



Mentorness Co.

Songs Analysis with Power BI

COMPANY PROJECT



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Overview

Over 2 billion people use YouTube monthly, with music videos consistently ranking among the most popular content categories. But with so much competition, understanding how viewers engage with song videos is crucial for creators and stakeholders to optimize their content and maximize reach. This report analyzes insights from YouTube songs data using a Power-BI dashboard, focusing on channel and content analysis, temporal trends, and user engagement.



Vision

Empowering Content Creators and Stakeholders to Maximize YouTube Song Video Performance :

This vision emphasizes the ultimate goal: to provide valuable insights that empower creators and stakeholders to make informed decisions and achieve success with their YouTube song videos.

Mission

- **Through data cleaning and preparation:**
 - Ensure data quality and consistency to support reliable analysis.
- **Through exploratory data analysis:**
 - Identify patterns and trends in view counts, likes, comments, and user engagement.
 - Analyze the distribution of videos across different channels and the impact of tags.
 - Explore how YouTube song video metrics vary over time and identify peak publishing times.
 - Investigate the relationships between views, likes, comments, and identify factors influencing user engagement.
- **Develop actionable recommendations for:**
 - Content creators to optimize content strategy for improved performance.
 - Stakeholders to make informed decisions regarding resource allocation and content promotion.

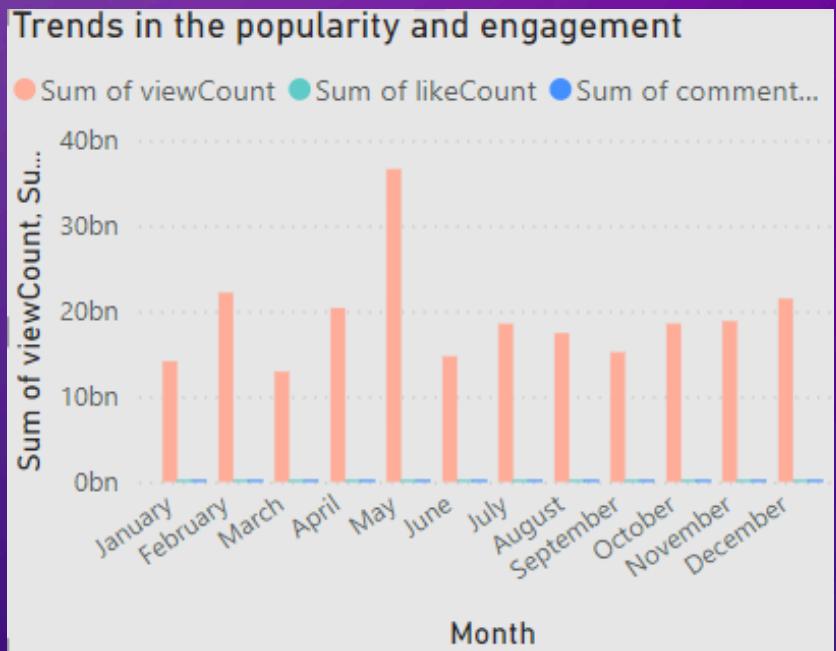
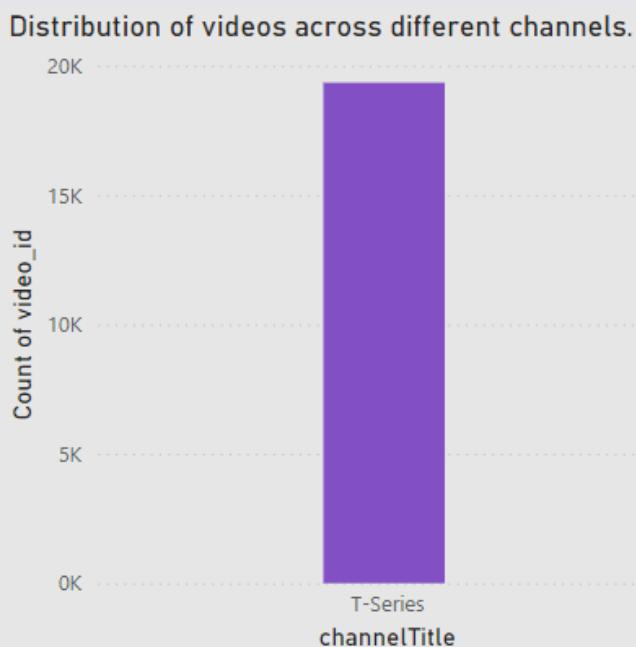
Annual Views



- The line graph shows an upward trend in total view counts over time. This suggests that YouTube song videos are gaining popularity overall. There seems to be a significant increase in views between 2015 and 2020.

