ALEX THE ANALYST YOUTUBE CHANNEL ANALYSIS

Alex the analyst is a youtube channel created by ALEX FREBERG created on Jan 8th 2020.

1. The channel focuses on data and data analysis tutorials and also livestreams with other data proffessionals where they discuss data projects and also data trends overtime

2. Overtime the channel has 324 videos as of time of this analysis ie 27th -09 -24

3. The channel has overtime gotten to
    1. 874k subscribers
    2. 39930014 views
    3. 997847 likes
    4. 57972 comments
    5. 0 dislikes

We got data using the youtube api and got data from this channel namely:

1. Title
2. published date
3. views per video
4. likes per video
5. dislikes per video
6. comments per video
7. duration of each video

1

we were able to load the data and load into to a csv that will be provided

we will have the analysis of top perfoming videos from the next page

TOP 10 VIDEOS WITH MOST VIEWS

1. Data Analyst Portfolio Project | SQL Data Exploration | Project 1/4

2. FREE Data Analyst Bootcamp!!

3 . SQL Basics Tutorial For Beginners | Installing SQL Server Management Studio and Create Tables | 1/4

4. How to Become a Data Analyst in 2023 (Completely FREE!)

5. What Does a Data Analyst Actually Do?

6. Top 5 Reasons Not to Become a Data Analyst

7. Full Project in Excel | Excel Tutorials for Beginners

8. Database vs Data Warehouse vs Data Lake | What is the Difference?

9. Data Scientist vs Data Analyst | Which Is Right For You?

10 . Data Analyst vs Business Analyst | Which Is Right For You?

TOP 10 VIDEOS WITH MOST LIKES

1. How to Become a Data Analyst in 2023 (Completely FREE!

2. FREE Data Analyst Bootcamp!!

3. Data Analyst Portfolio Project | SQL Data Exploration | Project 1/4

4. Data Scientist vs Data Analyst | Which Is Right For You?

5. How To Become A Data Analyst In 2022

6. Database vs Data Warehouse vs Data Lake | What is the Difference?

7. How To Get a Data Analyst Job (with No Experience)

8. Top 5 Reasons Not to Become a Data Analyst

9. Data Analyst vs Business Analyst | Which Is Right For You?

10. What Does a Data Analyst Actually Do?

TOP 10 LONGEST VIDEOS

1. Data Analyst Portfolio Project | SQL Data Exploration | Project 1/4

2. How I Changed Careers to Become a Data Analyst | Alex The Analyst Show | Episode 2

3. SQL Basics Tutorial For Beginners | Installing SQL Server Management Studio and Create Tables | 1/4

4. FREE Data Analyst Bootcamp!!

5. Google Data Analytics Professional Certificate | It's Finally Here!

6. How to Become a Data Analyst in 2023 (Completely FREE!)

7. Top 5 Reasons Not to Become a Data Analyst

8. Full Project in Excel | Excel Tutorials for Beginners

9. Data Analyst Certifications | Are They Worth It? | Alex The Analyst Show | Episode 7

10. Data Analyst Portfolio Project | Data Cleaning in SQL | Project 3/4

TOP 10 VIDEOS WITH MOST COMMENTS

1. Analyst Builder Full Launch LiveStream | 20% Off Code & Giveaways

2. 2 Hour Data Analyst Interview Masterclass | Interview Better Than The Competition

3. 500k Livestream!!

