

# Youtube Upload Trend Analysis

Select all

2021

2022

2023

Jan

Feb

Mar

Apr

May



65K

Total Videos

87bn

Total Views

4391

Total Channels

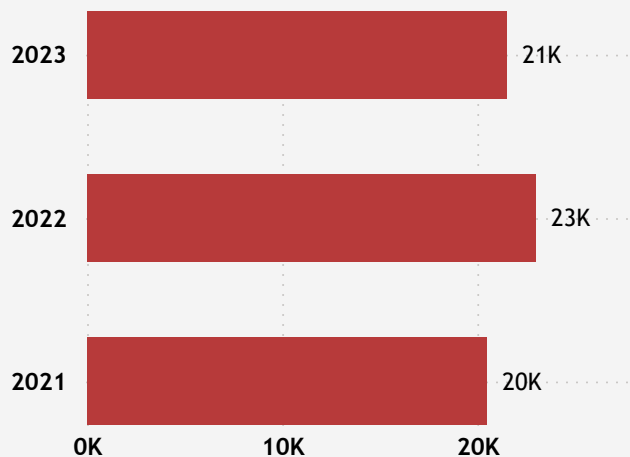
5bn

Total Likes

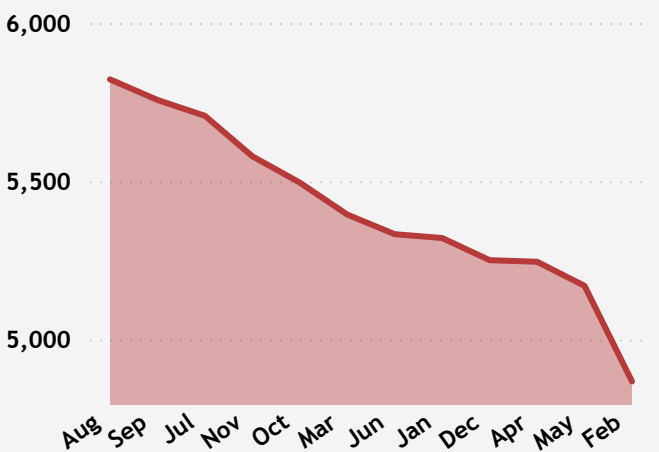
256M

Total Comments

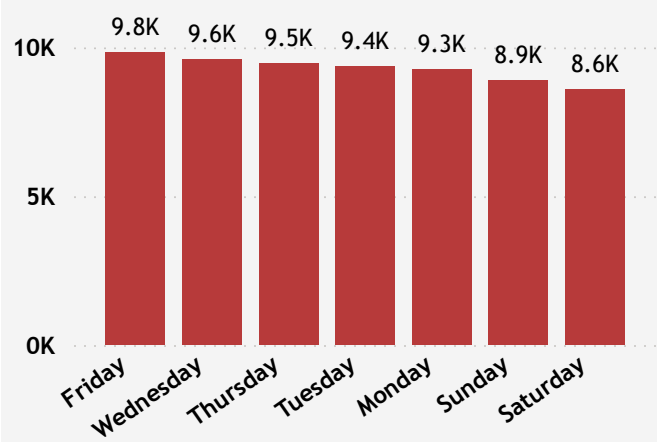
## Uploads by Year



## Uploads by Month



## Uploads by Weekdays

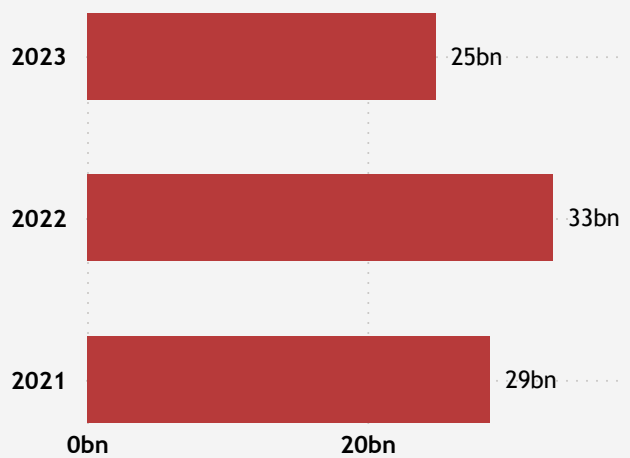


## Overall Analysis - 5 Years

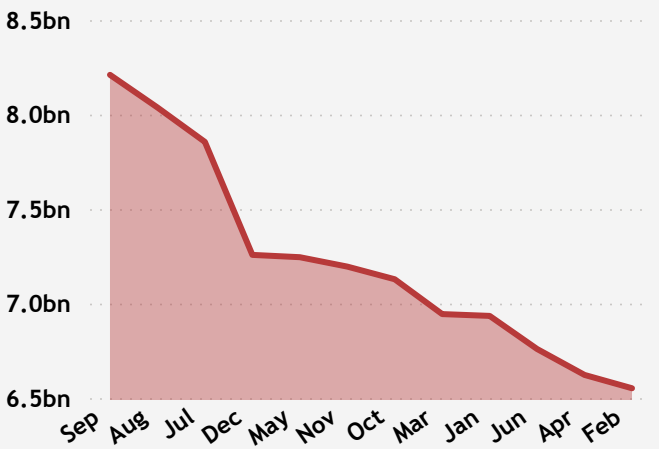
**2022** has the maximum num. of uploads and max. views

