YouTube Song Analysis

Span

12/23/2010

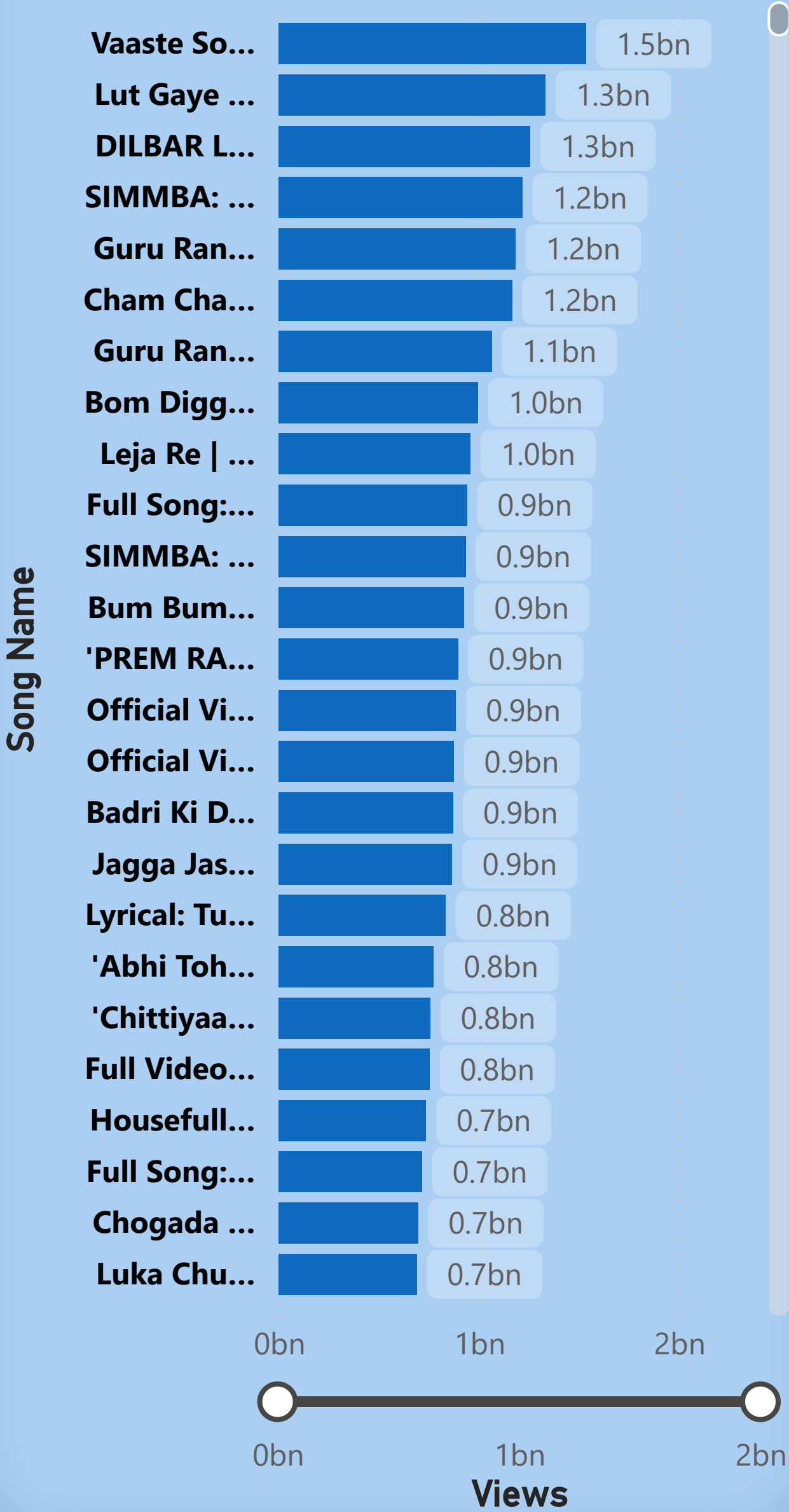8/20/2023

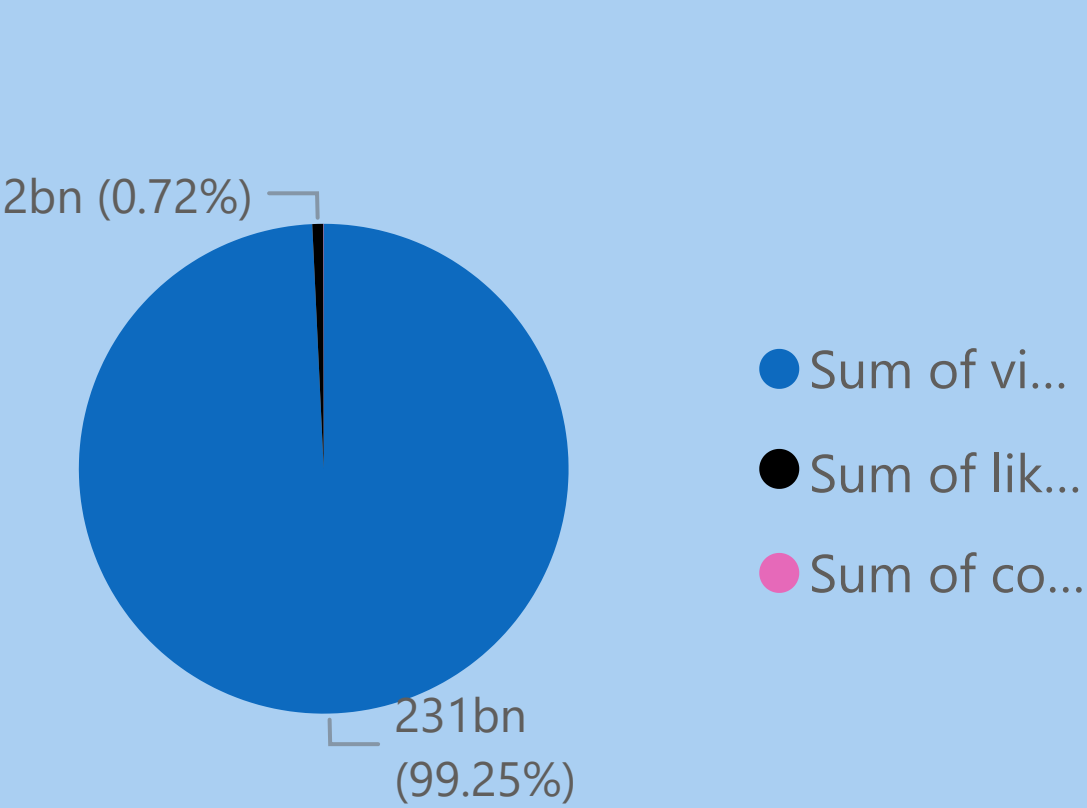**Basic Insights**

Further Details
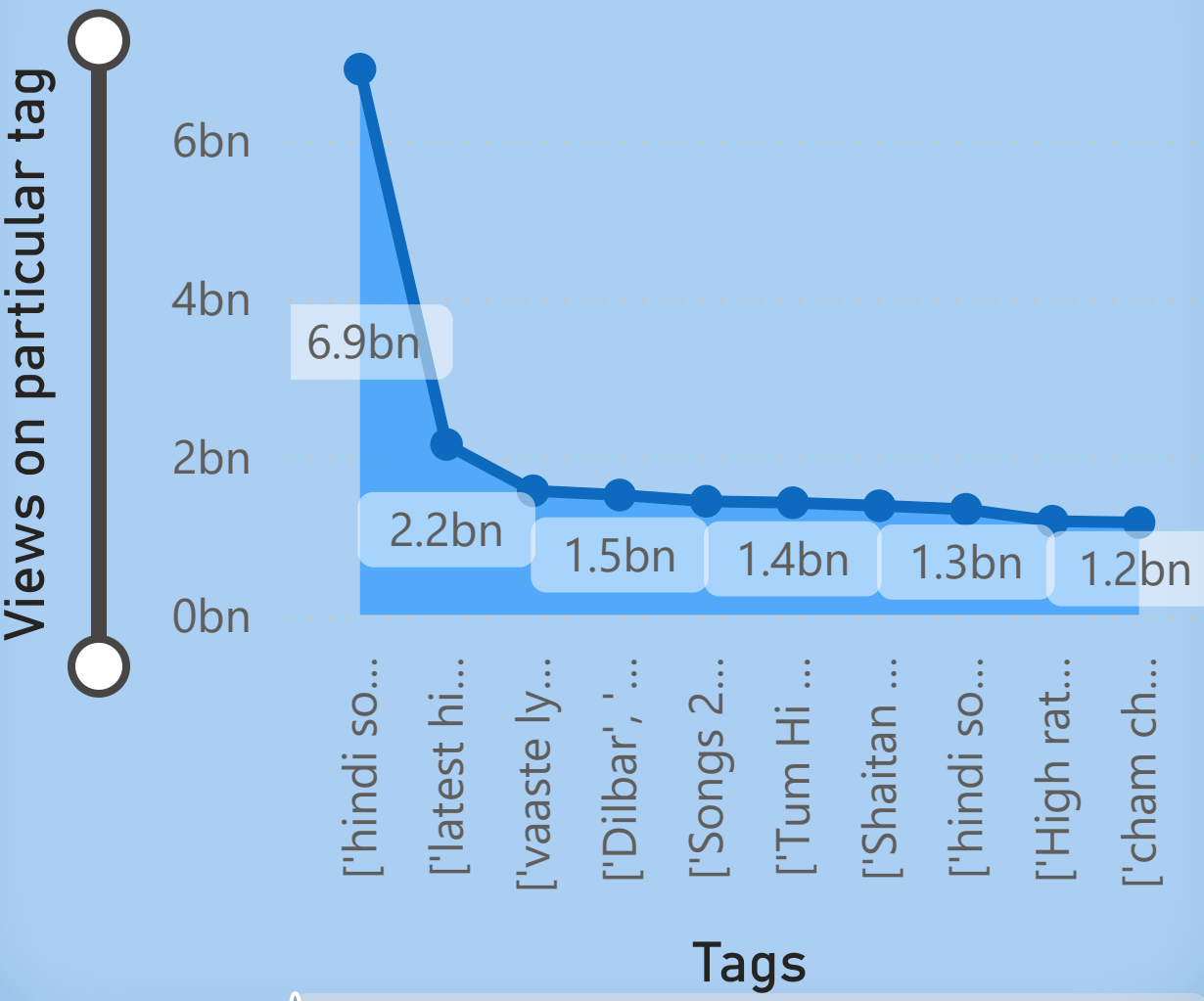
Deeper Insights

Popular Songs

Song Name	Views
Vaaste So...	1.5bn
Lut Gaye ...	1.3bn
DILBAR L...	1.3bn
SIMMBA: ...	1.2bn
Guru Ran...	1.2bn
Cham Cha...	1.2bn
Guru Ran...	1.1bn
Bom Digg...	1.0bn
Leja Re	...	1.0bn
