

YouTube Songs Analysis

Mentorness Internship Project



Power BI Dashboard

Power BI



By Karan Chaskar

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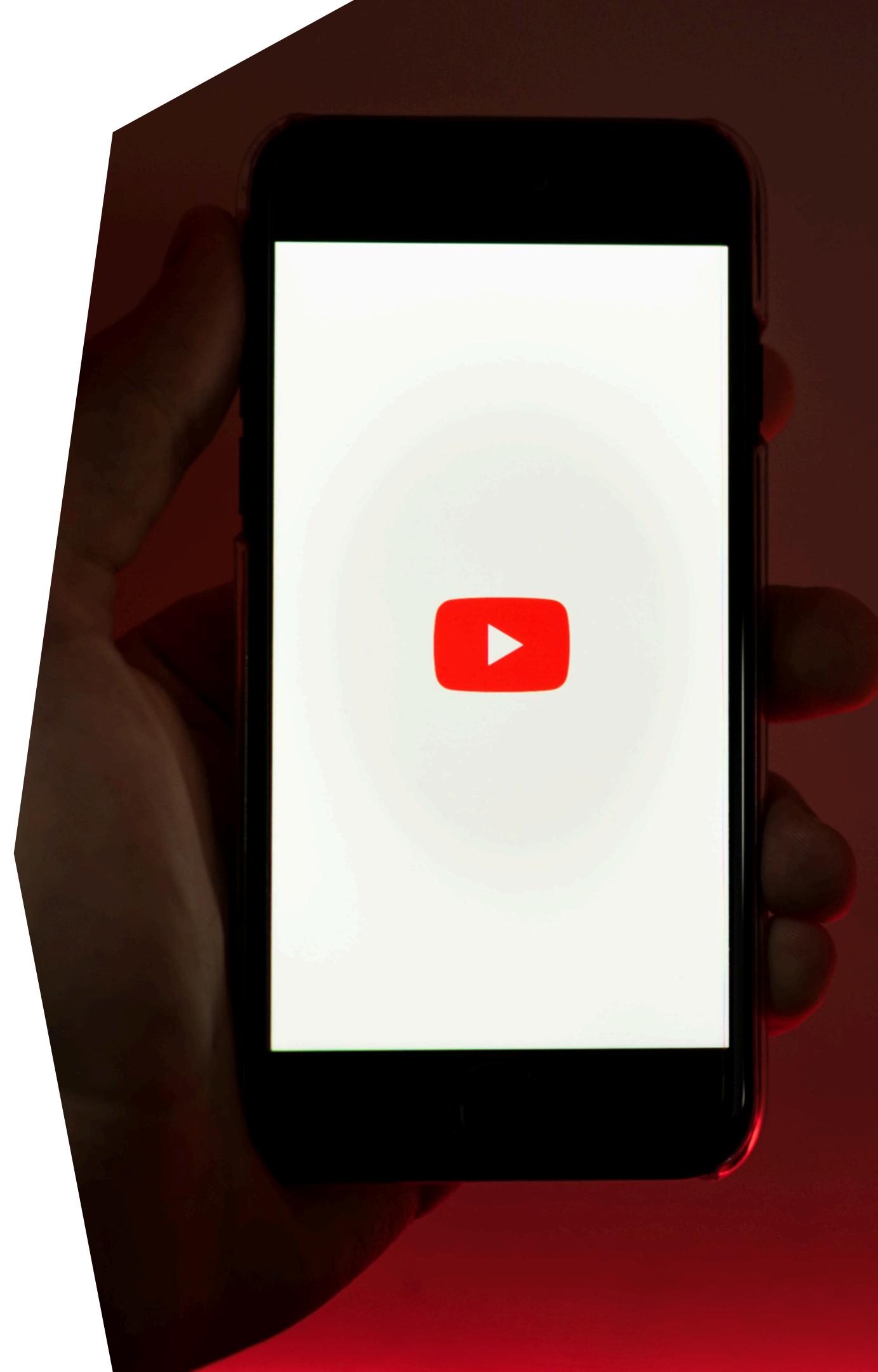


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Problem Statement

- 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.

Dataset

Our YouTube songs dataset contains 13 columns with 19345 rows which is in excel format, we will import it into Power BI

01

video_ID

Unique identifier for each YouTube video.

02

channel_title

Title of the YouTube channel publishing the song.

03

title

Title of the YouTube song video.

04

description

Description provided for the YouTube song video.

05

tags

Tags associated with the YouTube song video.

06

publishedAt

Date and time when the YouTube song video was published.

07

viewCount

Number of views received by the YouTube song video.

08

likeCount

Number of likes received by the YouTube song video.

09

favoriteCount

Number of times the YouTube song video has been marked as a favorite.

