



Subscribers Galore: Exploring World's Top Youtube Channels

SUBMITTED BY

AMALA H	36821U25001
BHARATHI B	36821U25004
DURGA B	36821U25010
SARANYA R	36821U25029

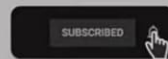
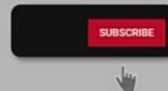
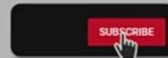
Under the Guidance of

Dr. S. RAJAVEL, M.Sc., M.Phil., Ph.D., B.Ed.

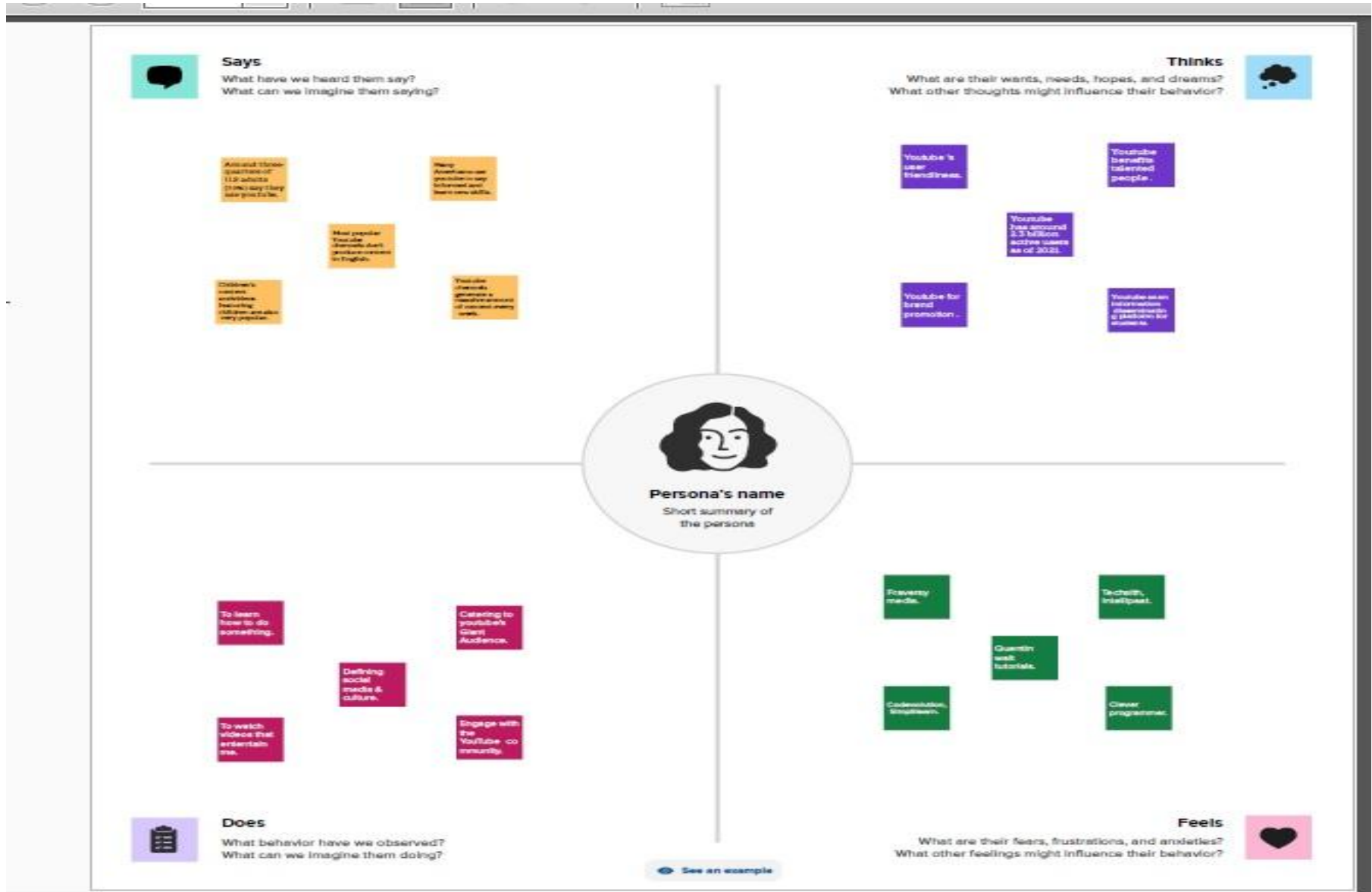
DEPARTMENT OF MATHEMATICS
GOVERNMENT ARTS AND SCIENCE COLLEGE (Jambukulam) ,
SHOLINGHUR-631102, RANIPET DISTRICT,
TAMIL NADU.

INTRODUCTION :

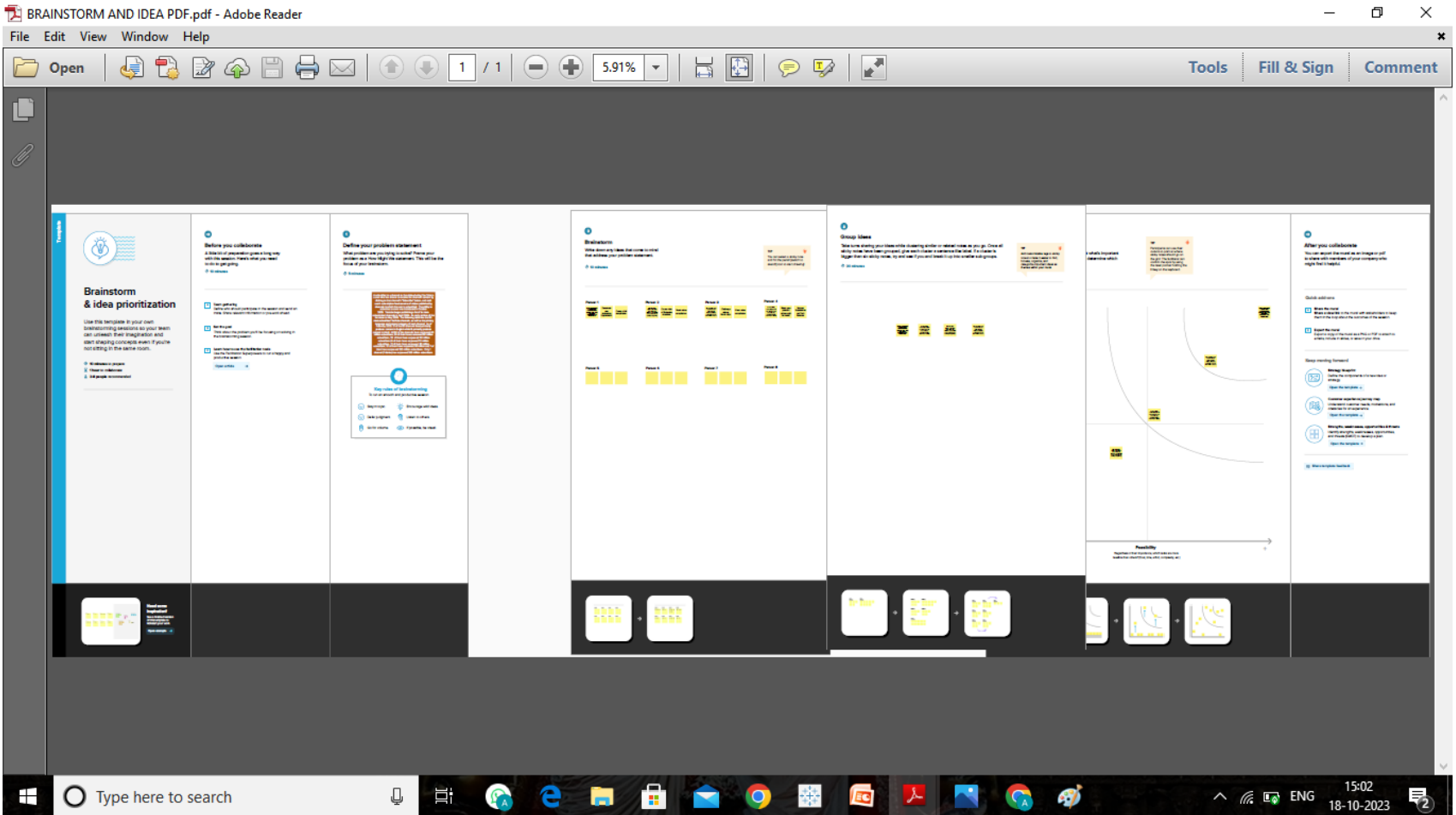
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to usectrs 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. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded.



