

PROJECT REPORT ON

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1- INTRODUCTION

1.1. OVERVIEW

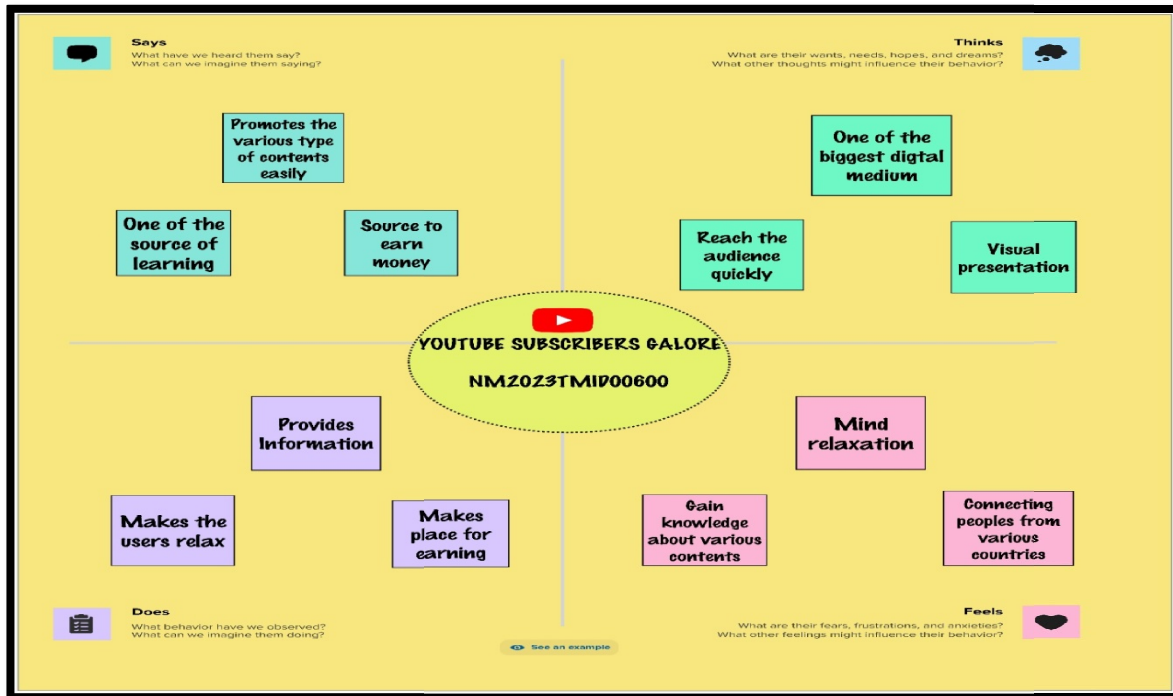
A Subscriber to a channel on the video sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's Subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. Youtube began publishing a list of its most subscribed channels in April 2006. An early archive of the list dates to May 2006.

