

# YOUTUBE SONGS ENGAGEMENT



All



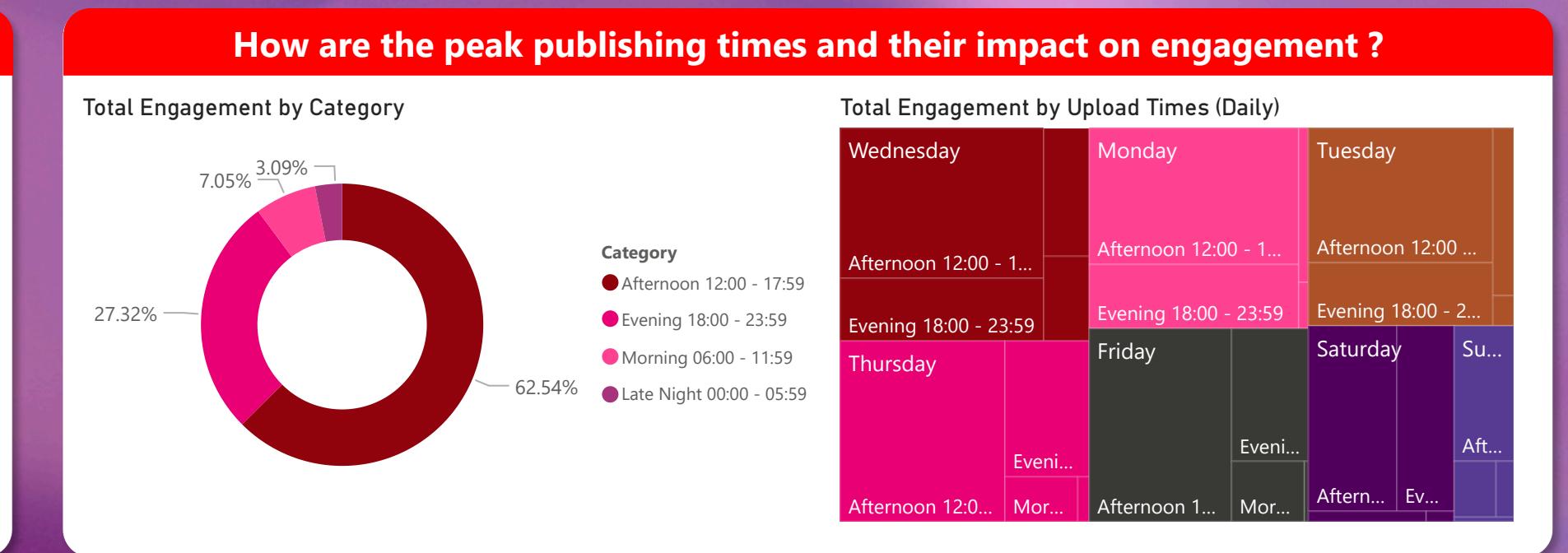
