

SONGS ANALYSIS

Presenting By
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Problem Statement

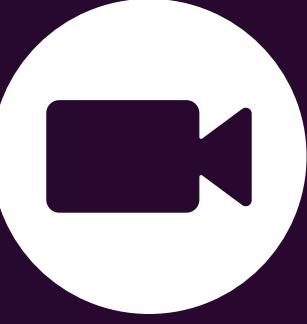


Objective: Conduct a detailed analysis of YouTube songs data to uncover trends, preferences, and patterns.

Dataset Attributes:

- video ID
- channel title
- title
- description
- tags
- published date
- view count
- like count
- favorite count
- comment count
- video duration
- video definition
- caption details

Project Objectives



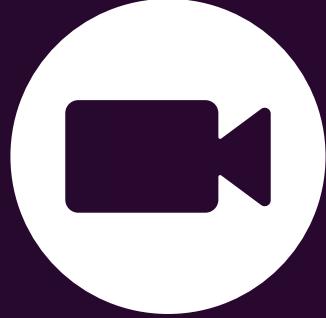
- Data Cleaning and Preparation
- Exploratory Data Analysis (EDA)
- Content and Channel Analysis
- Temporal Trends
- User Engagement Insights



Dataset Description



- video_id: Unique identifier for each YouTube video.
- channelTitle: Title of the YouTube channel publishing the song.
- title: Title of the YouTube song video.
- description: Description provided for the YouTube song video.
- tags: Tags associated with the YouTube song video.
- publishedAt: Date and time when the YouTube song video was published.
- viewCount: Number of views received by the YouTube song video.
- likeCount: Number of likes received by the YouTube song video.
- favoriteCount: Number of times the YouTube song video has been marked as a favorite.
- commentCount: Number of comments posted on the YouTube song video.
- duration: Duration of the YouTube song video.
- definition: Video definition or quality (e.g., HD, SD).
- caption: Availability of captions for the YouTube song video.





Data Cleaning and Preparation



- Source and Navigation
- Promoted Headers
- Changed Type
- Removed Columns
- Replaced Values
- Further Type Changes and Value Replacements

The screenshot shows a data processing interface with a central table and several panels on the right.

Table Data:

	ABC 123 channelTitle	ABC 123 title	PublishedAt	123 viewCount
1	T-Series	RAFTA RAFTA (Lo-Fi Mix) Dj Moody KK Jeet Gannguli Soulful KK...	8/20/2023 4:30:08 PM	100%
2	T-Series	TUM HO MERA PYAR (Lo-Fi Mix) Dj Moody KK, Suzzane Haunted...	8/20/2023 2:30:01 PM	0%
3	T-Series	ISHQ HOTHON SE (Lo-Fi Mix) (Audio) Dj Moody KK, Shreya Ghoshal...	8/20/2023 1:30:00 PM	0%
4	T-Series	HUMKO PYAR HUA (Lo-Fi Mix) (Audio) Dj Moody KK, Tulsi Kumar ...	8/20/2023 11:30:05 AM	0%
5	T-Series	Har Har Mahadev (Lyrical Video): Sachet Tandon, Parampara Tandon ...	8/20/2023 9:30:06 AM	100%
6	T-Series	Tere Pyaar Mein (Remix) KEDROCK, SD STYLE Ranbir Kapoor, Shrad...	8/19/2023 5:30:30 PM	200%
7	T-Series	Kaatil Ada 🎵 Yaariyan 2 #MeezaanJafri #DivyaKhoslaKumar #Yash...	8/19/2023 4:30:03 PM	90%
8	T-Series	You Talking To Me? (Behind The Scenes) Guru Randhawa Trip Beat...	8/19/2023 4:00:00 PM	80%
9	T-Series	Divya & Yash 😊 Yaariyan 2 #DivyaKhoslaKumar #YashDaasguptaa #...	8/19/2023 12:30:00 PM	60%
10	T-Series	MALANG SAJNA (Remix): Dj Tarunn Sachet-Parampara Love Song R...	8/19/2023 11:30:13 AM	110%
11	T-Series	Jai Jai Radha Raman Hari Bol (Audio) Krishna Bhajan Kavita Seth L...	8/19/2023 9:30:09 AM	100%
12	T-Series	Kissey Aur Kahani With Kranti Prakash Jha (KPJ) Season 2: Bejubaan ...	8/18/2023 6:30:10 PM	100%
13	T-Series	Radha Raman Hari Bol 🎵 #kavitaseth #krishnabhajan	8/18/2023 6:00:13 PM	100%
14	T-Series	Ganjedi Dulhan Yaariyan 2 #DivyaKhoslaKumar #MeezaanJafri #Pea...	8/18/2023 5:00:36 PM	120%
15	T-Series	Dive into the magic of Love🎶 with #Chaleya from #Jawan #ShahRukhK...	8/18/2023 3:00:24 PM	110%
16	T-Series	Jaani Ye (Lyrical) Samara Rahman, Bharath, Binoj Villya Abhik S ...	8/18/2023 1:30:07 PM	100%
17	T-Series	Life Ne Diya Mauka♪ Yaariyan 2 #MeezaanJafri #DivyaKhoslaKuma...	8/18/2023 1:00:23 PM	180%
18	T-Series	Guju Pataka (Remix): Dj Meetronics Kartik Aaryan, Kiara Advani Sa...	8/18/2023 11:30:09 AM	100%
19	T-Series	CHAAND: Faridkot IP Singh, Rajarshi Sanyal Siddharth Ahuja	8/18/2023 9:29:09 AM	250%

