SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNEL

A PROJECT REPORT

Submitted to the
Manonmaniam Sundaranar University, Tirunelveli,
in partial fulfillment of the requirements for the
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BACHELOR OF SCIENCE IN PHYSICS

Team Leader

Janaki M 20212231522113

Team Members

Indhumathi S 20212231522112
Malini P 20212231522121
Veni M 20212231522148

under the Guidance of

Dr .S. Subramanian

Assistant Professor

DEPARTMENT OF PHYSICS

V.O. CHIDAMBARAM COLLEGE,

THOOTHUKUDI-628 008.

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Subscribers Galore : Exploring World's Top YouTube Channel

ACKNOWLEDGEMENT

Our hearts overflow with gratitude for the blessings and guidance of our Lord Almighty. Challenges have been transformed into triumphs, leading to the joy of seeing our project in print. We reflect humbly and silently, knowing that His will has brought us here.

I also express our gratefulness to **Dr. C. Veerabahu M.Sc., Ph.D., The Principal,** for giving us the permission to do the project work.

We are filled with immense gratitude as we express our heartfelt thanks to our project supervisor, **Dr. S. Subramanian,** Assistant Professor. His invaluable guidance and unwavering encouragement have been instrumental in helping us to complete this project. We are truly fortunate to have had his support throughout this journey.

I would like to thank our **H.O.D. Dr. John Prince Soundranayagam Associate Professor** for his valuable advices whenever we approached him.

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We are greatly indebted to **our parents & family members, friends** for their moral support which helped us to complete this work.

INTRODUCTION

We are going to explore the fascinating world of YouTube subscriptions. By clicking on the "Subscribe" button, users choose to receive content from their favourite channels. This feature was introduced back in October 2005, and it has since become a popular way for users to stay connected with their favourite creators. The most-subscribed channels have achieved incredible milestones, with many surpassing 40, 50, 60, 70, and even 80 million subscribers! It's incredible to see the diverse range of content available in languages like English and Hindi. Get ready to embark on an exciting YouTube journey.

We are going to Analyse World’s Top 50 Youtube Channels by creating the following plots.

- Rank wish channel.
- number of channels with Brand.
- Brand Channel
- Channel name with subscribers
- Number of channels with a particular language.
- Category wise language
- Country with its primary language and number of subscribers.
- language wise subscribers
- Country wise channel

Project Flow

To accomplish this, we have to complete all the activities listed below,

- Empathy Map
- Brain storming and Idea Prioritization
- Data Collection & Extraction

  Collect the dataset

  Connect Dataset with Tableau
- Data Preparation

  Prepare the Data for Visualization
- Data Visualizations

  No of Unique Visualizations
- Dashboard

  Responsive and Design of Dashboard

- Story

  No of Scenes of Story

- Performance Testing

  Utilization of Data Filters

  No of Visualizations/ Graphs

- Publishing

  Publishing Dashboard & Story to Tableau Public

- Project Demonstration & Documentation

  Record explanation Video for project end to end solution Project Documentation-Step by step project development procedure.

Empathy Map


Says
What have we heard them say?
What can we imagine them saying?
Cocomelon - First English Channel
T-Series - Top Music Channel
Dude Perfect -Best Sports Channel
Blackpink - Topnotch Korean Channel
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
Content Genres
Creating Regular Contents
Growth Rate of channel
Revenue Generation
YouTube
Content Quality
Brand Advocate
Boosting the Count
Copyrights Protection
Reduce High Data Consuming
HD Video Quality
Limit Ads
Creative Platform
Does
What behavior have we observed?
What can we imagine them doing?
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example

In an Empathy Map, we focus on four key aspects:

- thinks
- feels
- does
- says

By understanding this we can gain a deeper motivation, this helps us create content that resonates with them and build stronger connection.

Brainstorming and Idea visualization

In Brain Storming and Idea Visualization of Top 50 YouTube Subscribers, showcasing their incredible success and the impact they have on the platform. We can highlight their categories, subscriber counts and unique content that has captured the attention of millions.

Data Collection & Extraction

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Collect the dataset

Please use the link to download the dataset:

https://www.kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world

50 Most-Subscribed YouTube Channels..

50 Most-Subscribed YouTube Channels..

https://www.kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world

Connect Dataset with Tableau

Tableau allows you to connect to various data sources like Excel, CSV, databases, etc. Choose the appropriate data source type that matches your dataset. For example, if you have a CSV file, select "Text File" or "Excel" if your data is in an Excel workbook.

Explanation link:https://drive.google.com/file/d/1iilFRgZFKWrwQAwZPzYPOCq6YRACD7uK/view?usp=sharing

Data Preparation

Data preparation, also known as data pre-processing, is a crucial step in the data analysis process. It involves transforming raw data into a clean, structured, and

suitable format for analysis. Proper data preparation ensures that the data is accurate, consistent, and ready to be used effectively to derive meaningful insights.

Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis

Data Visualization

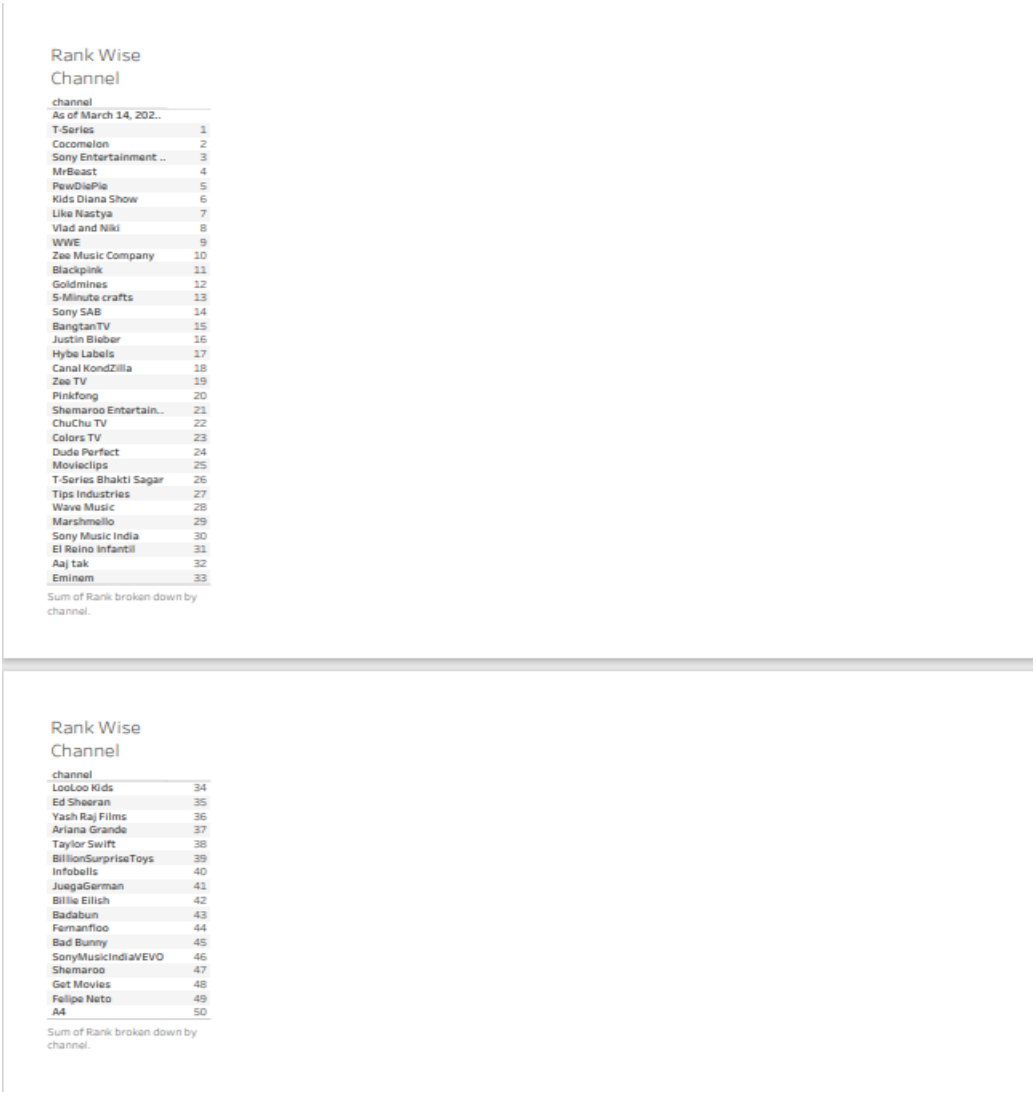
Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

No of Unique Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyse the performance and efficiency of project include bar charts, line charts, heat maps, scatter plots, pie charts,

Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables.

