


Unlocking Insights: A Comprehensive Analysis of YouTube Data



Introduction to YouTube Data Analysis



Welcome to this presentation on unlocking insights from YouTube data. We will explore the power of data-driven decision making and how to leverage YouTube analytics to drive *strategic business decisions*.



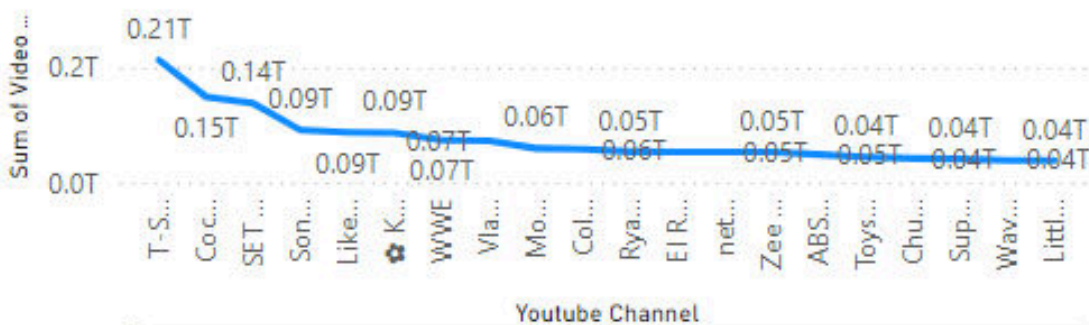
Understanding YouTube's Metrics

In this section, we will dive into the key **metrics** that YouTube provides, including **views, subscriber count, video count, category, starting year** and **engagement rates**. We will discuss how to interpret these metrics and their importance in understanding your audience's behavior.

