**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 YouTuber wishes to open a new and successful YouTube channel.

**Business Issue/ask:**

My company 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 YouTuber’s strategy to have a successful channel with growth opportunities.

**Dataset Used:**

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