Sheet 1: Rank wise channel



Rank Wise Channel

channel	
As of March 14, 202..	
T-Series	1
Cocomelon	2
Sony Entertainment ..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertain..	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj tak	32
Eminem	33

Sum of Rank broken down by channel.

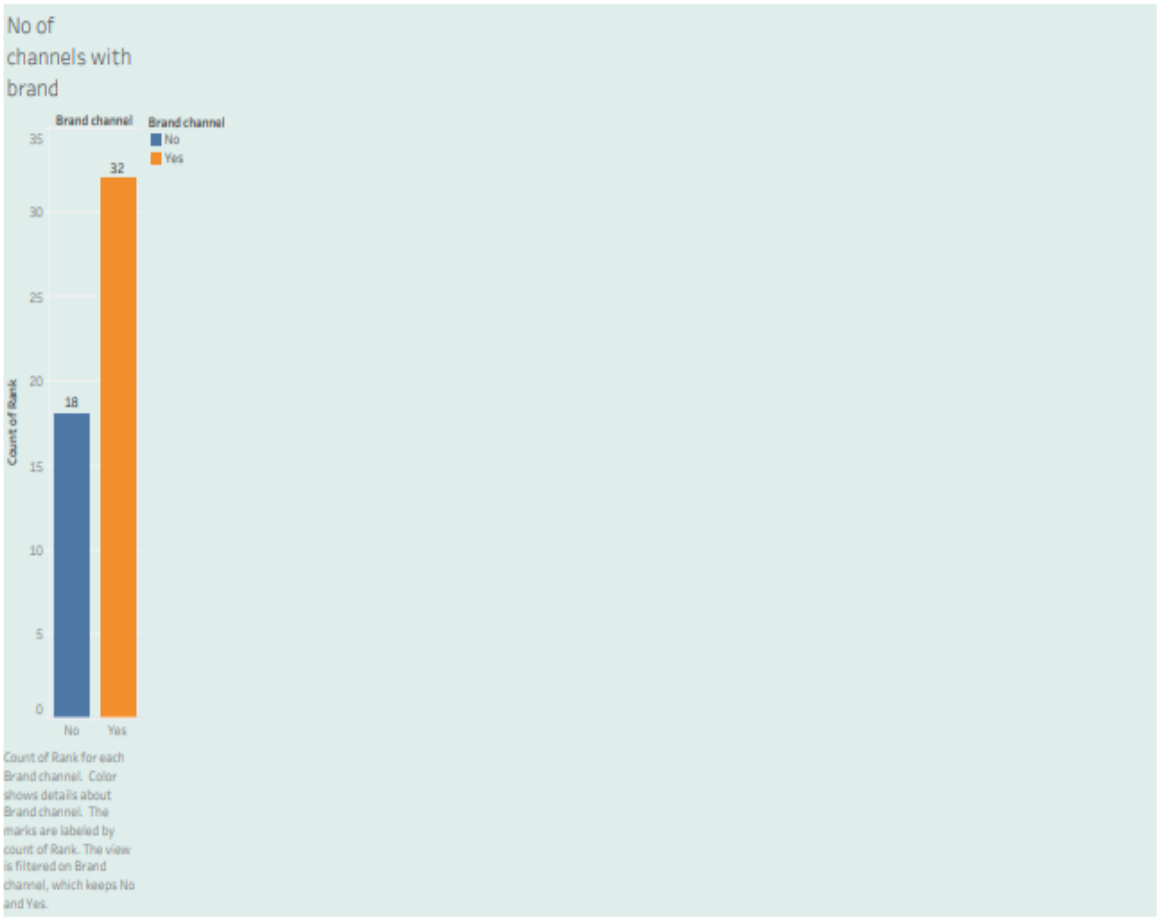
Rank Wise Channel

channel	
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
BillionSurpriseToys	39
Infobells	40
JuegaGerman	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
SonyMusicIndiaVEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
A4	50

Sum of Rank broken down by channel.

The sheet Shows top 50 YouTube Subscribers channel. It was ranked based on their subscriber.

Sheet 2: No. of channels with brand



It shows bar graph based on their brand channel or not and their count were shown.

Sheet 3: Channel brand

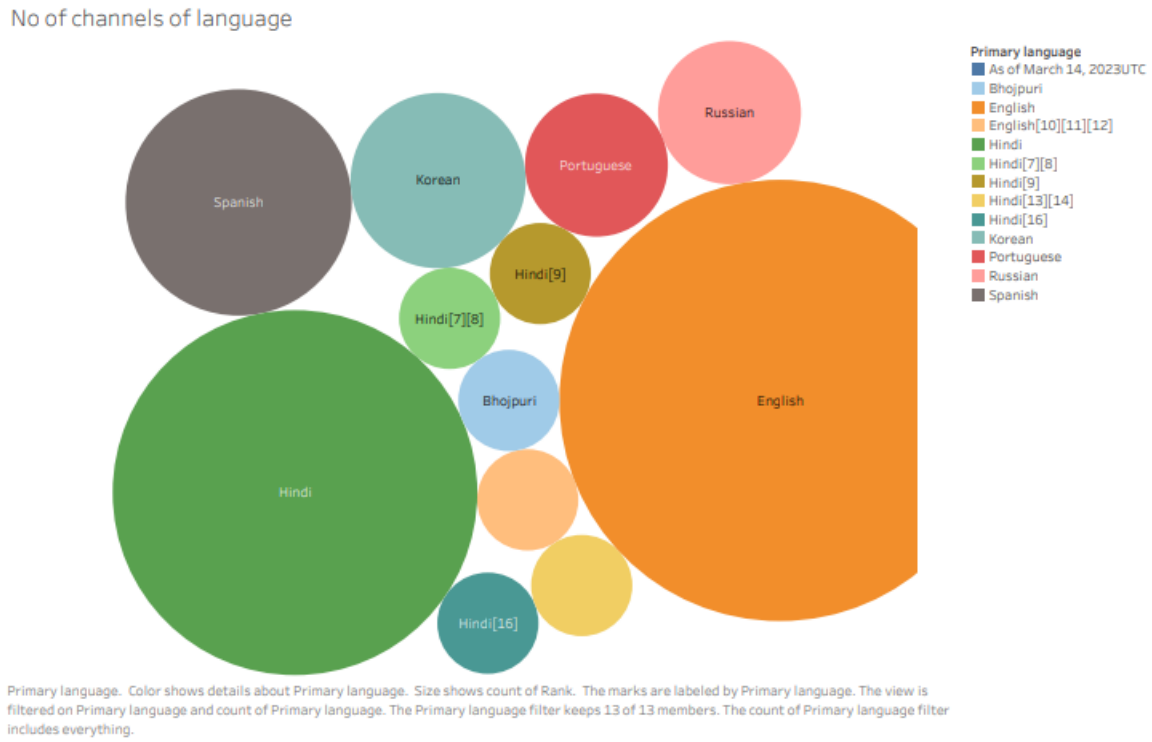
Top 50 YouTube channels were tabulated in order to know they were branded channel or not.

