PROJECT REPORT TEMPLATE

1. 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 users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006.

1.1 Overview

We'll explore the world's top YouTube channels in data analysis, based on their number of subscribers. We'll also take a look at what makes each channel unique and what kind of content you can expect to find there.

1.2 Purpose

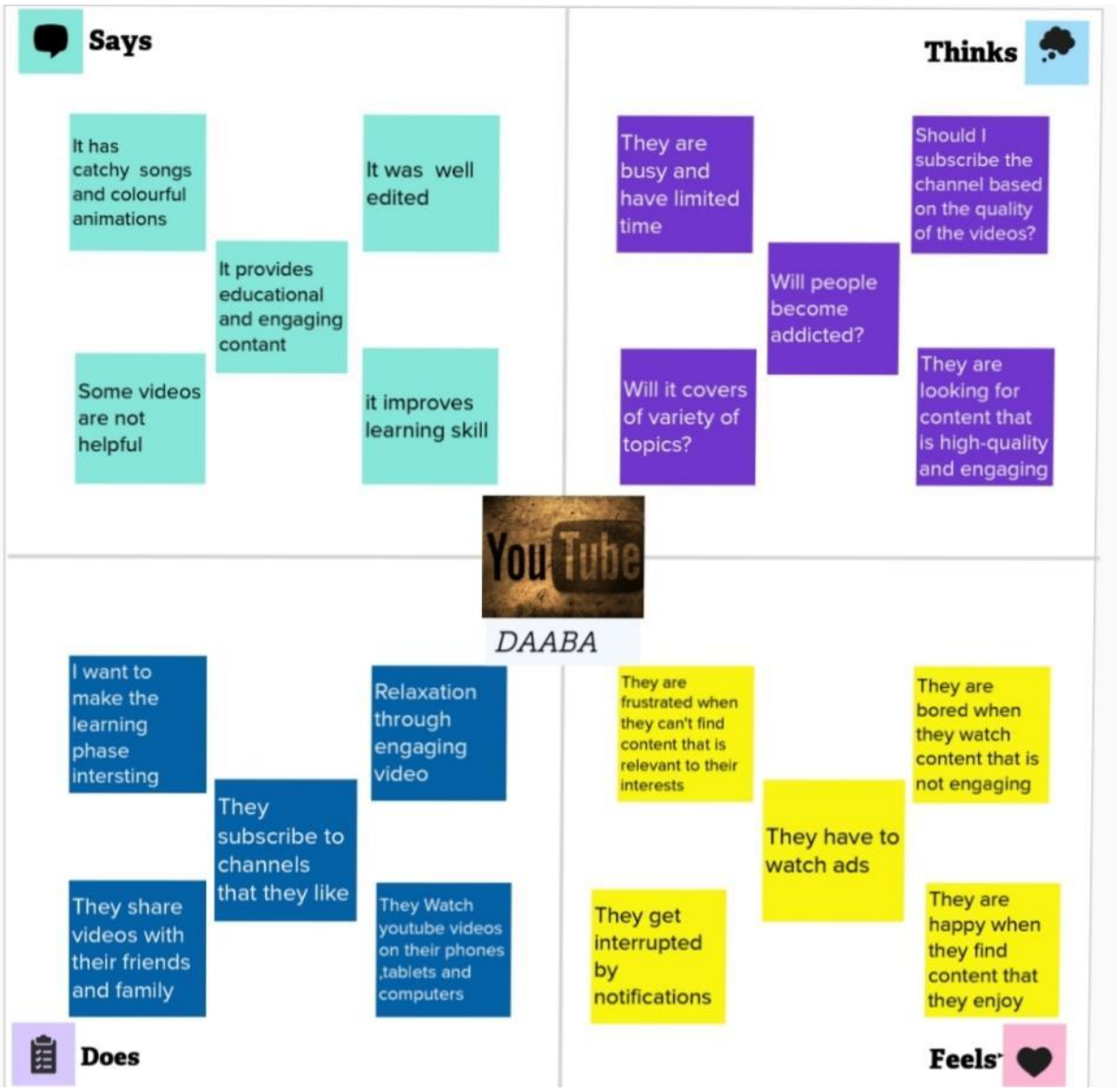
YouTube subscribers refer to the people or accounts that are subscribed to your channel. So whenever you upload a new video, your subscribers will be able to see it in their feeds. This makes your subscribers more likely to watch the videos you upload.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

An empathy map is a visualization tool that helps you understand the thoughts, feelings, and motivations of your users. It is a collaborative exercise that can be

done with team members, stakeholders, or even users themselves.



