

YouTube Data Analysis

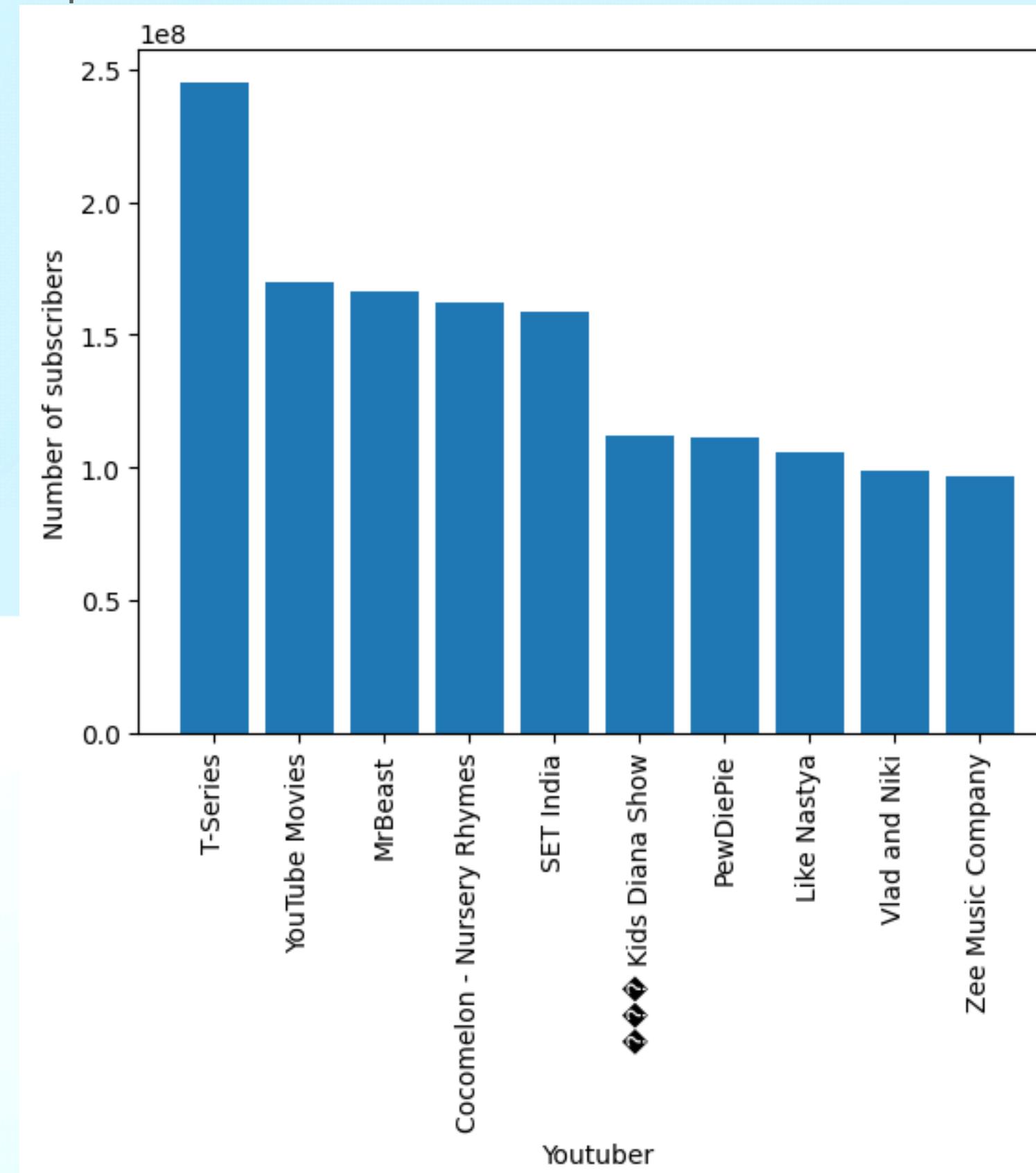
~Priyanka Agarwal

Objective

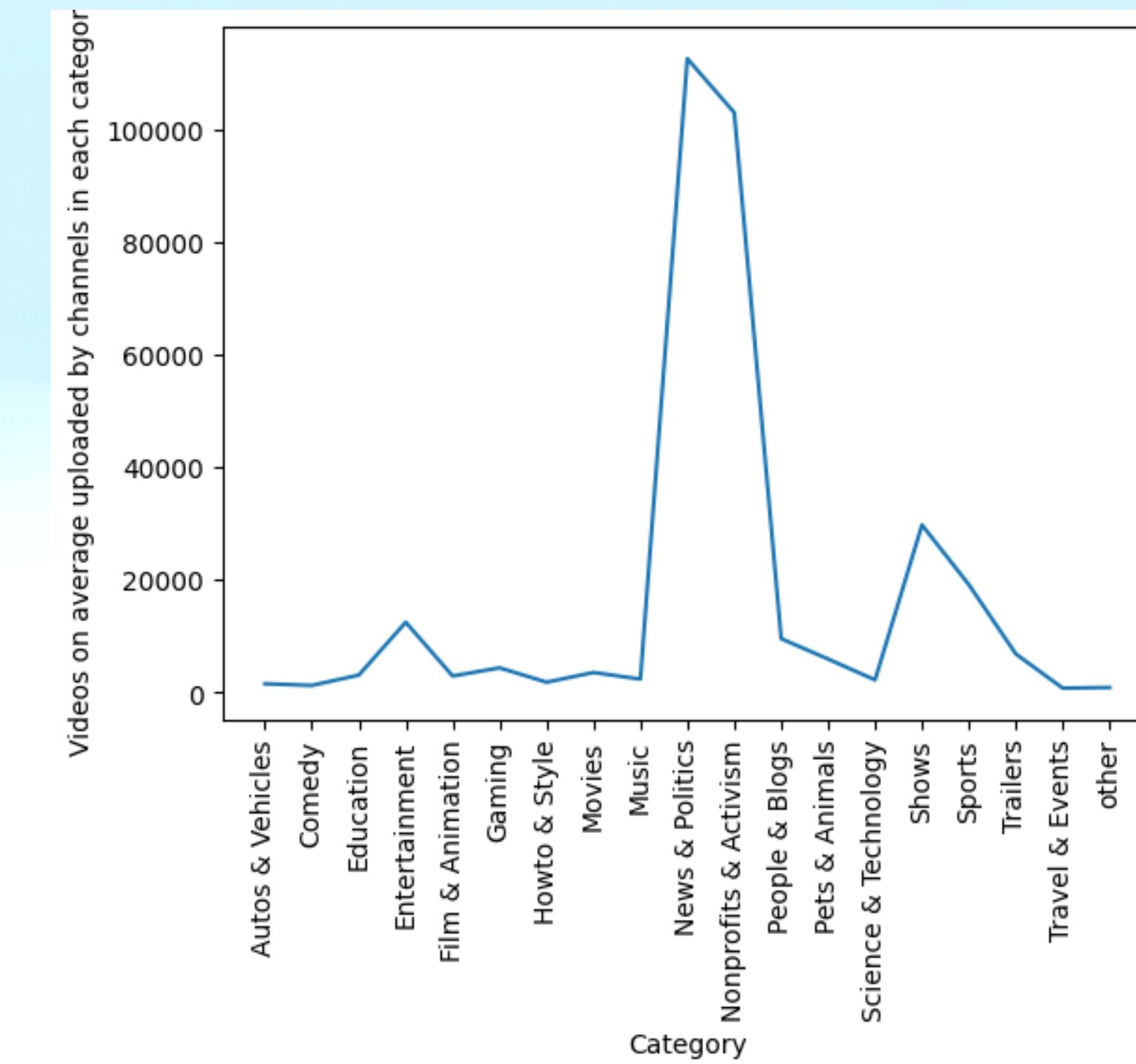
- *Analyze trends in global YouTube data*
- *Identify patterns in earnings, uploads, and categories*
- *Explore relationships with country-level factors*

Channel Popularity & Rankings

Top 10 YouTube channels based on number of subscribers :



Videos uploaded on average by each category :