4. Data Analyst Q/A Livestream | April Livestream | Ask Me Anything!

5. August Q/A Livestream! Come Ask Me Anything!

6. Q/A Livestream | February Livestream | Ask Me Anything!

7. Data Analyst Q/A Livestream | September Livestream | Ask Me Anything!

8. Data Analyst Live Stream | Riding out Hurricane Ian

9. Data Analyst Q/A Livestream | May Livestream | Ask Me Anything!

10. Data Analyst Q/A LIVE #5 | AMA

SUMMARY OF VIDEOS PER YEAR

1. 2020 - 71 VIDEOS
2. 2021 -52 VIDOES
3. 2022 -61 VIDEOS
4. 2023 -87 VIDEOS
5. 2024 -53 VIDEOS

AVERAGE VIEWS PER VIDEO

2020 - 161056 views

2021 - 210214 views

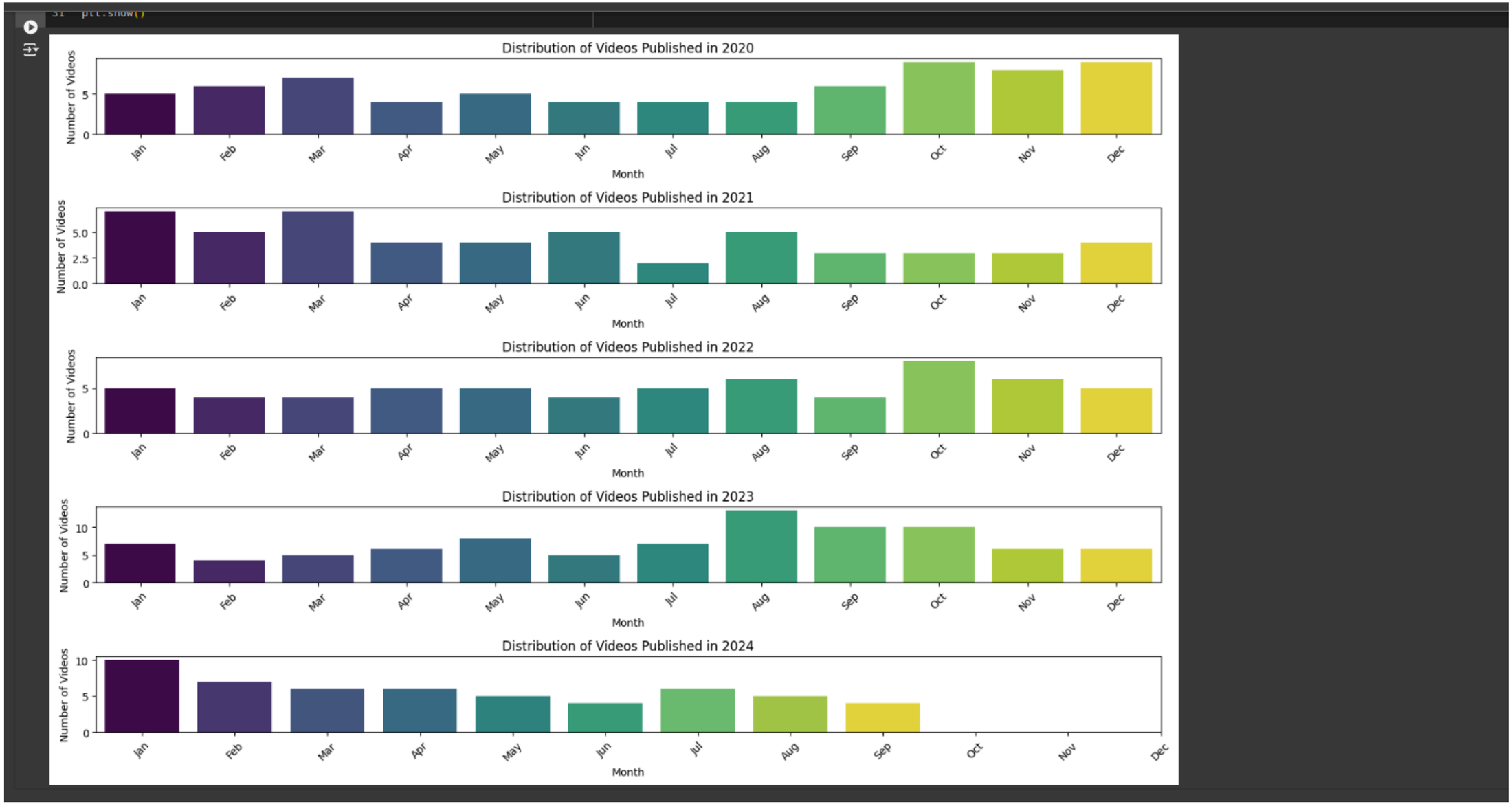
2022 - 122802 views

2023 - 99383 views

2024 - 26914 views

shows a declining trend of average views views per year yet the number of videos are not declining.

