Link for interactive plot 1:

https://public.tableau.com/views/TableauchartsfromQ1toQ4/TOP
PERFORMERSONYOUTUBEWITHTHEHIGHESTSUBSCRIBERCOUNT
S?:language=en-
GB&publish=yes&:sid=&:display_count=n&:origin=viz_share_link
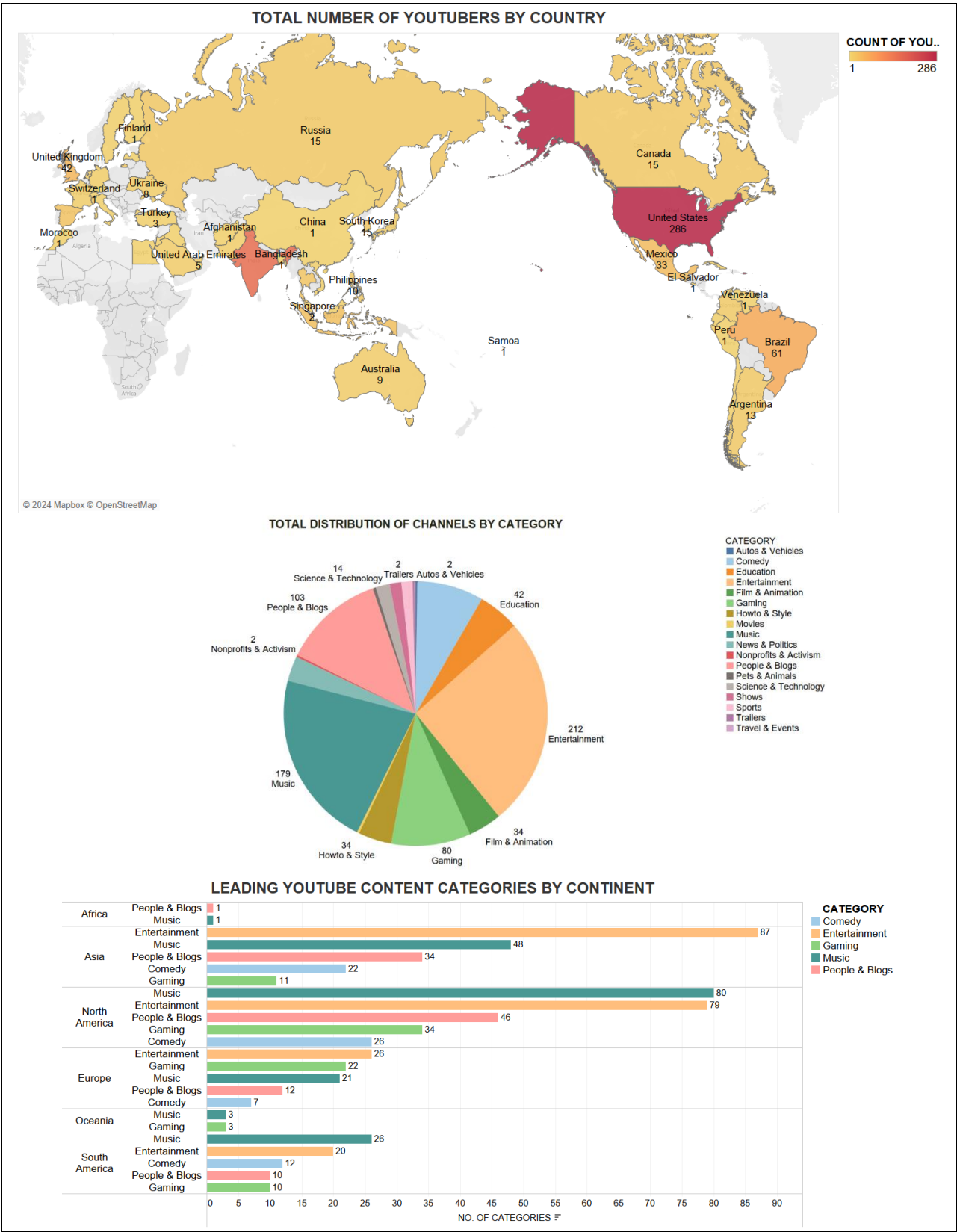
Link for interactive plot2:

https://public.tableau.com/views/Regression_17116668202390/S
UBSCRIBERSVS_AVG_YRARLYEARNINGS?:language=en-
GB&publish=yes&:sid=&:display_count=n&:origin=viz_share_link

