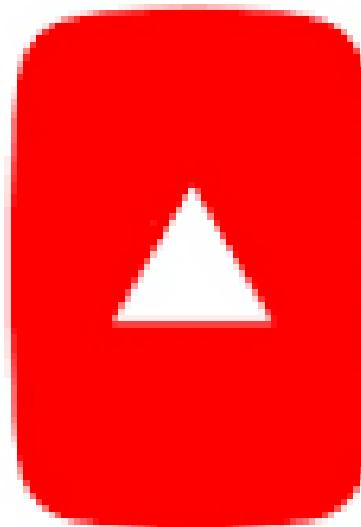


YouTube



song Analysis with using Power BI

by Komal Kumari

The image shows a YouTube interface with a dark theme. On the left, there's a sidebar with icons for Home, Recommended, Search, etc. The main area displays three recommended videos:

- Visit Peru** by Jacob + Katie Schwarz (46M views · 1 yr ago)
- Wonder Woman 1984** (PG-13 · Action & Adventure · 2020) - A "Buy or Rent" button is visible.
- Indian Wedding Makeup Tutorial** by Smriti Deepak (185K views · 3 weeks ago)

Below these, a "Continue watching" section is shown with thumbnail images for other videos.

CONTENT

- Objectives
- Data Overview
- Data Preparation
- Exploratory Data Analysis (EDA)
- Content & Channel Analysis
- Temporal Trends
- User Engagement Insights
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- Optimization
- Example Dashboards
- Conclusion

Agenda

Objectives

Data Overview

Data Preparation

Exploratory Data Analysis (EDA)

Content & Channel Analysis

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Recommendations for Content
Optimization

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OBJECTIVES:-



● Data Cleaning and Preparation

Clean and preprocess the dataset, handling missing values or outliers, and convert relevant columns to appropriate data types.

● Exploratory Data Analysis (EDA)

Explore patterns and distributions in view counts, like counts, and comments to identify trends in the popularity and engagement of YouTube song videos.

● Content and Channel Analysis

Analyze the distribution of videos across different channels and identify popular tags and their correlation with view counts.

● Temporal Trends

Explore how YouTube song video metrics vary over time and identify peak publishing times and their impact on engagement.

● User Engagement Insights

Investigate relationships between likes, comments, and views, and identify factors influencing user engagement with YouTube song videos.

DATA OVERVIEW :

1. video_id: Unique identifier for each YouTube video.
2. channelTitle: Title of the YouTube channel publishing the song.
3. title: Title of the YouTube song video.
4. description: Description provided for the YouTube song video.
5. tags: Tags associated with the YouTube song video.
6. publishedAt: Date and time when the YouTube song video was published.
7. viewCount: Number of views received by the YouTube song video
8. likeCount: Number of likes received by the YouTube song video.
9. favoriteCount: Number of times the YouTube song video has been marked as a favorite.
10. commentCount: Number of comments posted on the YouTube song video.
11. duration: Duration of the YouTube song video.
12. definition: Video definition or quality (e.g., HD, SD).
13. caption: Availability of captions for the YouTube song video



DATA PREPARATION :-

Created Column - Time

- Extract Time From Published At Column

MEASURE - Total View Counts

- `total_view_count =sum(Sheet1[viewCount])`

MEASURE - Total Videos

- `Total_videos = COUNT(Sheet1[video_id])`

MEASURE - Total Like Counts

- `total_like_count =sum(Sheet1[likeCount])`

MEASURE - Total Comments Counts

- `Total_comment_count=sum(Sheet1[commentCount])`

MEASURE - Engagement Ration

- `Engagement_rate = ('Measure'[total_like_count]+ 'Measure'[Total_comment_count])/ 'Measure'[total_view_count]`