2021 has the least number of videos yet it has most average views per video

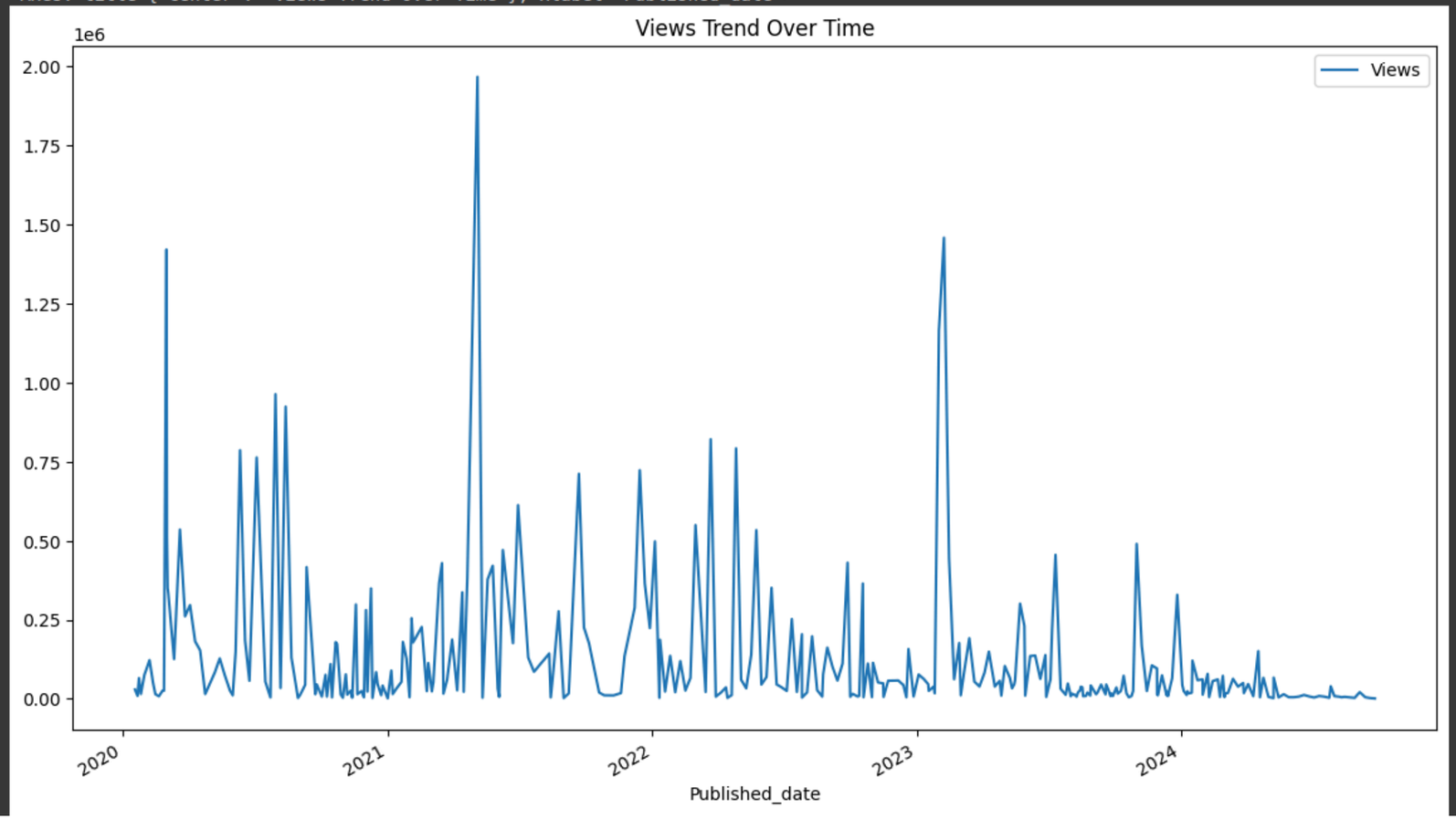


The distribution of videos published per year

```
df['Published_date'] = pd.to_datetime(df['Published_date'])
df.plot(x='Published_date', y='Views', kind='line', title='Views Trend Over Time', figsize=(14, 8))  # Adjust the figsize as needed