Link for the original dataset:

Global YouTube Statistics 2023 (kaggle.com)

Visualization #1

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

TOTAL NUMBER OF YOUTUBERS BY COUNTRY

COUNT OF YOU..
1 286

TOTAL DISTRIBUTION OF CHANNELS BY CATEGORY

CATEGORY
- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Movies
- Music
- News & Politics
- Nonprofits & Activism
- People & Blogs
- Pets & Animals
- Science & Technology
- Shows
- Sports
- Trailers
- Travel & Events

LEADING YOUTUBE CONTENT CATEGORIES BY CONTINENT

CATEGORY
- Comedy
- Entertainment
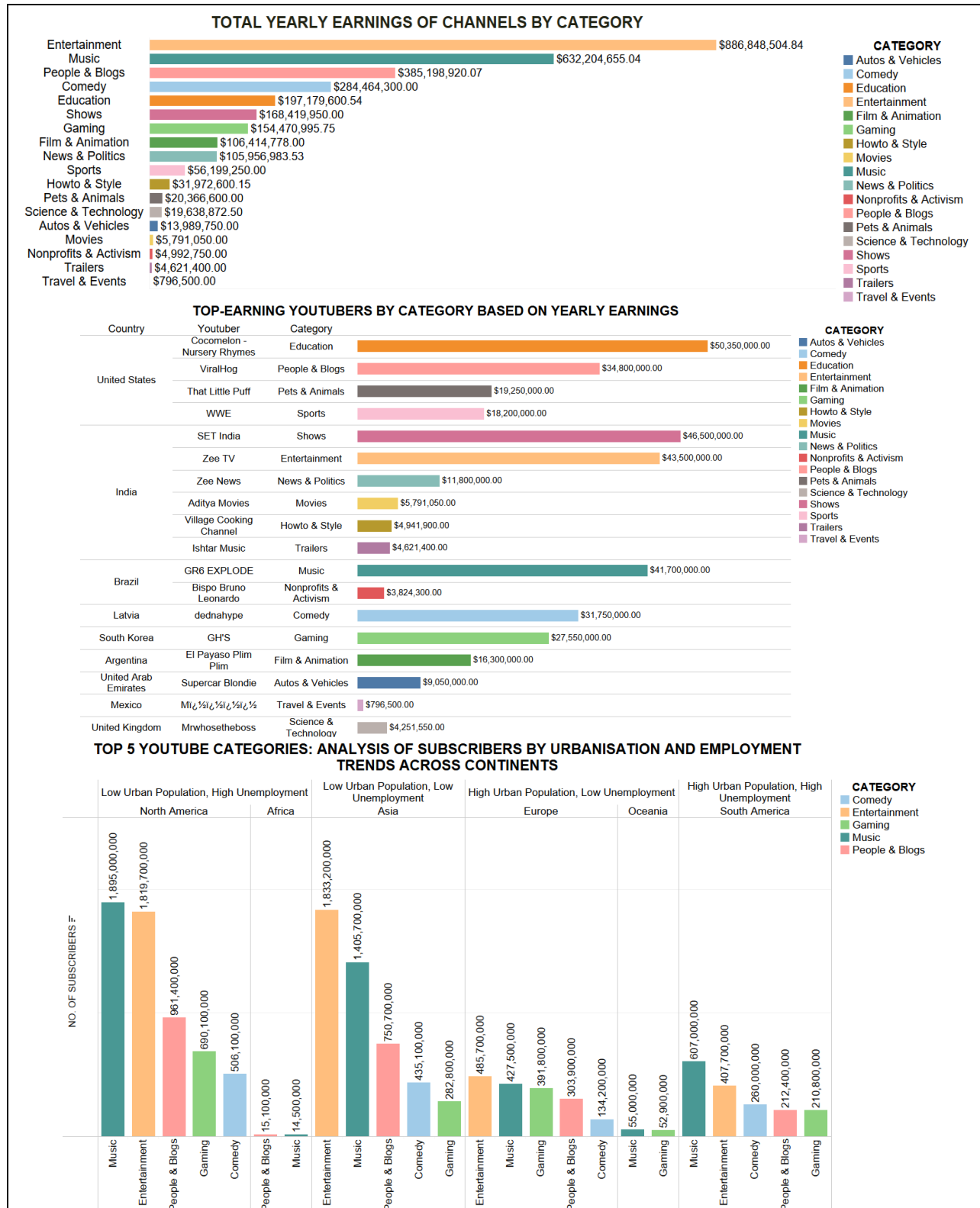- Gaming
- Music
- People & Blogs

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?