10

commentCount:

Number of comments posted on the YouTube song video.

11

duration

Duration of the YouTube song video.

12

definition

Video definition or quality (e.g., HD, SD).



Project Objectives

1. Data Cleaning and Preparation: - Clean and preprocess the dataset, handling missing values or outliers. - Convert relevant columns to appropriate data types.
2. 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.
3. Content and Channel Analysis: - Analyze the distribution of videos across different channels. - Identify popular tags and their correlation with view counts.
4. Temporal Trends: - Explore how YouTube song video metrics vary over time. - Identify peak publishing times and their impact on engagement.
5. User Engagement Insights: - Investigate relationships between likes, comments, and views. - Identify factors influencing user engagement with YouTube song videos.

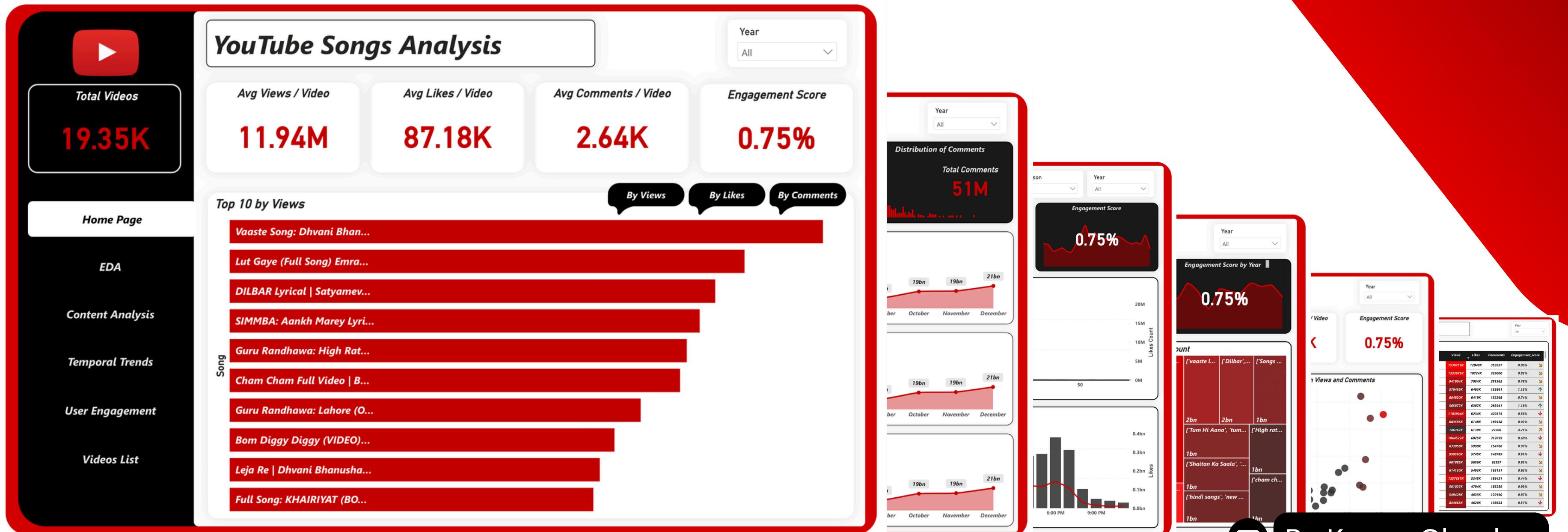
Tool Used



- **Data-Driven Insights:** By leveraging Power BI, this project will transform raw YouTube song data into actionable insights, enabling stakeholders to make data-driven decisions that enhance content strategy and boost user engagement.
- **Trend Analysis and Optimization:** The analysis will identify key trends and user preferences, providing valuable recommendations for optimizing video content, publishing times, and engagement strategies to maximize reach and impact.

Dashboard

Unlocking the Rhythm of Success: Dive into Data-Driven Insights with our YouTube Songs Dashboard!



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Total Videos

19.35K

Home Page

EDA

Content Analysis

Temporal Trends

User Engagement

Videos List

YouTube Songs Analysis

Year

All

Avg Views / Video

11.94M

Avg Likes / Video

87.18K

Avg Comments / Video

2.64K

Engagement Score

0.75%

Top 10 by Views

By Views

By Likes

By Comments

Vaaste Song: Dhvani Bhan...

Lut Gaye (Full Song) Emra...

DILBAR Lyrical | Satyamev...

SIMMBA: Aankh Marey Lyri...

Guru Randhawa: High Rat...

Cham Cham Full Video | B...

Guru Randhawa: Lahore (O...

Bom Diggy Diggy (VIDEO)...

Leja Re | Dhvani Bhanusha...

