SONG ANALYSIS

by power bi

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:

01

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

02

Exploratory Data Analysis (EDA):
- Explore patterns and distributions in view counts, like counts, and comments.
- Identify trends in the popularity and engagement of YouTube song videos.

Project Objectives:

03

Content and Channel Analysis:
- Analyze 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.

Project Objectives:

05

User Engagement Insights:
- Investigate relationships between likes, comments, and views.
- Identify factors influencing user engagement with YouTube song videos.

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.
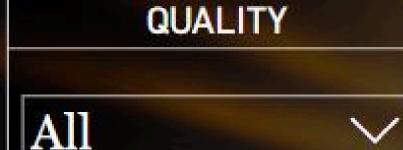
SONGS ANALYSIS

66.47 Sum of duration

231bn Sum of viewCount

19345 TOTAL MUSIC

QUALITY

All

PUBLISH AT

23-12-2010   20-08-2023

MUSIC BY QUALITY

definition

hd

sd

0.0bn   0.1bn

Sum of Column1

TOP 4 SONGS BY DURATION

Harmonious Himesh - 101 Hits Of Himesh Resh... — 0.371

Maha Shivratri - A Night With Divine | Sadhgur... — 0.188

Adipurush Final Trailer Launch Event | Prabhas | ... — 0.154

Radhe Shyam Pre Release Event Live | Prabhas | ... — 0.153

0.00   0.10   0.20   0.30   0.40

Sum of duration

TOP 5 SONGS BY VIEWS

Saiyaan Ji ... 1bn

Official Vide... 1bn

Full Song: KHAIR... 1bn

Vaaste Song: Dhv... 2bn

Lut Gaye (Full So... 1bn

TOP 5 SONGS BY LIKES

Saiyaan Ji ► Yo Yo ... 6M

Official Vid... 6M

Full Song: KHAIRI... 7M

Vaaste Song: Dhva... 13M

Lut Gaye (Full Son... 11M

THANK YOU

jatin sharma