```

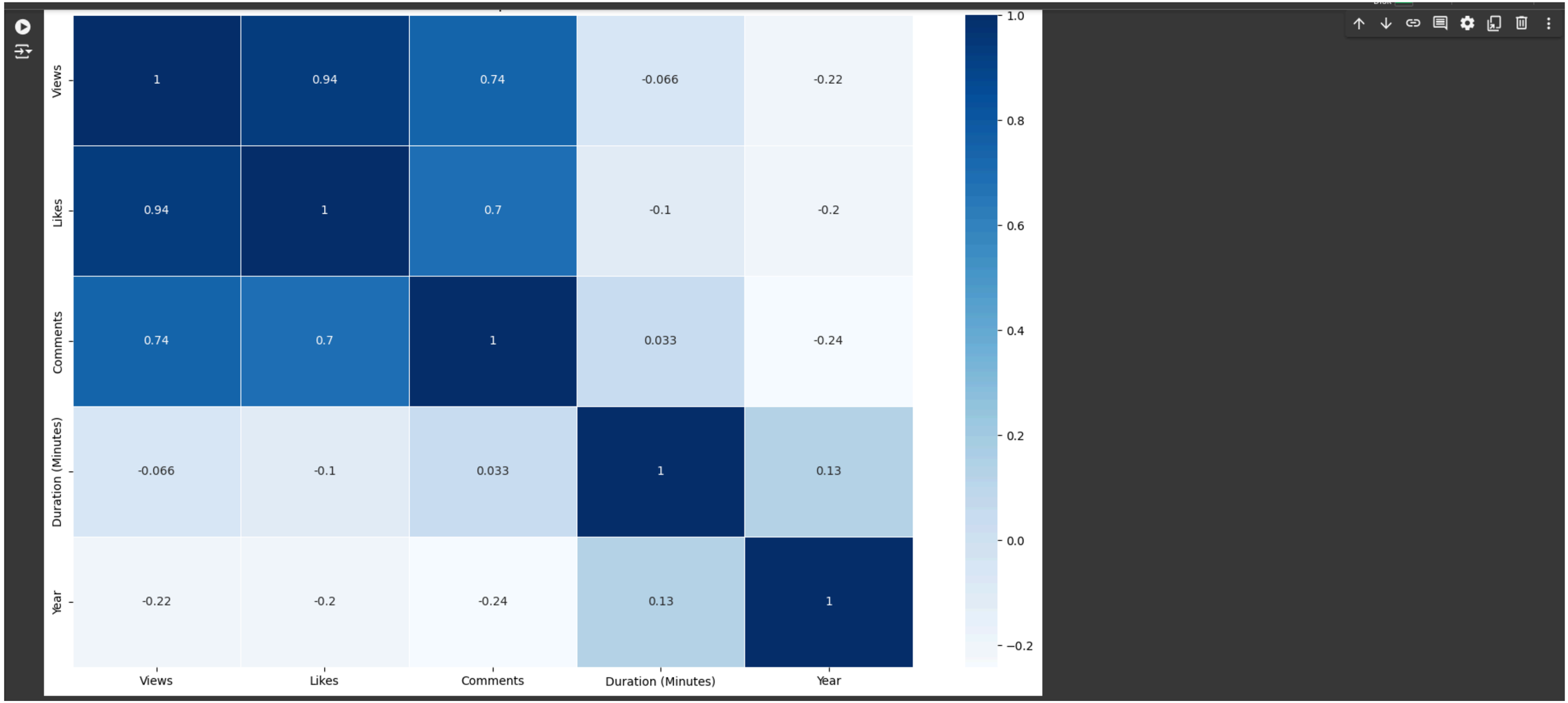
```
<Axes: title={'center': 'Views Trend Over Time'}, xlabel='Published_date'>
```



As its clear from our trend over time the trend is declining and yet the number of vidoes have not reduced.

Also towards the start of the year we have more views and as the year comes to an end the views also decrese each year

A HEATMAP showing correlation



The summary is in the next page

summary

1. **Views and Likes:** There is a very strong positive correlation (0.94) between views and likes, suggesting that videos with more views tend to receive significantly more likes.
2. **Views and Comments:** Views also show a strong positive correlation (0.74) with comments, indicating that videos with higher view counts tend to have more user engagement in the form of comments.
3. **Likes and Comments:** There is a moderate positive correlation (0.70) between likes and comments, which implies that videos with many likes are also likely to receive more comments, though the relationship isn't as strong as that between views and likes.

1. **Duration vs. Views (-0.07) and Duration vs. Likes (-0.10):** There is a weak negative correlation between duration and both views and likes, indicating that longer videos may slightly decrease audience views and likes.
2. **Duration vs. Comments (0.03):** The weak positive correlation between video duration and comments suggests there is almost no relationship, indicating that longer videos neither significantly increase nor decrease the likelihood of receiving comments.

Summary:

video popularity (views) is highly linked with likes and somewhat with comments, while video longer duration reduces these engagement metrics.

MEAN trend in video duration

1. 2020 - 16 minutes
2. 2021 - 20.9 minutes
3. 2022 -26.4 minutes
4. 2023 - 25.7 minutes
5. 2024 - 26.3 minutes

