



SRI VASAVI COLLEGE ,ERODE.

DEPARTMENT OF PHYSICS

Course name : Data analytics with tableau

Academic year : 2023 –2024

A project report entitled as

“Subscribers Galore : Exploring World’s Top Youtube Channel”

Work done by

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TEAM ID : NM2023TMID28497

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ASSOCIATE PROFESSOR

DEPARTMENT OF PHYSICS

SRI VASAVI COLLEGE,ERODE.

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SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

Introduction:



Certainly! When creating an introduction for your YouTube channel, it's essential to capture your audience's attention and give them a clear idea of what your channel is about. Here's an example introduction script for your YouTube channel:

"Welcome to [Your Channel Name]! ★ Your go-to destination for [briefly describe your channel's main theme or niche, e.g., travel tips, gaming, cooking, etc.]. We're here to [mention the purpose of your channel, whether it's to entertain, educate, inspire, etc.].

If you're passionate about [mention the specific topics you cover, e.g., exploring new places, mastering video games, creating delicious recipes], you're in the right place! Our videos are packed with [mention any unique features or benefits viewers can expect, e.g., helpful tutorials, entertaining gameplay, mouthwatering recipes] to keep you engaged and coming back for more.

Don't forget to hit that subscribe button and ring the notification bell 🔔 so you never miss out on our latest content. Join our community of [mention the

number of subscribers if applicable, e.g., 10,000+] and let's embark on this exciting journey together!

Thanks for stopping by, and we can't wait to share amazing moments with you. Stay tuned, and let's dive right in!"

Purpose:

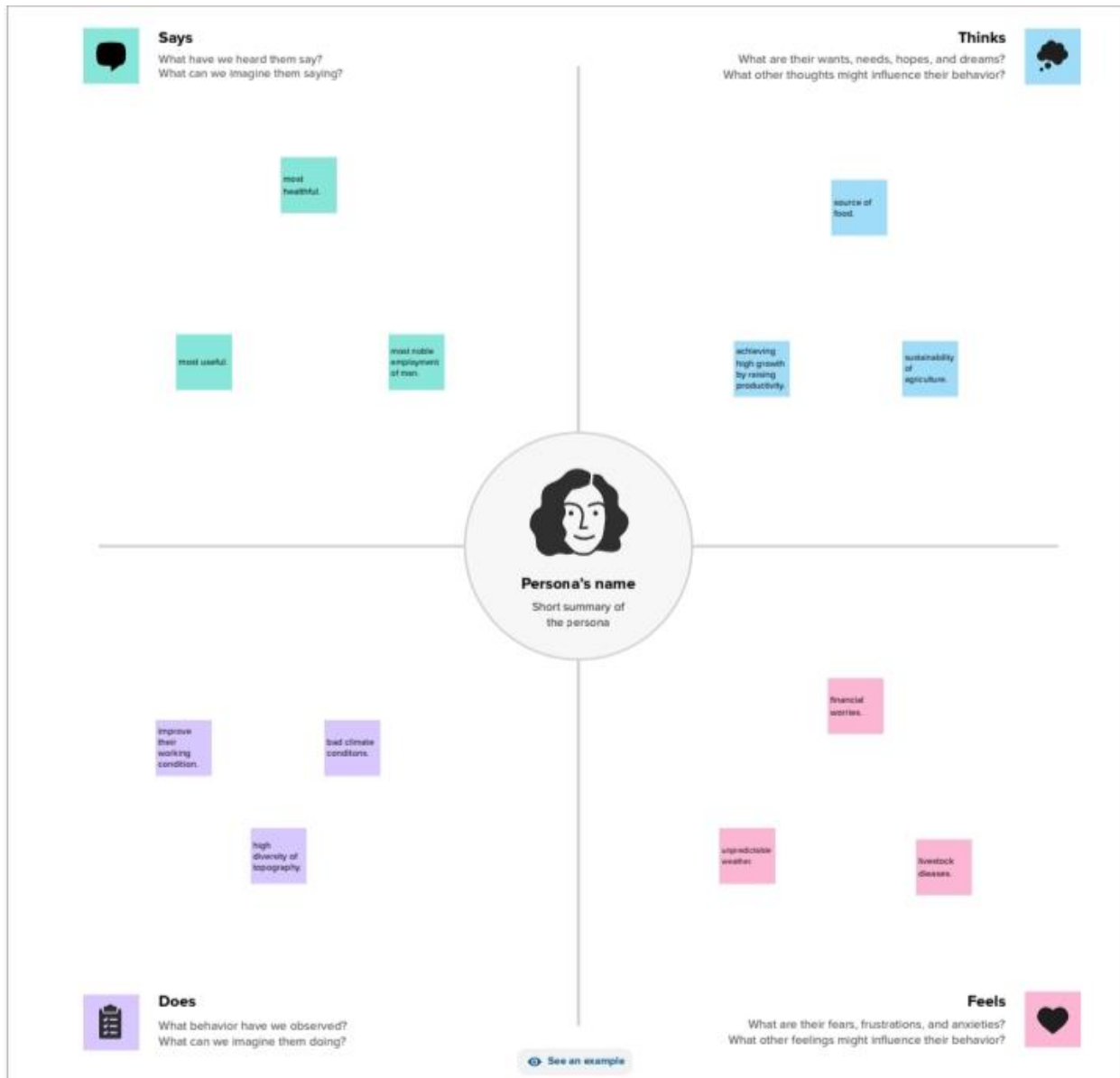


- ✓ Content Sharing: YouTube allows individuals and businesses to share videos with a wide audience, making it a powerful platform for creative expression and sharing valuable information.
- ✓ Entertainment: It offers a vast array of entertainment content, including music videos, movies, TV shows, and user-generated videos, providing entertainment to millions of viewers globally.