**September** Month has the Max. Uploads and Max. Views

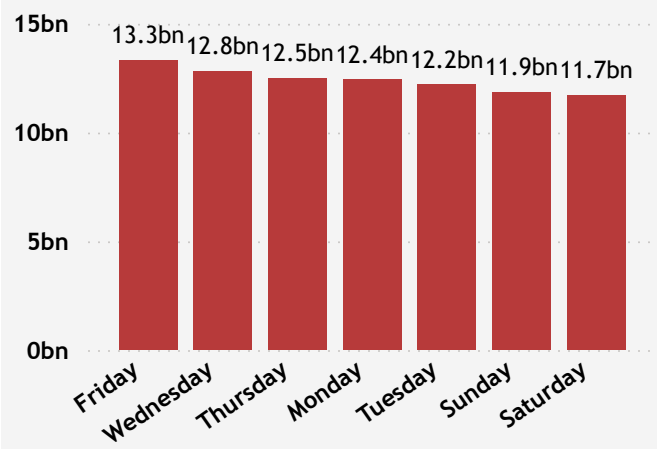
## Views by Year



## Views by Month



## Views by Weekdays



**Friday** has the Max. Uploads and Max. Views

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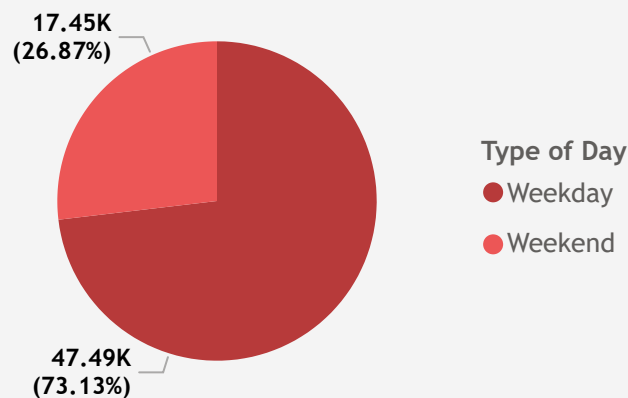
5bn