Sheet 4: Channel Name with Subscribers

The sheet shows channel and their subscribers.

They were arranged based on their subscribers count.

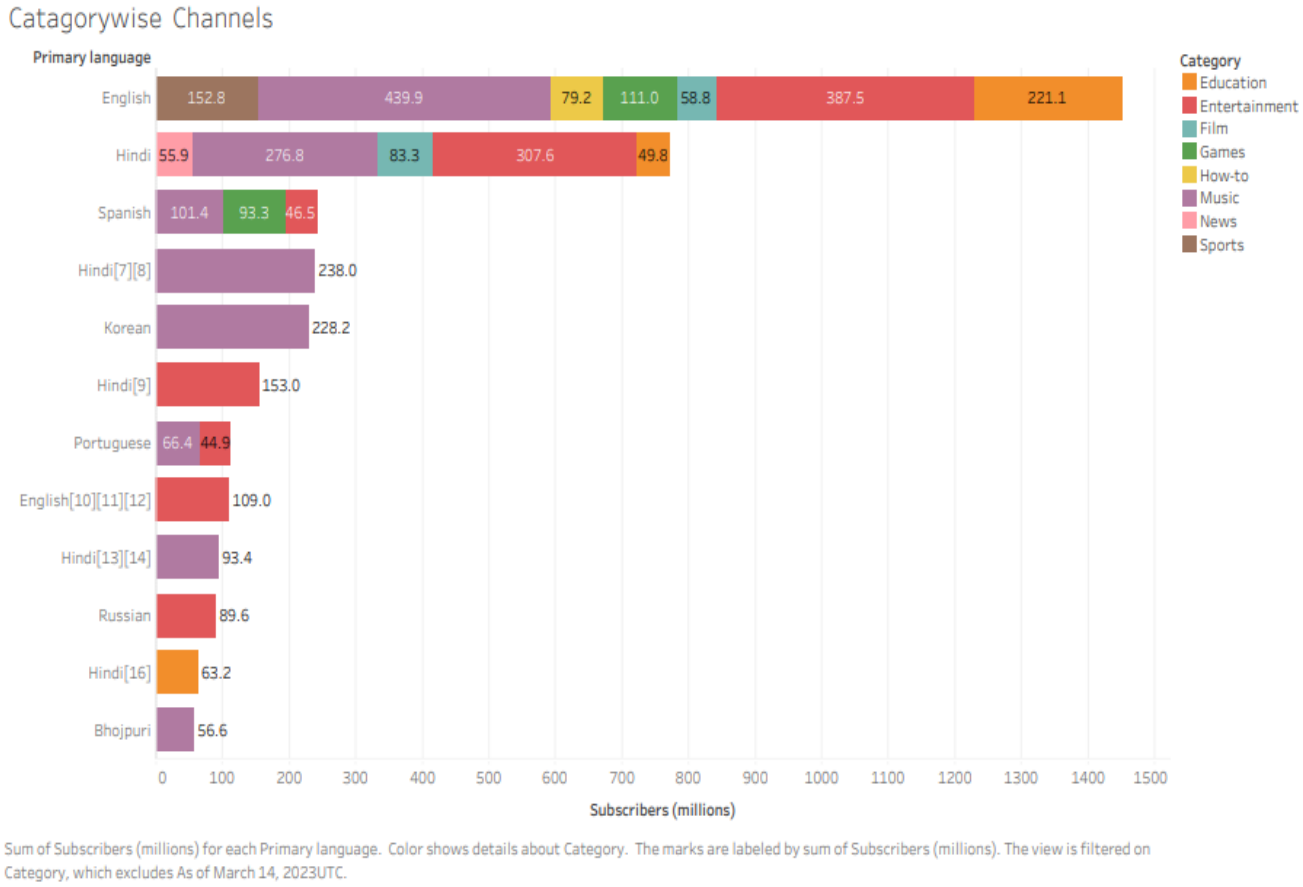
Sheet 5: No. of channels of language



Bubble chart represents primary language and count of primary language and count of rank.

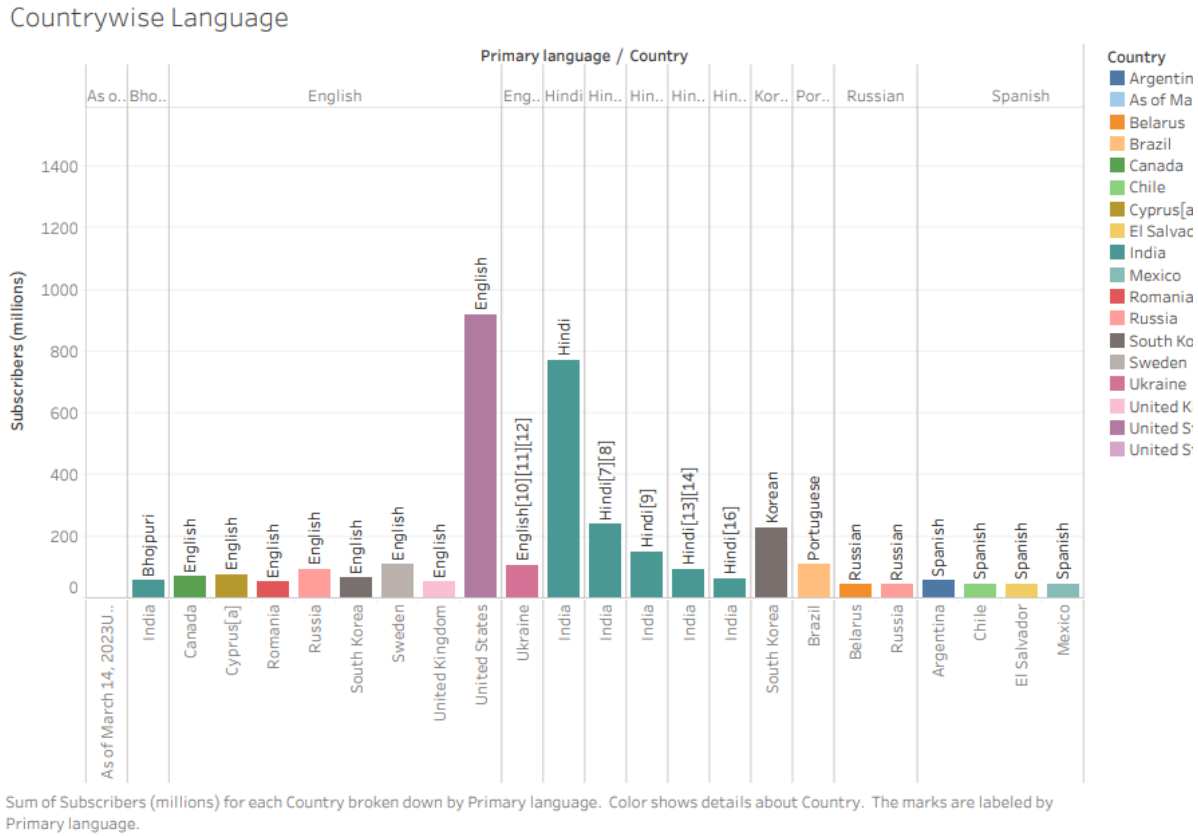
The colour shows different languages.