2.2 Ideation &Brainstorming Map

Brainstorming is a good way to get a lot of ideas down on paper quickly, without judgment. It can be used to solve problems, generate new ideas for products or services, or simply come up with new and innovative ways of doing things.

3. RESULT

Rank Wise Channel

channel	
A4	50
Felipe Neto	49
Get Movies	48
Shemaroo	47
SonyMusicIndiaVE..	46
Bad Bunny	45
Fernanfloo	44
Badabun	43
Billie Eilish	42
JuegaGerman	41
Infobells	40
BillionSurpriseToys	39
Taylor Swift	38
Ariana Grande	37
Yash Raj Films	36
Ed Sheeran	35
LooLoo Kids	34
Eminem	33
Aaj Tak	32
El Reino Infantil	31
Sony Music India	30
Marshmello	29
Wave Music	28
Tips Industries	27

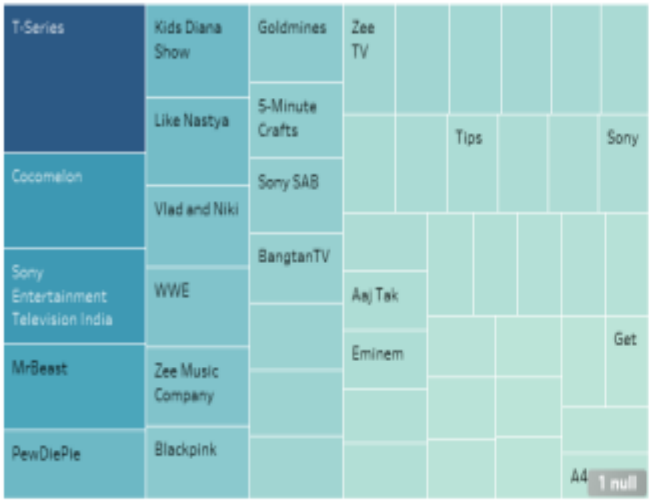
No of channels with Brand

Channel Brand

channel	As of M..	Brand channel: No	Brand channel: 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	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes

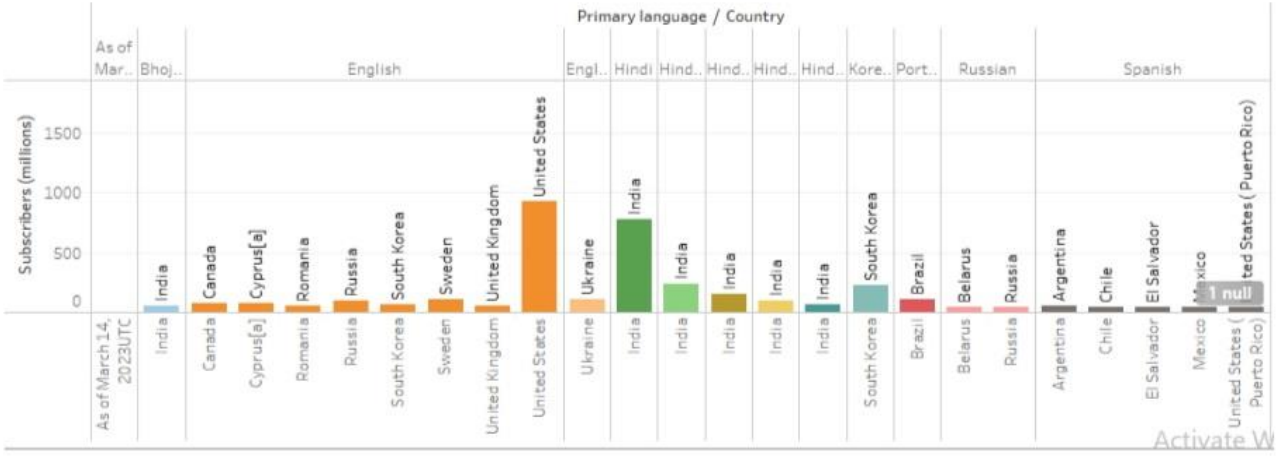
Activate Windows

Channel Name With sub

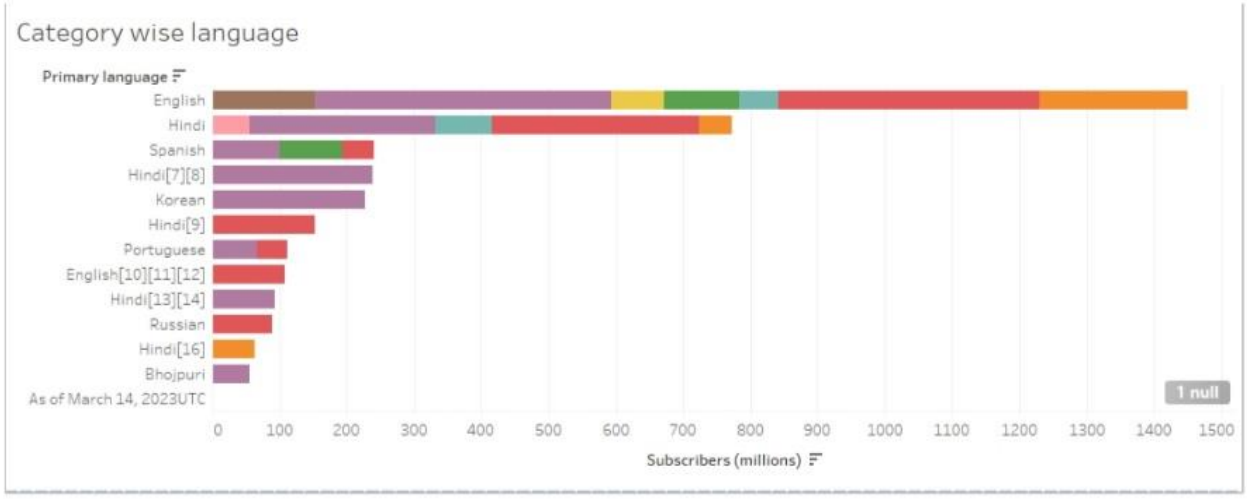


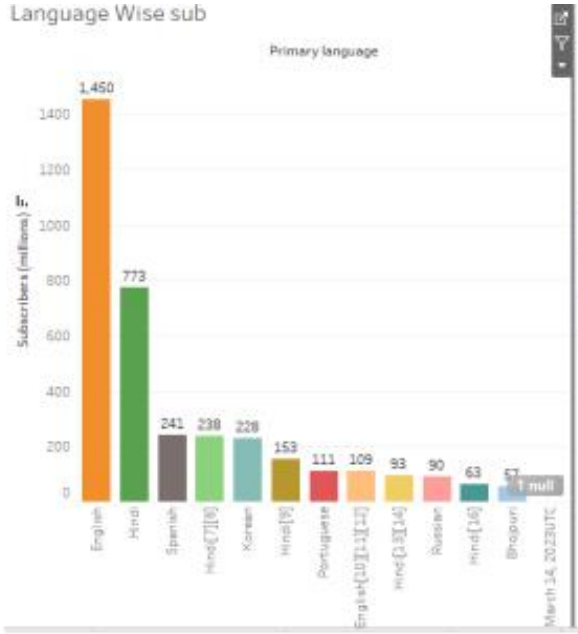
No of channels of a language

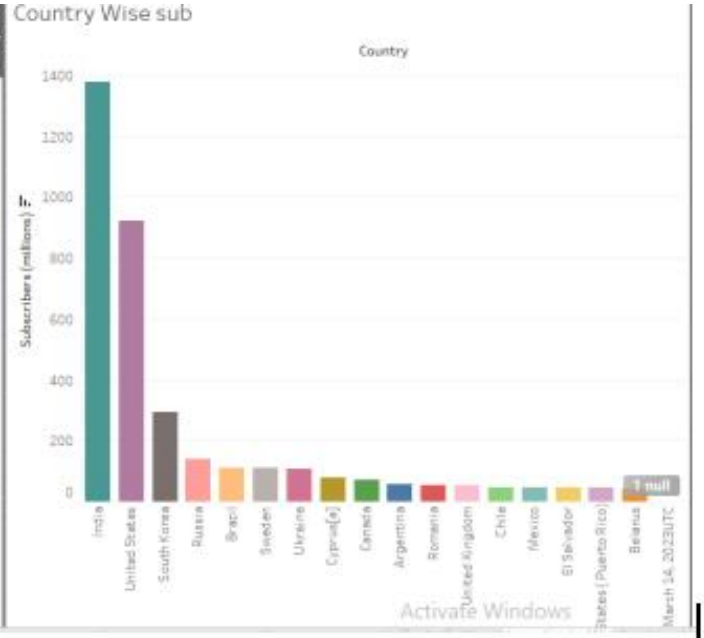
Country and lang

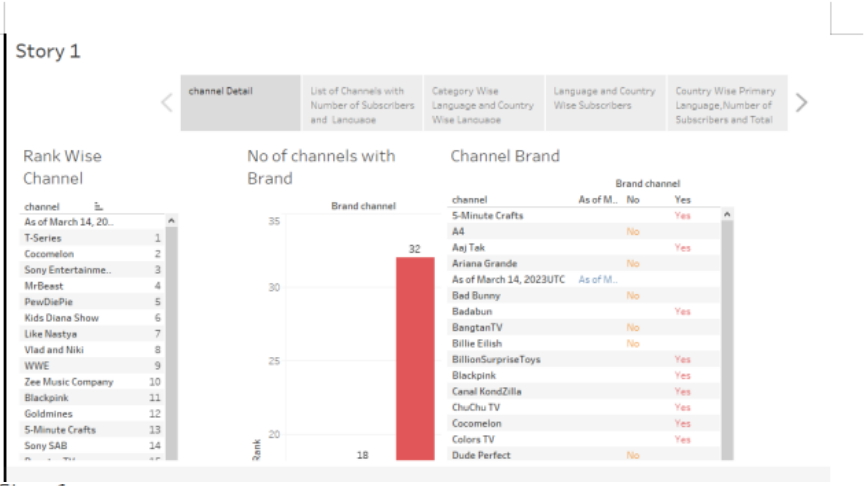


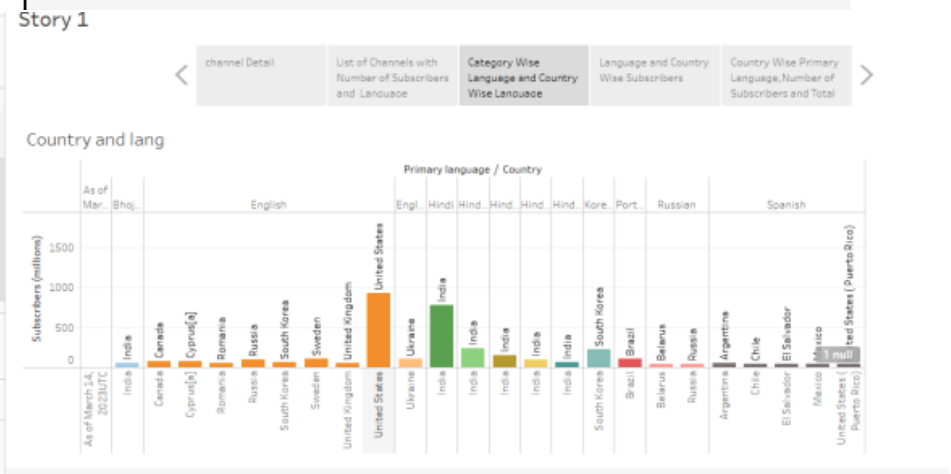
Category wise language




Language Wise sub
Primary language
Subscribers (millions)
1,450
773
241
238
228
153
111
109
93
90
63
57
1 null
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
Hindi[13][14]
Russian
Hindi[16]
Bhojpuri
March 14, 2023UTC


Country Wise sub
Country
Subscribers (millions)
1 null
India
United States
South Korea
Russia
Brazil
Sweden
Ukraine
Cyprus[e]
Canada
Argentina
Romania
United Kingdom
Chile
Mexico
El Salvador
Belarus
March 14, 2023UTC
Activate Windows

