

PROJECT REPORT

THE MOST SUBSCRIBED YOUTUBE CHANNELS

Introduction

In recent years the digital realm has been evolving rapidly. With over 2 billion monthly active users and over 1 billion hours of video watched daily, YouTube is one of the most popular social media platforms on the internet. In YouTube, subscription is one way to measure a channel's success. The most popular YouTube channels have millions or billions of subscribers and views, making them incredibly influential content creators on the internet.

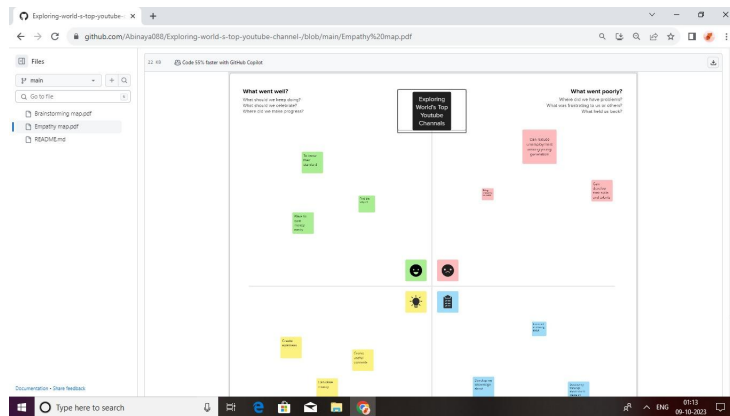
Analyzing the most popular YouTube channels can offer valuable insights into the online audience's trends and preferences. To get an overview, the Excel data set on Kaggle named "Most subscribed YouTube channels" contains 7 columns: rank, youtuber, subscribers, video views, video count, category, and started, which includes both quantitative dimensions and categorical dimensions and has a limitation in started years from 1970 to 2021 (Kaggle, 2023).

According to the charts below, features and subscriptions, valuable insights into the preferences and behaviours of YouTube users are provided. By examining the graphs, we can see that music and entertainment are the 2 most dominating industries among all the channels.

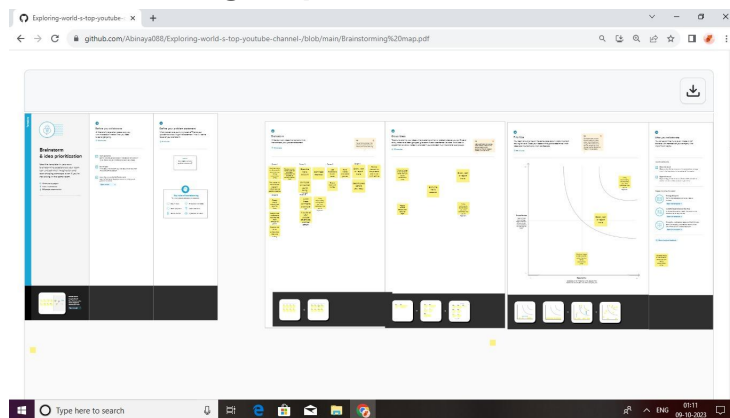
The analysis of the most subscribed YouTube channels has revealed some interesting insights, and data visualization helps explain the topic in an easy-to-understand format. According to the data analysis, we have seen that the top channels are dominated by fields in the music and entertainment industry. Also, different industries present different popularity. Some channels with fewer subscribers sometimes have more views and more engagement with their audience. Further research can explore how specific factors, such as average view duration and audience retention, impact video views within individual categories.

