1. **Data Cleaning and Preparation:**

Each column converted to the appropriate data types.

* Auto remove duplicates and nulls applied and no outliers found.
* Columns with zero variance had been removed.

1. **Exploratory Data Analysis (EDA).**
2. **Content and Channel Analysis.**
3. **Temporal Trends:**

2-Before 2015, views were strongly related to videos count.

After that the distance between video count and view count became less related as songs creators have focused on the song quality and trends rather than videos count that may take much time but viewed by many more people.

, So views count in the peak 2011 are not the same as 2018.

1. **User Engagement Insights:**
2. As expected, there is a good positive relationship between the views count and likes count and also views count and comments count.

2-preprocessing:

-Create Average view count column

-Convert duration to 3 categories (Short, Medium, Large)

Insights: listener choice effected by caption existence, video quality and duration.