

PROJECT REPORT

1. INTRODUCTION:

1.1 Overview

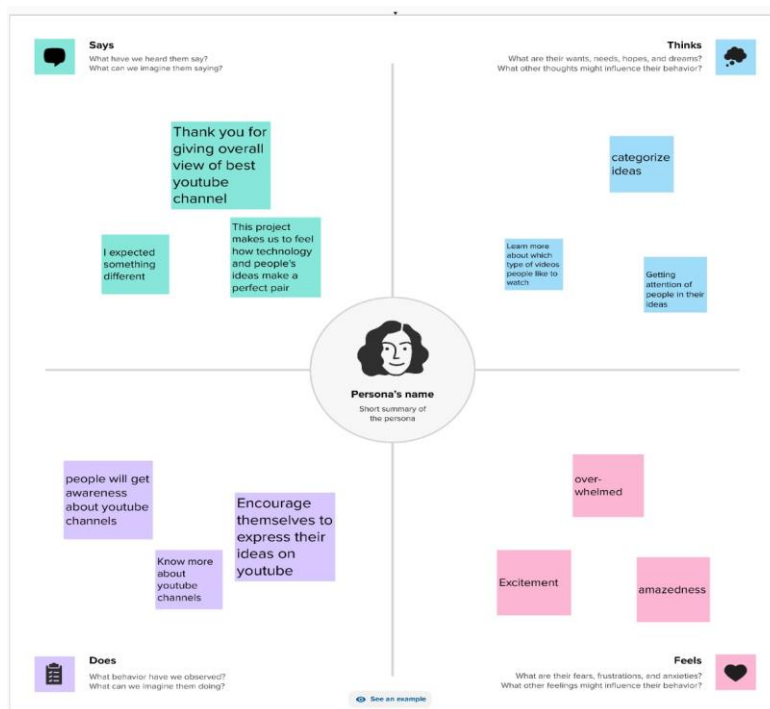
In this project we discuss about the Top Youtube channels by given data set. A user who has chosen to receive the channels subscribe button. The ability to subscribe the users was introduced in October 2005. Subscribing the Youtube channel users will be able to see notifications about new uploads.

1.2 Purpose

Purpose of or project is to create a user friendly platform that facilitates the exploration and discovery of Youtube channels, while also providing features for personalization, social interaction and monetization.

