

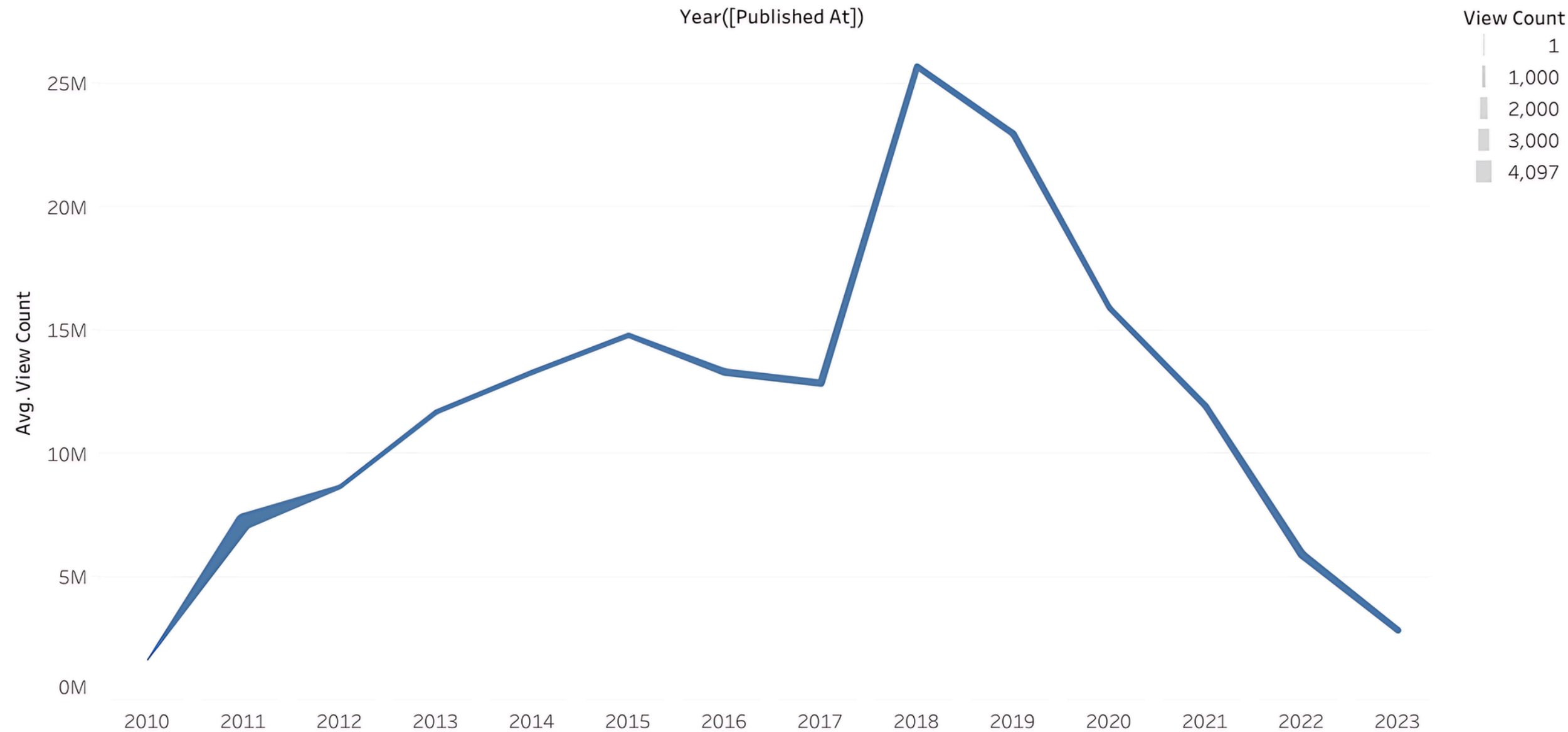
Songs data analysis

Using Tableau



Average view count based on year of publication

Sheet 1

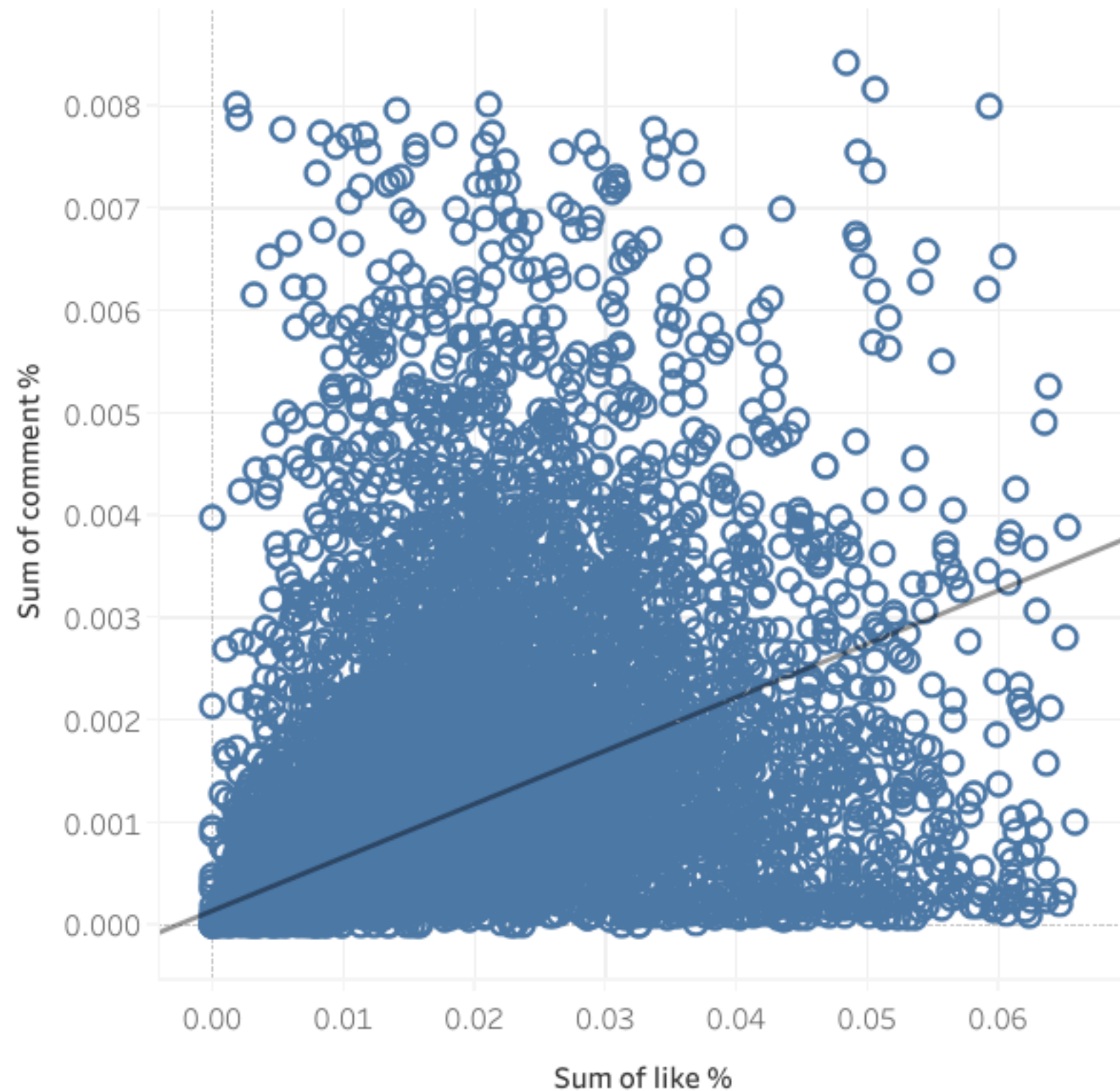


As we can see in the data the number of views have been rising till 2018 published videos

views dropped significantly for videos published after 2018 and have been decreasing