Problem definition and design thinking

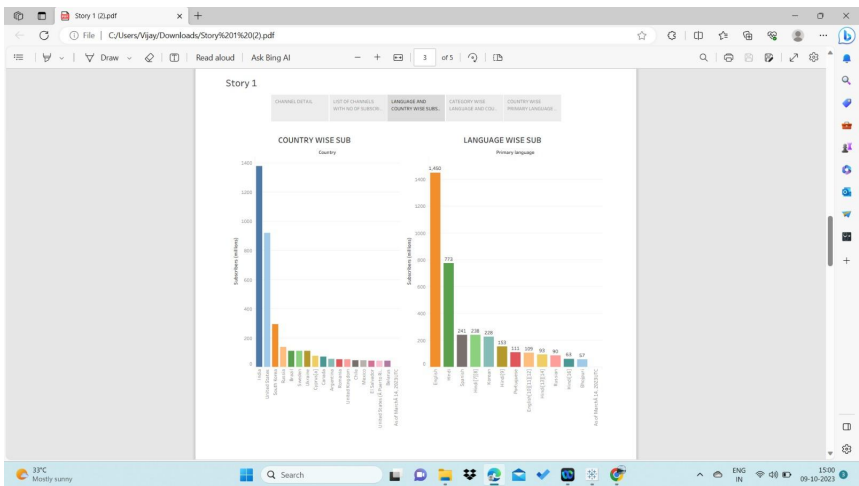
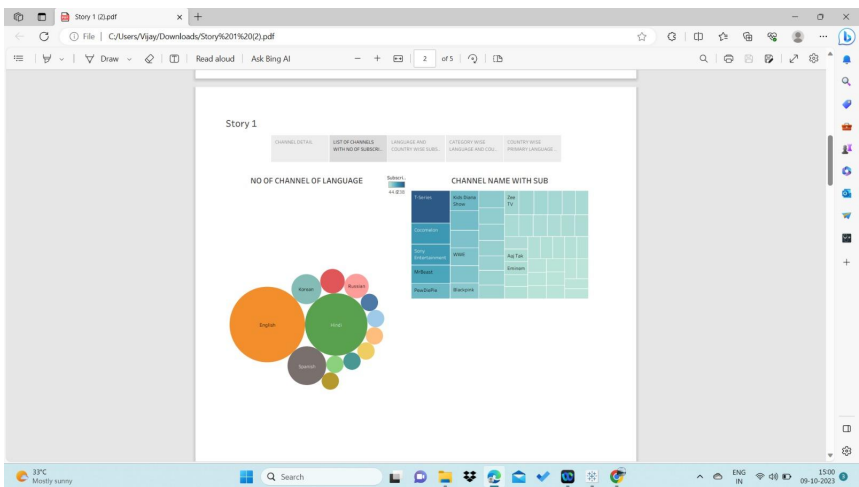
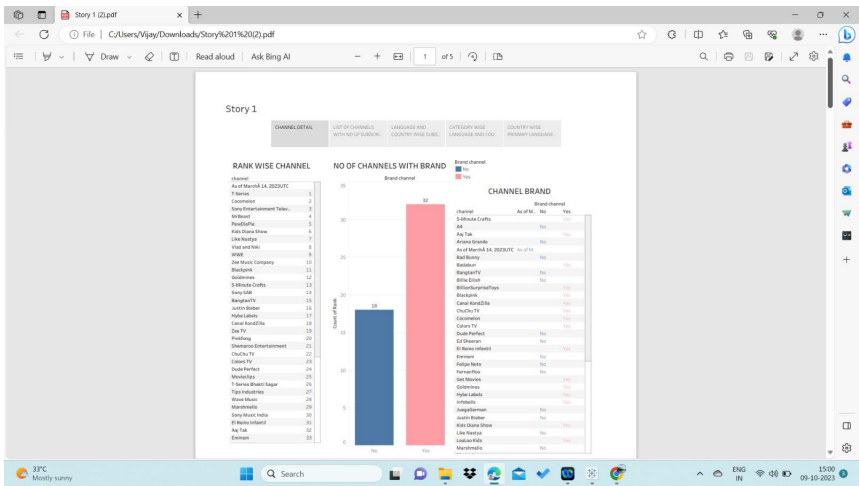
Empathy map