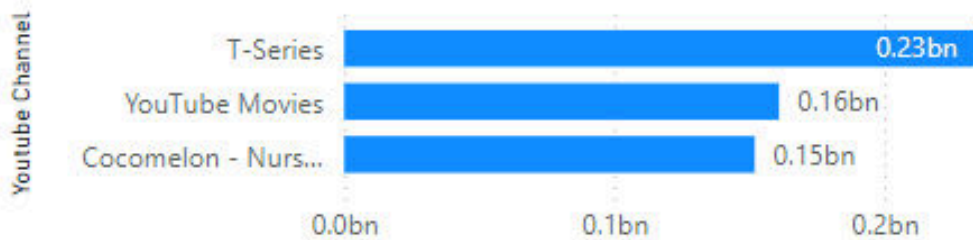
Power BI Dashboard

You Tube Channel Data Analytics

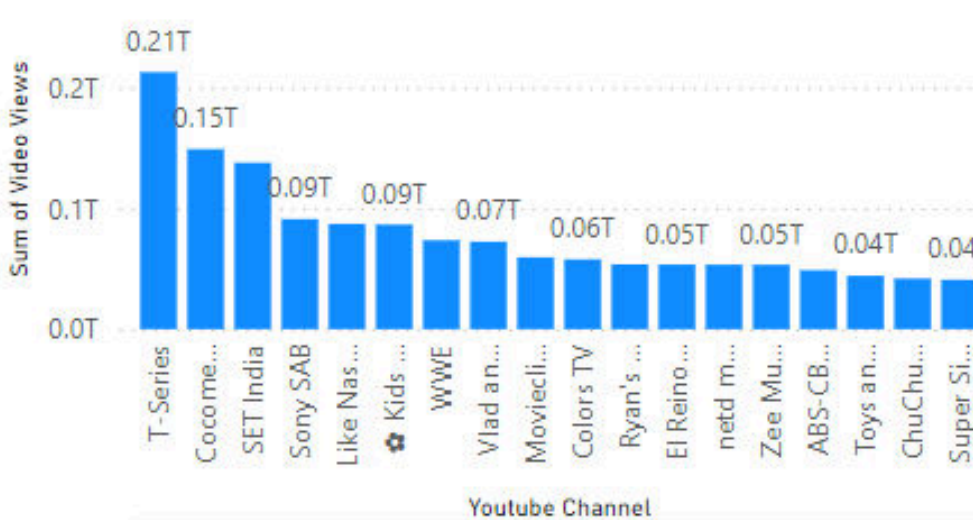
Sum of Video Views by Youtube Channel



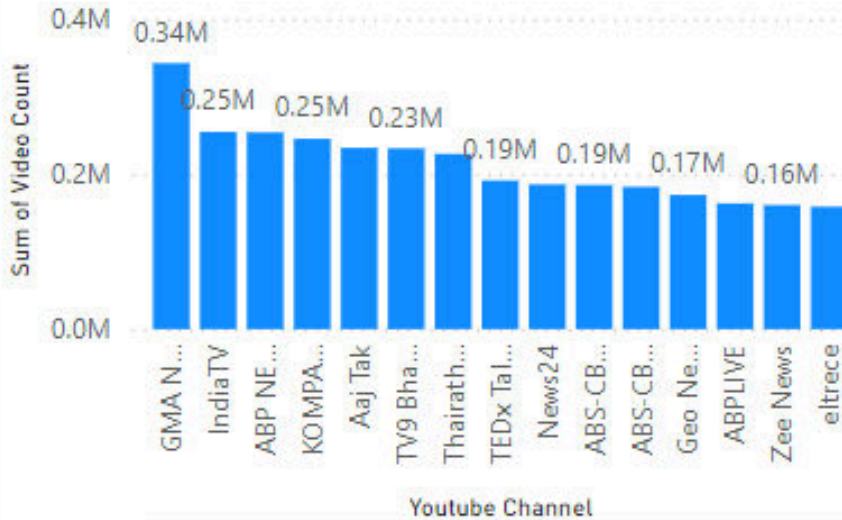
Sum of Subscribers by Youtube Channel



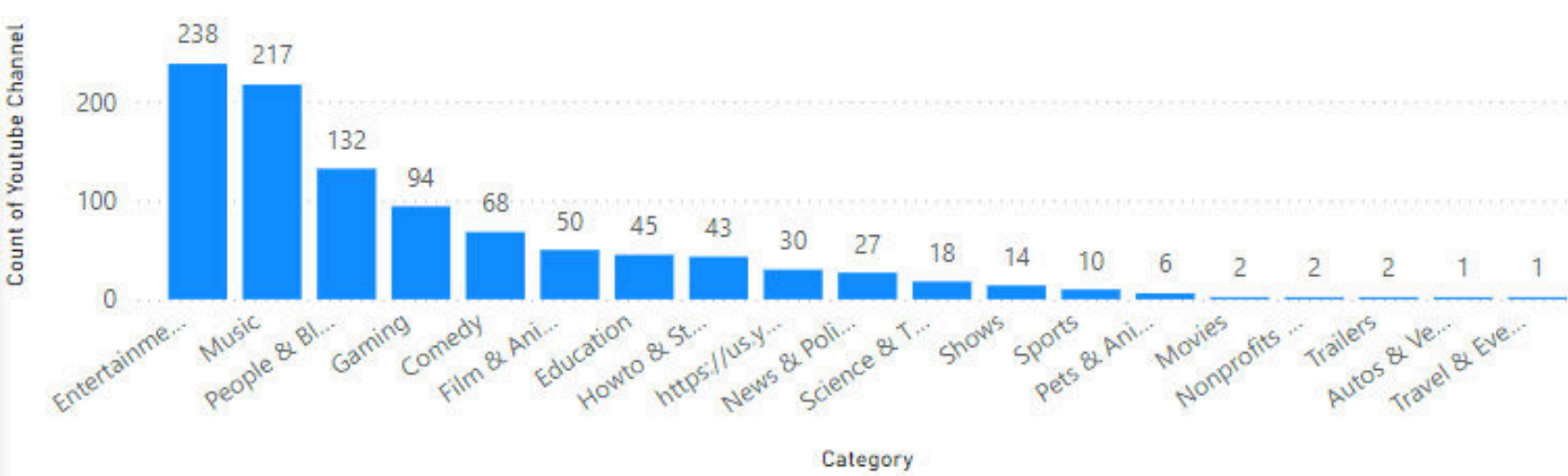
Sum of Video Views by Youtube Channel