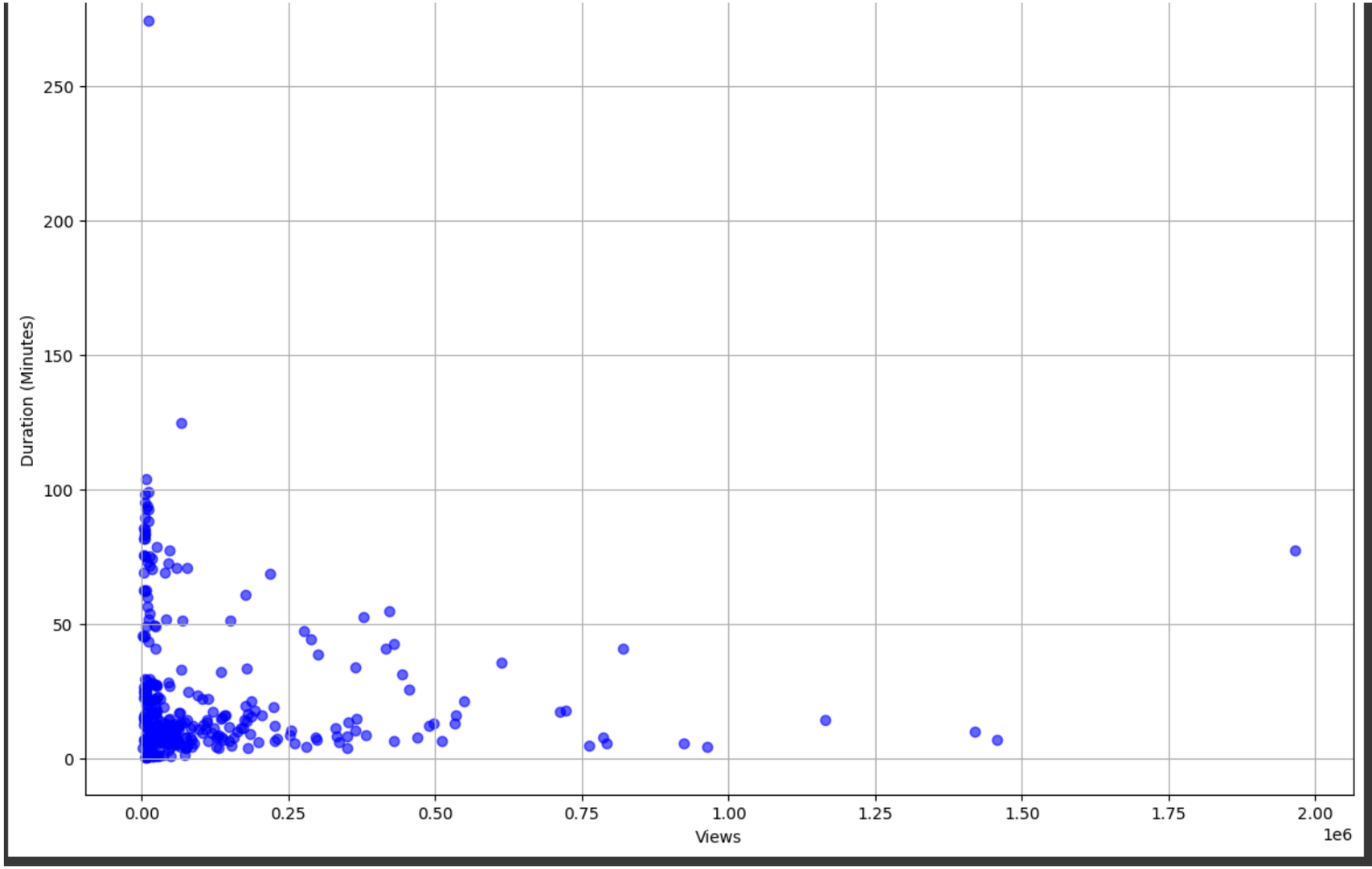
Overtime the trend of video viewership declines.
Overtime down the years,the mean duration of video increases .

Thus as the years go by ,as the video duration increases then less people view the videos and less comments and less likes