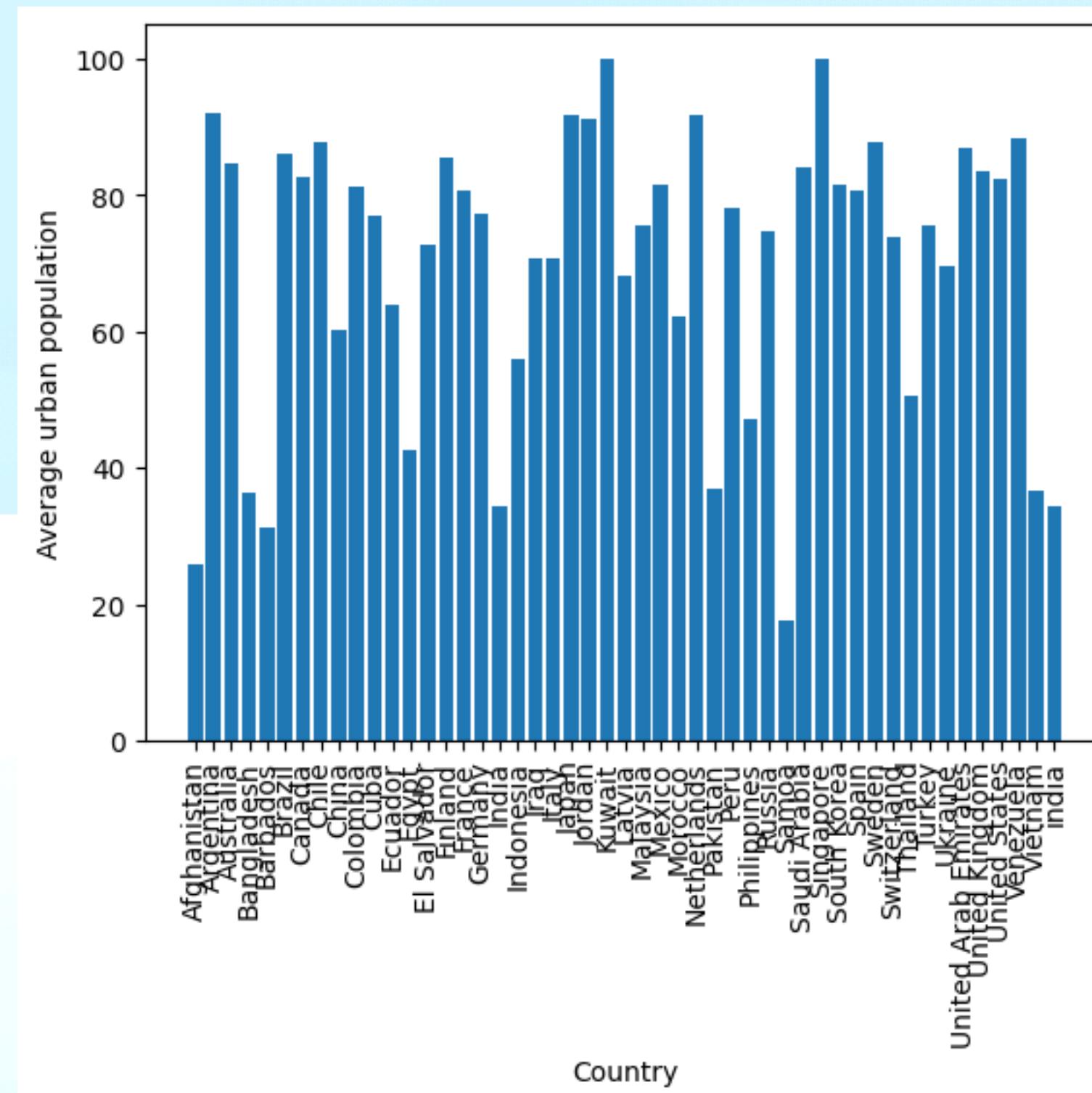


* Category "Shows" has highest average number of subscribers .

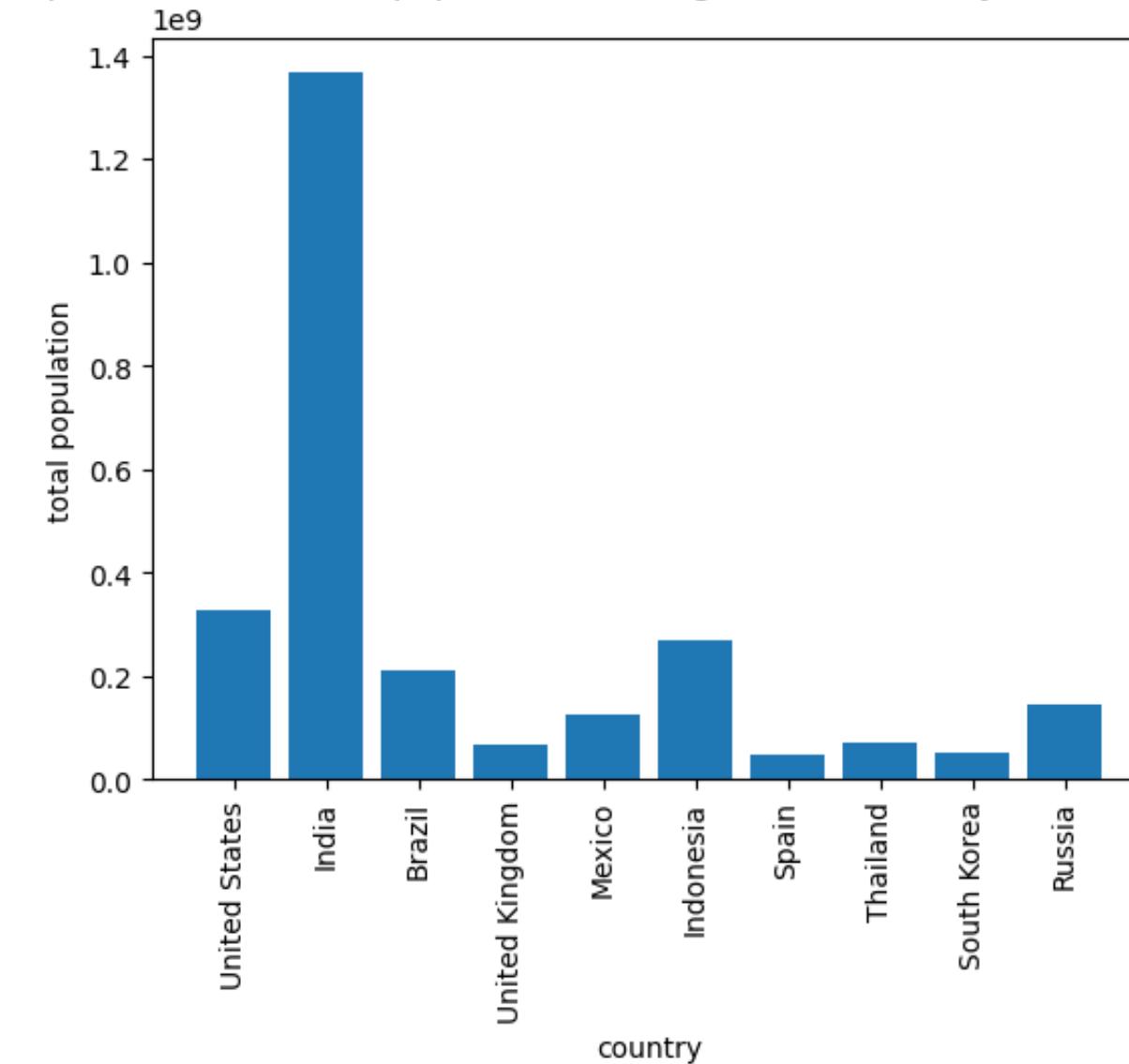
* Average subscribers gained per month since creation: 173797.09372864303