Sum of Video Count by Youtube Channel



Count of Youtube Channel by Category

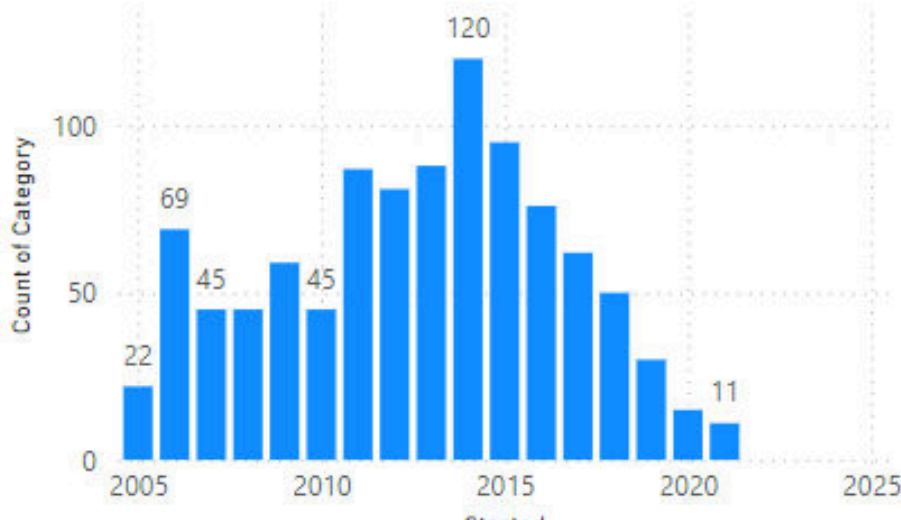


Count of Youtube Channel by Started

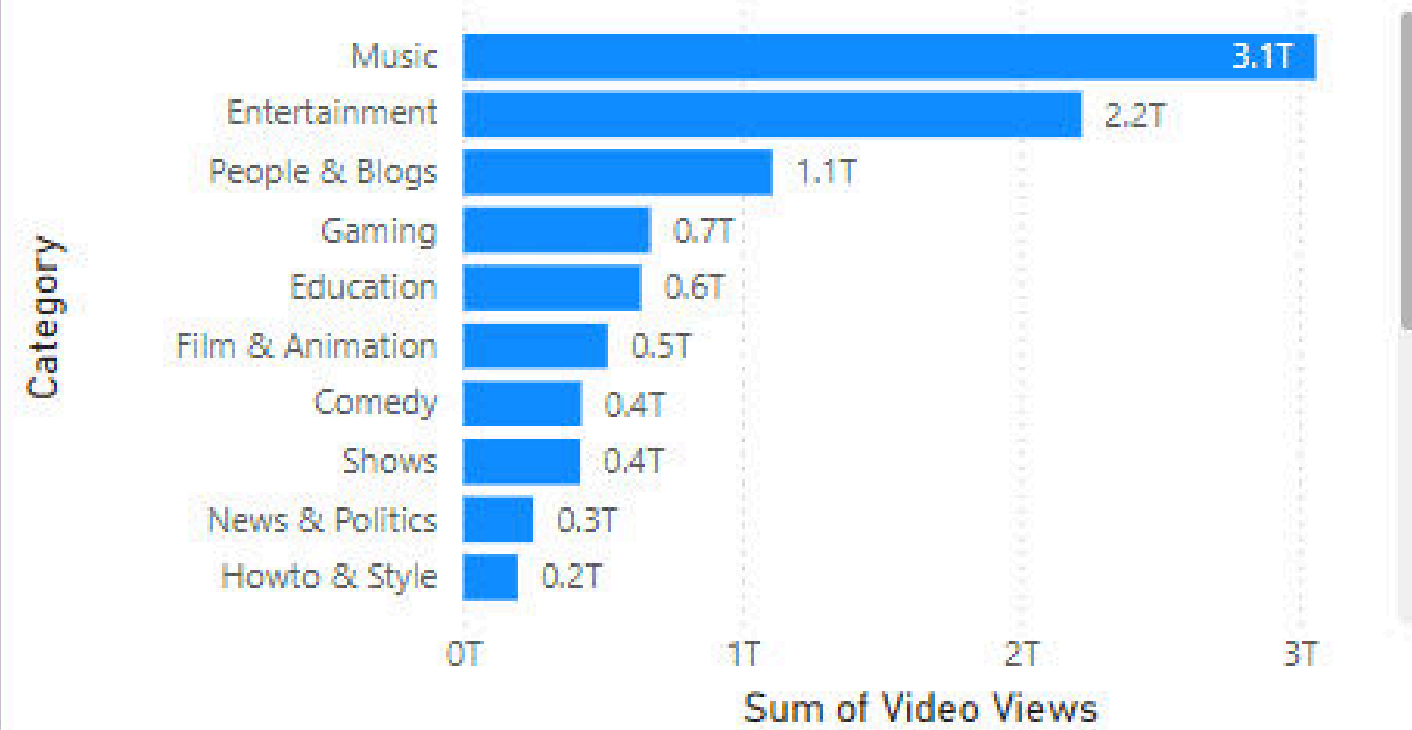


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Count of Category

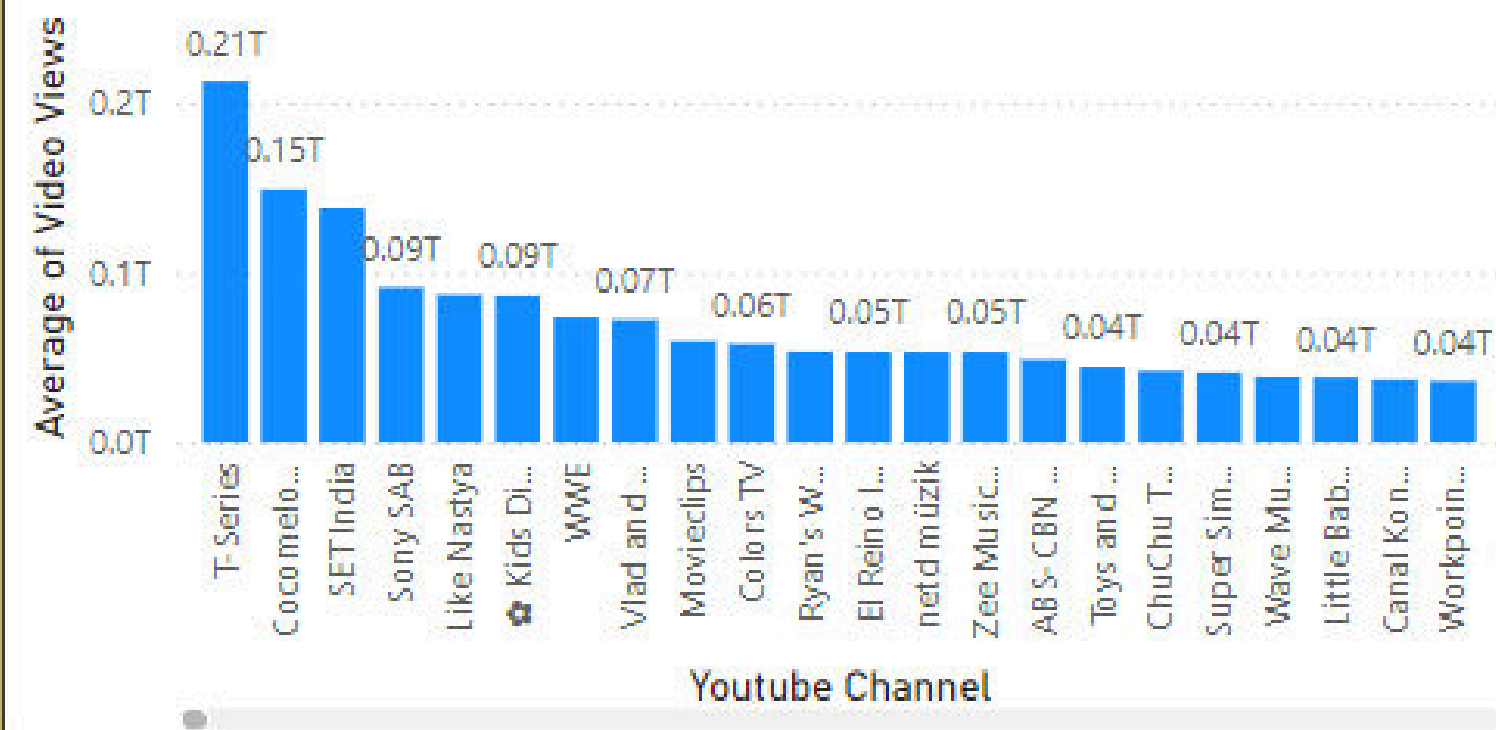
Count of Category by Started



