

INTERN CAREER

Tableau :

<https://public.tableau.com/app/profile/makholuoe.mpshe/viz/Makholuoessanalysis/categorybycountry>

TASK 1.

2. Trend Analysis:

- Musica y baile is the most popular category followed by Peliculas animacion
- the higher the number of subscribers the higher the comments and likes

3. Audience Study:

- Russia seems to prefer most categories

5. Content Categories:

- Musica y baile is the most popular
- Are there specific categories with exceptional performance metrics?

6. Brands and Collaborations:

- Brands often prioritize streamers with a large and engaged audience because they can potentially reach more consumers and generate higher ROI on their marketing campaigns.

7. Benchmarking:

- tseries and MrBeast are the top performers

8. Content Recommendations:

- Track performance metrics for each streamer, including watch time, engagement rate (likes, comments, shares), subscriber growth rate, viewer retention, and click-through rates. Use historical data to identify trends and patterns in streamer performance, such as sudden spikes or drops in viewership, changes in audience demographics, or shifts in content engagement.