Sum of Uploads

9M

Sum of uploads

551M

Sum of video_views_rank

Sum Of Rank

496K

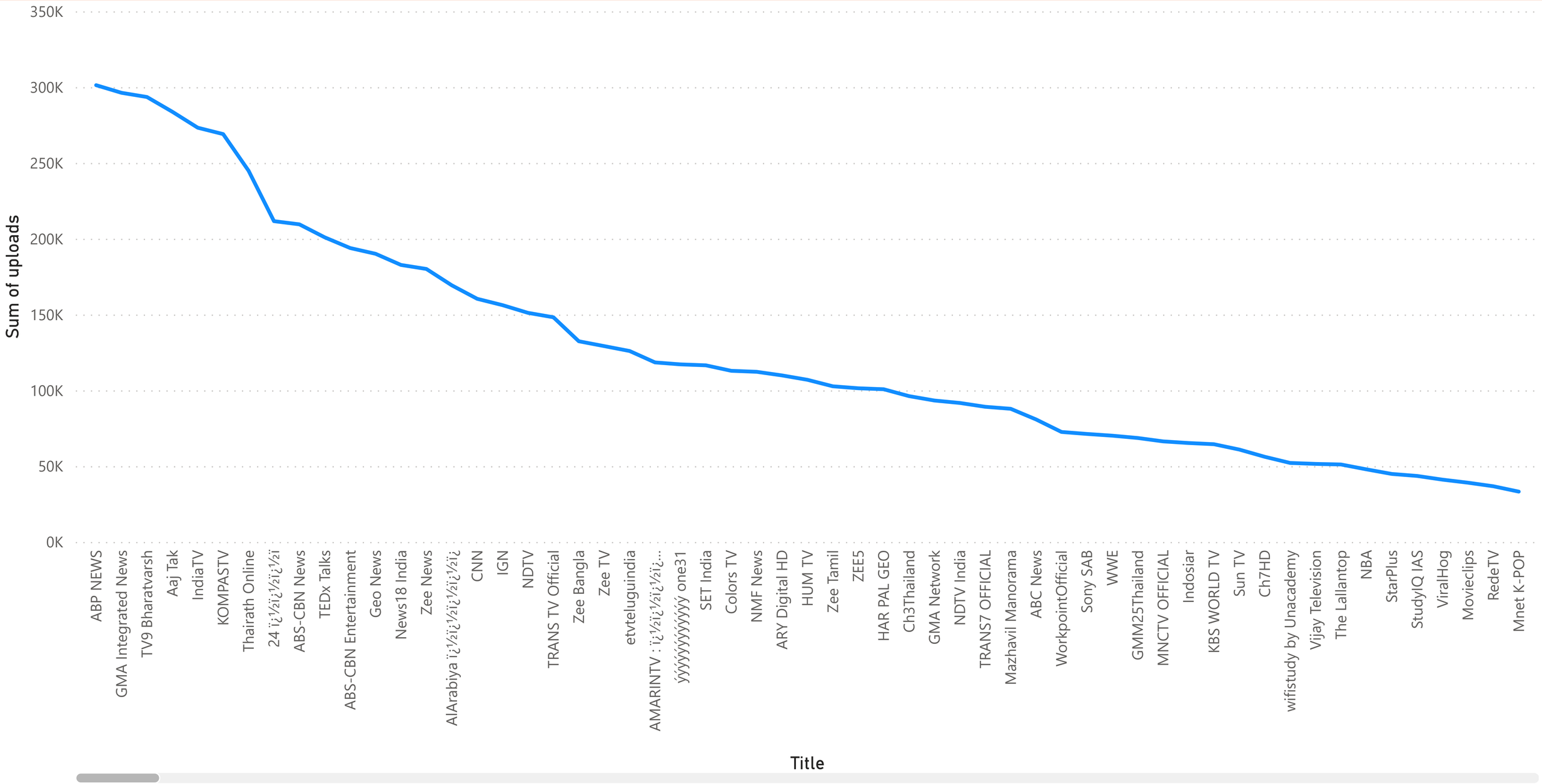
Sum of rank

496K

Sum of rank

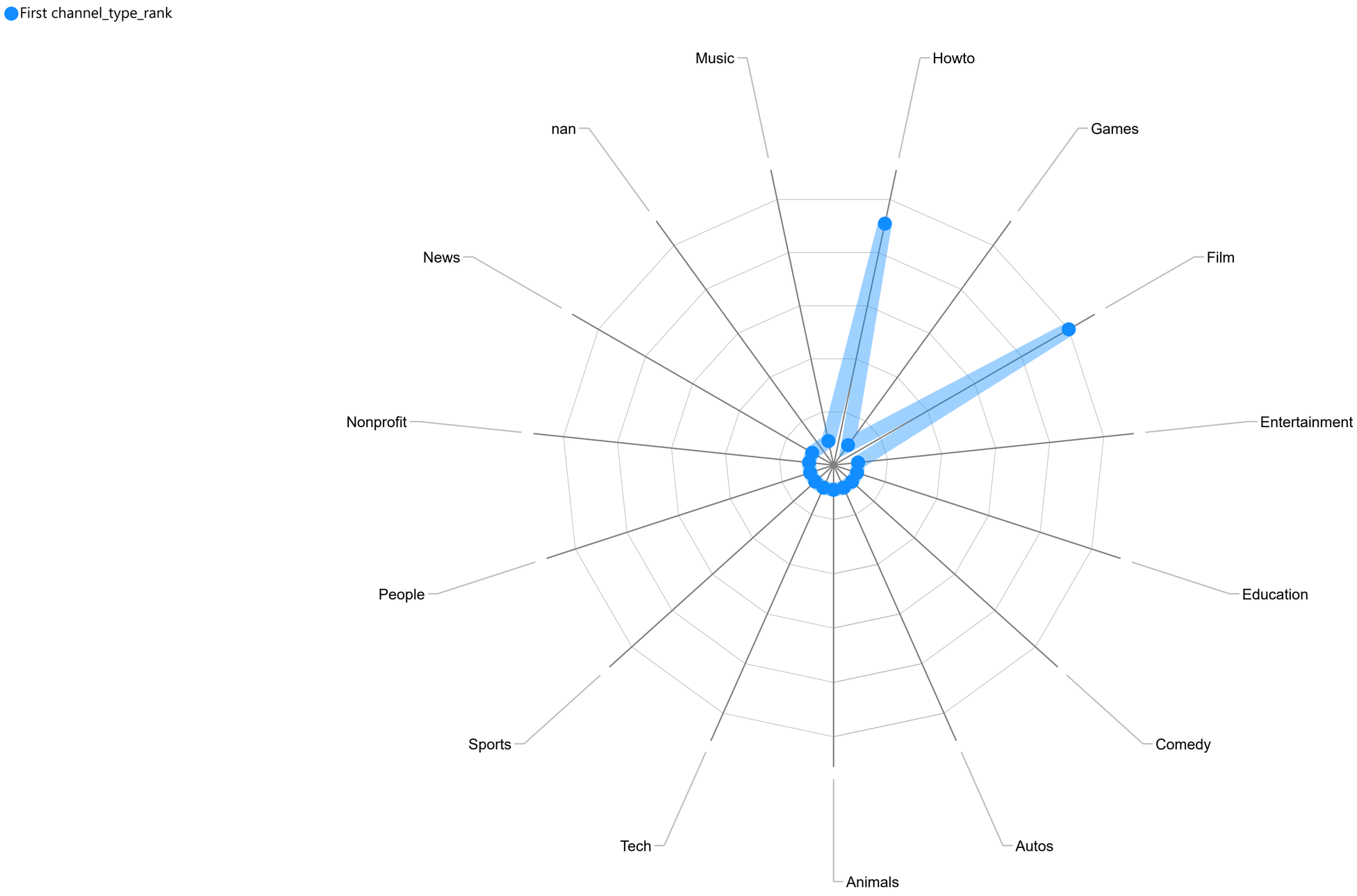
Sum of uploads by Title

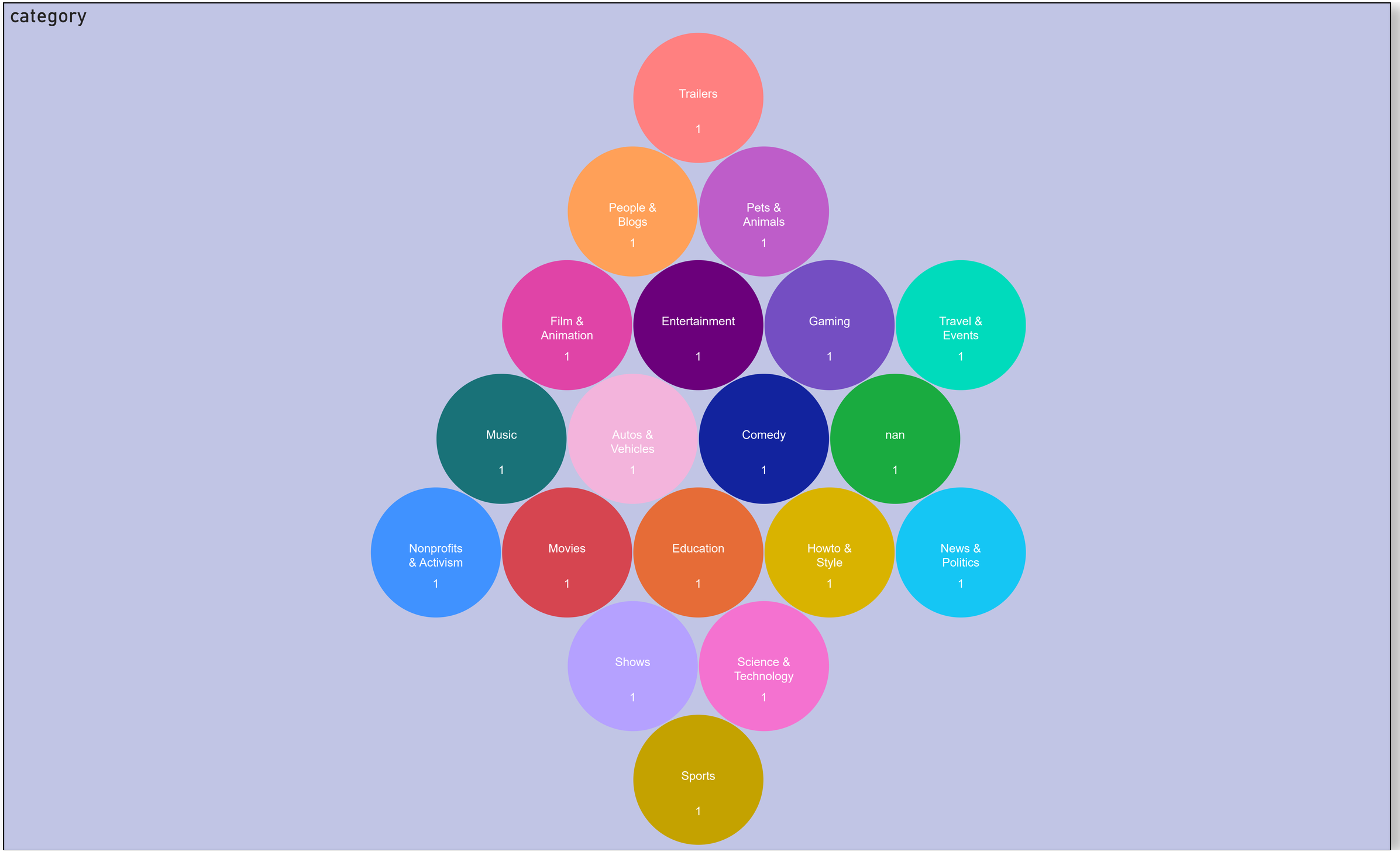
Sum of Uploads



First channel_type_rank

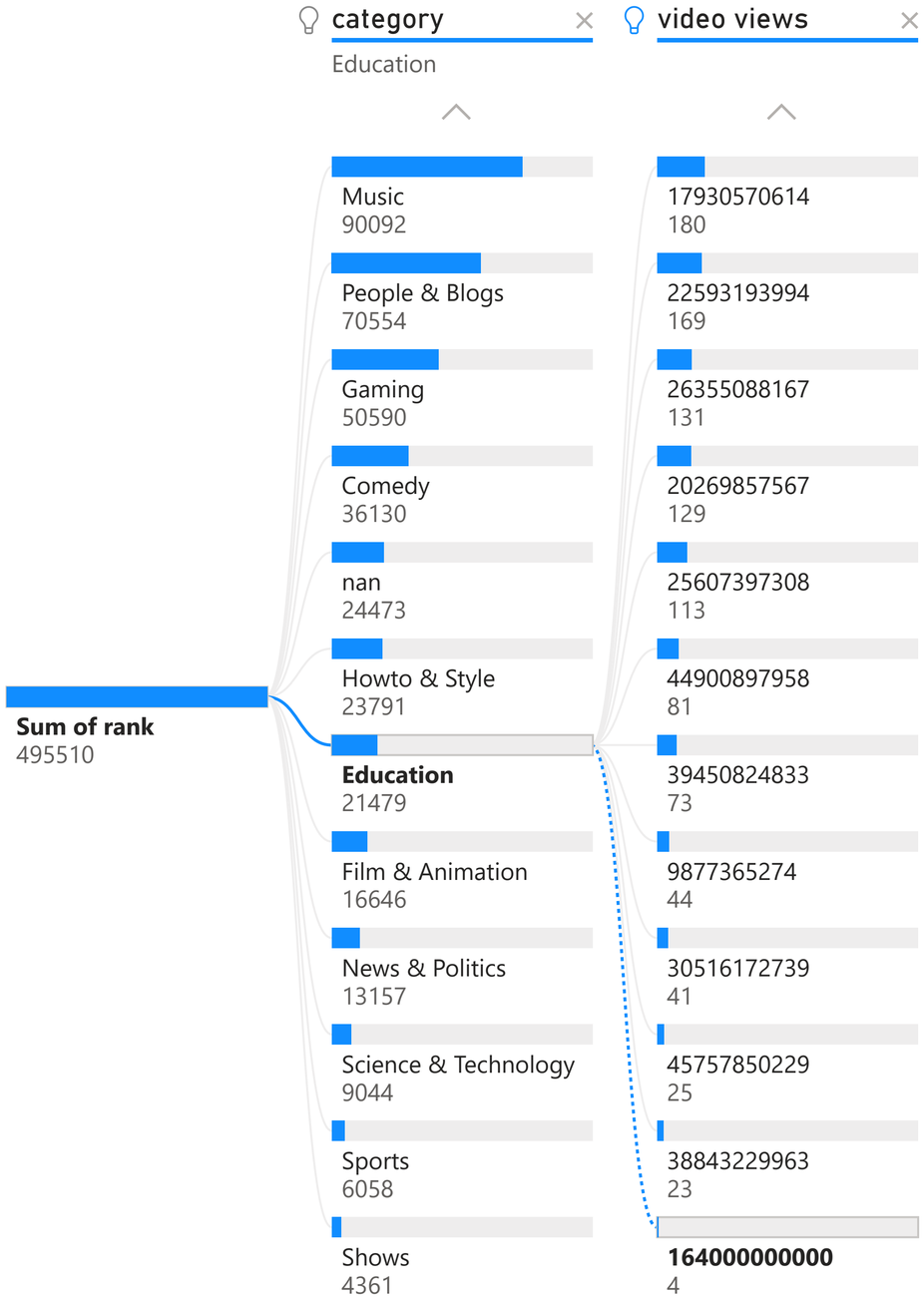
by channel_type




category
Trailers
1
People & Blogs
1
Pets & Animals
1
Film & Animation
1
Entertainment
1
Gaming
1
Travel & Events
1
Music
1
Autos & Vehicles
