

Task 1: YouTube Streamer Analysis

1. Data Exploration:

The Key variables are:

- Username
- Categories
- Subscribers
- Country
- Visits
- Likes
- Comments

There are **306** missing data in Categories column and **171** Unknown countries.

	A	B	C	D
1	Rank	Username	Categories	Suscribers
5	4	SETIndia		162600000
13	12	GoldminesTelefilms		89700000
18	17	zeetv		72500000
22	21	colorstv		66600000
40	39	shemaroo		48800000
43	42	getmovies		48100000
46	45	badabunOficial		47000000
48	47	vootkids		46000000
49	48	ARYDigitalasia		45900000
50	49	felipeneto		45600000
51	51	vcsabiavideos		45000000
52	50	abscbnentertainment		45000000
53	52	BRIGHTSIDEOFFICIAL		44600000
57	56	MashaBearRUSSIAN		44200000
66	65	luisitocomunica		41100000
74	73	SonyPAL		39500000
75	74	WorkpointOfficial		39400000
79	76	TEDx		39100000
82	80	TheEllenShow		38300000
83	82	LikeNastya_ESP		38100000
84	83	one31official		38100000
85	84	ABPNEWS		38100000
87	86	YouTube		37500000
89	88	Ilk Entertainment		37300000

Feuille 1 Metrics Trends Users

Prêt 306 enregistrement(s) trouvé(s) sur 1000 Accessibilité : vérification terminée

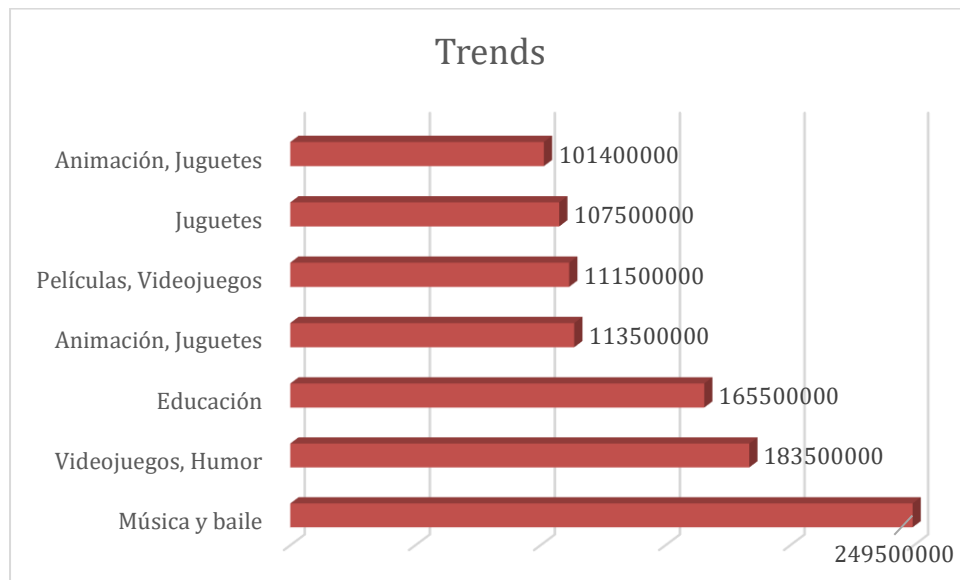
	A	B	C	D	E
1	Rank	Username	Categories	Suscribers	Country
4	3	CoComelon	Educación	165500000	Unknown
6	5	KidsDianaShow	Animación, Jug	113500000	Unknown
8	7	LikeNastyaofficial	Juguetes	107500000	Unknown
9	8	VladandNiki	Animación, Jug	101400000	Unknown
19	18	Pinkfong	Animación, Jug	69600000	Unknown
20	19	ChuChuTV	Juguetes	67500000	Unknown
28	26	ElReinoInfantil	Música y baile	59700000	Unknown
30	29	WaveMusicInd	Música y baile	58700000	Unknown
33	33	infobellshindih	Educación	55700000	Unknown
38	37	BillionSurprise	Juguetes	53100000	Unknown
43	42	getmovies		48100000	Unknown
48	47	vootkids		46000000	Unknown
56	53	KatyPerry	Música y baile	44400000	Unknown
57	56	MashaBearRUSSIAN		44200000	Unknown
59	58	MashaBearEN	Películas, Anir	43700000	Unknown
61	60	toysandcolors	Películas, Jug	42900000	Unknown
63	62	LikeNastya_SI	Películas, Jug	42500000	Unknown
67	66	LittleBabyBum	Animación, Jug	41000000	Unknown
68	67	shfa2	Animación, Jug	40600000	Unknown
71	70	SuperSimpleSi	Música y baile	39900000	Unknown
80	79	vladvaniki1	Películas, Hun	38700000	Unknown
83	82	LikeNastya_ESP		38100000	Unknown
86	85	MariaClaraeJP	Películas, Anir	37700000	Unknown
95	94	LaCocinDeZor	Música y baile	36600000	Unknown

