

# SONG ANALYSIS

---

BY RIA CHAWAK

# AGENDA

**Objective**

**Observations of analysis**

**Procedure of Analysis**

**Conclusion**

# OBJECTIVE

1. Clean and preprocess the dataset to ensure data accuracy and consistency.
2. Explore and visualize the distribution and trends in view counts, likes, and comments.
3. Analyze the performance of different channels and identify popular tags correlated with higher view counts.
4. Investigate temporal trends and user engagement metrics to provide actionable insights for content optimization.

# PROCEDURE OF ANALYSIS

1

---

## Data Importation

Load the YouTube songs dataset into Power BI from an Excel file.

2

---

## Data Cleaning

Handle missing values, convert data types, and extract date parts for temporal analysis.

3

---

## Visual Analysis

Create visualizations– histograms, scatter plots, line charts for view counts, likes, comments, over time.

---



# OBSERVATIONS OF ANALYSIS

**1**

Most videos have view counts concentrated in lower ranges, indicating a few viral hits and many lesser-viewed videos.

**2**

- A strong positive correlation exists between like counts and comment counts, suggesting that highly liked videos also generate more comments.

**3**

There is a noticeable increase in views, likes, and comments during certain months, pointing to seasonal trends in video engagement.

**4**

Channels with a higher number of videos tend to accumulate more views overall, highlighting the impact of content volume on channel performance.

# CONCLUSION

**1**

Publishing during peak times boosts engagement, highlighting strategic timing.

---

**2**

Relevant tags correlate with higher views, emphasizing their importance.

---

**3**

Consistent uploads lead to more views and larger audiences.

---

**4**

High-definition and captioned videos increase user engagement.

---

**THANK YOU**