Country-Level Insights

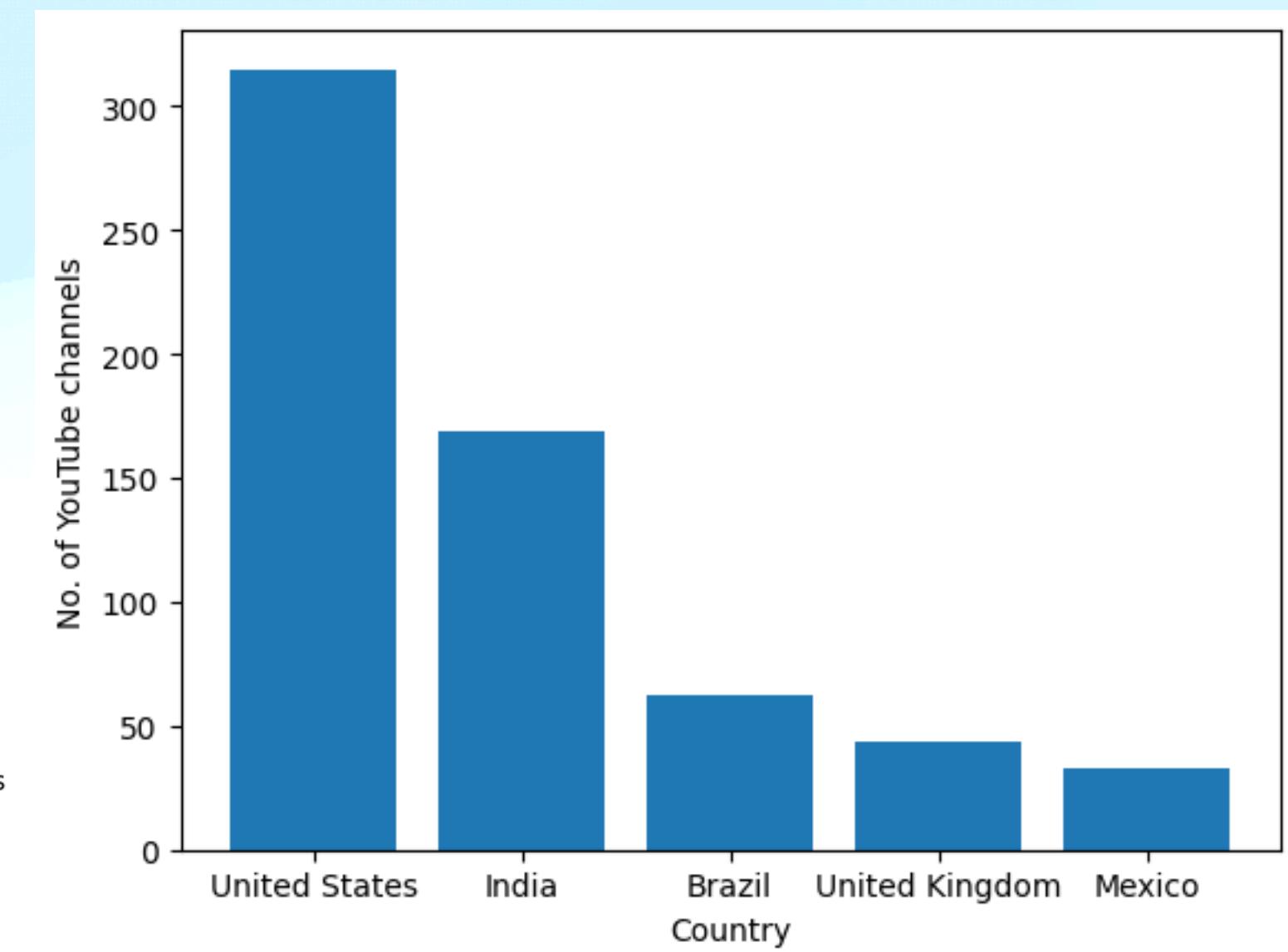
Average urban population % in countries with YouTube channels:



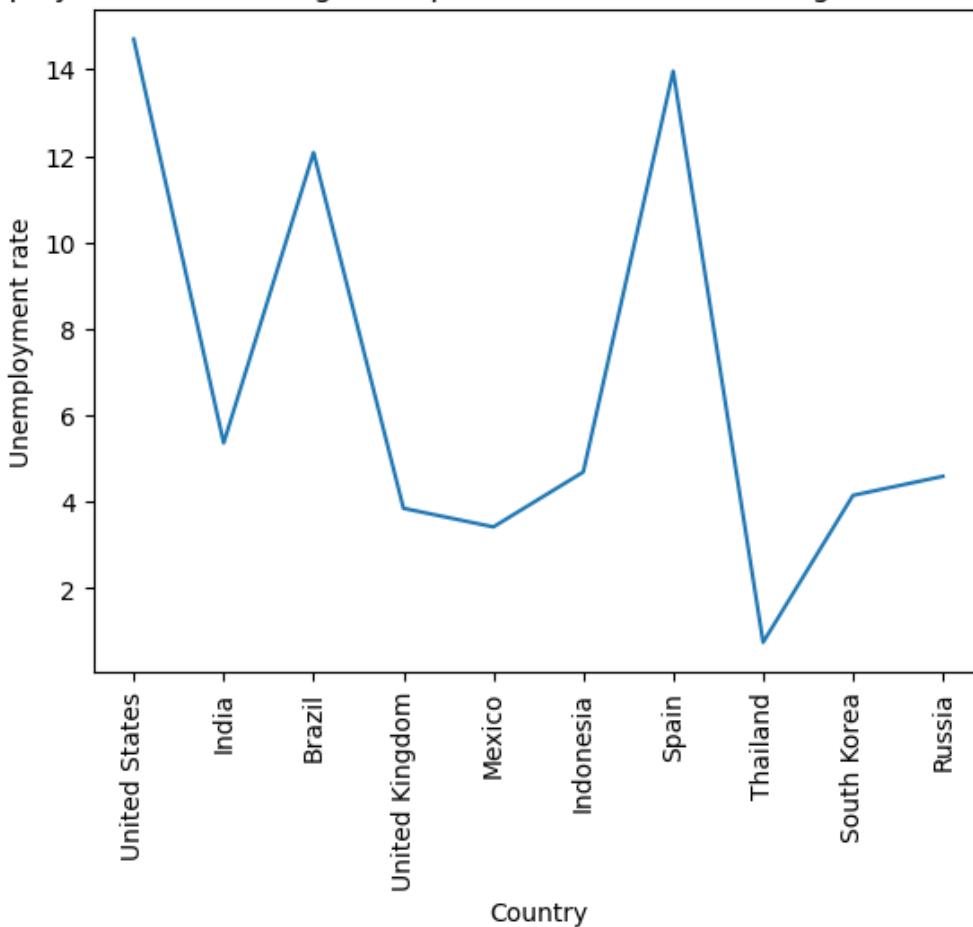
Top 10 countries' total population with highest number of YouTube channels



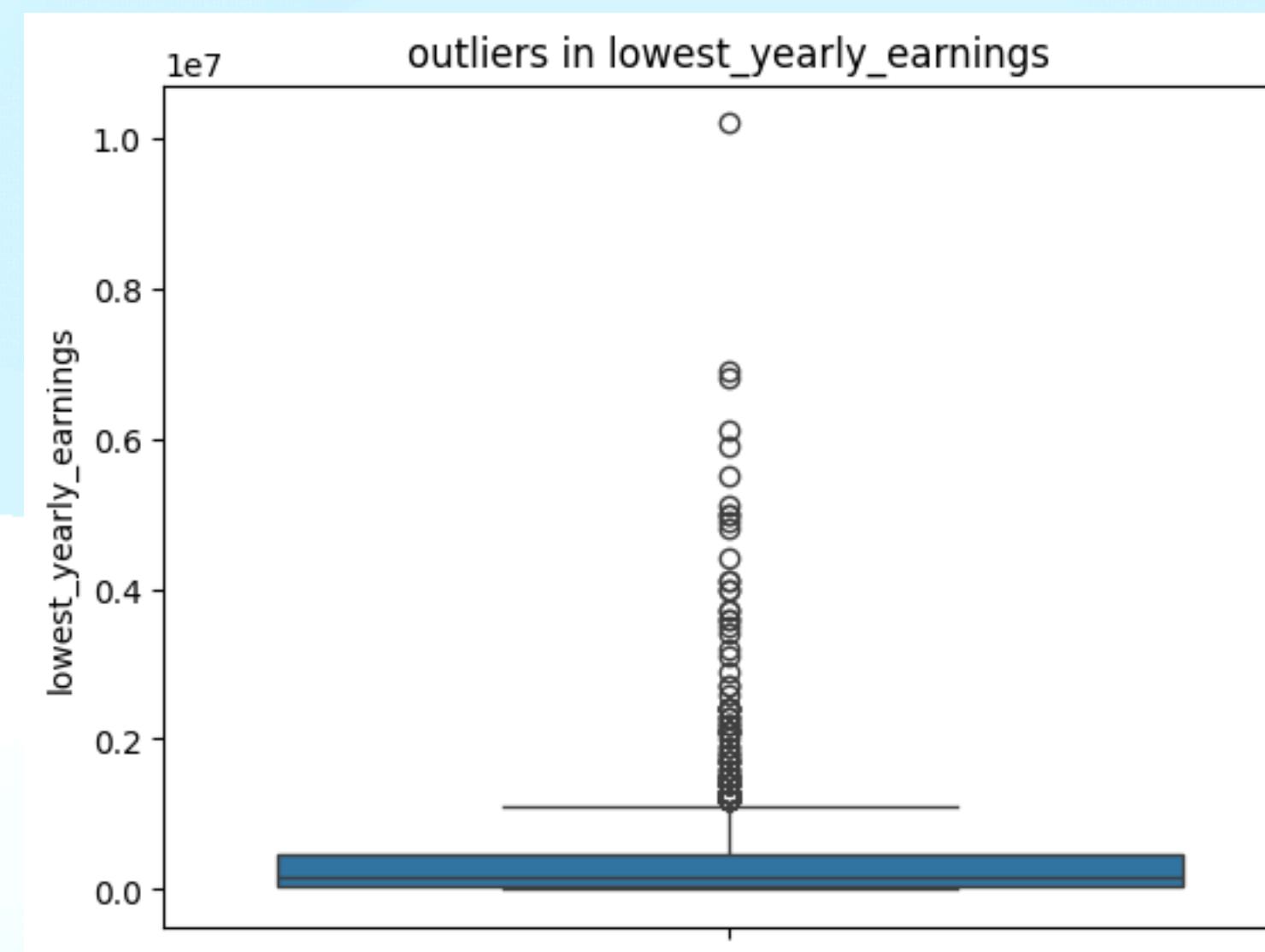
Top 5 countries with the highest number of YouTube channels.:



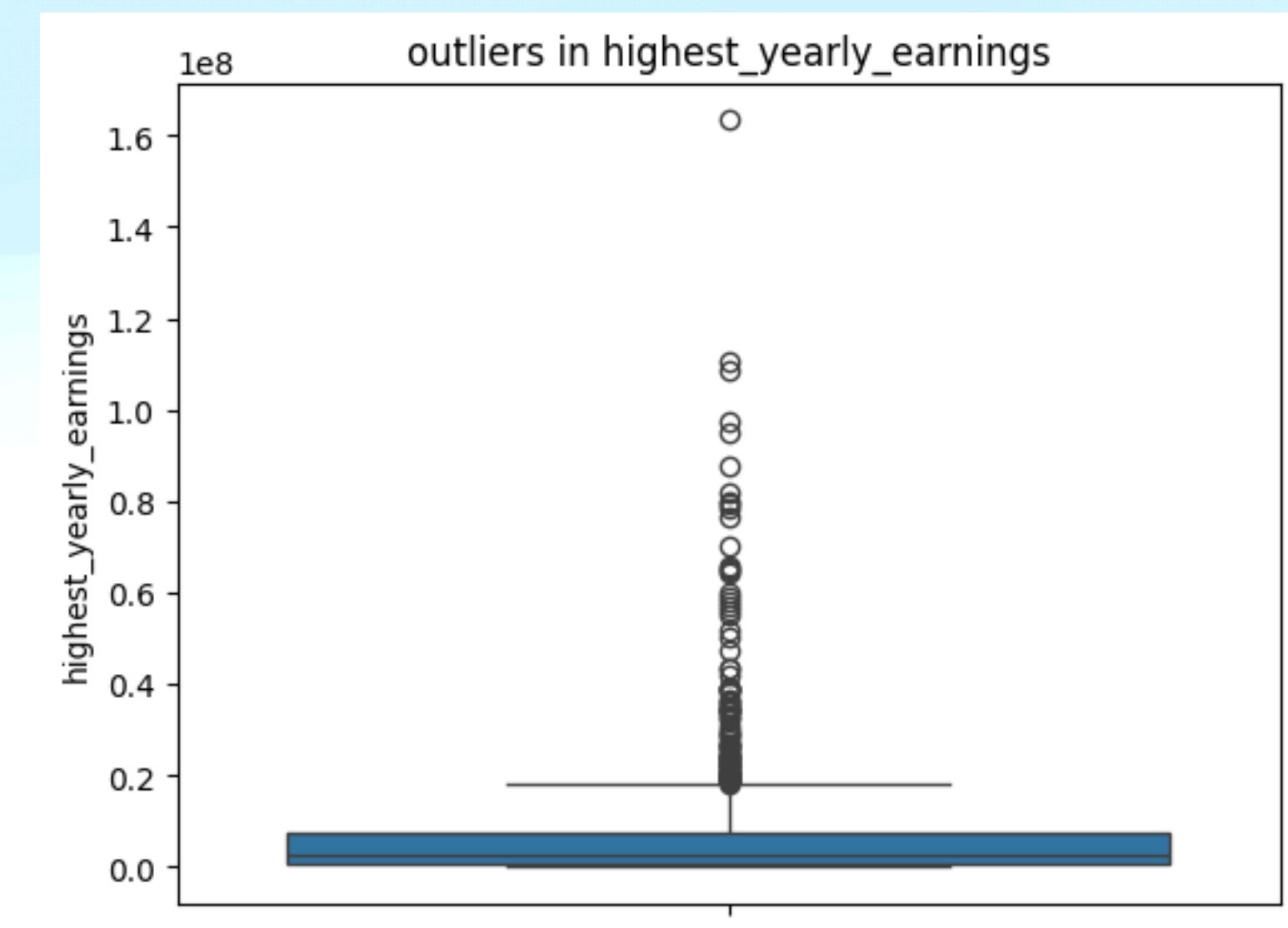
Variation of unemployment rate among the top 10 countries with the highest number of YouTube channels



