YouTube Trending Video Analytics

Project Report

Date: July 15, 2025

Tools: Python (Pandas, Seaborn), Power BI

# Objective

Analyze YouTube trending videos across regions to uncover patterns in categories, sentiment, and engagement over time.

# Tools & Methodology

- Data Cleaning: Performed in Python using Pandas

- Sentiment Analysis: Applied on video titles using VADER/TextBlob

- Visualization Tool: Power BI for dashboard and storytelling

# Key Insights

1. Top Performing Videos:  
 - 'Zucaroh' & 'Zlatan Ibrahimović' videos appeared frequently in trending lists.

2. Trending Views Over Time:  
 - Views were relatively stable with minor drops around late 2018.

3. Most Popular Categories:  
 - Entertainment and Music dominate trending views.

4. Region-Wise Comparison:  
 - US region showed slightly higher average views per video.

5. Sentiment Distribution:  
 - Majority of titles were Neutral (~58%), Positive (~28%) were more engaging than Negative (~14%).