Sheet 6: category wise channels



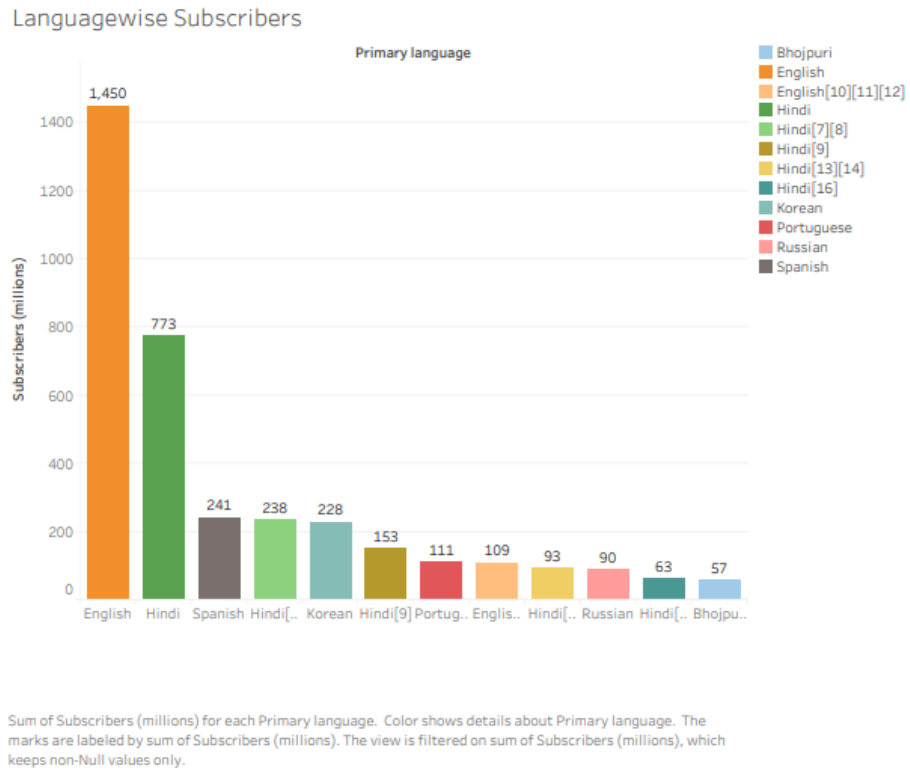
Horizontal Bar Chart shows category wise channel related to the primary language and their subscribers were shown on the horizontal bar.

Sheet 7: Country wise Language



The bar chart represents the country /primary languages and their subscribers.

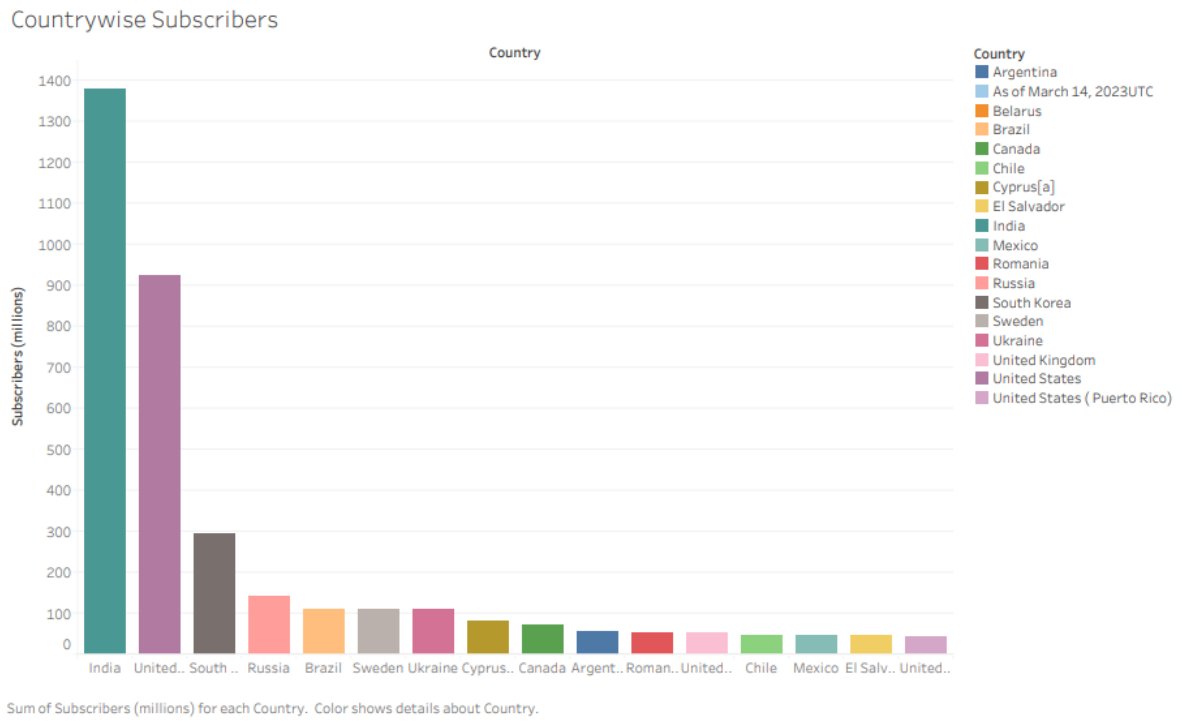
Sheet 8: Language wise Subscribers



The bar chart shows the primary languages and subscribers in millions were labelled.

They are arranged in descending order.

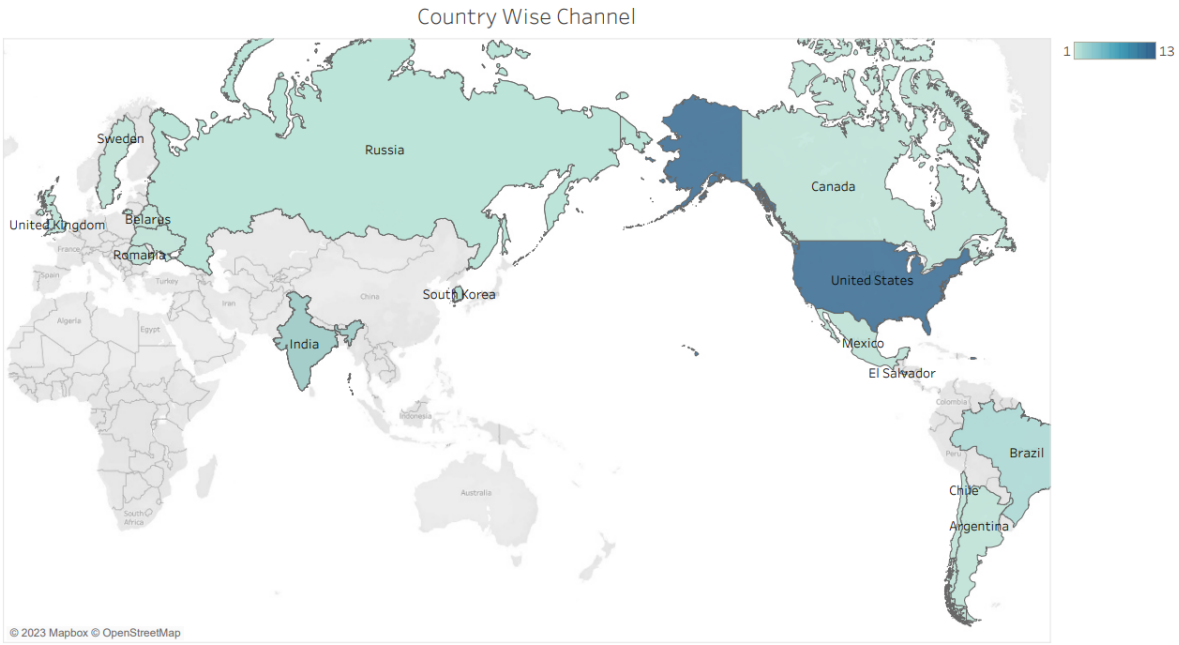
Sheet 9: Country wise Subscribers



The bar chart shows the country and subscribers in millions.