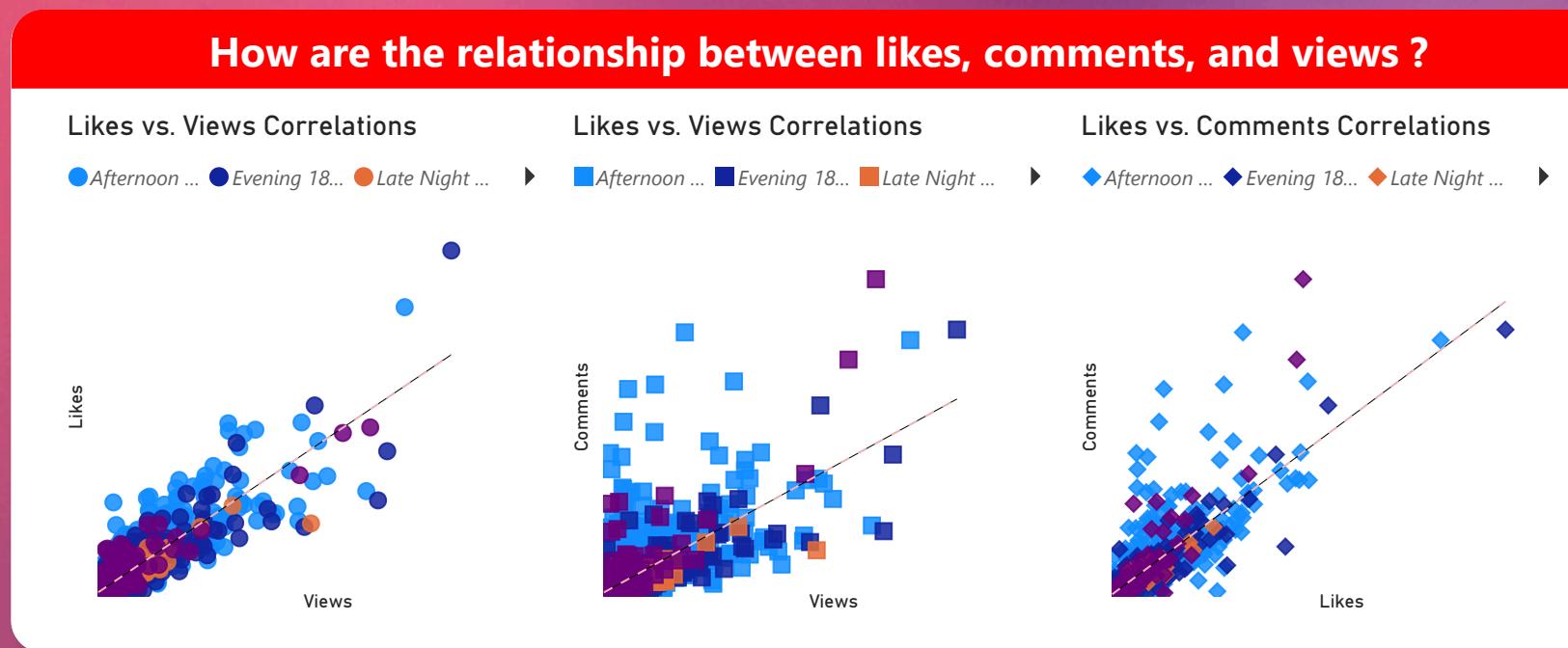