2. PROBLEM DEFINITION & DESIGN THINKING:

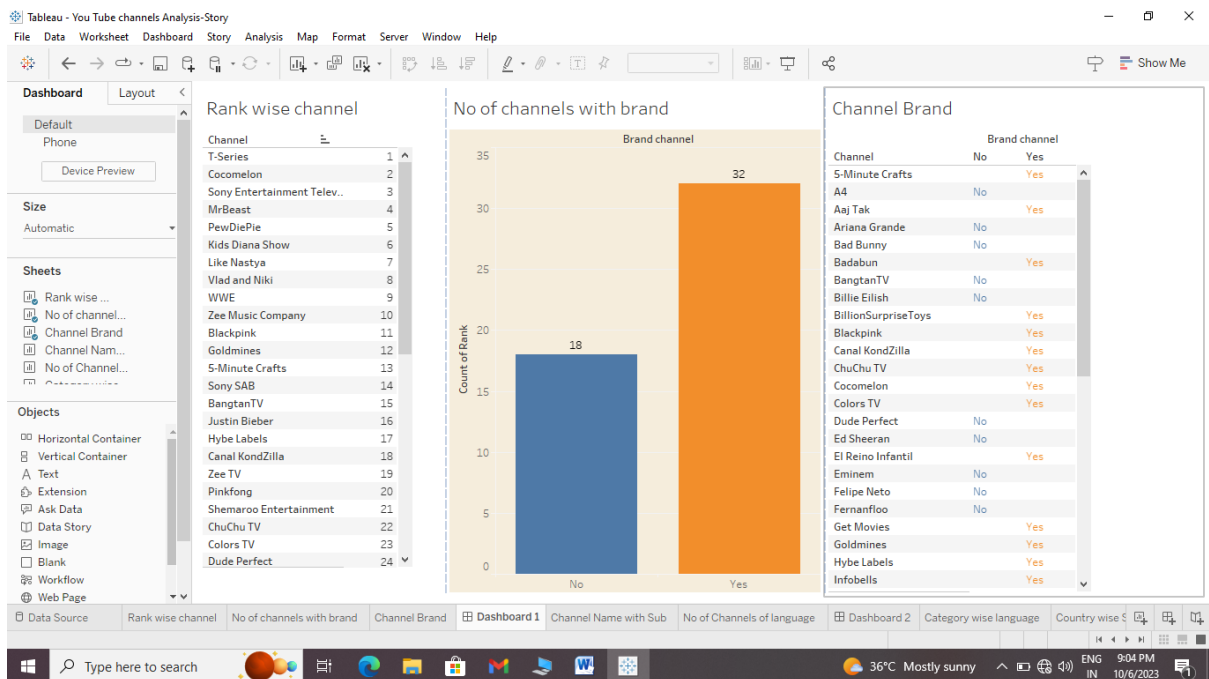
2.1 Empathy Map

