

Guru Gembul's Youtube Channel Dashboard

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December 3, 2024

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.

Channel Statistics:

- 1,067 Total Videos
- 259,934,034 Total Views
- 1,380,000 Total Subscribers
- 5.31 Subs Ratio

Filters: 4/7/2019 to 12/1/2024, topics: All

Top Videos:

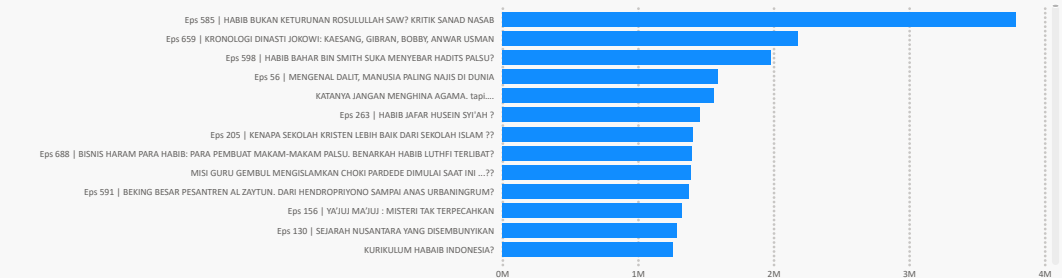
- Eps 585 | HABIB BUKAN KETURUNAN ROSULULLAH SAW? KRITIK SANAD NASAB (Most Viewed)
- Eps 205 | KENAPA SEKOLAH KRISTEN LEBIH BAIK DARI SEKOLAH ISLAM ?? (Most Liked)
- Eps 585 | HABIB BUKAN KETURUNAN ROSULULLAH SAW? KRITIK SANAD NASAB (Most Commented)

Scatter Plots:

- likes vs views
- comments vs views
- duration(s) vs views
- like ratio vs views
- comment ratio vs views

Horizontal Bar Charts:

- video count by topic
- total views by topic
- average views per topic



Sentiment	Percentage
positive	20.28%
neutral	30.55%
negative	49.16%