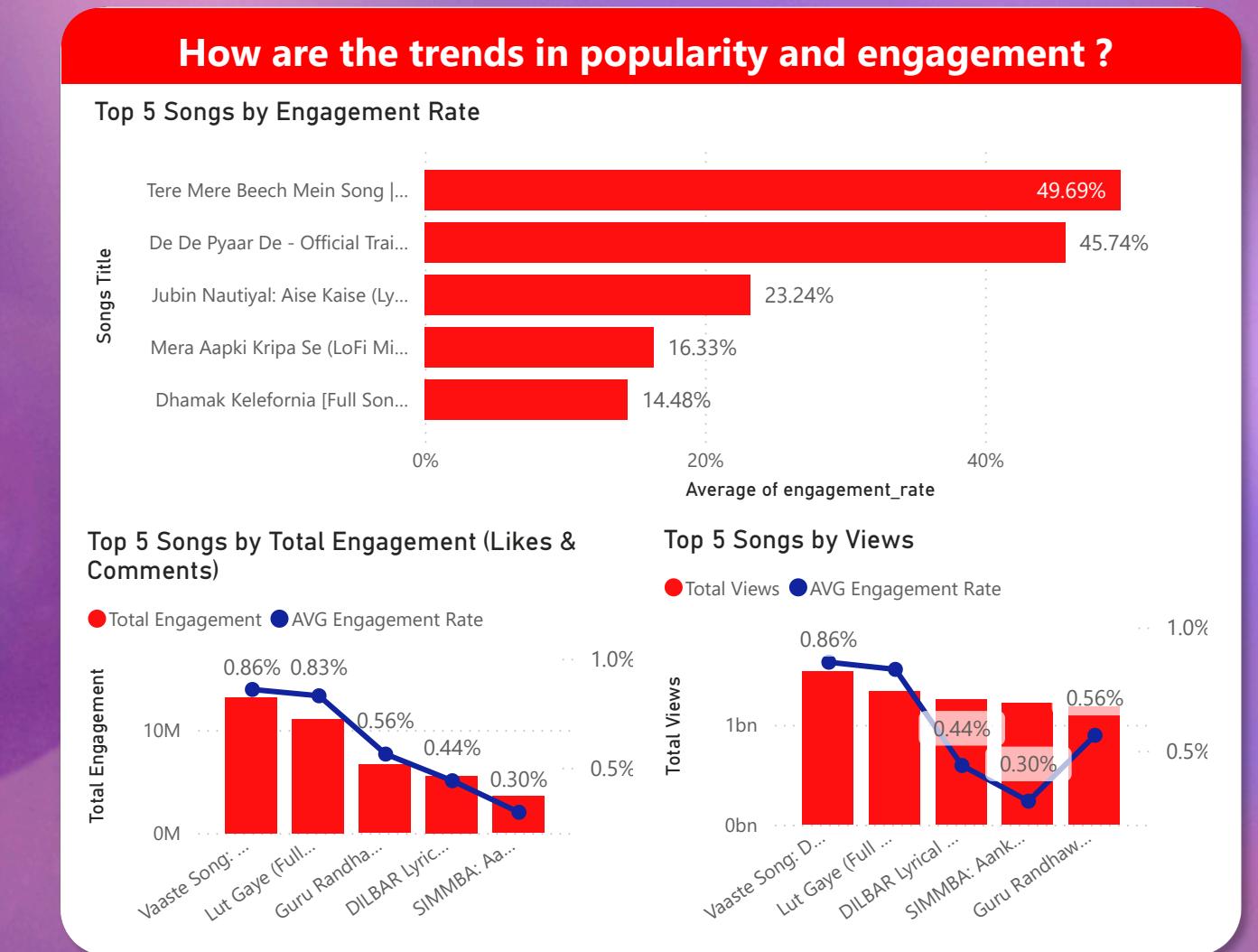
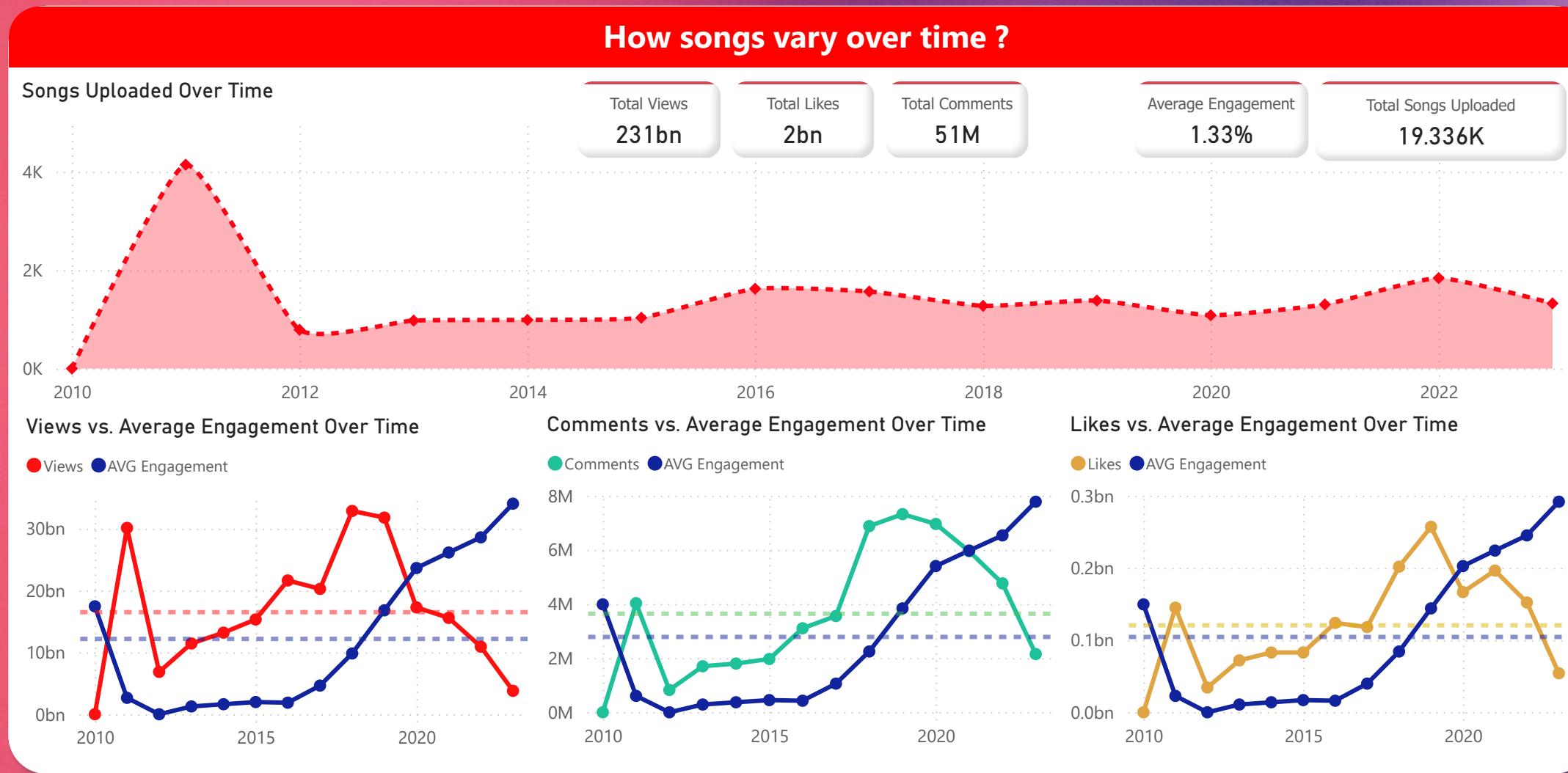
All