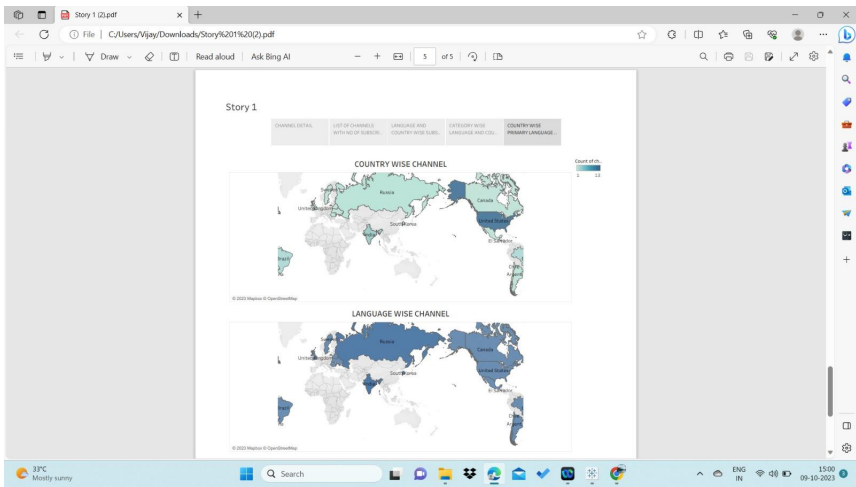
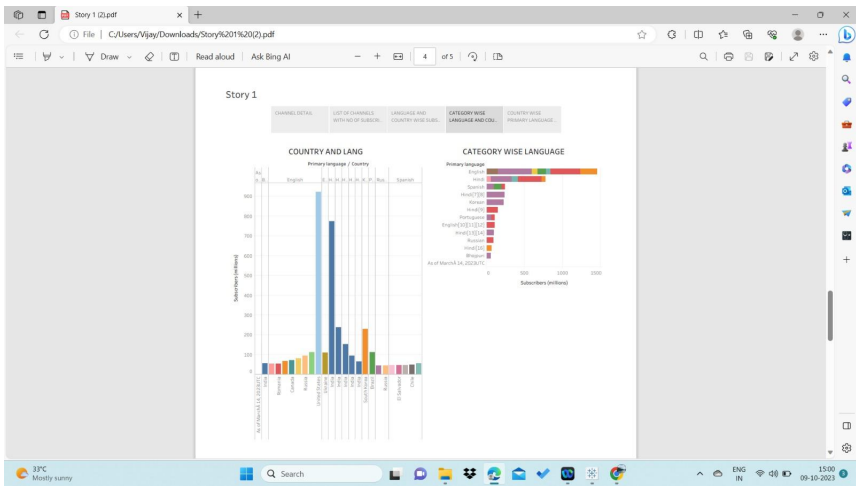


Brainstorming map



Result





Advantages& Disadvantages

Advantages -

The pros and cons of youtube for businesses and students,the audience and the general is used to serve a range of different causes.let's take a look at the advantage of youtube from various points of view.

youtube as an information disseminating platform for students

- Millions of viewers watch YouTube videos daily,and more than 70 percentage of youtube watching is on mobile devices.There are many youtube benefits for students in the automotive, IT engineering, financial and medical fields.There is an expert youtube channels for every area.

Youtube 's user friendliness

- If you are interested in food and, religion,culture, parenting tips, there's a channel on YouTube that will offer online help.It',s just for professional or pupils; from pet lovers to home, anyone can find content informative and stimulating.

Disadvantages -

Apart from the advantages and benefits, there are also some negative aspects of youtube for both youtubers and viewers.there have been numerous instance have been reported concerning content censorship because it is detrimental to students as well as society.the following elements can be attributed to the negative of youtube from various points of view.

A lot of distraction

- The platform is updated with new content each, making it difficult to avoid engaging and interesting videos.When you begin viewings youtube videos,you'll be able to continue watching more videos in the "Related videos"section.

Obscenity-one of the biggest drawbacks that youtube has

- The kind of information content that is uploaded on YouTube is largely in control today.The amount of people uploading videos has grown in the past 5years,and it's becoming challenging parents,as well as youtube,to review the content.Since, youtube is a no-cost and accessible platform for anyone

Application

- You can use analytics to better understand your video and channels performance with key metrics and reports in youtube studio.
- Youtube is the second biggest search engine in the world after Google. Thus, whether an individual is trying to make videos on YouTube to display a skill they have, or a digital marketer working on building a brand image for a client, understanding youtube Analytics is crucial. Today, youtube is a highly crowded platform, and making a mark amongst thousands of channels dealing in the same niche is tough. This blog focuses on several important aspects of youtube channels analytics and answers a few common questions that often baffle creators.

Conclusion

This article teaches you how to leverage the power of youtube Analytics data and draw crucial insights into the performance of your youtube channel. It also provides in-depth knowledge about metrics such as audience retention, real-time activities, traffic, etc. That you keep track of, to refine and optimize your content and strategies using the youtube Analytics functionality.

Future scope

- data aggregation and analysis
- Discovering untapped markets and their potential
- Efficient distribution of resources
- Increase efficiency
- E-commerce and retail

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RESOURCE LINK