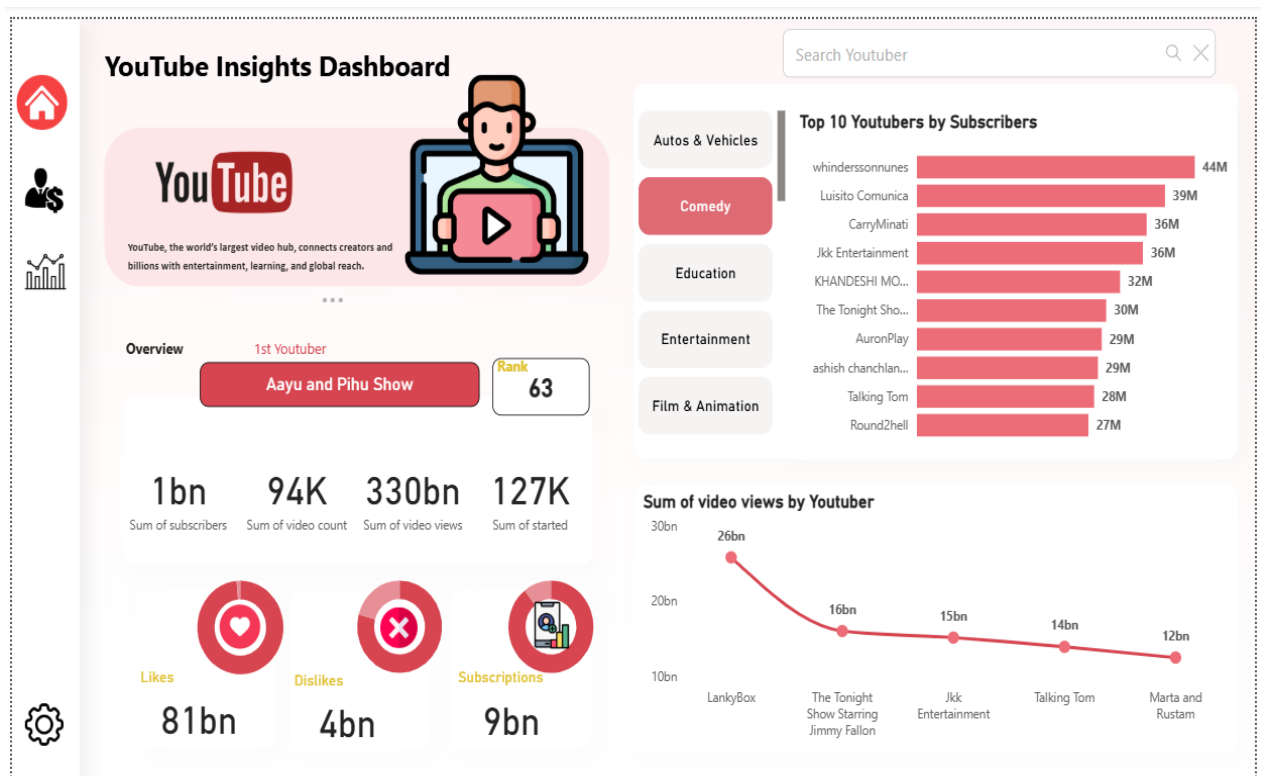# 📊 YouTube Insights Dashboard Report

Dataset Used

- **File Name:** most_subscribed_youtube_channels_updated.csv

- **Content:** Information on top YouTube channels including subscribers, video counts, video views, likes, dislikes, and subscriptions across multiple categories.

🔎 Dashboard Snapshot :

The **YouTube Insights Dashboard** provides a clear and interactive view of the **top YouTube channels** and their key performance metrics.

It is designed to help users quickly identify trends and insights regarding channel popularity, engagement, and audience reach.

Key Features of Dashboard:

1. **Top Youtuber Highlight**

   - **1st Youtuber: Aayu and Pihu Show**

   - **Rank:** 63

   - This feature highlights the top-performing YouTuber along with its rank and overall contribution to YouTube engagement.

2. **Global YouTube Statistics**

   - **Subscribers:** 1 Billion 👥

   - **Video Count:** 94K 🎥

   - **Video Views:** 330 Billion 👁️

   - **Channels Started:** 127K 📅

3. **Engagement Analysis**

   - **Likes:** 81 Billion ❤️

   - **Dislikes:** 4 Billion ❌

   - **Subscriptions:** 9 Billion 🔔

Top 10 YouTubers by Subscribers (Comedy Category)

1. whinderssonnunes – **44M Subscribers**

2. Luisito Comunica – **39M Subscribers**

3. CarryMinati – **36M Subscribers**

4. Jkk Entertainment – **36M Subscribers**

5. KHANDESHI MO… – **32M Subscribers**

6. The Tonight Show – **30M Subscribers**

7. AuronPlay – **29M Subscribers**

8. ashish chanchl… – **29M Subscribers**

9. Talking Tom – **28M Subscribers**

10. Round2hell – **27M Subscribers**

Sum of Video Views by Youtuber

- **LankyBox:** 26B views 📈
- **The Tonight Show Starring Jimmy Fallon:** 16B views 🎙️
- **Jkk Entertainment:** 15B views 🎭
- **Talking Tom:** 14B views 🐱
- **Marta and Rustam:** 12B views 🎶

Insights & Observations

- **Comedy Content Dominance:** Comedy channels hold a significant portion of YouTube's subscriber base, indicating high entertainment value.
- **Engagement Rate:** With 81 billion likes versus only 4 billion dislikes, YouTube content is generally well-received.
- **Subscriptions Growth:** 9 billion subscriptions reflect strong audience loyalty.

o Conclusion

This dashboard, built using the **most_subscribed_youtube_channels_updated.csv**, offers a powerful view into YouTube's ecosystem and provides actionable insights for creators, marketers, and analysts.
Its clean design, use of icons, and simplified filters make it user-friendly and visually appealing.