# Excel Final Assessment

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#### .पण पीट थोर्डसे लहान दाखवा' मुख्यमंत्र्यांची राज ठाकरेंना मिश्किल विनेती .पण पोट थोडंसे लहान दाखवा' मुख्यमंत्र्यांची राज ठाकरेंना मिश्किल विनंती DESI HALCHAL " || FUNNY VIDEO || KANGRA BOYS 2018 RAZE IN HIMACHAL (PART-2) ||FUNNY V" Microsoft Excel My Best Year': Rohit Sharma on His 3rd OL ina Come' for Lifford after he gets a GOLD railer | Alia Bhatt, Vicky Kaushal | Directed No duplicate values found 018 'Success' on YouTube Still Means a! कों को अयोग्य ठहराए जाने पर यशवंत सिन्हा का ब 2 மணி நேரமாக கவிக்கோம்" - விஜ **BULLLAN** களே.. இது வேணாமே..!' - சிவகார்த்திகேயன் அடன்வஸ் | Vikatan Press Meet ക്കന്റെ ഭർത്താവിനൊപ്പം പോകണം" മാധ്യമങ്ങളോട് വിളിച്ചുപറഞ്ഞ് ഹാദിയ ൽ ആംബുലൻസ് കുതിച്ചു: ഇടങ്കോലിട്ട് ഓട്ടോ: എന്നിട്ടും, വിഡിയോ ദ്യാർഥി ആത്മഹത്യ ചെയ്യു. എസ്എഫ്ഐ സ്കൂൾ അടിച്ചതകർത്തു "Ardhangini" coming soon on Star Jaisha

Cla Sheet1

M	N	0	P
state	comment		NUM OF BLANK
Mumbai	"NA"		0
Chennai	"NA"		
Lucknow	"NA"		
Bangalore	"NA"		
Ahmedabad	"NA"		
Kolkata	"Engaging and informative presentation!"		
Indore	"NA"		
Jaipur	"NA"		
Hyderabad	"NA"		
Visakhapatnam	"NA"		
Kochi	"NA"		
Gurgaon	"NA"	61	
Ludhiana	"NA"		
Patna	"NA"		
Bhubaneswar	"NA"		
Guwahati	"NA"		
Raipur	"NA"		
Ranchi	"NA"		
Dehradun	"NA"		
Shimla	"NA"		
Panaji	"NA"		
Agartala	"NA"		

#### STEPS:

- SELECT ALL THE DATA. SELECT
   DATA TOOL IN RIBBON, GO TO
   REMOVE DUPLICATE.
- CHOOSE EVERY COLUMN
- FOR REPLACING THE MISSING DATA, FIND THE NUMBER OF BLANK CELL USING COUNTBLANK().
- USING FIND AND REPLACE, REPLACE THE MISSING CELL VALUE

#### FORMULA:

=COUNTBLANK(N1:N16308)

	and the	8	- publish_da	trending_da	+ 10	DIFF +	
	ांची राज ठाकरेंन		3-5-2018	2018-03-06	i	1	
मेखि	ांची राज ठाकरेंन	नंती	12-5-2017	2017-12-09	9	4	
OYS	O    KANGRA	18	5-11-2018	2018-05-13	3	2	
KAN	UNNY VIDEO	A BOYS 2018	5-26-2018	2018-05-29	)	3	AVERAGE
e Ce	s 3rd ODI Doub	/ The Quint	12-13-2017	7 2017-12-16	ì	3	2.298154167
ZER	a GOLDEN BU	uditions   BGT 2018	5-12-2018	2018-05-13	3	1	
hna (	Directed by Me	ar   11th May 2018	4-10-2018	2018-04-16	ì	6	
overt	eans a Life of	7 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	3-1-2018	2018-03-02	2	1	
IN	न्हा का बड़ा बया-	IEWS VIRAL	1-22-2018	2018-01-24		2	
ıЙ,	" - விஜயலட்	ில் சிக்கி மீட்கப்பட்டவர்	3-12-2018	2018-03-15	5	3	
ιάπ,	<sub>யகார்த்</sub> திகே	മാഖന   Vikatan Press Meet	3-29-2018	2018-03-30	)	1	
),DA	10&6Mo* 20	ളാട് വിളിച്ചപറഞ്ഞ് ഹാദിയ	11-25-2017	7 2017-11-26	3	1	
005	മടങ്കോലിട്ട്	ഉന്നിട്ടും, വിഡിയോ	4-12-2018	2018-04-15	i	3	
) M	എസ്എഫ്	അടിച്ചുതകർത്തു	4-1-2018	2018-04-02	)	1	
1	on on Star Jalsi		12-11-2017	7 2017-12-12	)	1	
201	Khan at Spoke		2-14-2018	2018-02-19	}	5	
Sha	y Naz   Parde	Gupta G   GEET	2-18-2018	2018-02-19	}	1	
	Latest Sammy		2-13-2018	2018-02-14	1	1	
	வகாரம்!"		12-6-2017	2017-12-09	)	3	
	Interview with		12-2-2017	2017-12-07		5	
		er   Thanthi TV	1-6-2018	2018-01-09	)	3	
			12-9-2017	2017-12-13	3	4	
	erview with Directoriew with A			-			

#### **INSIGHTS:**

FOR AN AVERAGE A VIDEO TAKES **2** DAYS FROM THE PUBLISH DATE TO BECOME TREND.