Full Song: KHAIRIYAT (BO...



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YouTube Songs Analysis

Year

All

Distribution of Views

231bn

Views

Distribution of Likes

2bn

Likes

Distribution of Comments

51M

Comments

Home Page

EDA

Content Analysis

Temporal Trends

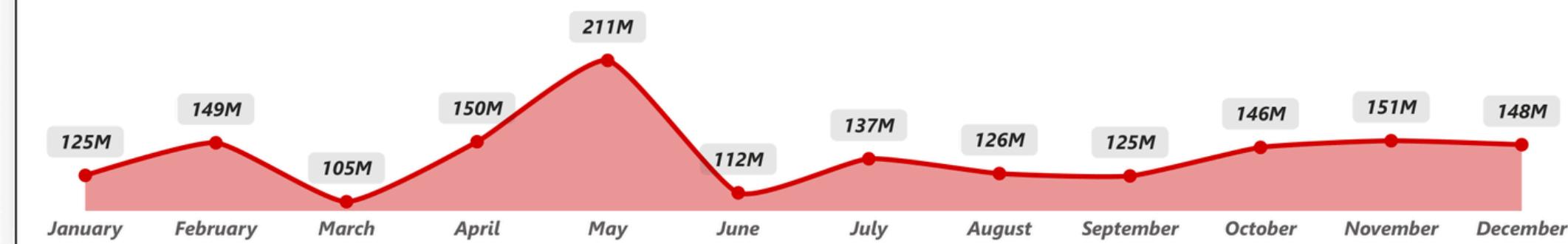
User Engagement

Videos List

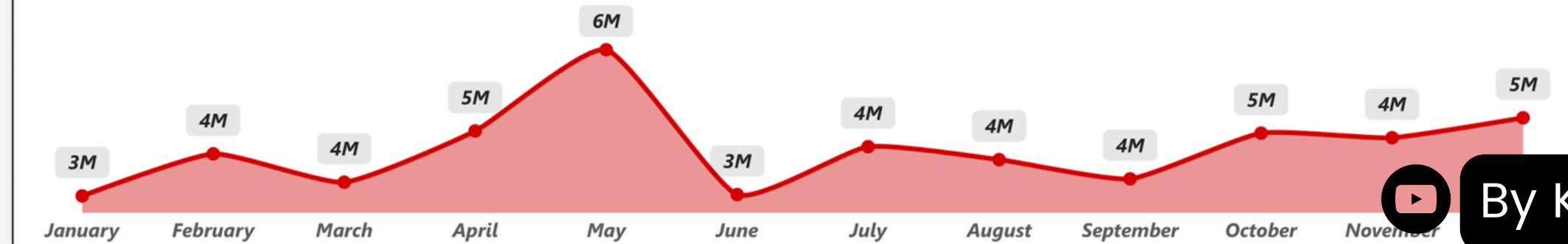
View Trend in Year



Likes Trend in Year



Comments Trend in Year



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Home Page

EDA

Content Analysis

Temporal Trends

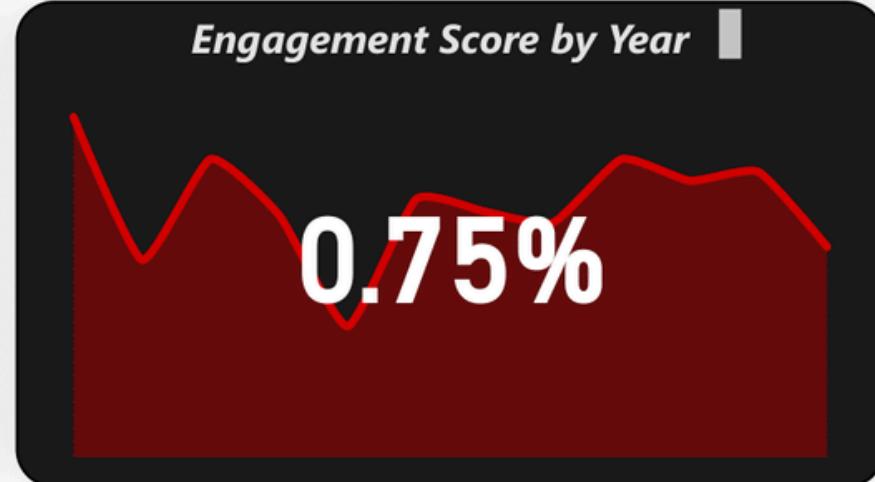
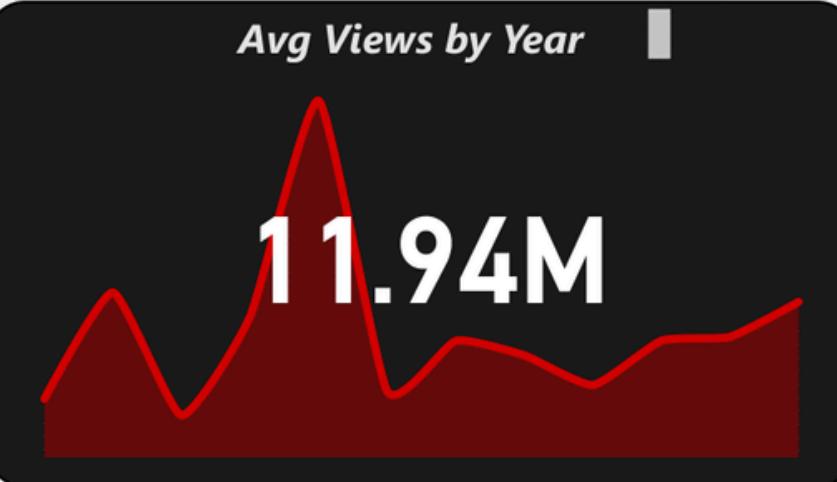
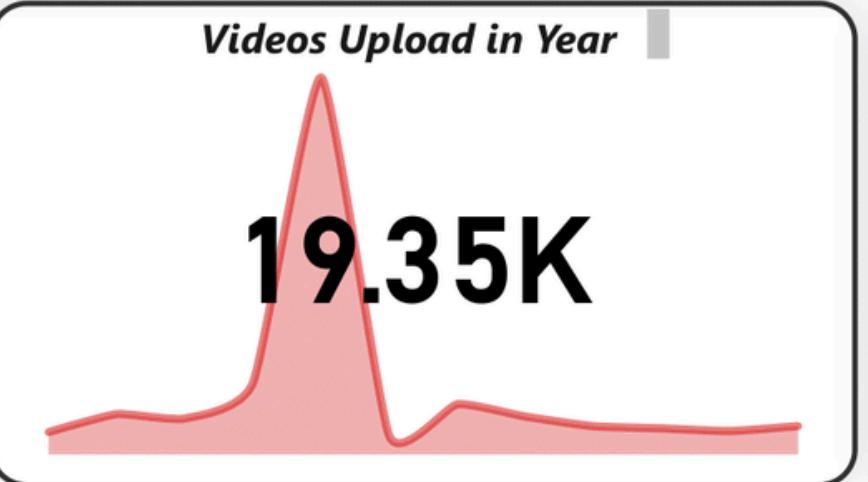
User Engagement

