**ANP-D0449**

**DATA ANALYSIS USING PYTHON**

**YOUTUBE VIDEO PERFORMANCE METRICS: VIEWS, LIKES, AND SHARES ANALYSIS**

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**ABSTRACT:**

With the exponential growth of digital content, YouTube has become one of the most influential platforms for video sharing and audience engagement. Analyzing video performance metrics—such as views, likes, and shares—plays a crucial role in understanding user behavior and optimizing content strategies. This study aims to explore the interrelationship between these key engagement metrics and their impact on video visibility and audience interaction. Views indicate the reach of a video, likes reflect audience approval, and shares contribute to broader content dissemination. By employing data analytics and statistical methods, this research examines how these metrics influence video ranking, user engagement, and overall content success. Additionally, it investigates external factors such as video duration, content type, posting frequency, and social media promotions that affect these performance indicators. The findings of this study will provide valuable insights for content creators, digital marketers, and media analysts to enhance their video strategies, improve audience retention, and maximize content virality on YouTube.