

DATA VISUALIZATION

TOP 200 YOUTUBERS DASHBOARD

BY ARROW



ABOUT THE OUTPUT

The "Top 200 Youtubers Dashboard" consists of four visualizations with each corresponding usage and categories for data analysis relating to the biggest channels in the platform.

CONTEXT

OBJECTIVE

The dashboard lets the end-users seek, diagnose, compare, and also contrast each Youtube channel however they prefer depending on their needs (e.g. investing, opportunity-seeking).

AUDIENCE

- Investors
- People Looking to Advertise their Product
- Youtube Channel Owners
- People who wants to start a Youtube channel.
- In general, everyone who are interested in Youtube.

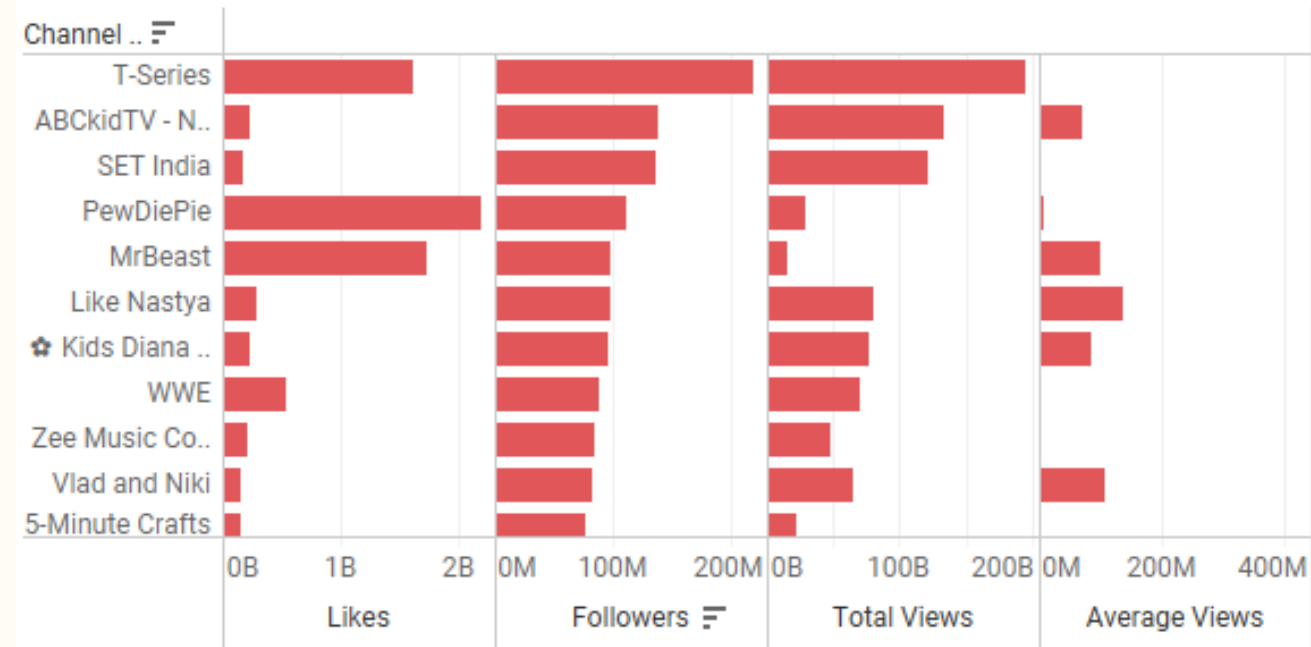


OVERVIEW OF DATASET

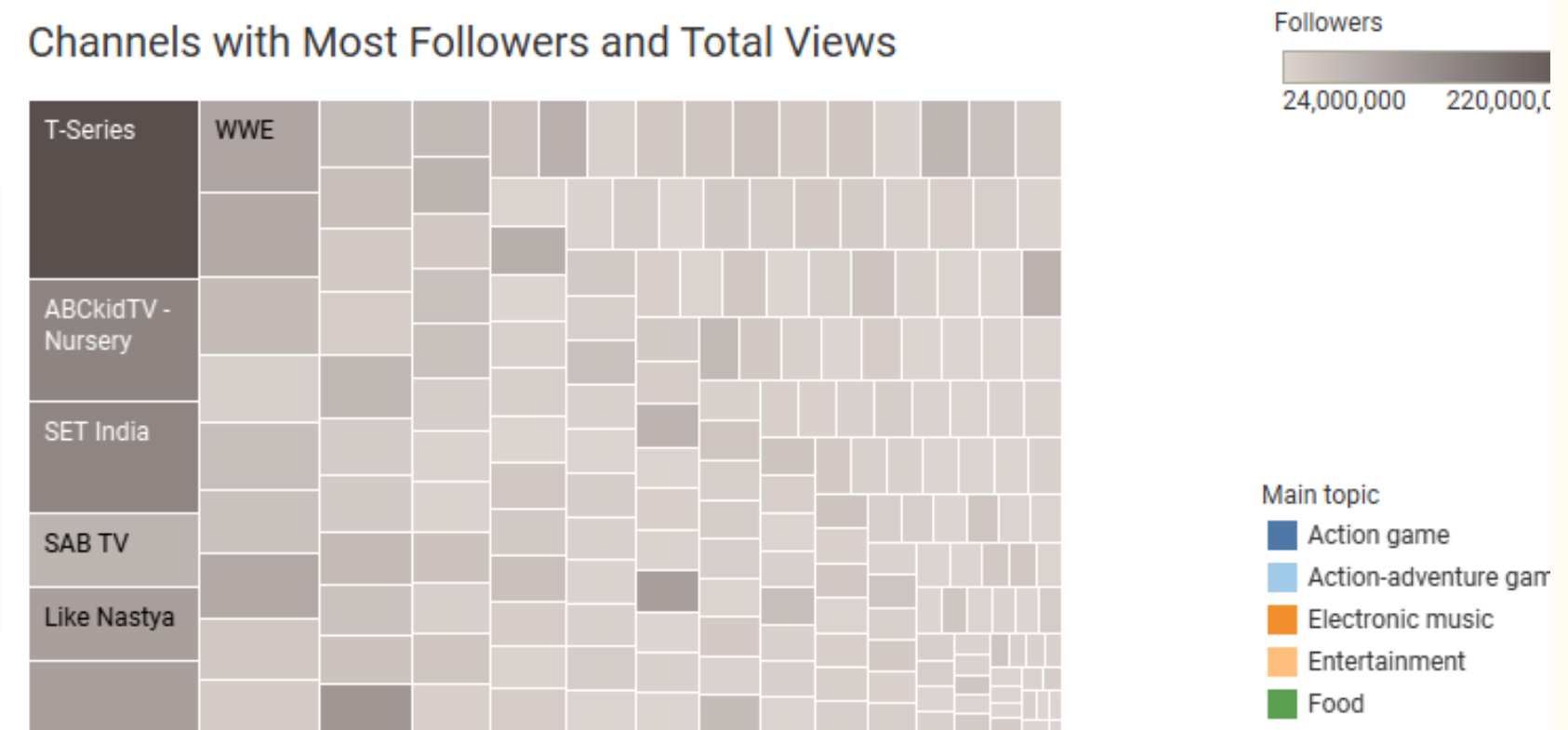
- Dataset about the current Top 200 Youtubers.
- Country, Channel Name, Category, Username, Followers (Subscribers), Topic, Likes, Boost Index, Engagement Rate, Total Views, Average Views, and Average Comments.
- Kaggle
- Syed Jafer