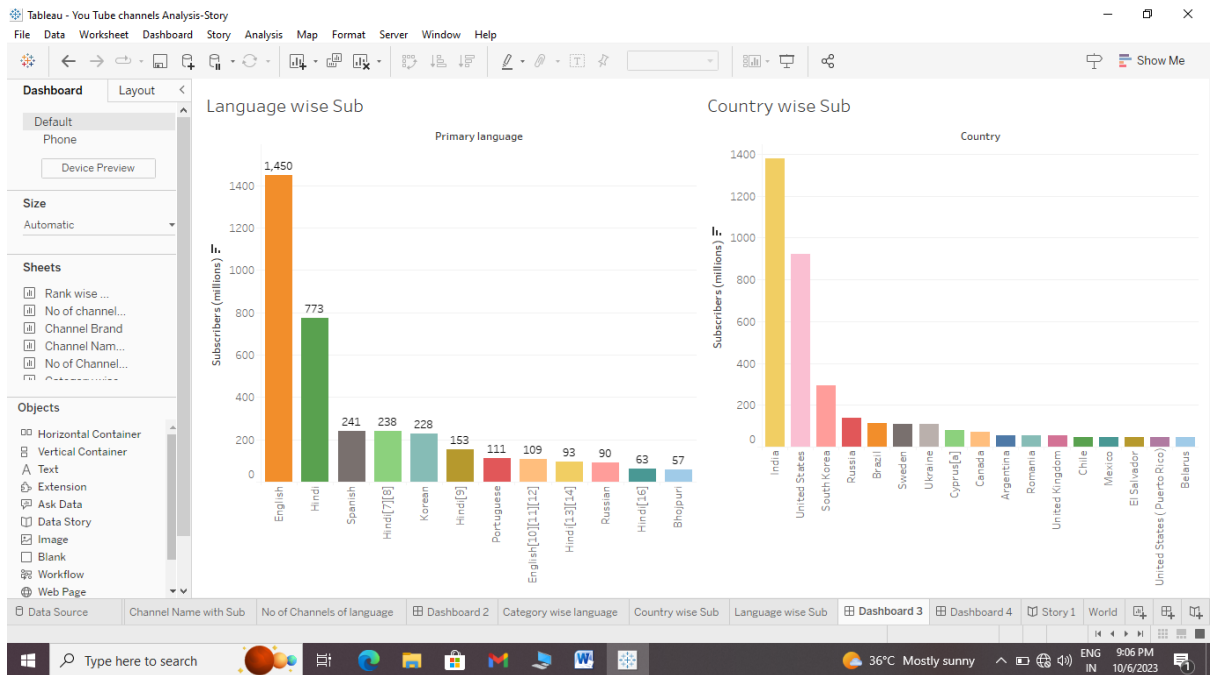
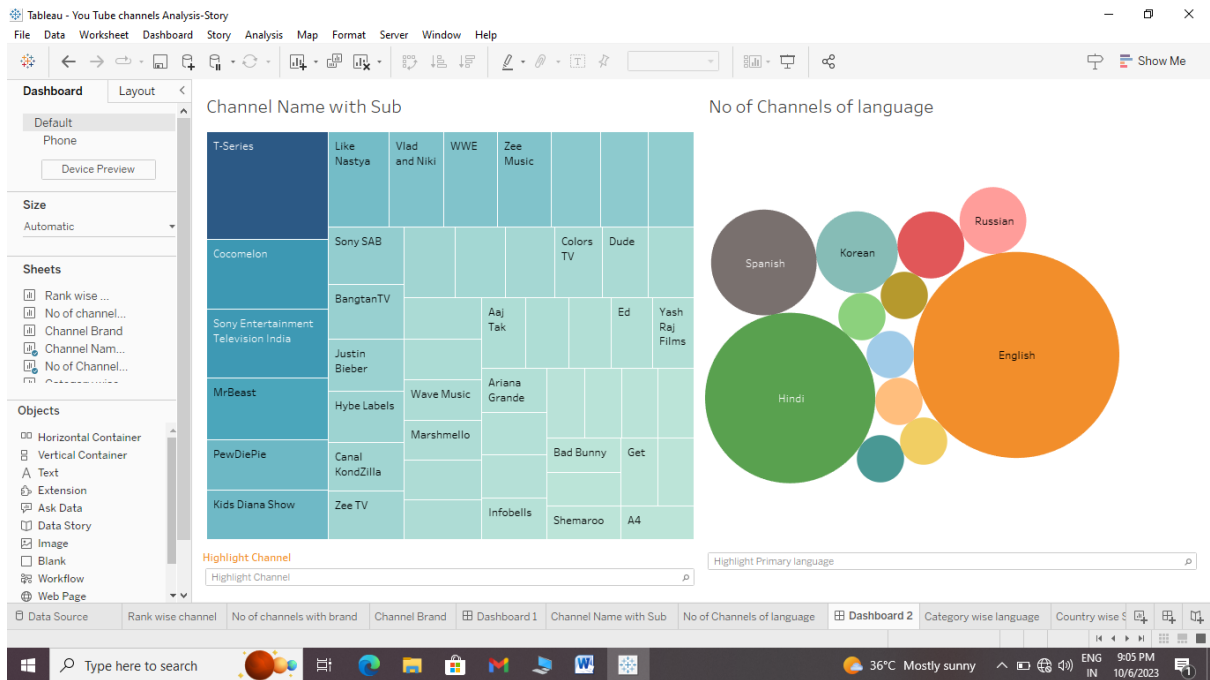