Total Likes

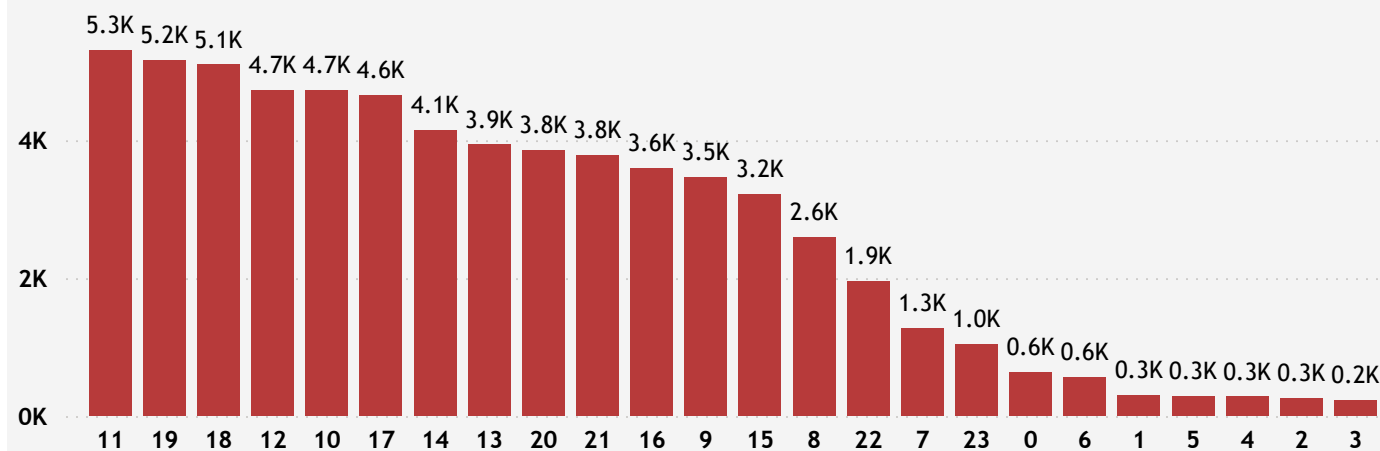
256M

Total Comments

## Uploads by Type of Day



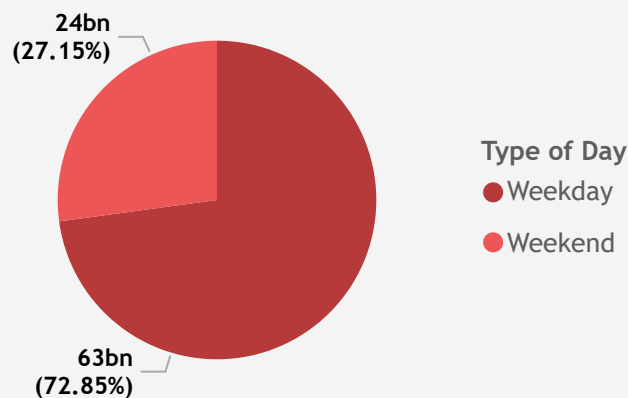
## Uploads by Hour



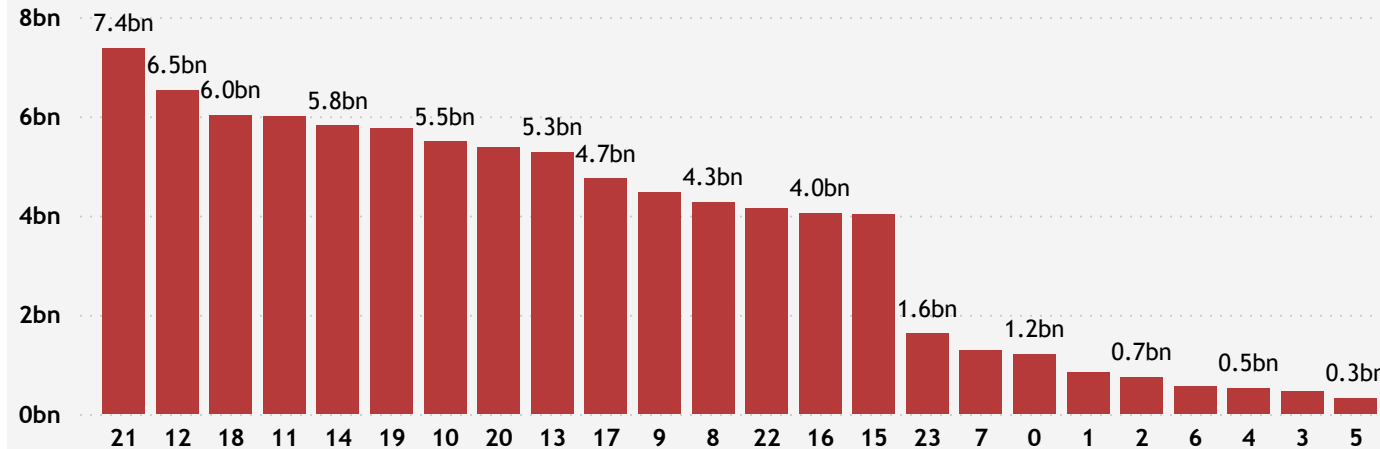
**Weekdays** have the Max. Uploads and Views as well.

**11:00AM** has the Max. Uploads but **21:00** Uploaded Videos has the Max. Views

## Views by Type of Day



## Views by Hour



# Category wise Analysis

65K

Total Videos

87bn

Total Views

4391

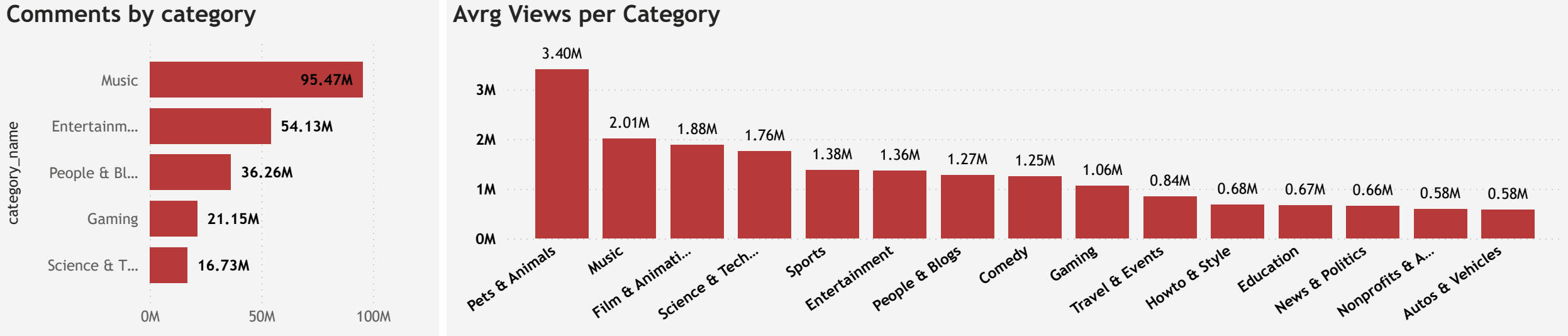
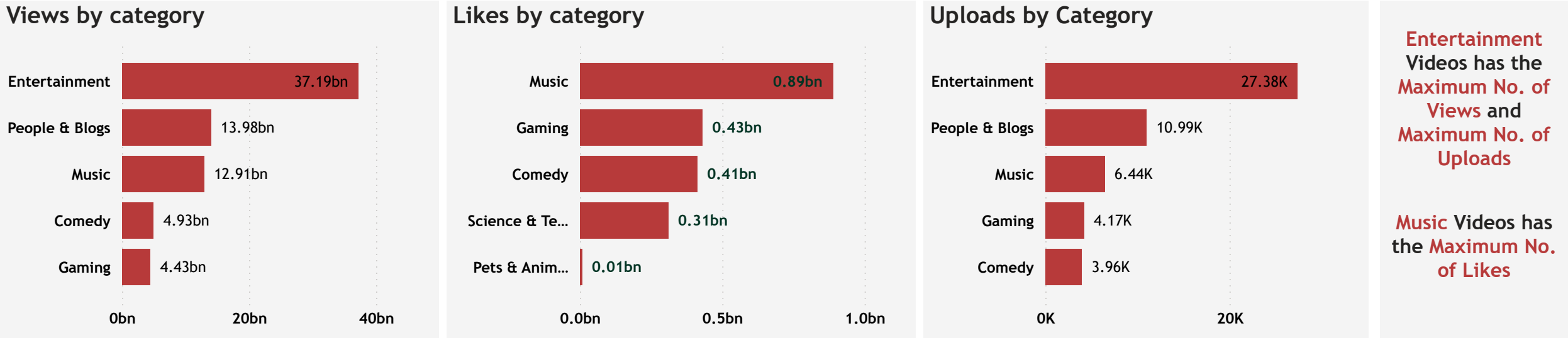
Total Channels

