YOUTUBE SONGS ANALYSIS

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PROBLEM STATEMENT

This internship project aims to conduct a comprehensive analysis of YouTube songs data using Power BI. The dataset contains key attributes such as video ID, channel title, title, description, tags, published date, view count, like count, favorite count, comment count, video duration, video definition, and caption details.

The goal is to utilize Power BI to create insightful visualizations and reports that provide a deeper understanding of YouTube songs' performance, popularity, and user engagement. The analysis aims to uncover trends, preferences, and patterns in the data to aid content creators and stakeholders in optimizing their YouTube song content.

PROJECT OBJECTIVES

Data Cleaning and Preparations

- Clean and preprocess the dataset, handling missing values or outliers.

- Convert relevant columns to appropriate data types.

Exploratory Data Analysis

- Explore patterns and distributions in view counts, like counts, and comments.

- Identify trends in the popularity and engagement of YouTube song videos.

Content and Channel Analysis

- Analyze the distribution of videos across different channels.

- Identify popular tags and their correlation with view counts.

PROJECT OBJECTIVES

Temporal Trends

- Explore how YouTube song video metrics vary over time.

- Identify peak publishing times and their impact on engagement.

User Engagement Insights

- Investigate relationships between likes, comments, and views.

- Identify factors influencing user engagement with YouTube song videos.

DATABASE DETAILS

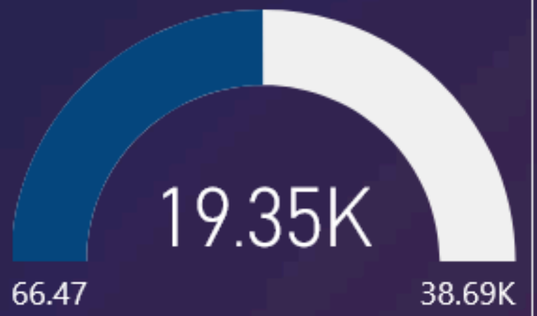
1. video_id: Unique identifier for each YouTube video.
2. channelTitle: Title of the YouTube channel publishing the song.
3. title: Title of the YouTube song video.
4. description: Description provided for the YouTube song video.
5. tags: Tags associated with the YouTube song video.
6. publishedAt: Date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

YouTube Songs Analysis

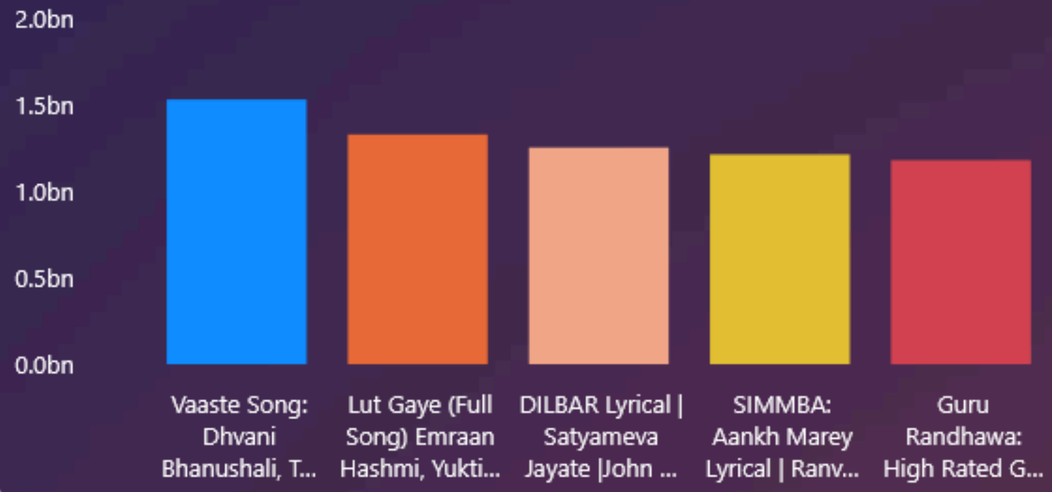
Total Likes	Total Views	Total Comments
2bn	231bn	51M