Videos List

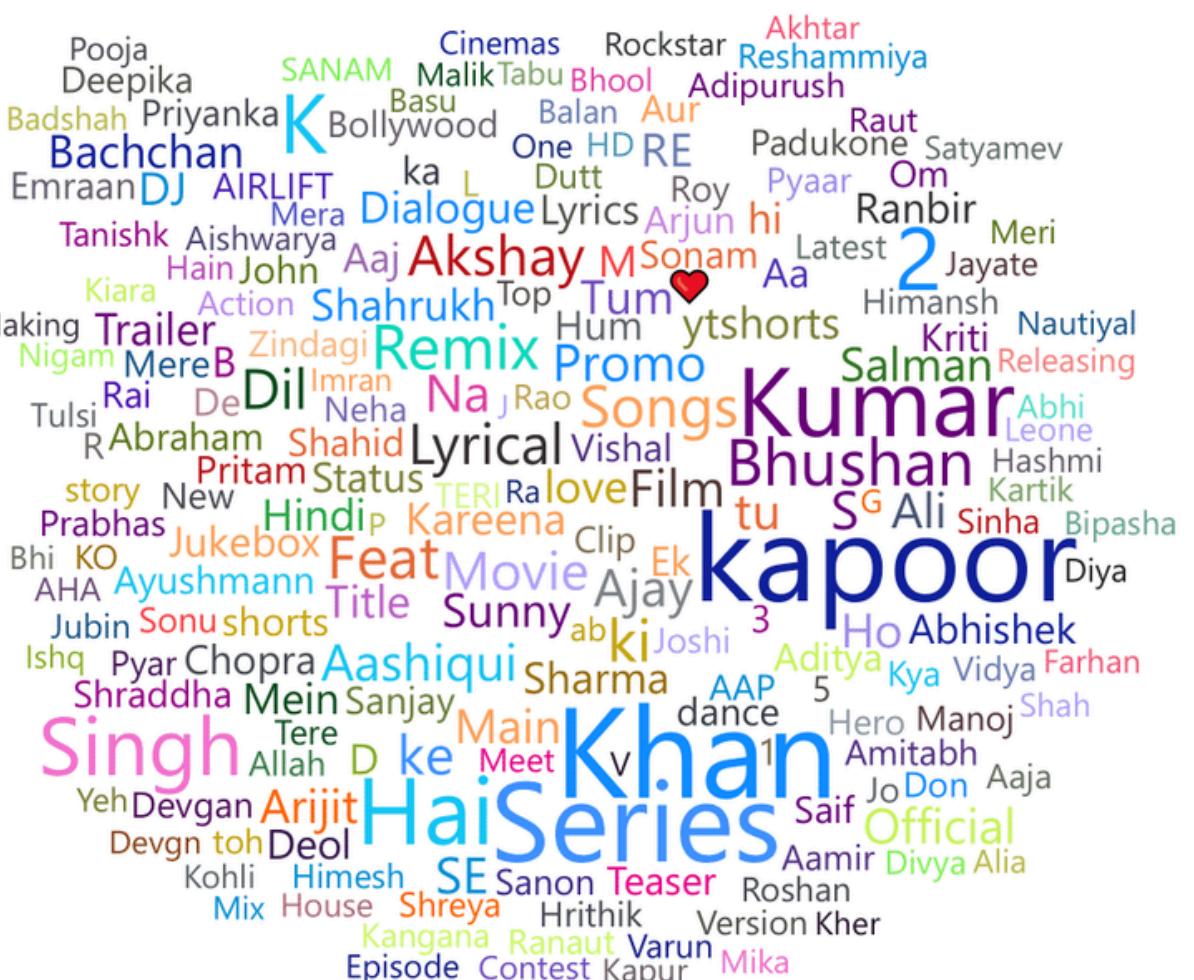
YouTube Songs Analysis

Year

All



Most Tags Used



Top 10 Tags by View Count

[hindi songs], [2021 hindi s...]	[vaaste l...]	[Dilbar], [Songs ...]	[Songs ...]
2bn	2bn	1bn	
[Tum Hi Aana], [tum...]	[High rat...]		
1bn			
[Shaitan Ka Saala], [...]	1bn	1bn	[cham ch...
7bn			
[latest hindi songs], [bollyw...]	1bn		
2bn			
[hindi songs], [new ...]			
1bn			