This will be supported by the below visualizations

longer videos =less engagement

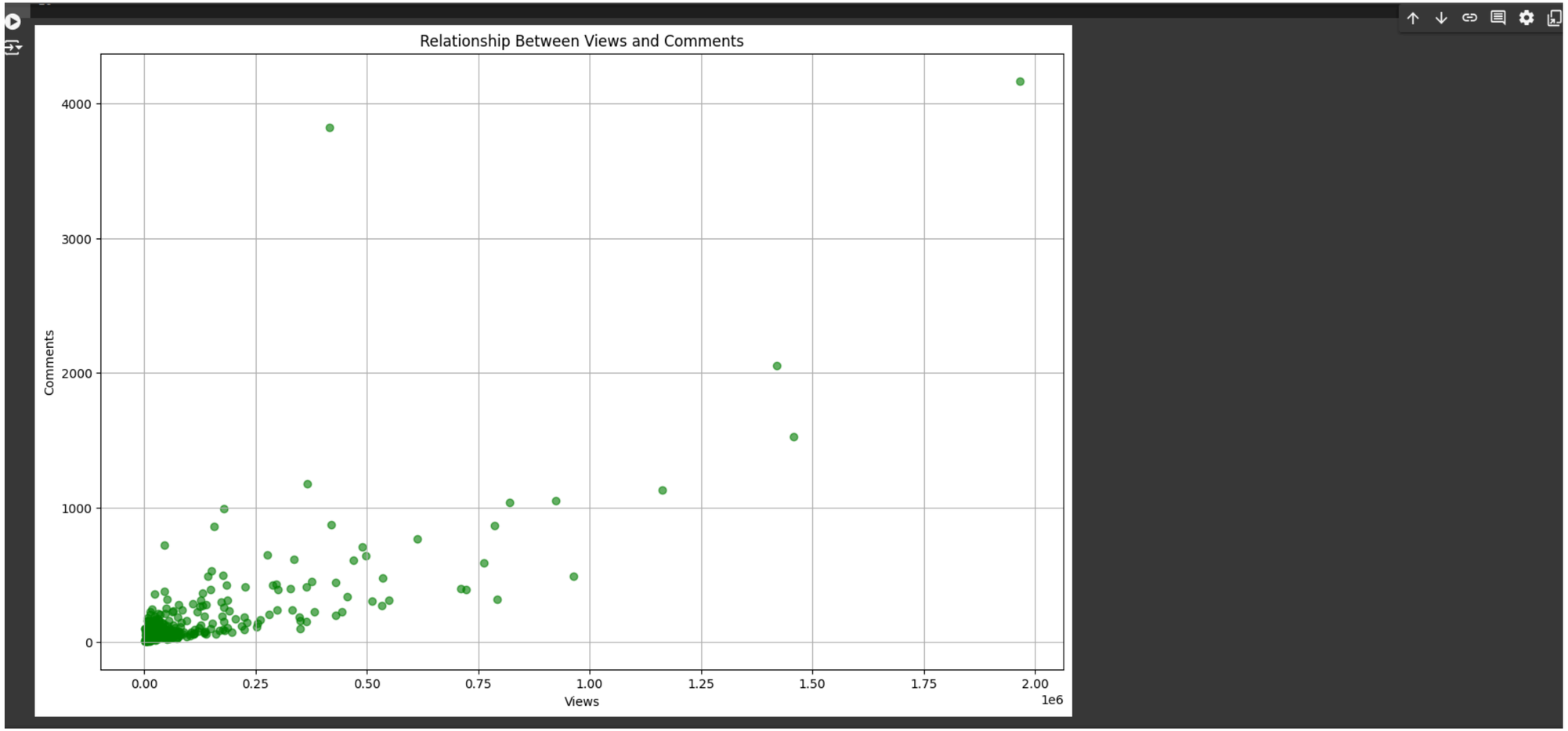
RELATIONSHIP BETWEEN VIEWS IN A VIDEO AND TOTAL LENGTH OF A VIDEO



we can see that shorter vidoes are viewed by more people .

we can also see as the video gets longer then the number of viewers reduces.