Sum of Video Views by Category

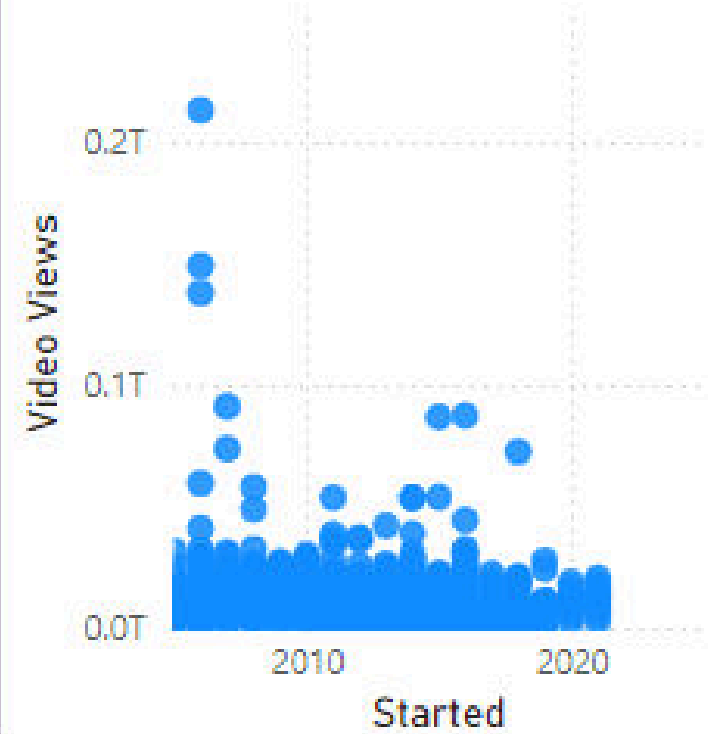


Average of Video Views by Youtube Channel

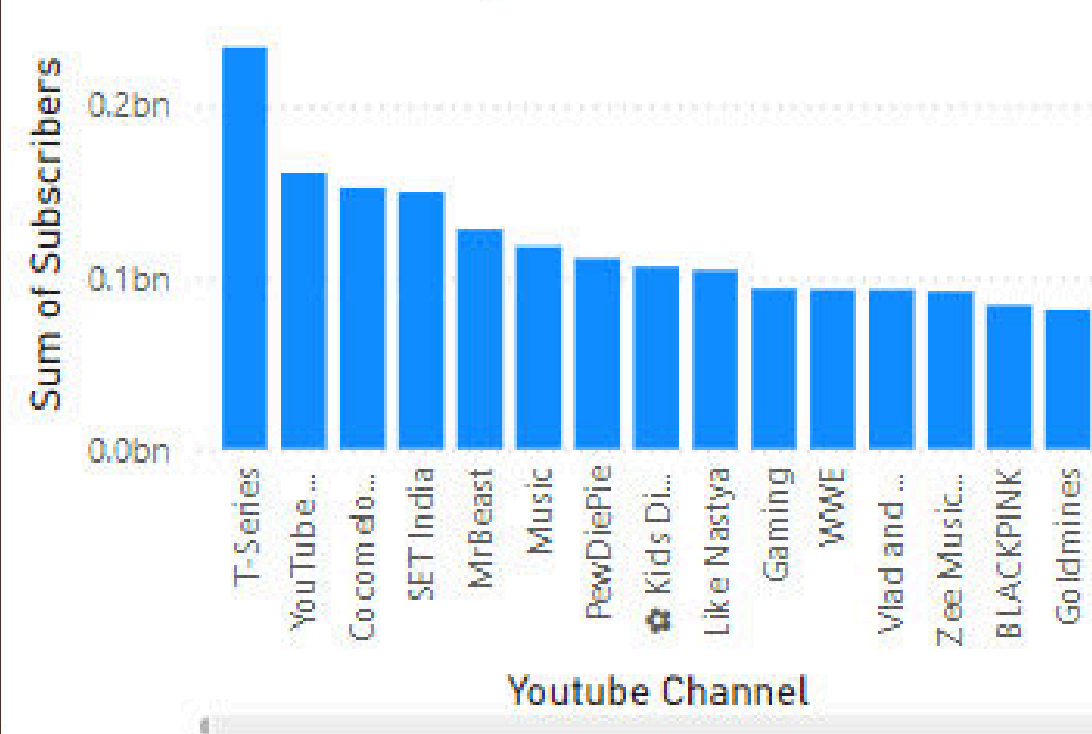


999
Count of Youtube Channel

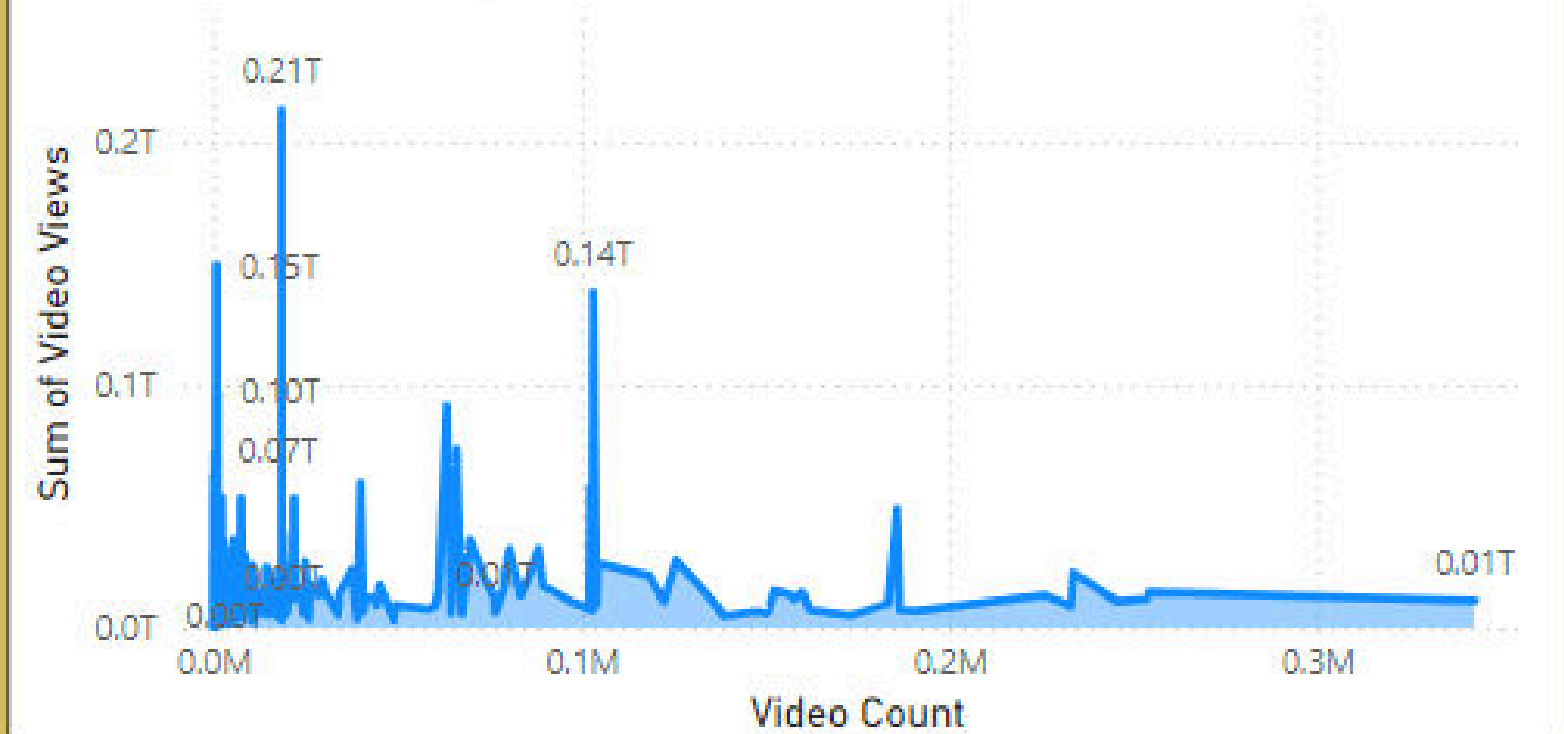
Started and Video Views



Sum of Subscribers by Youtube Channel

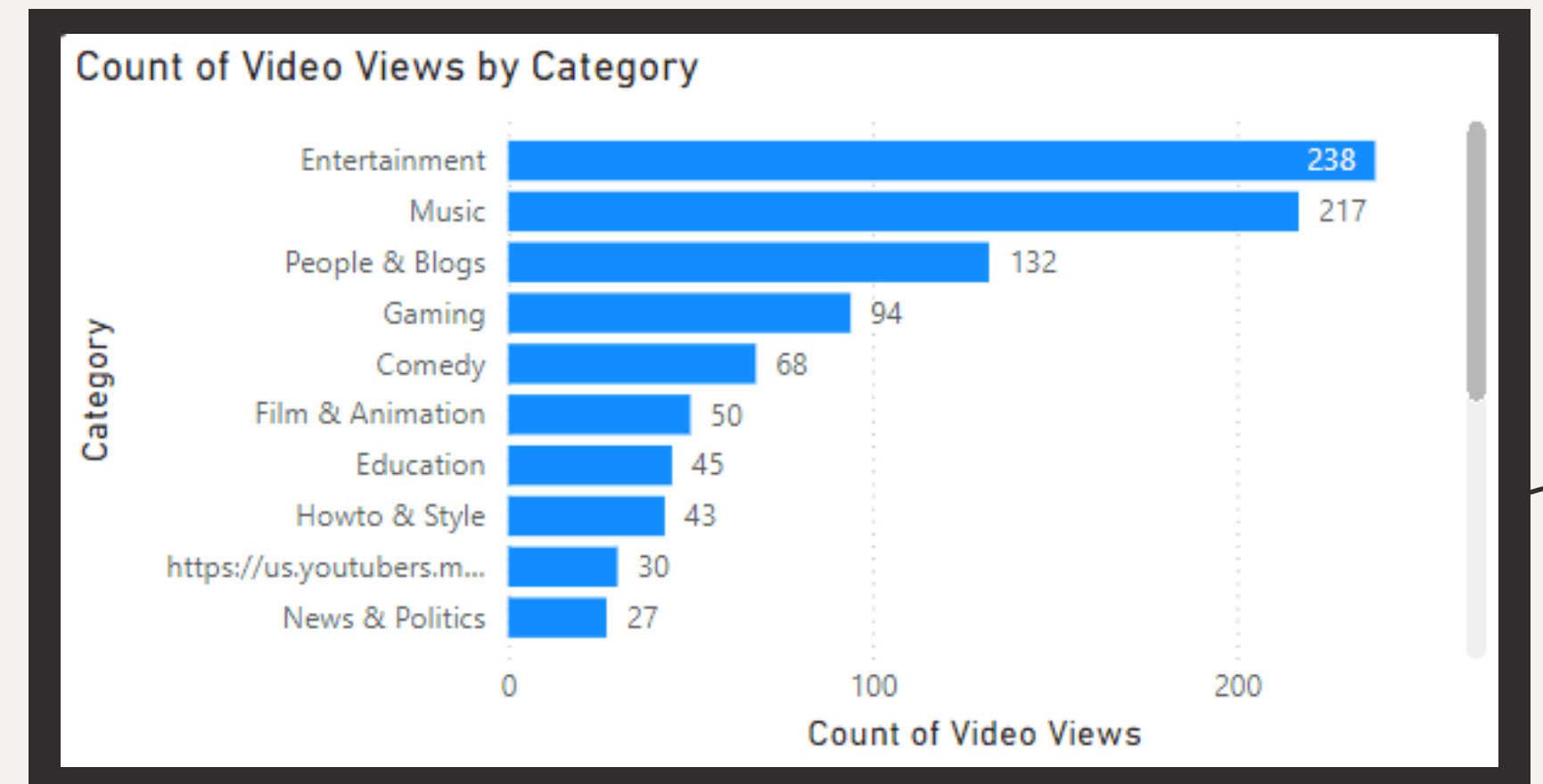


