

Youtube Comment Data Analysis Project

Data Analyst: Soniya B

Client/Sponsor: **Youtube**

Purpose:

*This project will analyze the Youtube Comments behaviour dataset to detect **negative sentiment, engagement patterns, and potential abuse trends** – insights that help shape content moderation and policy enforcement.*

Scope / Major Project Activities:

Activity	Description
Data Collection and Preparation	Import and clean the Youtube Comments dataset for analysis.
Exploratory Data Analysis (EDA)	Identify patterns, trends in different comments.
Data Visualization	Create charts and dashboards to represent comments and related factors.
Statistical Analysis	Determine correlations between comments and influencing variables.
Insights and Recommendations	Translate findings into actionable strategies to shape content moderation and policy enforcement.

This project does not include:

- Collecting new survey or primary data
- Implementation of campaign or activities (limited to recommendations only).
- Financial or operational planning for programs.

Deliverables:

Deliverable	Description/ Details
Clean and well documented dataset	Collect, clean and prepare the youtube comment dataset for analysis. Ensure accuracy, handle missing values and document the dataset clearly. Check for potential biases and balance the data if required.
Data visualizations	Develop charts, graphs, and dashboards to visually represent user type, trends, and influencing factors across different comments.
Analytical report summarizing key findings	Provide a structured report highlighting patterns, correlations and insights derived from the analysis. The report will include both visual and statistical evidence.
Recommendations documents for more subscribers	Prepare actionable recommendations based on the analysis, focusing on policy and content

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Collection and Preparation</i>	5/11/2025	<i>Clean the youtube dataset</i>
<i>Data visualization</i>	6/11/2025	<i>Visualize the trends</i>
<i>Analytical report</i>	7/11/2025	<i>Finding patterns, correlations and insights derived from analysis.</i>
<i>Recommendations documents</i>	8/11/2025	Actionable recommendations based on the analysis

***Estimated date for completion:**

If everything goes well as per plan, it will be finished by November 12, 2025