#### STEPS:

- COPY THE TITLE, PUBLISH DATE,
   TRENDING DATE IN A SHEET.
- FIND THE DIFFERENCE OF THE TWO DATE
- FIND THE AVERAGE OF ALL THE DATE DIFFERENCE

#### FORMULA:

=(C2-B2) FOR THE DIFFERENCE =AVERAGE(D2:D16308) FOR THE AVERAGE



ENGAGEMEN-	AVG_VIE +	CATEGORY_NAN *	ENGAGEMENT	COMM	LIKES	AVG_VIEW	CATEGORY_NAME	4:
84643	3862190	Movies	6819339	1056430	5762909	297358.62	News & Politics	2
2167038	3436401.95	Gaming	41921871	3117473	38804398	717054.7935	Comedy	3
207691	2490776	Pets & Animals	10176041	786327	9389714	1379353.406	Sports	4
57550717	2017880.624	Music	92805828	8969633	83836195	574766.2767	Entertainment	5
15504848	1800523.971	Film & Animation	15504848	1196090	14308758	1800523.971	Film & Animation	6
10176041	1379353.406	Sports	9873597	1032463	8841134	450423.3628	People & Blogs	7
4734619	826816.9331	Howto & Style	57550717	3450605	54100112	2017880.624	Music	8
41921871	717054.7935	Comedy	3985136	455965	3529171	92618.26474	Education	9
12948618	664622.3467	Science & Technology	12948618	3381982	9566636	664622.3467	Science & Technology	10
491453	649225.5372	Shows	4734619	411823	4322796	826816.9331	Howto & Style	11
92805828	574766.2767	Entertainment	216108	26945	189163	333265.3824	Autos & Vehicles	12
9873597	450423.3628	People & Blogs	134668	7014	127654	56945.04348	Religious	13
216108	333265.3824	Autos & Vehicles	2167038	178580	1988458	3436401.95	Gaming	14
6819339	297358.62	News & Politics	491453	64106	427347	649225.5372	Shows	15
15284	192907.75	Travel & Events	15284	2236	13048	192907.75	Travel & Events	16
3985136	92618.26474	Education	84643	4617	80026	3862190	Movies	17
134668	56945.04348	Religious	207691	21384	186307	2490776	Pets & Animals	18
(		0	0	0	0		0	
(		0	0	0	0		0	20
								21
								22
								23

#### **INSIGHTS:**

FROM THE TABLE WE KNOW THAT MOVIES PERFORMS BEST IN VIEWS AND ENGAGEMENT.

#### STEPS:

- GET UNIQUE DATA OF CATEGORY AND FIND THE AVERAGE VIEW OF EACH CATEGORY
- GET SUM OF LIKES AND COMMENT.
- SUM THE LIKES AND COMMENT

- =UNIQUE('YouTube data'!E:E)
- =AVERAGEIF('YouTube data'!E:E,QUES3!A2,'YouTube data'!H:H)
- =SUMIF('YouTube data'!E:E,QUES3!A2,'YouTube data'!!:I)
- =SUMIF('YouTube data'!E:E,QUES3!A2,'YouTube data'!K:K)
- =D2+C2





CHANNEL NAME	Deeple TV	*
CHANNEL NAME	People TV	

CATEGORY ID	25	
CATEGORY NAME	News & Politics	
VIDEOS	മകന്റെ കുത്തുവാക്കുകള	ളാണ് ഭാര്യയെ കൊണ്ട് ക്രൂരത ചെയ്യിപ്പിച്ചതെ

#### **INSIGHTS:**

FOR THE QUICK ANALYSIS WE USED DATA VALIDATION FOR CHANNEL NAME WHICH RETURNS CATEGORYID, NAME AND ALL THE VIDEOS

#### STEPS:

- CREATE A DATA VALIDATION
   WITH CHANNEL NAME
- USING XLOOKUP GET THE CATEGORY ID AND CATEGORY NAME
- USING FILTER GET ALL THE VIDEOS

#### FORMULA:

=XLOOKUP(H2,'YouTube data'!D:D,'YouTube data'!F:F) =XLOOKUP(H8,Category!A:A,Catego ry!B:B)

=FILTER('YouTube data'!C:C,'YouTube data'!D:D=QUES4!H2)