All



23/12/2010 20/08/2023



# Songs Metrics Vary Over Time:

Average Engagement  
1.33%

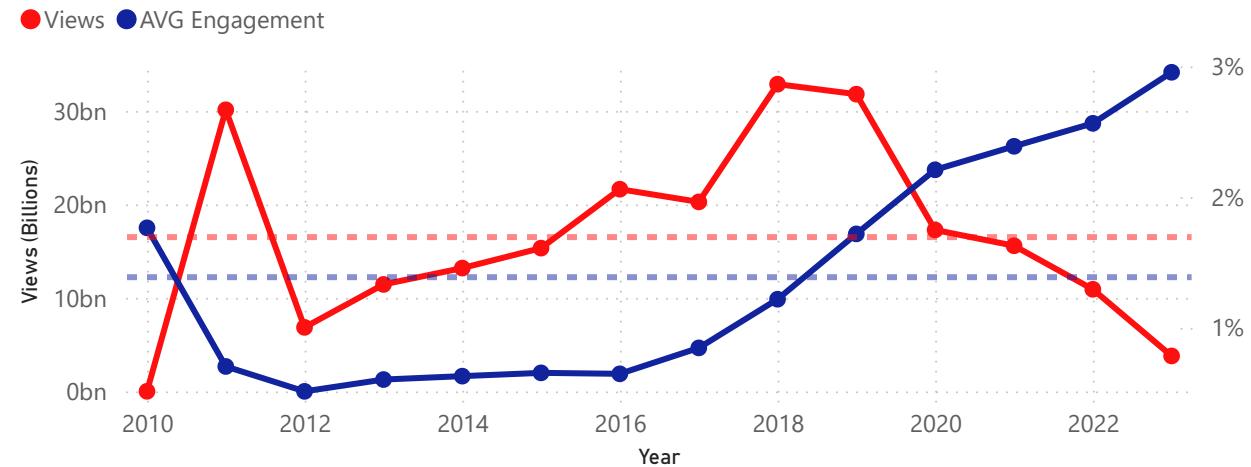
Total Views  
231bn

Total Likes  
2bn

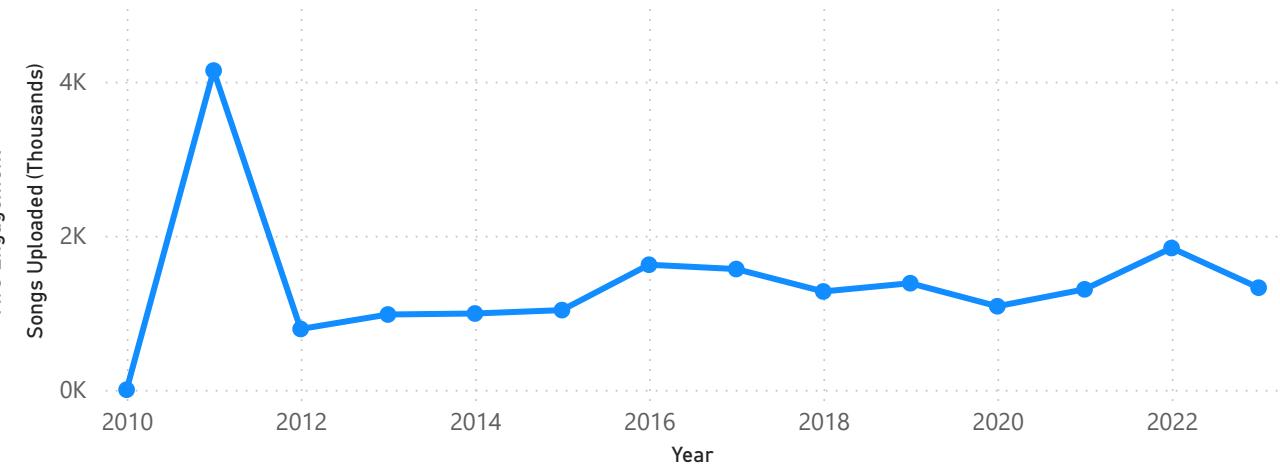
Total Comments  
51M

Total Songs Uploaded  
19.336K

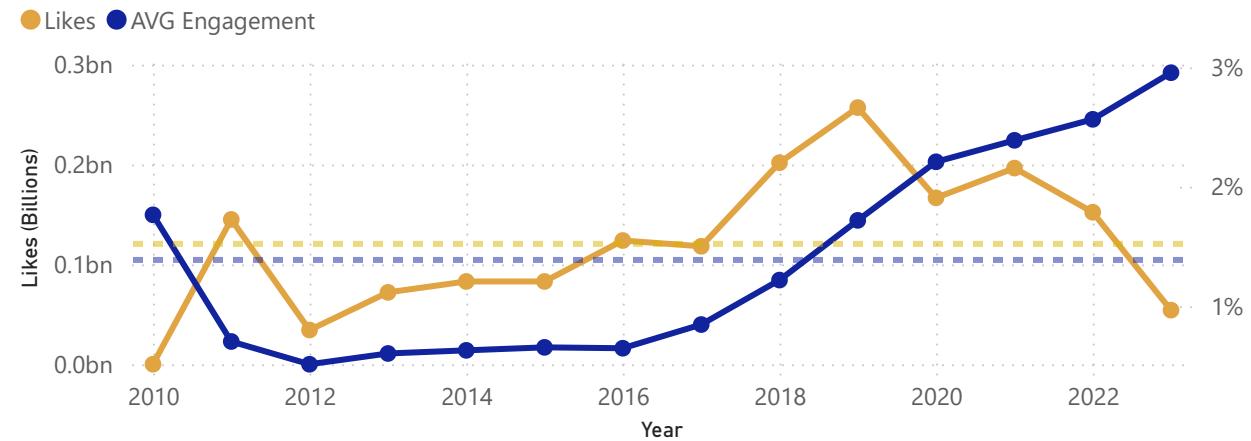
Views vs. Average Engagement Over Time



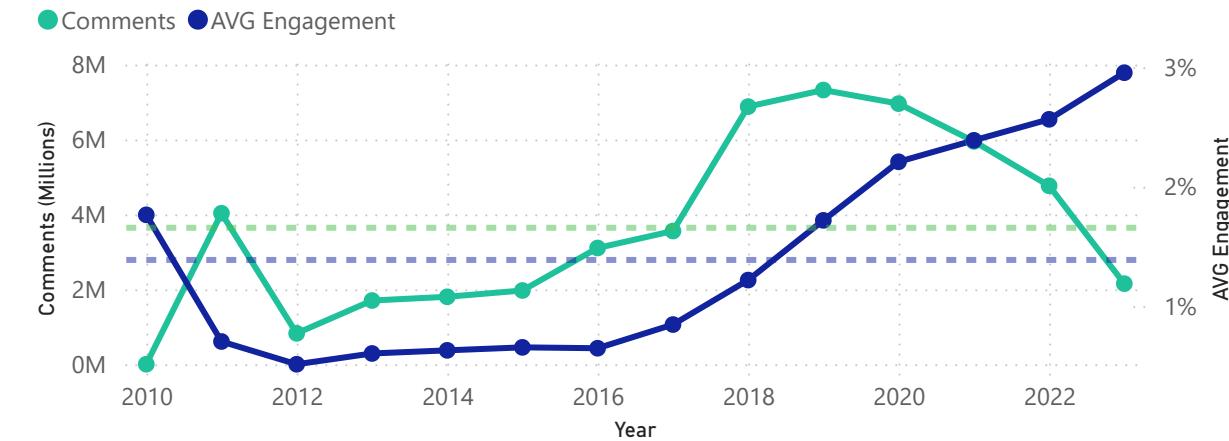
Songs Uploaded Over Time



Likes vs. Average Engagement Over Time

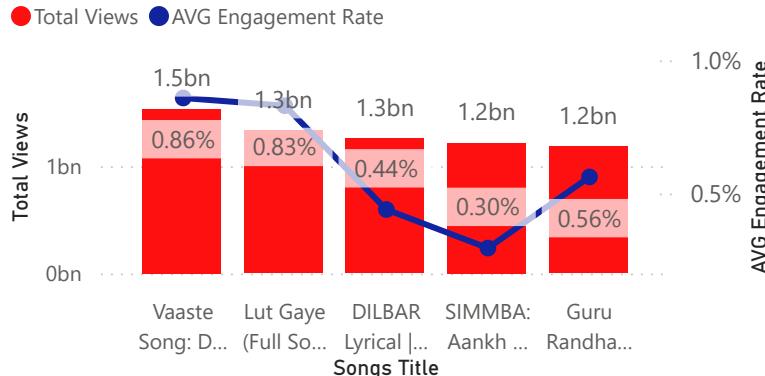


Comments vs. Average Engagement Over Time

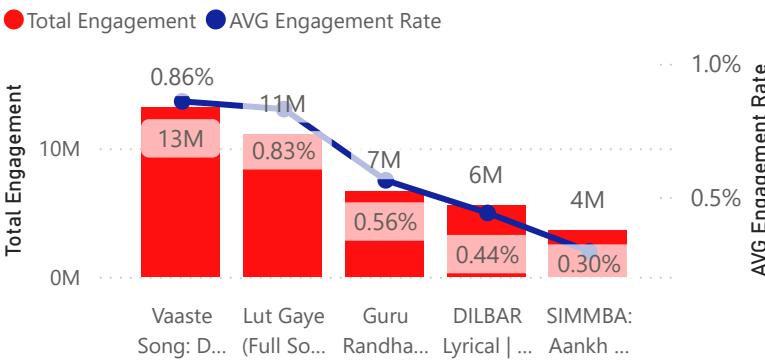


# Trends in Popularity and Engagement:

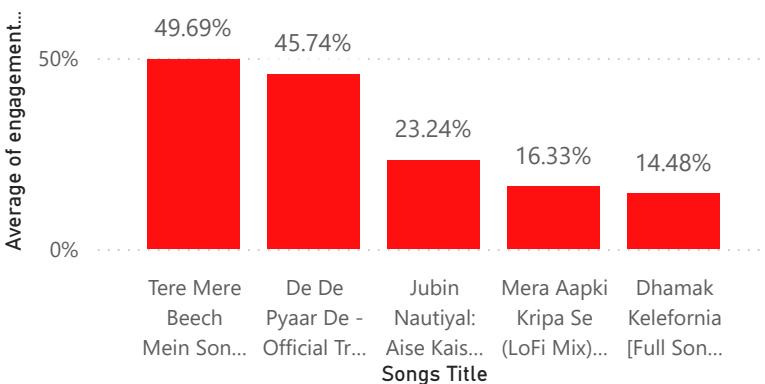
## Top 5 Songs by Views



## Top 5 Songs by Total Engagement (Likes & Comments)



## Top 5 Songs by Engagement Rate



## Engagement Heatmap by Date



## Summary Table of Songs Popularity & Engagement

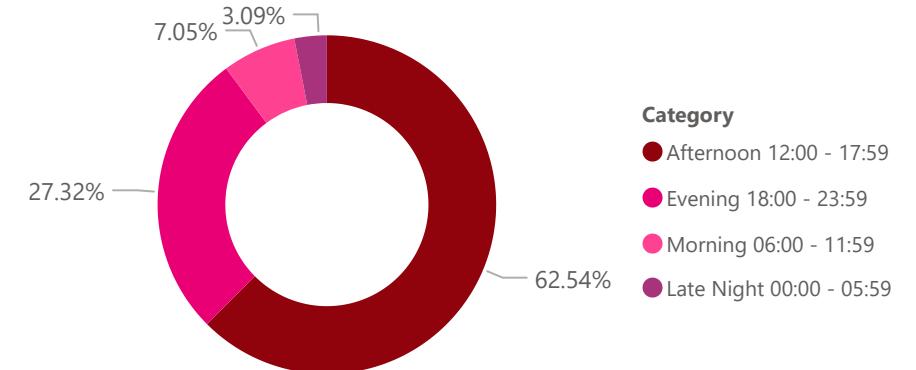
Songs Title	Views	Likes	Comments	AVG. Engagement Rate