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YouTube Songs Analysis

Season

All

Year

All

Avg View Count

11.94M

Avg Duration of Videos

4.12

Engagement Score

0.75%

Home Page

EDA

Content Analysis

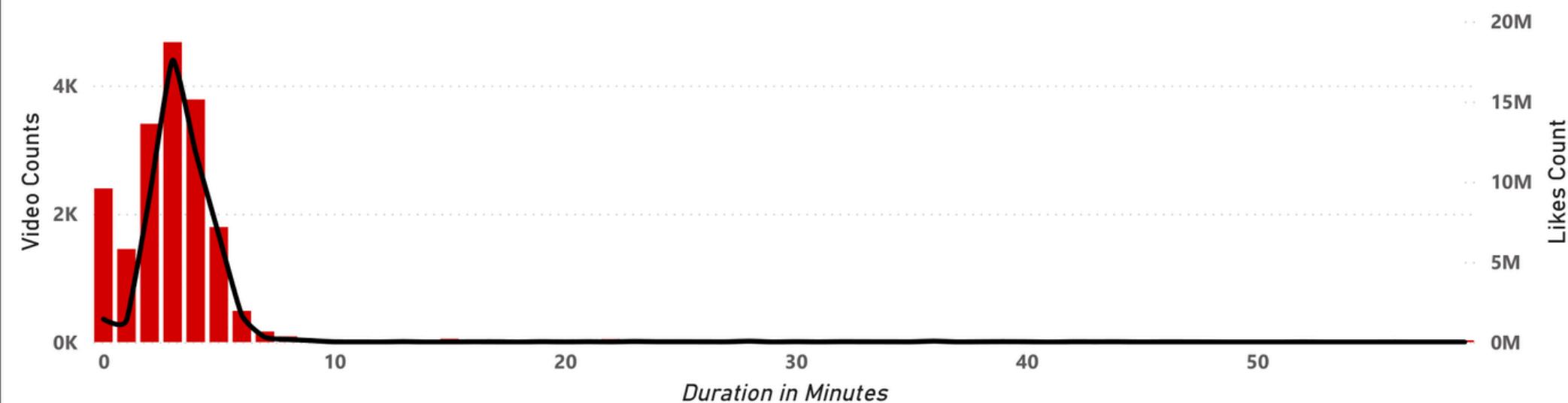
Temporal Trends

User Engagement

Videos List

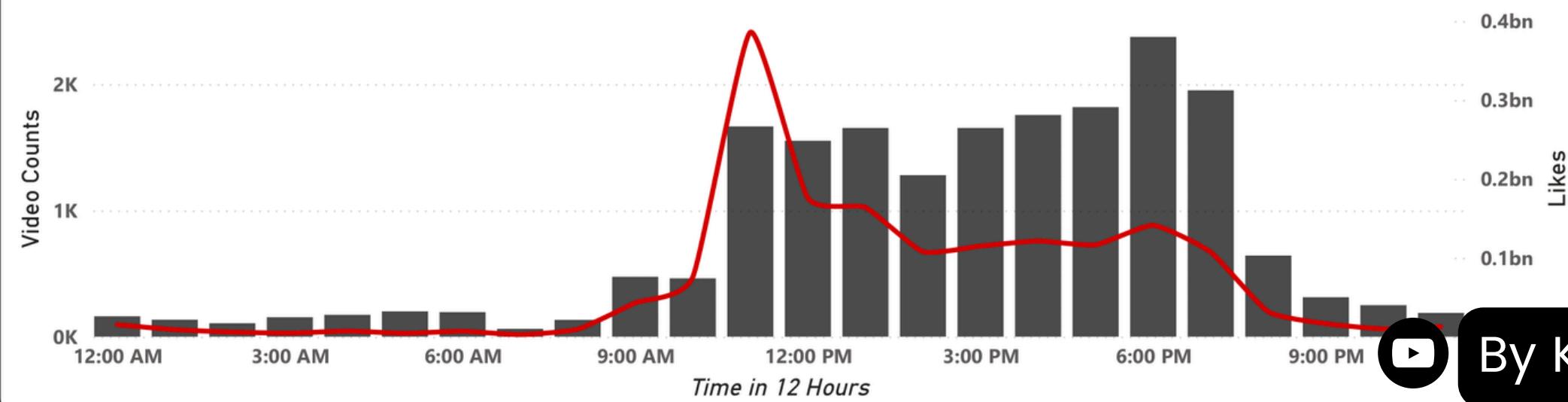
Video Count by Duration

● Count of video_id ● Sum of commentCount



Impact on Publishing Time

● Count of video_id ● Sum of likeCount



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YouTube Songs Analysis

Year

All

Avg Views / Video

11.94M

Avg Likes / Video

87.18K

Avg Comments / Video

2.64K

Engagement Score

0.75%

Home Page

EDA

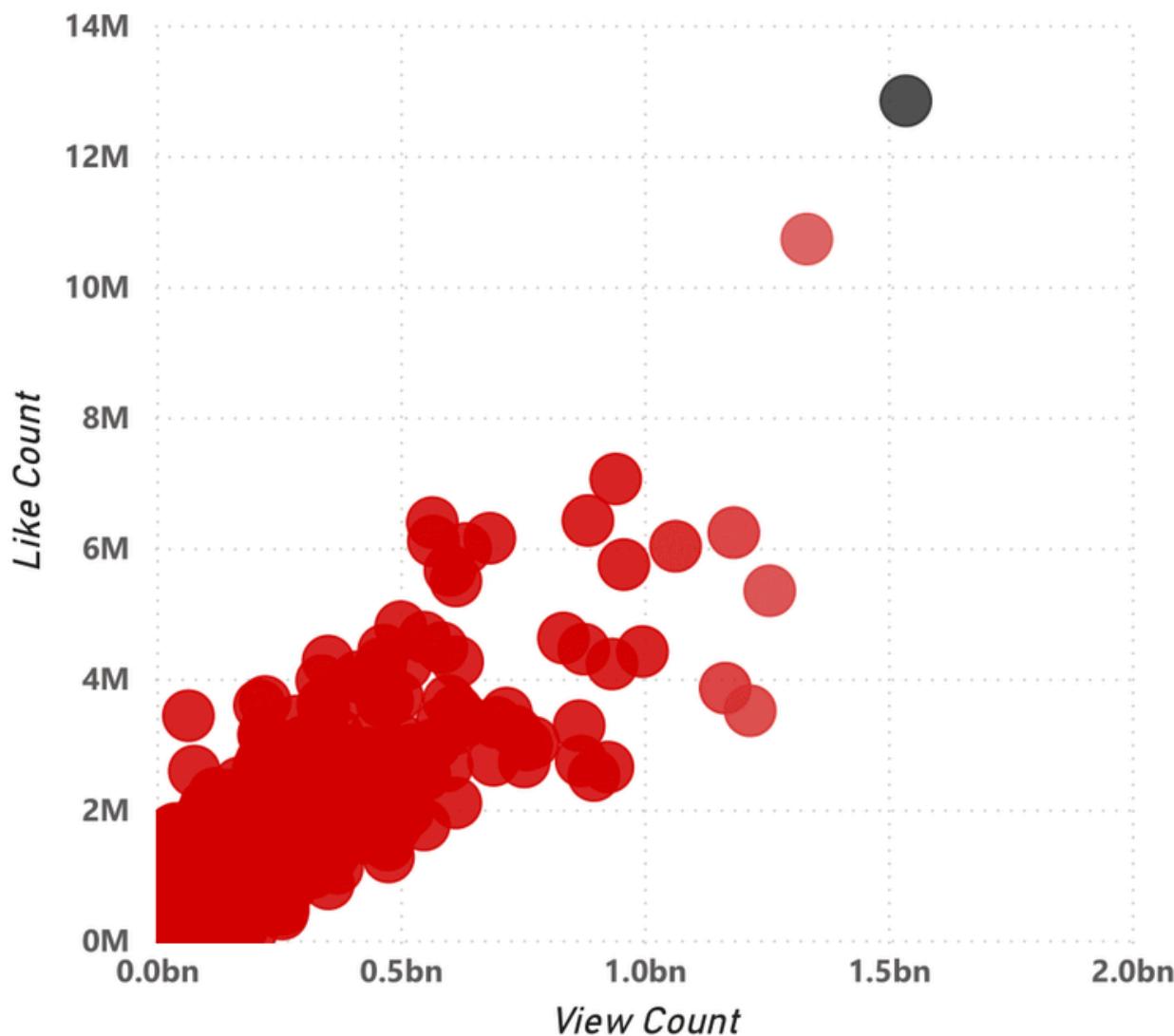
Content Analysis

Temporal Trends

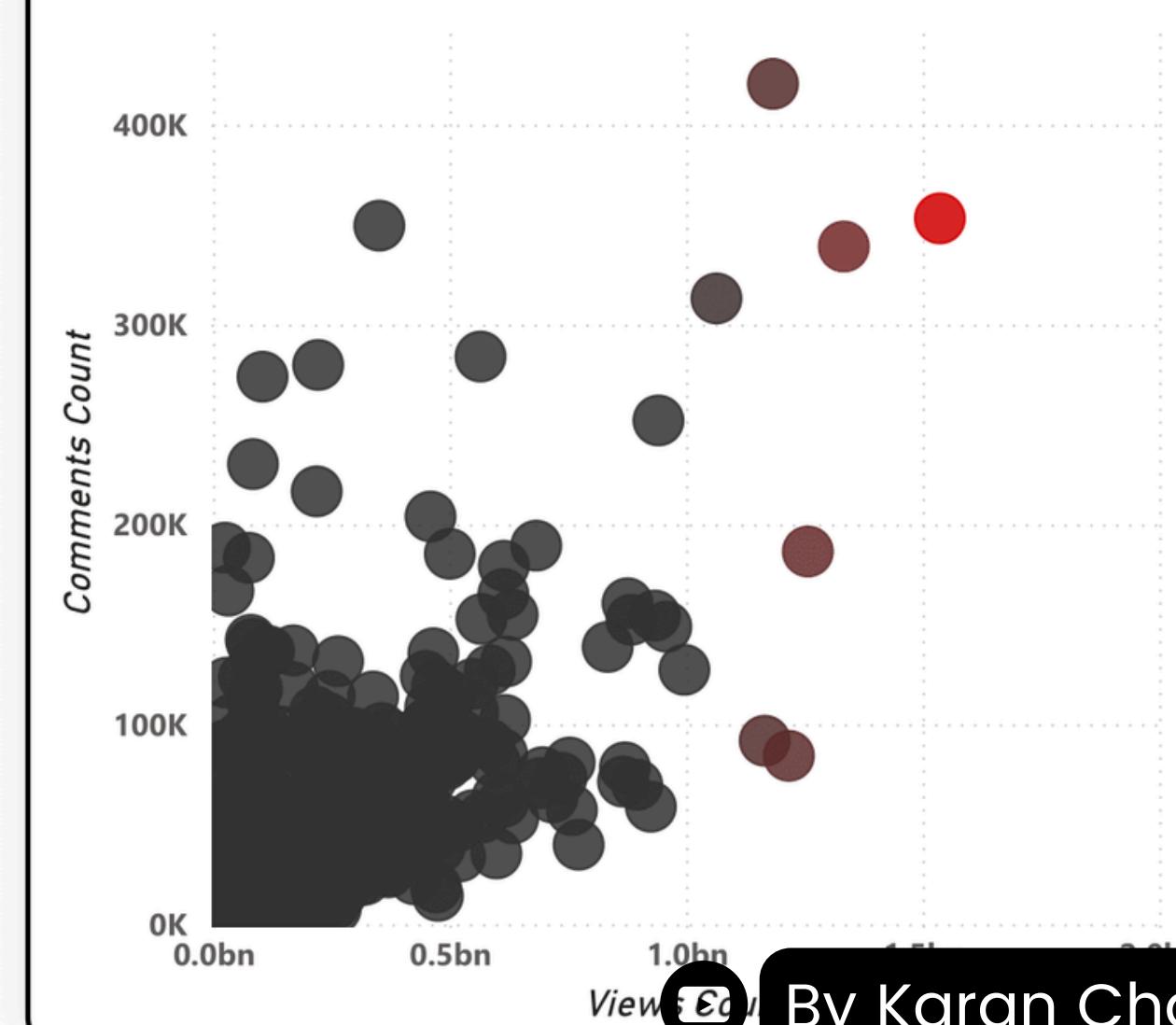
User Engagement

Videos List

Relation between Views and Likes



Relation between Views and Comments



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YouTube Songs Analysis

Year

All

Home Page

EDA

Content Analysis

Temporal Trends

User Engagement

Videos List

Videos List | Summary