5bn

Total Likes

256M

Total Comments



# Performance wise Analysis

65K

Total Videos

87bn

Total Views

4391

Total Channels

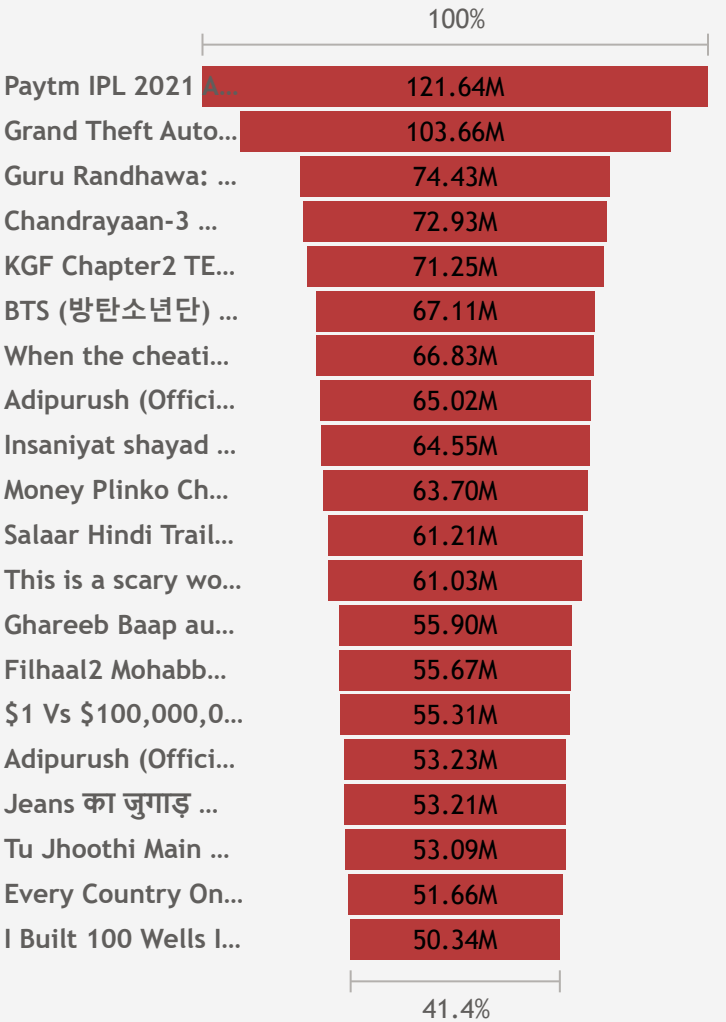
5bn

Total Likes

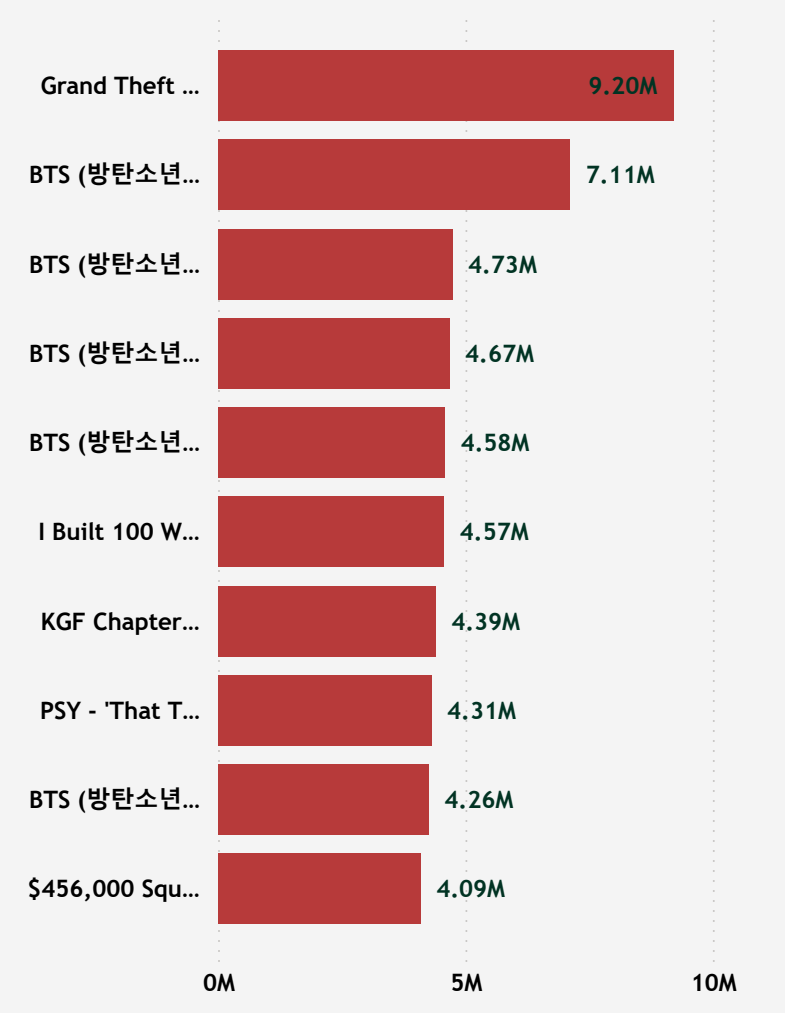
