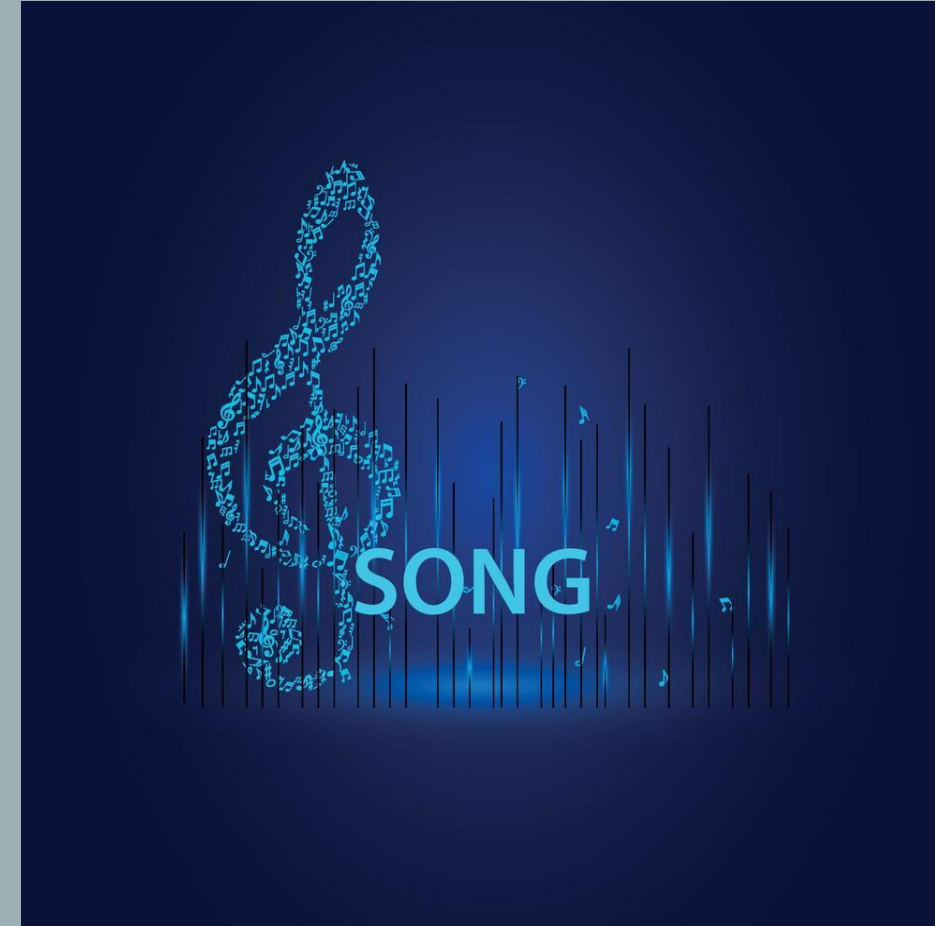


YOUTUBE SONG ANALYSIS



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.

PROJECT OBJECTIVES

- **Data Cleaning and Preparation:** Clean and preprocess the dataset, handling missing values or outliers. Convert relevant columns to appropriate data types.
- **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.
- **Content and Channel Analysis:** Analyze the distribution of videos across different channels. Identify popular tags and their correlation with view counts.

