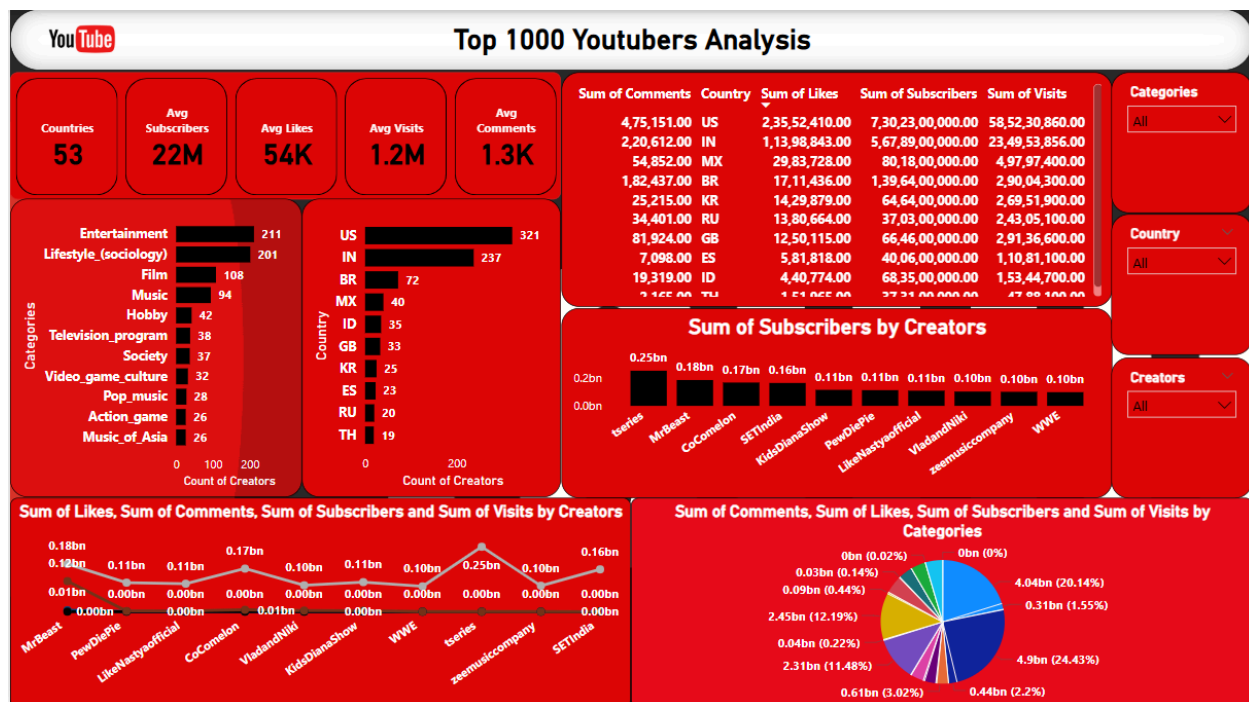


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YouTube Analytics Power BI Project

05-02-2025



Overview

This Power BI project focuses on analyzing the top 1000 YouTube channels to uncover trends related to subscriber count, engagement metrics, content categories, and geographical distribution. The insights derived from this analysis can help content creators, marketers, and businesses understand what makes a successful YouTube channel.

Goals

The primary goal of this project is to leverage Power BI's visualization capabilities to:

- Identify the most successful YouTubers based on subscribers and engagement.
- Analyze the most popular content categories.
- Understand audience interaction through metrics like likes, comments, and views.
- Discover geographical trends in the distribution of top YouTubers.

Key Insights

- **Entertainment** is the most popular category, featuring the highest number of top-ranked channels.
- **USA and India** dominate the YouTube space with the most number of top YouTubers.
- **MrBeast and T-Series** lead in subscriber count, showing the power of viral content and consistency.
- High engagement metrics (likes, comments, views) are correlated with frequent content uploads and audience interaction.