They were arranged in descending order.

Sheet 10: Country wise Channel



Map based on Longitude (generated) and Latitude (generated). Color shows count of channel. The marks are labeled by Country. Details are shown for Country and Primary language.

The world map shows the country, subscribers, languages and their count.

The Country Name were labelled on the map.

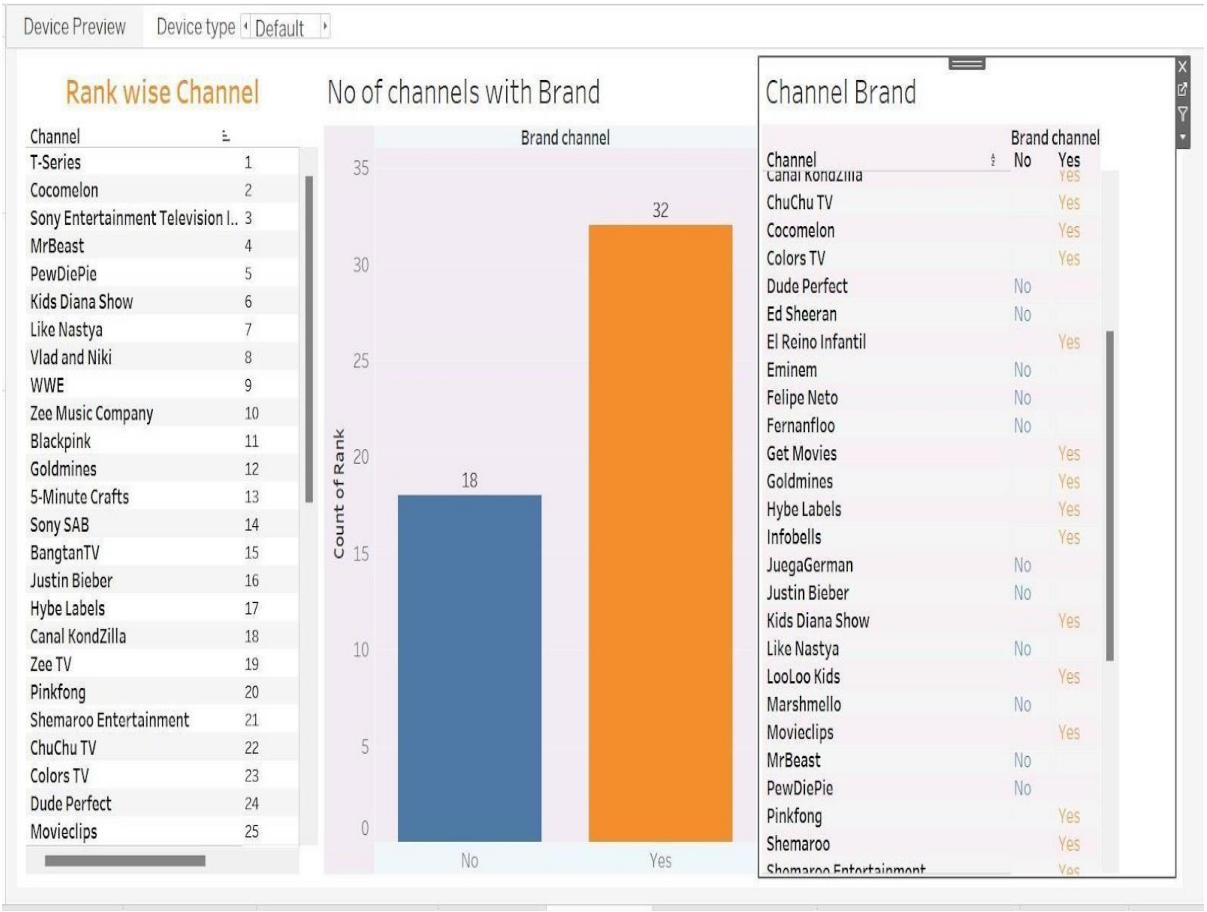
Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Responsive and Design of Dashboard

The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centred design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