EMPATHY MAP



BRAINSTORM



RESULTS

Tableau - Book2 [Recovered]

File Data Server Window Help

Connections [Add](#)

List of most-...Tube channels
Text file

Files

☐ Use Data Interpreter
Data Interpreter might be able to clean your Text file workbook.

List of most-... channels.csv

New Union

New Table Extension

List of most-subscribed YouTube channels

Connection ☒ Live ☐ Extract

Filters 0 [Add](#)

List of most-subscribed Yo...

Need more data?
Drag tables here to relate them. [Learn more](#)

List of most-subscribed Yo... 10 fields 51 rows 51 rows

Name
List of most-subscribed YouTube channels.csv

Fields

Type	Field Name	Physical ...	Rem...
#	F1	List of mos...	F1

#	#	Abc	Abc
F1	Rank1	Channel	Link
0	1	T-Series	Link
1	2	Cocomelon	Link
2	3	Sony Entertainment Televisio...	Link
3	4	MrBeast	Link
4	5	PewDiePie	Link

Data Source

ise language Country and Language Country wise sub Dashboard 1 Language wise sub Dashboard 2 Country wise channel Dashboard 3 Sheet 11 Dashboard 4 Story 1

Type here to search

14:19 18-10-2023

Rank wise channel

Tableau - Book2 [Recovered]

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard

Show Me

Data Analytics

List of most-subscribed ...

Search

Tables

- Brand channel
- Category
- Channel
- Country
- Link
- Primary language
- Primary language (group)
- Measure Names
- F1
- Rank1
- Subscribers (millions)
- Latitude (generated)
- List of most-subscribed Y...
- Longitude (generated)
- Measure Values

Filters

Marks

Automatic

Color Size Text

Detail Tooltip

SUM(Rank1)

Columns

Rows

Channel

Rank wise Channel

Channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	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

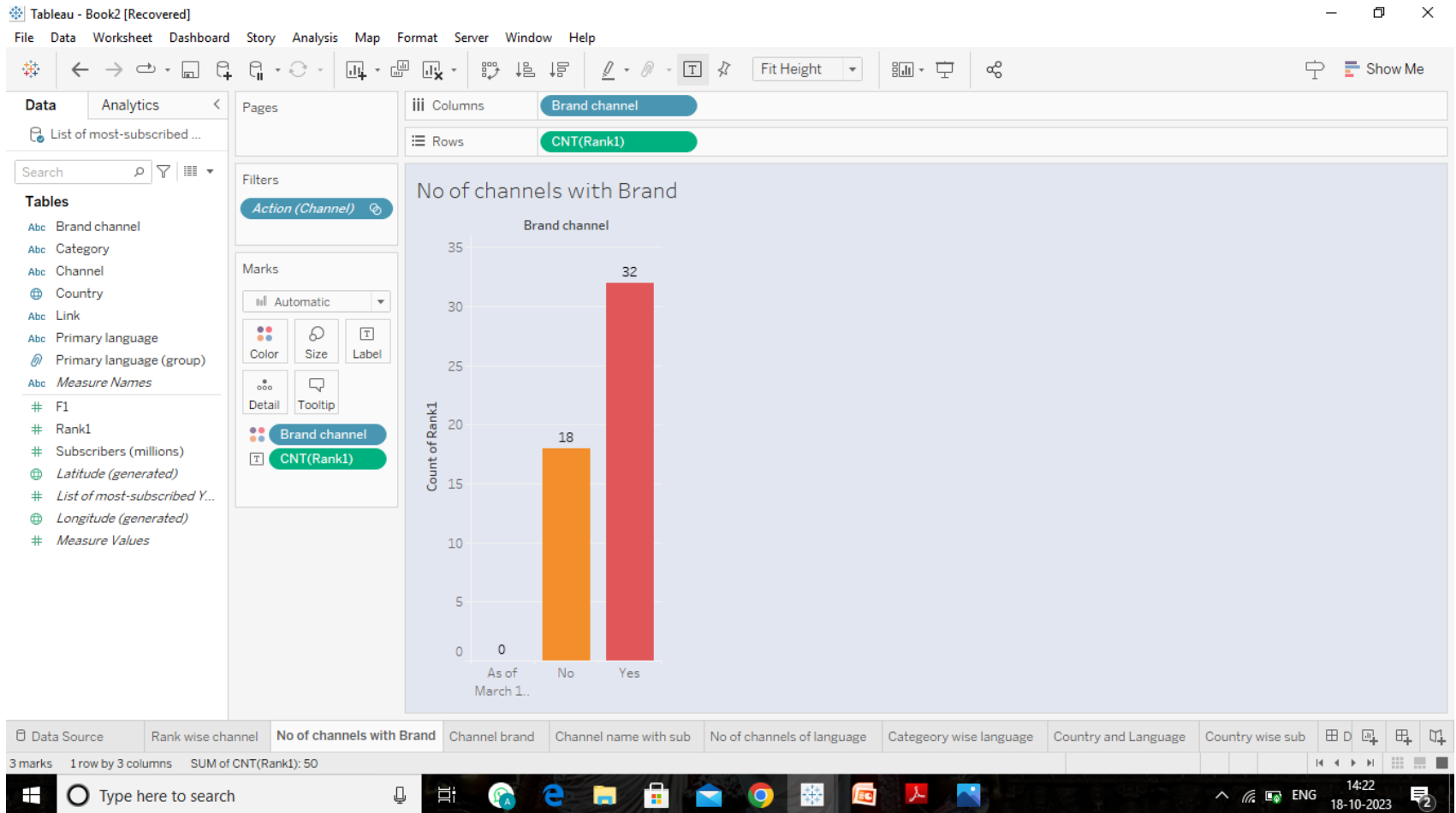
Data Source Rank wise channel No of channels with Brand Channel brand Channel name with sub No of channels of language Categrory wise language Country and Language Country wise sub

51 marks 51 rows by 1 column SUM(Rank1): 1.275

Type here to search

14:21 18-10-2023

No. of channel with Brand



Channel Brand

Tableau - Book2 [Recovered]

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard

Show Me

Data Analytics

List of most-subscribed ...

Search

Tables

- Brand channel
- Category
- Channel
- Country
- Link
- Primary language
- Primary language (group)
- Measure Names
- F1
- Rank1
- Subscribers (millions)
- Latitude (generated)
- List of most-subscribed Y...
- Longitude (generated)
- Measure Values

Pages

Columns Brand channel

Rows Channel

Filters

Marks

Automatic

Color Size Text

Detail Tooltip

Brand channel

Brand channel

Channel brand

Channel	Brand channel	
	As of M...	No Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
As of March 14, 2023UTC	As of M...	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
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	

