***Top 1000 Youtubers Analysis***

**1. Overall view of top 1000 youtubers dataset:**

SELECT

COUNT(DISTINCT Country) AS Total\_countries,

COUNT(DISTINCT Categories) AS total\_categories,

AVG(Suscribers) AS avg\_suscribers,

AVG(Visits) AS avg\_visits,

AVG(Likes) AS avg\_likes,

AVG(Comments) AS avg\_comments

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

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**2. Top Category:**

SELECT

Categories,

COUNT(Username) AS Total\_channel

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

GROUP BY Categories

ORDER BY Total\_channel DESC

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**3.Geographical Analysis:**

SELECT TOP 10

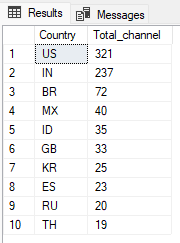
Country,

COUNT(Username) AS Total\_channel

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

GROUP BY Country

ORDER BY Total\_channel DESC



**4. Subscribers Engagement:**

SELECT TOP 10

Username,

AVG(Suscribers) AS avg\_suscribers,

AVG(Visits) AS avg\_visits,

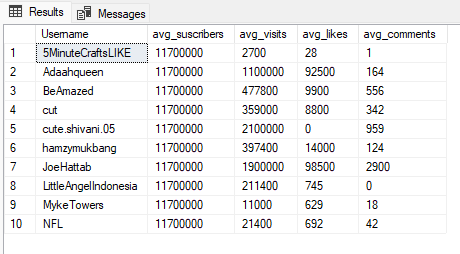
AVG(Likes) AS avg\_likes,

AVG(Comments) AS avg\_comments

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

GROUP BY Username

ORDER BY avg\_suscribers



**5. Top performance identification:**

SELECT TOP 10

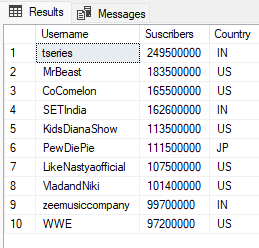
Username,

Suscribers,

Country

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

ORDER BY Suscribers DESC



**6. Content and Channel recommendations:**

SELECT TOP 10

Categories,

AVG(Suscribers) AS avg\_suscribers,

AVG(Visits) AS avg\_visits,

AVG(Likes) AS avg\_likes,

AVG(Comments) AS avg\_comments

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

GROUP BY Categories

ORDER BY avg\_suscribers DESC

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**7. Cross Country subscribers’ engagement:**

SELECT TOP 10

Country,

AVG(Suscribers) AS avg\_suscribers,

AVG(Visits) AS avg\_visits,

AVG(Likes) AS avg\_likes,

AVG(Comments) AS avg\_comments

FROM [Clean\_Top\_1000\_Youtube\_df - youtubers\_df]

GROUP BY Country

ORDER BY avg\_suscribers DESC

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