Top 200 Youtubers

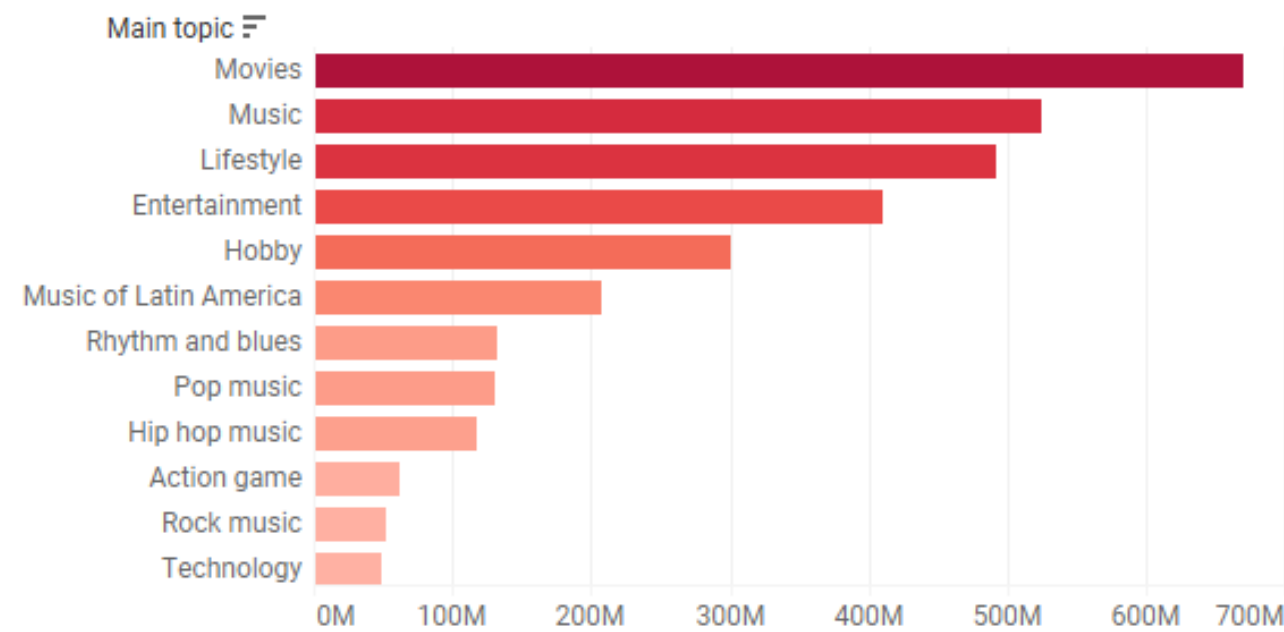
Top Channels in terms of Likes, Followers, Total Views, and Average Views



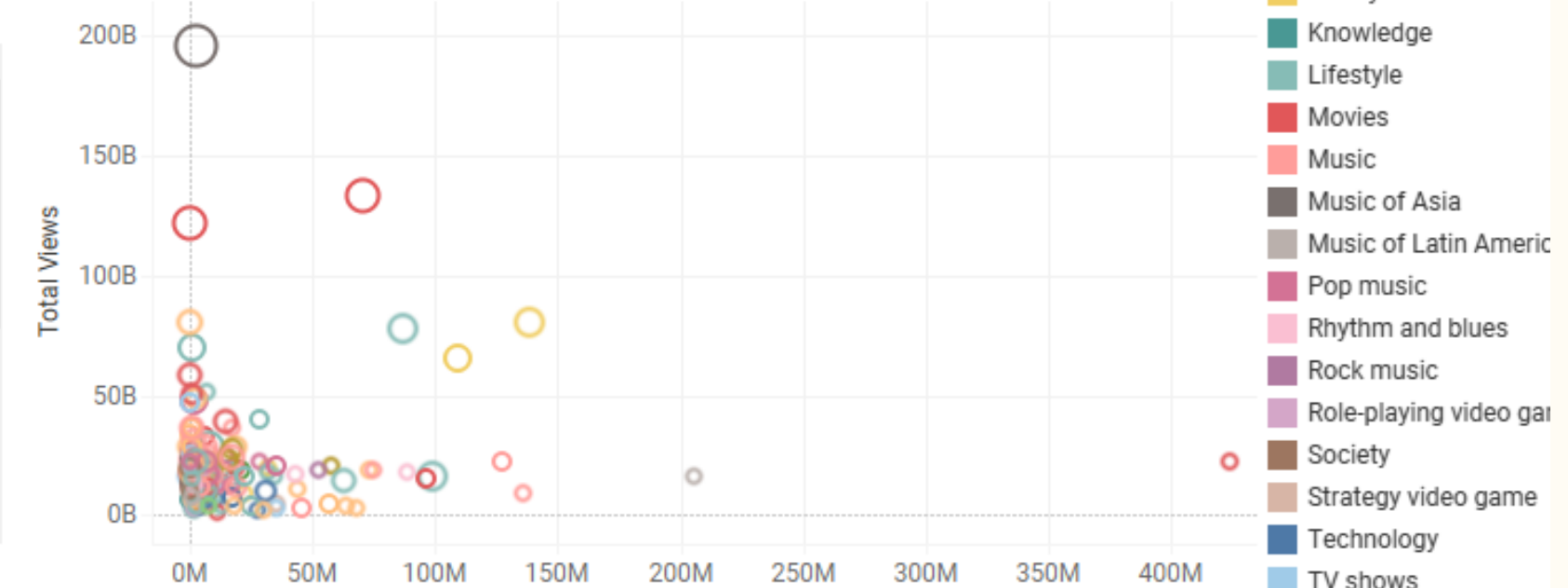
Channels with Most Followers and Total Views



