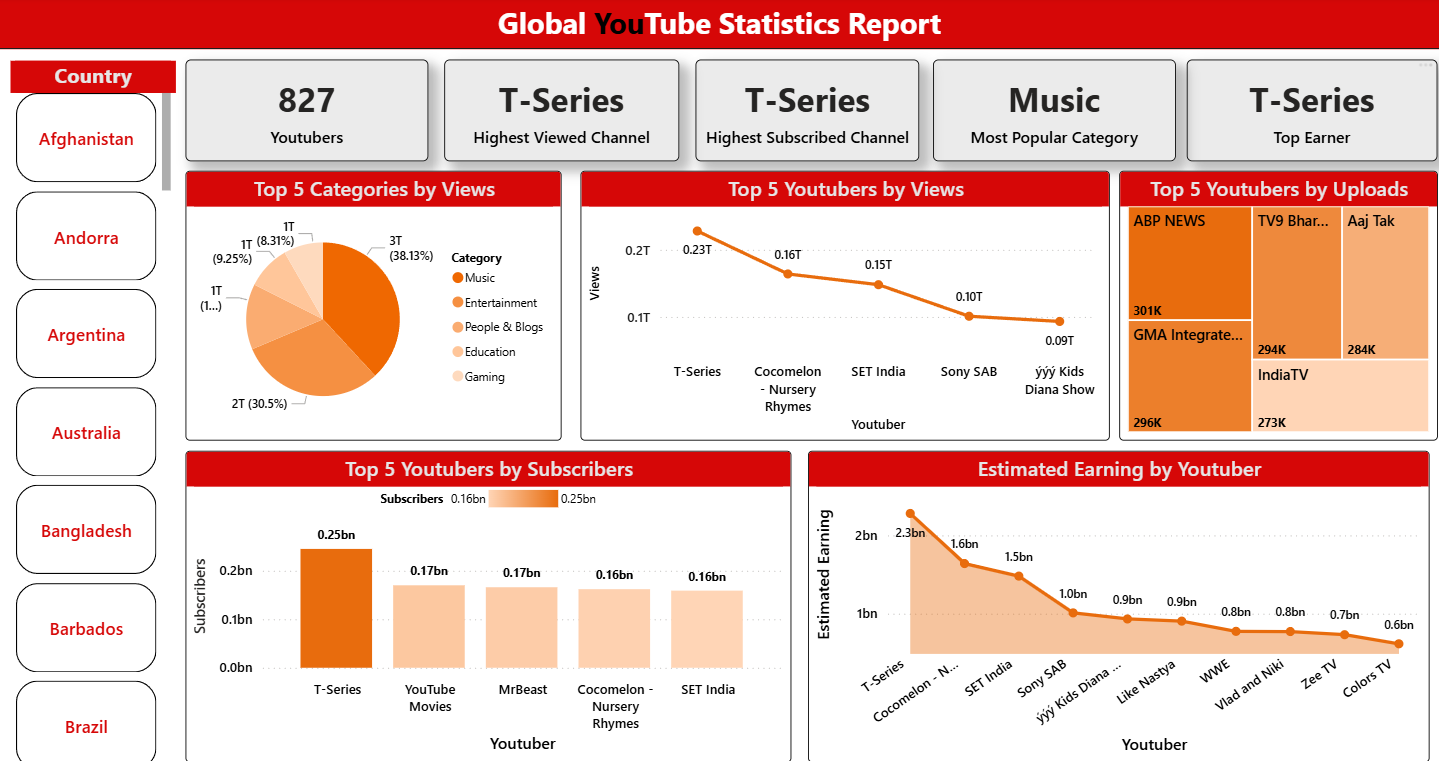
- Certain \*\*categories dominate views and engagement\*\* across all regions.

- A small percentage of channels generate the \*\*majority of global traffic\*\*.

- \*\*Country-specific trends\*\* reveal differences in content preferences.

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## 📷 Dashboard Preview



## 🤝 Contribution

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