Content and Channel Analysis:

* There are no different channels.
* The correlation between the popular tags and the view count is 0.63. This means it’s about to be highly corelated it’s moderately corelated because the correlation value is between 0.5 and 0.7.

Temporal Trends:

* Over time the views of the videos are increasing but not directly. It started in 2011 to be high then decreased in 2012 and started to increase over years to reach the highest point in 2018 and it begins to decrease again till 2023 so it’s not a good sign.
* The engagement with the videos across years varies, but overall, the comments engagement is better than likes; both increase over time, and they reach their peak in 2019.

User Engagement Insights:

* The relationship between likes, comments and views is directly proportional because as the views increase both likes and comments increase.
* YouTube has substantial impact on modern society as the second most popular website in the world. A content analysis study about music videos on YouTube found derivate music videos received higher user engagement compared with user-appropriate music videos; User engagement with the ads is a primary reason brands would share video ads on YouTube.

Video popularity did not seem to be affected by video duration, on average. Users are more likely to interact with (comment, like, dislike) videos that are useful or supporting in some way. Videos that are interacted with more are not always more popular, with subject content affecting this relationship. In addition, high view counts associated with fewer likes, dislikes and comments per view, suggesting that indicators of popularity may not attract new viewers.