C	D
TITLES	COMMENT
Punjabi Live Tvपण पोट थोडंसं लहान दाखवा' मुख्यमंत्र्यांची राज ठाकरेंना मिश्किल विनंती	
ZEE 24 TAASपण पोट थोडंसं तहान दाखवा मुख्यमंत्र्यांची राज ठाकरेंना मिश्कित विनंती	
Kangra Boys' DESI HALCHAL "    FUNNY VIDEO    KANGRA BOYS 2018	
a Boys' बाबे दा " CRAZE IN HIMACHAL (PART-2)   FUNNY VIDEO    KANGRA BOYS 2018	
Quint'2017 Is My Best Year': Rohit Sharma on His 3rd ODI Double Century   The Quint	
lent'A Change Is Gonna Come' for Lifford after he gets a GOLDEN BUZZER!   Auditions   BGT 2018	"Engaging and informative presentation!"
tions'Raazi' Official Trailer   Alia Bhatt, Vicky Kaushal   Directed by Meghna Gulzar   11th May 2018	# phone in the second
CaseyNeistat'Success' on YouTube Still Means a Life of Poverty	
ews Viral आप' विधायकों को अयोग्य ठहराए जाने पर यशवंत सिन्हा का बड़ा बयान ! INDIA NEWS VIRAL	
்ட்டுத் தீயில் சிக்கி 2 மணி நேரமாக தவித்தோம்" - விஜயலட்சுமி, தீயில் சிக்கி மீட்கப்பட்டவர்	
யல் மீடியா மக்களே இது வேணாமே!' - சிவகார்த்திகேயன் அட்வைஸ்   Vikatan Press Meet	
ഗ്ലമാണ് എന്നിക്കെന്റെ ഭർത്താവിനൊപ്പം പോകണം" മാധ്യമങ്ങളോട് വിളിച്ചുപറഞ്ഞ് ഹാദിയ	
ടാഫിക്'സ്റ്റൈലിൽ ആംബുലൻസ് കുതിച്ചു; ഇടങ്കോലിട്ട് ഓട്ടോ; എന്നിട്ടും, വിഡിയോ	
ട'തോൽപ്പിച്ച' വിദ്യാർഥി ആത്മഹത്യ ചെയ്തു; എസ്എഫ്ഐ സ്കൂൾ അടിച്ചുതകർത്തു	
starjalshaindia "Ardhangini" coming soon on Star Jalsha	
Zakir Khan Meri Dastaan sunana" Zakir Khan at Spoken 2017	
az'ਚਾਹਾ ਫਿੱਕੀ ਜਾ ਮਿੱਠੀ   Punjabi Funny Video   Mr Sammy Naz   Pardeep Sharma   Gupta G   GEET	
nmy Naz'ਮੁੰਡਾ ਹੋਣ ਦੀ ਦਵਾਈ 🔗   Punjabi Funny Video   Latest Sammy Naz   Pardeep Sharma	
s7 Tamil விஸ்வரூபம் எடுக்கிறதா விஷால் விவகாரம்!"  06.12.17   Kelvi Neram	
anthi TV(02/12/2017) Kelvikkenna Bathil   Exclusive Interview with Amrutha   Thanthi TV	
ni TV(06/01/2018) Kehikkenna Bathil   Exclusive Interview with Director Ameer   Thanthi TV	
nthi TV(09/12/2017) Kelvikkenna Bathil   Exclusive Interview with Actor Vishal   Thanthi TV	

#### STEPS:

- GET A COLUMN WHICH CONTACT TITLE AND CHANNEL TITLE NAME
- CREATE COMMENT COLUMN TO GET COMMENT USING FILTER AND JOIN IT USING TECTJOIN

#### FORMULA:

=CONCAT(C2,B2)

=TEXTJOIN(",",TRUE,UNIQUE(FILTER('Y ouTube data'!Q:Q,'YouTube data'!R:R=QUES5!C5,"NA")))



	A	В	U	
}	comments_disabled		Average of comment_count	
	∃FALSE	* DESI HALCHAL "    FUNNY VIDEO    KANGRA BOYS 2018	1245	
		' बार्ब दा " CRAZE IN HIMACHAL (PART-2)   FUNNY VIDEO    KANGRA BOYS 2018	926	
		#04 Live Giveaway Results of Jan-Feb 2018	1053	
		#188-आज का राशिफल।  Daily Rashifal 18 मार्च 2018    Aaj Ka Rashifal 18 March 2018, S		
		#195-आज का राशिफल। IDaily Rashifal 25 मार्च 2018। IAaj Ka Rashifal 25 March 2018 S	55	
		#2 How to get rid of Overthinking? By Sandeep Maheshwari I Hindi	2701	
0		#3 How to get rid of Overthinking? By Sandeep Maheshwari I Hindi	2241	
1		#504 iPhone X, Moto X4, Fk Surprise, Oneplus 5T unboxing, Note 4 gift, No ATM, Dig	1357	
2		#505 Airtel 5G, WhatsApp Switch, Oneplus 5T, You Missed, Mi Store, Facebook Cre	4639	
3		#506 iPhone Dual Sim, Vivo V7, Aadhar OTP to SIM, Padmavati, Note 5, ROG Strix,	2757	
4		#507 Indigo Rocks, iPhoneX Fire, iPhoneSe, FB Save Life, Amazon Sim, Vivoactive3,	1924	
5		#508 199 for 28GB, Mix3, Note 5 Leak, Facebook Watch, Net Neutrality, Aadhar OTI	1607	
6		#51 Sunday Tech Masala - Sawaal Jawaab #BoloGuruji	2693	
7		#510 Incredible India, Airtal ka Kamaal, Xiaomi R1, Oppo R13, Meizu M, Oneplus 5T	1556	
8		#513 Padmavati, Galaxy S9, Desh Ka Smartphone, Redmi 5+, Gear Sport, Fit2 Pro,	807	
)		#527 10.Or D, Videsh ka Smartphone, Okinawa Praise, Delhi Metro, Largest QLED,	1845	
0		#550 Redmi5, Mi Mlx2, Mi Box 2, S9 Pic, Oppo 5G, Moto G6 Play, Nokia 7	1113	
1		#554 Redmi Note 5, Billion Powerbank, Nokia 1, Xperia XZ pro, Jio 200% Cashback,	1661	
2		#555 Infinix S Series, Alcatel A3, Huawei P20, Zenfone 5 Leak, Dual Printer, Alexa Pr		
3		#560 Redmi Note 5, MI7, Whatsapp Calling, Huawei P20 Lite, Moto Z2 Force	816	
4		#566 #ReimagineIndia, Hyperloop In, Nokia 4, Zenfone 5, Galaxy S9, Bitcoin Juice, Li	2467	
5		#579 Oppo F7. Vivo V9. Mi Mix 2s. No LGG7, Galaxv J4. Lithium Air, DeleteFaceboo		
4	YouTube data QUES 1 QUES 2 QUES3	QUES4 QUES5 QUES 6 QUES + :		