Sum of Video Views by Video Count



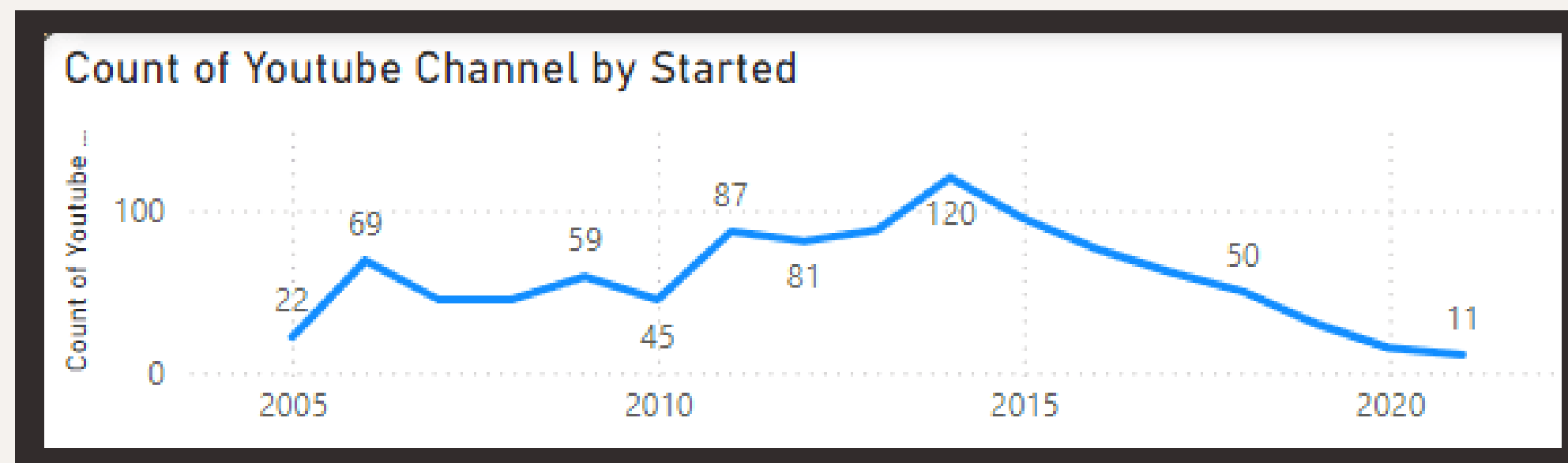
Identifying Top-Performing Category

By analyzing **most popular videos**, we can gain valuable insights into the type of content that resonates with audience. We found that the **entertainment** sector has the maximum number of user **engagement and views**.



