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GLOBAL YOUTUBE

OVERVIEW

- Dataset Walkthrough
- Understanding Dataset Hierarchy
- Data Preprocessing
- Exploratory Data Analysis
- Data Visualization
- Analyze YouTube channel statistics across the globe to uncover trends, patterns, and correlations in content creation, audience reach, and monetization potential.

DATASET DESCRIPTION

- • 995 YouTube channels
- • 28 features including subscriber count, video views, uploads, category, location, and earnings
- • Includes geographic and socioeconomic data such as population and unemployment rate

OBJECTIVES

- Perform exploratory data analysis (EDA)
- Visualize global YouTube trends
- Identify high-performing content categories and countries
- Relate content performance with country-level data

KEY QUESTIONS TO EXPLORE

- Which countries dominate the YouTube scene?
- What are the most lucrative categories?
- How do socioeconomic factors correlate with YouTube success?
- What can new creators learn from top channels?

POTENTIAL INSIGHTS

- Country-wise ranking and trends
- Popular channel categories and their growth
- Insights into channel earnings vs performance
- Influence of demographics on content success

POTENTIAL USE CASES

- **YouTube Analytics:** Gain valuable insights into the success factors of top YouTube channels and understand what sets them apart from the rest.
- **Content Strategy:** Discover the most popular categories and upload frequencies that resonate with audiences.
- **Regional Influencers:** Identify influential YouTube creators from different countries and analyze their impact on a global scale.
- **Earnings Analysis:** Explore the correlation between channel performance and estimated earnings.
- **Geospatial Visualization:** Visualize the distribution of successful YouTube channels on a world map and uncover geographical trends.
- **Trending Topics:** Investigate how certain categories gain popularity over time and correlate with world events.

LIBRARIES USED

- Pandas: Data manipulation and analysis
- Numpy: Numerical operations and calculations
- Matplotlib: Data visualization and plotting
- Seaborn: Enhanced data visualization and statistical graphics
- Plotly : 3-D Visualization