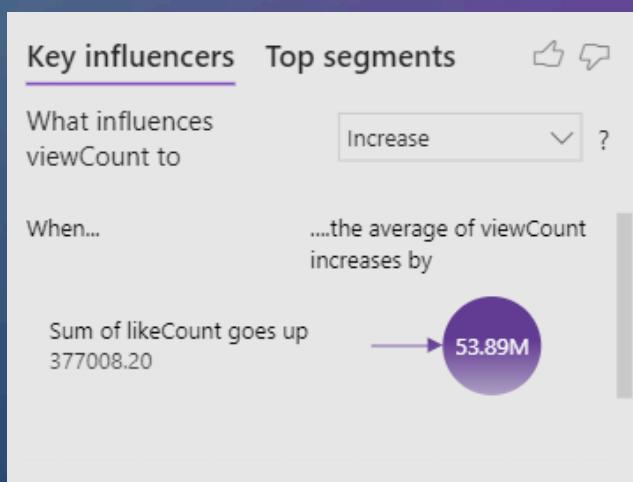
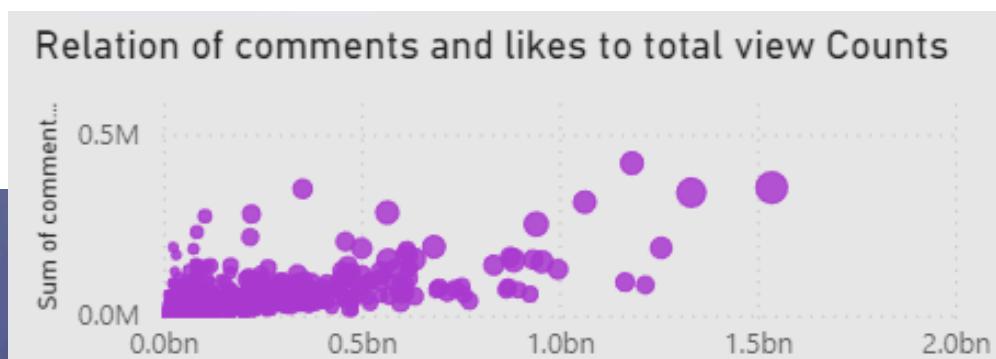
An unexpected trend emerges in the data from 2019 to 2023. While the overall view count trend indicates a rise in YouTube song video popularity, a decline is observed during this period. This finding appears counterintuitive considering the increased screen time associated with the COVID-19 pandemic. While a shift in user attention towards other content categories remains a possibility, a more detailed analysis is required to definitively explain this anomaly.

• Distribution of Videos and Performance Analysis



Data exploration revealed that the videos under analysis are associated with a single channel. While overall trends in popularity and engagement exhibit an upward trajectory, a notable disparity exists between view counts, likes, and comments. View counts consistently lead the way, with likes and comments exhibiting a less pronounced increase. Temporal analysis identified May as the most active month in terms of viewership, followed by January and December.

popular tags and their correlation with view counts.

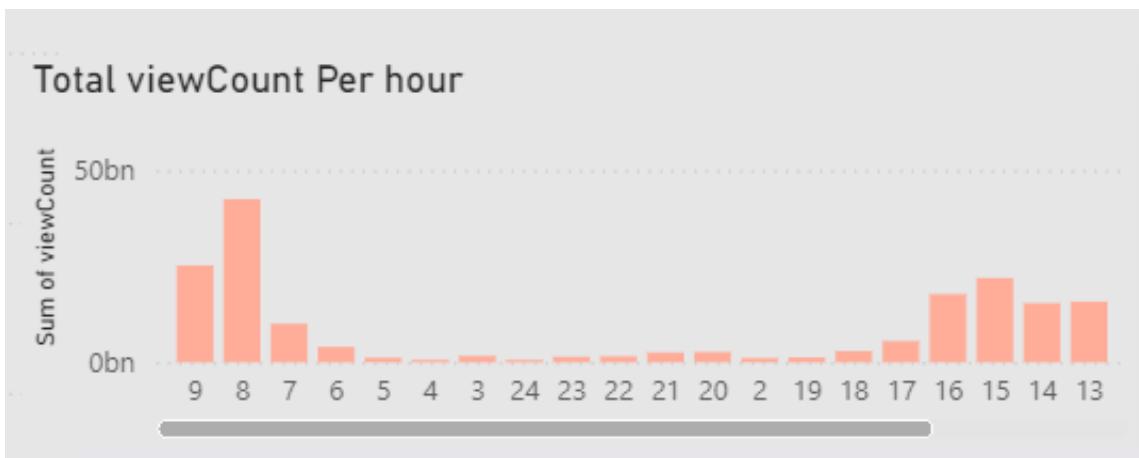


The scatter plot reveals a strong positive correlation between the number of likes/comments and view counts for the videos. This suggests that videos with higher engagement (likes and comments) tend to have higher view counts.

Furthermore, the "key influencers" graph indicates a potential threshold effect. Videos with likes exceeding 377,008 appear to experience a more significant increase in view counts, with an average growth of 53.89 million views.

The word map reveals "Songs" as the most frequently used tag, suggesting a broad categorization for the video content. Interestingly, terms like "Hindi," "Song," and "Bollywood" appear close behind in popularity. This indicates a potential sub-genre or niche within the broader "Songs" category, with a focus on Hindi music and potentially Bollywood-related content.

peak publishing times and their impact on engagement



The chart shows a peak in views between 7AM and 4PM, suggesting viewers are most engaged during these daytime hours. This could be due to time zone alignment or viewer habits (consuming content during work/commute). This insight benefits various stakeholders:

- Creators: Upload during peak hours to maximize initial viewership.
- Marketers: Schedule promotions during peak hours to reach a larger audience.
- Platforms: Tailor content recommendations for peak usage times.

Beyond the expected influence of likes and comments, video duration emerges as another key factor impacting view counts. The analysis reveals a sweet spot for video length, with videos between 1 minute and 53 seconds and 7 minutes and 4 seconds experiencing a significant boost in viewership, averaging 13.27 million more views. This finding offers valuable insights for various stakeholders. Content creators can leverage this knowledge to optimize video lengths, potentially reaching a wider audience and achieving higher view counts. Marketers and promoters can tailor their strategies by promoting content within this optimal range, leading to better audience engagement and campaign effectiveness. Platform owners can utilize this information to refine content recommendations, suggesting videos that align with viewer preferences and keep them engaged on the platform for longer.

What influences viewCount to ?

When... ...the average of viewCount increases by

duration is 00:01:53 - 00:07:04

▶ 13.27M

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