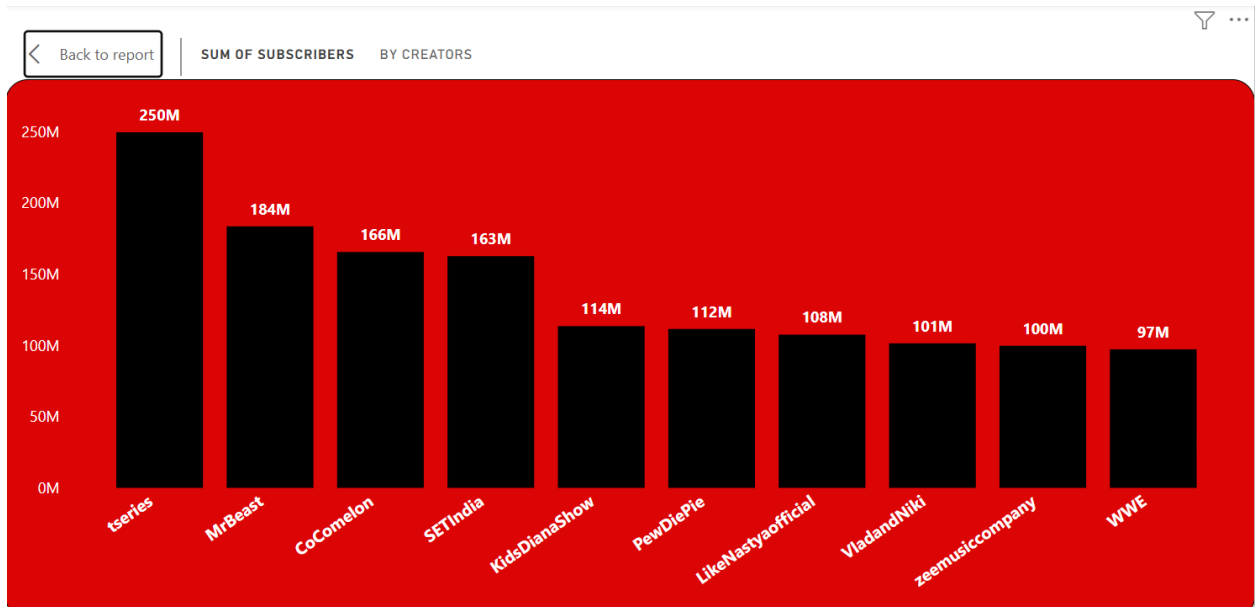
Data Specifications

1. **Dataset Used:** A dataset containing information on the top 1000 YouTube channels.
2. **Data Fields Analyzed:**
 - a. Rank: Position of the YouTuber in the dataset.
 - b. Username: Name of the channel.
 - c. Category: Type of content produced.
 - d. Subscribers: Total number of channel subscribers.
 - e. Country: Geographic location of the YouTuber.
 - f. Visits: Number of times the channel is accessed.
 - g. Likes & Comments: Audience engagement metrics.
3. **Tool Used:** Power BI (Data Cleaning, Modeling, Visualization, and Insights Generation).

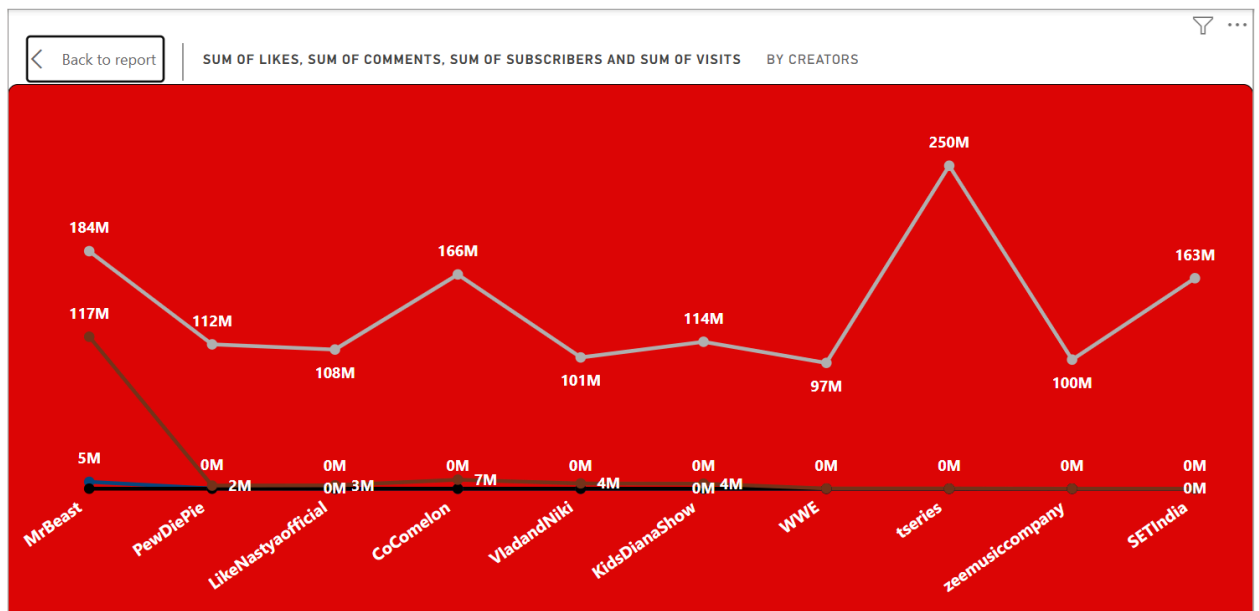
Power BI Visuals & Analysis

This section presents key visualizations created using Power BI. Upload relevant Power BI screenshots in the designated sections.

