google-search-analyst

December 13, 2023

[15]:
```
import pandas as pd
```

[16]:
```
from pytrends.request import TrendReq
```

[17]:
```
import matplotlib.pyplot as plt
```

[18]:
```
trends=TrendReq()
```

[19]:
```
trends.build_payload(kw_list=["Machine Learning"])
```

[20]:
```
data = trends.interest_by_region()
```

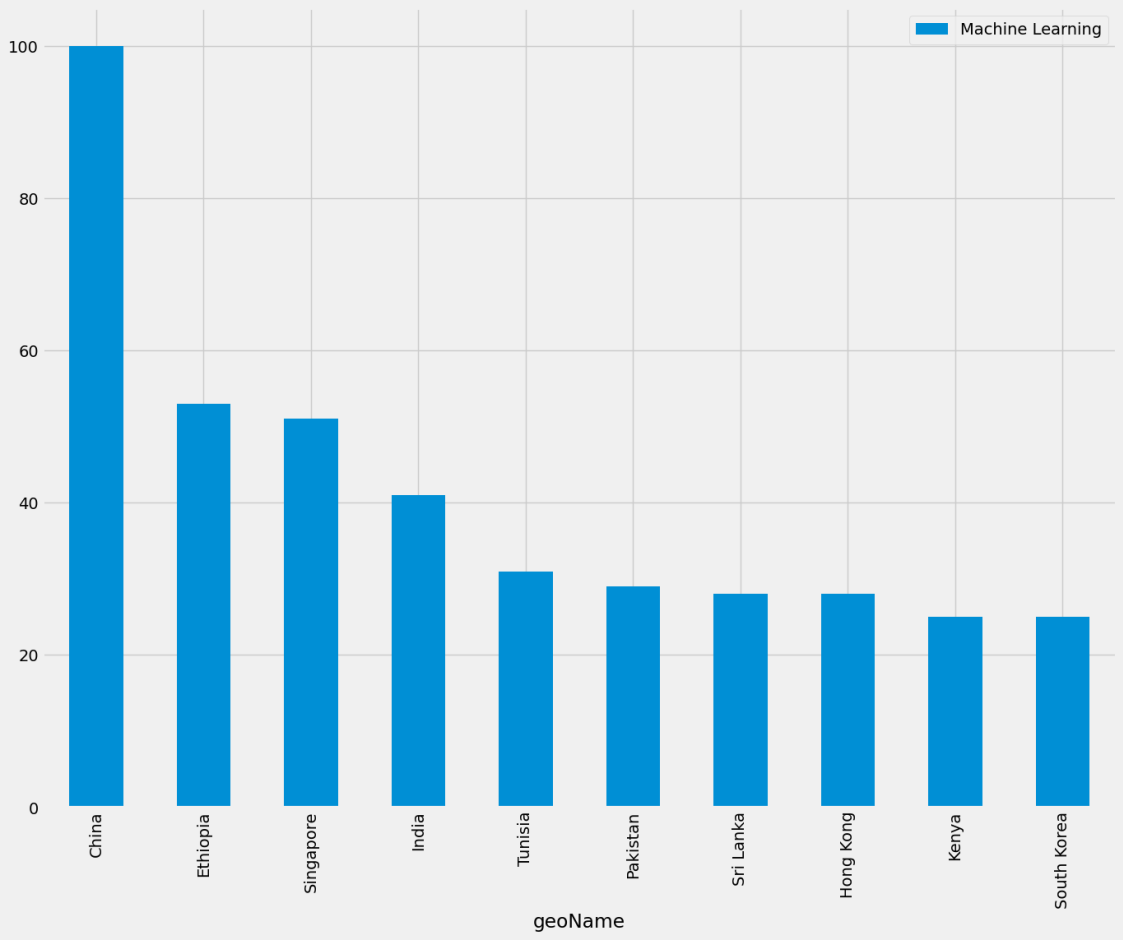
[24]:
```
data = data.sort_values(by="Machine Learning", ascending=False)
```