Earnings Analysis

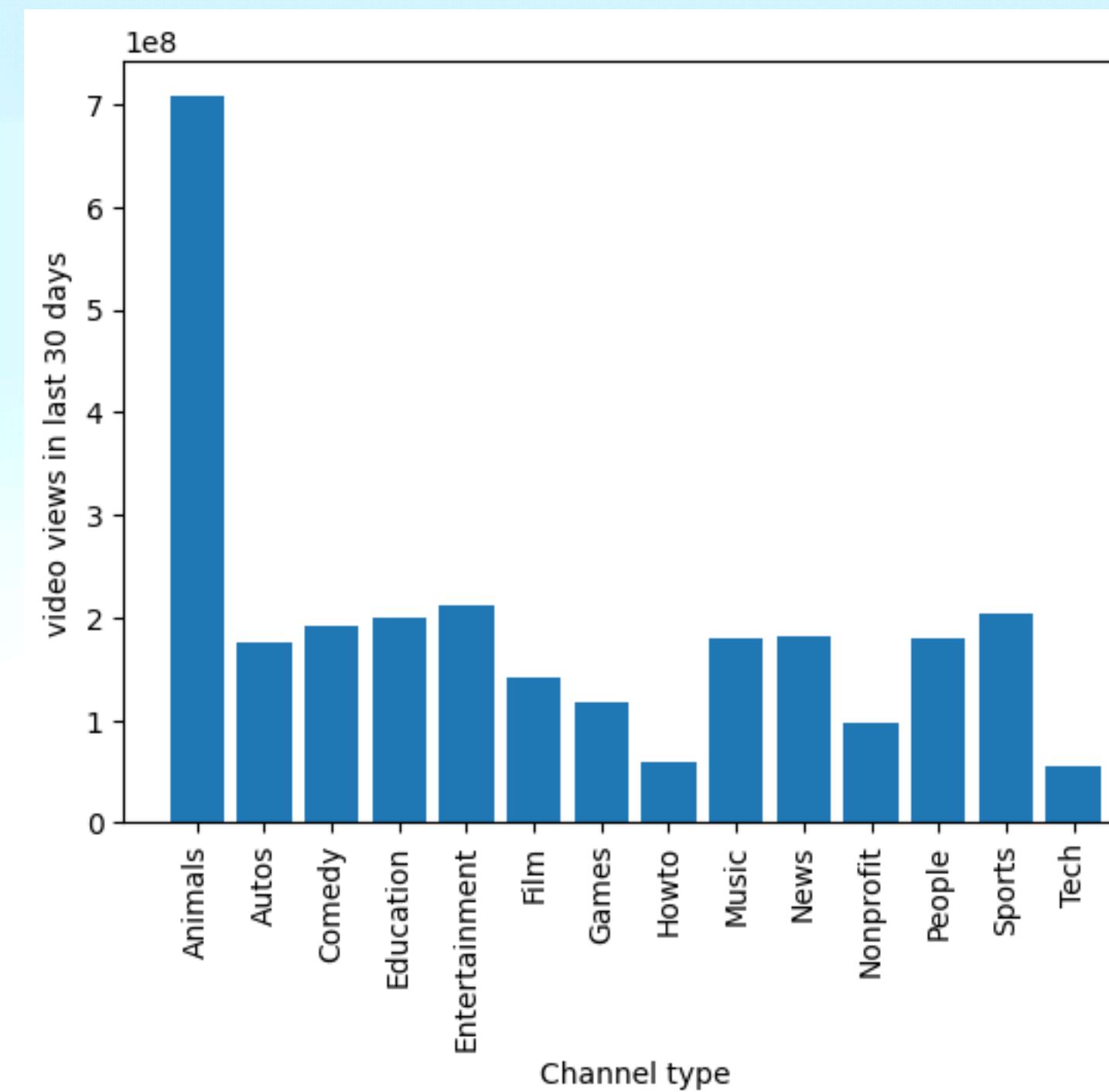


- Outliers in lowest yearly earnings: 95
- Outliers in highest yearly earnings: 95