Feuille 1 Metrics Trends Users BenchMark

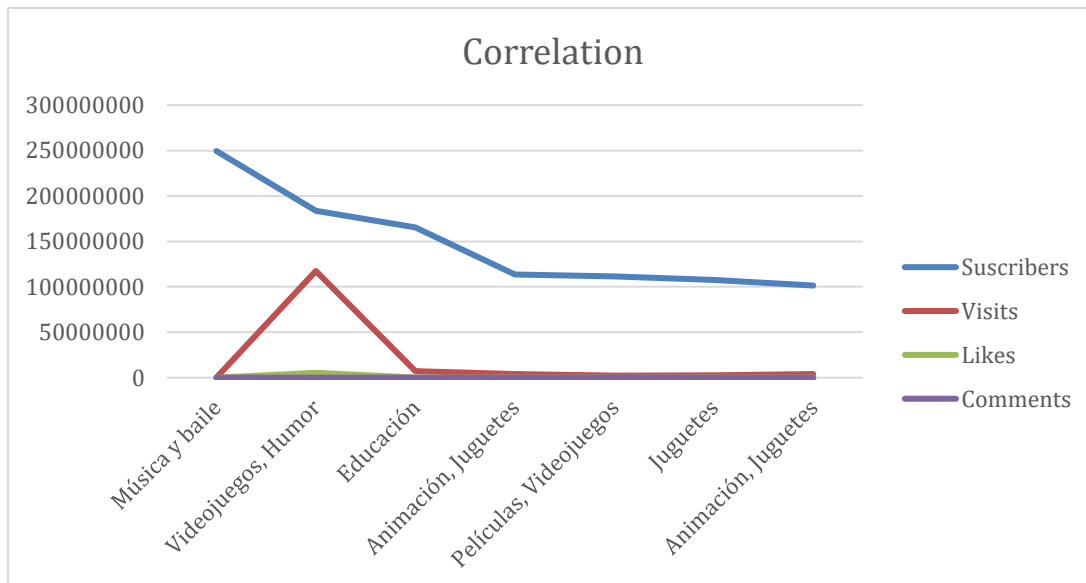
Prêt 171 enregistrement(s) trouvé(s) sur 1000 Accessibilité : vérification terminée

2. Trend Analysis:

- (Trends: most popular have more than 100M subscribers.)

