Analysis of Youtube Songs Data

Insights into Song Performance, Popularity, and User Engagement

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INTRODUCTION

Content:
•This presentation covers an analysis of YouTube songs data.
•The goal is to provide insights into song performance, popularity, and user engagement.
•Visualizations and reports were created using Power BI.

DATASET OVERVIEW

The dataset includes 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 data was cleaned and preprocessed to ensure accuracy.

KEY METRICS

TOTAL VIEWS

231bn

Sum of viewCount

TOTAL LIKES

2bn

Sum of likeCount

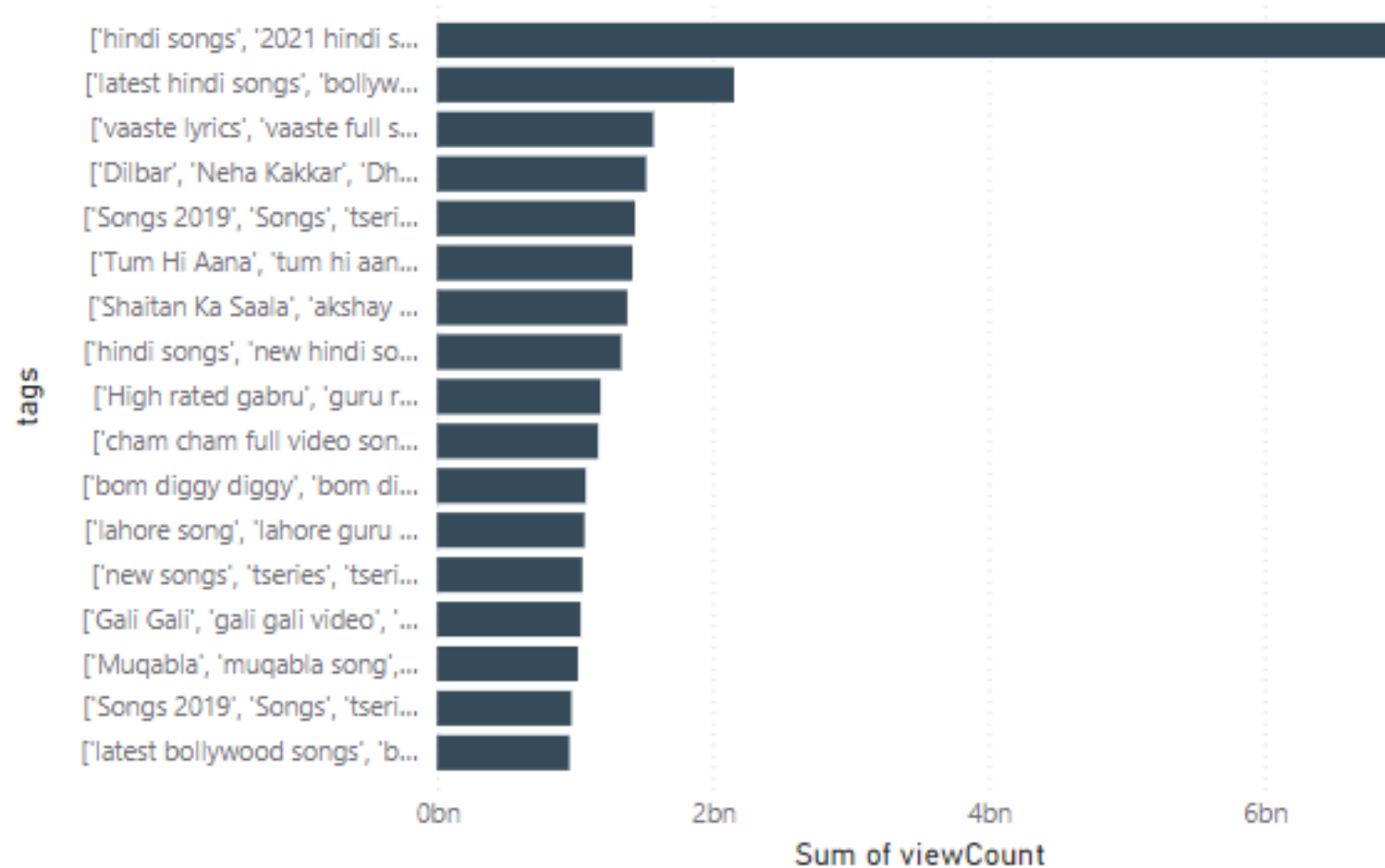**TOTAL COMMENTS**

51M

Sum of commentCount

VIEWS OVER TIME

Sum of viewCount by Year

TOP TAGS BY VIEW COUNT

Popular tags significantly contribute to higher view counts.
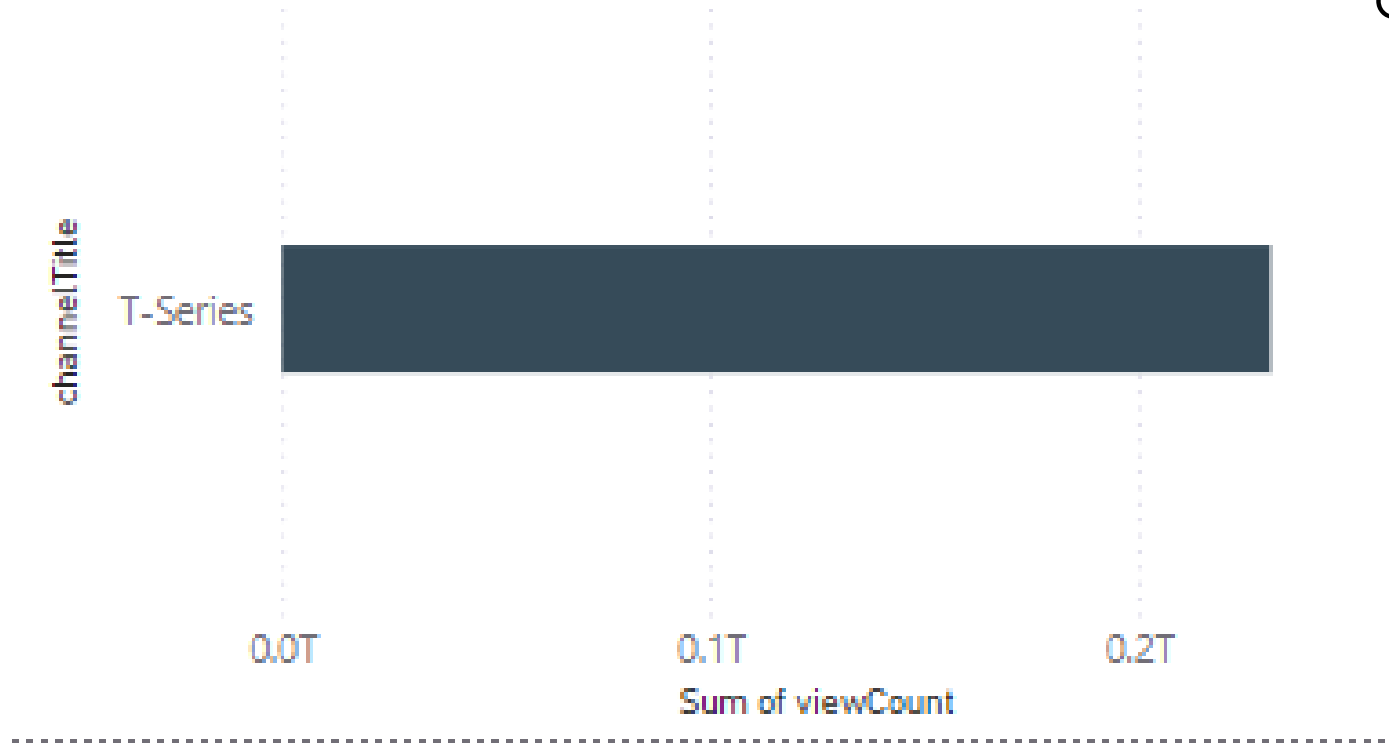
Sum of viewCount by tags
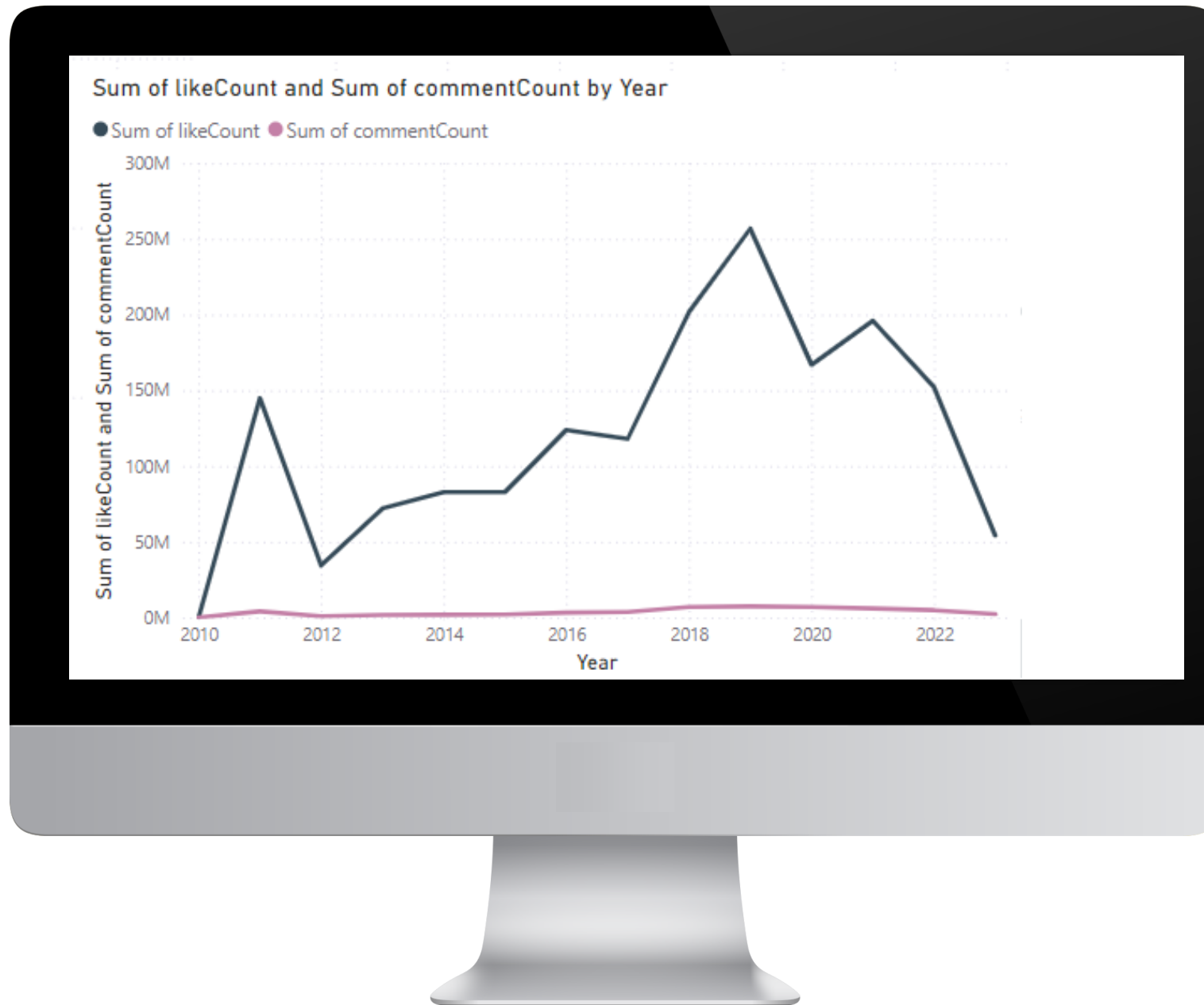
Engagement Metrics by Year

