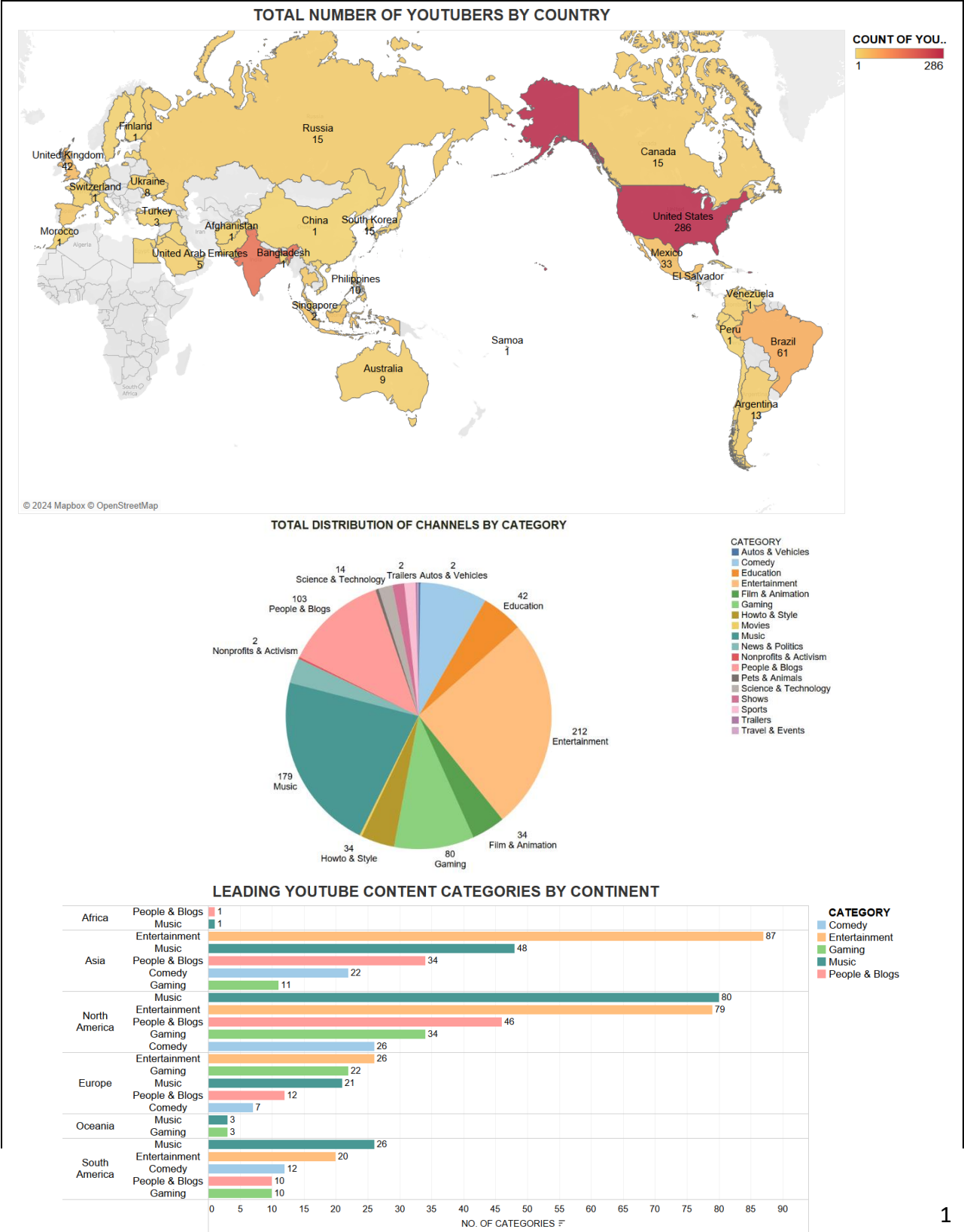


Visualization #1

Q1. What is the number of YouTube channels per country and how are these channels distributed across different categories?





