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Our Music Playlists

Song Analysis

By power BI

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Problem Statement:

This internship project aims to conduct a comprehensive analysis of YouTube songs data using Power BI. The dataset contains key attributes such as video ID, channel title, title, description, tags, published date, view count, like count, favourite count, comment count, video duration, video definition, and caption details. The goal is to utilize Power BI to create insightful visualizations and reports that provide a deeper understanding of YouTube songs' performance, popularity, and user engagement. The analysis aims to uncover trends, preferences, and patterns in the data to aid content creators and stakeholders in optimizing their YouTube song content.



Project Objectives



01

Data Cleaning and Preparation:-

Clean and preprocess the dataset, handling missing values or outliers.- Convert relevant columns to appropriate data types



02

Exploratory Data Analysis (EDA):

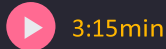
Explore patterns and distributions in view counts, like counts, and comments.



03

Content and Channel Analysis:

Analyse the distribution of videos across different channels. Identify popular tags and their correlation with view counts



04

Temporal Trends:

Explore how YouTube song video metrics vary over time. Identify peak publishing times and their impact on engagement





Deliverables:

- Interactive Power BI dashboards showcasing visualizations of YouTube song data trends.
- Reports detailing channel and content analysis, temporal trends, and user engagement insights.
- Recommendations for content creators and stakeholders to enhance YouTube song video performance.
- This project provides interns with hands-on experience in leveraging Power BI for meaningful analysis in the dynamic domain of YouTube songs, contributing insights to optimize content strategy and engagement

Song Analysis Dashboard

66.47

Sum of duration

231bn

Sum of viewCount

19K

TOTAL MUSIC

QUALITY

All

PUBLISH AT

23-12-2010

20-08-2023

TOP 4 SONGS BY DURATION

Harmonious Himesh - 101 Hits Of Him...

Maha Shivratri - A Night With Divine | ...

Adipurush Final Trailer Launch Event | P...

Radhe Shyam Pre Release Event Live | ...

0.0

0.1

0.2

0.3

0.4

MUSIC BY QUALITY

hd

sd

0M

50M

100M

TOP 4 SONGS BY VIEWS

SIMMBA: Aan...
1bn

Vaaste Song: Dh...
2bn

DILBAR Lyrical ...
1bn

Lut Gaye (Full S...
1bn

TOP 4 SONGS BY LIKES

Official Video: H...
6M

Vaaste Song: Dh...
13M

Full Song: K...
7M

Lut Gaye (Full So...
11M



THANKS!