1.2. PURPOSES

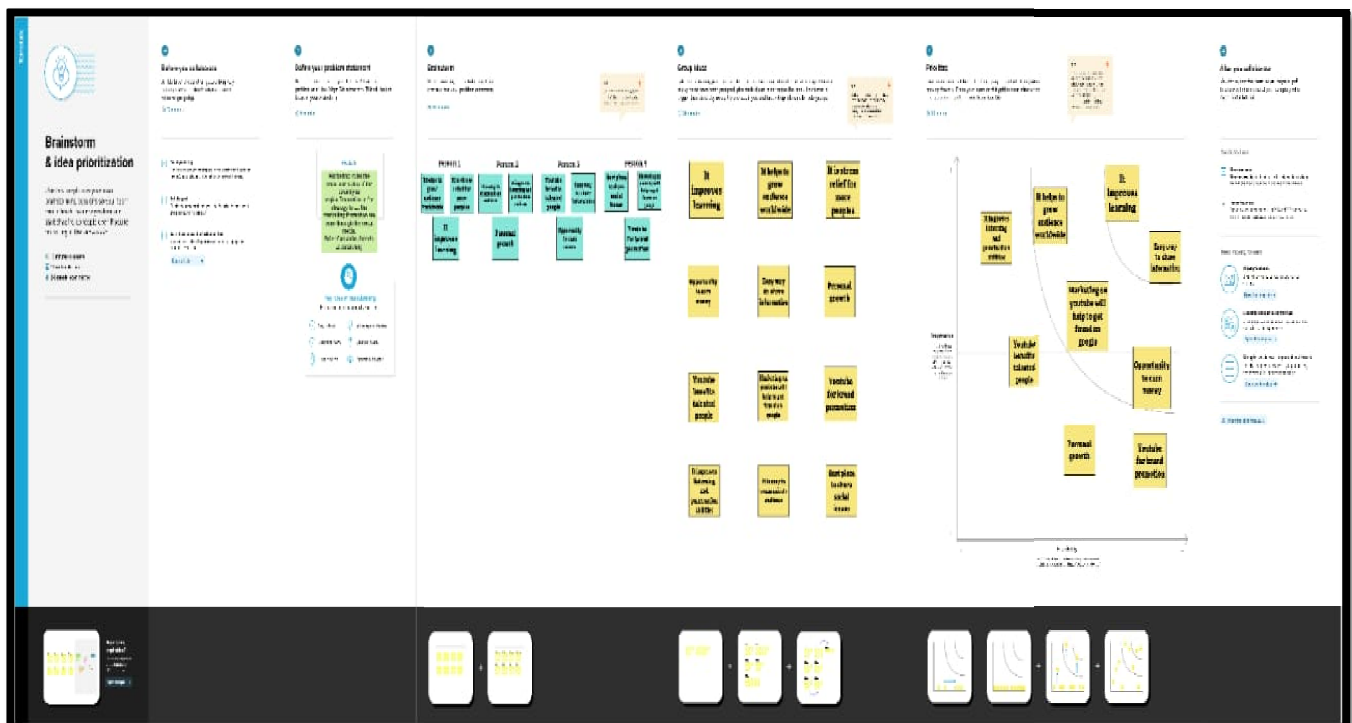
The core idea of YouTube was video sharing, which is what it does. It gives you a platform to share your videos. It lets the world know you through your content. Whatever your skills are, you can showcase them to the world via your YouTube. YouTube allows everyone to post their videos for free, so everyone does it. You can view every kind of content on YouTube. If you want to learn math or science, you will find every type of content related to every topic. This might come as a surprise to you but YouTube is a social media, the platform allows you to comment with others in the comments section. One of the drastic transformations Google introduced after the acquisition was by the YouTube Ads and partner programs (monetization tools). All of this enables creators and

2- PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



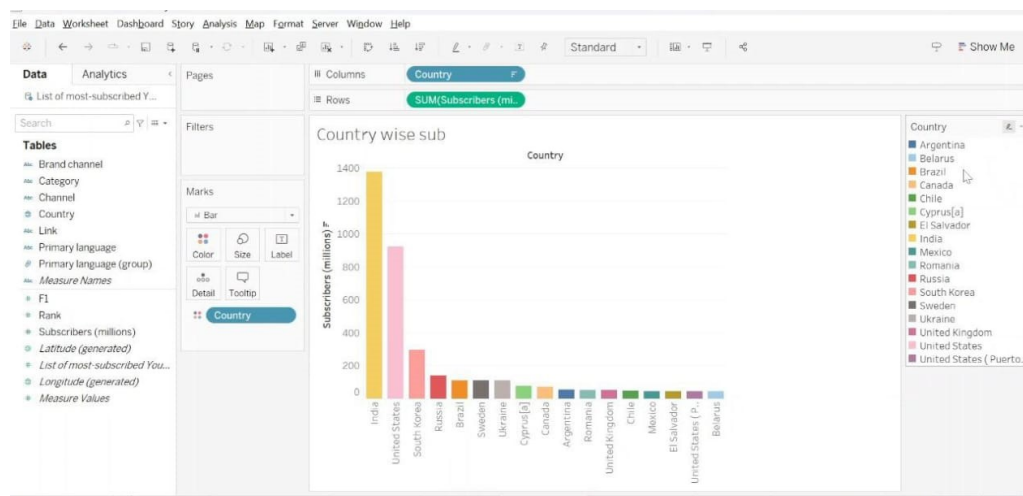
3. RESULT

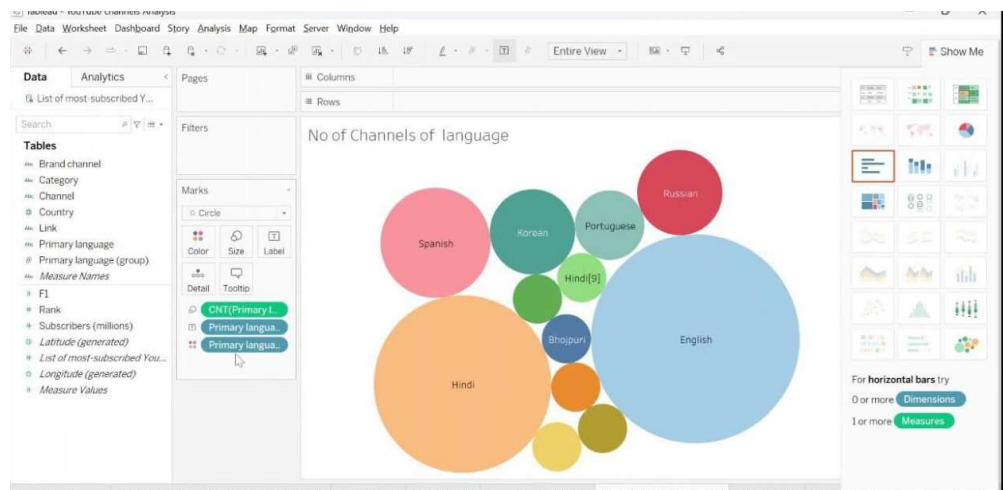
3.1 SOCIAL IMPACT

YouTube is the world's largest platform for creating, sharing and discovering video content. YouTube recommendations are responsible for helping more than a billion users discover personalized content from an ever-growing corpus of videos. In this analysis, the series has the most subscribers and it possesses the top 1 channel among the other 50 YouTube channels. Among the various languages, English is the most liked and subscribed by the viewers, because of the universal language used so that all the content will reach the viewers directly. In India only, there are a lot of subscribers and viewers of the YouTube digital platform, nearly 1400 millions.

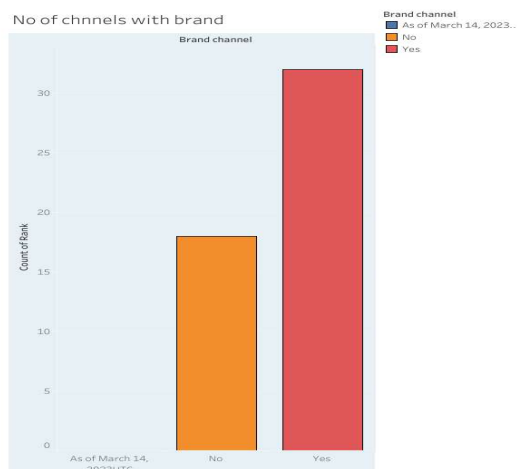
3.2 ACTIVITY AND SCREEN SHOTS

SCREENSHOTS

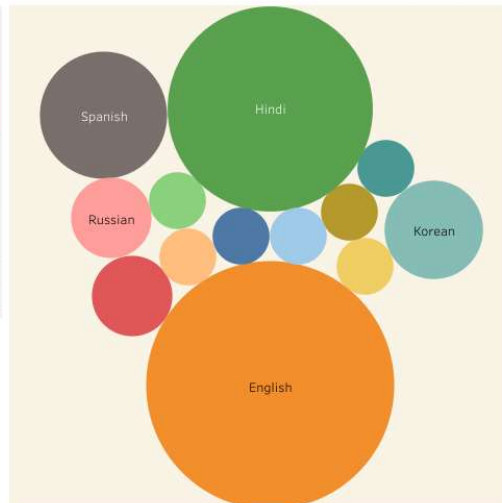
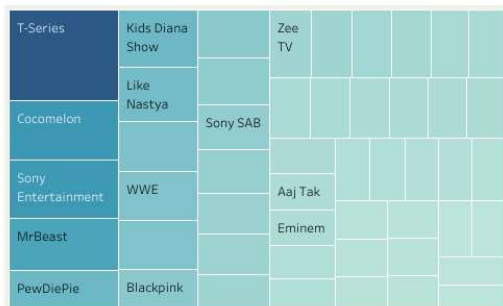