Full Song:...	0.9bn
SIMMBA: ...	0.9bn
Bum Bum...	0.9bn
'PREM RA...	0.9bn
Official Vi...	0.9bn
Official Vi...	0.9bn
Badri Ki D...	0.9bn
Jagga Jas...	0.9bn
Lyrical: Tu...	0.8bn
'Abhi Toh...	0.8bn
'Chittiyaa...	0.8bn
Full Video...	0.8bn
Housefull...	0.7bn
Full Song:...	0.7bn
Chogada ...	0.7bn
Luka Chu...	0.7bn

0bn   1bn   2bn

Views

0bn   1bn   2bn

Views vs Likes vs Comments

2bn (0.72%)

- Sum of vi...
- Sum of lik...
- Sum of co...

231bn
(99.25%)

Popular Tags

Views on particular tag

6bn

4bn

2bn

0bn

6.9bn

2.2bn 1.5bn 1.4bn 1.3bn 1.2bn

["hindi so...
["latest hi...
["vaaste ly...
["Dilbar', '...
["Songs 2...
["Tum Hi ...
["Shaitan ...
["hindi so...
["High rat...
["cham ch...

Tags

Sum of likes, comment and view
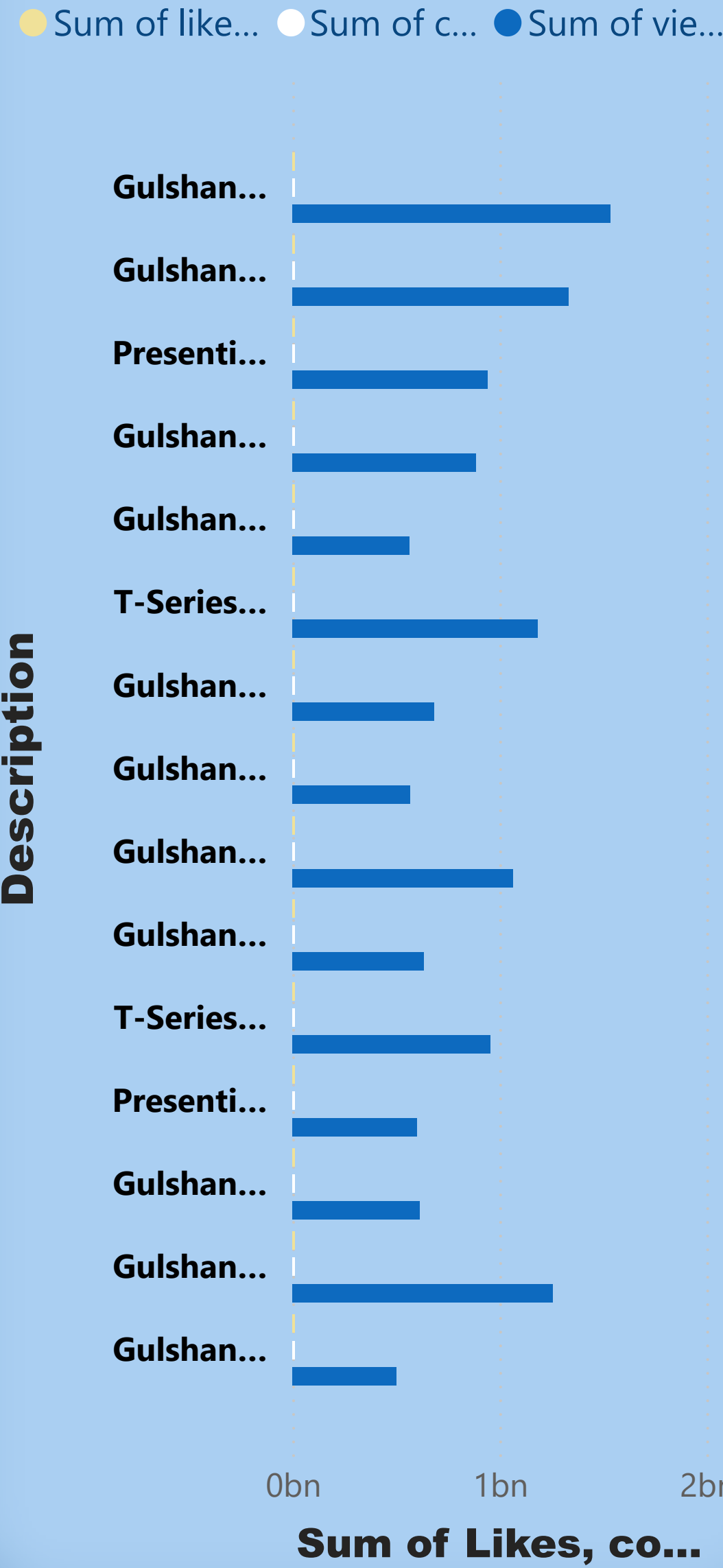
- Sum of like...
- Sum of c...
- Sum of vie...