[25]:
```
data = data.head(10)
```

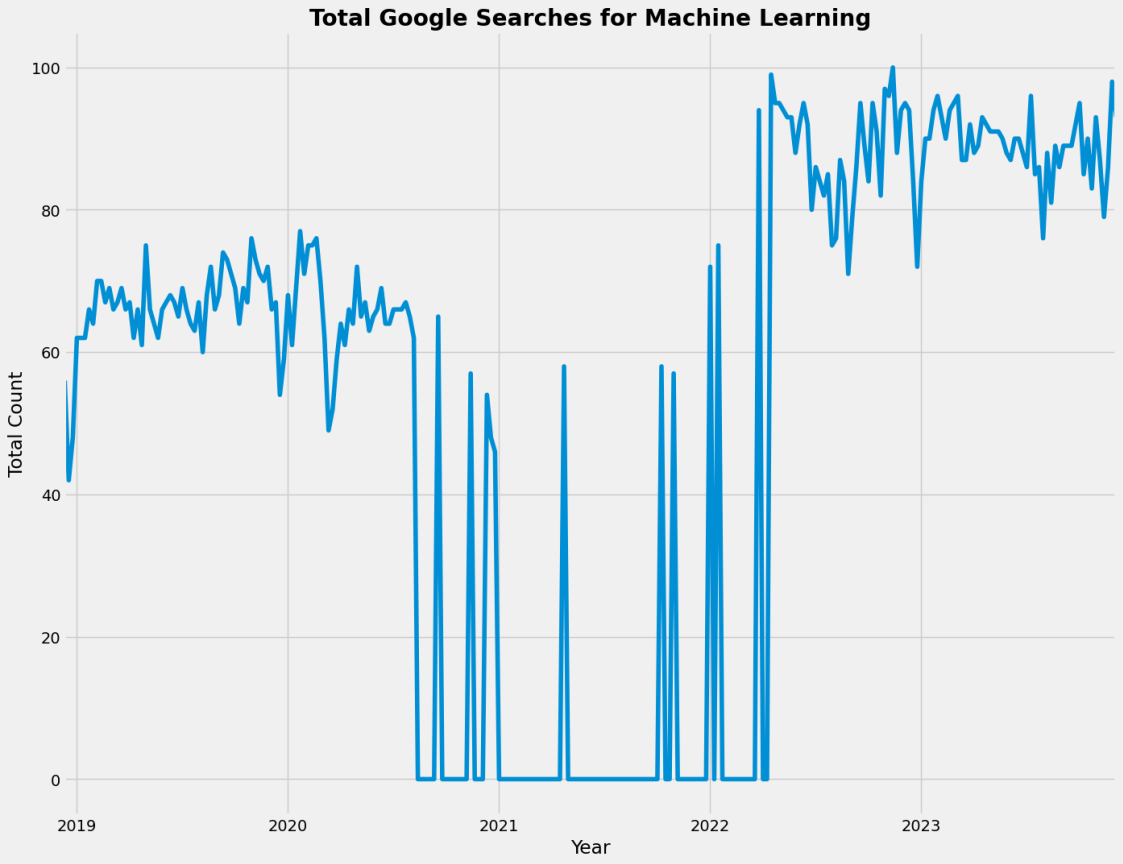
[23]:
```
print(data)
```

```
             Machine Learning
geoName
China                     100
Ethiopia                   53
Singapore                  51
India                      41
Tunisia                    31
Pakistan                   29
Sri Lanka                  28
Hong Kong                  28
Kenya                      25
South Korea                25
```

[29]:
```
data.reset_index().plot(x="geoName",
                        y="Machine Learning",
                        figsize=(15,12), kind="bar")
plt.style.use('fivethirtyeight')
plt.show()
```



[31]:
```
data = TrendReq(hl='en-US', tz=360)
data.build_payload(kw_list=['Machine Learning'])
data = data.interest_over_time()
fig, ax = plt.subplots(figsize=(15, 12))
data['Machine Learning'].plot()
plt.style.use('fivethirtyeight')
plt.title('Total Google Searches for Machine Learning',
          fontweight='bold')
plt.xlabel('Year')
plt.ylabel('Total Count')
plt.show()
```



Conclusion So we can see a huge increase in the searches about “machine learning” on Google in 2022. This is how we can analyze Google searches based on any keyword. A business can perform Google search analysis to understand what people are looking for on Google at any given time. I hope you liked this article on Google search analysis with Python. Feel free to ask your valuable questions in the comments section below.