Channel Types & Content

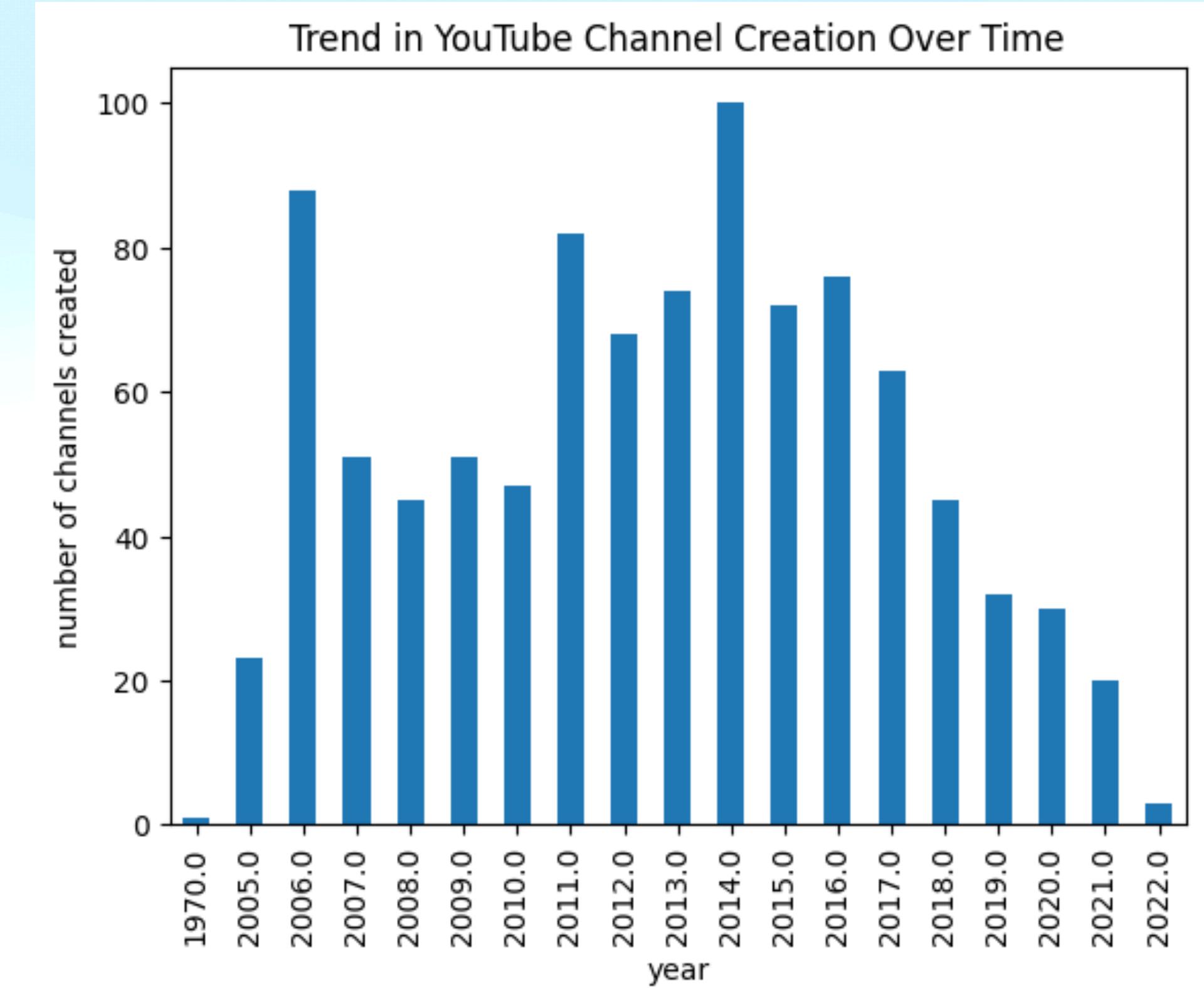
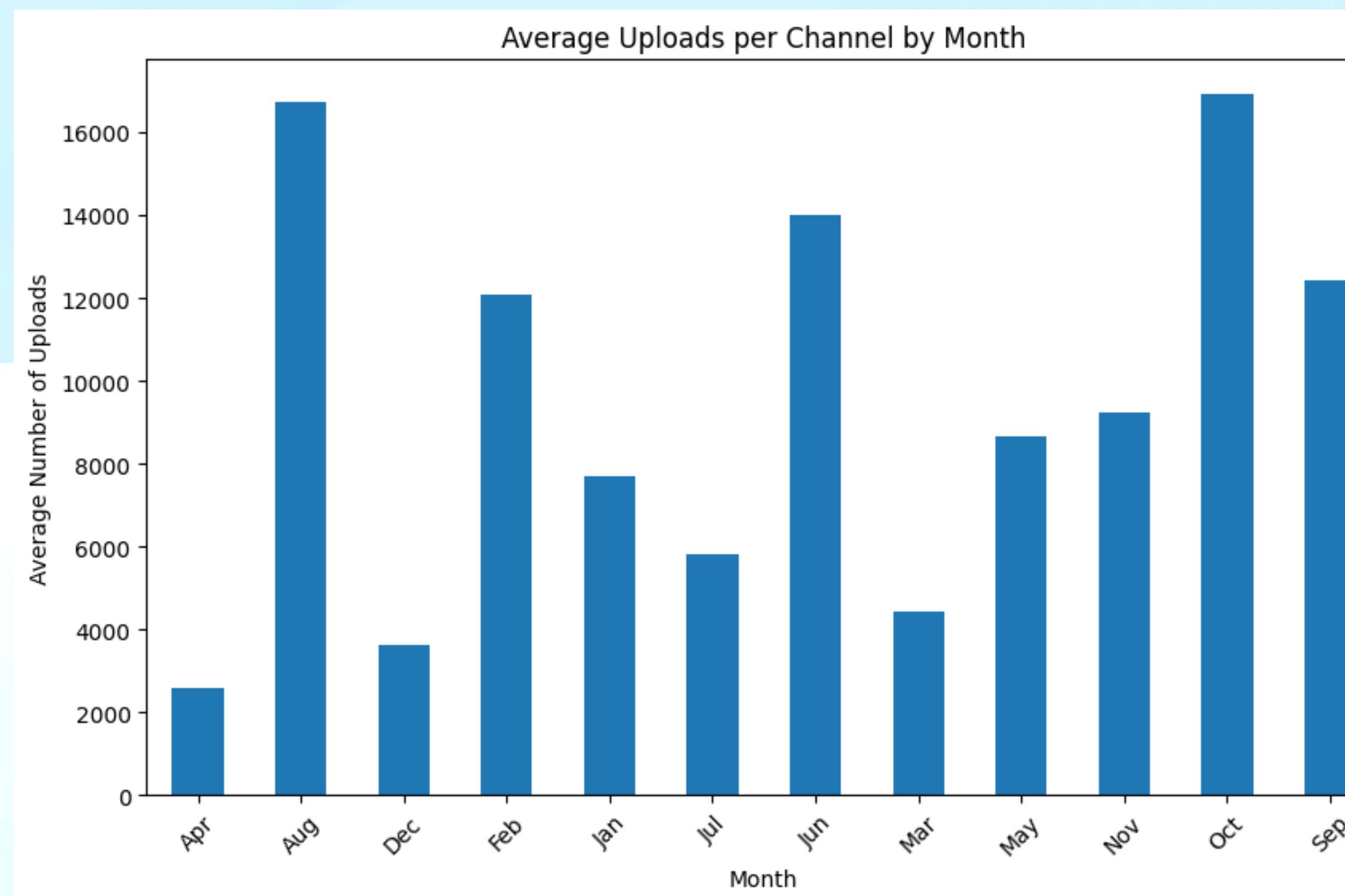
Distribution of video views (last 30 days) across channel types



There is a high positive correlation between number of subscribers and total views for YouTube channels

Temporal Trends

Seasonal trends in number of uploads



Geographic Impact