256M

Total Comments

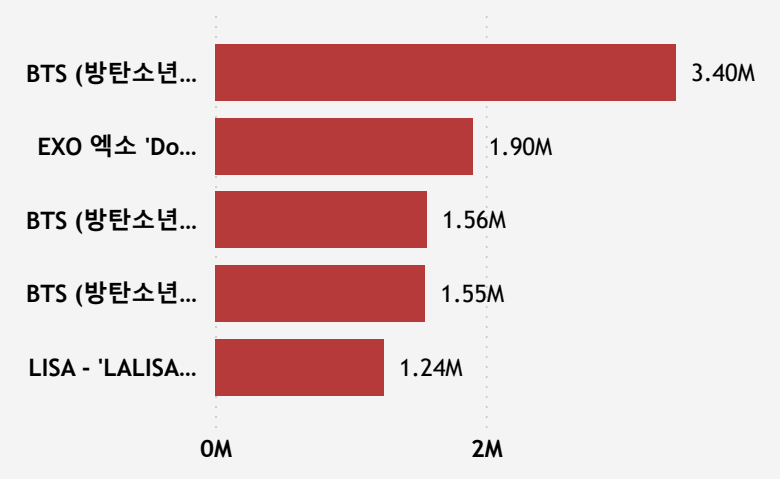
Top 20 Videos by views



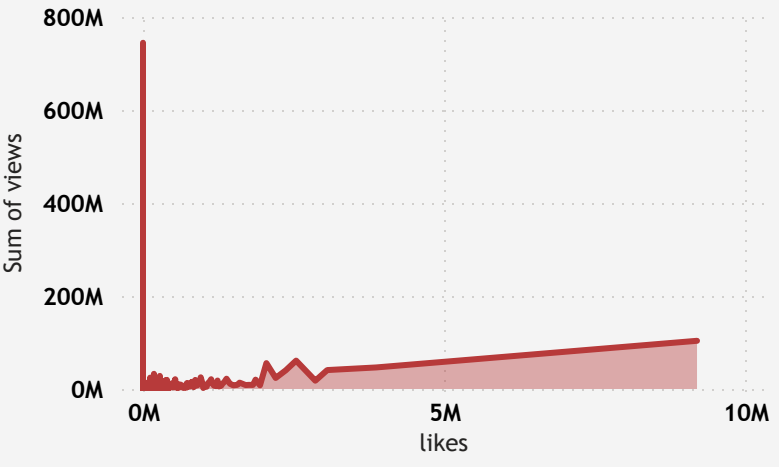
Top 10 Videos by likes



Top 5 Commented Videos



Views to Likes Ratio



# Channel wise Analysis

65K