TOTAL YEARLY EARNINGS OF CHANNELS BY CATEGORY

Category	Earnings
Entertainment	$886,848,504.84
Music	$632,204,655.04
People & Blogs	$385,198,920.07
Comedy	$284,464,300.00
Education	$197,179,600.54
Shows	$168,419,950.00
Gaming	$154,470,995.75
Film & Animation	$106,414,778.00
News & Politics	$105,956,983.53
Sports	$56,199,250.00
Howto & Style	$31,972,600.15
Pets & Animals	$20,366,600.00
Science & Technology	$19,638,872.50
Autos & Vehicles	$13,989,750.00
Movies	$5,791,050.00
Nonprofits & Activism	$4,992,750.00
Trailers	$4,621,400.00
Travel & Events	$796,500.00

CATEGORY: Autos & Vehicles, Comedy, Education, Entertainment, Film & Animation, Gaming, Howto & Style, Movies, Music, News & Politics, Nonprofits & Activism, People & Blogs, Pets & Animals, Science & Technology, Shows, Sports, Trailers, Travel & Events

TOP-EARNING YOUTUBERS BY CATEGORY BASED ON YEARLY EARNINGS

Country	Youtuber	Category	Earnings
United States	Cocomelon - Nursery Rhymes	Education	$50,350,000.00
United States	ViralHog	People & Blogs	$34,800,000.00
United States	That Little Puff	Pets & Animals	$19,250,000.00
United States	WWE	Sports	$18,200,000.00
India	SET India	Shows	$46,500,000.00
India	Zee TV	Entertainment	$43,500,000.00
India	Zee News	News & Politics	$11,800,000.00
India	Aditya Movies	Movies	$5,791,050.00
India	Village Cooking Channel	Howto & Style	$4,941,900.00
India	Ishtar Music	Trailers	$4,621,400.00
Brazil	GR6 EXPLODE	Music	$41,700,000.00
Brazil	Bispo Bruno Leonardo	Nonprofits & Activism	$3,824,300.00
Latvia	dednahype	Comedy	$31,750,000.00
South Korea	GH'S	Gaming	$27,550,000.00
Argentina	El Payaso Plim Plim	Film & Animation	$16,300,000.00
United Arab Emirates	Supercar Blondie	Autos & Vehicles	$9,050,000.00
Mexico	Mï¿½ï¿½ï¿½ï¿½ï¿½	Travel & Events	$796,500.00
United Kingdom	Mrwhosetheboss	Science & Technology	$4,251,550.00

TOP 5 YOUTUBE CATEGORIES: ANALYSIS OF SUBSCRIBERS BY URBANISATION AND EMPLOYMENT TRENDS ACROSS CONTINENTS

Low Urban Population, High Unemployment — North America / Africa
Low Urban Population, Low Unemployment — Asia
High Urban Population, Low Unemployment — Europe / Oceania
High Urban Population, High Unemployment — South America

CATEGORY: Comedy, Entertainment, Gaming, Music, People & Blogs

North America: Music 1,895,000,000; Entertainment 1,819,700,000; People & Blogs 961,400,000; Gaming 690,100,000; Comedy 506,100,000

Africa: People & Blogs 15,100,000; Music 14,500,000

Asia: Entertainment 1,833,200,000; Music 1,405,700,000; People & Blogs 750,700,000; Comedy 435,100,000; Gaming 282,800,000

Europe: Entertainment 485,700,000; Music 427,500,000; Gaming 391,800,000; People & Blogs 303,900,000; Comedy 134,200,000

Oceania: Music 55,000,000; Gaming 52,900,000

South America: Music 607,000,000; Entertainment 407,700,000; Comedy 260,000,000; People & Blogs 212,400,000; Gaming 210,800,000