Scatterplot showing correlation between comment and like percentage

Sheet 2

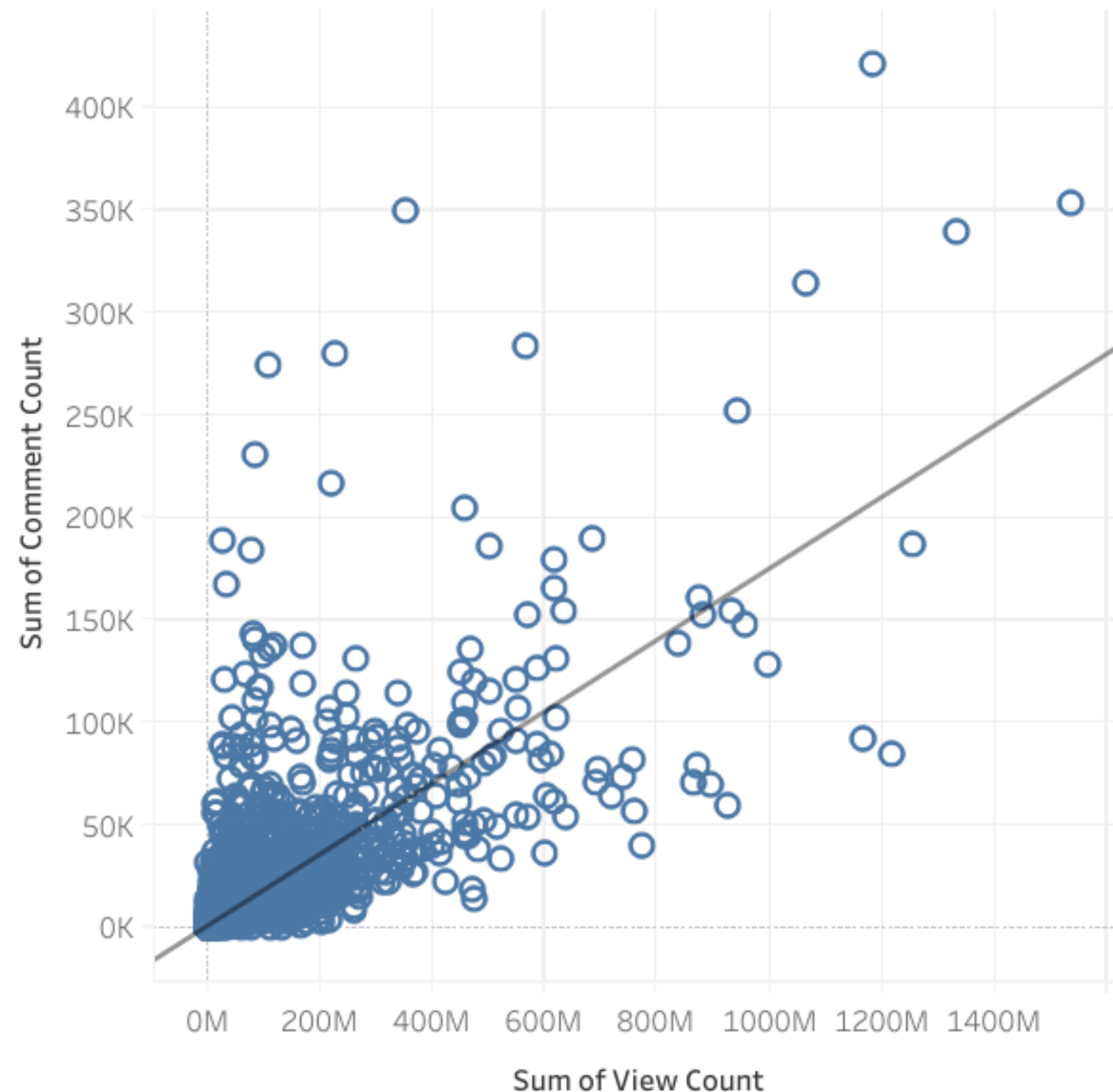


Note that the outliers have been removed to give more accurate results

here we can see positive correlation between likes and comments as the slope of trend line is positive

