











Our Music Playlists

Song Analysis By power BI















Problem Statement:

This internship project aims to conduct a comprehensive analysis of YouTube songs data using Power Bl. The dataset contains key attributes such as video ID, channel title, title, description, tags, published date, view count, like count, favourite 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

01

Data Cleaning and Preparation:-

Clean and preprocess the dataset, handling missing values or outliers.- Convert relevant columns to appropriate data types

02

3:15min

Exploratory Data Analysis (EDA):

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

3:15min

Content and Channel 03 Analysis:

> Analyse the distribution of videos across different channels. Identify popular tags and their correlation with view counts

04

Temporal Trends:

Explore how YouTube song video metrics vary over time. Identify peak publishing times and their impact on engagement



3:15min

3:15min





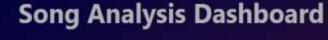




Deliverables:

- Interactive Power BI dashboards showcasing visualizations of YouTube song data trends.
- Reports detailing channel and content analysis, temporal trends, and user engagement insights.
- Recommendations for content creators and stakeholders to enhance YouTube song video performance.
- This project provides interns with hands-on experience in leveraging Power BI for meaningful analysis in the dynamic domain of YouTube songs, contributing insights to optimize content strategy and engagement





66.47 Sum of duration

231bn

Sum of viewCount

19K

TOTAL MUSIC





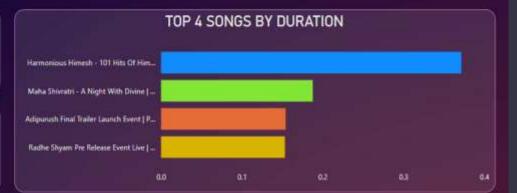




All

PUBLISH AT

23-12-2010 = 20-08-2023 =



MUSIC BY QUALITY OM 50M 100M