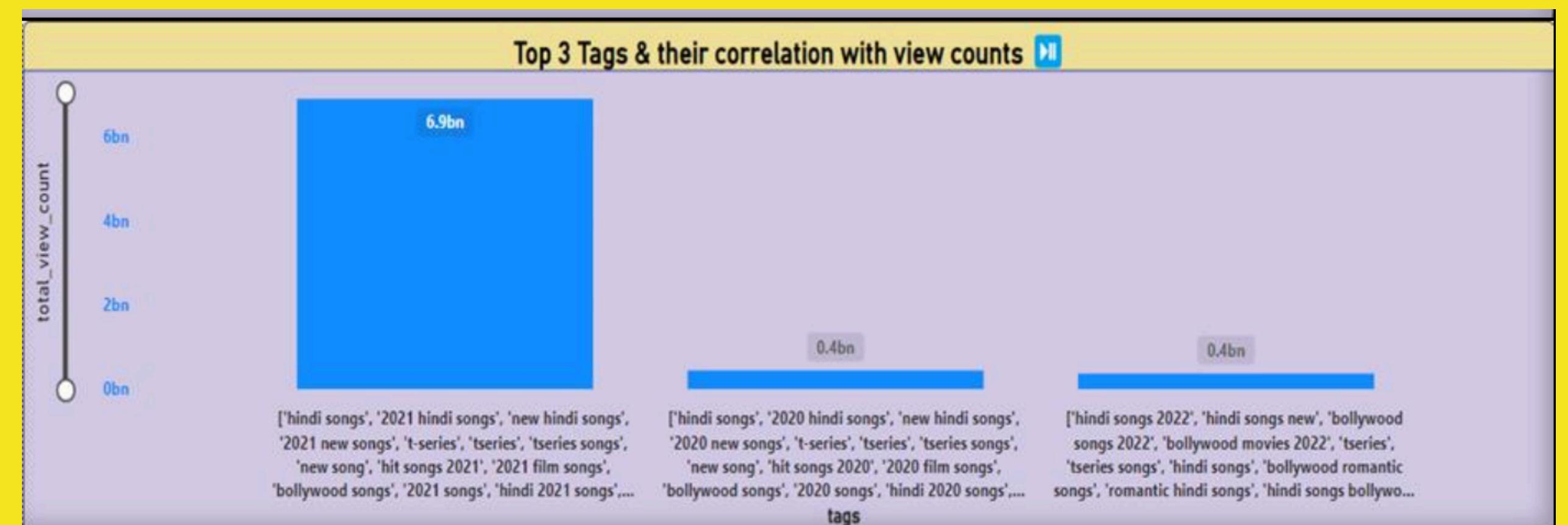
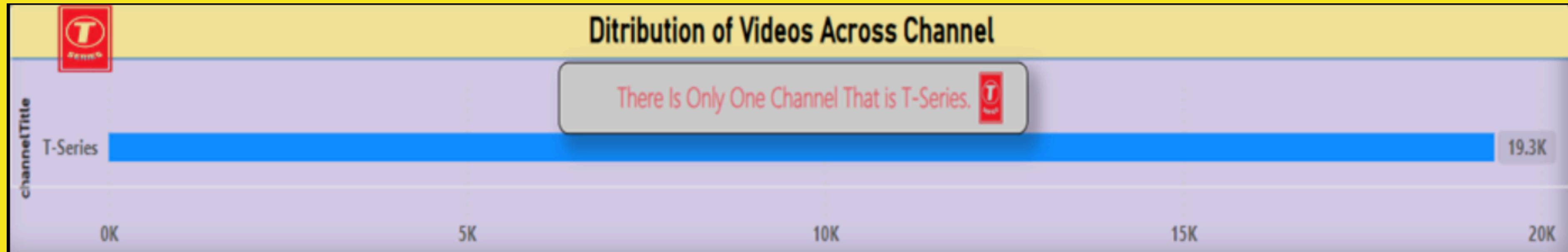
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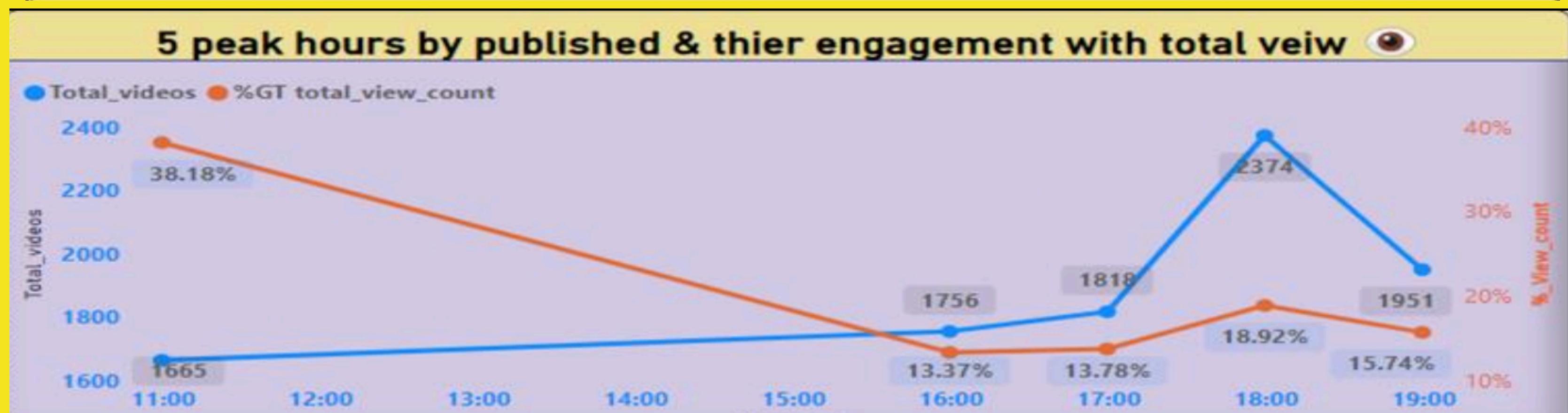
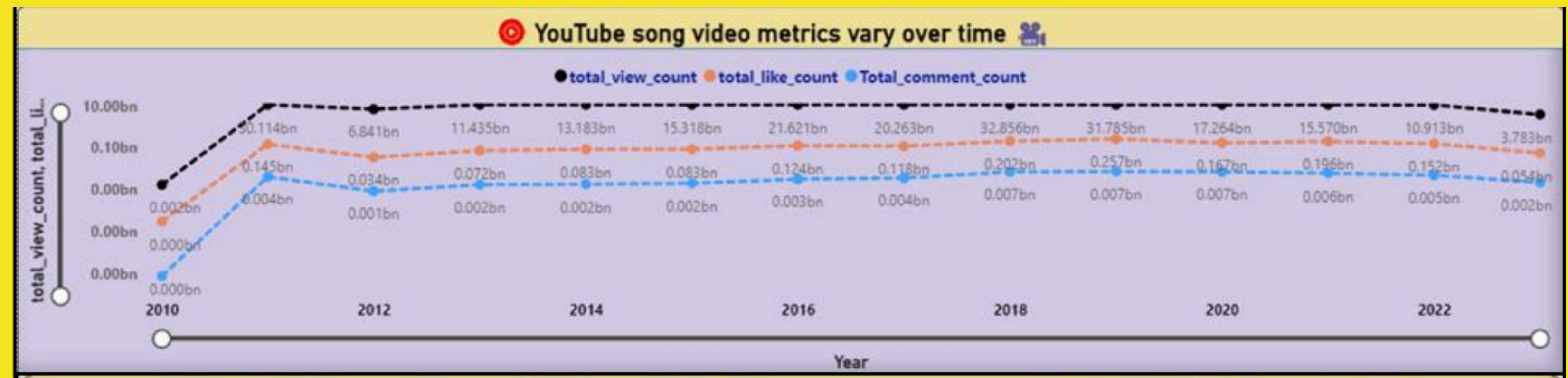
Exploratory Data Analysis (EDA):-



