**The Final Project**

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This is a case study as a part of the final project for Launch Code Data Analysis certification.

**Case:**

I am a junior data analyst hired by a new YouTuber and her company. The client wishes to open a new and successful YouTube channel.

**Business Issue/ask:**

My client wants to gain insights and trends regarding the subscribers and video views in relation to the categories, the number of videos and the year the channel started. The goal is to identify trends and make high-level recommendations to help bring more subscribers to the new channel, and eventually influence the client’s strategy to have a successful channel with growth opportunities. Especially related to categories ‘Education’, ‘How to and Style’, ‘People and Blogs’, ‘Science and Technology’ and ‘Travel and Events’.

**Dataset Used:**

For this task I am using the following dataset from Kaggle. <https://www.kaggle.com/datasets/surajjha101/top-youtube-channels-data/data>