**Task 1: YouTubers Streamer Analysis**

* **Dataset:** Top 1000 YouTubers statistics
* **Description**: This Dataset contains valuable information about the top YouTube streamers, including their ranking, categories, subscribers, country, visits, likes, comments and more.
* **Data** **Exploration**: Understanding the size, shape, data type, statistical values of the data and checking for missing values and outliers.
* **Data** **preprocessing**: Handling missing values and detecting the outliers by using statistical insights of Data.
* **Trend** **Analysis**: Identifying trends among top YouTube streamers. Here, Username of YouTube streamer is primary key attribute. Categories and subscribers are identified with Username. There was Weak positive correlation between the number of subscribers and number of like, visits or comments. This means the number of likes, Visits and comments does not affect on number of subscribers.
* **Performance** **Metrics**: Average of subscribers, likes, visits and comments are as follow

|  |  |  |  |
| --- | --- | --- | --- |
| Average of subscribers | Average of likes | Average of visits | Average of comments |
| 22415561.95965418 | 53473.59798270893 | 1210729.6829971 | 1558.793948126801 |

* **Content** **Categories**: Música y baile has the highest number of streamers as compare to other categories.

* **Brands** **and** **Collaborations**: Here provided data is not able to determine Brand collaboration and marketing campaigns.
* **Benchmarking**: Estados Unidos (293), India (241), Brasil (64), México (58), Indonesia (38) was the top five content creating countries.
* **Content** **Recommendaion**: Here, analysis shows that,
* YouTube users comment on content mostly that represent the high level of audience intraction for channel as well as content category.
* Also user giving likes to the content that means they are giving positive Response to the content.
* YouTube users Subscribe the channels on the basis of their preferred categories.
* YouTube users visit the channels in high rate, like the content in less rate and comment on content is very less.