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Project Owner:
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Executive Summary

This report provides a comprehensive analysis of YouTube songs data to uncover trends, preferences, and patterns. The analysis was performed using Tableau, focusing on key areas such as channel and content analysis, temporal trends, and user engagement insights. The findings aim to aid content creators and stakeholders in optimizing their YouTube song content.

Problem Statement

This internship project aims to conduct a comprehensive analysis of YouTube songs data using Tableau. The dataset contains key attributes such as video ID, channel title, title, description, tags, published date, view count, like count, favorite count, comment count, video duration, video definition, and caption details. The goal is to utilize Tableau to create insightful visualizations and reports that provide a deeper understanding of YouTube songs' performance, popularity, and user engagement. The analysis aims to uncover trends, preferences, and patterns in the data to aid content creators and stakeholders in optimizing their YouTube song content.

Data Description

1. **video_id:** Unique identifier for each YouTube video.
2. **channelTitle:** Title of the YouTube channel publishing the song.
3. title: Title of the YouTube song video.
4. **description:** Description provided for the YouTube song video.
5. **tags:** Tags associated with the YouTube song video.
6. **publishedAt**: Date and time when the YouTube song video was published.
7. **viewCount:** Number of views received by the YouTube song video.
8. **likeCount:** Number of likes received by the YouTube song video.
9. **favoriteCount:** Number of times the YouTube song video has been marked as a favorite.
10. **commentCount**: Number of comments posted on the YouTube song video.
11. **duration:** Duration of the YouTube song video.
12. **definition**: Video definition or quality (e.g., HD, SD).
13. **caption:** Availability of captions for the YouTube song video.

Project Objectives

01
Data Cleaning and Preparation
▶ 3:15min

02
Exploratory Data Analysis (EDA)
▶ 3:15min

03
Content and Channel Analysis
▶ 3:15min

04
User Engagement Insights & Trends
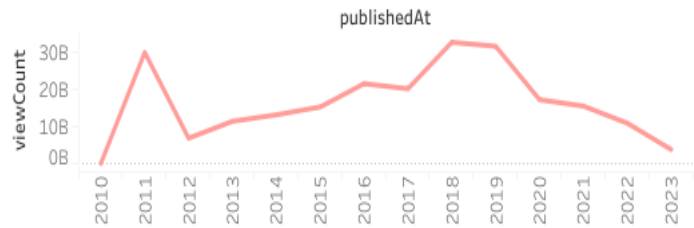▶ 3:15min

5 Most Popular Tags

tags				
['hindi songs', '2021 hindi songs', 'n..	['latest hindi songs', 'bollywood son..	['vaaste lyrics', 'vaaste full song', 'v..	['Dilbar', 'Neha Kakkar', 'Dhvani Bh..	['Songs 2019', 'Songs', 'tseries son..
6,893,700,793	2,153,225,056	1,567,074,054	1,514,460,229	1,435,084,604

Total Views

230,945,654,852

Top 5 Comments Count
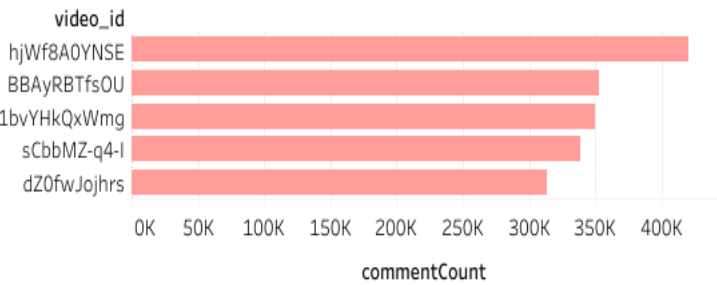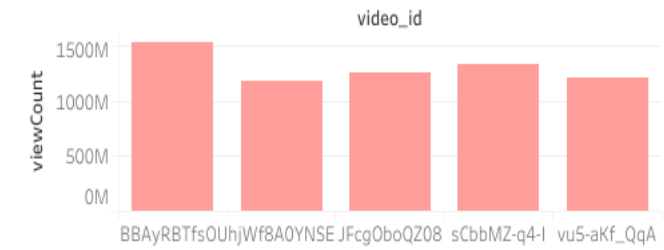
Video Matrics Over Time