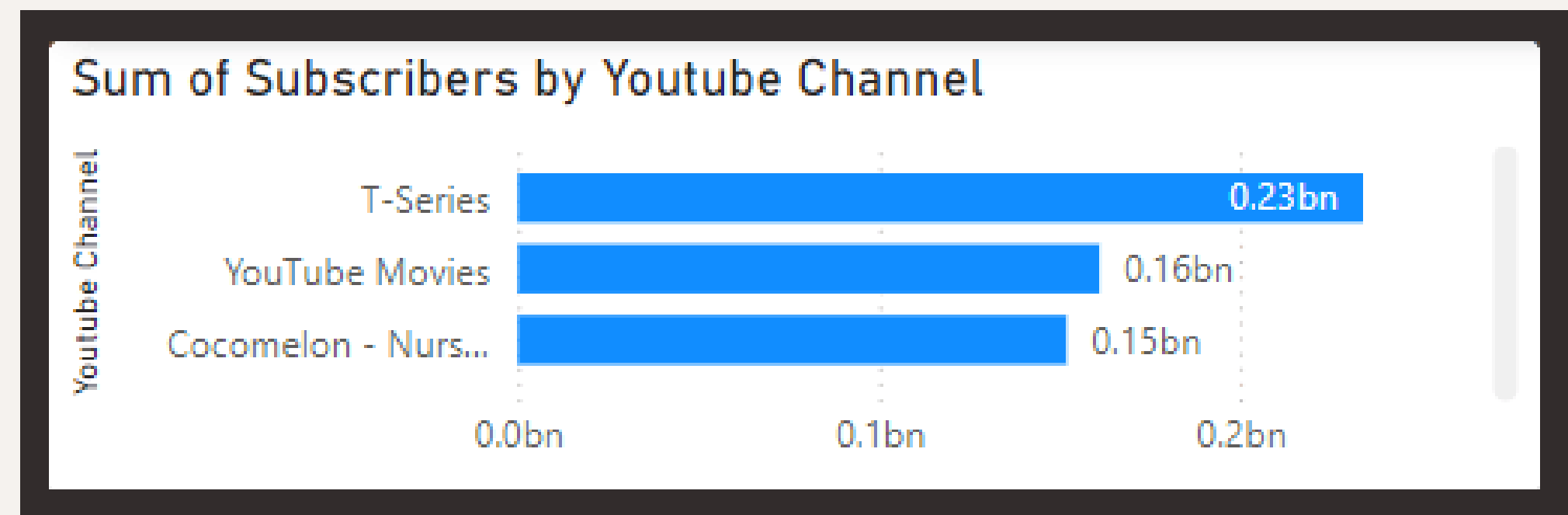
Emerging of YouTube Channels

By using Line Chart we could see that the most of the YouTube channels started between the year 2013-18.



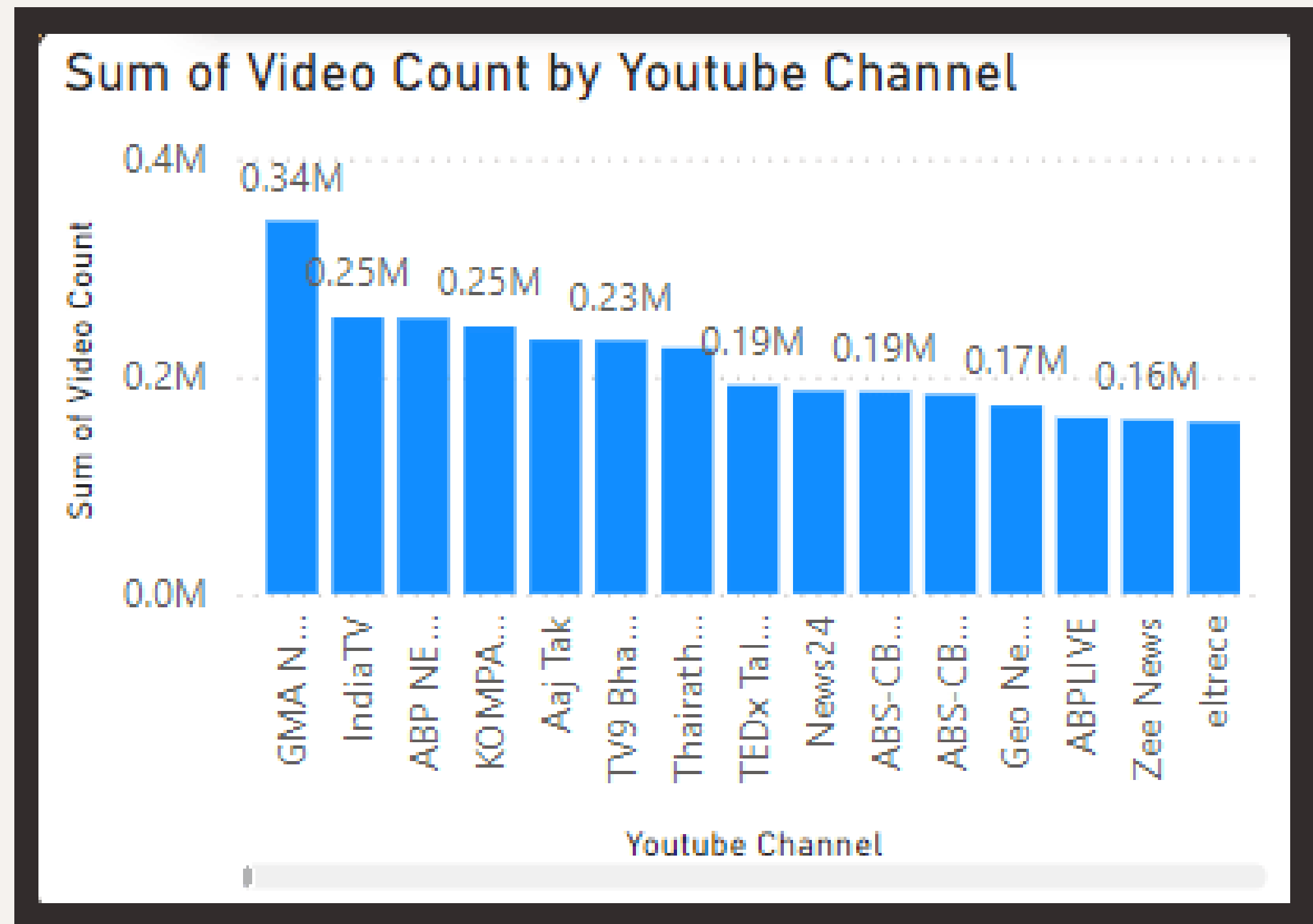
Highest number of Subscribers

By using clustered bar chart we can see that **T-series** has the highest number of subscribers which falls in the category of entertainment. In conclusion, **understanding and leveraging YouTube data** is crucial for businesses and content creators alike. By **utilizing the insights** we can make **informed decisions, create more engaging content, and achieve your desired growth objectives.**