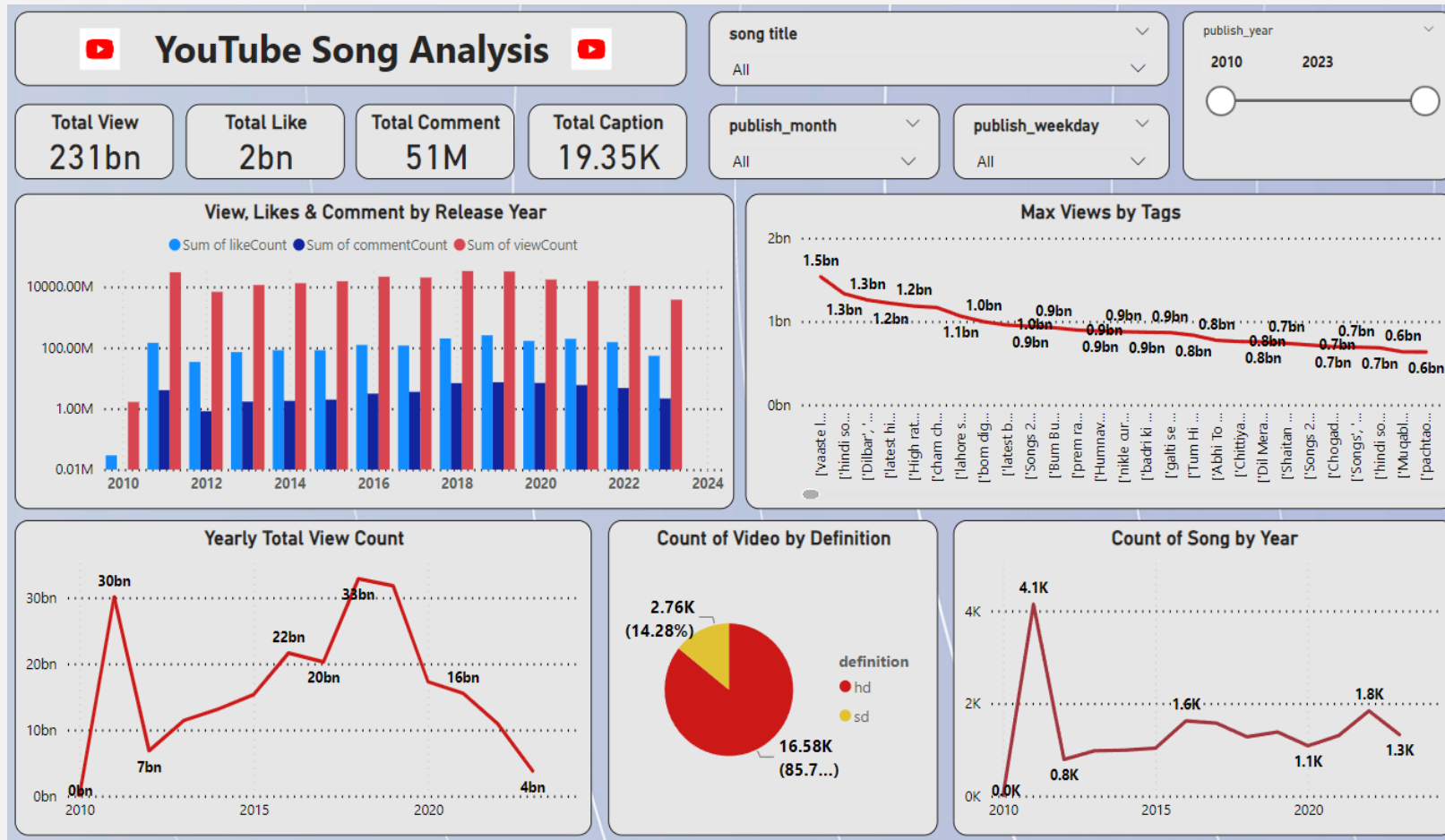
PROJECT OBJECTIVES

- Temporal Trends: Explore how YouTube song video metrics vary over time. Identify peak publishing times and their impact on engagement.
- User Engagement Insights: Investigate relationships between likes, comments, and views. Identify factors influencing user engagement with YouTube song videos.