Description

Description	Sum of Likes, co...
Gulshan...	
Gulshan...	
Presenti...	
Gulshan...	
Gulshan...	
T-Series...	
Gulshan...	
Gulshan...	
Gulshan...	
Gulshan...	
T-Series...	
Presenti...	
Gulshan...	
Gulshan...	
Gulshan...	

0bn   1bn   2bn
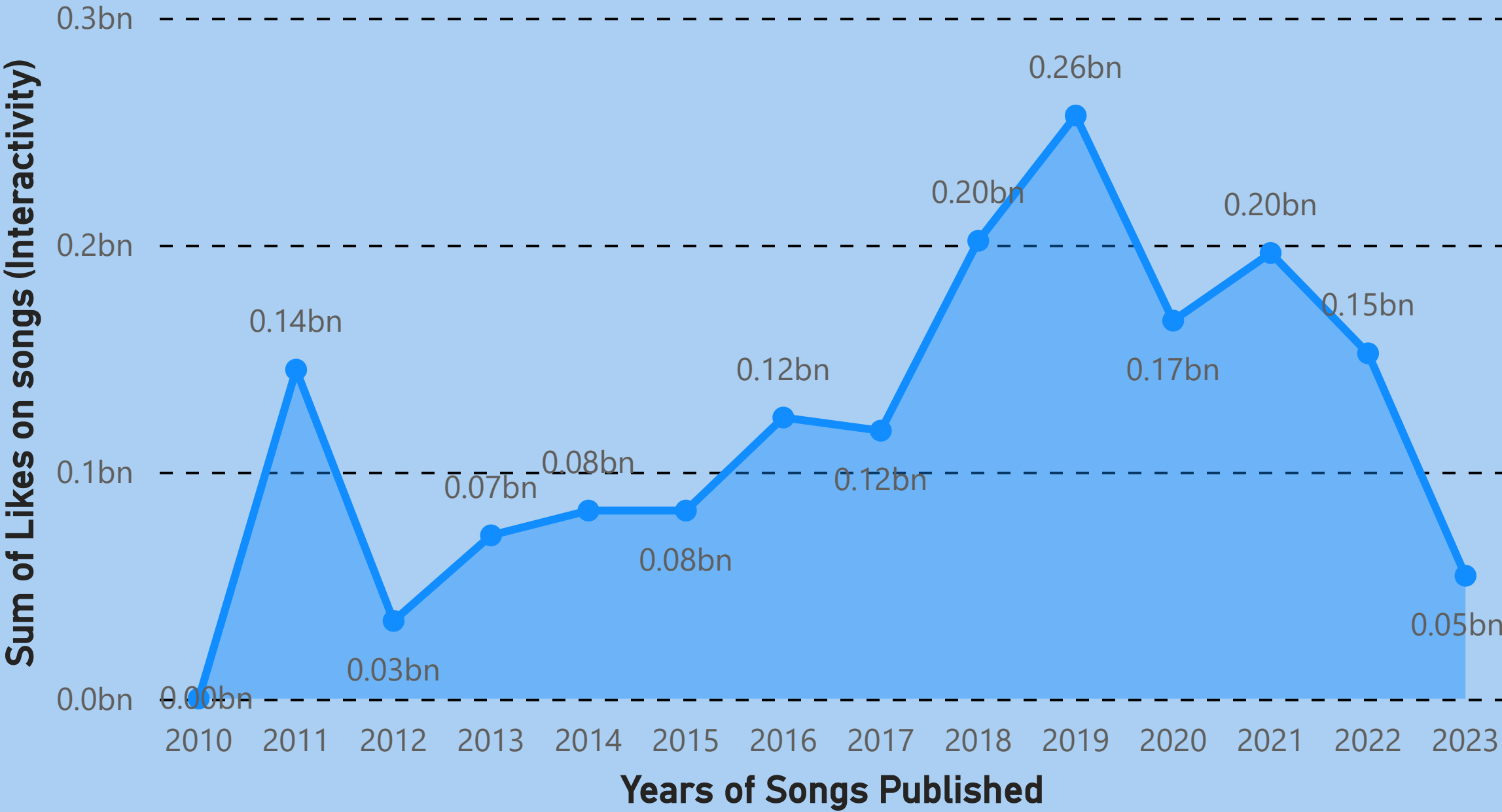
Sum of Likes, co...