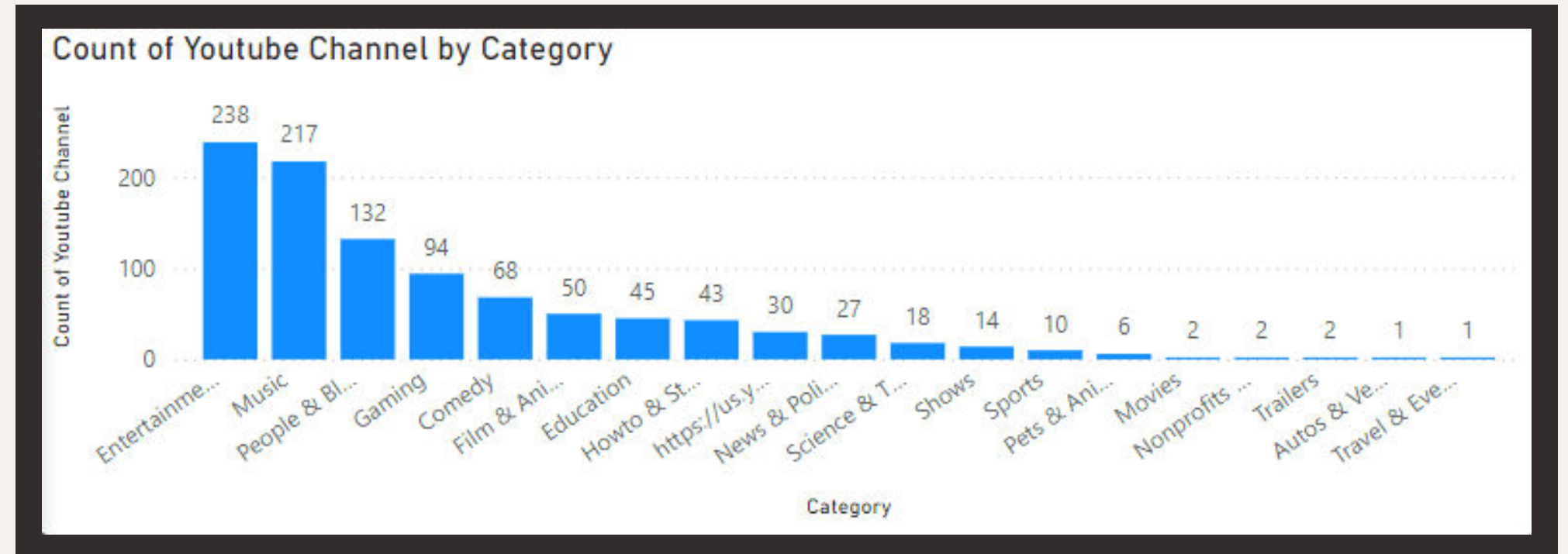
Highest number of videos

Using a **stacked column chart**, we can see that **GMA NEWS** has posted the highest number of videos. In conclusion, understanding and leveraging YouTube data is crucial for businesses and content creators. By utilizing these insights, you can make **informed decisions, create more engaging content, and achieve your desired growth objectives.**



Trending categories

A **stacked column chart** reveals the trending categories, highlighting **19 unique emerging sectors** dominated by **entertainment**. This powerful data analysis empowers new creators to **make informed, strategic decisions**, enhancing their **content** and **driving significant growth**.

