Title: Text Data Analysis (YouTube Case Study) For Data Analyst

Background:

YouTube has become one of the largest platforms for content creators to share their videos and engage with audiences worldwide. With millions of videos uploaded every day and billions of users engaging with the platform, understanding user sentiments, engagement metrics, and content trends is essential for content creators and marketers to optimize their strategies.

Objective:

The objective of this project is to conduct a comprehensive analysis of YouTube comments and user engagement metrics to provide insights for content creators and marketers. This analysis will involve sentiment analysis of comments, exploration of emoji usage, identification of trending topics, analysis of engagement metrics, and examination of key factors influencing audience engagement.

Dataset:

The dataset comprises YouTube comments data (UScomments.csv) and additional data files from various sources related to video categories, channels, and trending videos. The data includes information such as comment text, likes, dislikes, views, category, channel title, and more.

Approach:

1. Data Loading and Cleaning
2. Sentiment Analysis
3. Wordcloud Analysis
4. Emoji Analysis

5. Category Analysis
6. Audience Engagement
7. Channels with Most Trending Videos
8. Punctuation Analysis

Expected Outcome:

The project will provide actionable insights for content creators and marketers to optimize their content strategies on YouTube. These insights include understanding user sentiments, identifying trending topics, analyzing audience engagement metrics, and recognizing key factors influencing video popularity. The findings will help content creators create more engaging and relevant content, leading to increased audience engagement and channel growth.