Total Videos

87bn

Total Views

4391

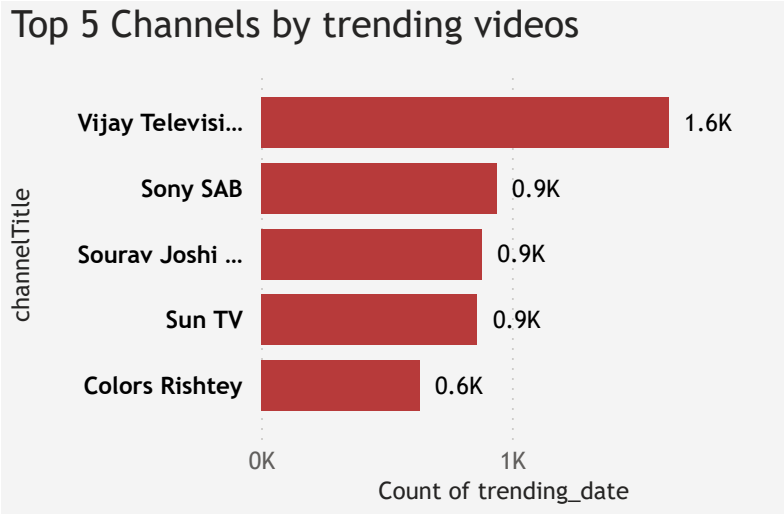
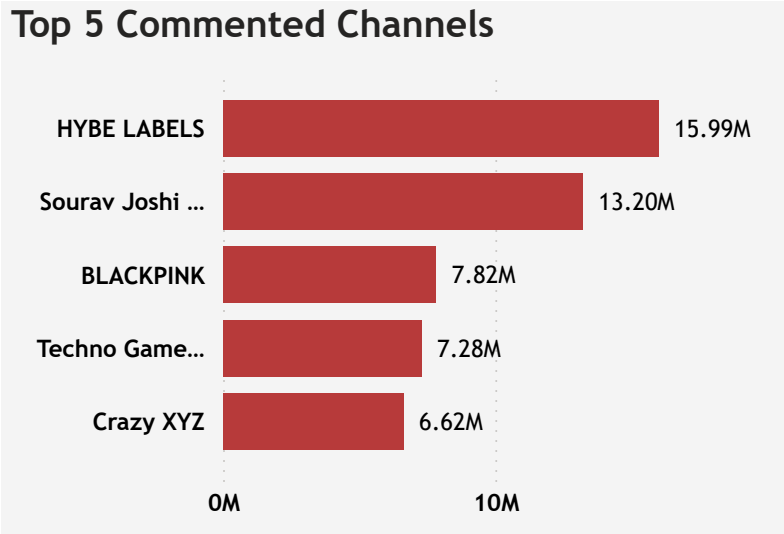
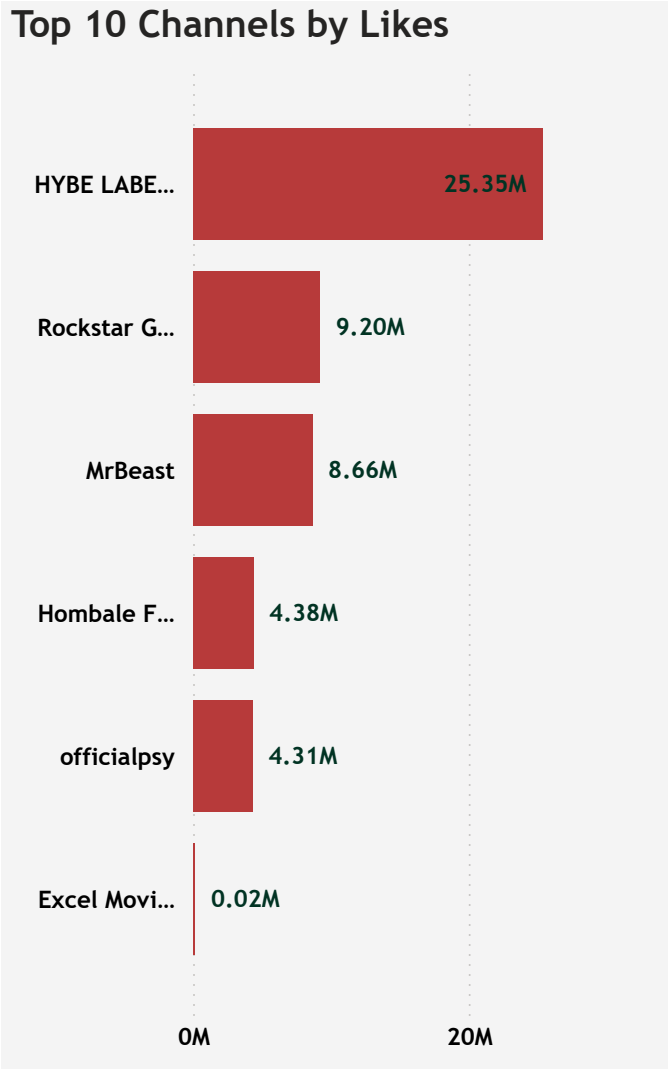
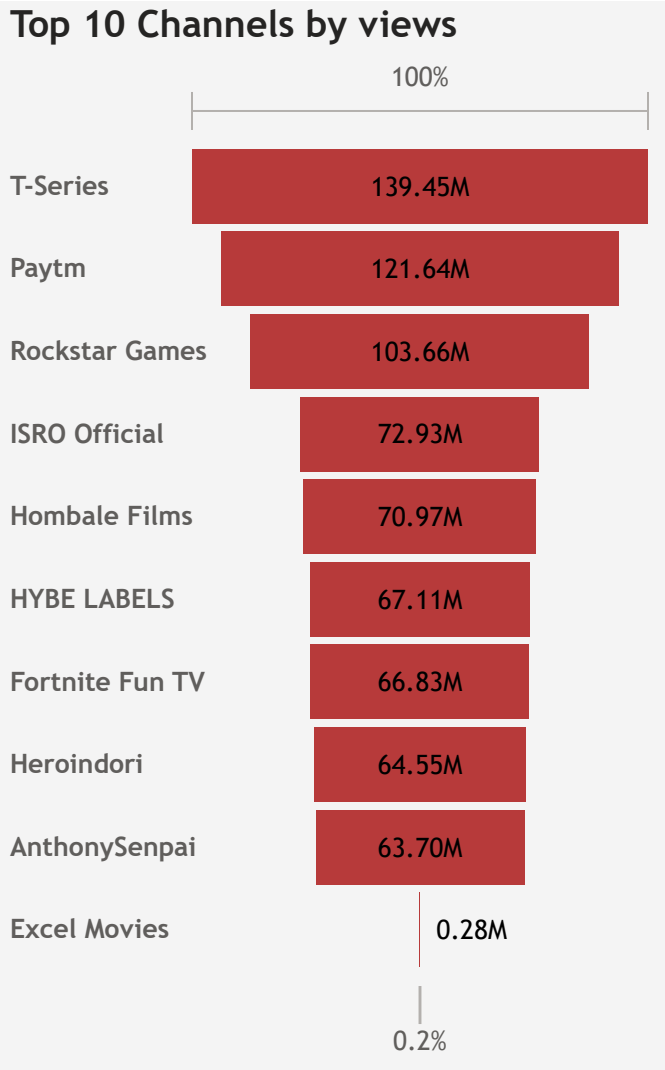
Total Channels

