

Guru Gembul's Youtube Channel Dashboard

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Description	Building an interactive Power BI dashboard to allow the users to quickly identify a Youtube channel's performance
Tools	Jupyter Notebook, MS SQL Server, Microsoft Power BI
Project Type	API Requests, Data Transformation, Data Warehousing, Data Visualization
Summary	

This project delves into the intricate details of Guru Gembul's YouTube channel performance. By harnessing the power of Python, SQL Server, and Power BI, we've developed an interactive dashboard that unveils valuable insights:

- Video Performance:
 - Identifies top-performing videos based on views, likes, and comments.
 - Explores correlations between views, comments, likes, and video duration.
- Topic Analysis:
 - Quantifies the impact of different topics on viewership.
 - Reveals the most popular topics and their average view counts.
- Channel-Wide Insights:
 - Tracks overall channel performance and growth trends.
 - Compares individual video performance to channel-wide metrics.

Key Technical Highlights:

- Data Extraction: Leveraged YouTube Data API V3 to fetch channel statistics, video information, and comments.
- Data Cleaning and Transformation: Cleansed and transformed data to extract topics from titles and analyze sentiment in comments.
- Data Warehousing: Stored data in MS SQL Server for efficient querying and analysis.
- Data Visualization: Built an interactive Power BI dashboard to visualize key insights and facilitate data-driven decision-making.

By combining technical expertise with a passion for data analysis, this project empowers users to gain a comprehensive understanding of Guru Gembul's YouTube channel and make informed decisions to optimize content strategy.