YouTube Trending Video Analytics - Project Report

Introduction:

This project explores US trending YouTube video data to uncover patterns in category frequency and trending duration using Python.

Tools Used:

- Python, Pandas, Seaborn, Matplotlib

- Dataset: Kaggle - YouTube Trending Videos

Steps Performed:

1. Loaded and cleaned the dataset

2. Parsed date columns into datetime format

3. Counted category-wise trending frequency

4. Calculated trending duration of each video

5. Created bar charts and histograms

Insights:

- Some categories trend more frequently than others

- Most videos stay trending for less than 4 days

Conclusion:

Basic EDA revealed content trends. Further insights can be added by mapping category names or doing sentiment analysis on titles.

Retail Business Performance Analysis - Project Report

Introduction:

This project uses the Superstore dataset to analyze sales and profit performance across categories, regions, and months using Python.

Tools Used:

- Python, Pandas, Seaborn, Matplotlib

- Dataset: Kaggle - Superstore Dataset

Steps Performed:

1. Cleaned missing values

2. Analyzed profit by product category

3. Compared sales across different regions

4. Evaluated month-wise sales trends

Insights:

- Technology category is the most profitable

- Western region leads in sales performance

- Year-end months show the highest sales activity

Conclusion:

This project helped identify strong-performing categories and seasonal sales patterns to support better decision-making in retail strategy.