5bn

Total Likes

256M

Total Comments



T-Series

Channel with the Highest Number of Views with just 2 Videos

HYBE LABELS

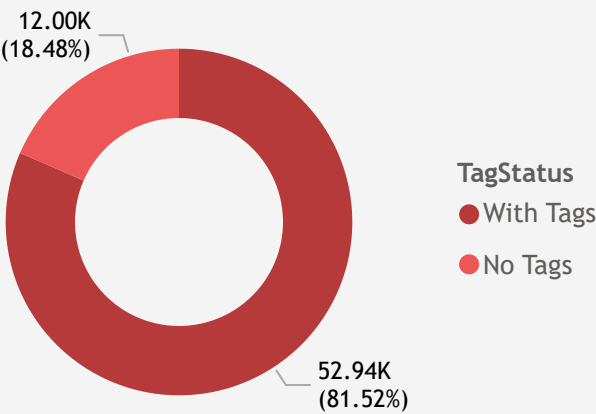
Channel with Most Likes with 4 Videos

HYBE LABELS

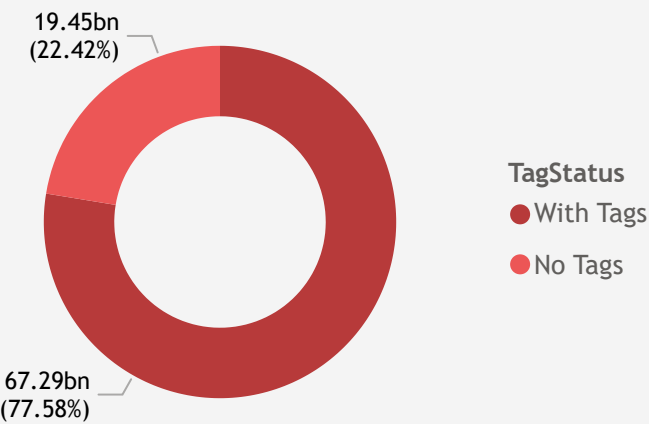
Channel with Most Comments with 4 Videos