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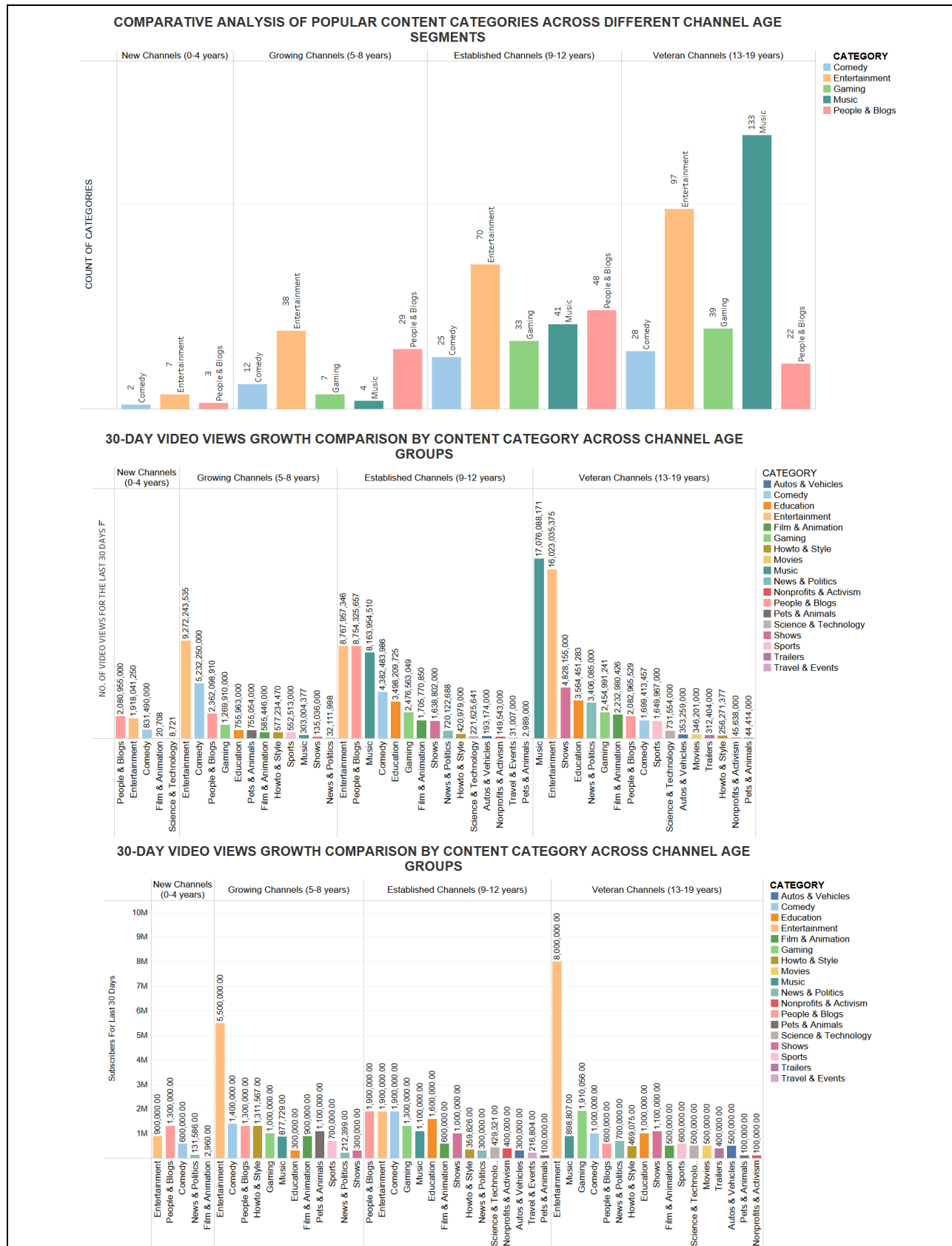
India stands out in Shows and Entertainment, notably with channels like SET India and Zee TV, while the UK leads in Science & Technology, thanks to influencers like Mrwhosetheboss. The U.S. is noted for its diverse content, including educational channels like Cocomelon.

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.