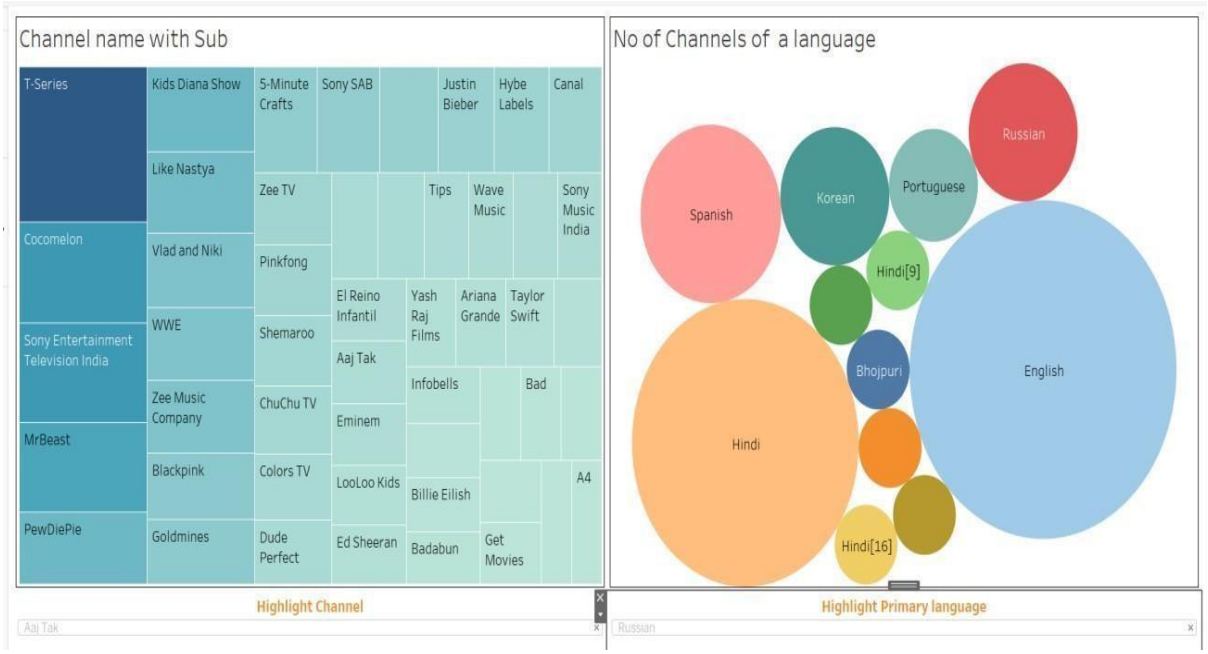
Dashboard 1



Dashboard 1 gives the information about

- Rank wise Channel
- No of channels with brand
- Channel Brand

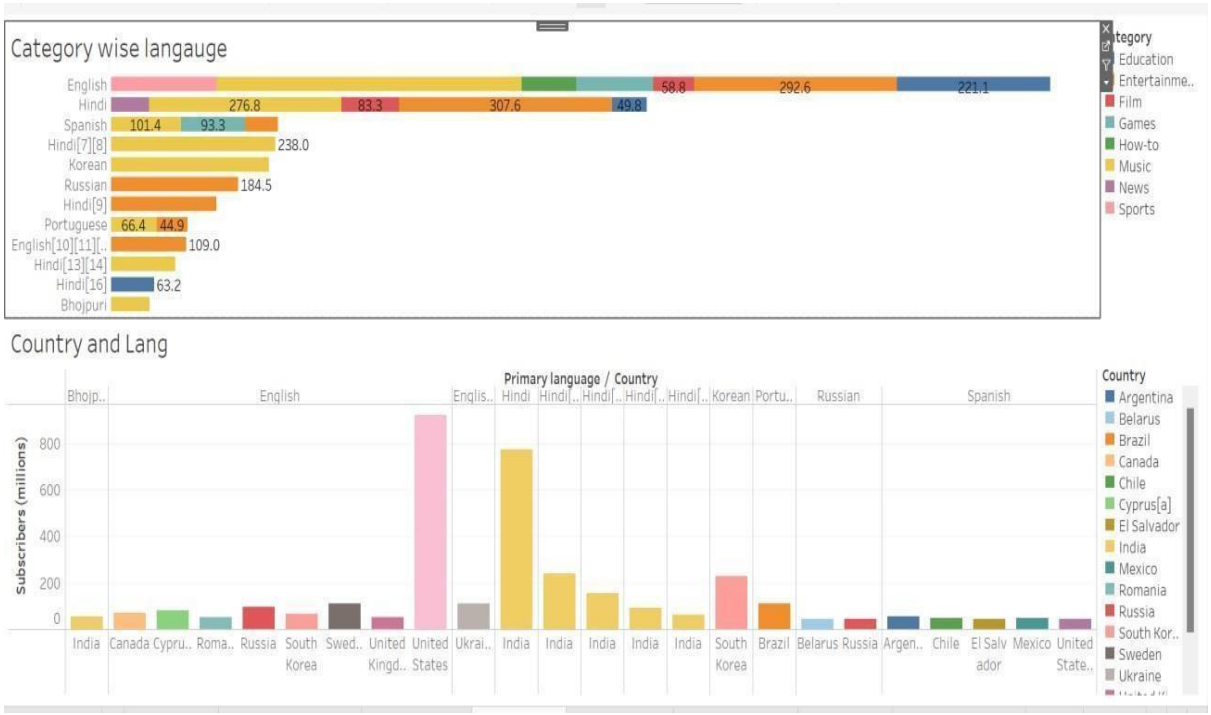
Dashboard 2



Dashboard 2 gives the information about

- Channel name with Subscriber
- No of channels of languages

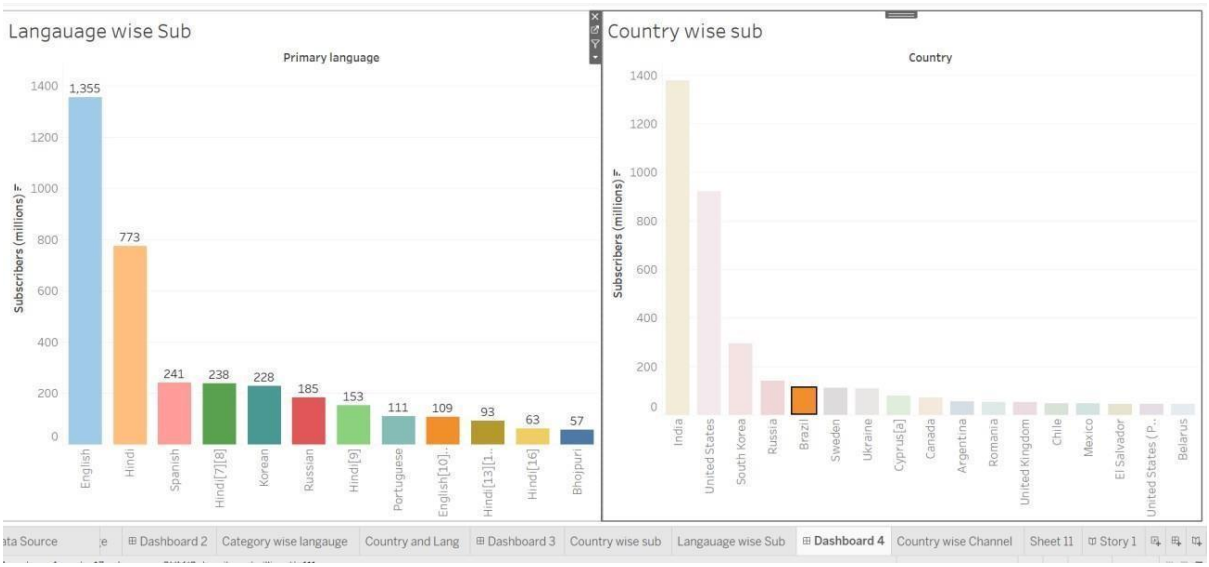
Dashboard 3



Dashboard 3 gives the information about

- Country Wise Channel
- Country and Languages

Dashboard 4



Dashboard 4 gives the information about

- Language Wise Subscribers
- Country Wise Subscribers

Story

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

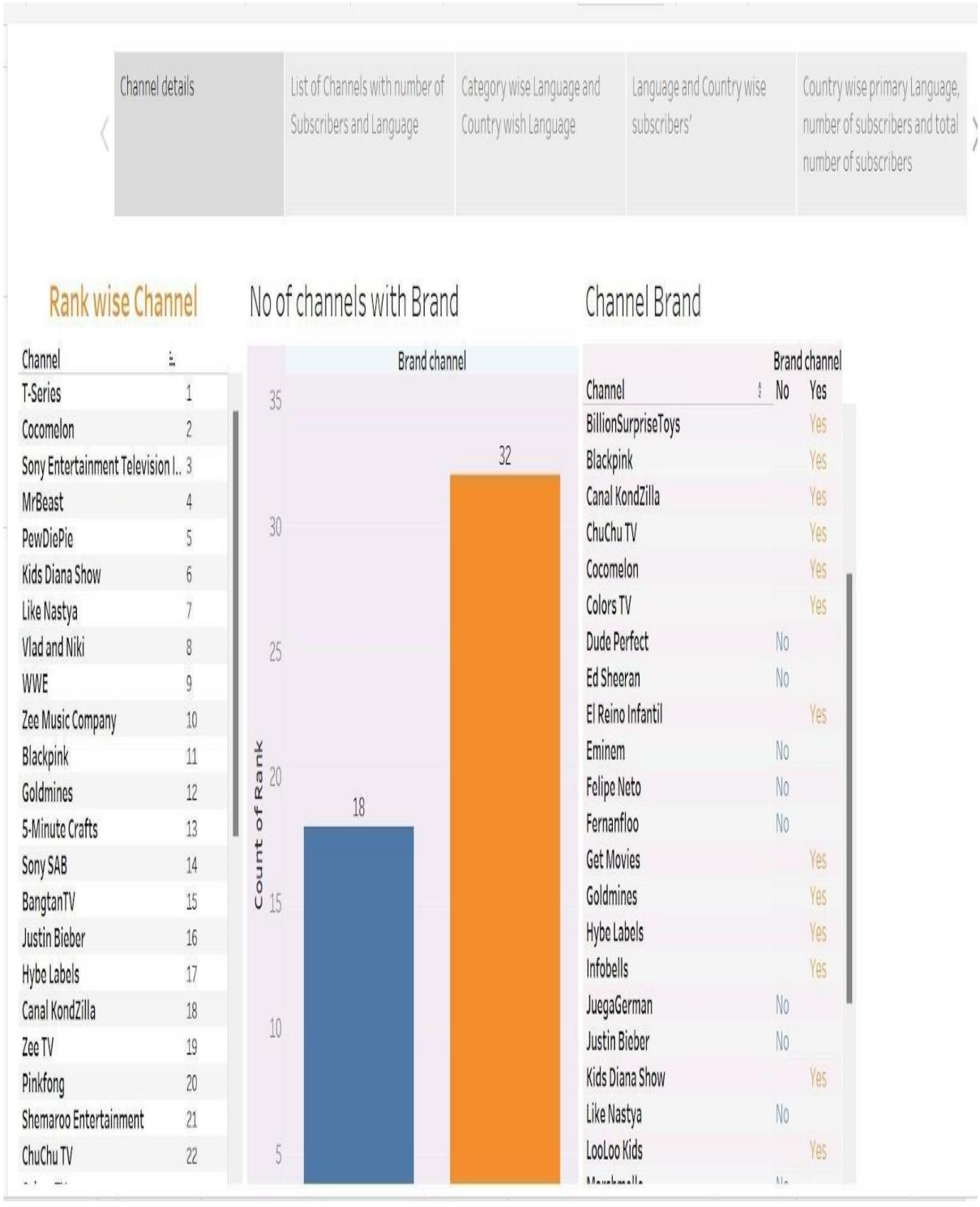
The link given is for story.