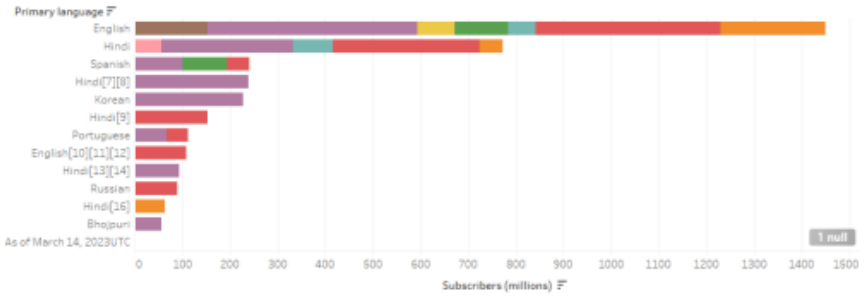

Story 1
channel Detail
List of Channels with Number of Subscribers and Lanouage
Category Wise Language and Country Wise Lanouage
Language and Country Wise Subscribers
Country Wise Primary Language,Number of Subscribers and Total
Rank Wise Channel
channel
As of March 14, 20..
T-Series 1
Cocomelon 2
Sony Entertainme.. 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
No of channels with Brand
Brand channel
Rank
35
30
25
20
32
18
Channel Brand
Brand channel
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


Story 1
channel Detail
List of Channels with Number of Subscribers and Lanouage
Category Wise Language and Country Wise Lanouage
Language and Country Wise Subscribers
Country Wise Primary Language,Number of Subscribers and Total
Country and lang
Primary language / Country
Subscribers (millions)
1500
1000
500
0
English
Hindi
Russian
Spanish
India
Canada
Cyprus[e]
Romania
Russia
South Korea
Sweden
United Kingdom
United States
Ukraine
Brazil
Belarus
Argentina
Chile
El Salvador
Mexico
1 null

Story 1

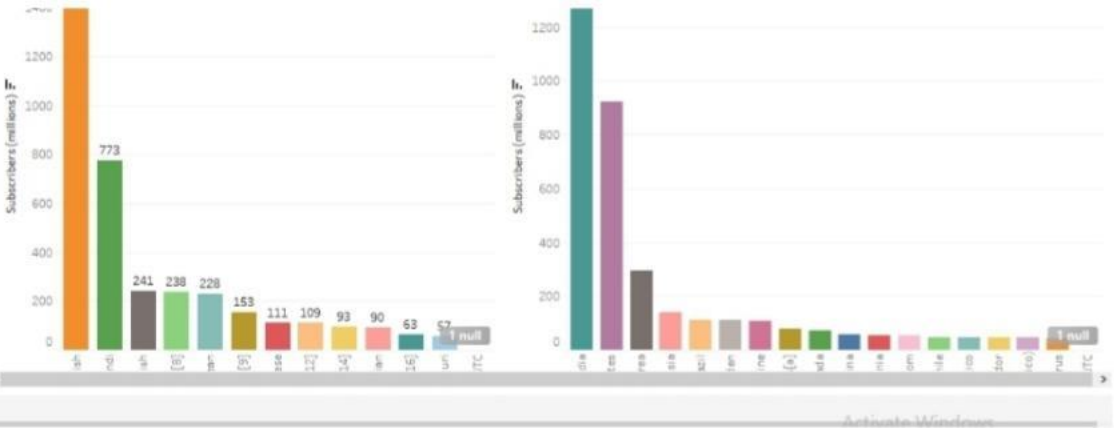
channel Detail | List of Channels with Number of Subscribers and Lanouage | Category Wise Language and Country Wise Lanouage | Language and Country Wise Subscribers | Country Wise Primary Language,Number of Subscribers and Total

Category wise language



Story 1

channel Detail | List of Channels with Number of Subscribers and Lanouage | Category Wise Language and Country Wise Lanouage | Language and Country Wise Subscribers | Country Wise Primary Language,Number of Subscribers and Total



Activate Windows

Story 1

channel Detail | List of Channels with Number of Subscribers and Lanouage | Category Wise Language and Country Wise Lanouage | Language and Country Wise Subscribers | Country Wise Primary Language,Number of Subscribers and Total

4. ADVANTAGES & DISADVANTAGES

Advantages:

1. **Inspiration and Ideas:** Top YouTube channels often provide inspiration and ideas for content creation. By analyzing their videos, formats, and styles, you can gain insights into what works well in your niche and adapt those strategies to your own channel.
2. **Audience Engagement:** Successful YouTube channels have mastered the art of engaging their audience. By observing their techniques, such as effective storytelling, visually appealing visuals, and interactive elements, you can learn how to better engage your own viewers.
3. **Production Quality:** Top YouTube channels invest in high production quality to deliver visually appealing and polished videos. By observing their techniques, camera angles, lighting, editing styles, and overall production value, you can improve the quality of your own videos.
4. **Marketing and Promotion:** Successful YouTube channels often implement effective marketing and promotion strategies to reach a wider audience. By analyzing their promotional activities, cross-platform integration, collaborations, and use of social media, you can gain insights into expanding the reach of your own channel.