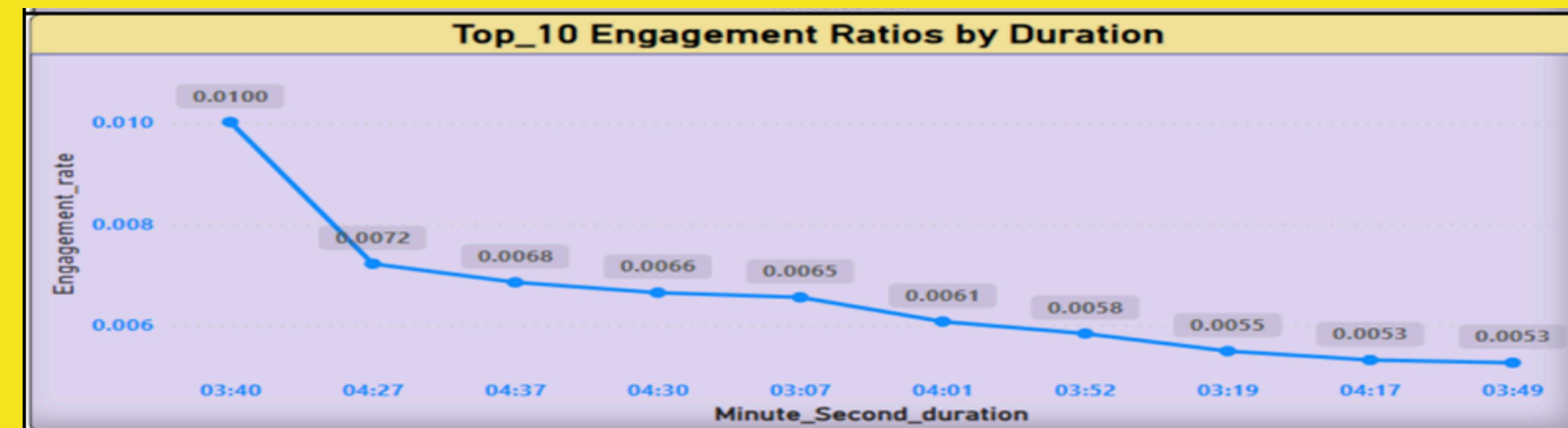
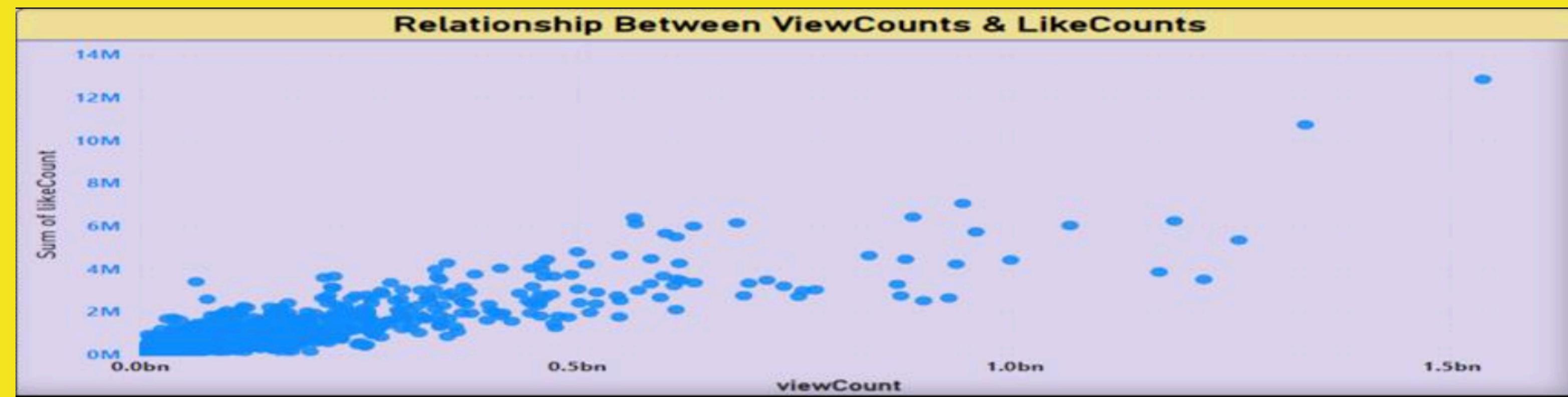
Content and Channel Analysis :-