YouTube Song Analysis

Basic Insights

Further Details

Deeper Insights

Likes engagement metrics each year

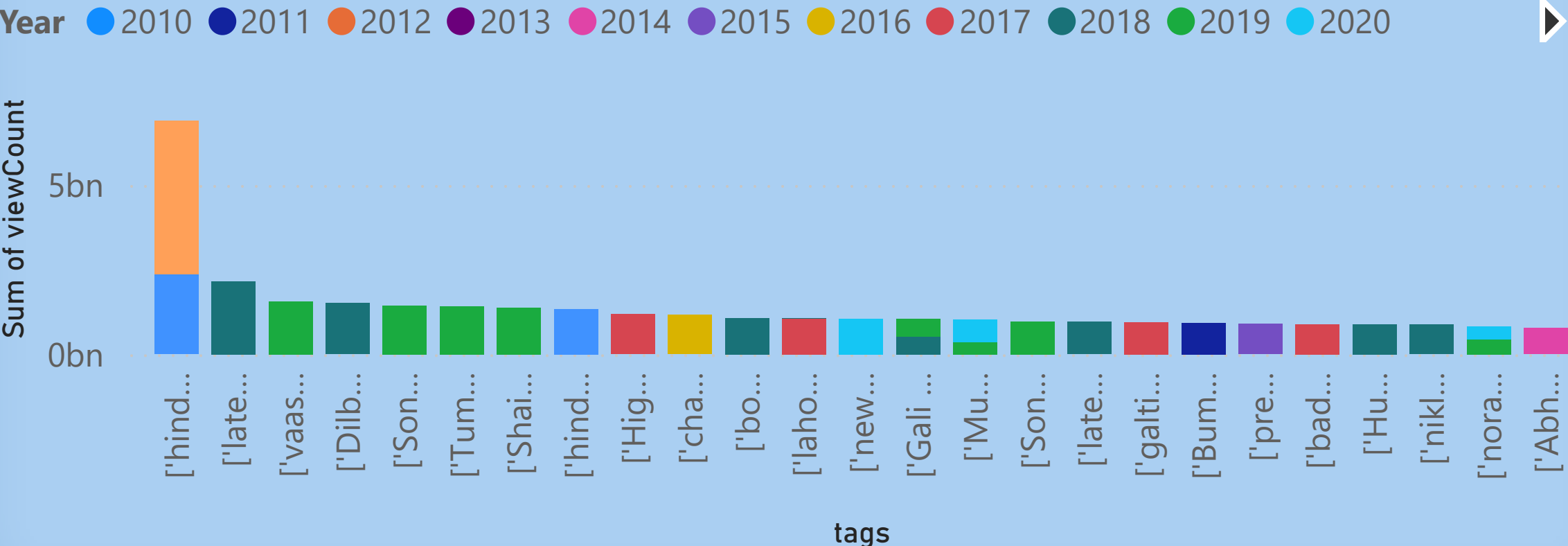Sum of Likes on songs (Interactivity) vs Years of Songs Published

0.00bn (2010), 0.14bn (2011), 0.03bn (2012), 0.07bn (2013), 0.08bn (2014), 0.08bn (2015), 0.12bn (2016), 0.12bn (2017), 0.20bn (2018), 0.26bn (2019), 0.17bn (2020), 0.20bn (2021), 0.15bn (2022), 0.05bn (2023)

