**Google Trends Dataset**

In this project, I will explore the Google Trends Dataset using Big Query.

To minimize the data scanned and processed, I use a partition query where the refresh date is set to DATE\_SUB(CURRENT\_DATE(), INTERVAL 1 DAY)

By doing so, I am going to analyse the Google Trends data for ‘2023-02-07’

I save the results of this query into a new dataset and table

Dataset name – Google\_trends\_2023\_02\_07

Table name -Trends\_2023\_02\_07

The final table Trends\_2023\_02\_07 has 6141720 records.

**Query Table Trends\_2023\_02\_07**

Just made sure if I get 6141720 records by querying this table. – YES.

Now deep diving into the analysis.

**Analysis**

All the query results are saved in the excel file for easy reference

* **Query to find the number of distinct countries in the dataset**

SELECT distinct(country\_name) FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

order by country\_name

Looks like there are 41 listed countries.

* **Query to find the top search terms in all the countries.**

SELECT distinct country\_name,term  FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

where rank = 1

order by country\_name

* **Query to find the breakout in a rising search term’s growth**

Breakout occurs if the percent\_gain is more by 5000% .This means that there is a percentage of rising term’s growth compared to the previous time period.

SELECT distinct country\_name, term, percent\_gain FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

where percent\_gain > 5000

order by percent\_gain desc

It shows the top breakout search term is from the country Brazil and the search term is festival das lanternas

* **Query to find the average percent\_gain in each country**

SELECT distinct country\_name, avg(percent\_gain) as Avg\_percent\_gain FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

group by country\_name

order by avg\_percent\_gain desc

Looks like South Korea has the highest Average percent gain of 5409.2 compared to Romania with the lowest average percent gain of 463.6

* **Query to find the highest relatively popular term in each country**

Here, I used the column Score. Score of 100 means that term is relatively popular.

There are a total of 1007 records.

SELECT distinct country\_name,term FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

where score = 100

order by country\_name

* **Query to find the lowest relatively popular term in each country**

Here, I used the column Score. Score of 1 means that term is relatively popular. There are a total of 314 records.

SELECT distinct country\_name,term FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

where score = 1

order by country\_name

* **Query to find the top 5 countries with the most count of trending searches.**

SELECT country\_name,count(term) as Total\_searches FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

group by country\_name

order by Total\_searches desc

limit 5

This shows that Turkey has made more number of trending searches on 2023\_02\_07.

* **Query to find the distinct trending search terms by Turkey**

SELECT distinct(term) FROM `cyclistic-capstone-363004.Trends\_data.Trends\_2023\_02\_07`

where country\_name = 'Turkey'

Interestingly, from the queried output, the most queried were about the earthquakes in Turkey which happened on 6 feb 2023 in Turkey.