**DATA ANALYST PORTFOLIO**

**SQL PROJECT WITH TABLEAU REPORTS**

create database youtube;

use youtube;

show tables;

select \* from youtube2023;

***-- YouTube Analytics:***

**#1. What are the top 10 YouTube channels based on subscribers?**

SELECT YouTube\_channel\_name,subscribers

FROM youtube2023 ORDER BY subscribers DESC

LIMIT 10;

**#2. How do channels with the highest video views differ in terms of category, country, and channel type?**

SELECT Category,Country, channel\_type,

sum(video\_views) AS Total\_video\_views

FROM youtube2023

GROUP BY Category, Country, channel\_type

ORDER BY Total\_video\_views Desc;

***-- Content Strategy:***

**#1. Which content categories have the highest video views and subscribers on average in 2023?**

SELECT category, round(AVG(subscribers)) 'avg\_subscribers', round(AVG(video\_views)) 'AVG\_video\_views'

FROM youtube2023

GROUP BY category

ORDER BY AVG(video\_views) DESC;

**#2. Top 20 common content categories in different countries?**

SELECT Country, category, COUNT(category) AS channel\_count

FROM youtube2023

GROUP BY Country, category

ORDER BY COUNT(category) DESC limit 20;

**#3. How many YouTube channels have over one hundred million subscribers?**

select YouTube\_channel\_name, subscribers from youtube2023 where subscribers > 100000000;

***-- Regional Influencers:***

**#1. How do influencers from different countries compare in terms of their global ranking based on subscribers and video views?**

SELECT Country, Youtuber, subscribers\_rank, video\_views\_rank

FROM (

SELECT \*,

DENSE\_RANK() OVER (PARTITION BY Country ORDER BY subscribers DESC) AS subscribers\_rank,

DENSE\_RANK() OVER (PARTITION BY Country ORDER BY video\_views DESC) AS video\_views\_rank

FROM youtube2023

) ranked\_data;