Average of viewCount by caption

Caption Availability — True: 72M, False: 11M

Average View Count

Views by Tags

Year: 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020

Sum of viewCount by tags
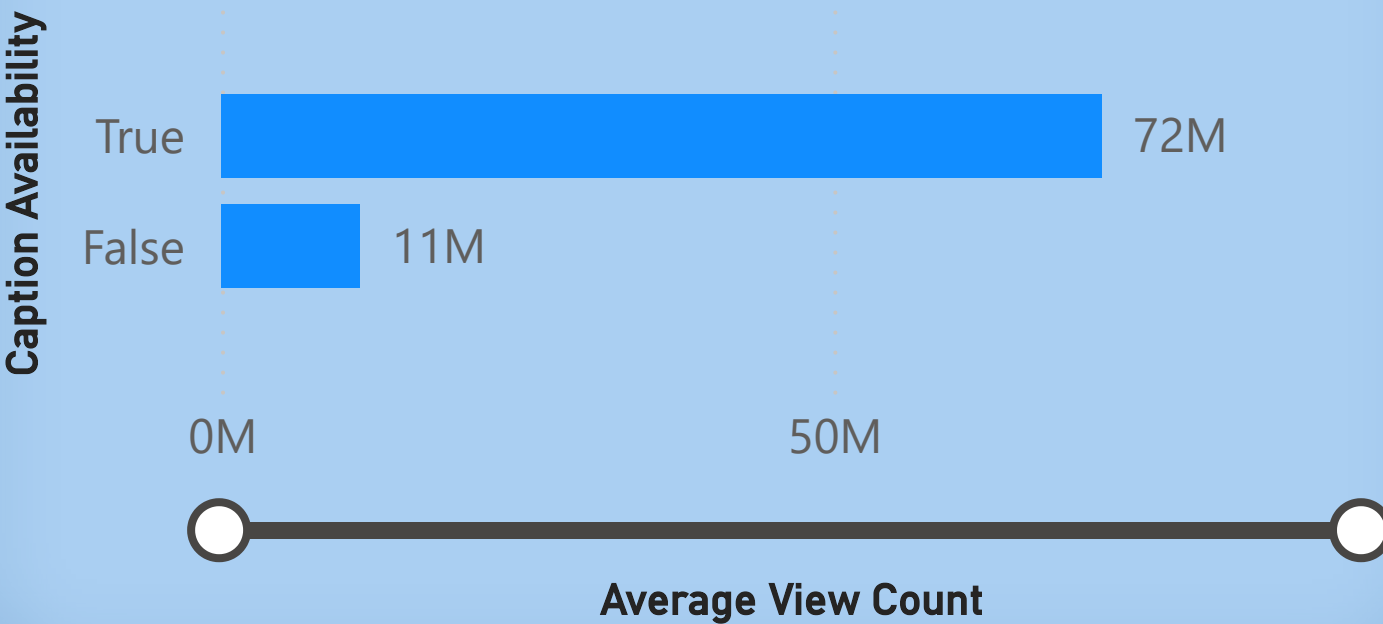
Number songs published every year
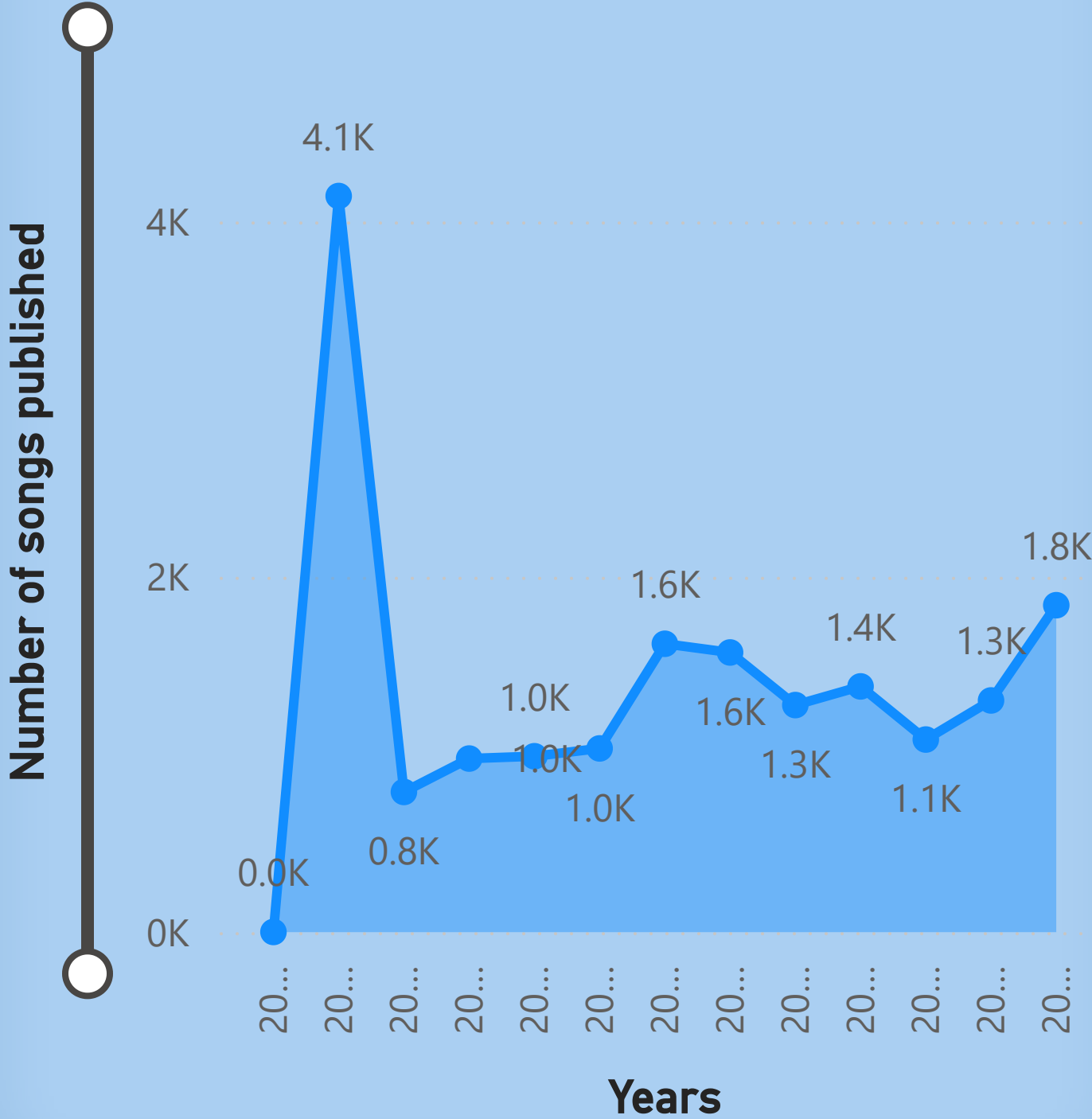
Number of songs published vs Years