Analysis of likes and comments over the years.

CHANNEL PERFORMANCE

Sum of viewCount by channelTitle


Highlighting the performance of top channels.

LIKES VS COMMENTS BY TAGS

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tags	['hindi songs', '2021 hindi songs', 'new hindi songs', '2021 new songs', 't-series', 'tseries', 'tseries songs', 'new song', 'hit songs 2021', '2021 film songs', 'bollywood songs', '2021 songs', 'hindi 2021 songs', 'film songs', 'hindi movie songs']
Sum of commentCount	2164673
Sum of likeCount	84416370
Sum of viewCount	6893700793

Sum of commentCount, Sum of likeCount and Sum of viewCount by tags
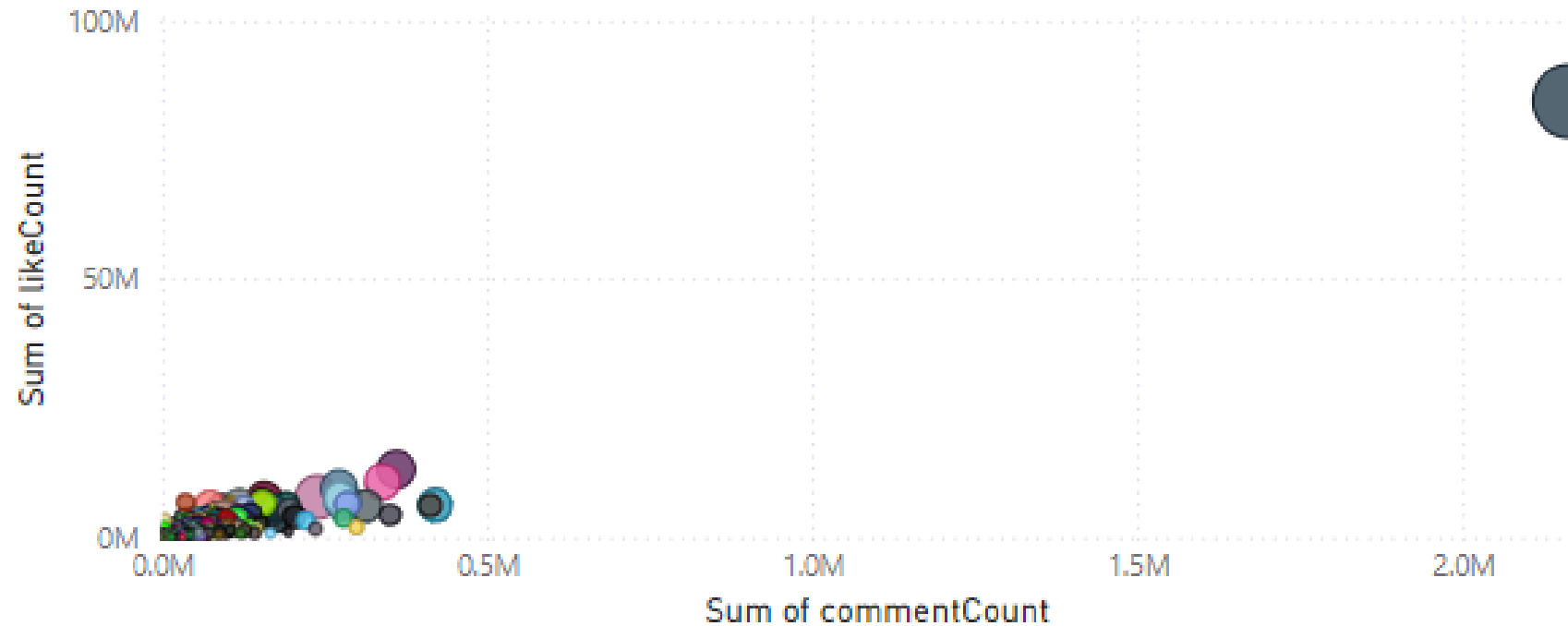
CONCLUSION AND RECOMMENDATIONS

➢ The analysis provides valuable insights into YouTube song performance and user engagement.

➢ Recommendations for content creators:

- Focus on popular tags to increase views.

- Publish content during peak times to maximize engagement.

