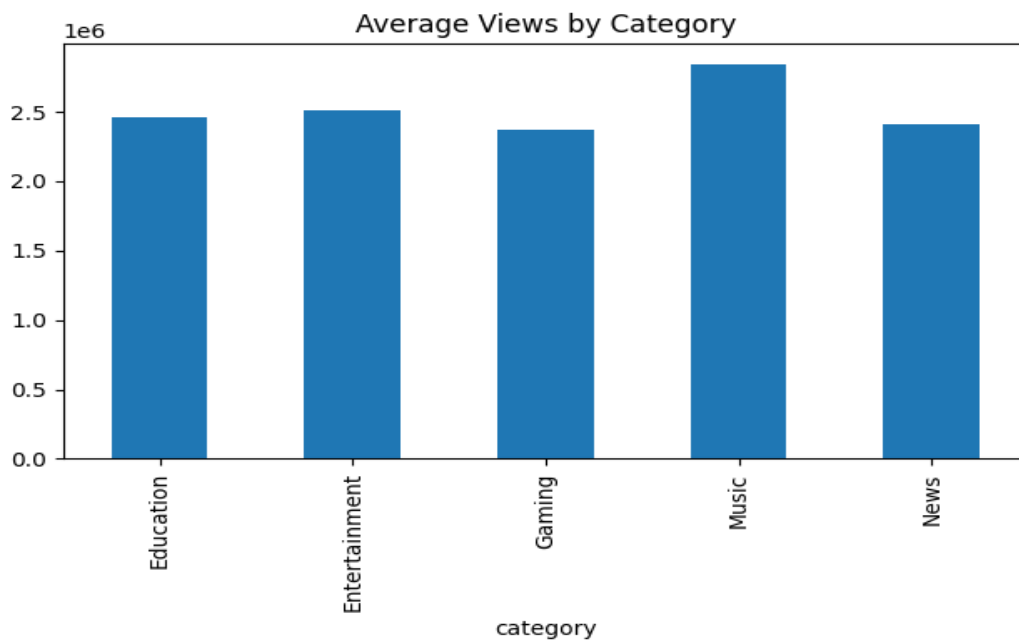# YouTube Trending Video Analytics

Abstract

This project analyzes YouTube trending videos across multiple regions to uncover patterns in views, categories, and sentiments. The analysis helps understand what content performs best globally and region-wise.
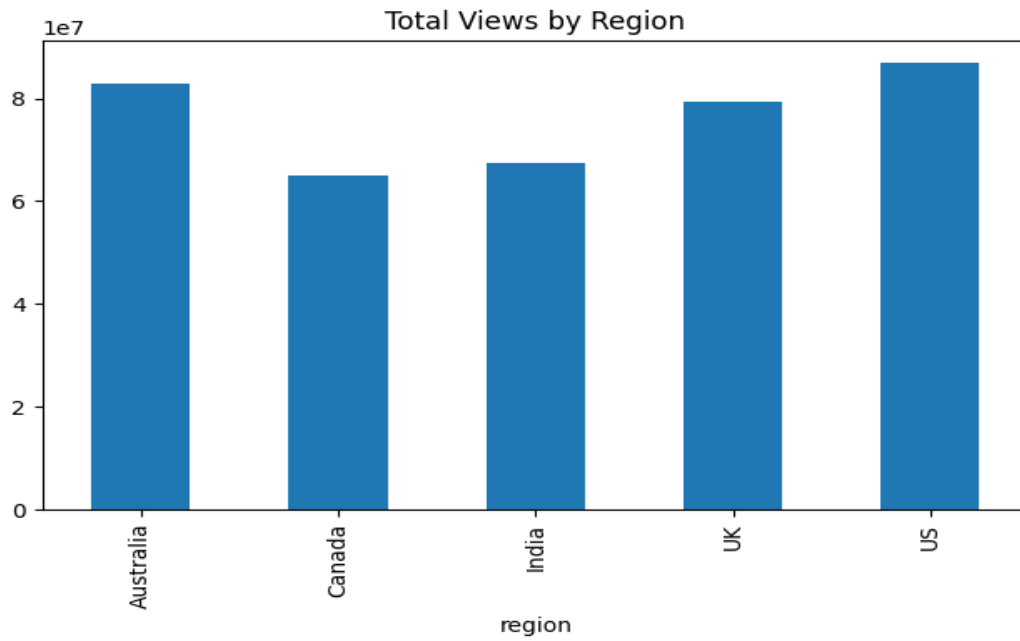
Tools Used

Python (Pandas, Matplotlib), SQL (ranking & aggregation), Tableau (dashboard concept)

Steps Involved

1. Collected and cleaned YouTube trending-like datasets.
2. Standardized regions and categories.
3. Performed sentiment analysis on titles/tags (simulated).
4. Used SQL logic to rank categories by average views.
5. Created time-series and comparison visualizations.

Total Views by Region

Conclusion

Music and Entertainment dominate trending content across regions. Positive sentiment titles receive higher engagement. Region-wise insights help creators and marketers tailor content strategies.