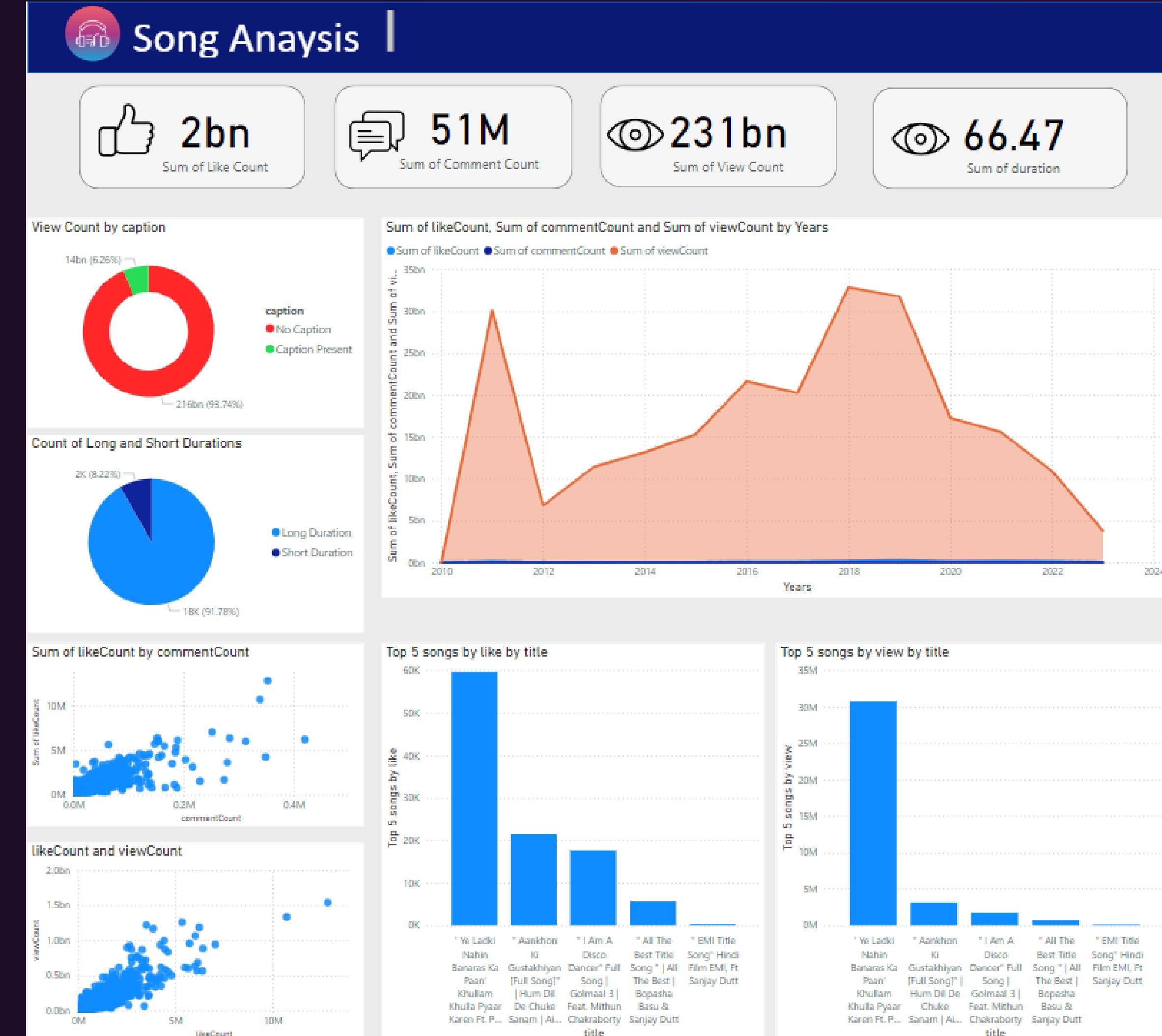
Query Settings: All Properties

APPLIED STEPS:

- Source
- Navigation
- Promoted Headers
- Changed Type
- Removed Columns1
- Changed Type1
- Replaced Value
- Replaced Value1

