Brief Analyses of data:

* Worked on Location column in Excel. Cleaned it by assigning values to blanks.
* The column contained various country codes instead of country names . Converted country codes to country names using external list and used vlookup for that :

<https://www.nationsonline.org/oneworld/country_code_list.htm>

* Loaded the datasets in powerbi
* Join them with brand\_platform\_sheet on URL’s to get brand names for twitter and youtube datasets.
* Changed some datatypes like verified column from binary datatype to text and assigned value to nulls.
* Removed some unwanted columns

INSIGHTS DRAWN FROM REPORT:

* The highest youtube views were on the brand videos of dualjape. Its also has the highest twitter followers . Seems like the brand is really popular !
* Dualjape’s youtube subscribers have also increased in 2022 as compared to 2021.
* Almost 30% of the verification statuses of youtube channels are missing.
* Only 1 youtube channel has no title
* Aquapeak is the second most popular brand on twitter however on youtube its 5th . Youtube engagement should be increased for this brand in order to get more popular.
* Handfoxy’s youtube views are quite high ! Even though its subscribers are not that close to Dualjape’s . Its second popular on youtube