Brand channel

- As of March 14, 2023..
- No
- Yes

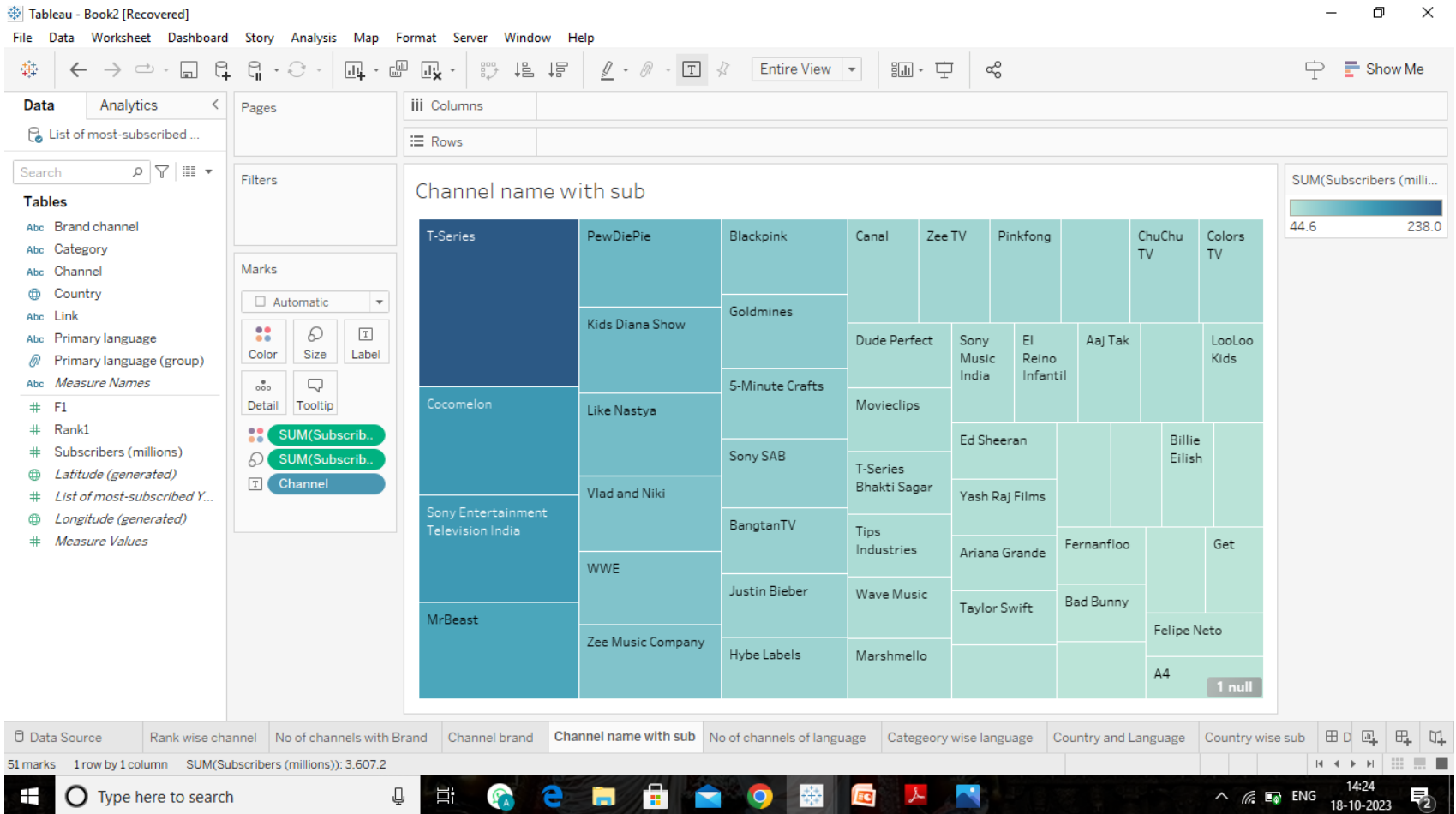
Data Source Rank wise channel No of channels with Brand Channel brand Channel name with sub No of channels of language Category wise language Country and Language Country wise sub