Removed Columns2

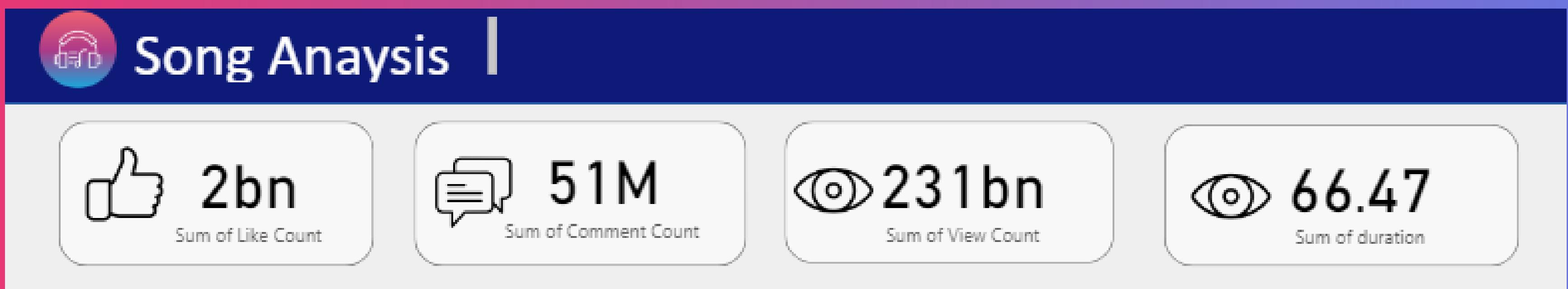
Power BI Dashboard Overview



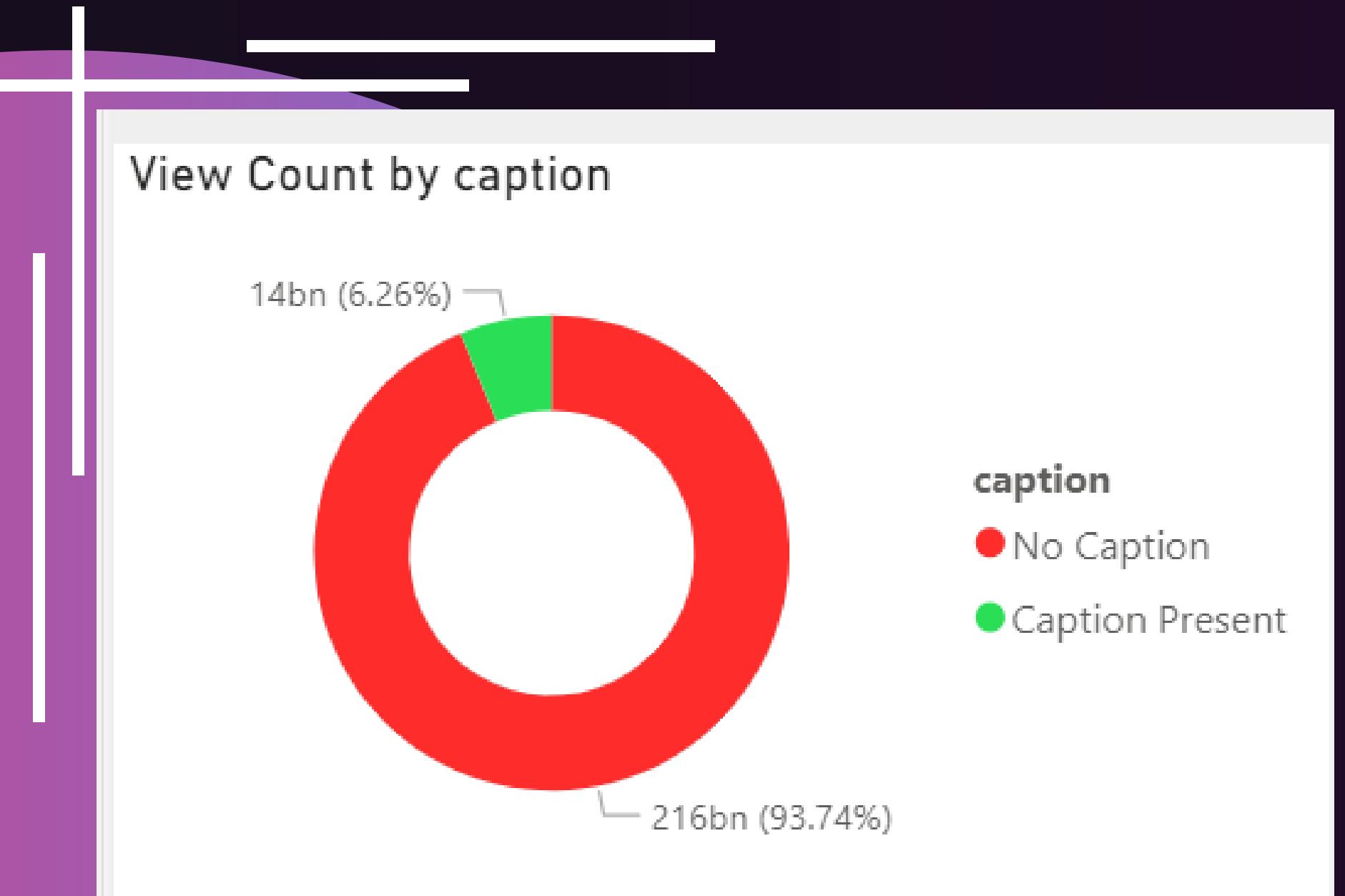
KPI Metrics



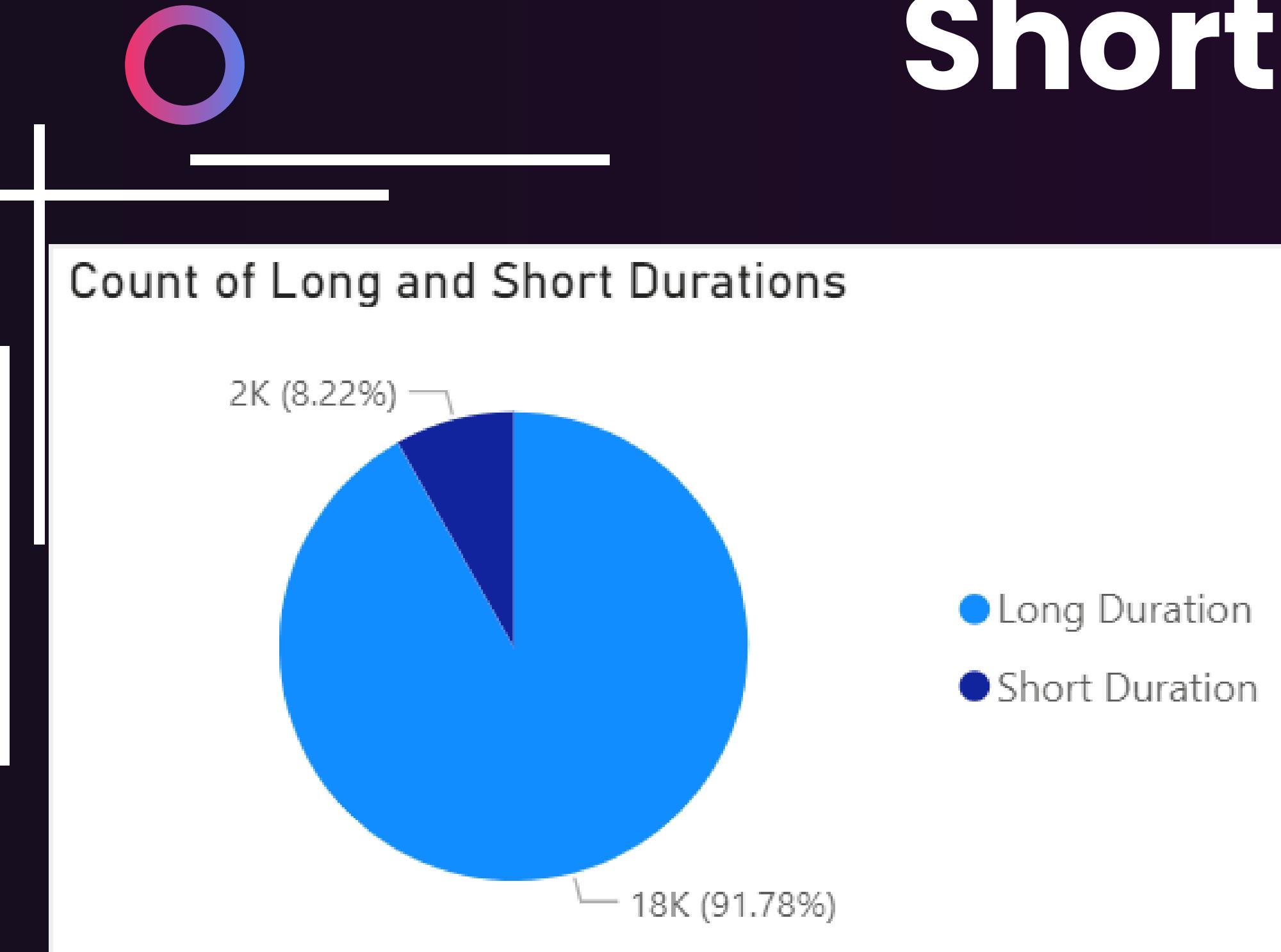
- Sum of Like Count: 2 billion likes.
- Sum of Comment Count: 51 million comments.
- Sum of View Count: 231 billion views.
- Sum of Duration: 66.47 years of total watch time.