Guru Randhawa: High Rated Gabru Official Song   DirectorGifty   Bhushan Kumar   T-Series	1183904054	6234319	420375	0.56%
Vaaste Song: Dhvani Bhanushali, Tanishk Bagchi   Nikhil D   Bhushan Kumar   Radhika Rao, Vinay Sapru	1536719459	12840215	353057	0.86%
Yo Yo Honey Singh: MAKHNA Video Song   Neha Kakkar, Singhsta, TDO   Bhushan Kumar	352051529	4267976	349430	1.31%
Lut Gaye (Full Song) Emraan Hashmi, Yukti   Jubin N, Tanishk B, Manoj M   Bhushan K   Radhika-Vinay	1333673024	10724344	339000	0.83%
Guru Randhawa: Lahore (Official Video) Bhushan Kumar   Vee   DirectorGifty   T-Series	1064521703	6024651	313019	0.60%
Saiyaan Ji ► Yo Yo Honey Singh, Neha Kakkar Nushrratt Bharuccha  Lil G, Hommie DJ Mihir G Bhushan K	565877267	6387196	283941	1.18%
<b>Total</b>	<b>230945654850</b>	<b>1686525216</b>	<b>50993887</b>	<b>1.33%</b>

# Peak Publishing Times and The Impact to Engagement:

Total Engagement by Upload Times (Daily)



Total Engagement by Category



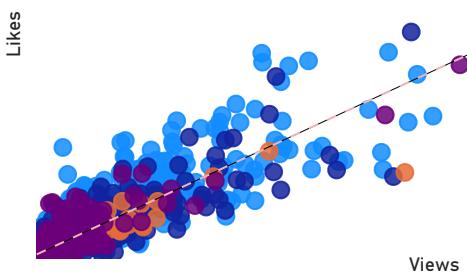
Heatmap Views & Total Engagement by Upload Times (Daily)