# Tag wise Analysis

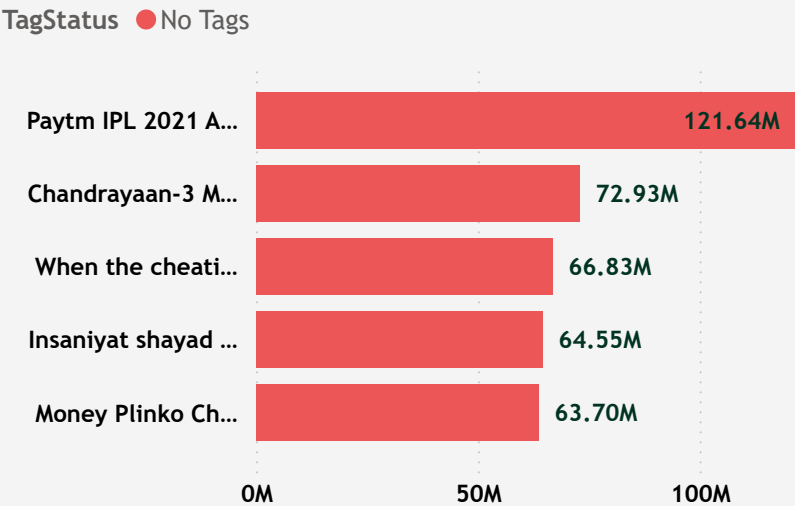
Count of Videos with and without tags



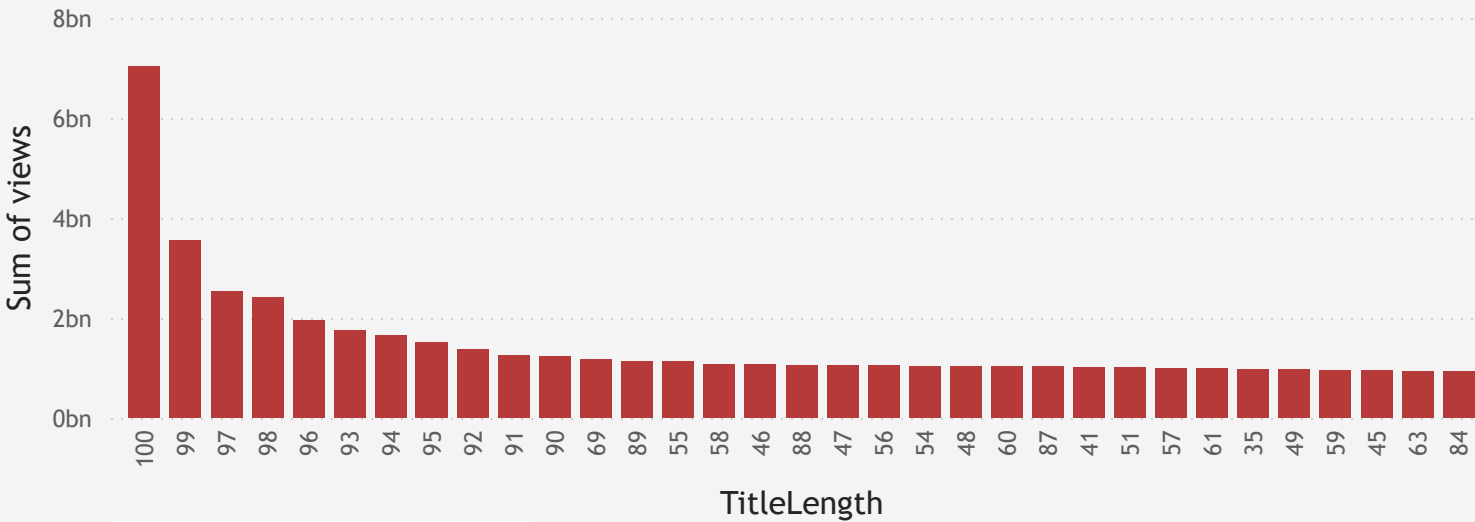
Views by Tags



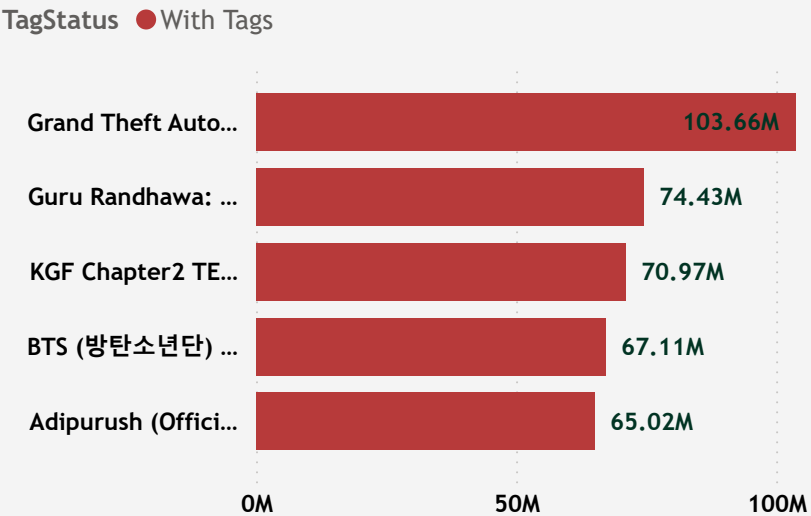
Top 10 Viewed without tags -



Sum of views by TitleLength



Top 10 Viewed with tags -



ALL IN ONE ANALYSIS

2021	2022	2023
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Jan	Feb	Mar	Apr	Jun	>
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Title

🔍 Search

☐ ಹರಕೆ ತೀರಿಸಿದ ಕ್ಷಣಗಳು | Blessings from Daiva | Rishab Shetty | Vijay Kiragandur | Hombale Films

☐ Yuvarathnaa Trailer - Kannada | Puneeth Rajkumar | Santhosh Ananddram | Thaman S | Hombale ...

☐ Yuva - Title Announcement | Yuva Rajkumar | Santhosh Ananddram | Vijay Kiragandur | Hombale ...

☐ The World of Kantara - Promo | Rishab Shetty | Vijay Kiragandur | Hombale Films | In Cinemas 30 Se...

☐ The World of Kantara - Kambala Episode 1 | Rishab Shetty | Vijay Kiragandur | Hombale Films

Channels

Hombale Films

▼

Friday

05:11:10

5.83M

268.11K

Average Views Per Video

Average likes per video

Key Measures

56	32,62,81,135	1,50,14,405	50,174	8,48,104	4.60%
Total Videos	Total Views	Total Likes	Total Dislikes	Total Comments	Like Ratio

Uploads by Weekdays

Weekday	Uploads
Sunday	5
Monday	6
Tuesday	4
Wednesday	11
Thursday	10
Friday	14
Saturday	6

Uploads by Weekdays

Date	Uploads
12	9
18	8
10	5
11	5
15	5
16	5
9	3
14	3
17	3
19	3
8	2
20	2

Views by Title

Title	Views
KGF Chapt... TEASER   Yash...	70973K
Salaar Hindi Trailer   Pra...	61208K
Salaar Teaser   Prabh...	37194K
Salaar Telugu Trailer   Pra...	31675K
Salaar Release Trailer - Telu...	26295K

Comments by Title

Title	Comments
KGF Chapt...	338K
Salaar Tel...	69K
Salaar Tea...	66K
Salaar Hin...	59K
Yuvarathn...	40K
Paatashaal...	31K
Oorigobba...	1K
Kantara A ...	1K
Salaar Rel...	1K
The Monst...	1K
Sooreede ...	1K
KGF Chapt...	1K

Total Videos	Total Views	Total Channels	Total Likes	Total Dislikes	Total Categories
64.95K	87bn	4391	5bn	37M	31

**Tools Used:** Power BI, DAX, Power Query, Data Modelling.

**Dataset:** 78,000+ YouTube trending videos with attributes like video titles, views, likes, comments, publish time, trending time, category, and channel information.

**Objective:** To analyze YouTube trending video patterns, identify optimal upload times, high-performing categories, and top channels, and uncover audience engagement behaviors to help content creators optimize their strategies.

**Key Analyses Performed:**

- **Upload Trends:** Yearly, monthly, and weekday analysis of upload patterns.
- **Best Upload Time:** Identified publishing hour trends versus peak viewership time.
- **Category-Wise Analysis:** Comparison of views, likes, comments, and average engagement per category.
- **Channel-Wise Performance:** Top-performing channels based on views, likes, and comments.
- **Tag-Wise Analysis:** Impact of tags and title length on video performance.
- **Performance Metrics:** Top 20 videos by views, likes, and comments, along with engagement ratios.
- **All-in-One Deep Dive:** Drill-through page for detailed per-channel and per-video analysis.

**Top Insights:**

- Most videos are uploaded at **11:00 AM**, but videos uploaded at **9:00 PM** gain the **highest views**.
- **Entertainment** category dominates in views and uploads, while **Music** has the maximum likes.
- **Friday** is the best day for uploads and engagement.
- Videos with **shorter titles and optimized tags** often trend better.
- HYBE LABELS recorded maximum likes and comments, whereas T-Series led in overall views.