Most Viewed Topic



Top Channel and Topics According to Total and Average Views



THREE QUESTIONS ANSWERED BY THE VIZUALIZATION

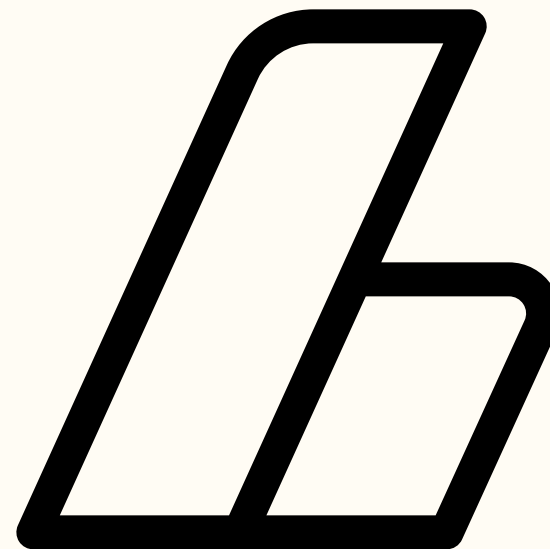
QUESTION 1

Which Youtube channel
is best to invest in
for revenue?



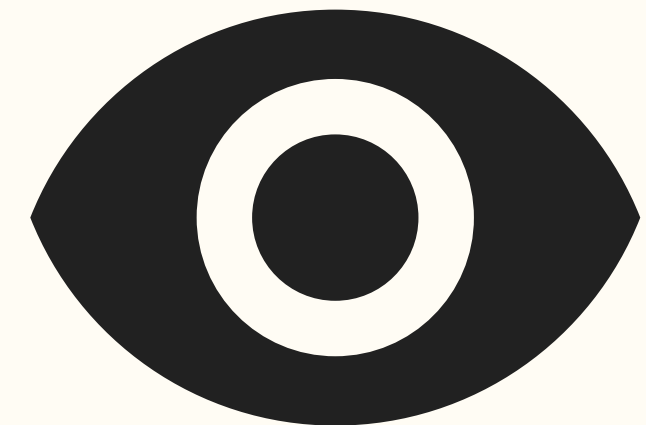
QUESTION 2

Which Youtube channel
is best to advertise
your product?



QUESTION 3

What are the top 5
Youtube topics best
to invest on or start
a Youtube channel on?



WHICH YOUTUBE CHANNEL IS BEST TO INVEST IN FOR REVENUE?