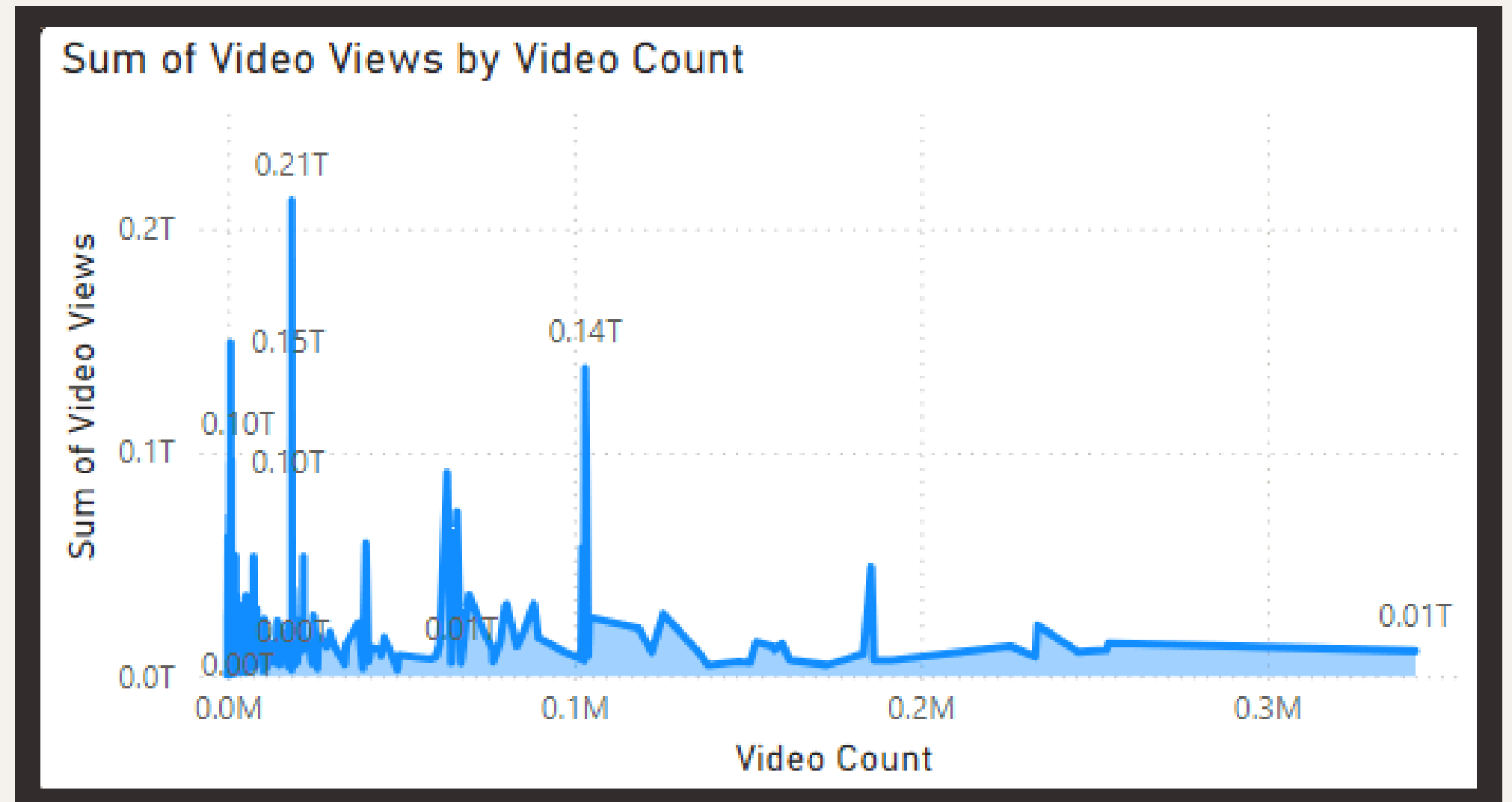


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Count of Category

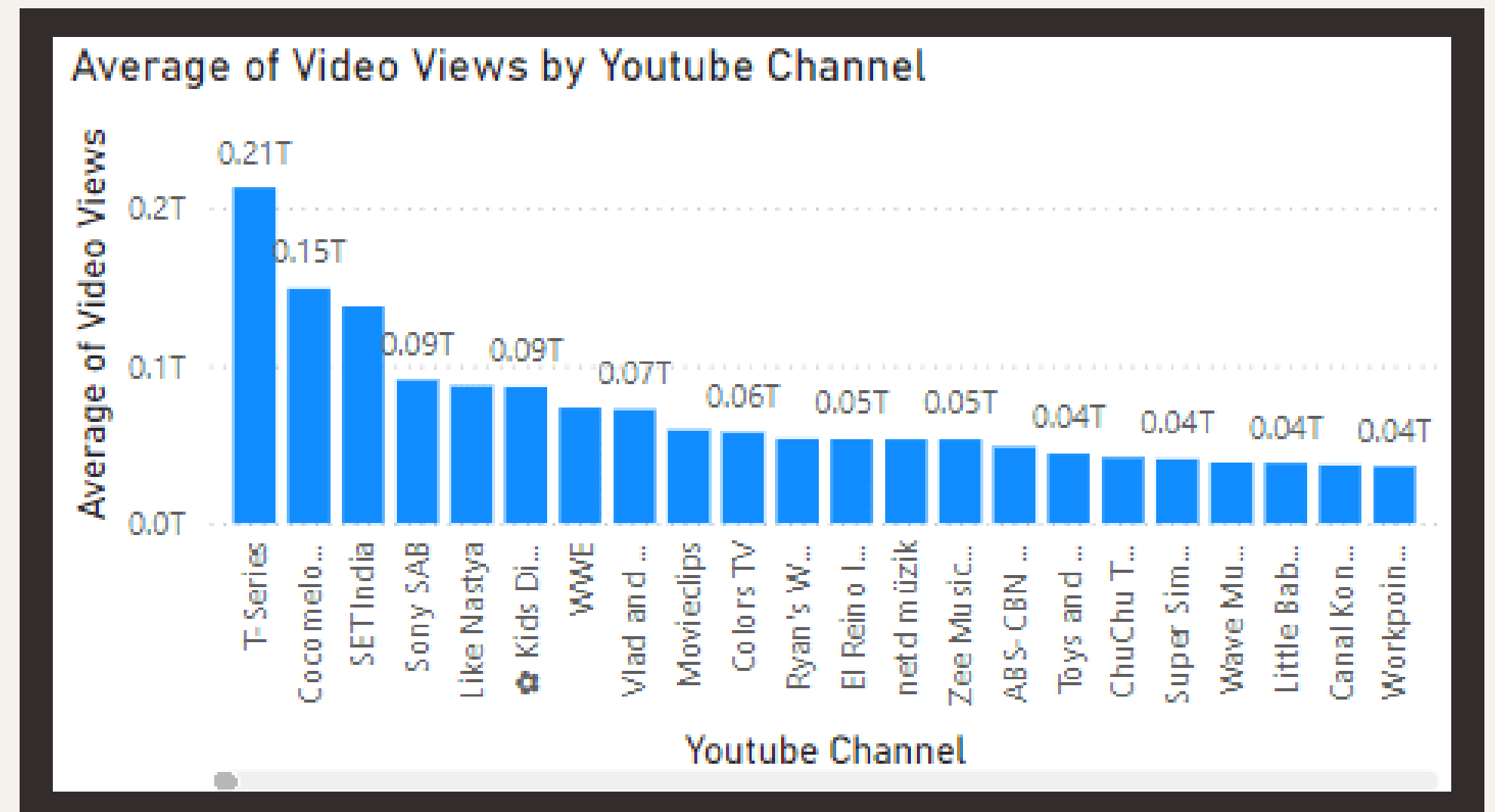
Impact of Video Count on Viewership

An **area chart** reveals that the number of videos uploaded **does not necessarily impact viewership**. Channels with fewer videos have still achieved **high view counts**, demonstrating that **quality**, not quantity, is the **key driver** of views. This underscores the importance of **creating high-quality content to attract and retain viewers**.



Average views received by each channel

A **clustered column chart** illustrates the **average number of views** received by each channel, providing **clear insights into their performance**. By analyzing this data, users can identify which channels are **most effective at attracting viewers**. This valuable information empowers users to make informed decisions, optimize their **content strategies**, and focus on methods that **drive higher engagement**.





Thanks!

-Sanjana Bhattacharjee