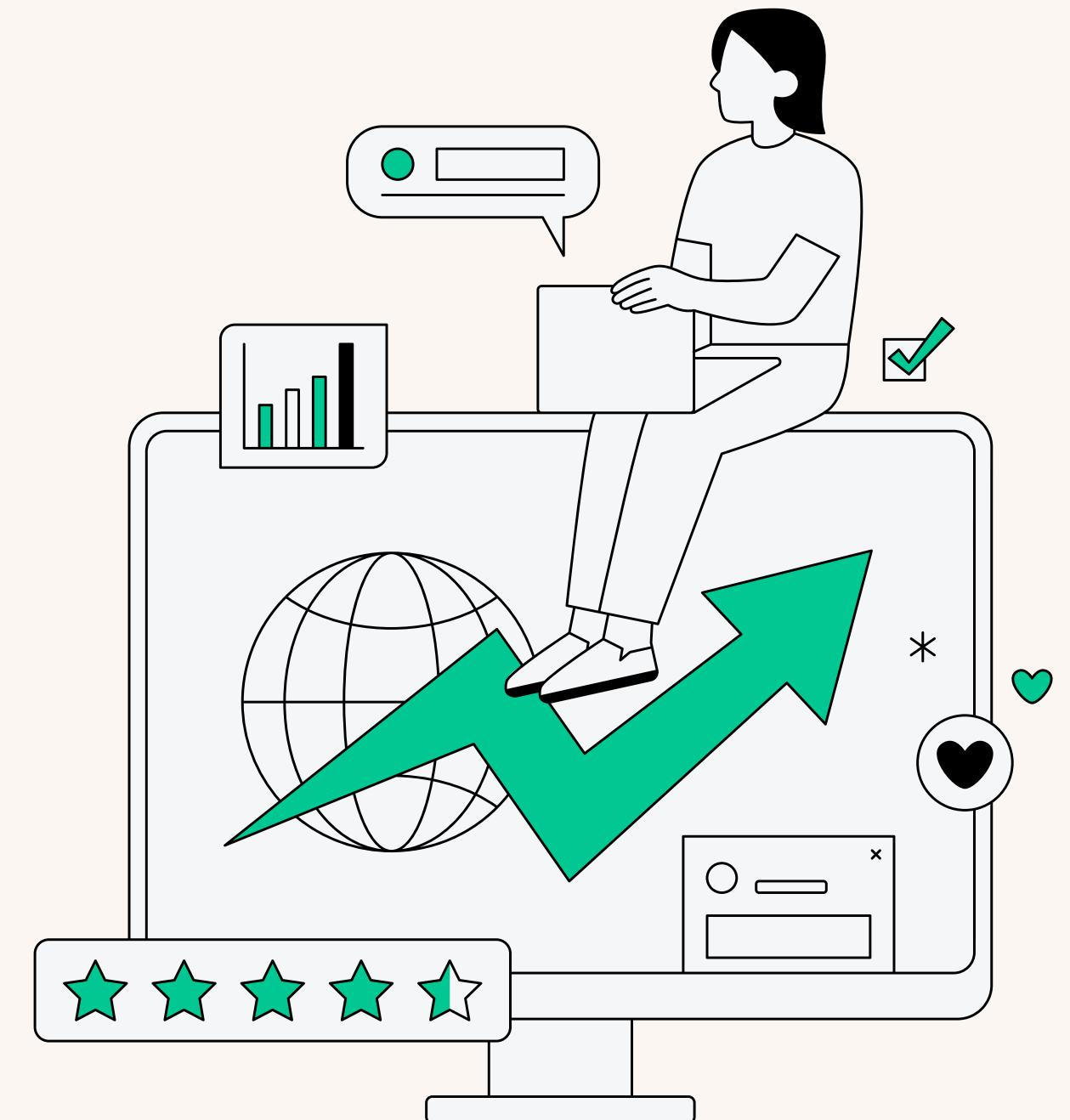


Presented by Mohd Murtza

# Youtube Songs Data Analysis

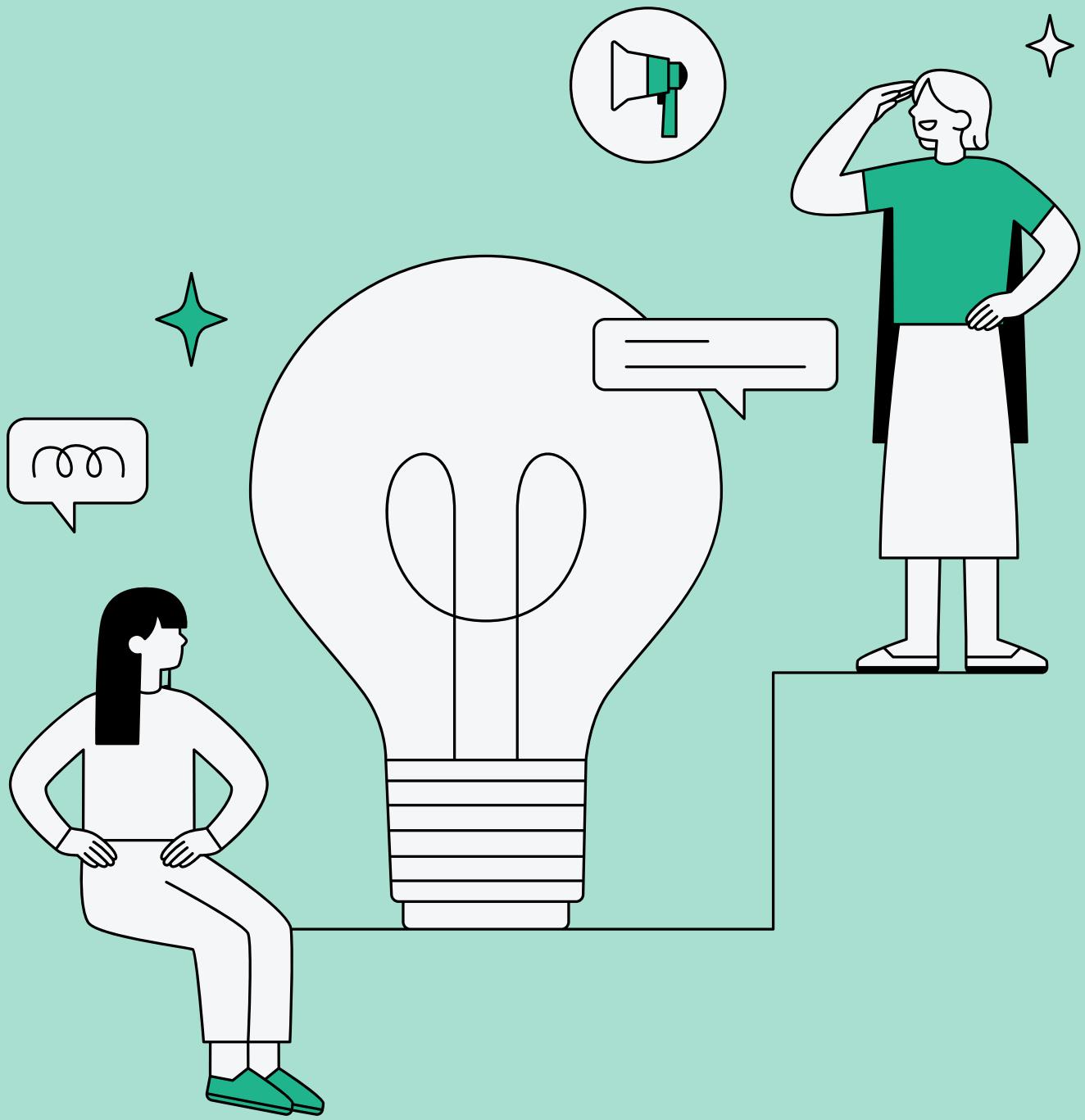
## Trends and Insights

[www.youtube.com](http://www.youtube.com)



# Contents of this report

1. Executive Summary
2. Problem Statement
3. Data Description
4. Project Objectives
5. Tableau Dashboards
6. Recommendations For  
Content Creators And  
Stakeholders



# Executive Summary

This report provides a comprehensive analysis of YouTube songs data to uncover trends, preferences, and patterns. The analysis was performed using POWER BI focusing on key areas such as channel and content analysis, temporal trends, and user engagement insights. The findings aim to aid content creators and stakeholders in optimizing their YouTube song content.





# 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 Description

1. **video\_id**: Unique identifier for each YouTube video.
2. **channelTitle**: Title of the YouTube channel publishing the song.
3. **title**: Title of the YouTube song video.
4. **description**: Description provided for the YouTube song video.
5. **tags**: Tags associated with the YouTube song video.
6. **publishedAt**: Date and time when the YouTube song video was published.
7. **viewCount**: Number of views received by the YouTube song video.
8. **likeCount**: Number of likes received by the YouTube song video.
9. **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). 13. **caption**: Availability of captions for the YouTube song video.