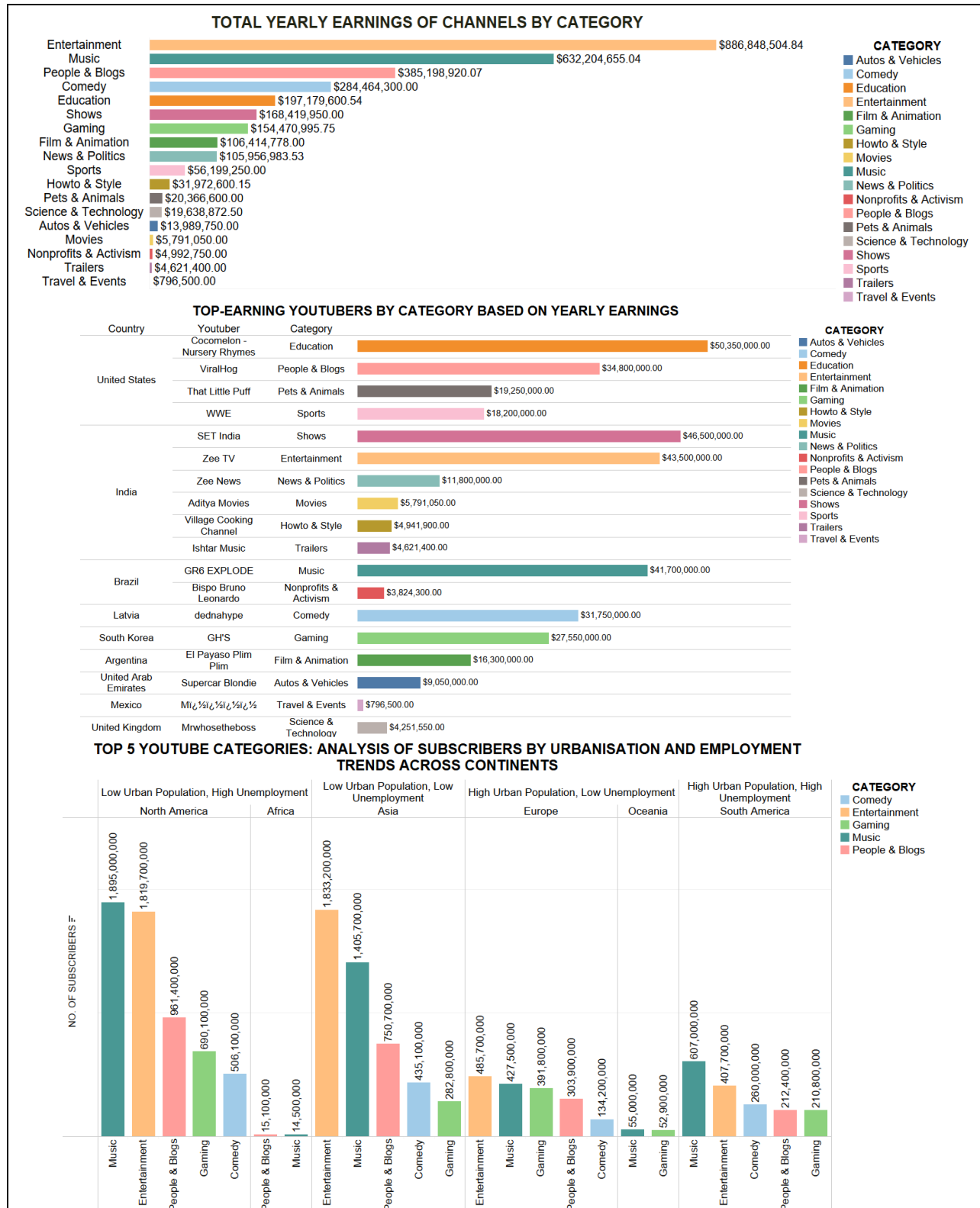
What is the main insight of the chart? (MAX 200 WORDS) Why do you think this is insightful?

The global landscape of YouTube content production and consumption is marked by its diversity, yet an examination of the distribution of YouTube channels by country reveals significant disparities. There are 826 YouTube channels overall. The United States (U.S.) stands out with a significantly higher number of channels (286), reflecting its major role in the digital content sphere. Other notable contributors include, but not limited to India (162), Brazil (62) and the United Kingdom (UK) (42).