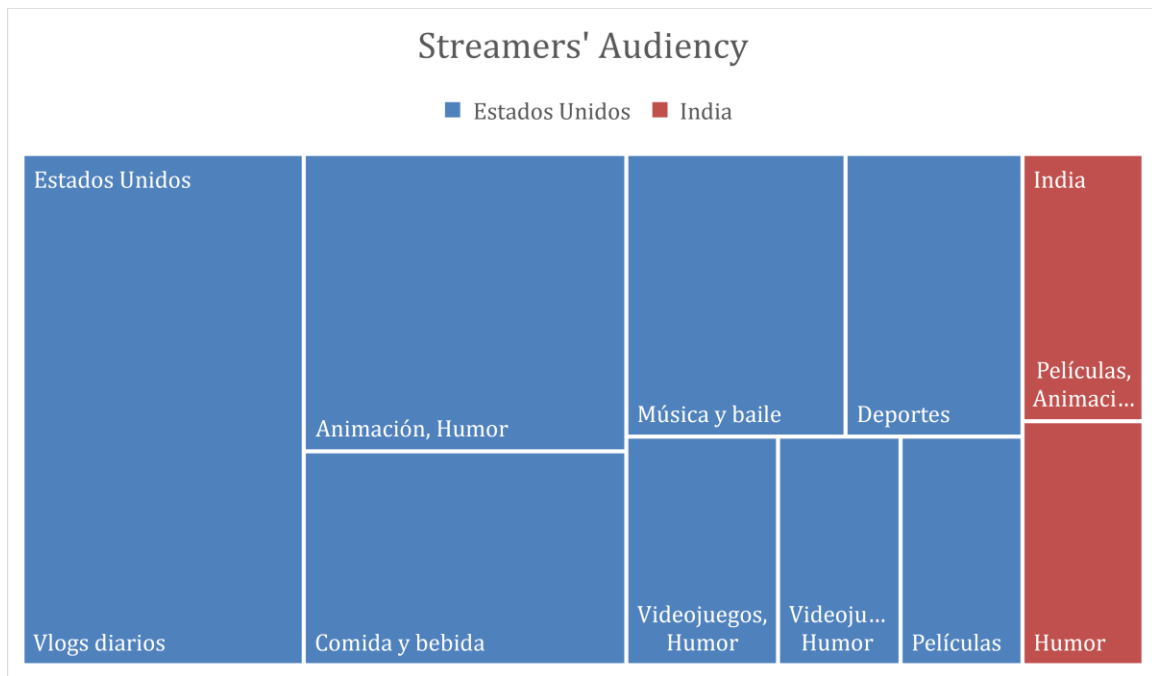


- there is no correlation between subscribers, visits, number of likes and comments, there are up to M subscribers and less than half of visitors, comments and likes.



3. Audience Study:

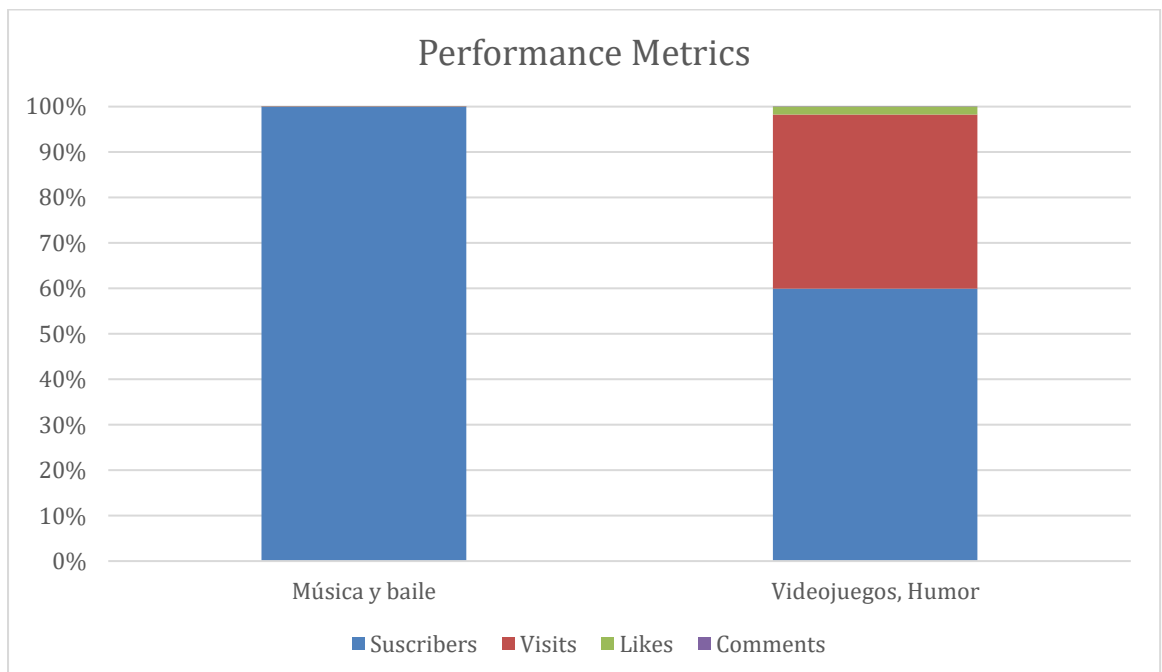
Most streamers ' audiences are from Estados Unidos they do likes Videojuegos, Humor ; Películas, Videojuegos and India they do likes Música y baile.



4. Performance Metrics:

- Rank 1 in a total of 249500000, there are only 0.035% of visits; 0.001% of likes ; 0.00003% of comments