Track	Views	Likes	Comments	Engagement_score	
Vaaste Song Dhvani Bhanushali Tanishk Bagchi	1536719K	12840K	353057	0.86%	⬇️
Lut Gaye Full Song Emraan Hashmi Yukti	1333673K	10724K	339000	0.83%	⬇️
Full Song KHAIRIYAT BONUS TRACK	941904K	7054K	251962	0.78%	⬇️
Dil Galti Kar Baitha Hai	578459K	6493K	153861	1.15%	⬆️
Official Video Humnava Mere Song	884820K	6419K	152268	0.74%	⬇️
Saiyaan Ji Yo Yo Honey Singh Neha Kakkar	565877K	6387K	283941	1.18%	⬆️
Guru Randhawa High Rated Gabru Official Song	1183904K	6234K	420375	0.56%	⬇️
Naach Meri Rani Guru Randhawa Feat Nora Fatehi	683595K	6148K	189338	0.93%	⬇️
	146367K	6139K	23306	4.21%	↗️
Guru Randhawa Lahore Official Video Bhushan Kumar	1064522K	6025K	313019	0.60%	⬇️
Arijit Singh Pachtaoge	633858K	5990K	154766	0.97%	⬇️
Leja Re	958560K	5745K	148789	0.61%	⬇️
Srivalli Video	601885K	5656K	63597	0.95%	⬇️
Taaron Ke Shehar Song Neha Kakkar Sunny Kaushal	614130K	5493K	165151	0.92%	⬇️
DILBAR Lyrical	1257657K	5345K	186421	0.44%	⬇️
Teri Aankhon Mein Song Divya K	501027K	4794K	185239	0.99%	⬇️
B Praak Dil Tod Ke Official Song	549428K	4633K	120190	0.87%	⬇️