The pie chart shows that YouTube creators focus heavily on entertainment and music, suggesting a saturated market in these areas, while categories with fewer channels may offer growth opportunities. While certain categories like Entertainment and Music are universally popular, there is also a clear cultural influence on the popularity of certain content types within different countries. People & Blogs is a popular category in North America and has a reasonable presence in Asia and Europe. Gaming is well-represented in Europe and North America but less so in other regions. Comedy seems to be least popular or least represented in Africa and Oceania. These insights can suggest regional preferences for content types, where continents like North America and Asia have a broad range of popular content, while others like Africa and Oceania show limited data on YouTube content categories.

## Visualization #2

Q2. How do annual earnings differ across YouTube content categories? In what way does socio-economic background influence content preference on YouTube?



**What is the main insight of the chart? (MAX 200 WORDS) Why do you think this is insightful?**

The analysis highlights stark differences in annual earnings among YouTube channels across content categories, with Entertainment and Music being the most profitable. Entertainment channels lead with earnings close to \$890 million, followed by Music at nearly \$650 million. In contrast, Travel & Events earns the least, at around \$21.8 million annually.

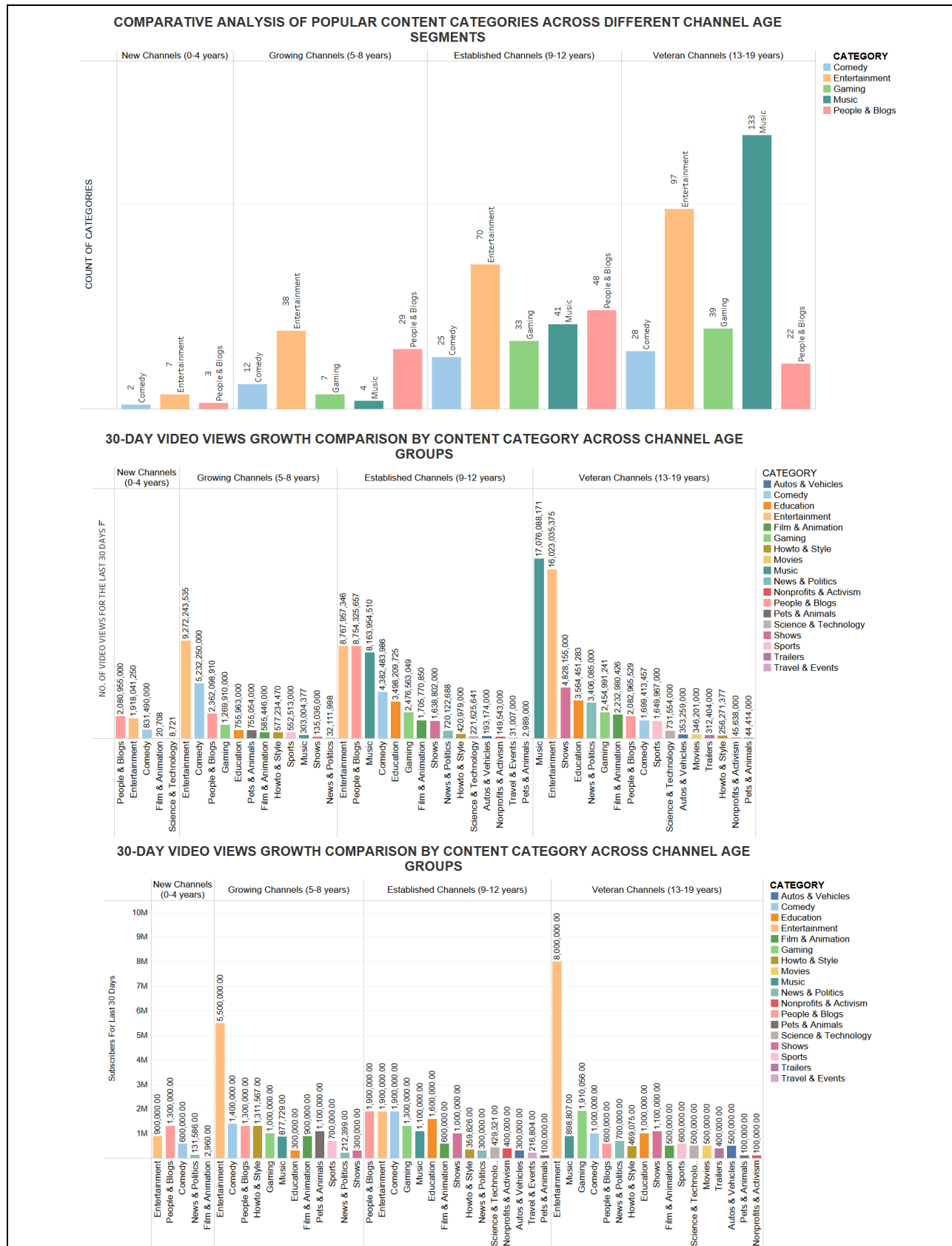
India stands out in Shows and Entertainment, notably with channels like SET India and Zee TV, while the UK leads in Science & Technology, thanks to influencers like Mrwhosetheboss. The U.S. is noted for its diverse content, including educational channels like Cocomelon.