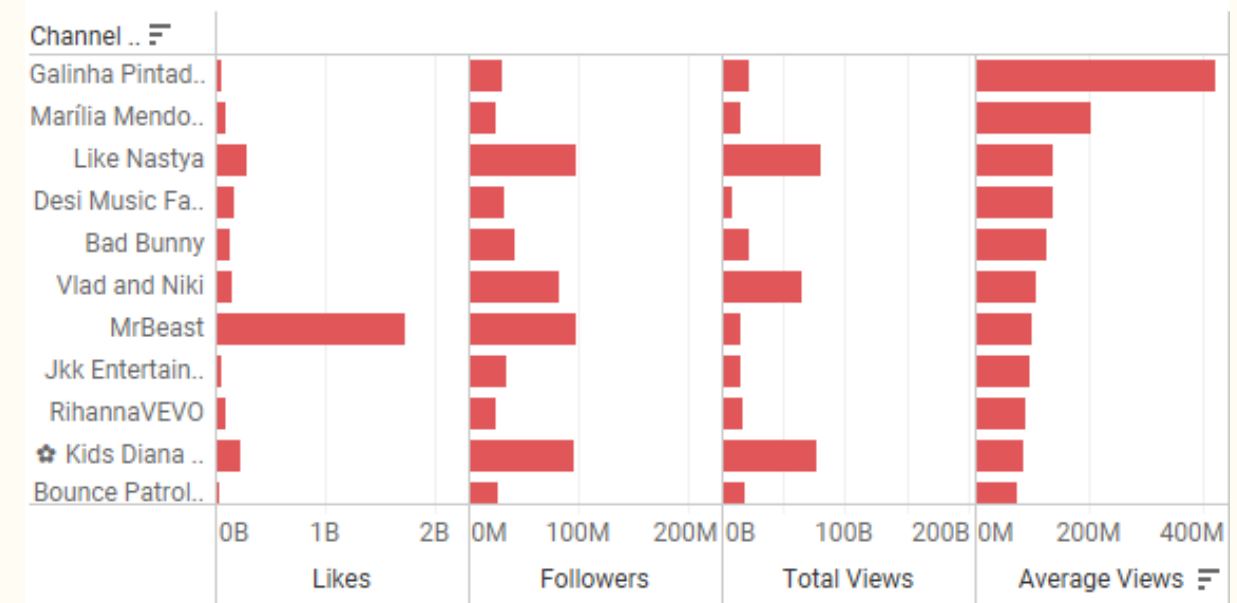
QUESTION #1

According to Mintlife (2022), YouTubers make, on average, \$0.18 per view, which equates to around \$18 for every 1,000 video views. Knowing this fact, both the a high number of total, and especially, average views are important to ensure continuous stream of income.

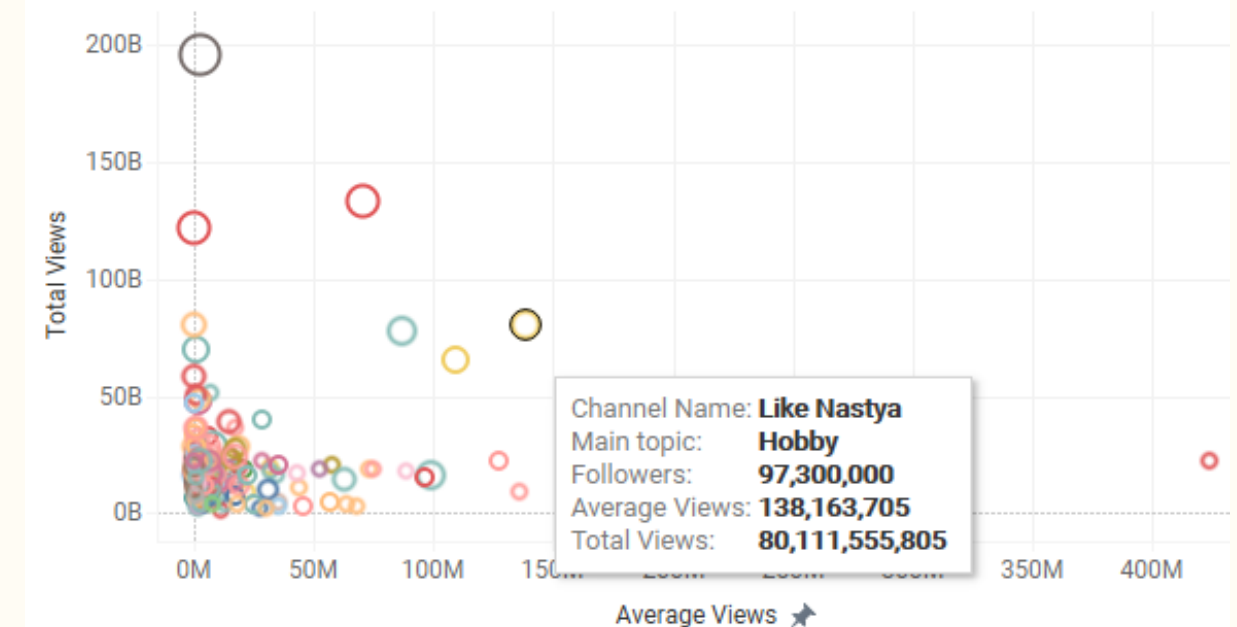
RECOMMENDATION:

- *Disregarding Topic (Average Views Focused): Galinha Pintadinha*
- *Disregarding Topic (Balance between Total and Average Views): Like Nastya*