Year, Month: All

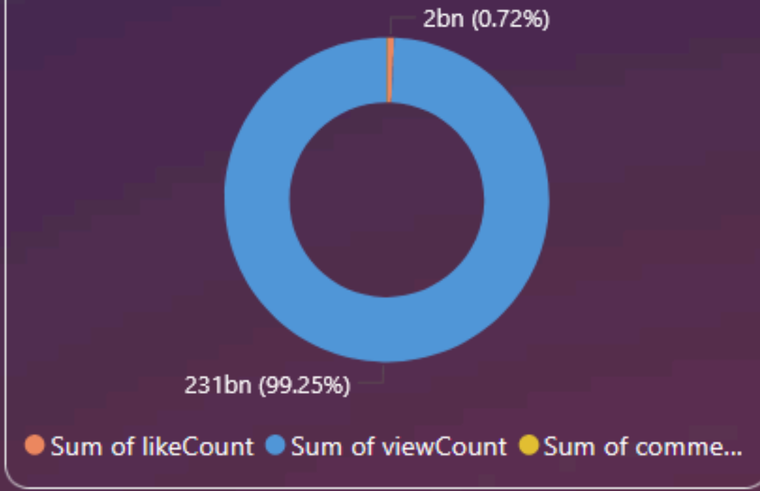
Count of Songs and Sum of Duration



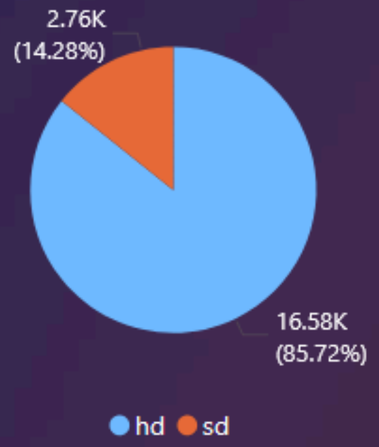
Top 5 Songs by Views



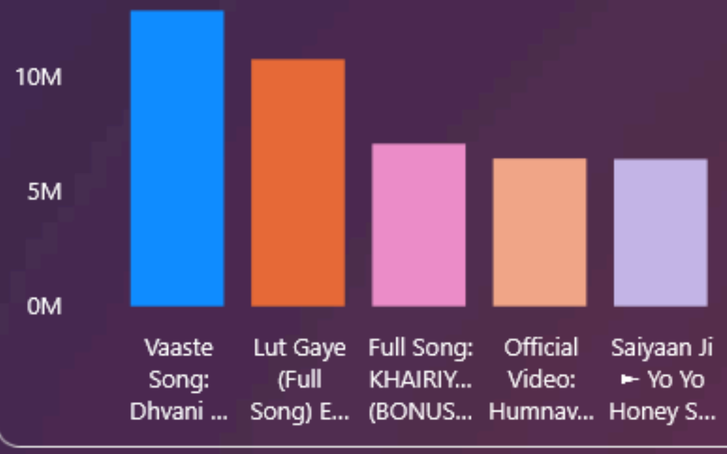
Total Likes, Comments and Views



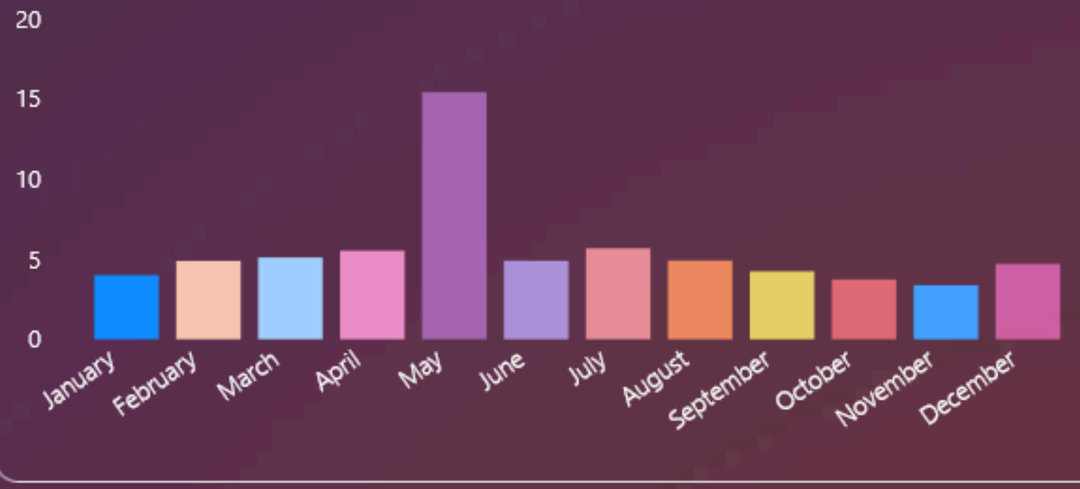
Music by Quality



Top 5 Songs by Like Count



Sum of Duration by Month



OUTCOMES

- **Total views**: The analysis shows a total views count of 231 billions.
- **Most Popular Song**: "Vaaste Song: Dhvani Bhanushali, Tanishk Bagchi" is the most popular both in terms of views and likes.
- **Music Quality Preference**: A significant preference for HD quality music (85.72%).
- **Monthly Trends**: The release or duration of songs peaks in June, indicating a possible trend or seasonal release pattern.
- **Engagement**: The majority of engagement comes from views, with likes and comments forming a smaller part of the interaction.

THANK YOU