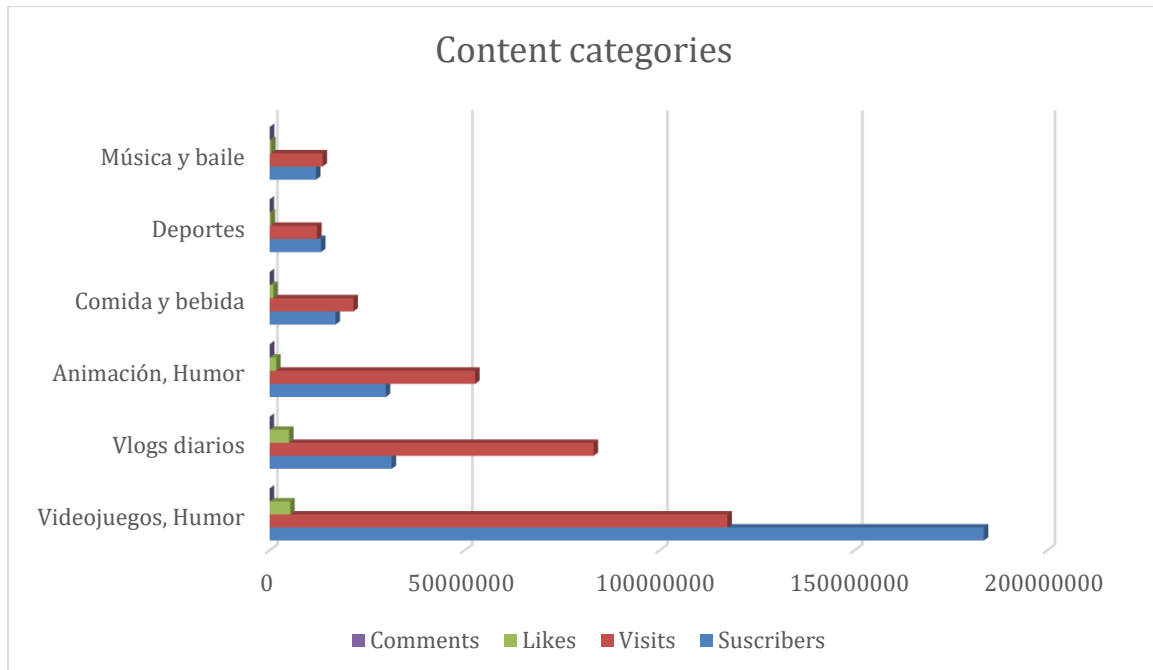
Rank 2 in a total of 183500000, there are 63.98% of visits ; 2.89% of likes; 0.01% of comments



- There are anomalies in this metrics, no link between subscribers, visits, likes and comments.

5. Content Categories:

- Videojuegos, Humor has highest number of streamers
- Exceptional performance metrics : Videojuegos, Humor.

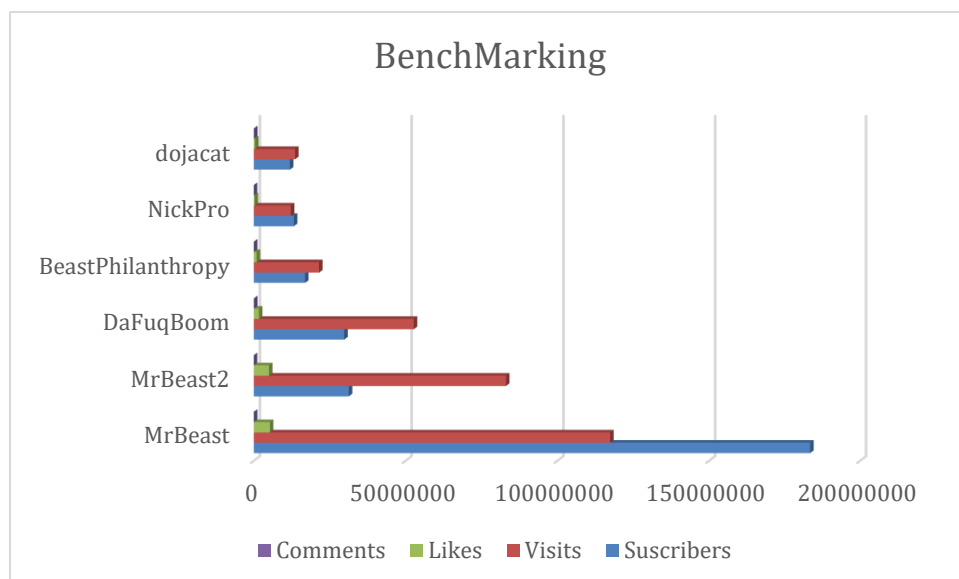


6. Brands and Collaborations:

High performance metrics have more collaborative brands

7. Benchmarking :

The Top content creator is **MrBeast**



8. Content Recommendation:

1. Content must be funnier for attracting users
2. Based on performance metrics, diversity in a content creation is more attractive for more brand collaboration
3. Games can be used for delivering a message on a target audience
4. Introduce a remembering message of like and comment before the video's content.