Top Channels in terms of Likes, Followers, Total Views, and Average Views



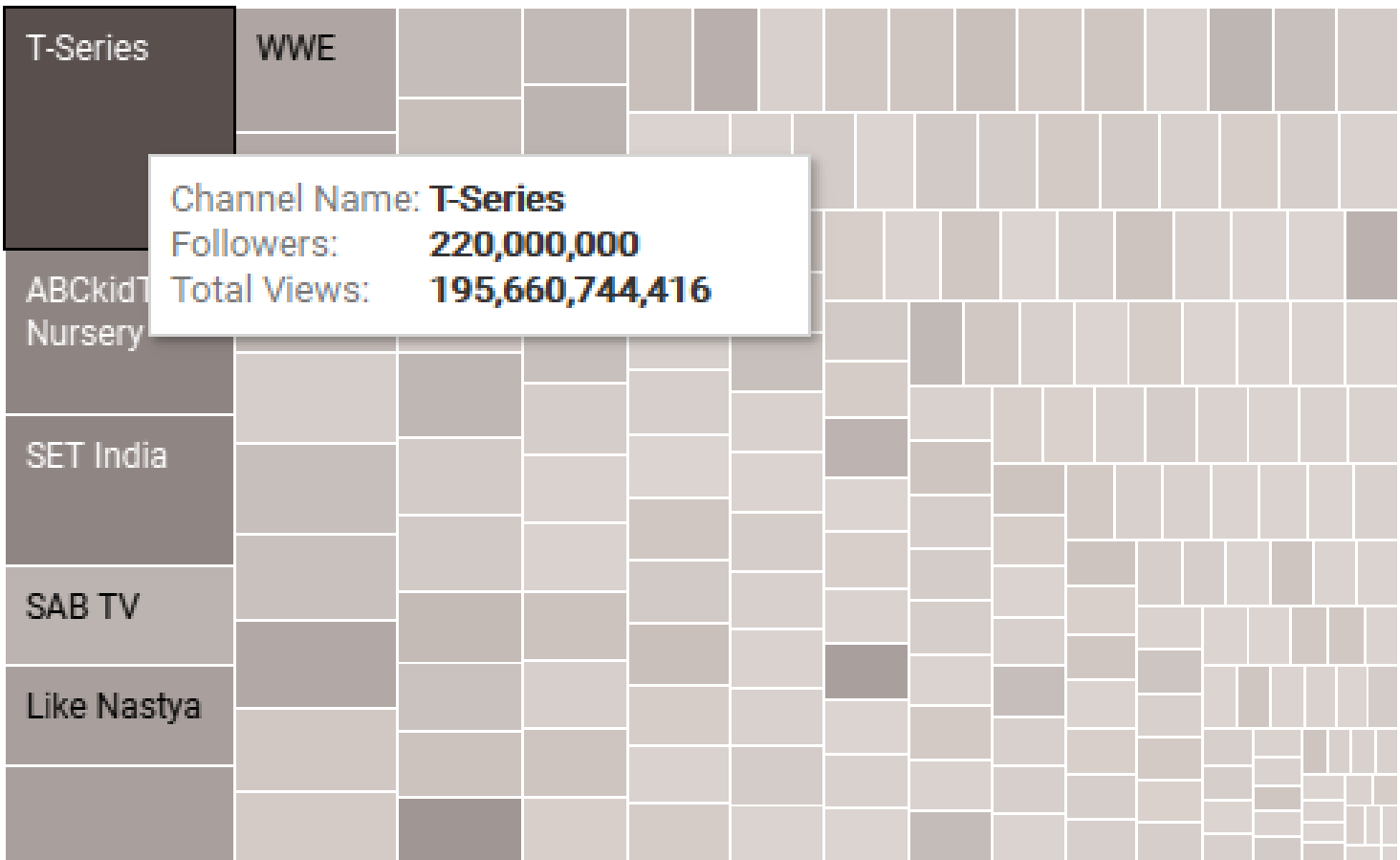
Top Channel and Topics According to Total and Average Views



WHICH YOUTUBE CHANNEL IS BEST TO ADVERTISE YOUR PRODUCT?

QUESTION #2

Channels with Most Followers and Total Views



Youtube videos usually have auto-generated (also region-specific) ads. They appear to most monetized content which of course comes from big channels. Another bit are the sponsorships. Sponsorships are only common to channels with huge subscriber count as well.