1
Comedy
1
nan
1
Nonprofits & Activism
1
Movies
1
Education
1
Howto & Style
1
News & Politics
1
Shows
1
Science & Technology
1
Sports
1

channel_type	Sum of subscribers	Sum of video_views_rank
People	1953300000	122128369
nan	658700000	118581383
Games	2111600000	85377036
Music	5771500000	78545673
Entertainment	6922500000	72195285
Film	964400000	20630291
Comedy	1063700000	19203885
News	611700000	10124741
Sports	361500000	7911374
Autos	64400000	7525878
Education	1300200000	4460808
Tech	320800000	4115867
Howto	649100000	118096
Nonprofit	55500000	3075
Animals	58600000	1650
Total	**22867500000**	**550923411**

Sum of subscribers	subscribers_for_last_30_days
341800000	1
151600000	10
103600000	100
41200000	1000
14400000	10000
5146600000	100000
473700000	1000000
16000000	11
377500000	1100000
20400000	12
107000000	1200000
13500000	130
166400000	1300000
14100000	132
22600000	1400000
12700000	1500000
29000000	151
134000000	1600000
14800000	1700000
86400000	1900000
98300000	2
38400000	2000
2234000000	200000
271400000	2000000
22867500000	


category
Education
video views
Sum of rank
495510
Music
90092
People & Blogs
70554
Gaming
50590
Comedy
36130
nan
24473
Howto & Style
23791
Education
21479
Film & Animation
16646
News & Politics
13157
Science & Technology
9044
Sports
6058
Shows
4361
17930570614
180
22593193994
169
26355088167
131
20269857567
129
25607397308
113
44900897958
81
39450824833
73
9877365274
44
30516172739
41
45757850229
25
38843229963
23
164000000000
4

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.