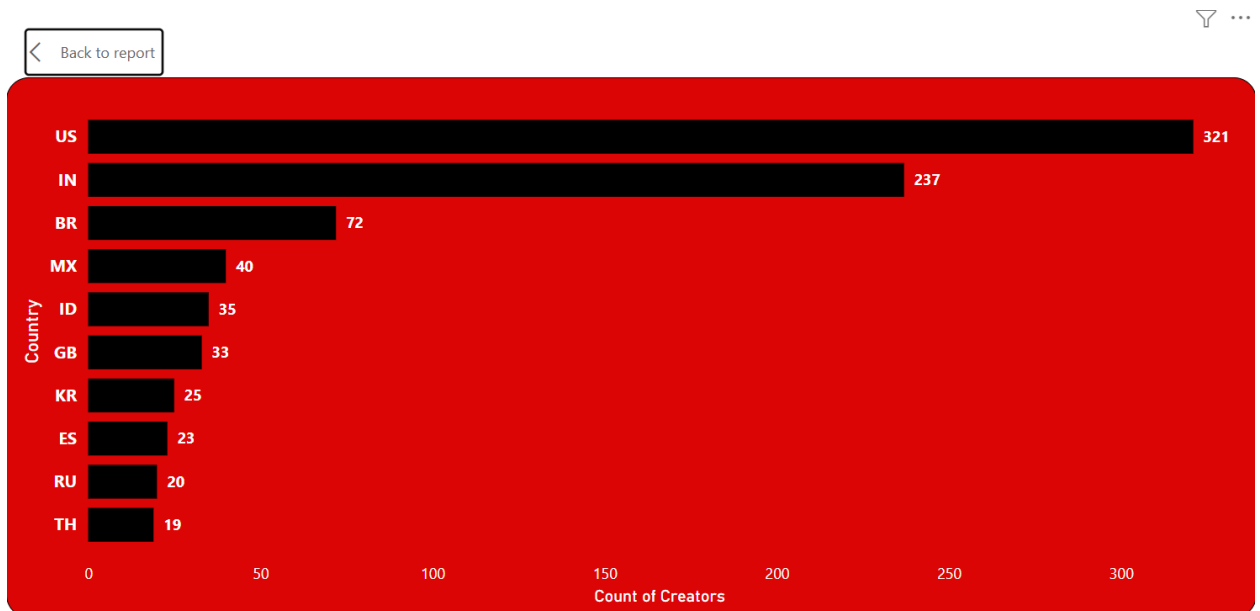
- Subscriber Growth Trends



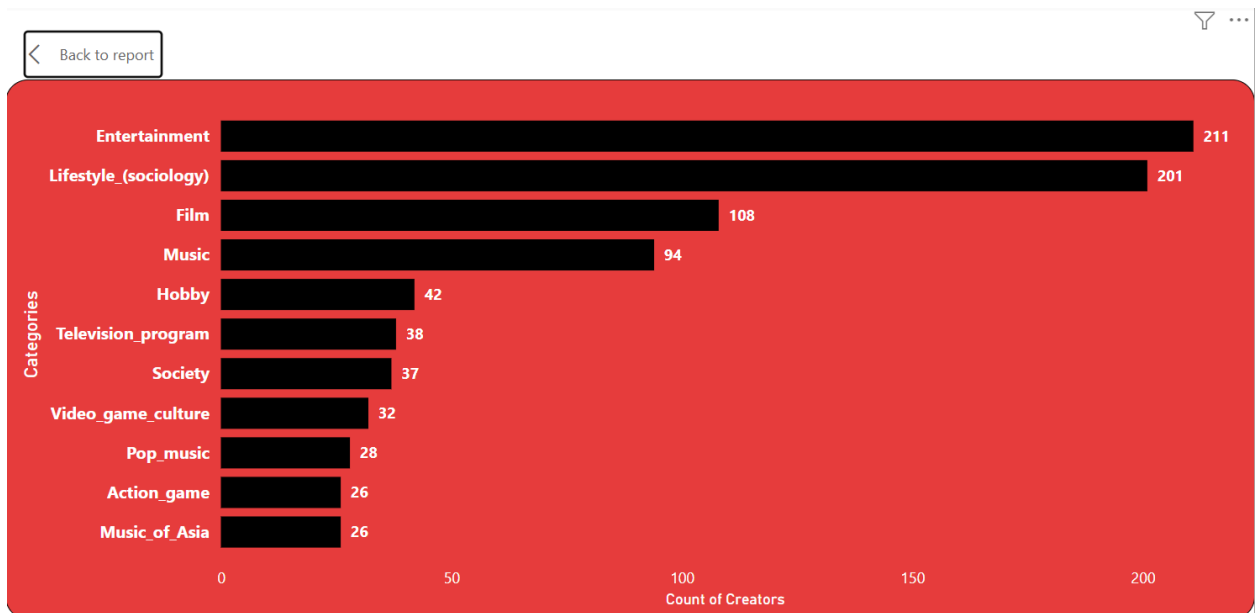
- Top YouTube Categories Analysis



- Country-Wise Distribution of YouTubers



- Engagement Metrics (Likes, Comments, and Views)



Conclusion

The analysis reveals critical patterns in YouTube's top content creators. Entertainment is the most dominant category, while consistent content uploads drive higher engagement. Using Power BI, we effectively visualize data to understand key success factors for YouTubers.

Future Scope

- Expanding the dataset to include more YouTube channels for a broader analysis.
 - Incorporating more detailed engagement metrics like average watch time.
 - Identifying the impact of video frequency on subscriber growth.
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