Scatterplot showing correlation between comments and views

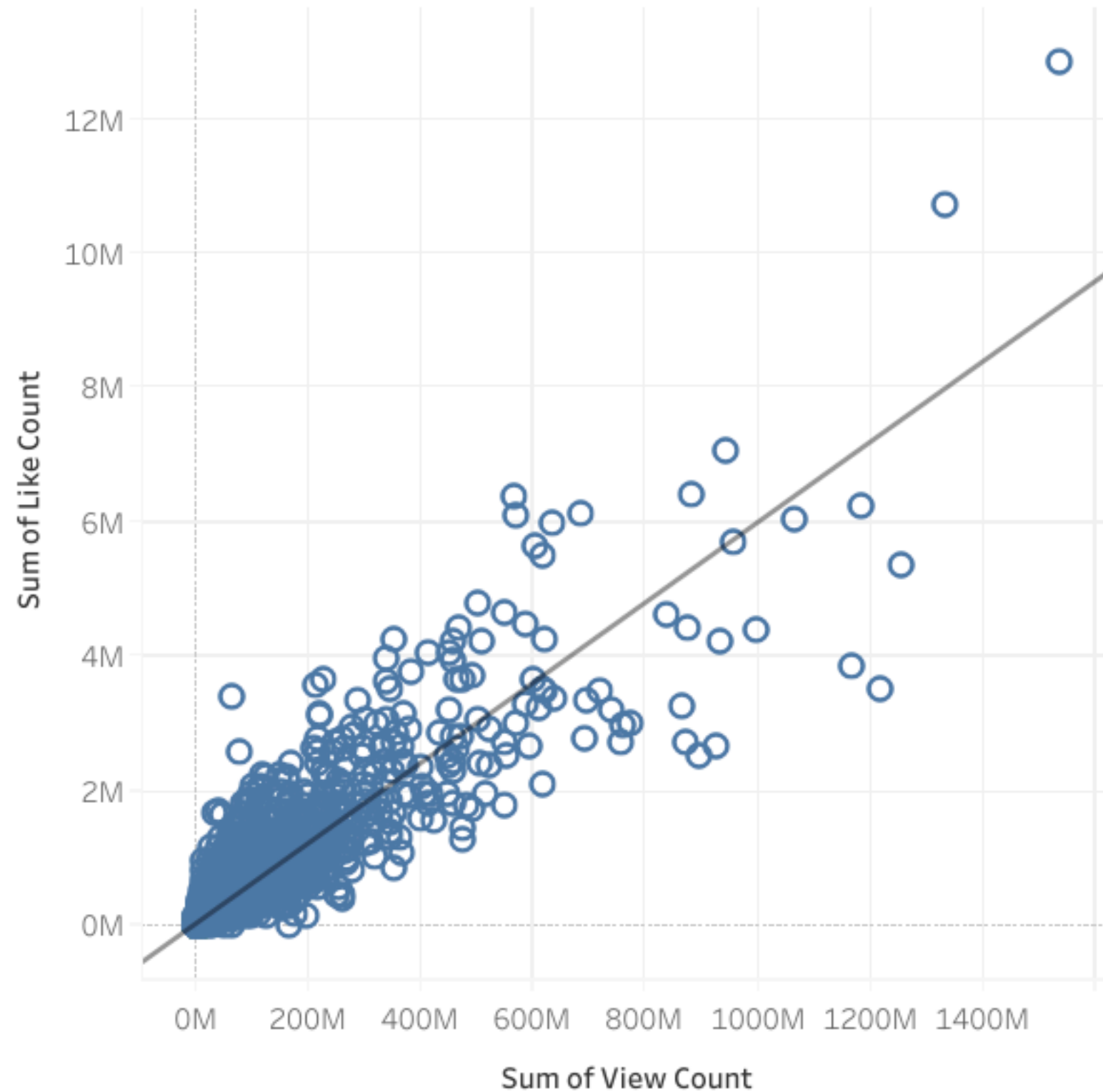
Sheet 3



we can see in this scatterplot there is a positive correlation between number of views and number of comments

Scatterplot showing correlation between likes and views

Sheet 3



**we can see in this
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between number of likes
and number of comments**

Recommendations to enhance youtube video performance

- **Catchy Thumbnail:** Design an eye-catching thumbnail that accurately represents the video.
- **Compelling Title:** Use a title that is intriguing and includes relevant keywords.
- **Relevant Keywords:** Use keywords in the title, description, and tags to improve searchability.
- **Cross-Promotion:** Promote the video on other platforms like Instagram, Twitter, and TikTok

- 1. Call to Action: Encourage viewers to like, comment, and subscribe.**
- 2. Engage with Comments: Respond to comments to build a community and increase engagement.**
- 3. End Screens and Cards: Use end screens and cards to promote other videos or playlists.**
- 4. YouTube Ads: Invest in YouTube ads to promote your video to a broader audience.**
- 5. Playlists: Aim to get your song included in popular playlists on YouTube and other music streaming platforms.**
- 6. Live Performances: Promote your video during live performances.**

Thank you

I hope you liked my presentation