0.0K, 4.1K, 0.8K, 1.0K, 1.0K, 1.0K, 1.6K, 1.6K, 1.3K, 1.4K, 1.1K, 1.3K, 1.8K

YouTube Song Analysis

11.94M
Average of viewCount

87.18...
Average of likeCount

2.64K
Average of comment...

Sum of Likes and Sum of Comments

2bn (97....)
0bn (2.93%)

● Sum of lik...
● Sum of co...

Span

12/23/2010

8/20/2023

Basic Insights

Further Details

Deeper Insights
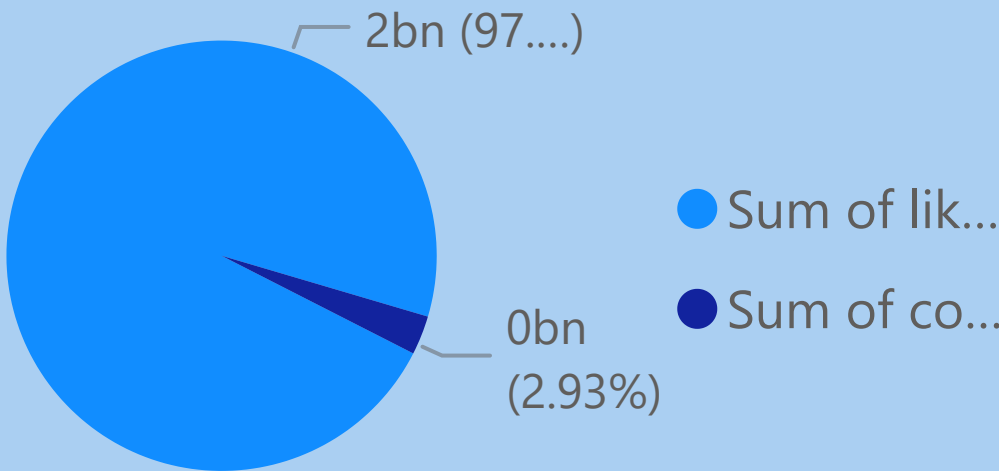
Sum of Likes by tags

Sum of Likes (Y-axis): 100M, 50M, 0M

Tags (X-axis): [hin..., [vaa..., [hin..., [Tu..., [late..., [So..., [So..., [Dil..., [ ], [hin..., [Hu..., [hin..., [Mu..., [Hig..., [hin..., [hin..., [lah..., [pac..., [ne..., [late..., [late..., [taa..., [So..., [teri..., [hin...
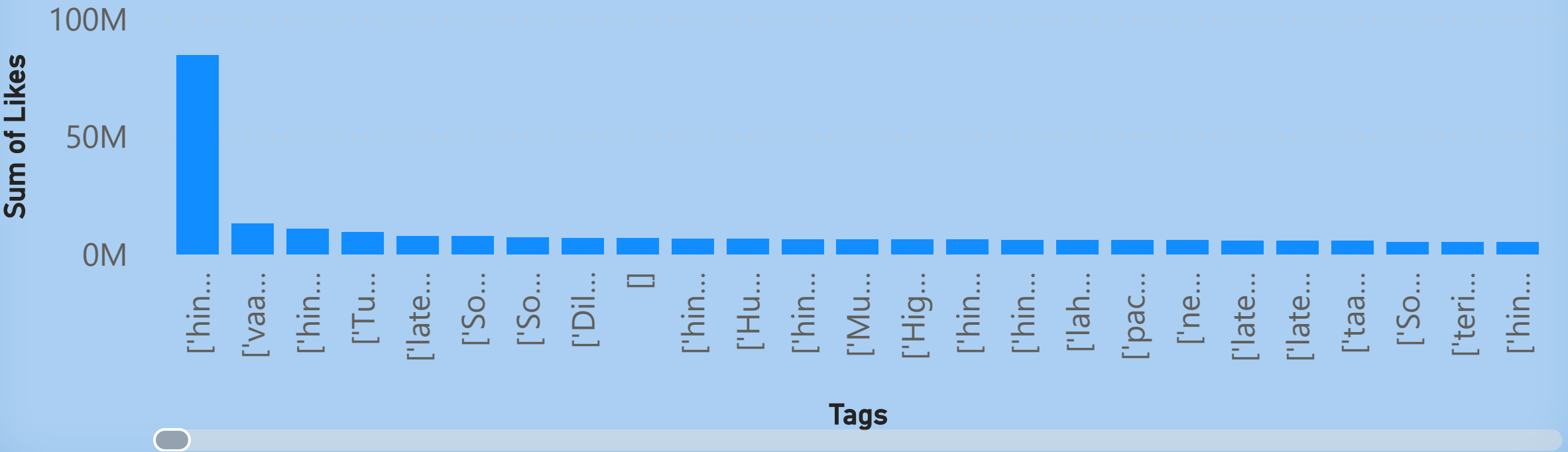