# Project Objectives

01  
Data Cleaning  
and Preparation

02  
Exploratory Data  
Analysis (EDA)

03  
Content and  
Channel Analysis

04  
Temporal  
Trends

05  
User Engagement  
Insights

# YouTube Song Analysis Dashboard

PublishedAt

23-12-2010

09-05-2023

COUNT OF VIEWS

**227bn**

COUNT OF LIKES

**2bn**

COUNT OF COMMENTS

**50M**

COUNT OF TAGS

**16.04K**

Total Duration

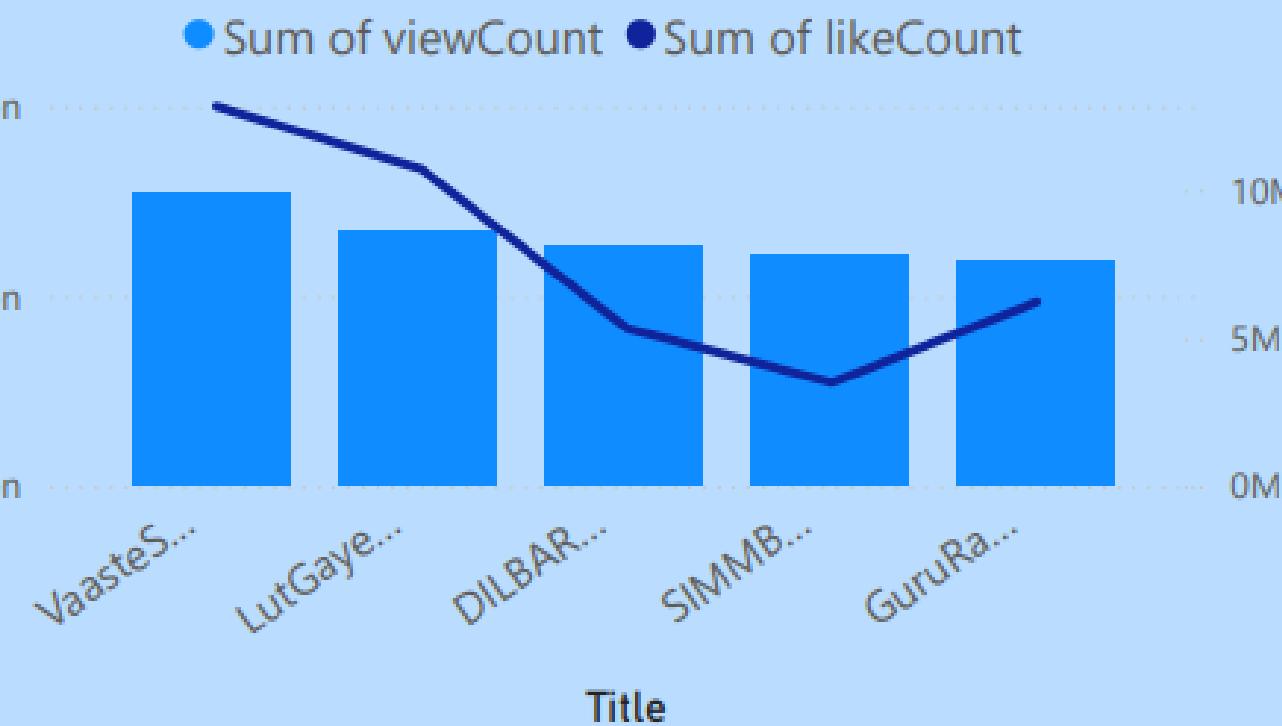
**18:48:26**

Average Duration

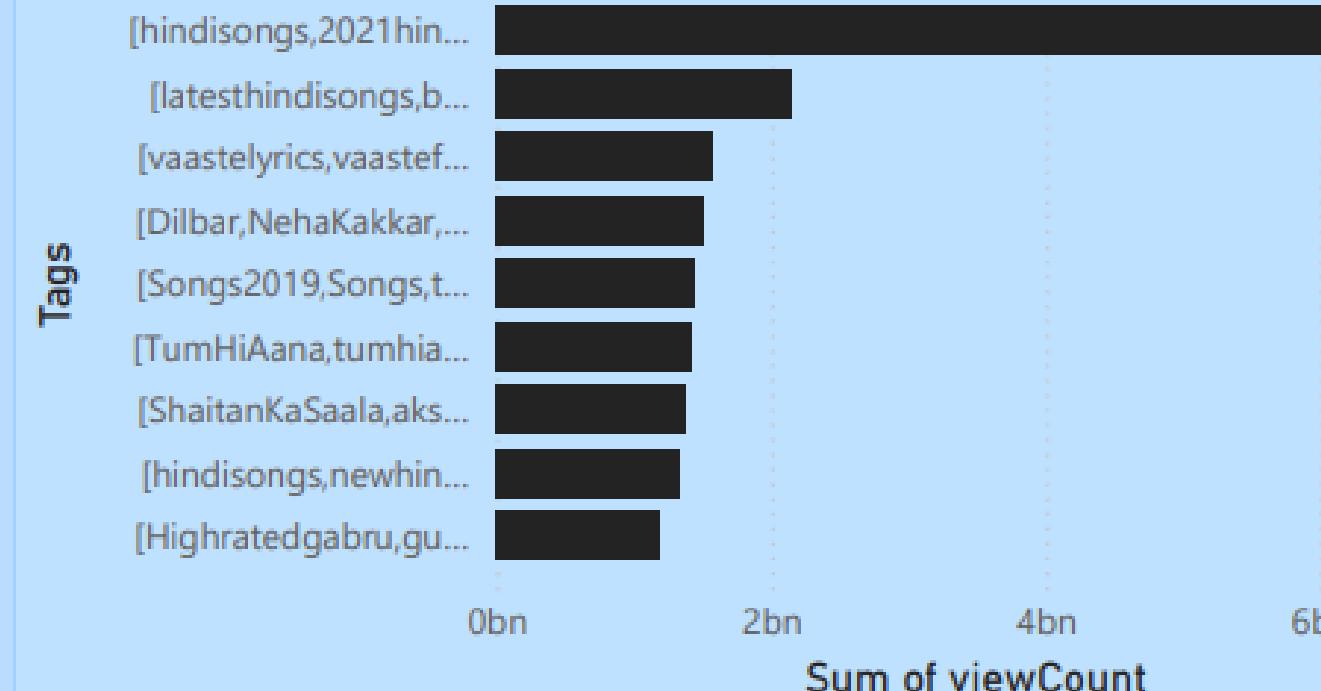
**00:05:05**

definition  
hd  
sd

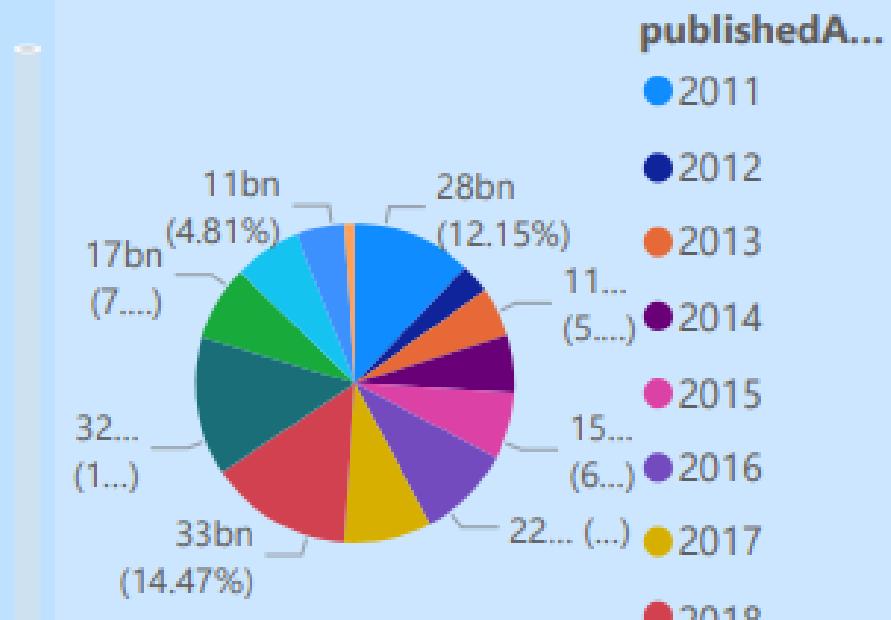
## ViewCount and likeCount by Title



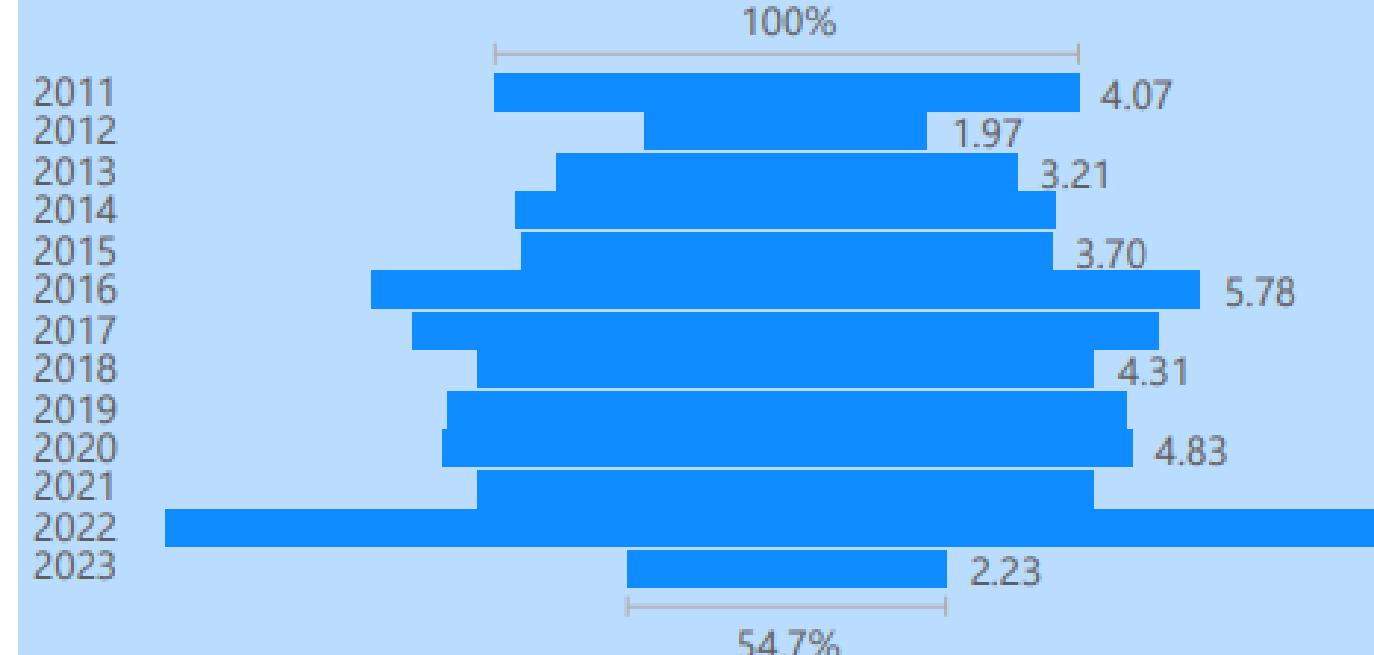