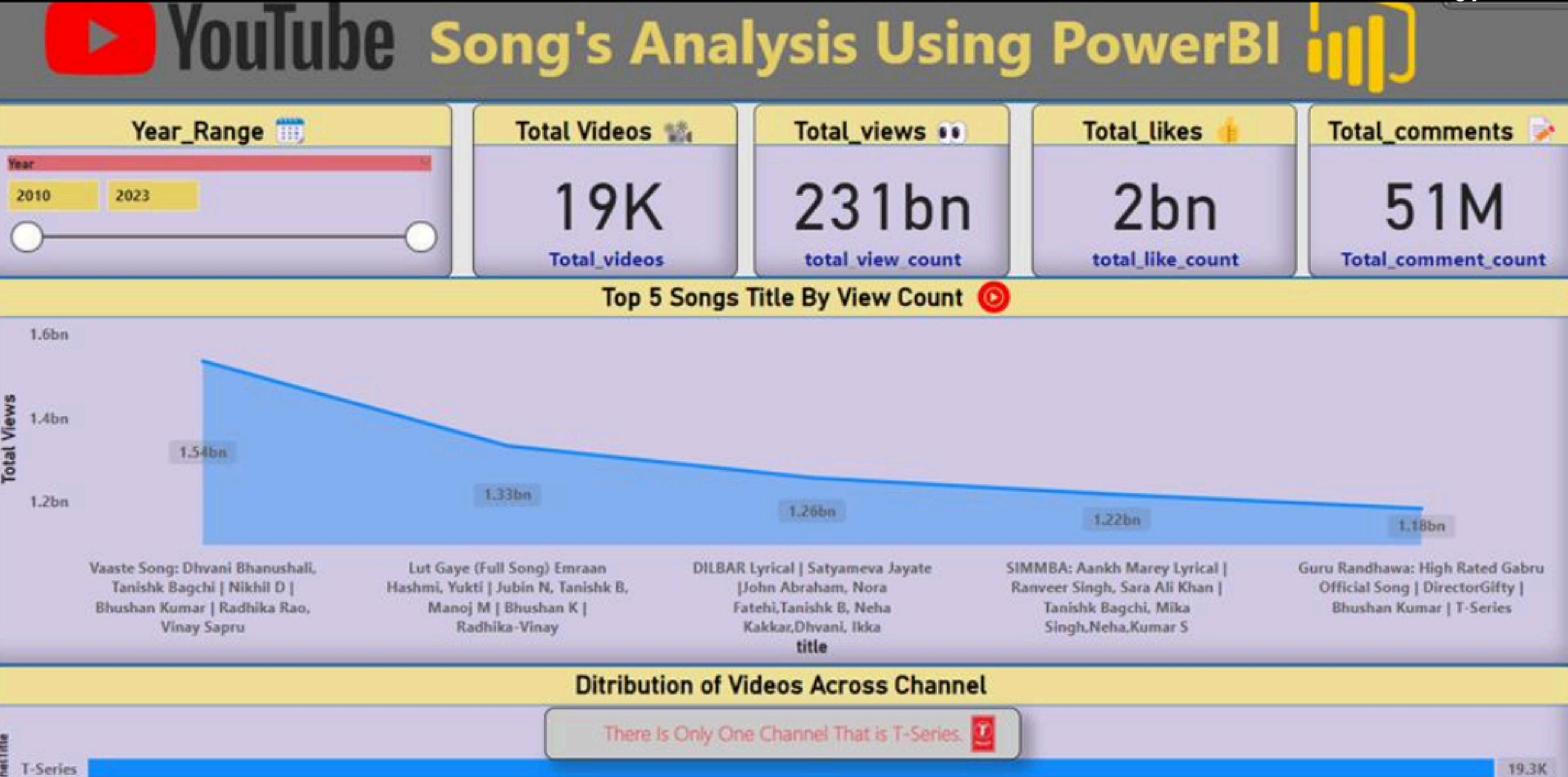
Temporal Trends:



User Engagement Insights:



DASHBOARD :-



CONCLUSION :-

- Total_comment_count started trending up on 2015, rising by 9.29% (182732) in 8 years.
- Total_comment_count jumped from 1967811 to 2150543 during its steepest incline between 2015 and 2023.
- At 6893700793, ['hindi songs', '2021 hindi songs', 'new hindi songs', '2021 new songs', 't-series', 'tseries', 'tseries songs', 'new song', 'hit songs 2021', '2021 film songs', 'bollywood songs', '2021 songs', 'hindi 2021 songs', 'film songs', 'hindi movie songs'] had the highest total_view_count and was 1,789.92% higher than ['hindi songs 2022', 'hindi songs new', 'bollywood songs 2022', 'bollywood movies 2022', 'tseries', 'tseries songs', 'hindi songs', 'bollywood romantic songs', 'romantic hindi songs', 'hindi songs bollywood', 'remix hindi songs', 'hindi song status', 'bollywood dance songs'], which had the lowest total_view_count at 364762031.
- ['hindi songs', '2021 hindi songs', 'new hindi songs', '2021 new songs', 't-series', 'tseries', 'tseries songs', 'new song', 'hit songs 2021', '2021 film songs', 'bollywood songs', '2021 songs', 'hindi 2021 songs', 'film songs', 'hindi movie songs'] had the highest total_view_count at 6893700793.
- ['hindi songs', '2021 hindi songs', 'new hindi songs', '2021 new songs', 't-series', 'tseries', 'tseries songs', 'new song', 'hit songs 2021', '2021 film songs', 'bollywood songs', '2021 songs', 'hindi 2021 songs', 'film songs', 'hindi movie songs'] accounted for 89.55% of total_view_count.
- ['hindi songs 2022', 'hindi songs new', 'bollywood songs 2022', 'bollywood movies 2022', 'tseries', 'tseries songs', 'hindi songs', 'bollywood romantic songs', 'romantic hindi songs', 'hindi songs bollywood', 'remix hindi songs', 'hindi song status', 'bollywood dance songs'] had 364762031 total_view_count, ['hindi songs', '2021 hindi songs', 'new hindi songs', '2021 new songs', 't-series', 'tseries', 'tseries songs', 'new song', 'hit songs 2021', '2021 film songs', 'bollywood songs', '2021 songs', 'hindi 2021 songs', 'film songs', 'hindi movie songs'] had 6893700793, and ['hindi songs', '2020 hindi songs', 'new hindi songs', '2020 new songs', 't-series', 'tseries', 'tseries songs', 'new song', 'hit songs 2020', '2020 film songs', 'bollywood songs', '2020 songs', 'hindi 2020 songs', 'film songs', 'hindi movie songs'] had 439906608.

Thank You