51 marks 51 rows by 3 columns

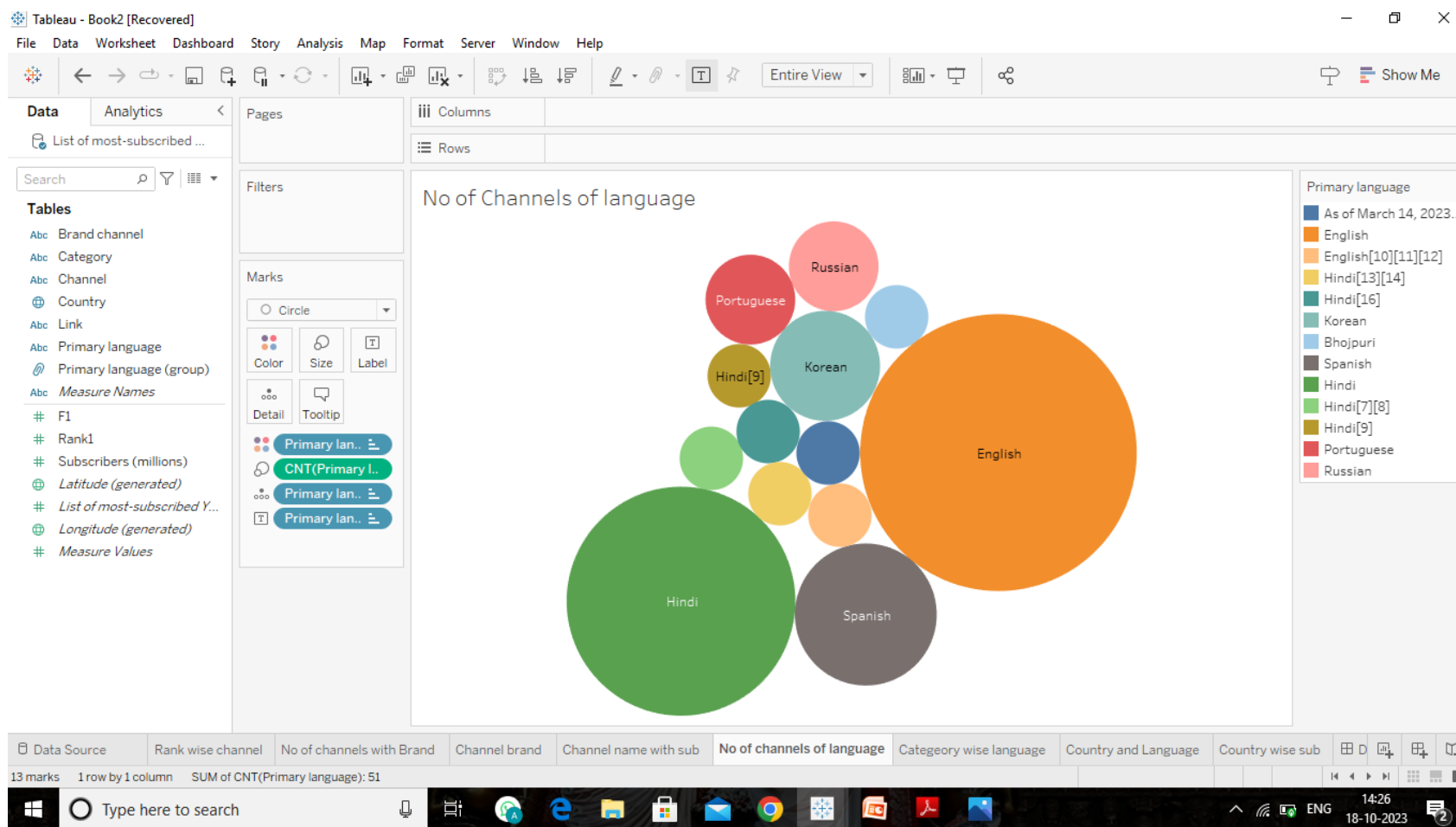
Type here to search

ENG 14:23 18-10-2023

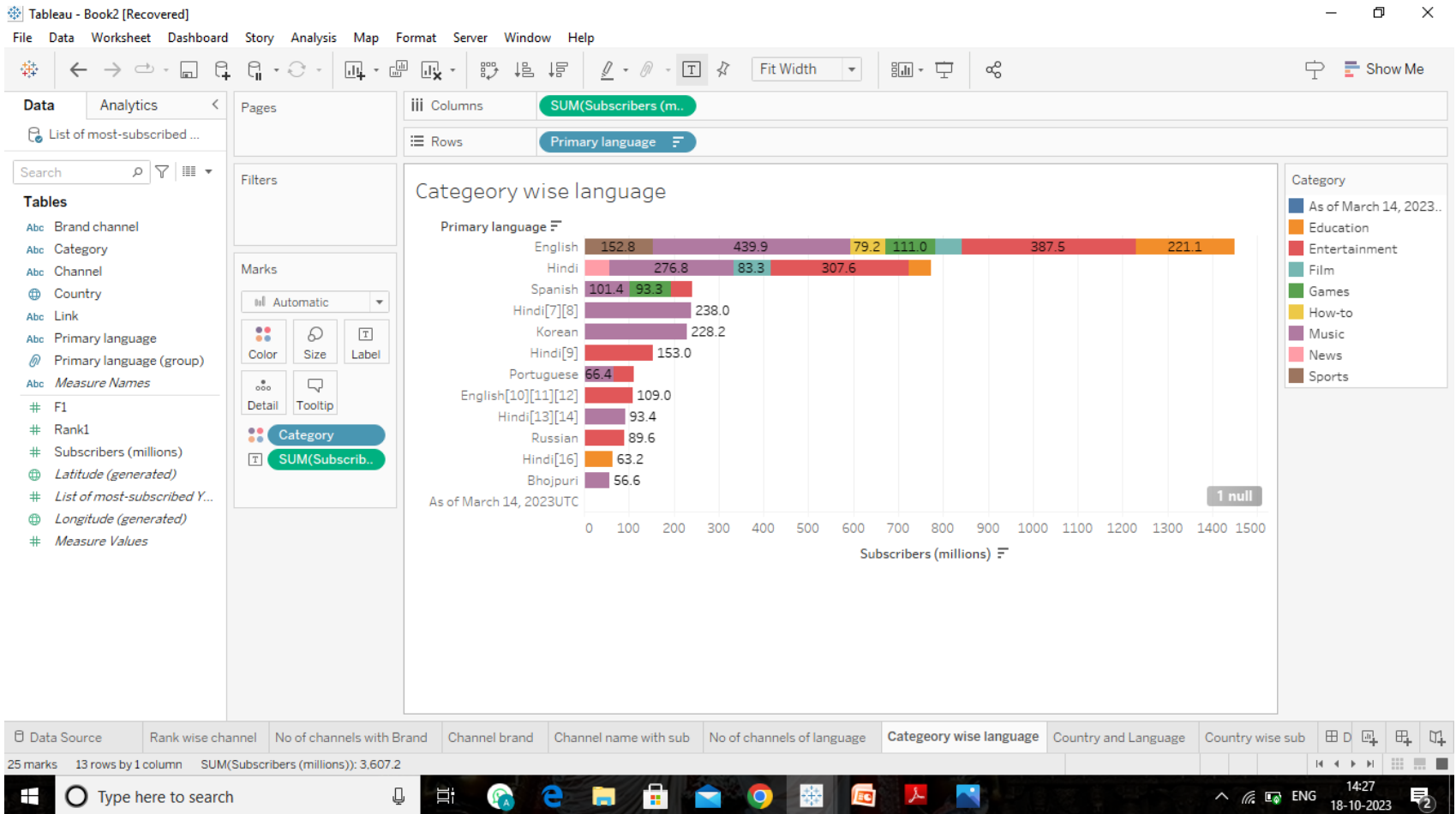
Channel name with sub



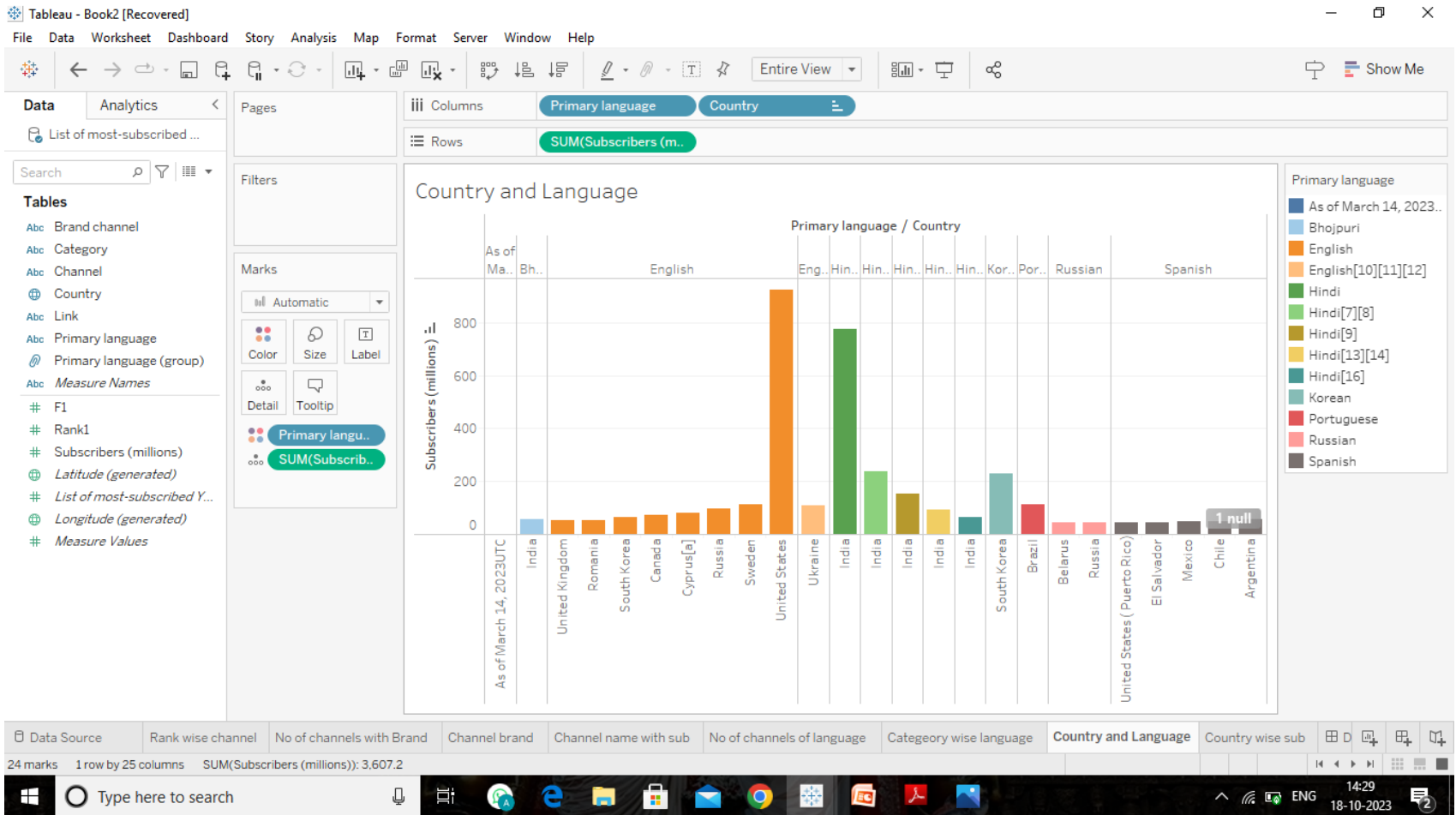
No .of channel of language



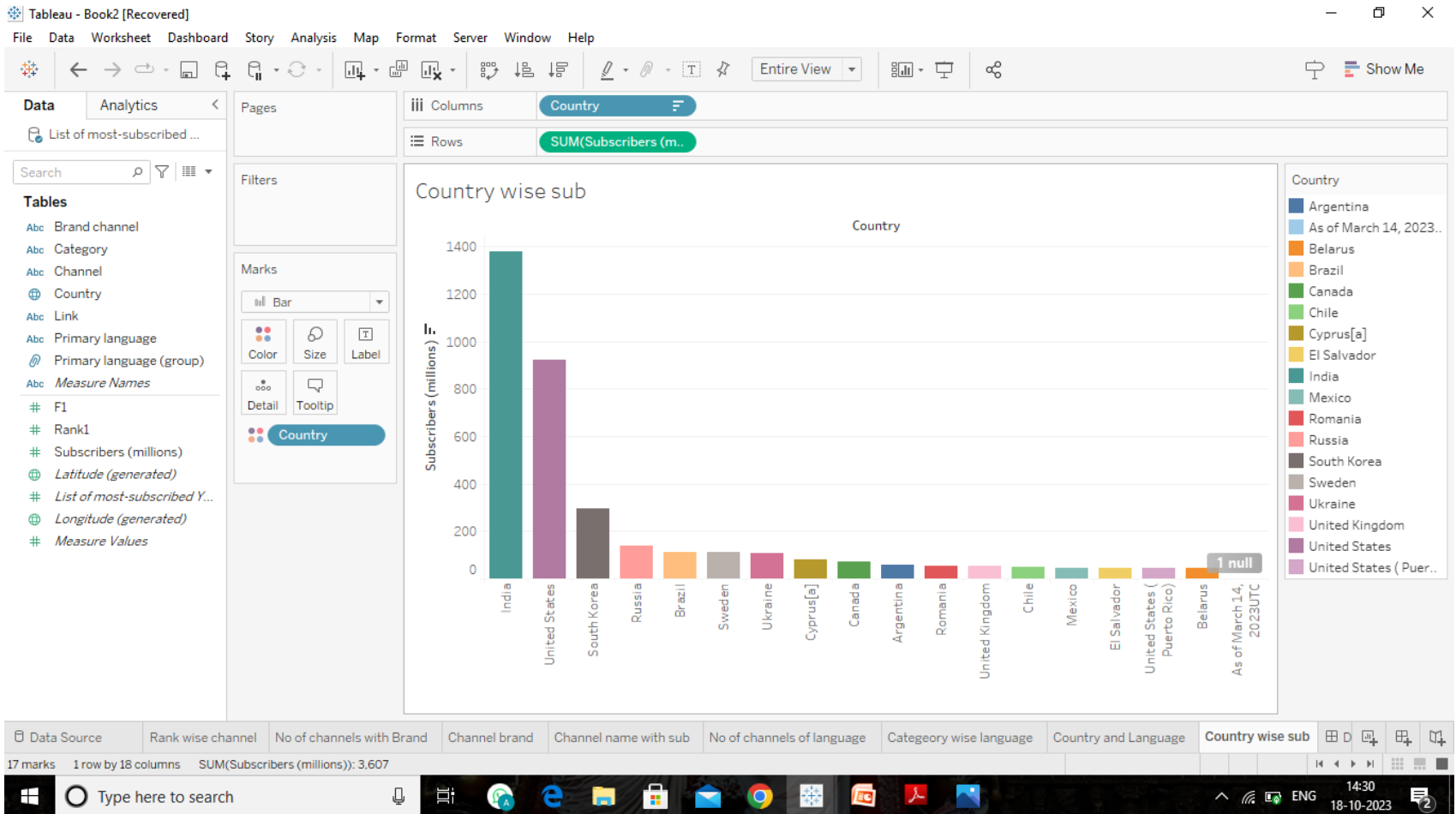
Category wise language



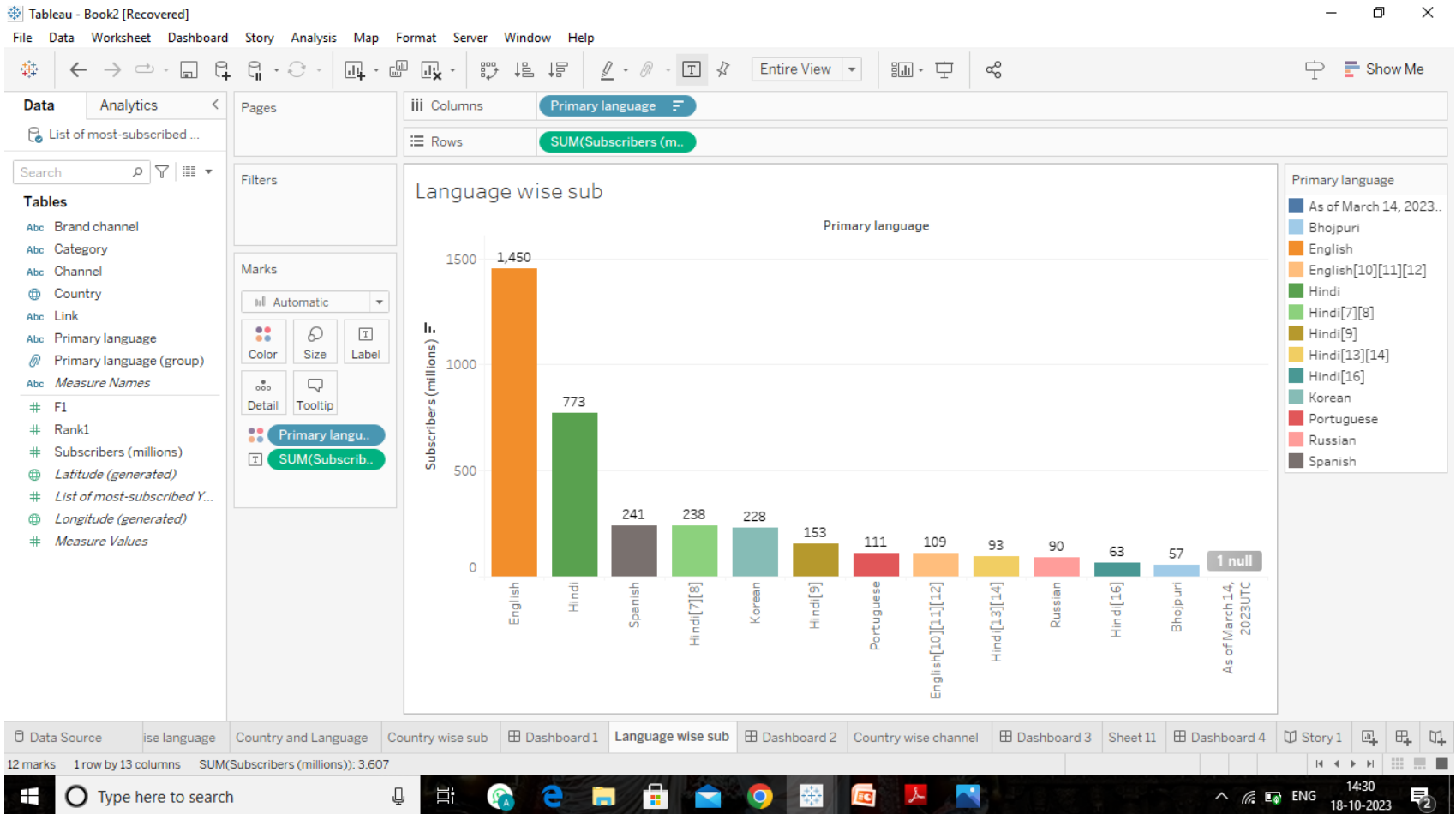
Country and Language



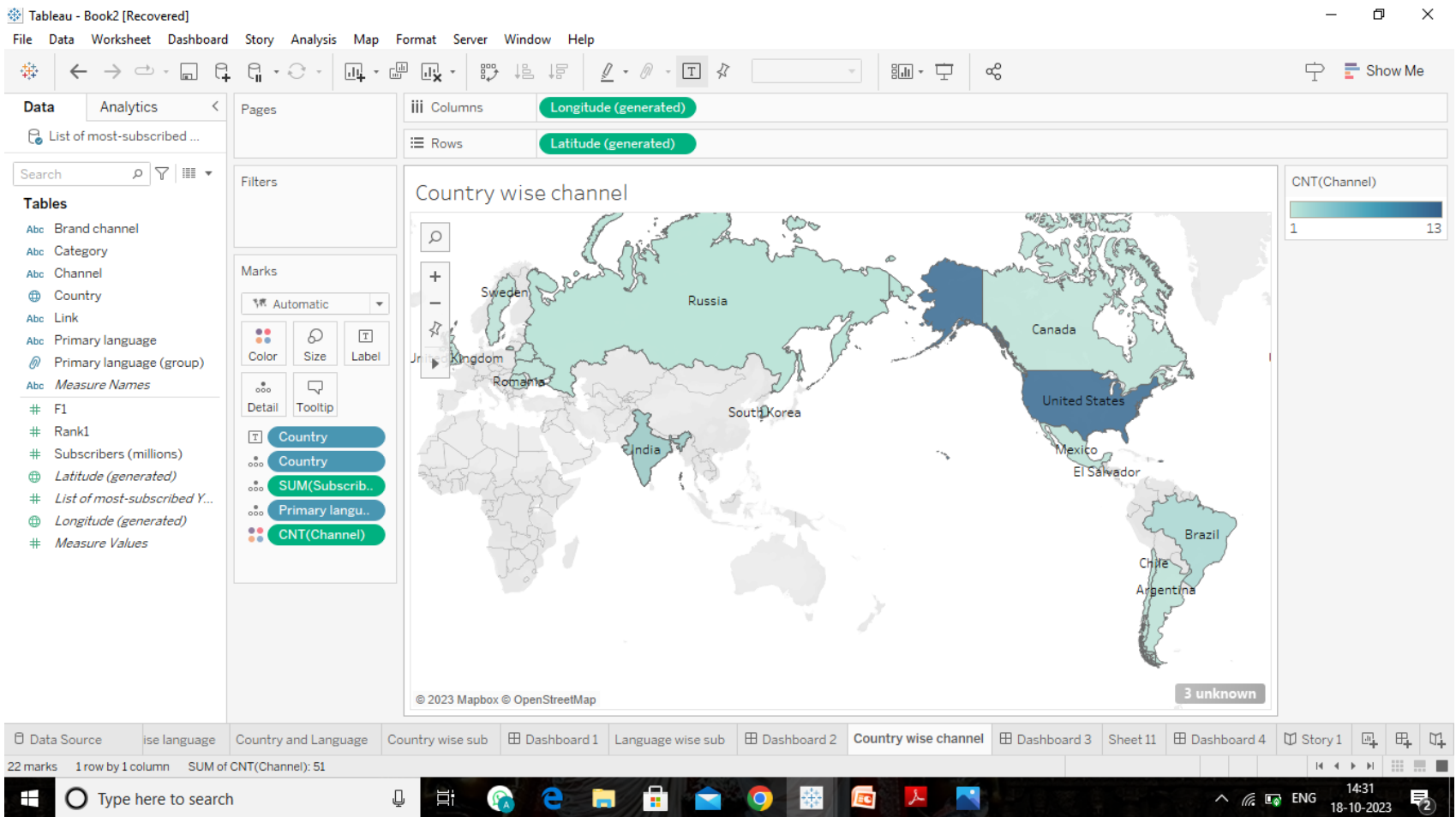
Country wise sub



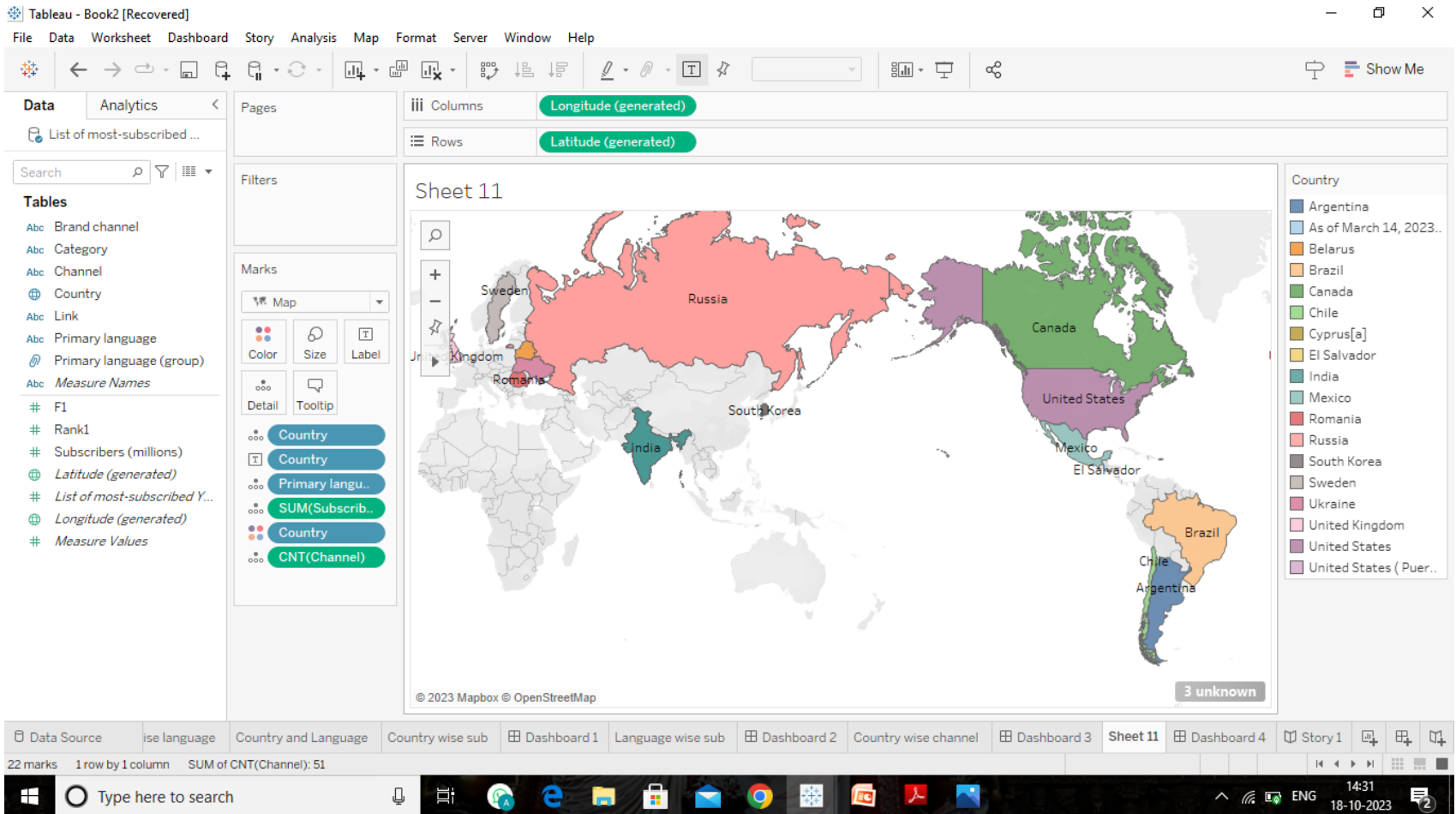
Language wise sub



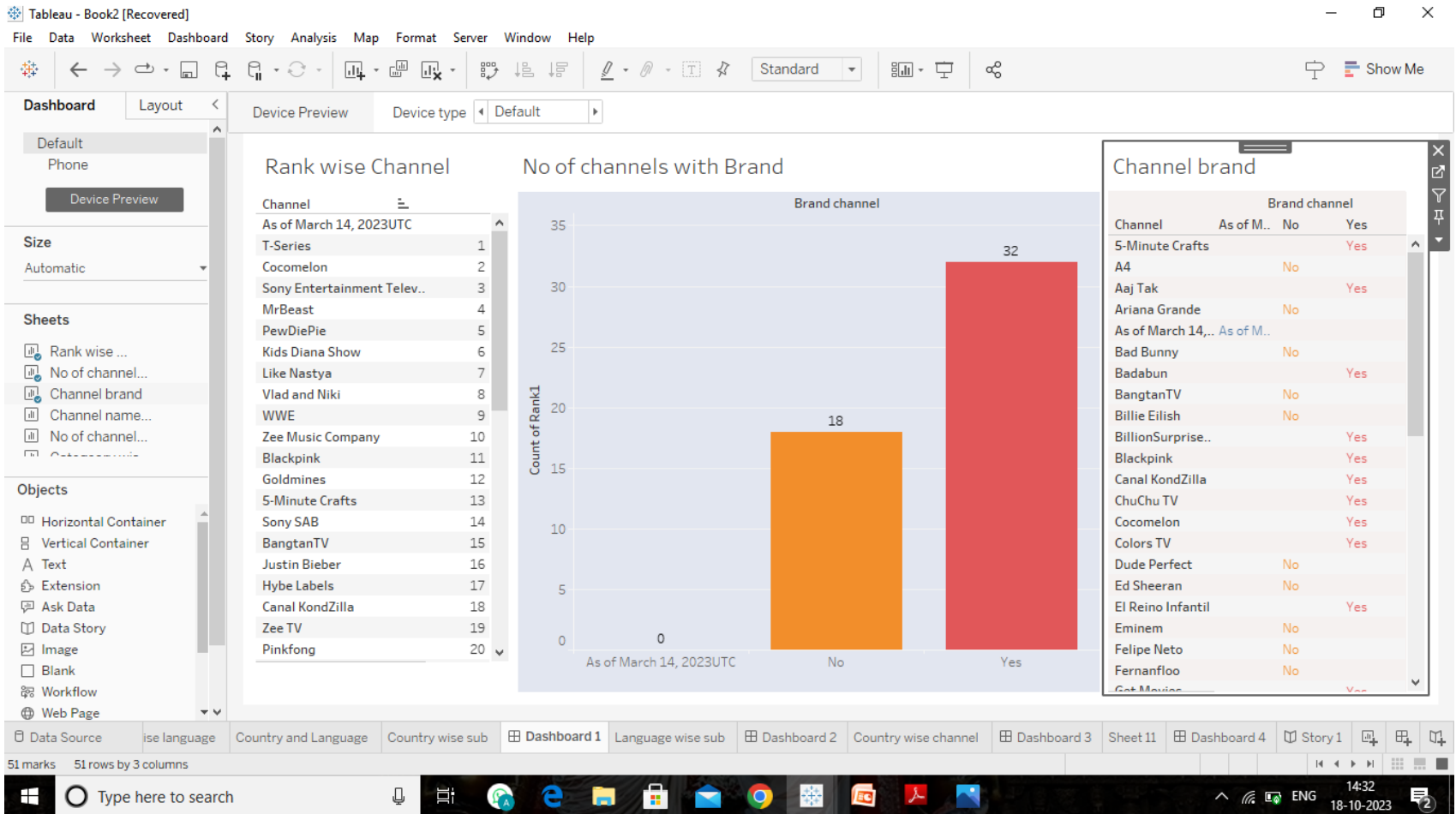
Country wise channel



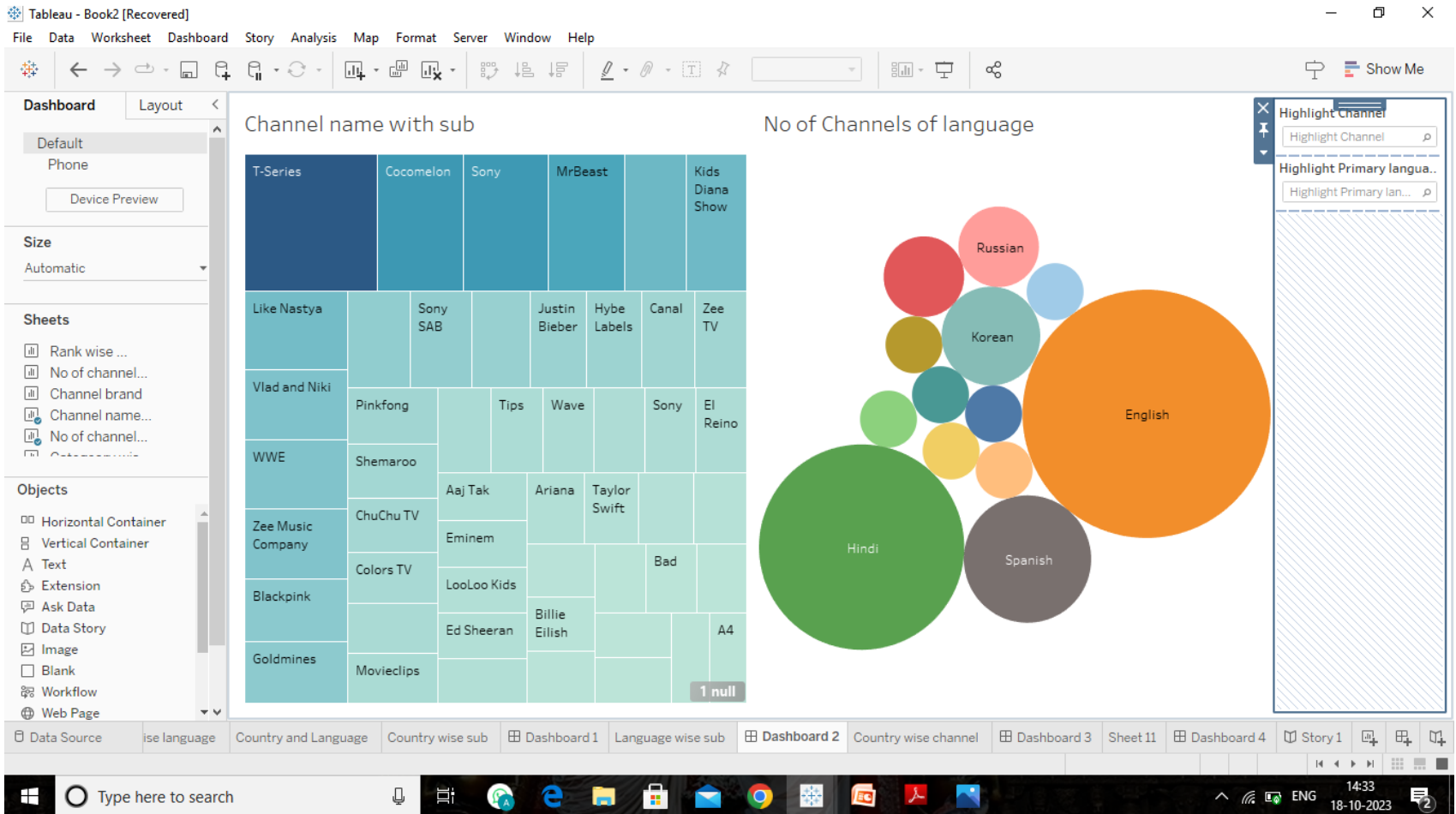
Sheet 11



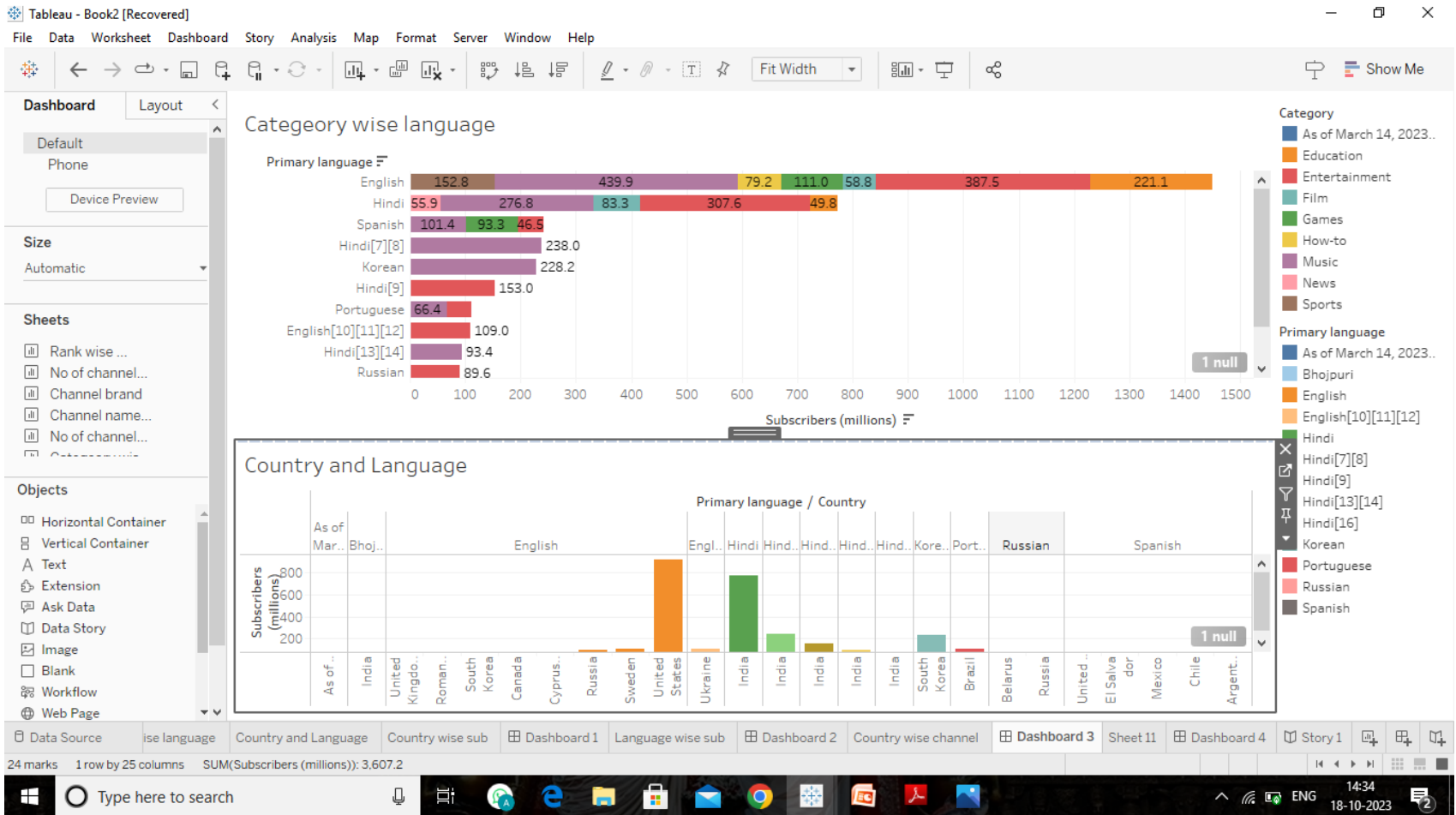
Dashboard 1