Time	Afternoon 12:00 - 17:59		Evening 18:00 - 23:59		Late Night 00:00 - 05:59		Morning 06:00 - 11:59	
Day	Views	Total Engagement	Views	Total Engagement	Views	Total Engagement	Views	Total Engagement
Friday	12345660757	100151323	9326992254	66884432	285695680	1598021	3959744860	28706855
Monday	123469500354	187392338	14459580577	88061834	393097461	2944026	961381686	9837450
Saturday	113559842899	107576368	9623673698	69534407	207889577	1866799	730413845	7873997
Sunday	5800342039	53080676	1645689442	15411889	230814427	1641463	775428197	6530848
Thursday	25162270819	194975862	11040226718	75024310	591119071	3321861	2353758098	21292113
Tuesday	19471520621	102071220	11886299533	76103807	753480082	4141786	3132897820	23082504
Wednesday	123456740737	200510227	12264601526	83691215	7740523882	38189605	4361468190	25213967

# Relationships between Likes, Comments, and Views:

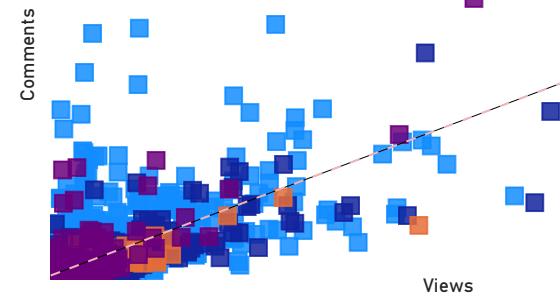
Likes vs. Views Correlations

● Afternoon 12:00 - ... ● Evening 18:00 - 2... ● Late Night 00:0... ● Morning 06:0...