DASHBOARD 1

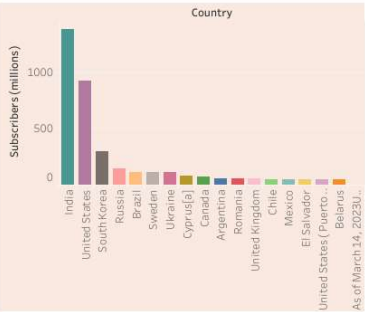


DASHBOARD 2

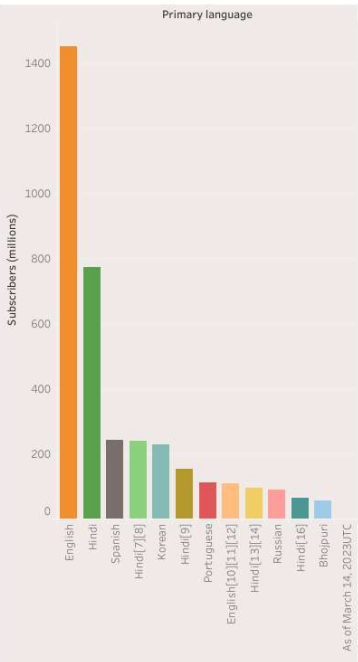


DASHBOARD 3

Country wise sub

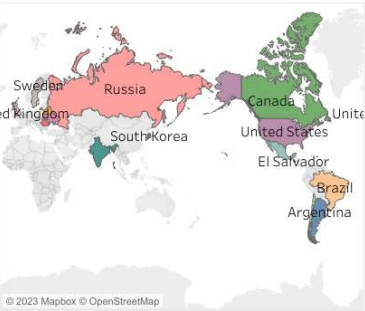


Language wise sub



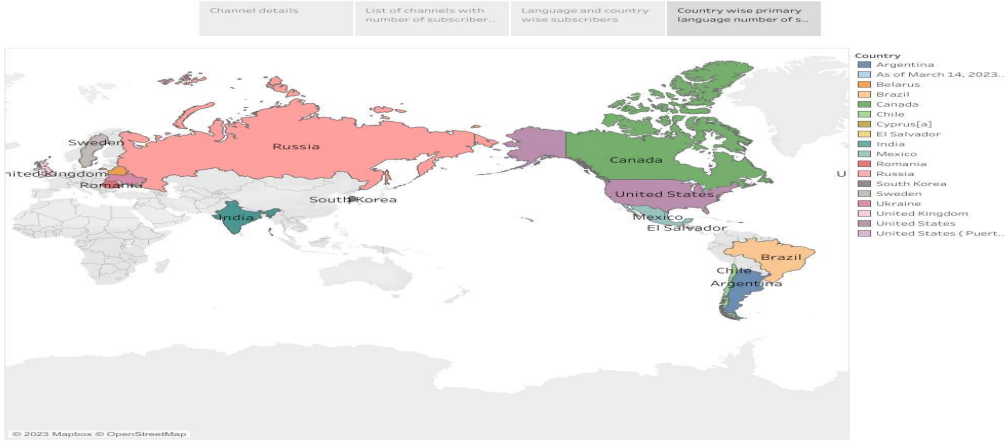
- Primary language
- As of March 14, 2023..
 - Bhojpuri
 - English
 - English[10][11][12]
 - Hindi
 - Hindi[7][8]
 - Hindi[9]
 - Hindi[13][14]
 - Hindi[16]
 - Korean
 - Portuguese
 - Russian
 - Spanish
- Country
- Argentina
 - As of March 14, 2023..
 - Belarus
 - Brazil
 - Canada
 - Chile
 - Cyprus[a]
 - El Salvador
 - India
 - Mexico
 - Romania
 - Russia
 - South Korea
 - Sweden
 - Ukraine
 - United Kingdom
 - United States
 - United States (Puerto Rico)

Country wise channel



STORY 1

Story 1



4. TEAM DETAILS

TEAM ID: NM2023TMID00600

S.NO	TEAM MEMBERS	NM ID
1	C. Abitha Sri (TEAM LEADER)	89FFAD0B6816C699BCB4934DE764D278
2	R.Malathi	5FE2395E89BF18CA2574FD57F4A1DEE1
3	T.Thirisha	C21AECD678FCB879DA84A95FF195D12A
4	C.Vinitha	07DE512A25042ACA9774BDBE76368FA4

5. ADVANTAGES & DISADVANTAGES

ADVANTAGES:

- YouTube as an Information Disseminating Platform for Students.
- YouTube for Brand Promotion.
- YouTube Benefits Talented People.
- Easy Earning Is At The Very Top Of The List Of YouTube Benefits For Vloggers.

DISADVANTAGES:

- Ads a Drawback of YouTube For The Audience.
- A Lot of Distraction.

6. APPLICATIONS

- Improve the production quality of your YouTube videos
- Promote videos in your end screen
- Design an interesting look for your channel
- Include section and playlists on your homepage

7. CONCLUSION

We can conclude that YouTube is a very strong growing platform creating lots of opportunities for entrepreneurs and motivated people. The best way to succeed at it, apart from creating content, is knowing what people like and knowing how to reach those people. After reviewing the results from the survey.

8.FUTURESCOPE

- YouTube Will Be the World's Most Popular Entertainment Platform.
- The YouTube Platform Will Become A Destination For Immersive Programming.
- YouTube Will Become A Next Generation Cable TV Channel,With Regular Programming And Themed Channel Packages.
- YouTube Will Provides Viewers With New Ways To Experience Video Content From different Perspectives,Such As TV Reporter, Politician Or A Not Participant In The Event.

APPENDIX

SOURCE CODE- DASHBOARD-1

https://public.tableau.com/app/profile/abitha.sri.c/viz/DASHBOARD1_16951055265620/Dashboard1

DASHBOARD-2

https://public.tableau.com/app/profile/abitha.sri.c/viz/DASHBOARD2_16951057260280/Dashboard2

DASHBOARD-3

https://public.tableau.com/app/profile/abitha.sri.c/viz/DASHBOARD3_16951060105330/Dashboard3

SOURCE CODE- STORY

https://public.tableau.com/views/STORY_16951061873670/Story1?:language=en-US&:display_count=n&:origin=viz_share_link