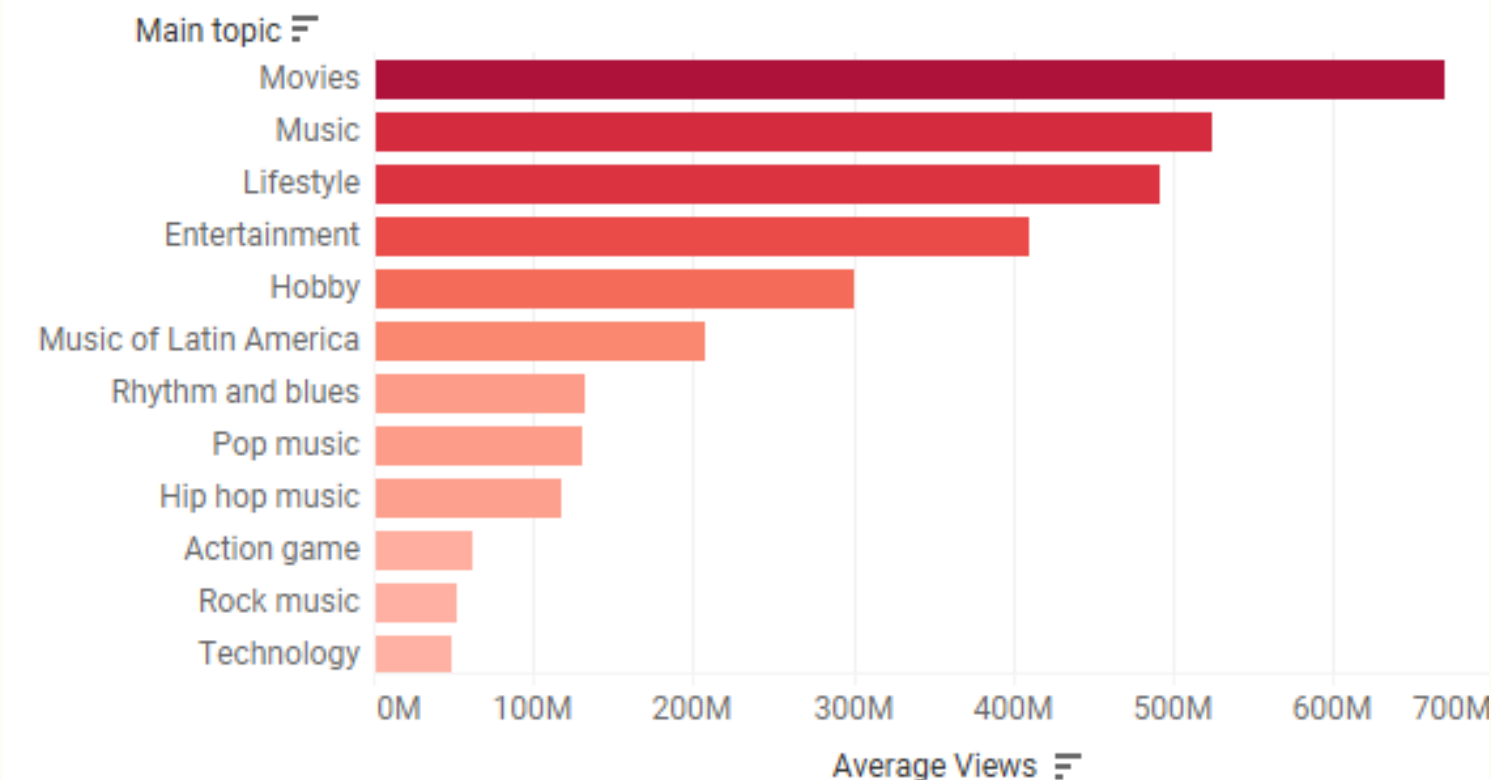
RECOMMENDATION:

Disregarding Topic: T-Series

WHAT ARE THE TOP FIVE YOUTUBE TOPICS BEST TO INVEST ON OR START A YOUTUBE CHANNEL ON?

QUESTION #3

Most Viewed Topic



Each Youtube channel in the dataset has it's own main topic that are reflected by their content. We can combine all the average views of all Youtube channels and categorize them according to their main topic to answer the question.

RECOMMENDATION: (DESCENDING TOP TO BOTTOM)

- Movies
- Music
- Lifestyle
- Entertainment
- Hobby

THANK YOU!