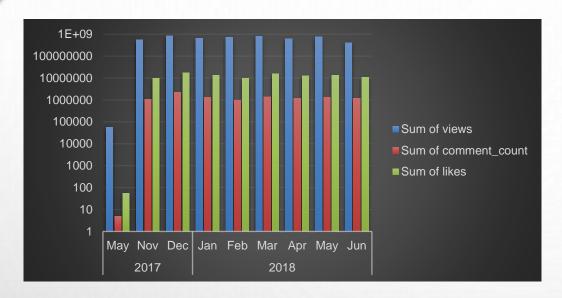
#### **INSIGHTS:**

COMPARING VIDEOS IN
 COMMENT ENABLE AND DISABLE
 WE FIND THAT COMMENT CAN
 BE COUNT DURING ENABLE.

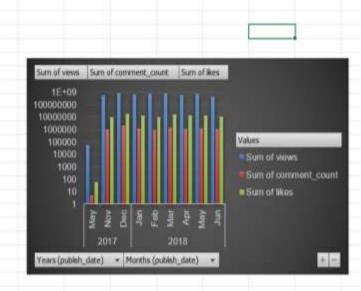
#### STEPS:

- USING PIVOT TABLE USE VIDEOS AND COMMENT DISABLE IN ROW AND AVERAGE OF COMMENT IN VALUE FIELD
- GROUP ACCORDING TO COMMENT DISABLE TO GET THE ANALYSIS









#### **INSIGHTS:**

- WE CAN INSIGHT FROM THE CHART THAT VIEWS ARE MORE THAN LIKE AND COMMENT. COMMENTS ARE LESS IN EVERY MONTH.
- COMPARING 2017, 2018 HAD A GREAT INCREASING IN ENGAGEMENT.

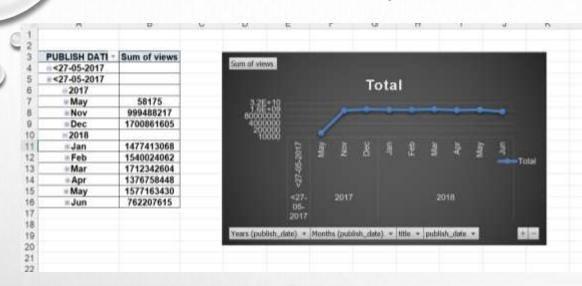
#### **STEPS:**

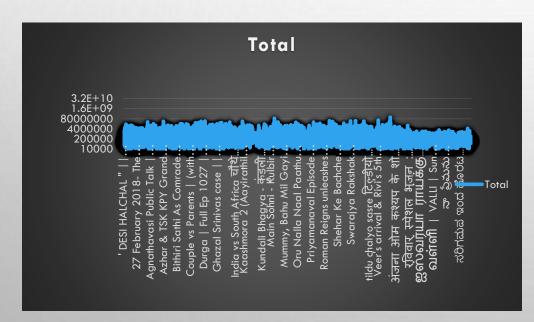
- CREATE A PIVOT TABLE FOR YEAR
   AND MONTH OF PUBLISH DATE IN
   ROW
- ADD SUM OF VIEWS, LIKES AND COMMENT COUNT IN VALUES TO ANALYSIS THE ENGAGEMENT IN EVERY MONTH
- CREATE A SLICER FOR CHANNEL, CATEGORY AND COMMENT DISABLE AND RATING DISABLE
- KPY FOR SUM OF VIEWS,
   COMMENT AND LIKES

