REPORT : ***YouTube Trending Video Analytics***

This dataset contains information about trending YouTube videos, including details about the videos and their respective channels. The data is collected daily and provides insights into video performance, audience engagement, and channel characteristics across different countries.

**Tools: Python (Matplotlib, Seaborn), SQL, Tableau**

This dataset is a rich resource for analyzing YouTube video and channel trends. Here are some potential use cases:

1. **Trend Analysis**:
   * Identify trending content in specific countries or globally.
   * Explore the relationship between publishing time and trending status.
2. **Audience Engagement Insights**:
   * Analyze the correlation between video views, likes, and comments.
   * Understand the impact of video tags, duration, or definition on engagement.
3. **Content Category Insights**:
   * Explore how different video categories perform over time.
   * Analyze the popularity of certain categories in specific regions.
4. **Channel Growth Analysis**:
   * Study how trending videos impact channel subscriber growth.
   * Analyze the characteristics of successful channels (e.g., average video duration, view count, etc.).
5. **Machine Learning Projects**:
   * Predict the likelihood of a video trending based on its metadata.
   * Cluster videos or channels based on similarities in tags, categories, and engagement metrics.