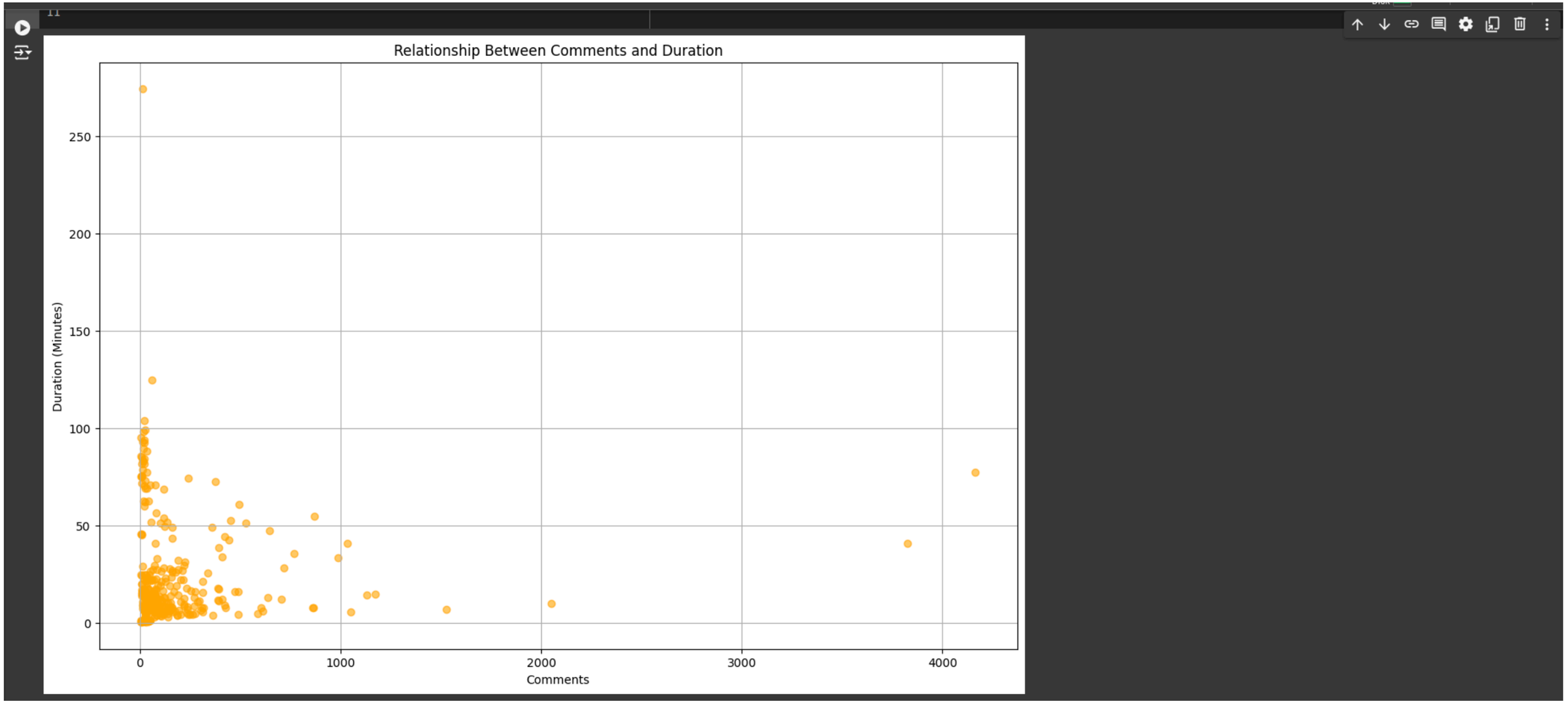
RELATIONSHIP BETWEEN VIEWS AND COMMENTS



we can see that videos with less views also have less comments

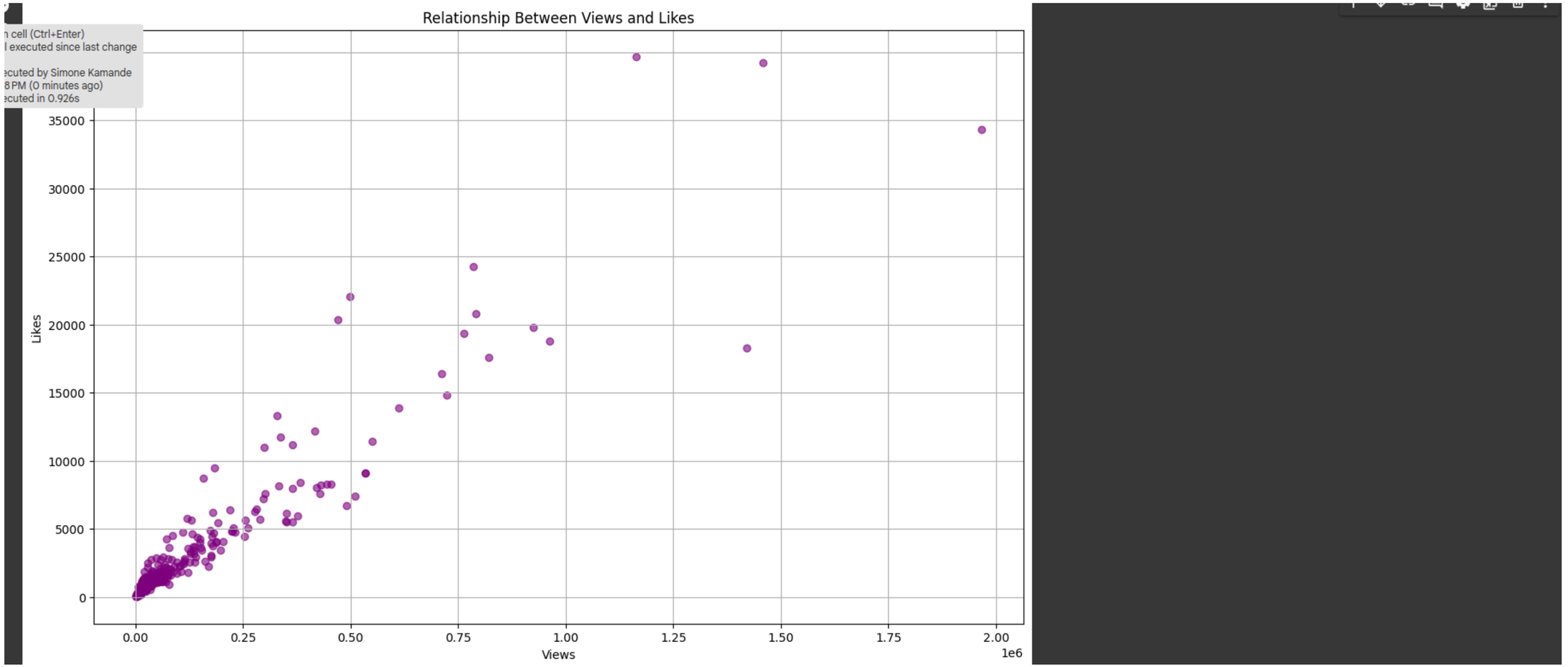
we also see videos with more views have more comments

