Power BI: Capstone Project

Introduction:

As a Power BI developer, the goal is to analyze a YouTube dataset to extract valuable insights and provide actionable recommendations for content creators and marketers. The dataset comprises various engagement metrics and videos attributes obtained from YouTube's API, enabling us to delve into viewer behavior, video performance, and factors influencing engagement. The analysis will empower stakeholders to optimize their content strategies and enhance audience engagement on the platform.

Problem Statement:

The primary objective of this analysis is to uncover patterns, trends, and correlations within the YouTube dataset focusing on engagement metrics and video attributes. The analysis aims to answer key questions that will guide content creators and marketers in making informed decisions to improve their YouTube content and maximize viewer interaction.

Data Sources:

The YouTube dataset will be extracted, transformed, and loaded (ETL) into Power BI. The data retrieval will adhere to YouTube's terms of service and data privacy guidelines.

Tasks To Be Performed:

1. Display the maximum uploads in a card visual.
2. Display the minimum view ranks in a card visual.
3. Display the average views for the last 30 days in a card visual. (Data Cleansing is required).
4. Generate a line chart to highlight the title and maximum upload only who crossed 2 lakh uploads.
5. Use a spider map (radar chart) to display channel type and channel rank.
6. Create a packed bubble chart to display category-wise subscribers.
7. Create a calculated column to find Views per Subscriber as 'Viewed by Subscriber'.
8. Create a table visual to represent the channel type and views per subscriber.

9. Create a measure to find total uploads and use the card visuals to represent the total uploads.

10. Create a decomposition tree to represent rank-wise categories.

11. Create a blank navigation button to navigate between two pages.

12. Format your report by adding headings and logos.

13. Publish your report to the Power BI Service.

14. Create a dashboard with 3 important visuals.

15. From the Power BI Service, download the copy of your report in a pdf/ppt format.