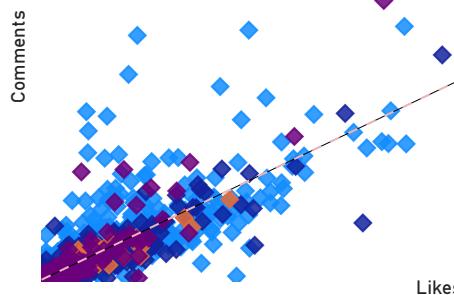
Likes vs. Views Correlations

■ Afternoon 12:00 - ... ■ Evening 18:00 - 2... ■ Late Night 00:0... ■ Morning 06:0...



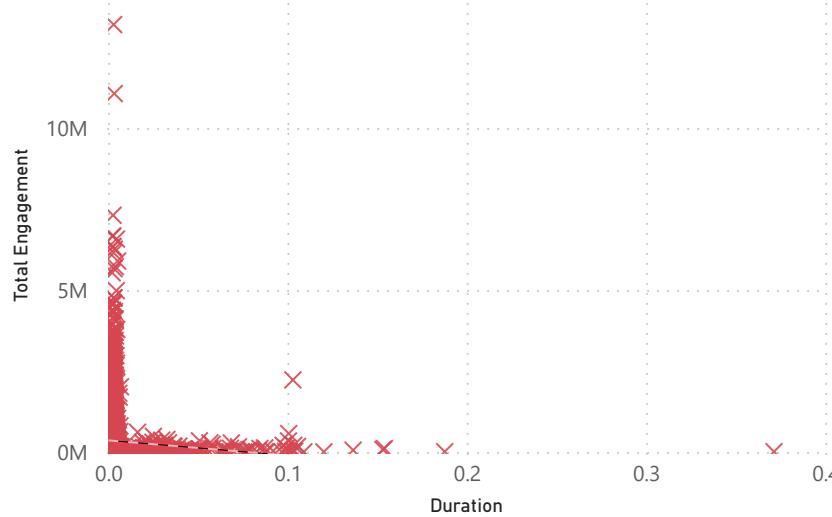
Likes vs. Comments Correlations

◆ Afternoon 12:00 - ... ◆ Evening 18:00 - 2... ◆ Late Night 00:0... ◆ Morning 06:0...