## ViewCount by Tags



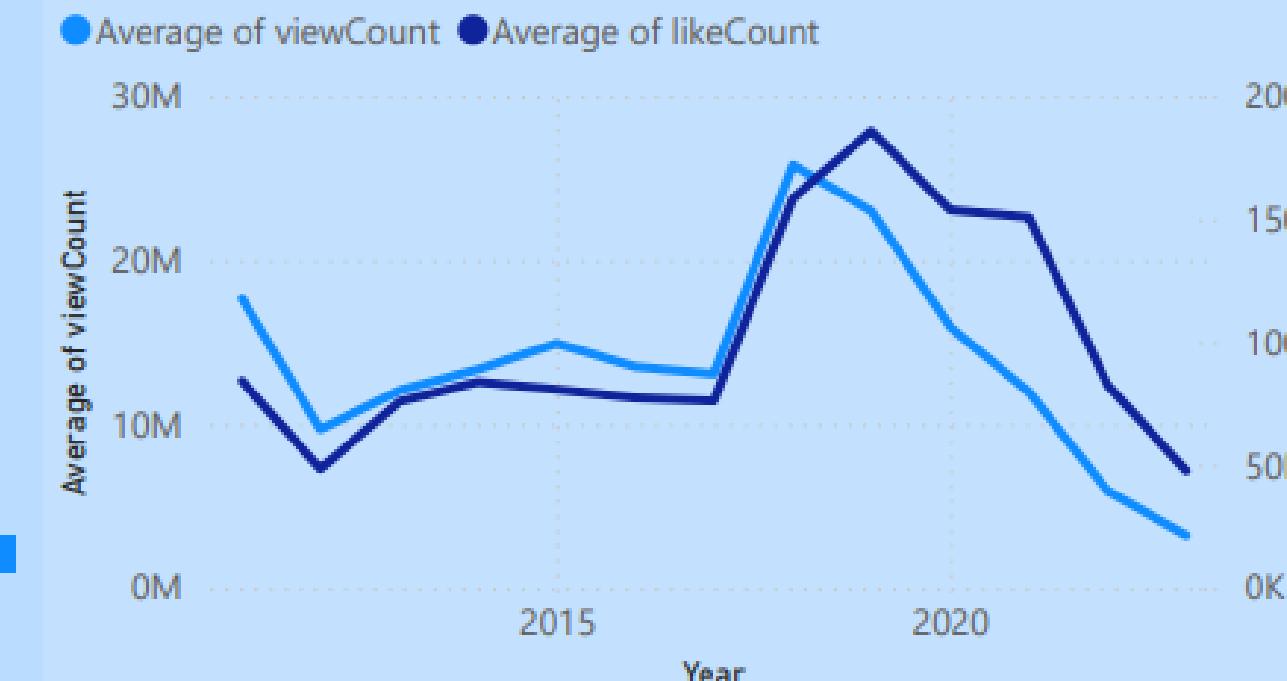
## ViewCount by Year



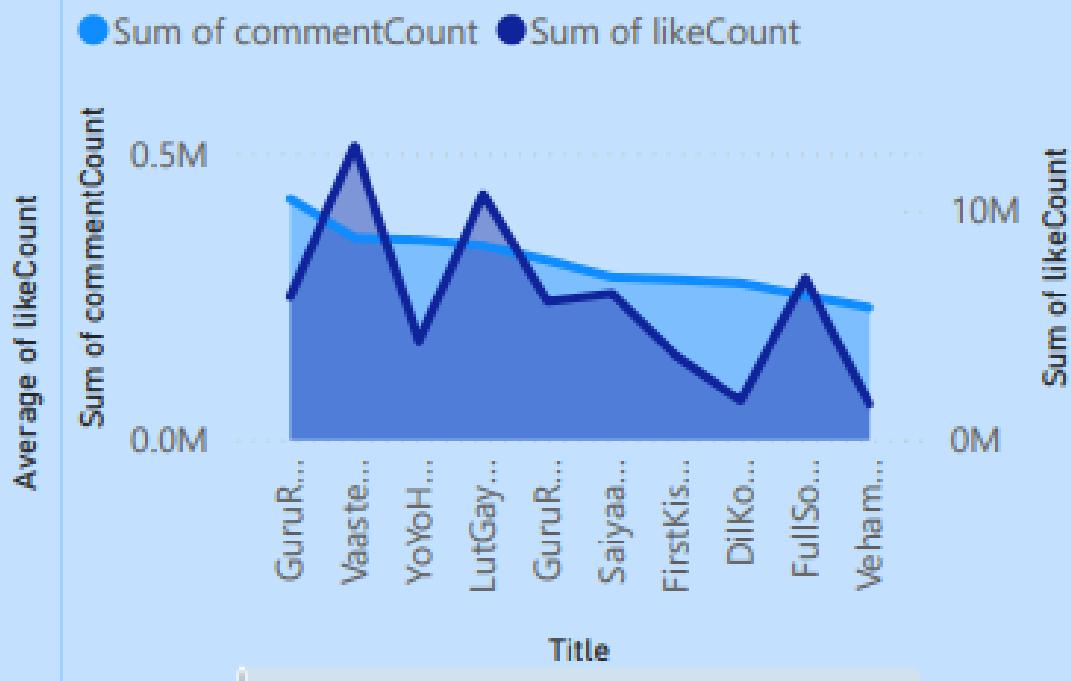
## Total Duration by Year



## ViewCount and likeCount by Year



## CommentCount and likeCount by Title



# YouTube Song Analysis Dashboard

PublishedAt

23-12-2010

09-05-2023

