Completed a real-world Social Media Analytics case study as part of the AtliQ–CodeBasics Internship Challenge. Using Netflix India's YouTube dataset, I analyzed content performance, built a multi-page Power BI dashboard, and identified insights + strategies that can be applied for client growth. This project enhanced my ability to convert raw data into clear business decisions .This project empowers the company to make data-driven content, scheduling, and audience engagement decisions, improving overall channel growth and marketing ROI."

NETFLIX

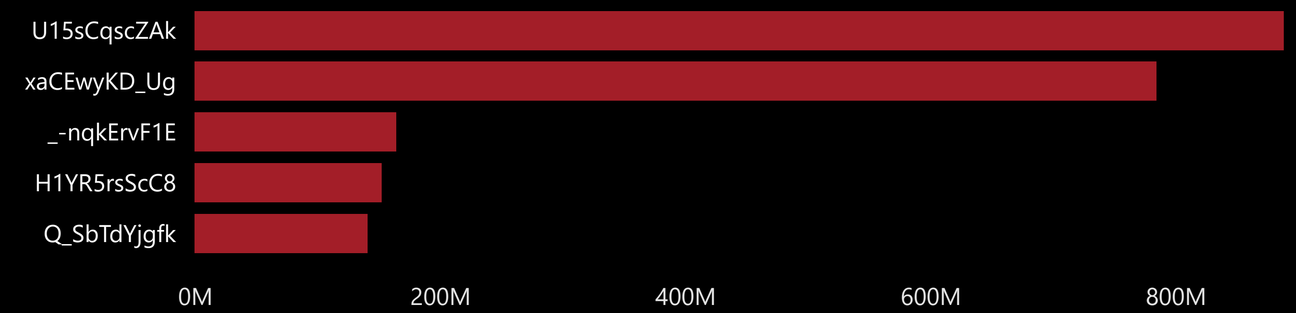
KPI'S

2.15M
Average Views

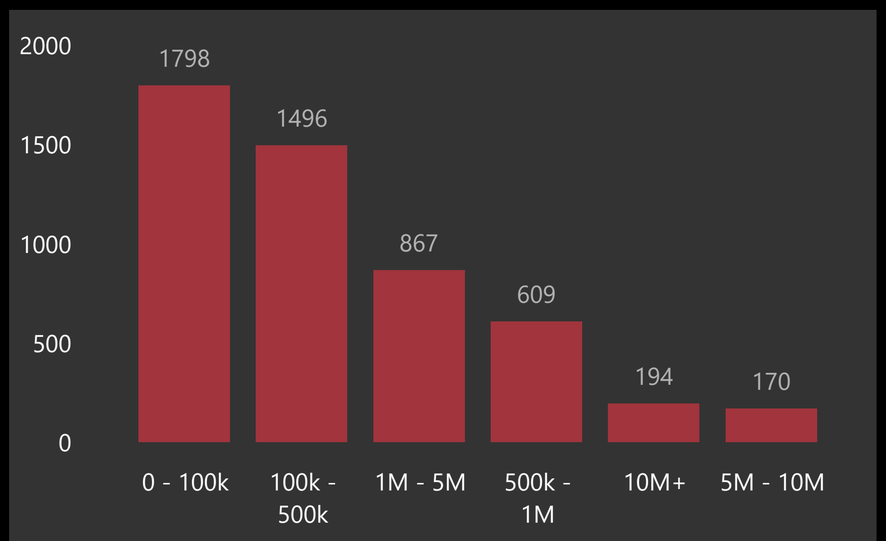
654.78
Average Comments

5134
Total Videos

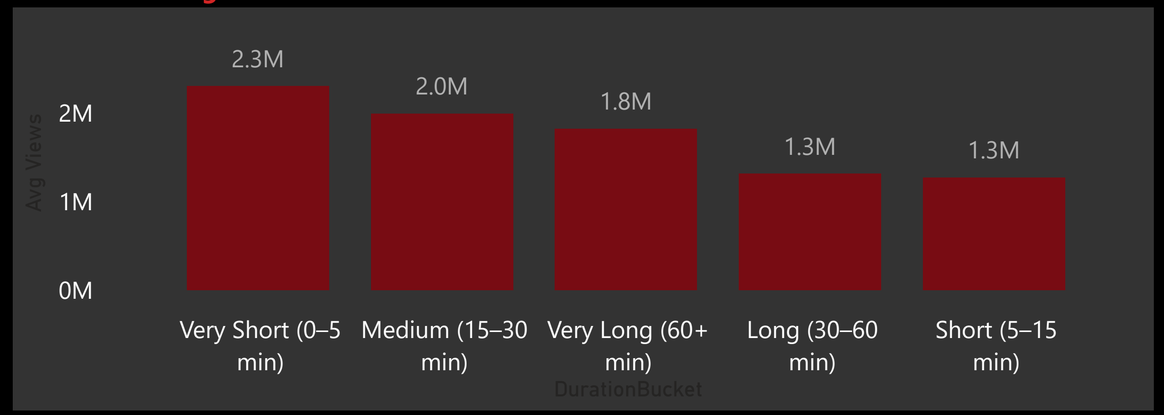
TOP 5 VIEWS

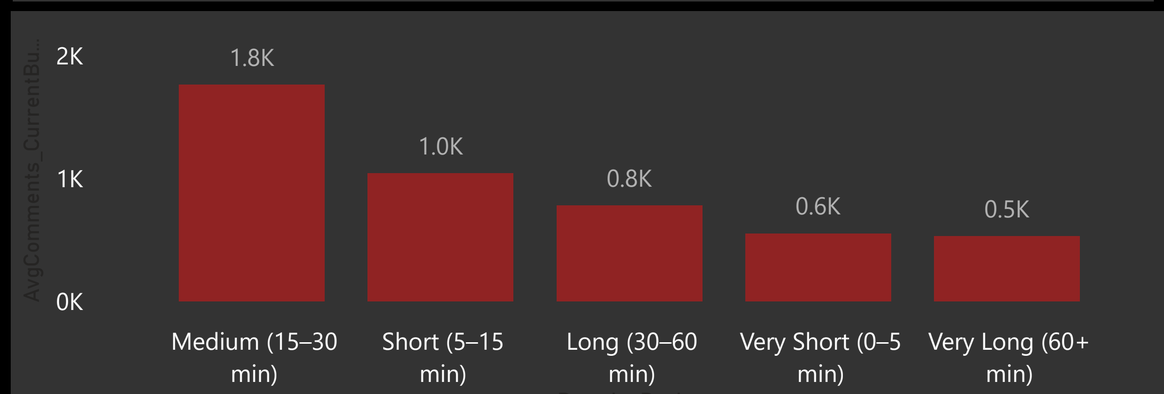


Distribution of Videos Across View Buckets

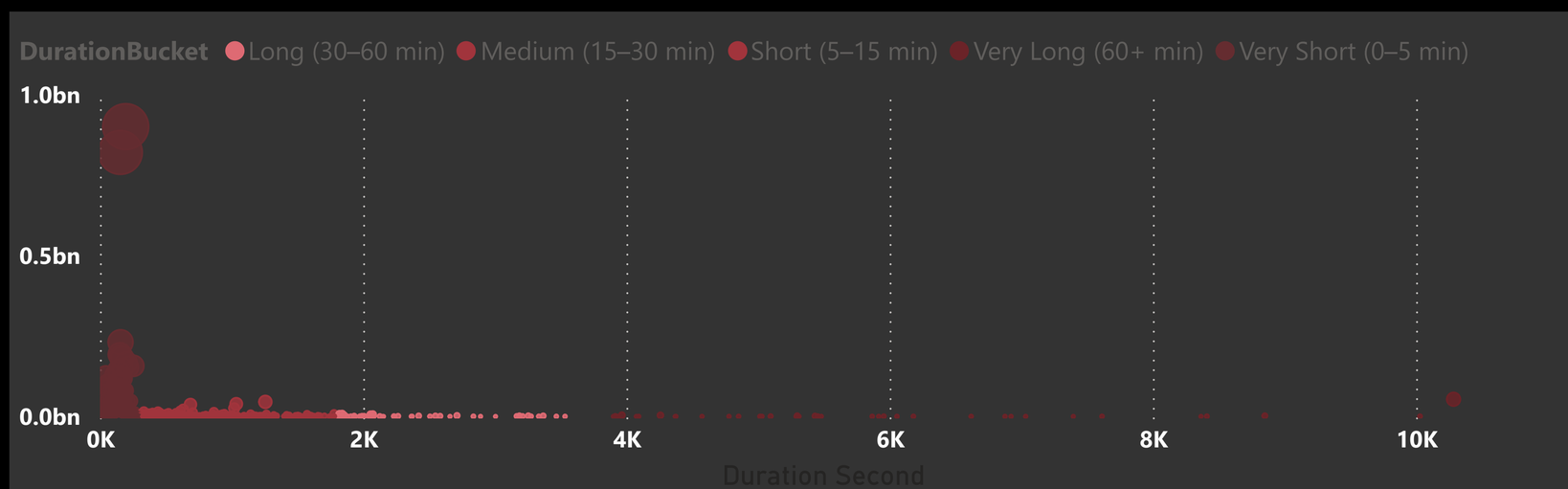


Average Views Distribution Across Video Duration Buckets and Comments





Relationship Between Video Duration and Views



NETFLIX

YouTube Channel Insights (Based Data Analysis)

1. Does video duration influence views and comments?

Longer videos do not guarantee higher views or comments. Engagement depends more on content relevance than duration. Only extremely short or extremely long videos show slight drops in performance.

2. Is there a relation between views and comments?

Yes. There is a positive correlation — videos that get more views generally receive more comments, indicating higher audience interaction.

3. Does tag count matter for getting more views?

Tag count shows minimal impact on performance. Having relevant tags is more important than having more tags.

4. Does publishing day/time influence engagement?

Yes. Videos published during peak audience hours tend to get more initial traction. A few days consistently outperform others, reflecting audience availability patterns.

5. Which video is most popular & why did it work?

Our top-performing video stands out due to a strong combination of:

- High-interest topic
- Engaging title & thumbnail
- Timely publishing
- Strong viewer retention
- High shareability

This mix helped it outperform all others.

THANK YOU [CodeBasics]