The study also reveals the impact of socio-economic factors on content preference, indicating that urbanised regions with lower unemployment rates have varied content interests, whereas areas with higher unemployment prefer Music and Entertainment for affordable leisure. Music emerges as universally appealing, with the highest subscriber counts across socio-economic backgrounds.

Based on these findings, it's evident that marketers and content strategists should leverage socio-economic data to tailor their content and marketing efforts more effectively. By aligning with the preferences of different regions, they can maximise engagement and revenue, making informed decisions that cater to the nuanced demands of their target audiences.

## Visualization #3

Q3. Do newer YouTube channels experience faster growth than their older counterparts, and what are the observable trends in this dynamic?



What is the main insight of the chart? (MAX 200 WORDS) Why do you think this is insightful?

The bar charts present an analysis of YouTube channels growth, segmented by category and age. By examining the subscriber increase and video view counts over the last 30 days, we can identify which categories are most engaging and to assess if newer channels are scaling faster than their older counterparts.

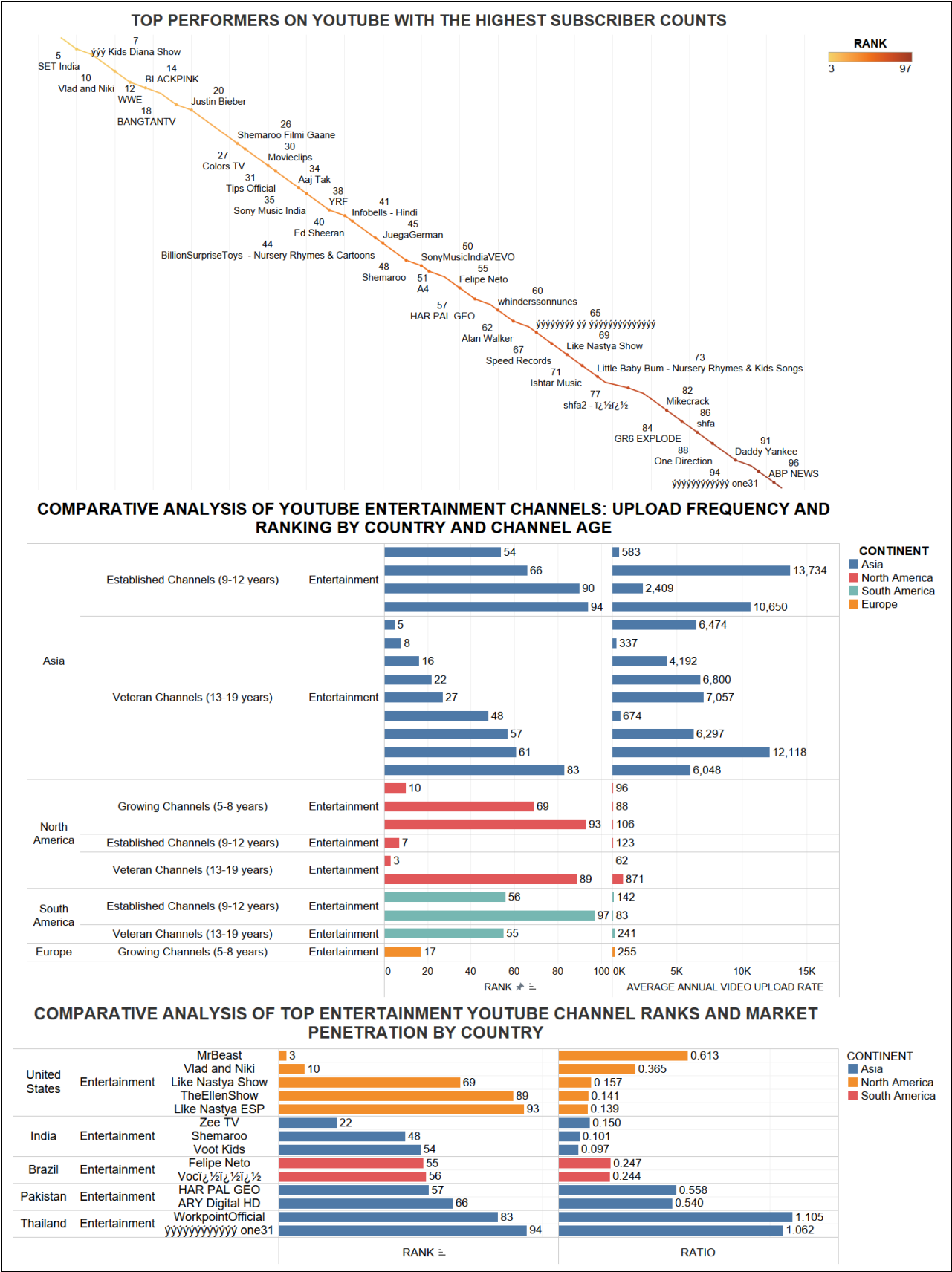
New Channels, demonstrate a capacity for rapid subscriber and view growth, especially in the People & Blogs and Entertainment categories. Growing Channels have marked a substantial uptick in views, with the Entertainment category at the forefront. Despite having 17.56% fewer subscribers than Established Channels in Entertainment, Growing Channels surpass them with 5.43% more views in the same category.