5. **Monetization and Revenue Streams:** Top YouTube channels have mastered the art of monetizing their content and diversifying their revenue streams. By studying their methods, such as sponsorships, merchandise sales, and crowdfunding, you can explore opportunities to generate income from your own channel.

Disadvantages:

1. **Unrealistic Expectations:** Top YouTube channels often have millions of subscribers and receive a significant amount of views and engagement. It's important to remember that these channels have likely been established for a long time and have dedicated resources to their growth. Comparing yourself to these channels may create unrealistic expectations and put unnecessary pressure on your own channel's success.

2. **Lack of Originality:** While studying successful channels can provide inspiration, it's essential to maintain your own unique style and content. Directly imitating or replicating the content of top channels can lead to a lack of originality and make it difficult for your channel to stand out in a crowded space. It's important to find your own voice and create content that reflects your personality and expertise.

3. **Artificial Metrics:** Some top YouTube channels May have artificially inflated metrics, such as subscribers or views, through the use of services or techniques that violate YouTube's

terms of service. Relying on such methods to boost your own numbers can have negative consequences, including potential penalties or even the termination of your channel.

4. **Difficulty in Replicating Success:** The success of top YouTube channels is often the result of a combination of factors, including content quality, consistency, audience engagement, and marketing strategies. Replicating their success can be challenging, as it requires a deep understanding of your own target audience and the ability to create content that resonates with them. It's important to focus on building your own unique path to success rather than trying to copy someone else's formula.

5. **Shifting Trends and Algorithms:** YouTube's algorithm and viewer preferences are constantly evolving. What works for top channels today may not work tomorrow. Relying solely on studying top channels may make it difficult to adapt to shifting trends and algorithm changes. It's important to stay informed about industry trends, experiment with different content formats, and continuously analyse your own data to optimize your strategy.

5. APPLICATIONS

The data analysis solution can be applied in various areas to extract valuable insights, inform decision-making, and drive improvements.

In business and marketing, data analysis plays a crucial role in understanding customer behaviour, market trends, and optimizing strategies. By analysing customer data, such as purchase history, browsing patterns, and demographic information, businesses can identify customer preferences, segment their audience, and personalize their marketing efforts. Data analysis can also help identify market trends, competitive intelligence, and opportunities for growth, enabling businesses to make data-driven decisions and stay ahead in a competitive landscape.

In healthcare, data analysis can contribute to improving patient outcomes, optimizing operations, and enhancing research. By analyzing patient data, medical professionals can identify patterns, predict disease outcomes, and personalize treatment plans.

In finance and banking, data analysis plays a critical role in risk assessment, fraud detection, and investment strategies. In education, data analysis can support personalized learning, curriculum development, and student performance assessment. By analyzing student data, such as test scores, attendance records, and learning patterns, educators can identify areas of improvement, tailor instructional approaches, and provide targeted interventions..

In government and public policy, data analysis plays a vital role in evidence-based decision-making, policy evaluation, and resource allocation.

By analyzing large datasets, government agencies can identify patterns, trends, and social indicators to inform policy development and measure the impact of interventions. Data analysis can also aid in identifying areas of improvement, optimizing public services, and enhancing governance transparency.

Overall, the applications of data analysis are vast and span across various industries and sectors. By harnessing the power of data, organizations and professionals can gain valuable insights, make informed decisions, and drive improvements in their respective fields.

6.CONCLUSION

In conclusion, exploring the world's top YouTube channels and studying their strategies offers valuable insights and guidance for aspiring and existing creators. Throughout this work, we have delved into various aspects and findings related to this approach.

Ultimately, the journey of building a successful YouTube channel is unique to each creator. By combining the valuable insights gained from studying top channels with your own creativity, authenticity, and adaptability, you can enhance your chances of success and create a meaningful presence on the platform.

7. FUTURE SCOPE

In addition to these general features, there are also a number of new features that have been added to Tableau in recent years, such as Tableau Prep, Tableau Catalouge, and Tableau Explain Data. These features can help you to clean, transform, and enrich your data, manage your data assets, and understand your data.To choose

the right new features to add to your Tableau Analytics project, it is important to think about your specific needs and goals.