Lyrical Tum Hi Aana	834663K	4620K	138653	0.51%	⬇️

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Report - KPI's Overview

Avg Views / Video

11.94M

Avg Likes / Video

87.18K

Avg Comments / Video

2.64K

Engagement Score

0.75%

Our analysis of 19.35K YouTube song videos reveals key engagement metrics:

- Average Views per Video: 11.94 million
- Average Likes per Video: 87.19 thousand
- Average Comments per Video: 2.64 thousand
- Engagement Score: 0.75%

These figures highlight the substantial viewer interest and interaction with YouTube songs, providing valuable insights for content creators and stakeholders to optimize their content.



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Summary

- 1. Not getting enough likes and comments on videos as per average.**
- 2. Overall Engagement Score is 0.75% which not that good we need at least more than 4% + engagement score .**
- 3. In trends we got most likes and views only in may month and less after the may in June.**
- 4. Hashtags are not used by songs name they are mostly singers name.**
- 5. 3 Minutes videos are mostly uploaded and got likes, also they are some 0 minutes videos.**
- 6. Only 11 AM is the time most of the views and likes are got, not on 6 PM where mostly used the time to publish videos.**
- 7. Co-relation between views and likes is linear which good but comment and view is scattered.**
- 8. Not all songs got likes and comment some are with less than 1K likes and almost 1 comments.**



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Recommendation

Recommendation for content creators and stakeholders to enhance their YouTube channel

1. *Optimize titles & descriptions with keywords.*
2. *Engage viewers through comments and discussions.*
3. *Use relevant tags for search visibility*
4. *Promote videos on social media.*
5. *Maintain a consistent posting schedule.*
6. *Create appealing thumbnails.*
7. *Collaborate with other creators*
8. *Analyze metrics regularly.*
9. *Utilize playlists to increase watch time.*
10. *Encourage subscriptions for updates*



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Thank You



Thanks to Mentorness for this opportunity



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