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

COMPARATIVE ANALYSIS OF POPULAR CONTENT CATEGORIES ACROSS DIFFERENT CHANNEL AGE SEGMENTS

30-DAY VIDEO VIEWS GROWTH COMPARISON BY CONTENT CATEGORY ACROSS CHANNEL AGE GROUPS

30-DAY VIDEO VIEWS GROWTH COMPARISON BY CONTENT CATEGORY ACROSS CHANNEL AGE GROUPS

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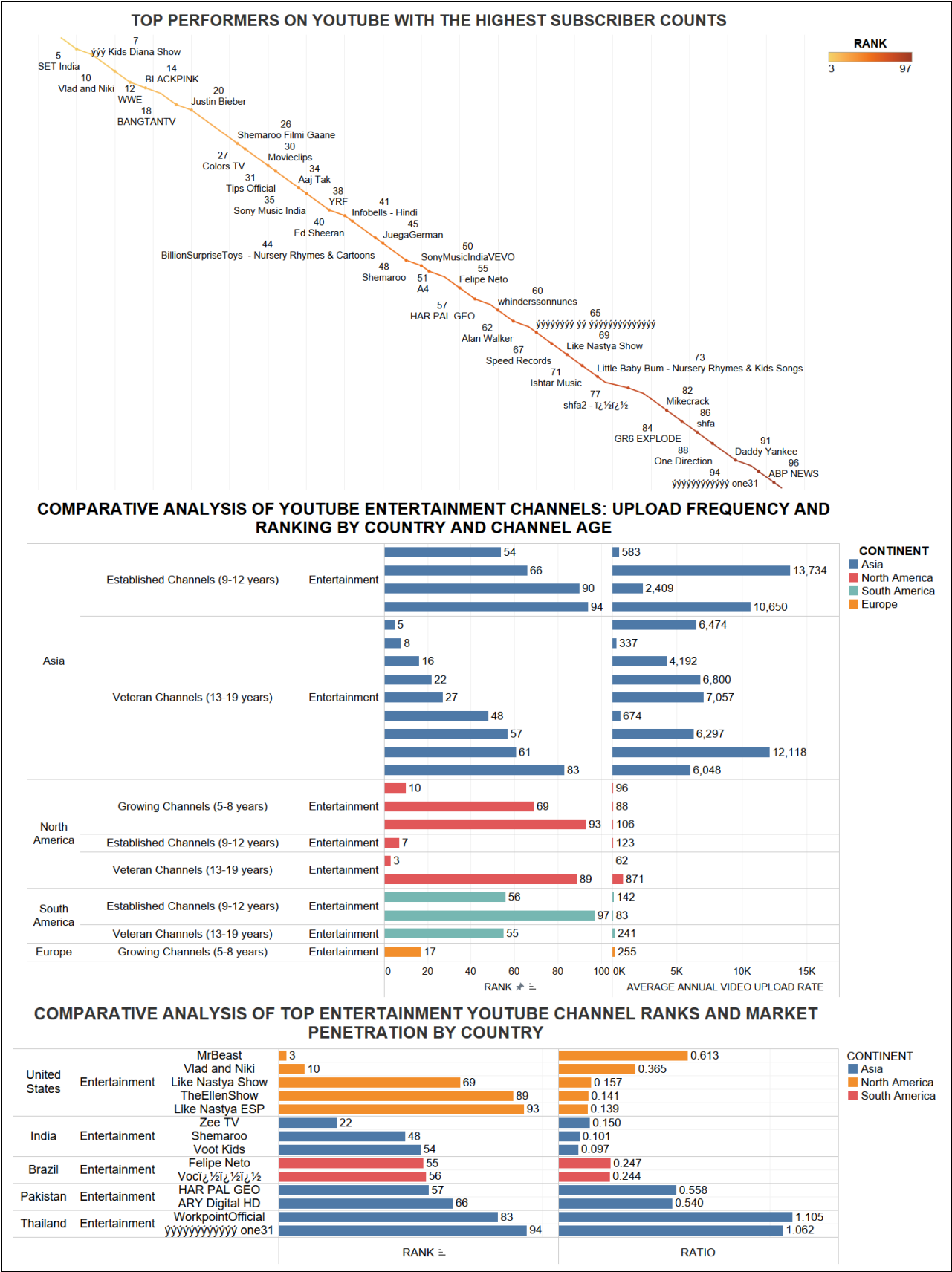
New Channels, demonstrate a capacity for rapid subscriber and view growth, especially in the People & Blogs and Entertainment categories. Growing Channels have marked a substantial uptick in views, with the Entertainment category at the forefront. Despite having 17.56% fewer subscribers than Established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