Established Channels illustrate consistent growth indicative of their longevity, with the People & Blogs category garnering the most subscribers and views across all channel ages. This suggests a strong, loyal audience and a comprehensive content library that continues to attract viewers.

Veteran Channels show a distinctive trend, particularly in Music, where there is a surge in subscriber numbers. This might be due to the long-term value of musical content and the tendency of music videos to amass views and followers over many years. Lastly, Entertainment continues to excel in view counts and subscriber numbers, emphasising its general appeal.

Visualization #4

Q4. Are there any common characteristics of top-performing YouTube Channels?



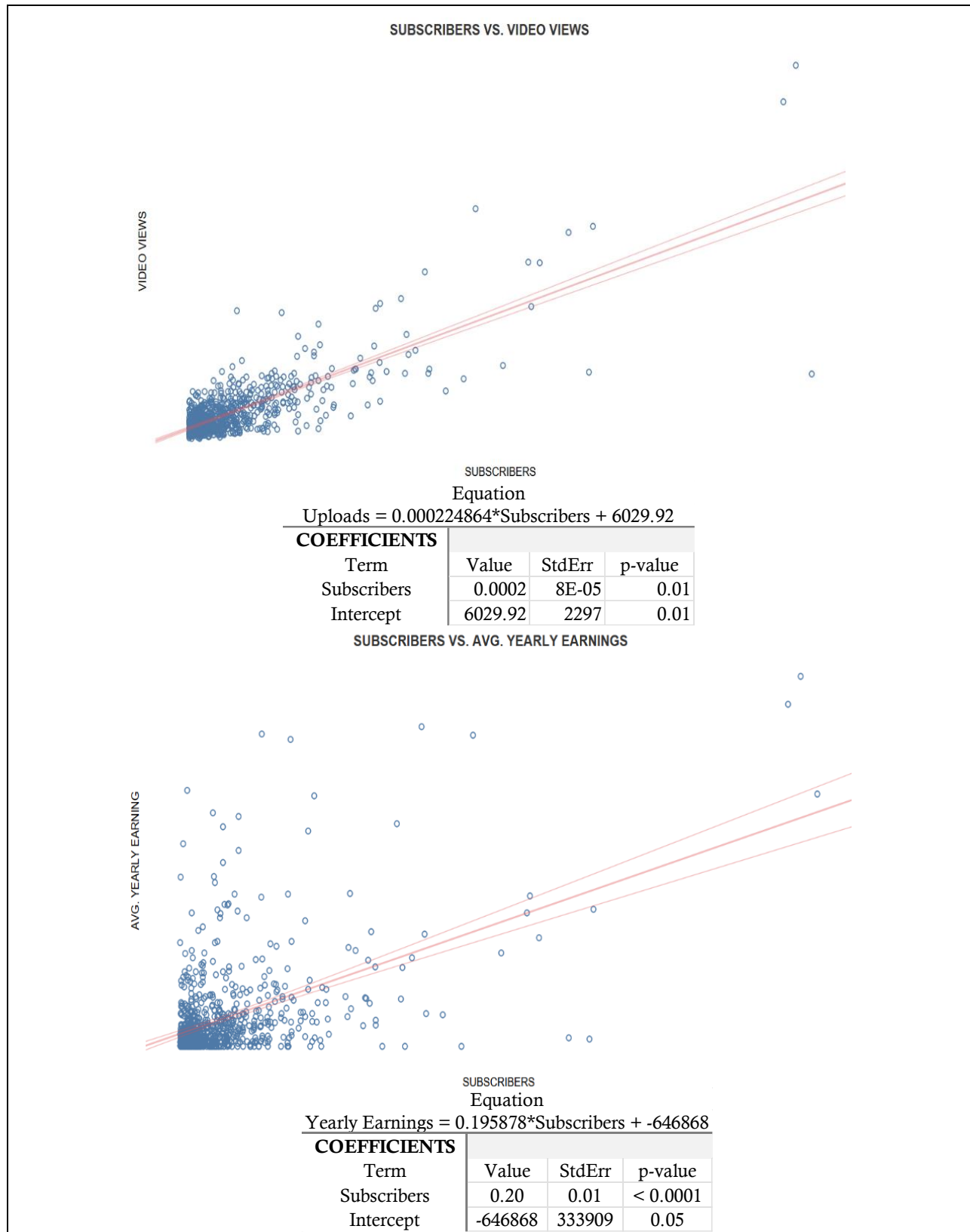


What is the main insight of the chart? (MAX 200 WORDS) Why do you think this is insightful?

The first graph ranks the top 10% of YouTube channels by subscribers out of 826. The second chart reveals that Asian YouTube entertainment channels post content more frequently compared to those in other regions, suggesting a strategy focused on volume to meet the demand for continuous entertainment. Conversely, despite fewer uploads, channels in other regions, like Mr. Beast's, still achieve high rankings, possibly due to producing content with higher production values or unique appeal. For example, Mr. Beast's channel stands out with high-cost, philanthropic content, contrasting with Indian channels that focus on high-volume, less expensive videos.

The last graph displays YouTube channels by continent, categorised into ranks and their ratio of subscribers to urban population size. This ratio serves as a proxy for understanding market penetration. Indian and U.S. channels have a lower ratio, which might reflect a focus on regional content or the highly competitive nature of the Indian and American YouTube space. In contrast, channels from Thailand, Japan, and the Philippines exceed a 1:1 subscriber ratio, signifying substantial reach within and potentially beyond their urban markets. there is fierce competition among channels in India making it difficult for any single channel to achieve a dominant market position. The UK's standout high ratio suggests exceptional market penetration or a significant global audience.

Q5. How do the number of views on a YouTube channel affect its subscriber count? And how does the subscriber count impact the channel's average yearly earnings?



What is the main insight of the chart? (MAX 200 WORDS) Why do you think this is insightful?

We conducted two separate simple linear regression analyses. The first model predicted video views based on the number of subscribers. The second model predicted yearly earnings as a function of subscriber count. The relationship between the number of subscribers and video views is statistically significant, indicating that subscribers are a reliable predictor of video views. Similarly, the number of subscribers significantly predicts yearly earnings, underlining the importance of subscriber count in forecasting a channel's financial performance.

These models sought to quantify the extent to which subscriber count can serve as a predictor for channel performance and financial success. The regression analyses showed a strong positive relationship between subscriber count and both video views and yearly earnings for YouTube channels. As subscribers increase, so do views and earnings, but the models suggest some irregularities for channels with smaller subscriber bases and potential alternative income sources not solely dependent on subscriber numbers.

Overall, the importance of subscriber count as a driving force behind both user engagement and revenue generation is evident from our findings. However, the results also imply that subscriber count alone doesn't paint the full picture of a channel's performance or financial health. There are evidently other influential factors at play, necessitating a cautious approach to the application and interpretation of these models, especially for channels with a small number of subscribers.