' 77E							
2	Sum of views	Sum of comment count	Sum of likes	VIDEOS OF TOP 5	Sum of views	Sum of comment count	Sum of likes
4	125432237	807558	2912710	YouTube Rewind: The Shape of 2017   #Y		-	
5	89930713	347982	2606663	Marvel Studios' Avengers: Infinity War Offi			-
6	53822757	135405	1250535	VENOM - Official Trailer (HD)	53822757	135405	1250535
7	45064699	186005	1494997	Marvel Studios' Avengers: Infinity War - Or	45064699	186005	1494997
8	44171797	47829	780895	Sanju   Official Teaser   Ranbir Kapoor   R	100000000000000000000000000000000000000	47829	780895
9	43738208	148548	1658756				
10	42019590	146917	1804377				
11	40953758	65564	679940				
12	39082222	90352	1721384				
13	38664360	103907	865914	VIDEOS OF BOTTOM 5	Sum of view-	Sum of comment cou *	Sum of like -
14	36971093	78618	544117	Baapmanus - वीपमाणुस - Episode 118 - M	4024	0	15
15	36957773	42087	530146	रट ली//1 मई 2018 Current Affairs PDF and	4287	100	312
16	36224215	75080	744304	Madhuban Murli LIVE - 6/3/2018 (Tuesday		9	191
17	35702242	4858	230576	Dilip Ghosh and Firhad Hakim's political fig	5098	10	37
18	35276532	3348	45148	Madhuban Murli LIVE - 20/2/2018 (Tuesda	5437	9	195
19	34631260	58459	645921				i ii
20	30340611	20964	432533				
21	29988150	28618	381524				
22	29964922	47119	431134				
23	29503026	31872	320346				



STEPS:

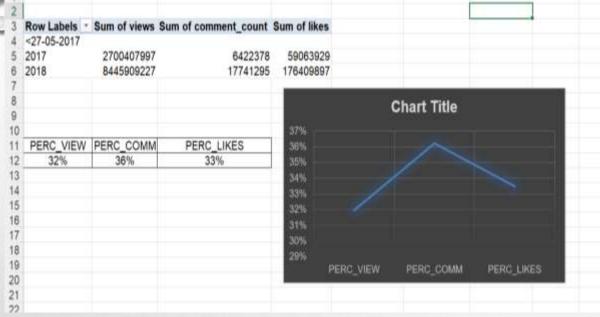


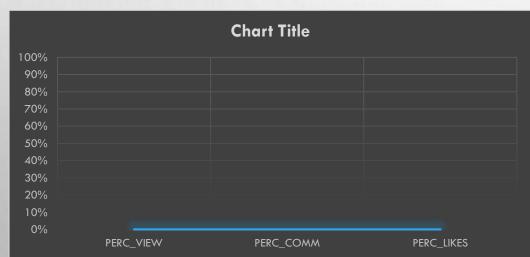


#### **INSIGHTS:**

Till nov 2017 its increase and constant after that

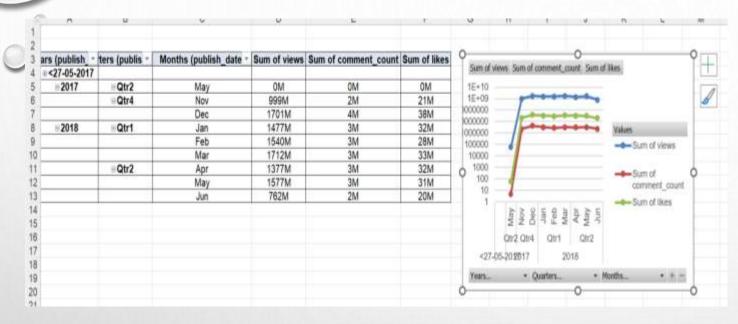
STEPS:





INSIGHTS:
Comment perc is high

STEPS:





### INSIGHTS:

Increase till may 2017 and stay constant

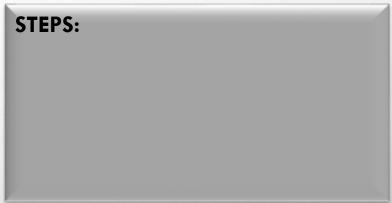
STEPS:

FORMULA:

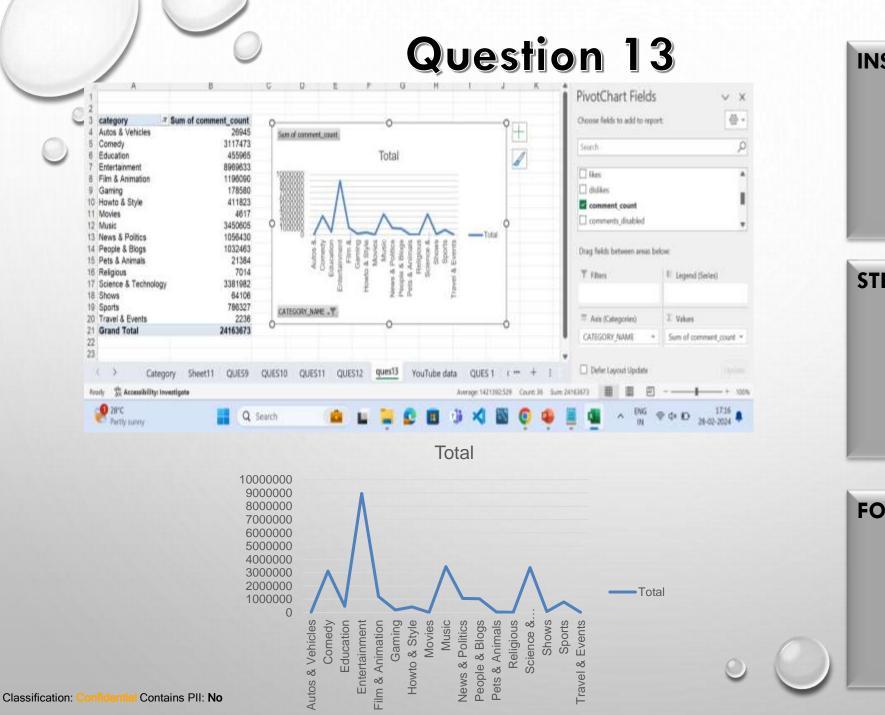
Classification: Confidential Contains PII: No