COUNT OF VIEWS

3bn

COUNT OF LIKES

14M

COUNT OF COMMENTS

437K

COUNT OF TAGS

2762

Total Duration

19:23:28

Average Duration

00:04:04

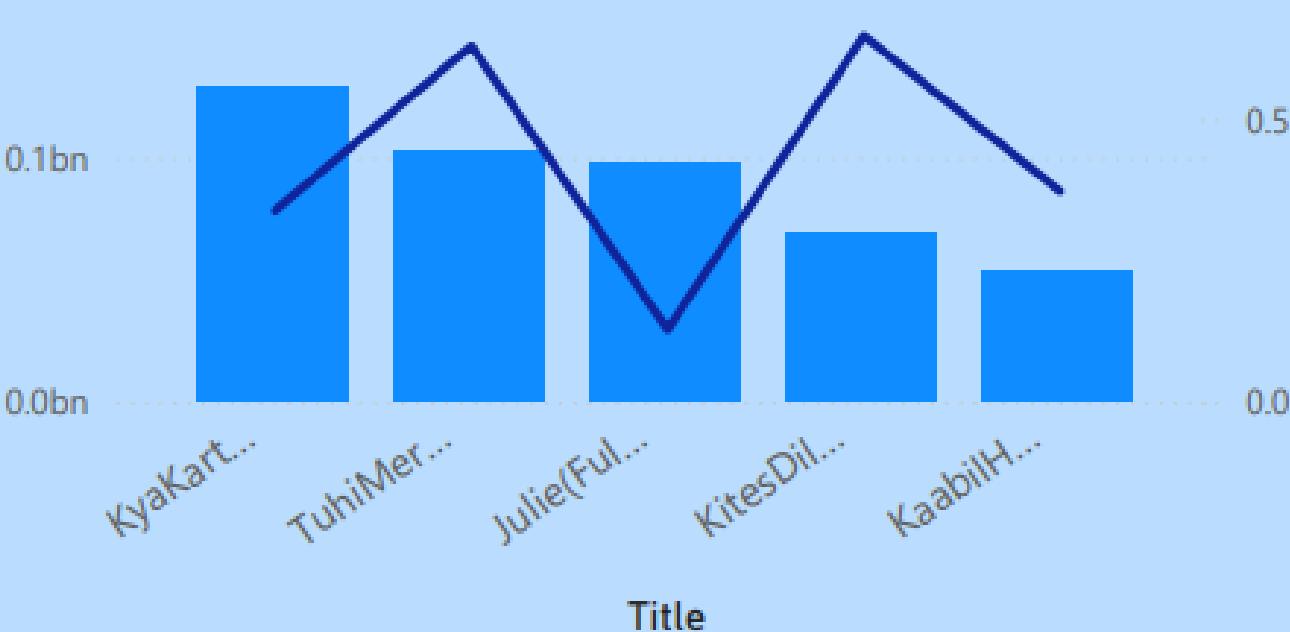
definition

hd

sd

## ViewCount and likeCount by Title

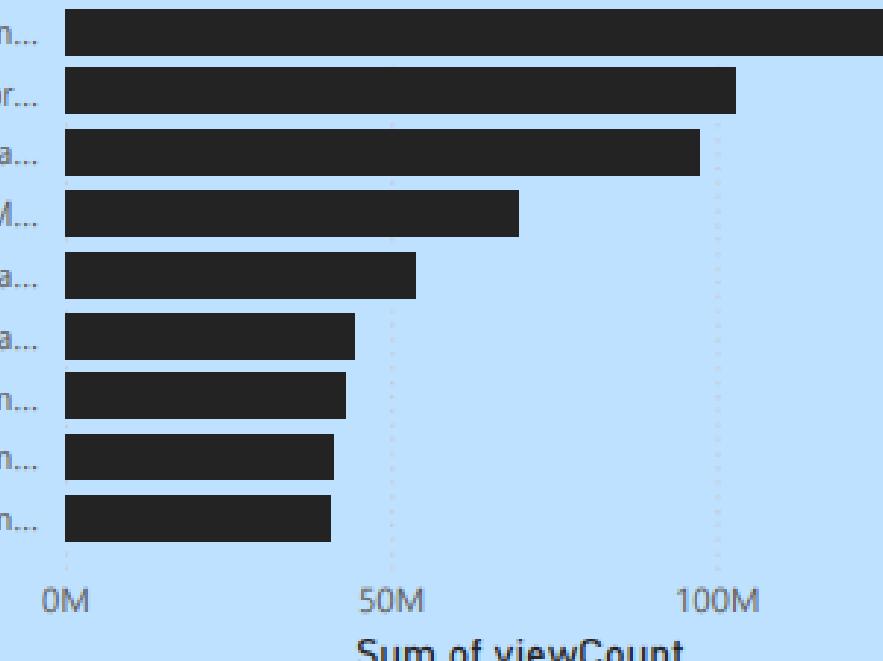
● Sum of viewCount ● Sum of likeCount