RELATIONSHIP BETWWEN COMMENTS AND DURATION

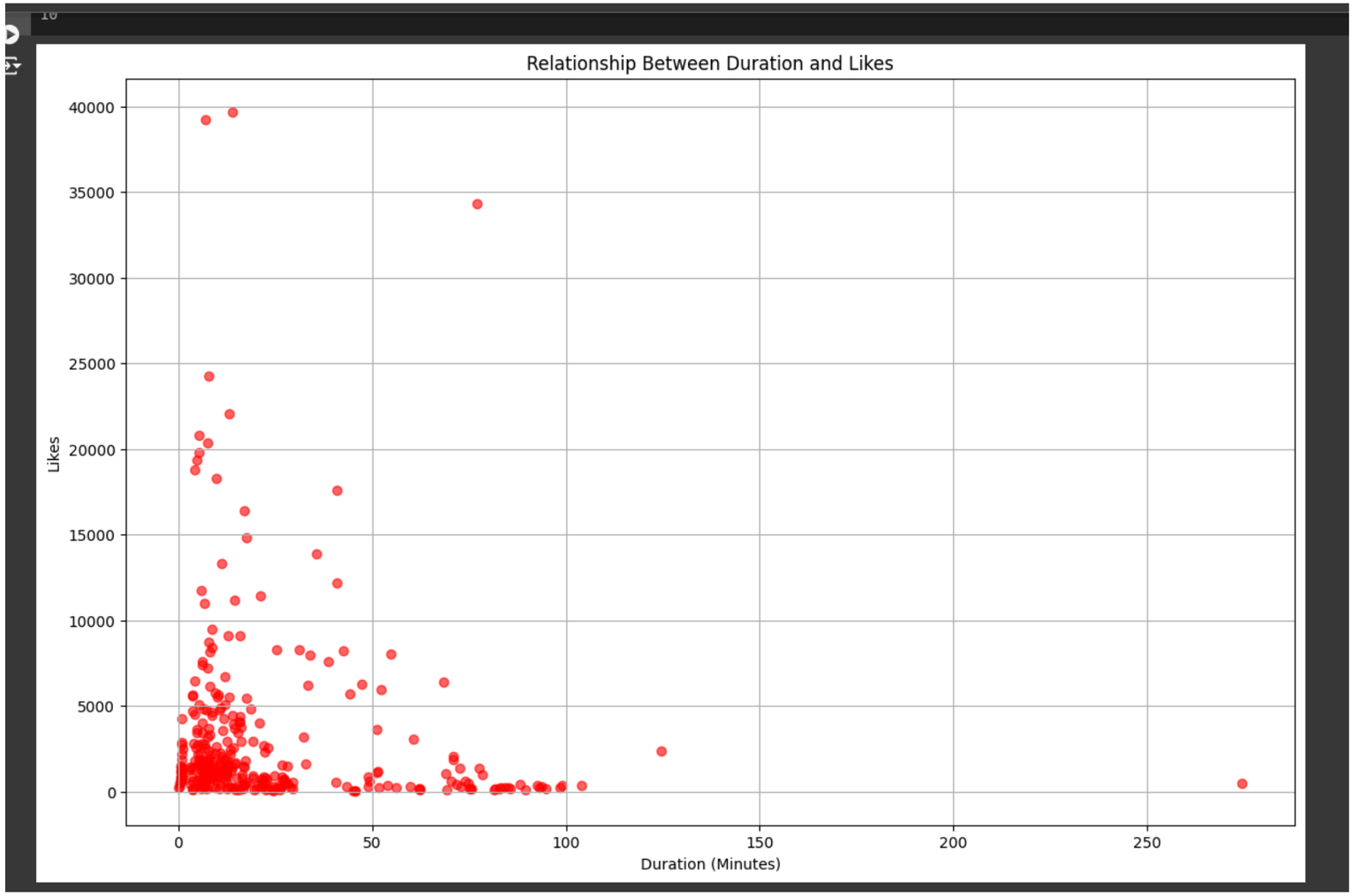


We can see videos which are shorter tend to have more comments

RELATIONSHIP BETWEEN VIEWS AND LIKES



A video with more views has more likes



A shorter video has less likes and longer videos have less likes .

This can be infered from a longer video has less views ,hence less likes

OVERTIME THE ENGAGEMENT IN THE CHANNEL HAS BEEN REDUCING,

YET THE NUMBER OF VIDEOS INCREASE ,

AND ALSO SUBSRIBERS CONTINUE TO INCREASE

Questions to answer...

1. Is the increasing duration of videos the only cause.
2. is content change a factor to this (changed to more livestreams that were not there before also cloud content) has this led to reduction in engagement.
3. Is this the general trend that happens in youtube channels