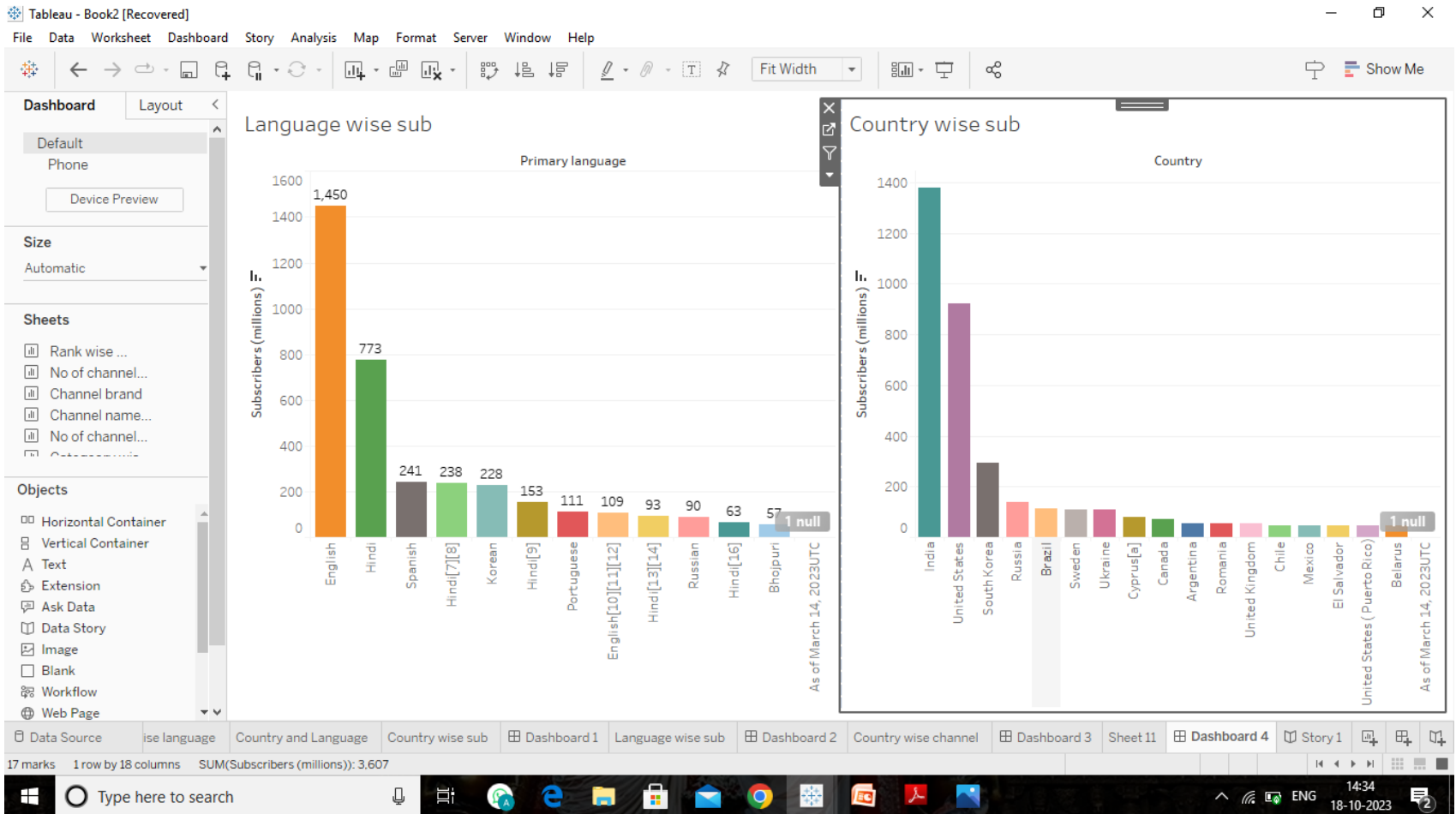
Dashboard 2



Dashboard 3



Dashboard 4



Story

Tableau - Book2 [Recovered]

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout

New story point

Blank Duplicate

Rank wise ...
No of channel...
Channel brand
Channel name...
No of channel...
Category wis...
Country and ...
Country wise ...
Dashboard 1
Language wis...
Dashboard 2
A Drag to add text
Show title
Size
Automatic

Channel details

List of Channels with number of Subscribers and Language

Category wise Language and Country wise Language

Language and Country wise subscribers

Country wise primary Language number of

Rank wise Channel

Channel	Rank