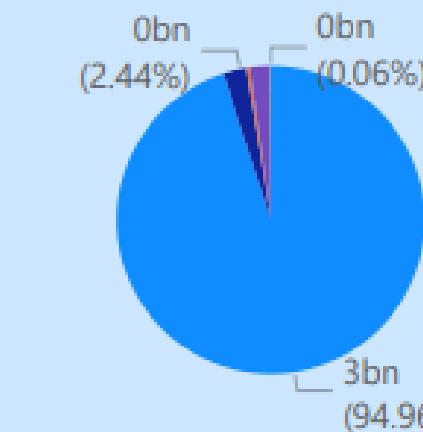
## ViewCount by Tags

Tags

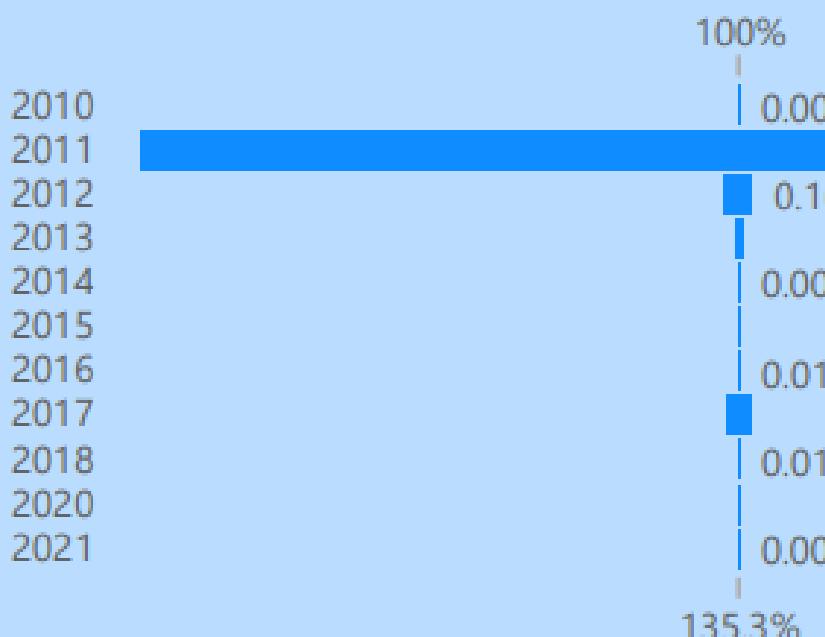
- [KyaKarteTheSaajn...]
- [GangsterALoveStor...]
- [Julie,AlkaYagnik,Sa...]
- [Kites,DilKyunYehM...]
- [kaabilhoonsong,ka...]
- [songmakingchama...]
- [KudiyanSeharDiyan...]
- [TumheApnaBanan...]
- [tseriesofficialchann...]