View Count by Caption



Count of Long and Short Durations

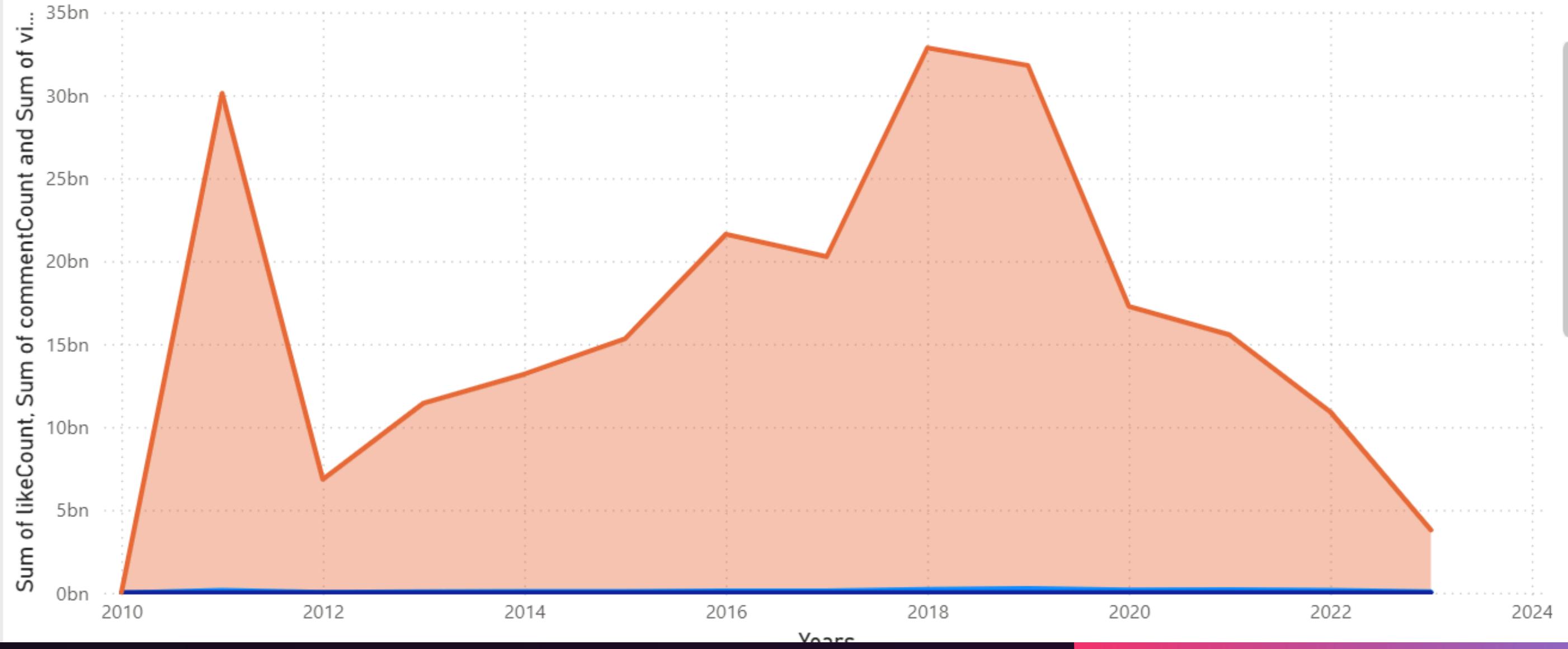




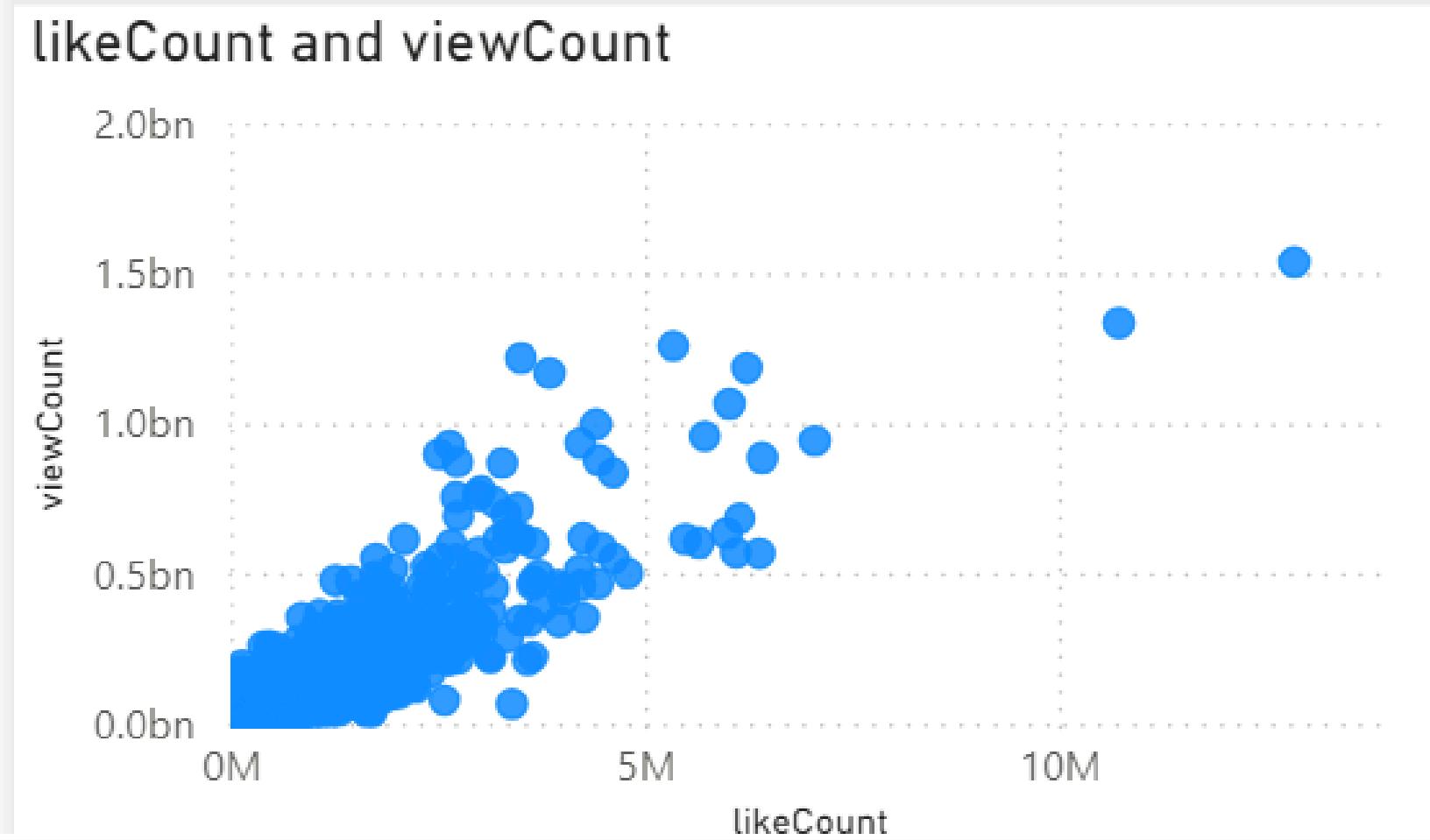
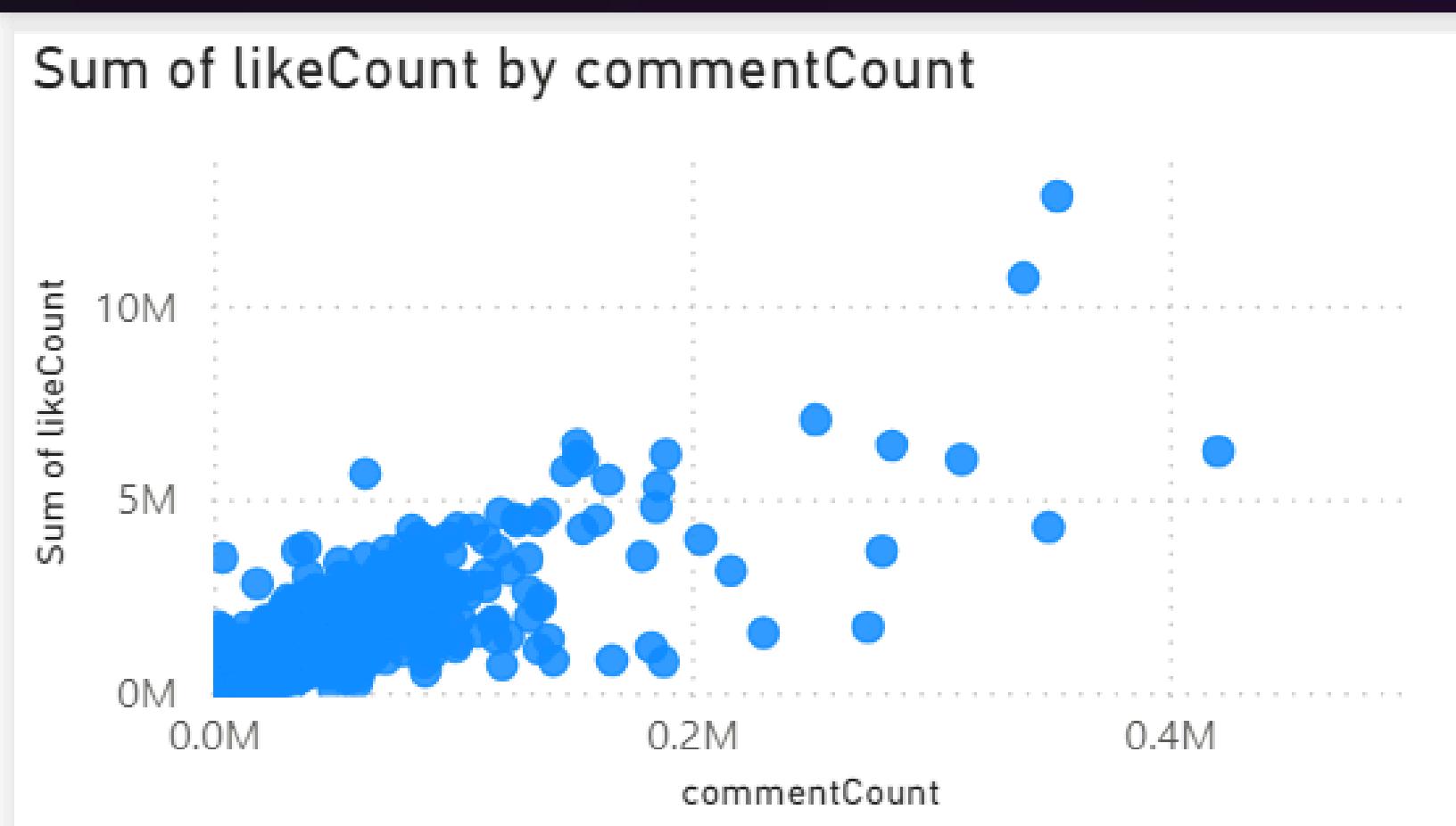
Sum of Metrics Over Years

Sum of likeCount, Sum of commentCount and Sum of viewCount by Years

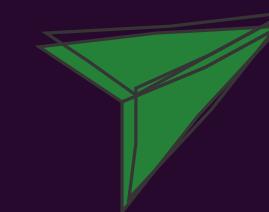
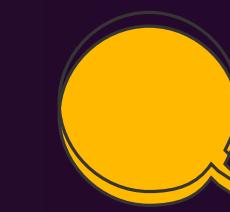
● Sum of likeCount ● Sum of commentCount ● Sum of viewCount