- Enhance video quality and caption availability to attract more viewers.
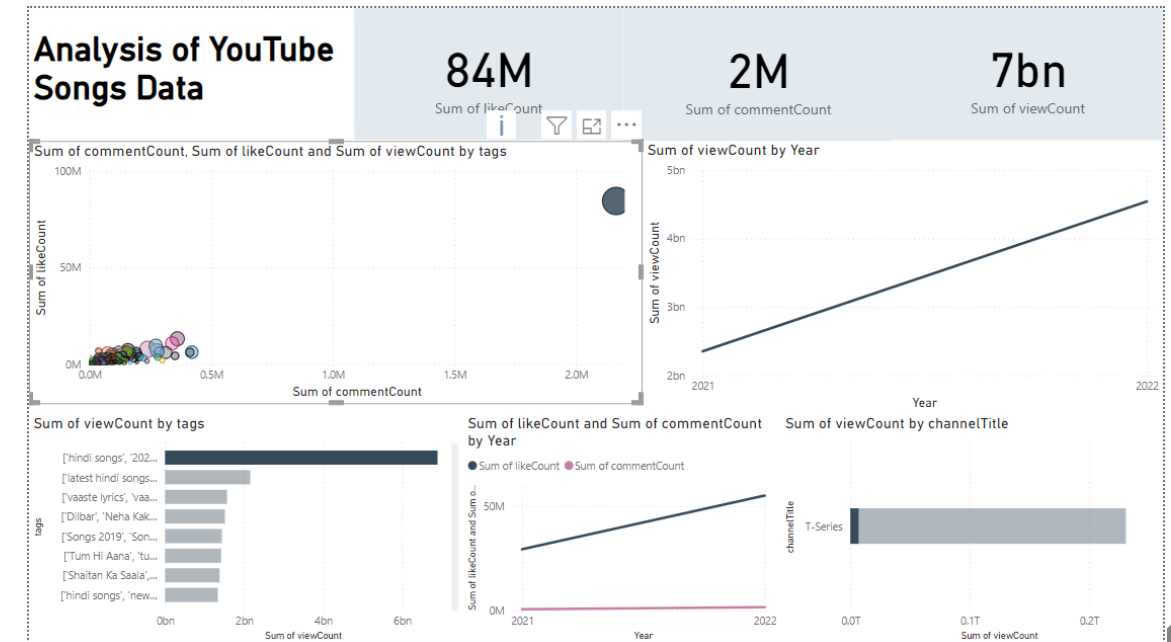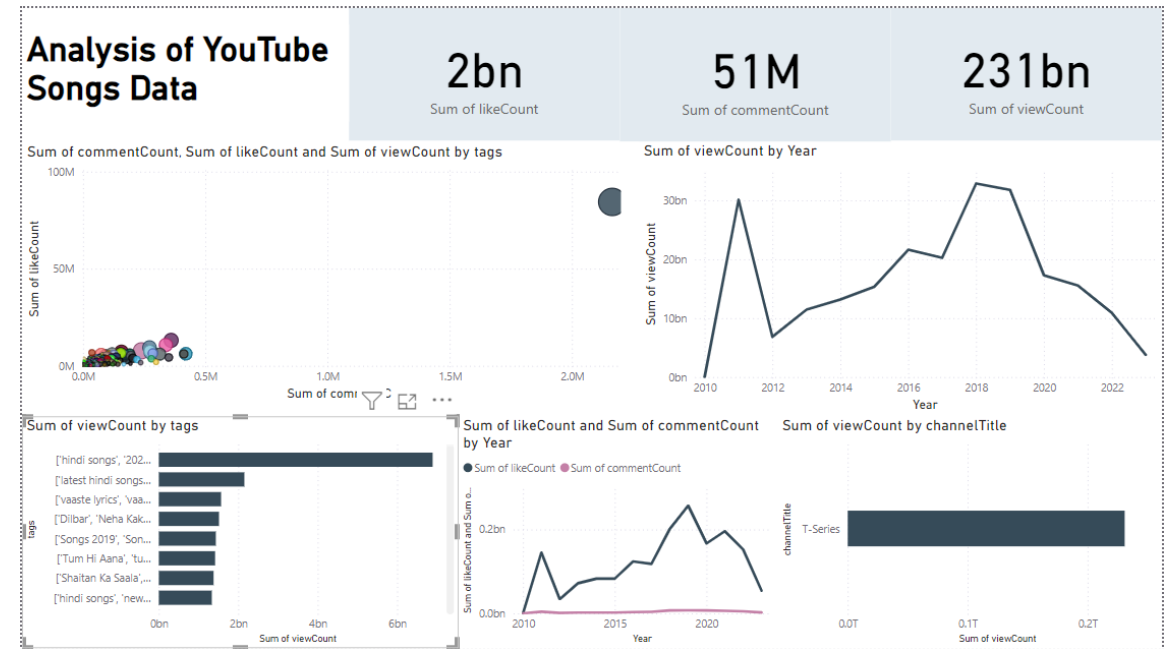
THANK YOU

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