

**Description:**

In today's digital age, YouTube stands as the premier video platform, hosting a staggering amount of content catering to a global audience. YouTube's trending videos are at the forefront of its popularity, showcasing content that captures the attention of viewers worldwide. In our capstone project, we delve into the world of YouTube trending videos in India, using Python, Pandas, and Matplotlib to analyze a dataset collected over 205 days. This dataset contains valuable information on more than 37,000 trending videos, providing insights that can help content creators, marketers, and analysts understand the keys to YouTube success.

**Project Goals:**

**Views, Likes, and Comments Analysis:** We aim to answer crucial questions about YouTube trending videos in India. How many views do these videos accumulate? Do most of them have a large number of views? Does having a high view count correlate with trending status? We'll apply the same analysis to likes and comment counts as well.

**Longevity of Trending Videos:** We will identify which video remained on the trending list for the longest period, offering insights into what makes a video sustain its popularity.

**Title Capitalization and Length:** Do fully-capitalized words in video titles impact a video's trend potential? We'll also explore the relationship between title length and a video's trending status.

**Correlation Analysis:** We'll examine how attributes like views, likes, dislikes, comment counts, title length, and more correlate with each other. Understanding these relationships can provide valuable insights for content creators and marketers.

**Common Words in Titles:** What are the most frequently used words in trending video titles? Identifying these keywords can help content creators optimize their video titles for maximum impact.

**Top YouTube Channels:** We'll uncover the YouTube channels with the highest number of trending videos, shedding light on the creators who consistently produce trending content.

**Video Category Analysis:** We will determine which video categories, such as Entertainment, Gaming, Comedy, etc., have the largest number of trending videos, aiding in content strategy decisions.

**Publishing Trends:** We will analyze when trending videos are published – on which days of the week and at what times of the day. This information can help content creators optimize their upload schedules.

[In\\_category.json](#)

[InVideos.csv](#)