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

TOP PERFORMERS ON YOUTUBE WITH THE HIGHEST SUBSCRIBER COUNTS

RANK
3   97

- 7 ÿÿÿ Kids Diana Show
- 5 SET India
- 10 Vlad and Niki
- 14 BLACKPINK
- 12 WWE
- 20 Justin Bieber
- 18 BANGTANTV
- 26 Shemaroo Filmi Gaane
- 30 Movieclips
- 27 Colors TV
- 34 Aaj Tak
- 31 Tips Official
- 38 YRF
- 35 Sony Music India
- 41 Infobells - Hindi
- 40 Ed Sheeran
- 45 JuegaGerman
- 44 BillionSurpriseToys - Nursery Rhymes & Cartoons
- 50 SonyMusicIndiaVEVO
- 48 Shemaroo
- 55 Felipe Neto
- 51 A4
- 60 whinderssonnunes
- 57 HAR PAL GEO
- 65 ÿÿÿÿÿÿÿ ÿÿ ÿÿÿÿÿÿÿÿÿÿÿÿÿÿ
- 62 Alan Walker
- 69 Like Nastya Show
- 67 Speed Records
- 73 Little Baby Bum - Nursery Rhymes & Kids Songs
- 71 Ishtar Music
- 77 shfa2 - ï¿½ï¿½ï¿½
- 82 Mikecrack
- 86 shfa
- 84 GR6 EXPLODE
- 91 Daddy Yankee
- 88 One Direction
- 96 ABP NEWS
- 94 ÿÿÿÿÿÿÿÿÿÿÿÿ one31

COMPARATIVE ANALYSIS OF YOUTUBE ENTERTAINMENT CHANNELS: UPLOAD FREQUENCY AND RANKING BY COUNTRY AND CHANNEL AGE

CONTINENT
- Asia
- North America
- South America
- Europe

Region	Channel Age	Category	RANK	AVERAGE ANNUAL VIDEO UPLOAD RATE
Asia	Established Channels (9-12 years)	Entertainment	54	583
			66	13,734
			90	2,409
			94	10,650
	Veteran Channels (13-19 years)	Entertainment	5	6,474
			8	337
			16	4,192
			22	6,800
			27	7,057
			48	674
			57	6,297
			61	12,118
			83	6,048
North America	Growing Channels (5-8 years)	Entertainment	10	96
			69	88
			93	106
	Established Channels (9-12 years)	Entertainment	7	123
	Veteran Channels (13-19 years)	Entertainment	3	62
			89	871
South America	Established Channels (9-12 years)	Entertainment	56	142
			97	83
	Veteran Channels (13-19 years)	Entertainment	55	241
Europe	Growing Channels (5-8 years)	Entertainment	17	255