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	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

No of channels with Brand

Brand channel	Count of Rank1
As of March 14, 2023UTC	0
No	18
Yes	32

Channel brand

Channel	As of M..	No	Yes
5-Minute Crafts			Yes
A4	No		
Aaj Tak			Yes
Ariana Grande	No		
As of March 14,.. As of M..			
Bad Bunny	No		
Badabun			Yes
BangtanTV	No		
Billie Eilish	No		
BillionSurprise..			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect	No		
Ed Sheeran	No		
El Reino Infantil			Yes

Data Source

ise language

Country and Language

Country wise sub

Dashboard 1

Language wise sub

Dashboard 2

Country wise channel

Dashboard 3

Sheet 11

Dashboard 4

Story 1

14:35
18-10-2023

ADVANTAGES

- YouTube as an information disseminating platform for students
- YouTube's user-friendliness
- 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
- Obscenity- one of the biggest drawbacks that YouTube has
- Defamation and Bullying
- Making money isn't that easy

CONCLUSION

The most-subscribed channel is the Indian record label T-Series, which hosts its music videos on its channel .With over 250 million subscribers as of October 2023 ,the channel has held the top position since April 14, 2019 .The most –subscribers channel which is not ‘branded’ is that of American YouTuber Mr .Beast , who is the second most – subscribed channel overall, with over 200 million subscribers as of October 2023.

FUTURE SCOPE

- ❖ Some of the viewers who watch YouTube are not motivated by shopping or looking for product information. If they follow YouTubers who share specific product categories, they may have a stronger purchasing motive. For example, if viewers follow beauty YouTubers, viewers may want to learn the purchase information of cosmetics, or viewers want to know which cosmetics are recommended by YouTubers, which then affects the viewers' purchase intentions.
- ❖ More direct purchase methods can be provided on YouTube; for example, Instagram has recently added a small box or a direct purchase page to give consumers a more convenient website page, which may increase the viewers' willingness to purchase.