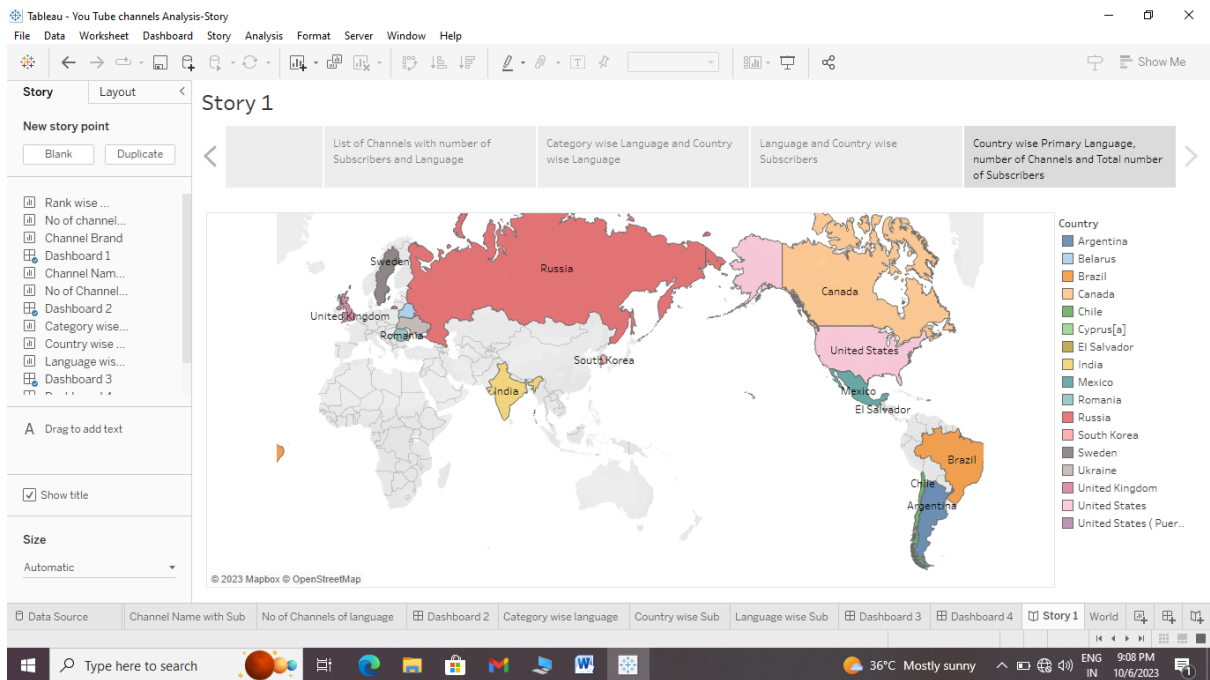
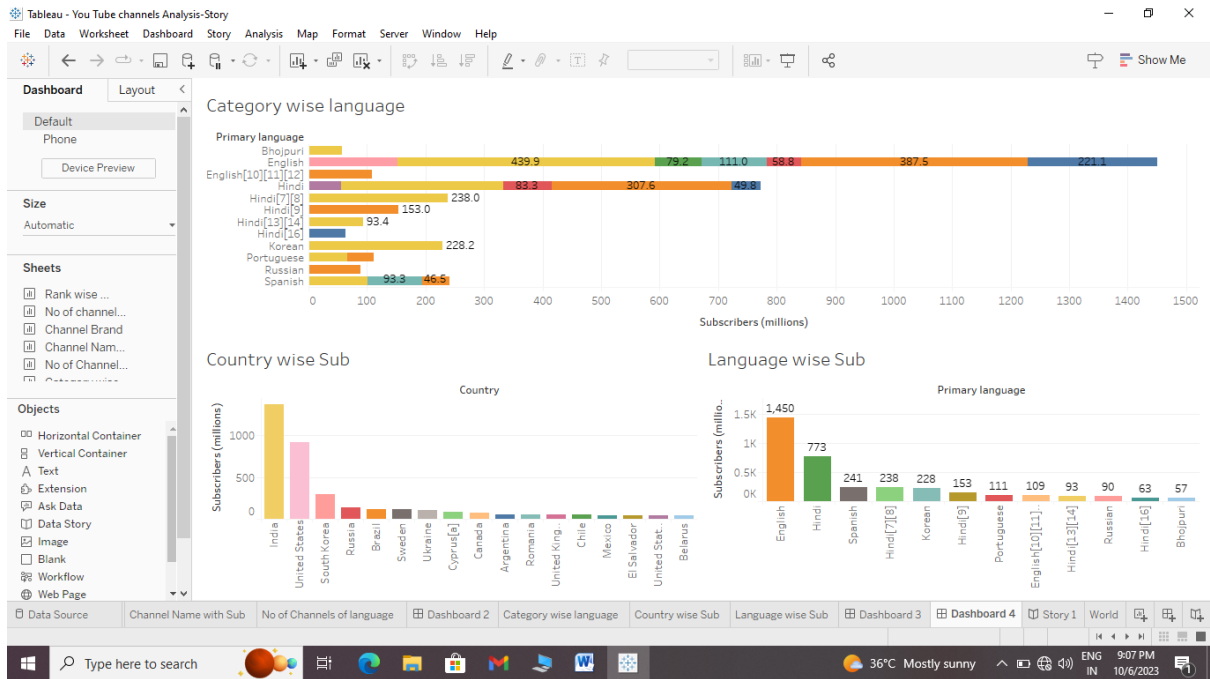
2.2 Ideation & Brainstorming Map



3. RESULT:







4. ADVANTAGES & DISADVANTAGES:

Advantages:

- ✓ This data can be used to improve content curation, personalization recommendations, and enhance the overall user experience.
- ✓ Youtube analytics improve the marketing.
- ✓ Youtube analytics help us to know the branded channels, unbranded channels and most popular languages.
- ✓ This analysis helps us to understand the best time to upload video, ways to increase subscribers and viewer's interests.

Disadvantages:

- ❖ Our project lacks to analyse the content of Youtube channels.
- ❖ Our project is a time consuming process. It takes lot of time to analysis Youtube subscribers.

5. APPLICATIONS:

This result is applicable for youtubers to improve their Youtube channels and earn by knowing subscribers needs and interest on the content. Our project helps the researchers and youtube analysis to analyse the youtube subscribers exploration.

6. CONCLUSION:

From this project we conclude that the subscribers are mostly interested in English language and the subscribers in India takes first place in youtube subscribers galore exploration.

7. FUTURE SCOPE:

We can improve our project in future by adding top performing videos topics to dataset. We can improve our project by expanding the dataset by subscribers, views, likes, comments, dislikes etc.