Sum of Likes by Description

Description	Likes (logarithmic scale)
Gulshan Kumar Presents...	12840215
Gulshan Kumar & T-Seri...	10724344
Presenting the full video...	7054035
Gulshan Kumar and T-S...	6419042

Likes (logarithmic scale): 1, 100, 10000, 1000000, 100000000
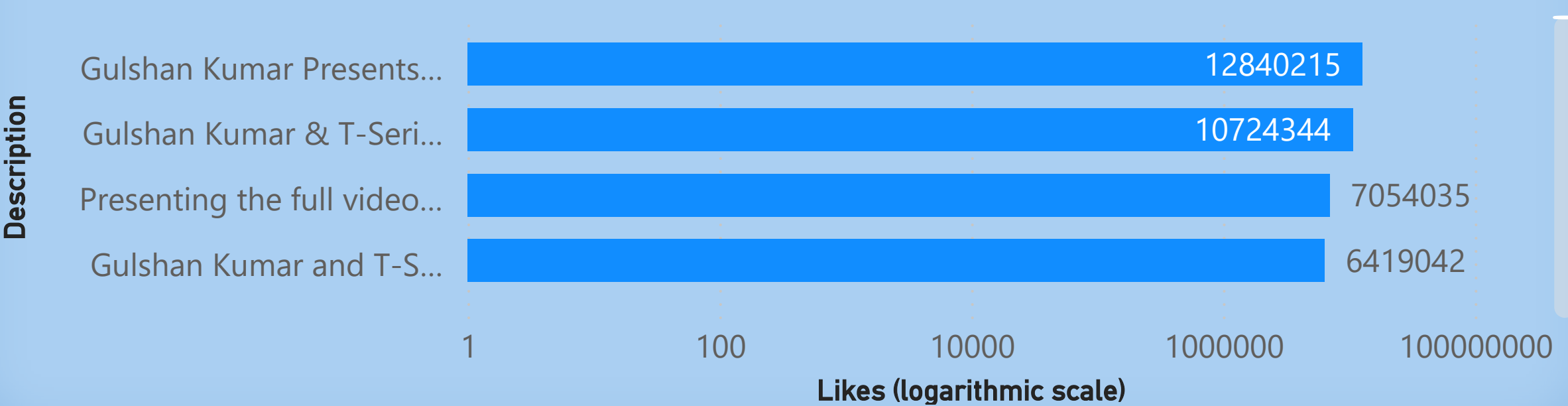
Recommendations:

Creators should focus more on tags and description in order to gain more interactive audience.

Songs of particular tags should be released more often.

There should be more releases of songs from every category, as the interactivity is increase but quantity released is decreased that's why releasing more songs are having potential to grab more interactive audience.