COMPARATIVE ANALYSIS OF TOP ENTERTAINMENT YOUTUBE CHANNEL RANKS AND MARKET PENETRATION BY COUNTRY

CONTINENT
- Asia
- North America
- South America

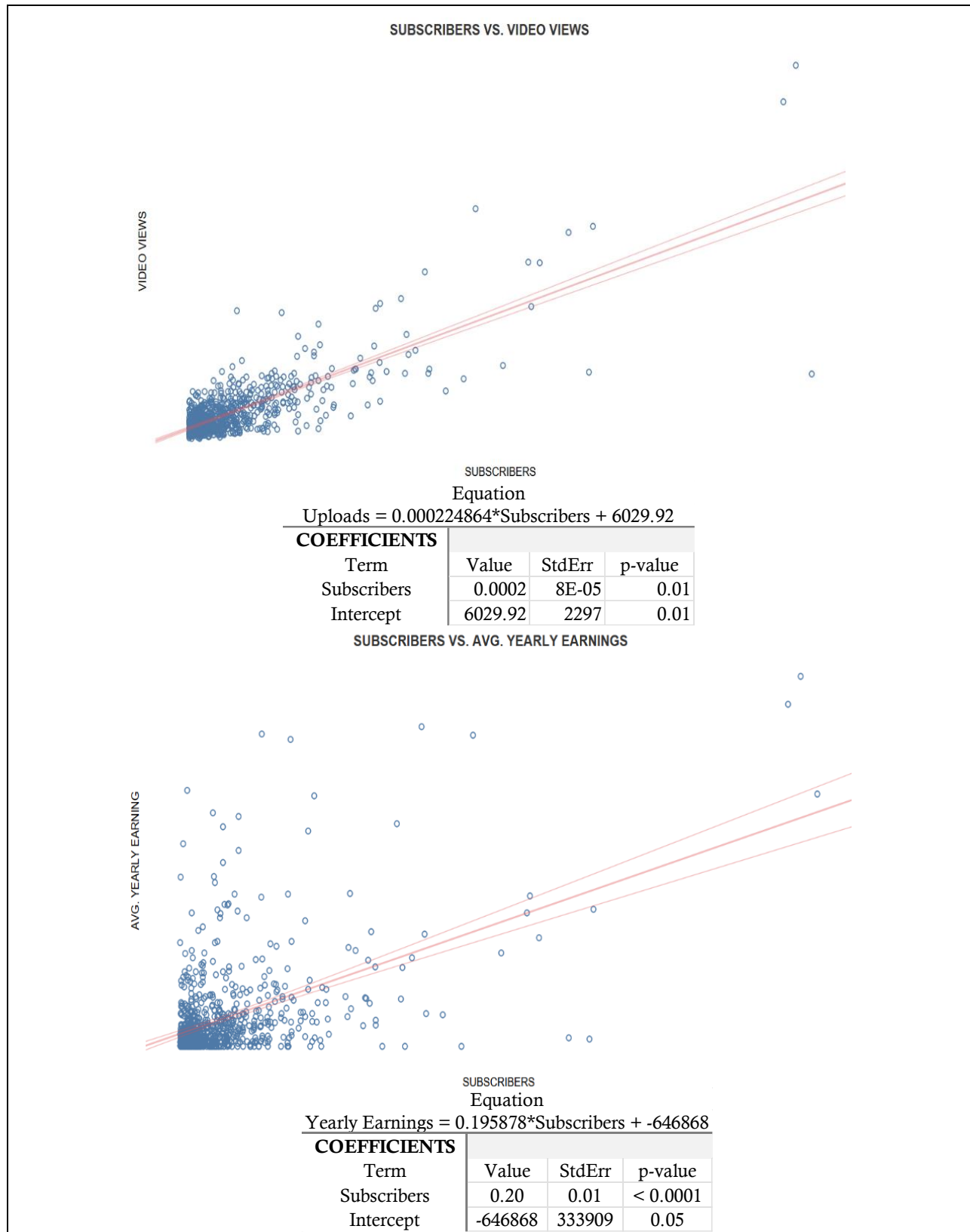| Country	Category	Channel	RANK	RATIO
United States	Entertainment	MrBeast	3	0.613
		Vlad and Niki	10	0.365
		Like Nastya Show	69	0.157
		TheEllenShow	89	0.141
		Like Nastya ESP	93	0.139
India	Entertainment	Zee TV	22	0.150
		Shemaroo	48	0.101
		Voot Kids	54	0.097
Brazil	Entertainment	Felipe Neto	55	0.247
		Vocï¿½ï¿½ï¿½ï¿½	56	0.244
Pakistan	Entertainment	HAR PAL GEO	57	0.558
		ARY Digital HD	66	0.540
Thailand	Entertainment	WorkpointOfficial	83	1.105
		ÿÿÿÿÿÿÿÿÿÿÿÿ one31	94	1.062

8

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?

SUBSCRIBERS VS. VIDEO VIEWS

Equation
Uploads = 0.000224864*Subscribers + 6029.92

COEFFICIENTS			
Term	Value	StdErr	p-value
Subscribers	0.0002	8E-05	0.01
Intercept	6029.92	2297	0.01

SUBSCRIBERS VS. AVG. YEARLY EARNINGS

Equation
Yearly Earnings = 0.195878*Subscribers + -646868

COEFFICIENTS			
Term	Value	StdErr	p-value
Subscribers	0.20	0.01	< 0.0001
Intercept	-646868	333909	0.05

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.