## ViewCount by Year

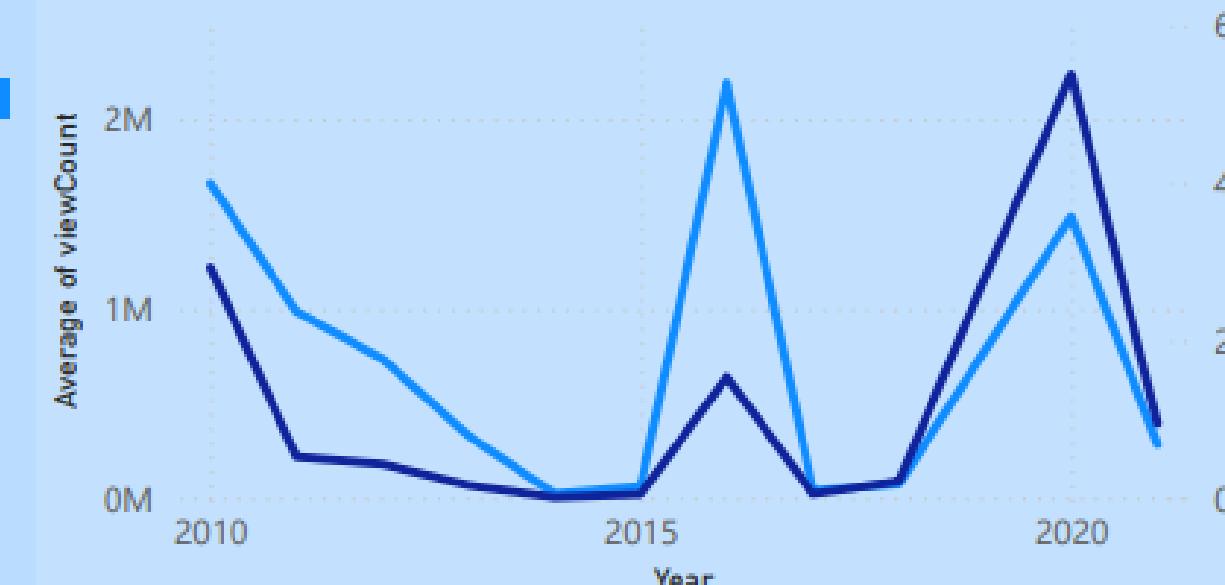


## Total Duration by Year



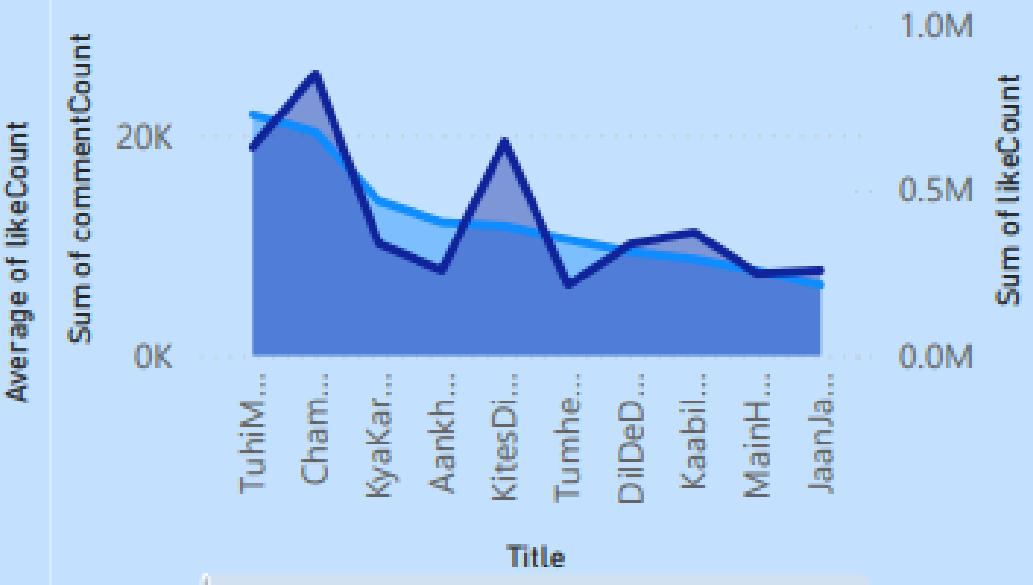
## ViewCount and likeCount by Year

● Average of viewCount ● Average of likeCount



## CommentCount and likeCount by Title

● Sum of commentCount ● Sum of likeCount



# RECOMMENDATIONS

1. Optimize Publishing Times: Publish videos during peak hours (6 PM to 9 PM) to maximize engagement.
2. Utilize Popular Tags: Use frequently searched tags like "Pop", "Official Music Video" to increase visibility and engagement.
3. Enhance Video Quality: Produce HD content with captions to boost likes and comments.
4. Focus on High-Engagement Channels: Collaborate with top-performing channels to reach a wider audience.



# Conclusion

The analysis provides valuable insights into the performance, popularity, and user engagement of YouTube song videos. By leveraging these findings, content creators and stakeholders can make informed decisions to enhance their content strategy and maximize engagement.

Presented by Mohd Murtza

# Thank you very much!

[www.Youtube .com](https://www.youtube.com)

