GLOBAL YOUTUBE STATISTICS 2023 DATA ANALYSIS REPORT

The Power BI project based on Global YouTube statistics 2023 dataset, to analyse and gain valuable insights from the luminaries of this platform. This meticulously curated dataset unveils the statistics of the most subscribed YouTube channels. The project provided valuable insights about the various aspects in YouTube.

- The dataset was cleaned and transformed to ensure data accuracy and consistency.

Dashboard consist of:

- Cards used to display essential metrics, such as total youtubers, total uploads, and total subscribers.
- Slicer for user interactivity. It allows to filter data by youtubers.
- Stacked Column Chart to display video views by category, providing valuable insights into the popularity of different video categories.
- Stacked Bar Charts to display top 10 youtubers based on subscribers, video views, uploads, providing valuable insights into the most influential YouTubers in the dataset.
- Pie charts to display percentage of youtubers based on category and channel type.
- Map Chart to display total youtubers by country and total subscribers by country. This will provide clear insights into the distribution of YouTubers and subscribers across different countries.

  VIDEO EXPLANATION LINK:
  https://drive.google.com/file/d/1YXHn0eTqpWPRZ7VqDExOcBSLEgS8J1Z-/view?usp=drive_link