Average Likes

87,181

Top 5 Viewed Songs

Top 5 Liked Videos
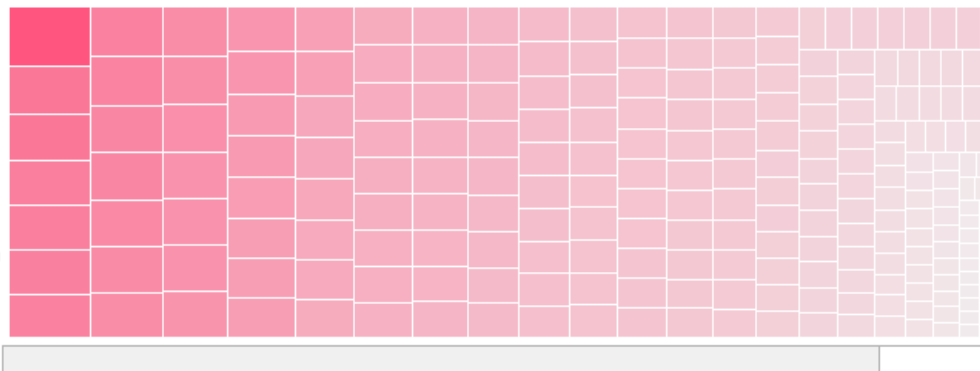

Total Comments
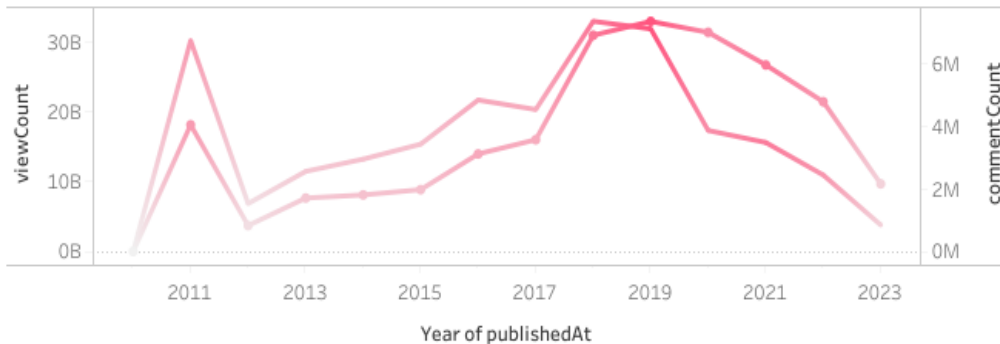
50,993,887

Average Views

11,938,261

View Count Per Hour
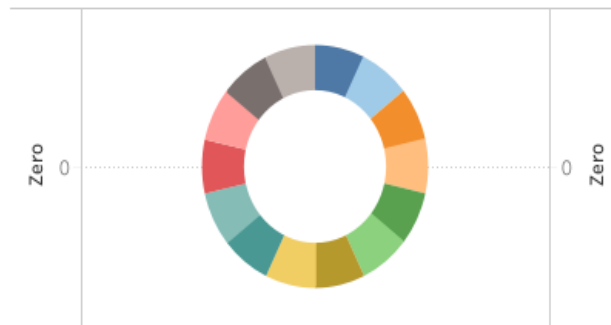

View Count Based On Duration

Relationship Between Metrics

View Counts By Year

Recommendations

1. Optimize Publishing Times: Publish videos during peak hours (6 PM to 9 PM) to maximize engagement.

2. Utilize Popular Tags: Use frequently searched tags like "Pop", "Official Music Video" to increase visibility and engagement.

3. Enhance Video Quality: Produce HD content with captions to boost likes and comments.

4. Focus on High-Engagement Channels: Collaborate with top-performing channels to reach a wider audience.

Conclusion

The analysis provides valuable insights into the performance, popularity, and user engagement of YouTube song videos. By leveraging these findings, content creators and stakeholders can make informed decisions to enhance their content strategy and maximize engagement.

Thank You !