9	A	В	C	
233	views	title	revenue	
3	144042	पण पोट थोडंसं लहान दाखवा' मुख्यमंत्र्यांची राज ठाकरेंना मिश्किल विनंती	0	
	3 152138	पण पोट थोडंसं लहान दाखवा' मुख्यमंत्र्यांची राज ठाकरेंना मिश्किल विनंती	8096	
- 4	148021	DESI HALCHAL "   FUNNY VIDEO   KANGRA BOYS 2018	-4117	
3	138030	" बाबे दा" CRAZE IN HIMACHAL (PART-2)   FUNNY VIDEO    KANGRA BOYS 2018	-9991	
- 1	244733	'2017 Is My Best Year': Rohit Sharma on His 3rd ODI Double Century   The Quint	106703	
8	817870	'A Change Is Gonna Come' for Lifford after he gets a GOLDEN BUZZER!   Auditions   BGT 2018	573137	
13	1628166	'Raazi' Official Trailer   Alia Bhatt, Vicky Kaushal   Directed by Meghna Gulzar   11th May 2018	15463797	
2	791832	'Success' on YouTube Still Means a Life of Poverty	-15489835	
11	0 86275	'आप' विधायकों को अयोग्य ठहराए जाने पर यशवंत सिन्हा का बड़ा बयान ! INDIA NEWS VIRAL	-705557	
1	1 321436	'காட்டுத் தீயில் சிக்கி 2 மணி நேரமாக தவித்தோம்" - விஜயலட்சுமி, தீயில் சிக்கி மீட்கப்பட்டவர்	235161	
- 1	2 115822	'சோசியல் மீடியா மக்களே இது வேணாமே!' - சிவகார்த்திகேயன் அட்வைஸ்   Vikatan Press Meet	-205614	
1	3 149887	'ഞാൻ മുസ്ലിമാണ് എന്നിക്കെന്റെ ഭർത്താവിനൊപ്പം പോകണം" മാധ്യമങ്ങളോട് വിളിച്ചുപറഞ്ഞ് ഹാദിയ	34065	
1	4 437916	'ട്രാഫിക്' സ്റ്റൈലിൽ ആംബുലൻസ് കുതിച്ചു; ഇടങ്കോലിട്ട് ഓട്ടോ; എന്നിട്ടും, വിഡിയോ	288029	
- 1	5 52032	'തോൽപ്പിച്ച' വിദ്യാർഥി ആത്മഹത്യ ചെയ്യു; എസ്എഫ്ഐ സ്കൂൾ അടിച്ചുതകർത്തു	-385884	
- 1	6 57887	"Ardhangini" coming soon on Star Jalsha	5855	
- 1	7 1725649	"Meri Dastaan sunana" Zakir Khan at Spoken 2017	1667762	
- 11	8 58327	"ਚਾਹ" ਫਿੱਕੀ ਜਾਂ ਮਿੱਠੀ   Punjabi Funny Video   Mr Sammy Naz   Pardeep Sharma   Gupta G   GEET	-1667322	
1	9 100401	"ਮੁੰਡਾ ਹੋਣ ਦੀ ਦਵਾਈ" 🔗   Punjabi Funny Video   Latest Sammy Naz   Pardeep Sharma	42074	
2	0 129999	"விஸ்வரூபம் எடுக்கிறதா விஷால் விவகாரம்!"  06.12.17   Kehi Neram	29598	
2	1 528813	(02/12/2017) Kelvikkenna Bathil   Exclusive Interview with Amrutha   Thanthi TV	398814	
2	2 191976	(06/01/2018) Kelvikkenna Bathil   Exclusive Interview with Director Ameer   Thanthi TV	-336837	
2	3 518663	(09/12/2017) Kelvikkenna Bathil   Exclusive Interview with Actor Vishal   Thanthi TV	326687	



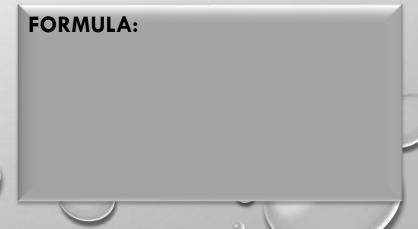


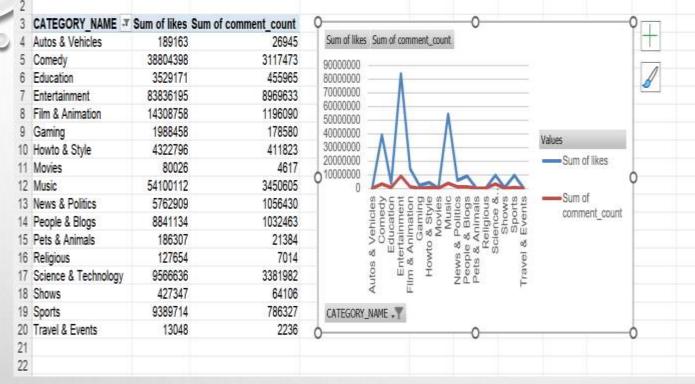






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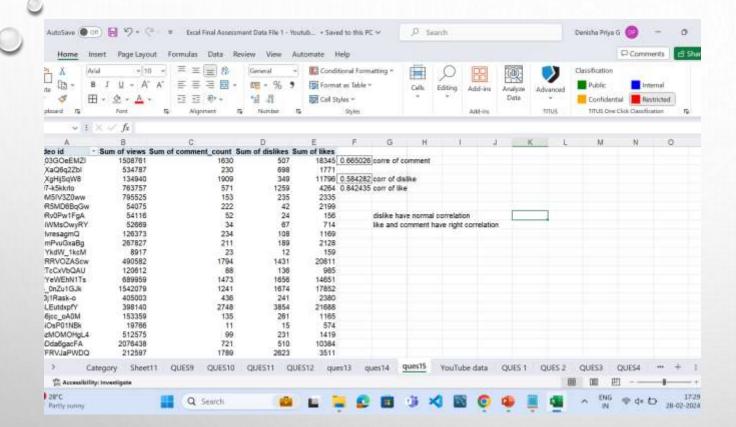
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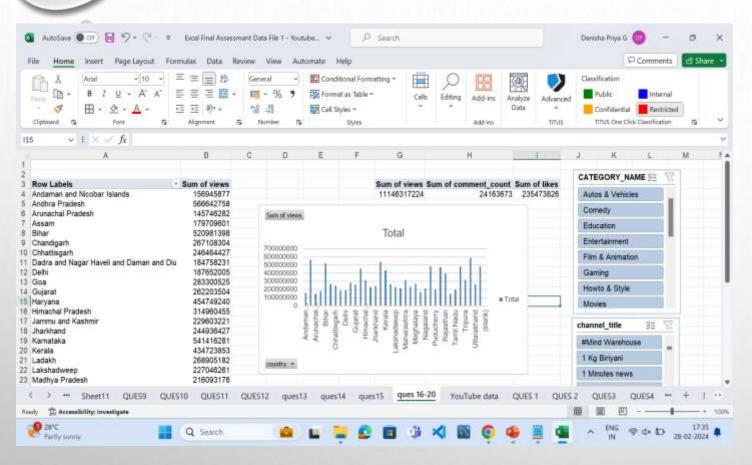
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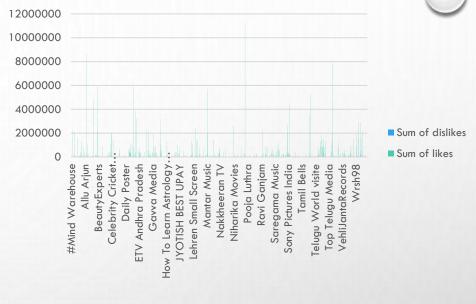


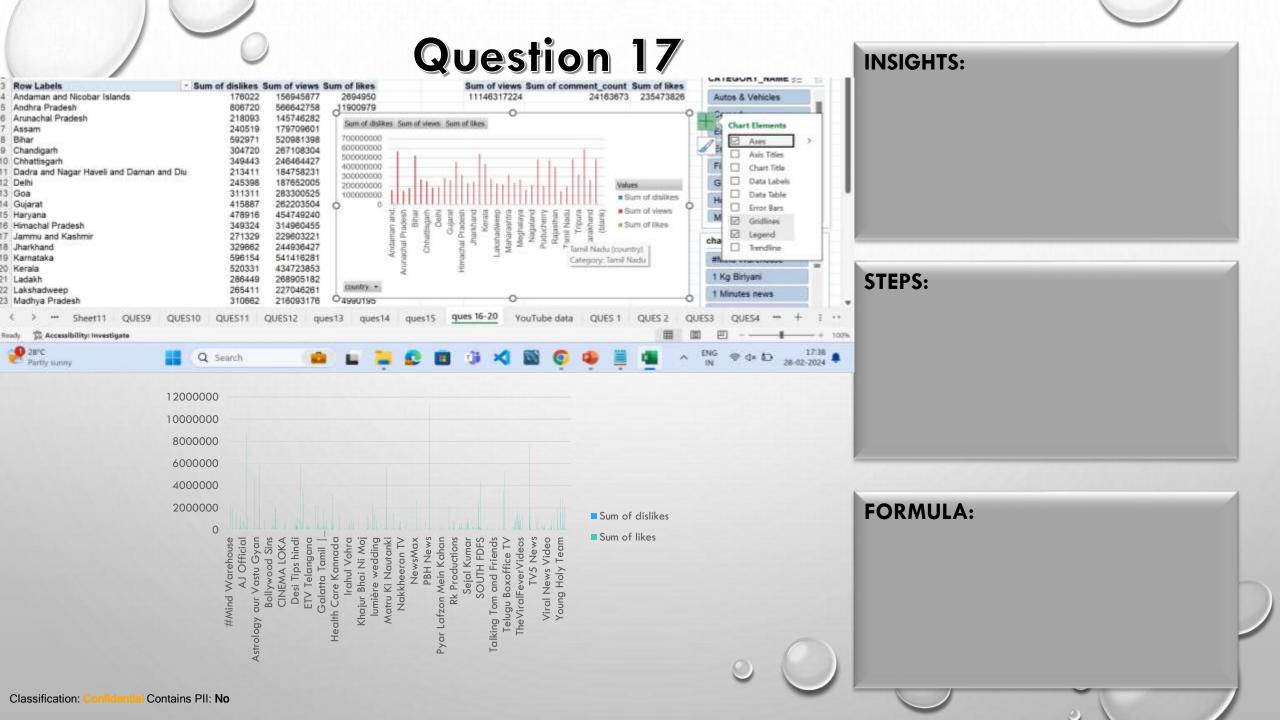


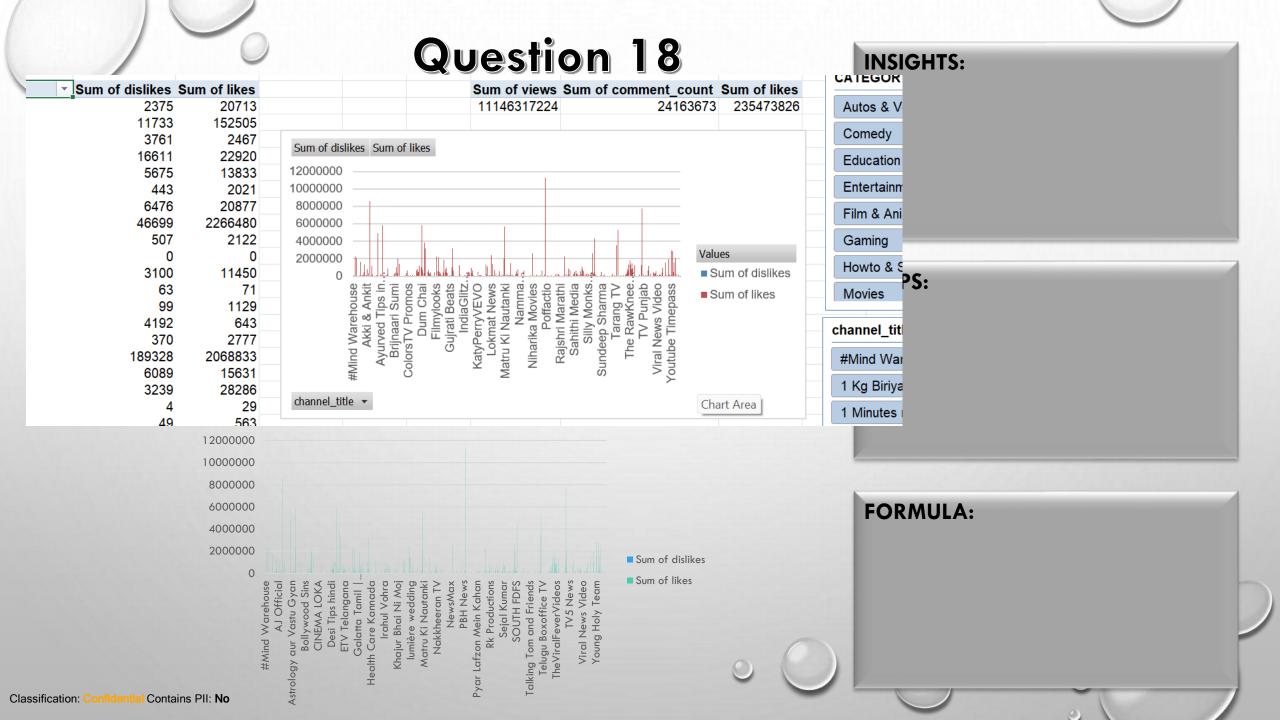


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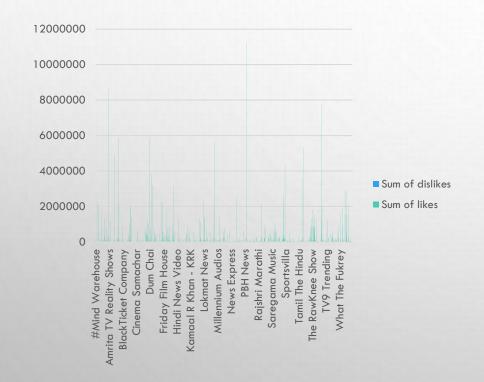














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