https://drive.google.com/file/d/1uuLQRj8-OYE_2fkNlLrdQlaXAav5nvG6/view?usp=drivesdk

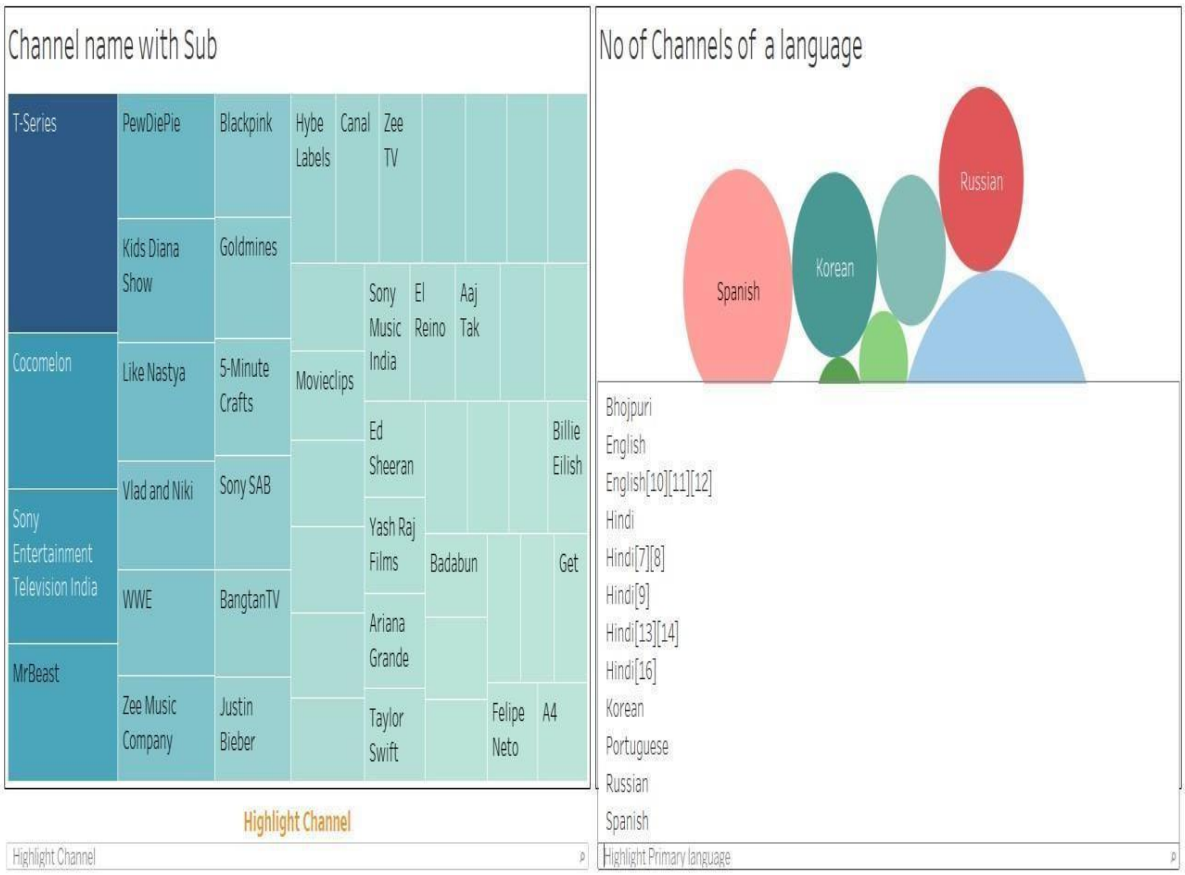
No of Scenes of Story

The number of scenes in a storyboard for Data-Driven insights on YouTube channels Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

Story1


Channel details
List of Channels with number of Subscribers and Language
Category wise Language and Country wish Language
Language and Country wise subscribers'
Country wise primary Language, number of subscribers and total number of subscribers
Rank wise Channel
Channel
T-Series 1
Cocomelon 2
Sony Entertainment Television I.. 3
MrBeast 4
PewDiePie 5
Kids Diana Show 6
Like Nastya 7
Vlad and Niki 8
WWE 9
Zee Music Company 10
Blackpink 11
Goldmines 12
5-Minute Crafts 13
Sony SAB 14
BangtanTV 15
Justin Bieber 16
Hybe Labels 17
Canal KondZilla 18
Zee TV 19
Pinkfong 20
Shemaroo Entertainment 21
ChuChu TV 22
No of channels with Brand
Brand channel
Count of Rank
35
30
25
20
15
10
5
18
32
Channel Brand
Brand channel
Channel
No
Yes
BillionSurpriseToys Yes
Blackpink Yes
Canal KondZilla Yes
ChuChu TV Yes
Cocomelon Yes
Colors TV Yes
Dude Perfect No
Ed Sheeran No
El Reino Infantil Yes
Eminem No
Felipe Neto No
Fernanfloo No
Get Movies Yes
Goldmines Yes
Hybe Labels Yes
Infobells Yes
JuegaGerman No
Justin Bieber No
Kids Diana Show Yes
Like Nastya No
LooLoo Kids Yes

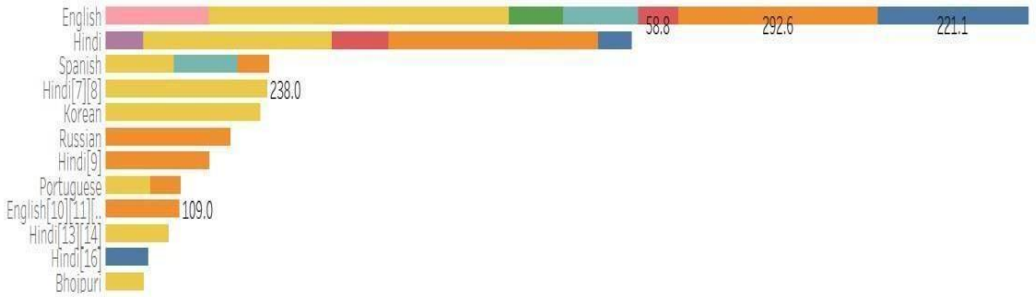
Channel details | List of Channels with number of Subscribers and Language | Category wise Language and Country wish Language | Language and Country wise subscribers' | Country wise primary Language, number of subscribers and total number of subscribers



