Power BI Internship (Day 05 Task) - Report

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On **Day 05** at Topdataworks, the task was to enhance the existing Power BI dashboard with additional dimensions, KPIs, and visualizations to provide deeper insights into YouTube performance.The new dimensions added were **Videos by Language, Channels by Channel Name, Videos by Uploader, and Video Size** (derived as Short, Medium, Long). Three key KPIs were introduced: **Views per Subscriber, Average Video Duration (Minutes), and Views per Minute**, which help in measuring content efficiency and audience engagement.

The visual enhancements included a **line chart** showing videos by language against total published with an optional trend for average views per video, a **tree map** grouping content by language and video size with total views or published counts and view share %, and a **bubble chart** mapping subscribers versus total views with bubble size representing views per minute. Filters such as dropdowns for **language and video size** and a **range slicer for video duration** were also added for better interactivity.

Overall, these enhancements aim to improve analysis of efficiency, coverage, and content clusters, enabling comparisons across languages, uploaders, and channels while highlighting high-performing creators and effective content strategies.

Dashboard: