

Task 1: YouTube Streamer Analysis

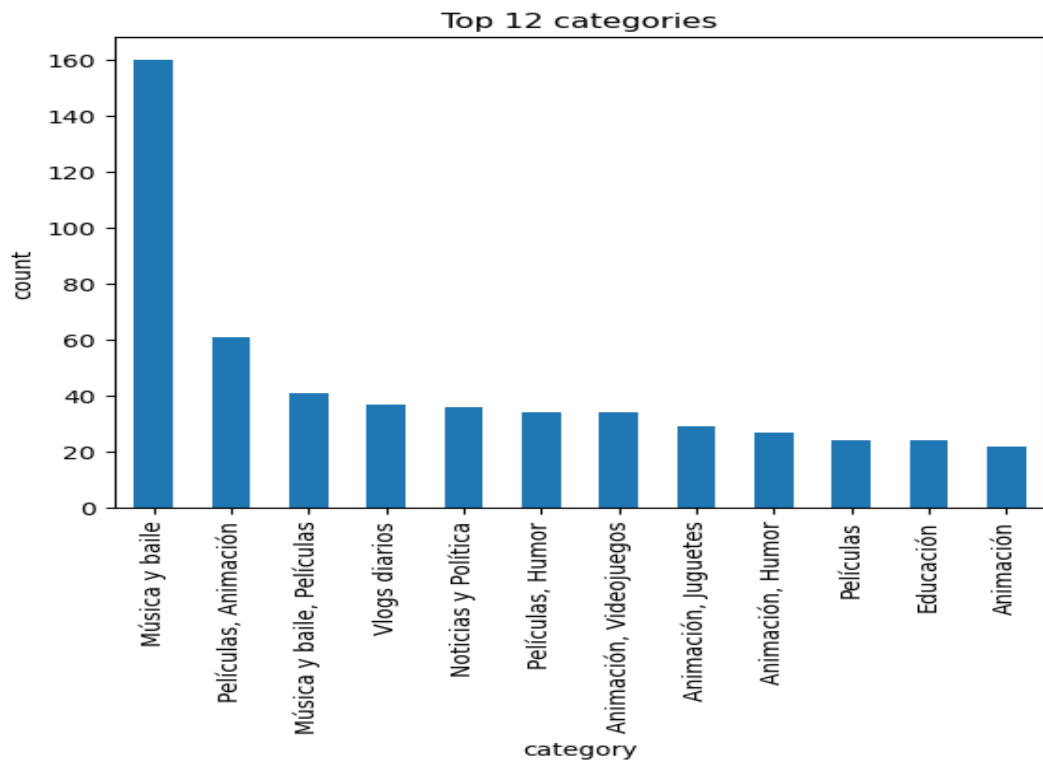
1. - Data Exploration:

- The dataset had an initial number of 9 columns and then I further added an additional column making in a total of 10 in order to calculate the total number of missing values in the dataset and it also consists of 1001 rows including headers
- It has a total of 6 key variables namely, categories, subscribers, country, visits, likes, comments
- **Missing data and outliers**
 - Each row either has no missing values or only a single value missing within each row which gave a total of 306 missing values for the whole dataset

2. Trend Analysis:

- **Identify trends among the top YouTube streamers. Which categories are the most popular**

- Most popular known categories is **Música y baile** with 4293900000 subscribers and Unknown categories with over 6338000000 subscribers
- **Is there a correlation between the number of subscribers and the number of likes or comments?**
- There is no proper correlation between



3. Audience Study:

- **Analyze the distribution of streamers' audiences by country. Are there regional preferences for specific content categories?**
- Yes there are regional preferences with Estados Unidos with the highest visits of 618549260 followed by India with visits of 263282855.5

4. Performance Metrics:

- **Calculate and visualize the average number of subscribers, visits, likes, and comments.**

The average number of each are as shown below:

- Subscribers: 21894400.
- Visits: 1209446.
- Likes: 53633.
- Comments: 1921.

5. Content Categories:

- Explore the distribution of content categories. Which categories have the highest number of Streamers?

The categories with the highest number of Streamers is Videojuegos, Humor with 174074500 streamers

Categories	Subscribers	Visits	Likes	Comments
Video Games, Humor	459600000.0	173284800.0	7090900.0	81726.0
Daily Vlogs	266400000.0	120800000.0	6756700.0	33936.0
Animation, Humor	335100000.0	99400000.0	3772100.0	139281.0
Music and Dance	445500000.0	44962500.0	1828200.0	139387.0
Animation, Video Games	277400000.0	32800000.0	2388500.0	120400.0
Food and Drinks	77600000.0	31100000.0	1499700.0	34603.0
Movies, Humor	132200000.0	23865100.0	1129500.0	25322.0
Video Games	219600000.0	23600000.0	996000.0	27008.0
Humor	80200000.0	22300000.0	1674500.0	50737.0
Movies, Animation	252900000.0	19909100.0	1071900.0	27547.0
Movies	87700000.0	15000000.0	576300.0	24238.0
Movies and Dance, Humor	608000000.0	14100000.0	263300.0	12428.0
Sports	25800000.0	13600000.0	338300.0	567.0
Music and Dance, Movies	92300000.0	12600000.0	425300.	11313.0
Education	42800000.0	12200000.0	755200.0	31000.0

- The most effective way to identify the highest number of streamers is by utilizing the 'visit' metric. This is because there are subscribers who do not actively visit channels, and, in addition, other YouTube users may frequently visit channels without necessarily subscribing to them.
- Let's visualize the top categories with the number of Visits

- Are there specific categories with exceptional performance metrics?

Below are categories with exceptional performance

- Animación, Humor 52700000
- Comida y bebida 21500000
- Unknown 40600000
- Videojuegos, Humor 117400000
- Vlogs diarios 83100000

6. Brands and Collaborations: - Analyze whether streamers with high performance metrics receive more brand collaborations and marketing campaigns.

- Streamers with high performance metrics receive more brand and collaborations and marketing campaigns

7. Benchmarking: - Identify streamers with above-average performance in terms of subscribers, visits, likes, and comments. - Who are the top-performing content creators?

The top 5 performing content creators in all metrics

- MrBeast
- DaFuqBoom
- MRINDIANHACKER
- alanbecker
- Fedevigevani