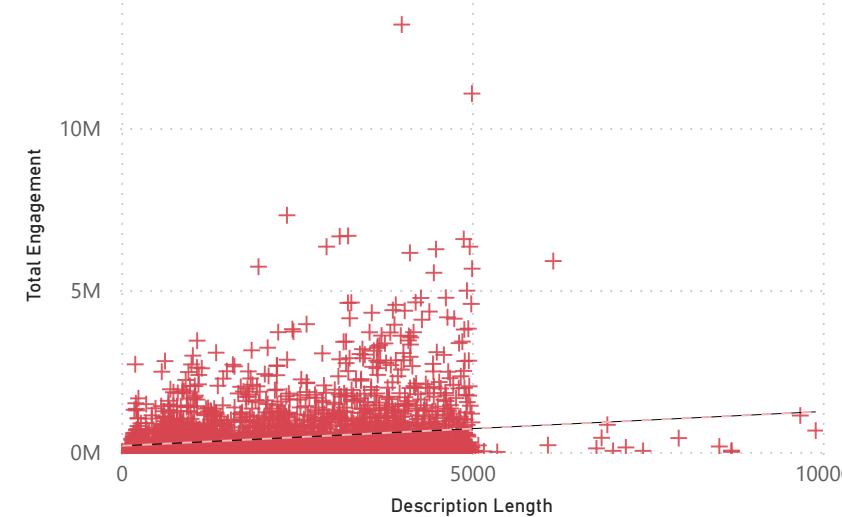


# Factor Influencing Engagement:

Duration vs. Total Engagement Correlations

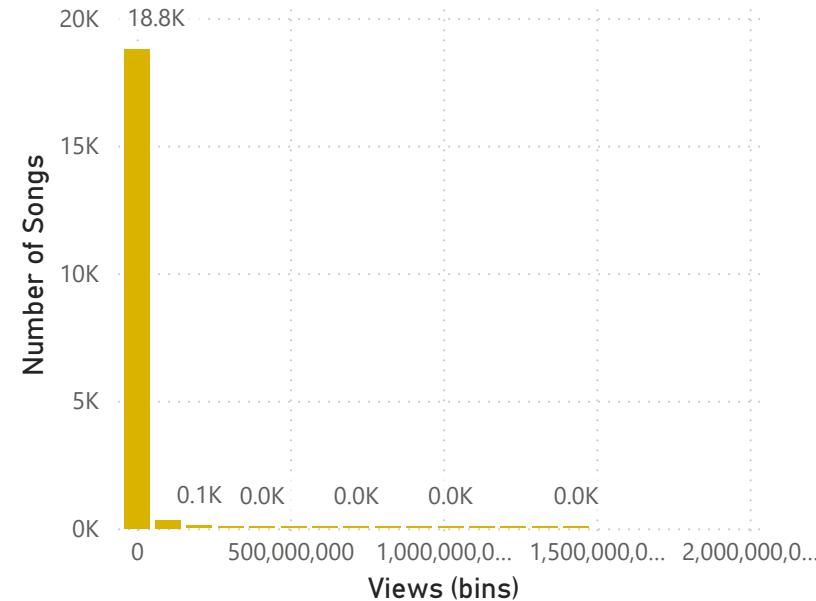


Description Length vs. Total Engagement Correlations

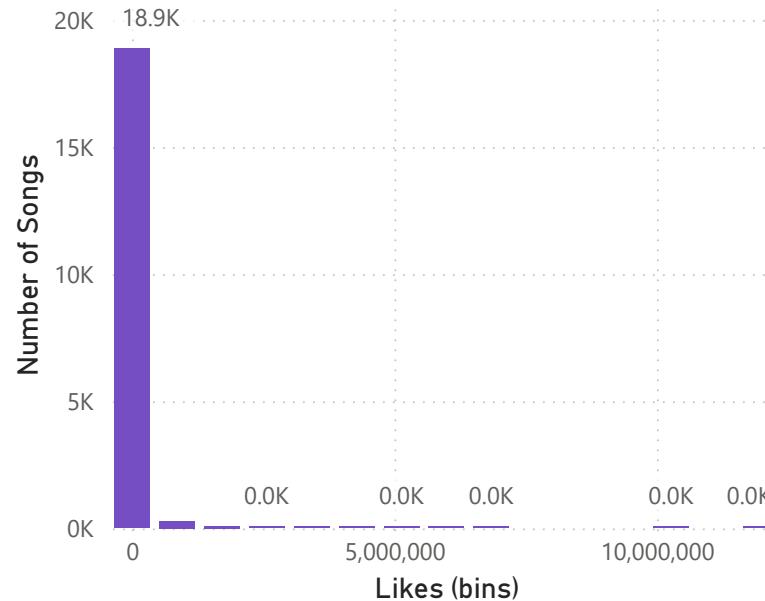


# Distribution in Views, Likes, and Comments:

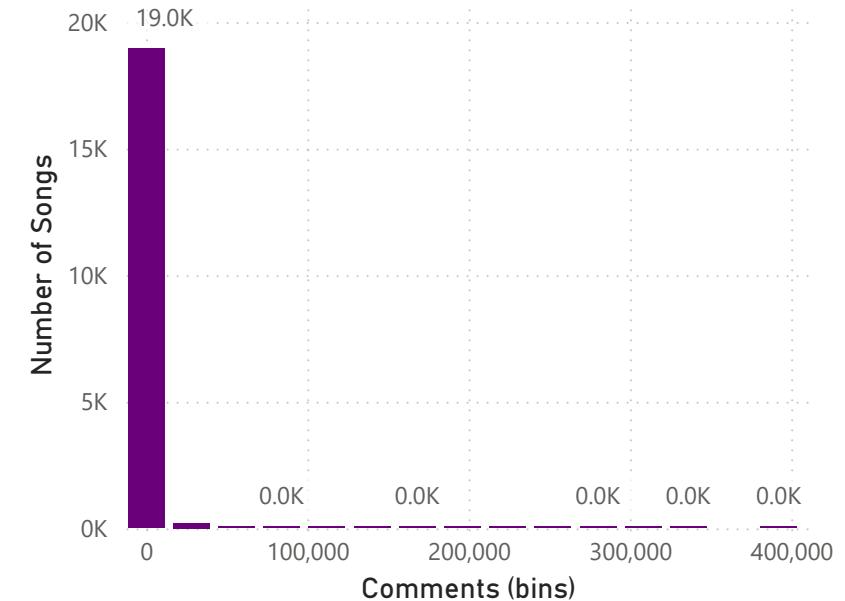
Distribution of Songs by Views (bins)



Distribution of Songs by Likes (bins)



Distribution of Songs by Comments (bins)



Average Engagement

1.33%

Total Songs Uploaded

19.336K

Total Views

231bn

Total Likes

2bn

Total Comments

51M

Average Views

11.94M

Average Likes

87.22K

Average Comments

2.64K