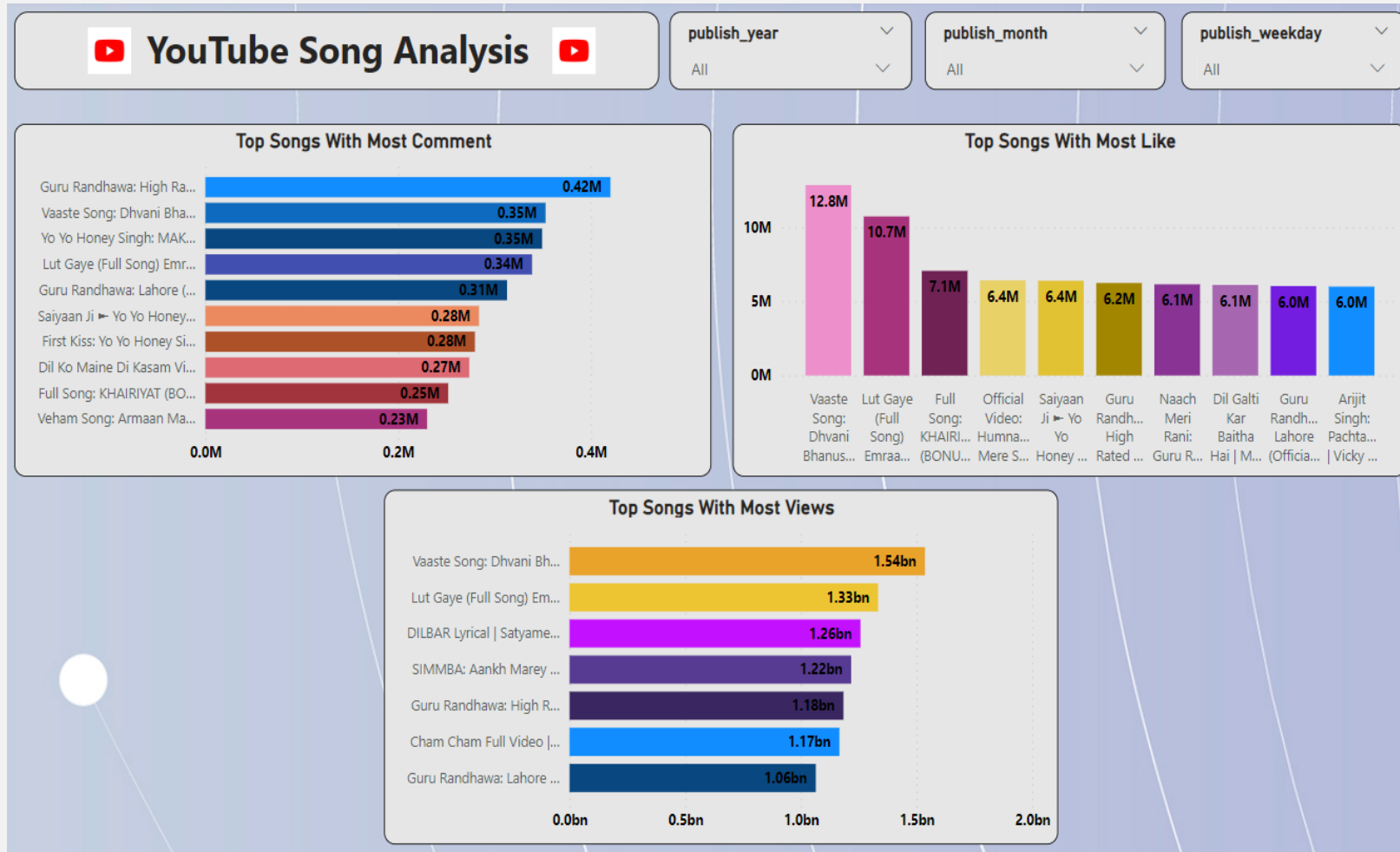
DATA DESCRIPTION

- video_id: Unique identifier for each YouTube video.
- channelTitle: Title of the YouTube channel publishing the song.
- title: Title of the YouTube song video.
- description: Description provided for the YouTube song video.
- tags: Tags associated with the YouTube song video.
- publishedAt: Date and time when the YouTube song video was published.
- viewCount: Number of views received by the YouTube song video.
- likeCount: Number of likes received by the YouTube song video.
- favoriteCount: Number of times the YouTube song video has been marked as a favorite.
- commentCount: Number of comments posted on the YouTube song video.
- duration: Duration of the YouTube song video.
- definition: Video definition or quality (e.g., HD, SD).
- caption: Availability of captions for the YouTube song video.

MAIN DASHBOARD WITH YEARLY DISTRIBUTION



TOP DISTRIBUTION



INSIGHTS

- During the period from 2010 to 2023, likes consistently accounted for 0.86% of total views (2 billion), while comments constituted a mere 0.02% (51 million).
- In our analysis, May month stands out with 4,810 song releases, accumulating 36,640 million views, 211 million likes, and 6 million comments. It could be considered the mid-season point for song activity.
- In 2011, most songs uploaded amounted to approximately 4.1K, whereas in 2012, the number significantly decreased to around 0.8K.
- The year 2018 proved to be exceptionally fortunate for song makers, boasting a grand total proportion of approximately 25 million views, 157K likes, and 5K comments.
- Monday sees a high upload rate of around 3.82K videos, signifying the start of the work week.

RECOMMENDATIONS

- Enhance titles and descriptions with targeted keywords.
- Foster viewer engagement through comments and discussions.
- Apply relevant tags to boost search visibility.
- Promote videos on social media platforms.
- Stick to a regular posting schedule.
- Design attractive thumbnails.
- Partner with other content creators.
- Regularly review and analysis performance metrics.
- Use playlists to extend watch time.
- Encourage viewers to subscribe for updates.

THANK YOU