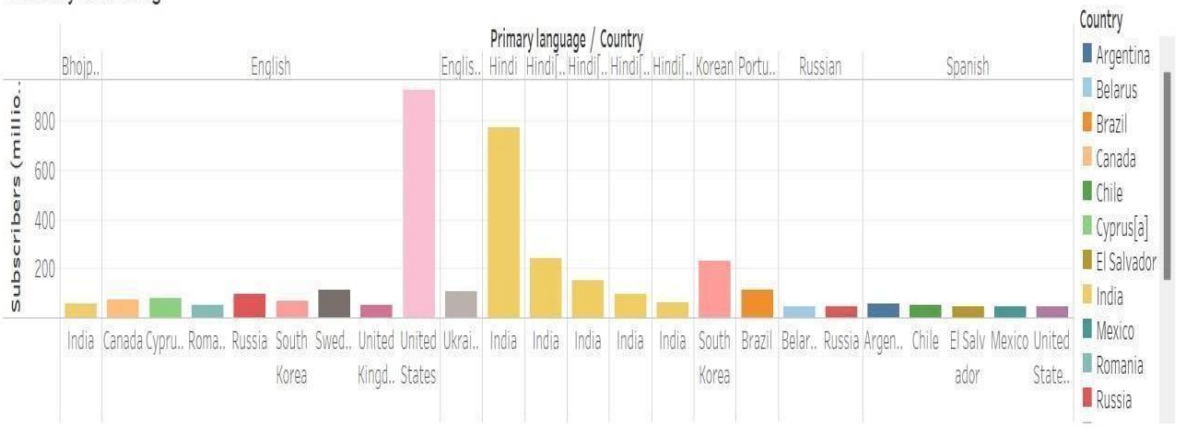
Data Source | ⊞ Dashboard 2 | Category wise langauge | Country and Lang | ⊞ Dashboard 3 | Country wise sub | Langauage wise Sub | ⊞ Dashboard 4 | Country wise Channel | Sheet 11 | Story 1

Channel details | List of Channels with number of Subscribers and language Updated | Category wise Language and Country wish Language | Language and Country wise subscribers' | Country wise primary Language, number of subscribers and total number of subscribers

Category wise langauge



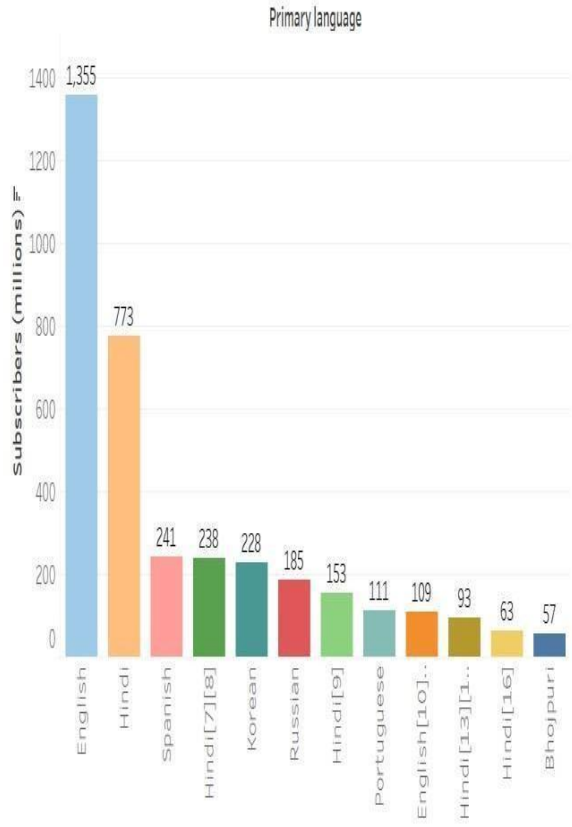
Country and Lang



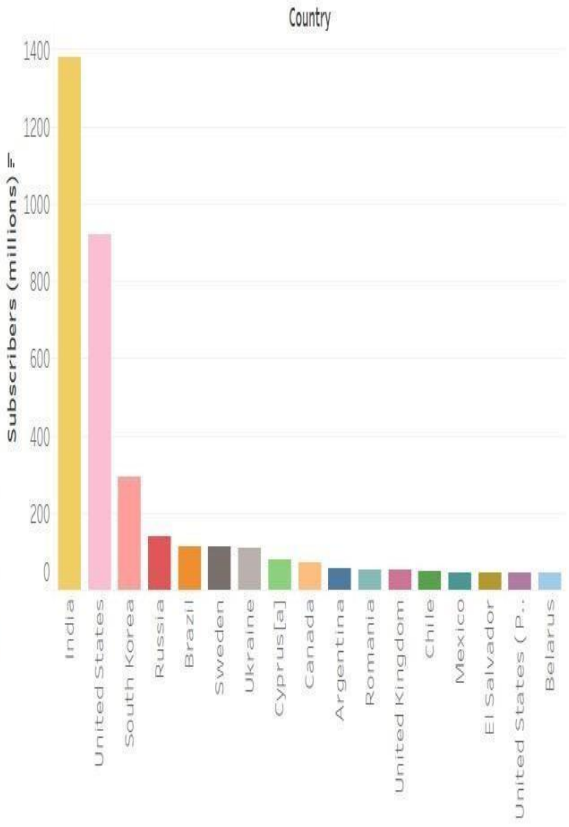
Data Source | ⊞ Dashboard 2 | Category wise langauge | Country and Lang | ⊞ Dashboard 3 | Country wise sub | Langauage wise Sub | ⊞ Dashboard 4 | Country wise Channel | Sheet 11 | Story 1

Channel details | List of Channels with number of Subscribers and Language | Category wise Language and Country wish Language | Language and Country wise subscribers' | Country wise primary Language, number of subscribers and total number of subscribers

Langauage wise Sub



Country wise sub



Data Source | e | Dashboard 2 | Category wise langauge | Country and Lang | Dashboard 3 | Country wise sub | Langauage wise Sub | Dashboard 4 | Country wise Channel | Sheet 11 | Story 1

Story 1

List of channels with number of subscribers ..	Category wise language and Country wise language	Language and country wise subscribers	Country wise primary language and number of subscribers and total n..

Highlight Country
Highlighting "Chile"

Publishing

Publishing Tableau Desktop to Tableau Public is a process which allows to share Tableau visualizations publicly on the internet. Tableau Public is a free cloud-based platform provided by Tableau Software specifically designed for sharing interactive data visualizations with the world. When you publish to Tableau Public, your visualizations become accessible to anyone on the web, and you can embed them in websites, blogs, and social media.

Publishing dashboard and reports to tableau public

We have published the results of our analysis in Tableau Public and given the link below.

https://public.tableau.com/app/profile/janaki.m3531/vizzes.

Project Demonstration & Documentation

Video explanation of our work have been recorded and the link for access is given here.

https://drive.google.com/file/d/12Hh0bGsvn1NAO4KCwYsXYyaHDe0bBb79/view

RESULT AND DISCUSSION

We have explored the top 50 YouTube channels by creating visualization in the form of dashboards and story. It's a fantastic resource for understanding the ever-evolving landscape of YouTube and staying ahead of the curve.

We have studied the data by creating charts for the following.

- Rank wish channel.
- number of channels with Brand.
- Brand Channel
- Channel name with subscribers
- Number of channels with a particular language.
- Category wise language

- Country with its primary language and number of subscribers.
- language wise subscribers
- Country wise channel

This project highly influencing us to analyse Tamil YouTube channels by using the Data Analytics Software Tableau, by gathering Data of these channel credits like subscriber count, views and engagement metrics. Arrange and prepare the data, then import it into Tableau. Explore the key metrics, trends, compare channels, gain insights into audience. By Collaborating and sharing the findings will uncover valuable insight on Tamil YouTube channels.

Thank you