I am super excited to share my latest data analysis project – “Global YouTube Statistics 2023” report using SQL and Power BI. In this project, I delved into a comprehensive analysis of global youtubers’ dataset, aiming to uncover valuable insights into the success factors of top YouTube channel, discovering the most popular channel type, exploring the correlation between performance and estimation earnings.

Leveraging SQL, I extracted, cleaned and organized datasets, conducting in-depth queries to identify patterns related to uploaded videos, views, earnings, subscribers etc.

Dataset: We are using YouTube statistic dataset 2023 of world top Youtubers.

From this dataset we will analyze who are YouTube Top Player.

1.a) What are the Top Continent in YouTube space in terms of uploads, views, earnings and subscribers?

b) What are the percentage pay continent in terms of earnings?

2)what are the top 8 countries regardless of continent they are coming from?

3)what are the top 5 channel type in term of total views?

With Power BI, I translated these findings into intuitive visualizations and interactive dashboards, providing a clear and visually appealing representation of the data. This allowed for a deeper understanding of factors influencing YouTube top players.

Insights:

**Upload:**

At 7012319, Asia had the highest Sum of total uploads and was 1,14,630.35% higher than Africa, which had the lowest Sum of total uploads at 6112.

Asia accounted for 77.27% of Sum of total uploads.

Across all 6 continents, Sum of total uploads ranged from 6112 to 7012319.

**Subscription:**

At 8193200000, North America had the highest Sum of total subs and was 18,066.74% higher than Africa, which had the lowest Sum of total subs at 45100000.

﻿North America accounted for 42.11% of Sum of total subs.

﻿Across all 6 continents, Sum of total subs ranged from 45100000 to 8193200000.

**Views:**

At 3209938201882, Entertainment had the highest Sum of total views and was 474.94% higher than Games, which had the lowest Sum of total views at 558306582847.

﻿Entertainment accounted for 39.57% of Sum of total views.