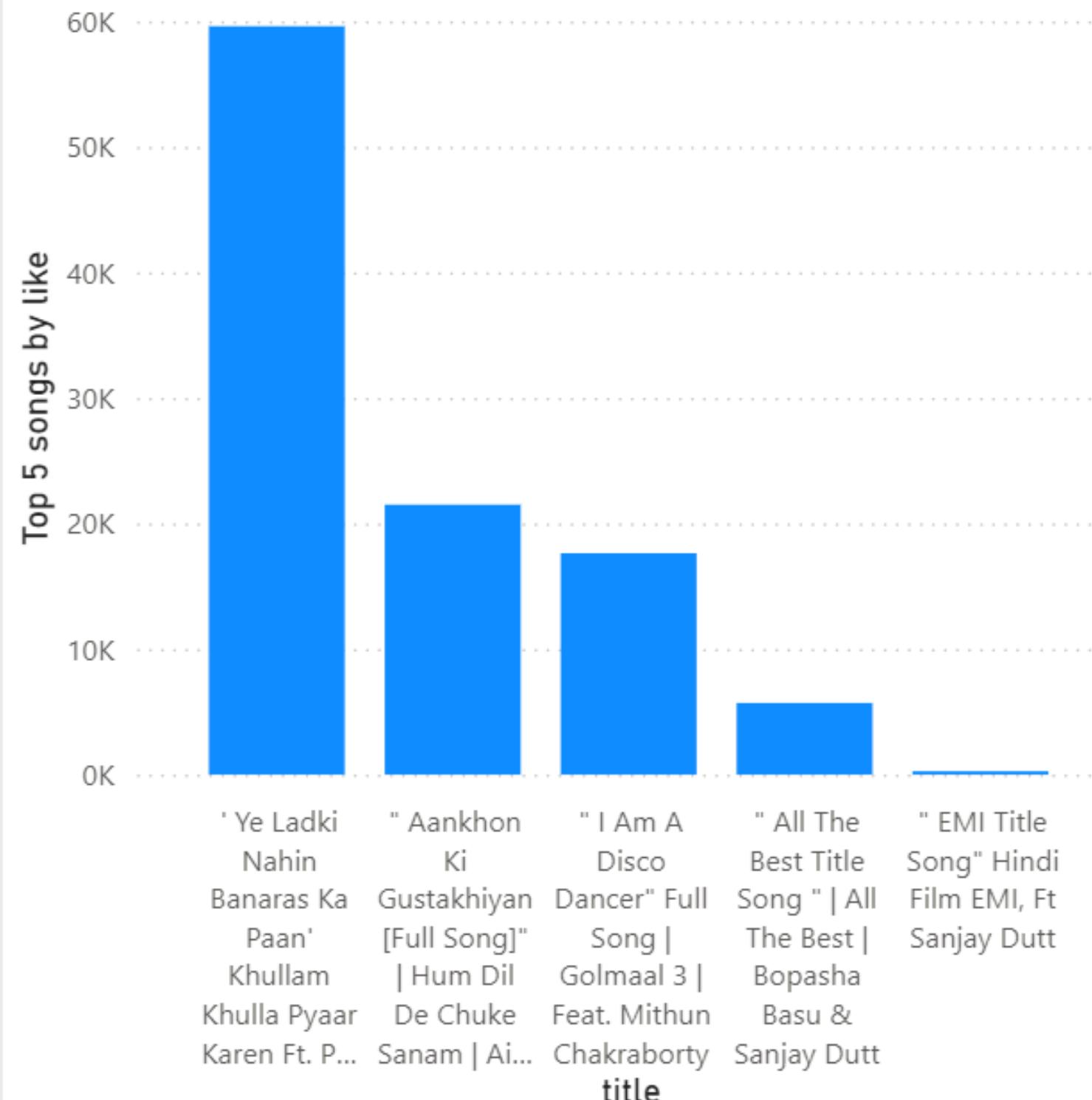
Correlation Analysis



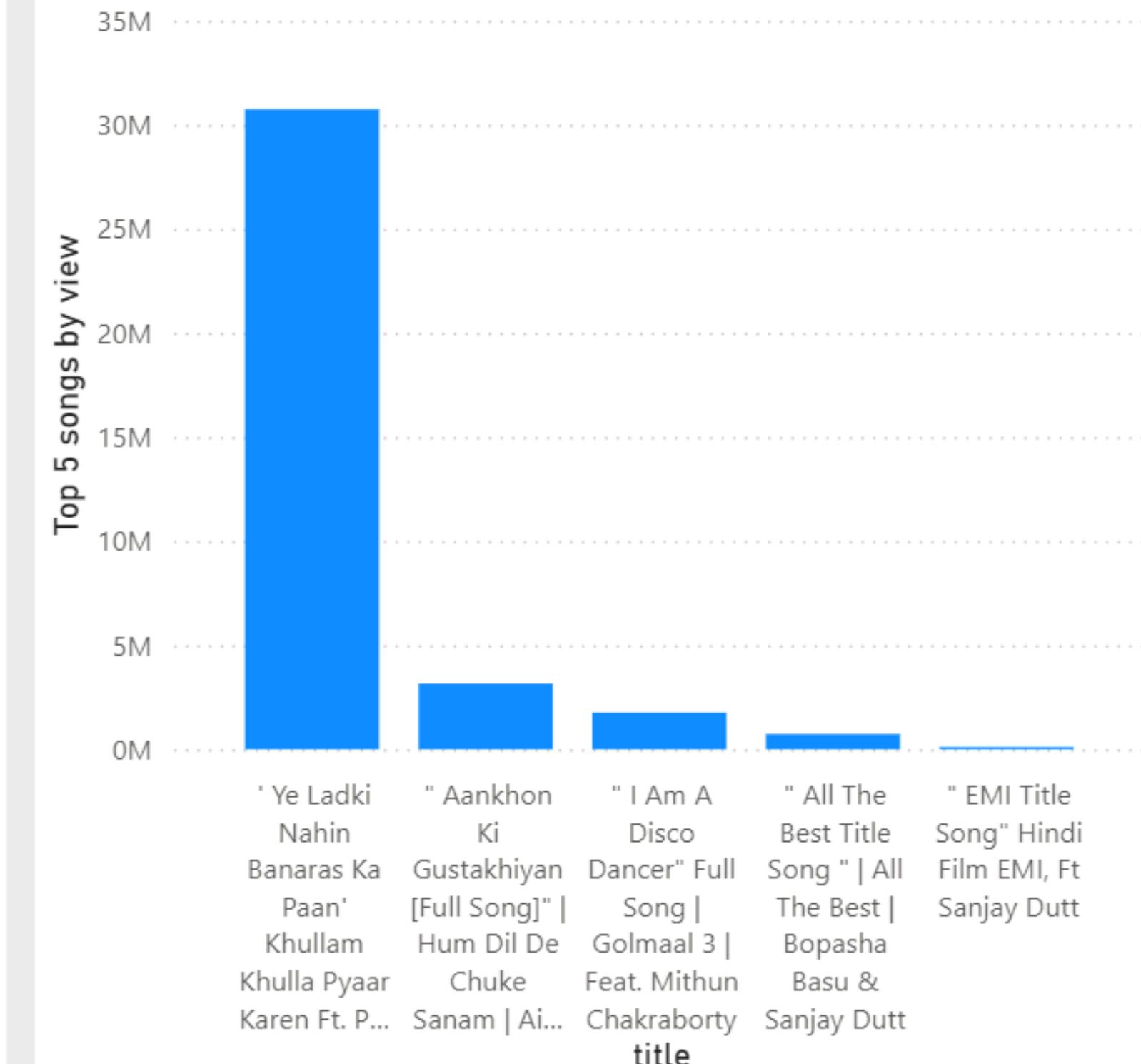
Top 5 Songs Analysis



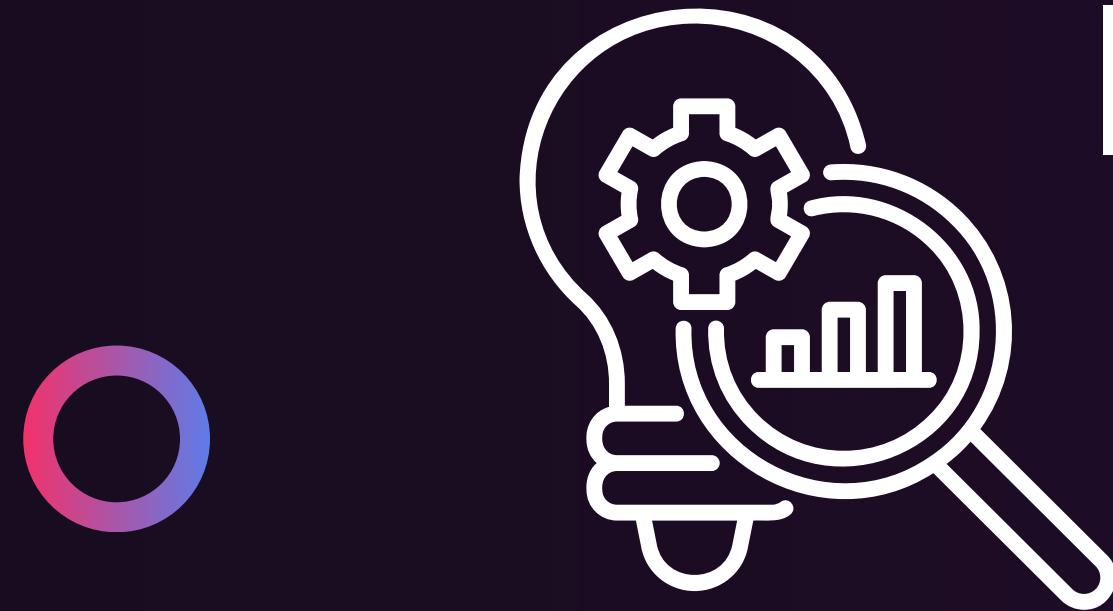
Top 5 songs by like by title



Top 5 songs by view by title



Insights from the Analysis



- **View Count by Caption:** Videos with captions receive significantly higher view counts, highlighting the importance of accessibility.
- **Duration Analysis:** Short-duration videos are preferred by users, aligning with the trend towards quick and digestible content.
- **Trends Over Years:** We observed peaks in engagement during specific years, influenced by various external factors.
- **Correlation Insights:** There is a strong positive correlation between likes, comments, and views, indicating that higher engagement in one metric often leads to higher engagement in others.
- **Top Songs Analysis:** The top songs are characterized by their high like and view counts, suggesting a strong connection with the audience."



THANK YOU

For Your Attention