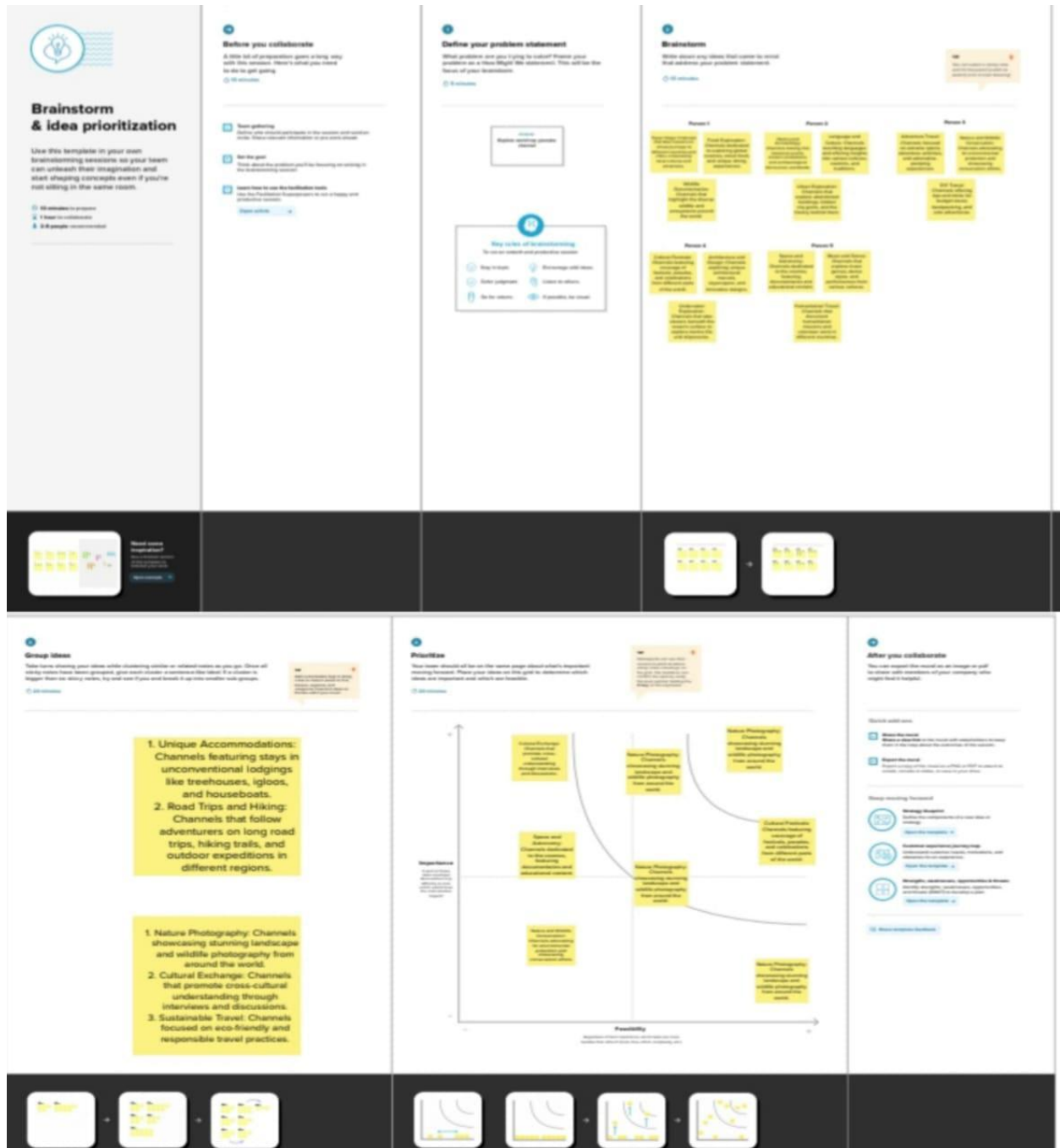
- ✓ Education: YouTube hosts educational channels covering a diverse range of topics. It serves as a valuable resource for learning new skills, exploring academic subjects, and accessing tutorials.
- ✓ Community Building: YouTube enables creators to build communities around their content. Viewers can engage through comments, likes, and shares, fostering a sense of belonging and interaction.
- ✓ Business and Marketing: Many businesses and entrepreneurs use YouTube for marketing purposes. They create promotional videos, product demonstrations, and advertisements to reach a broader audience and promote their products or services.
- ✓ Cultural Impact: YouTube has a significant cultural impact, shaping trends, opinions, and discussions on various topics. It amplifies voices and perspectives, contributing to social and cultural dialogue.
- ✓ Monetization: YouTube allows eligible creators to earn money through ads, channel memberships, Super Chat, and merchandise shelf, providing an opportunity for content creators to turn their passion into a source of income.

2. Problem definition and design thinking

2.1 Empathy map:



2.2 Ideation and Brainstorming map:



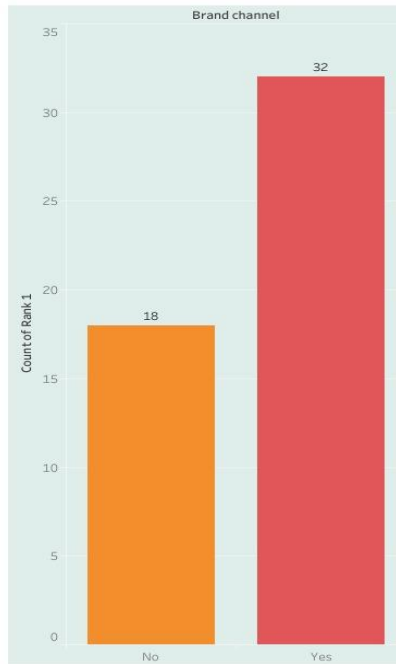
RESULT

Dashboard 1:

Rank wise Channel

Channel	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
As of March 14, 2023UTC	
Bad Bunny	45
Badabun	43
BangtanTV	15
Billie Eilish	42
BillionSurpriseToys	39
Blackpink	11
Canal KondZilla	18
ChuChu TV	22
Cocomelon	2
Colors TV	23
Dude Perfect	24
Ed Sheeran	35
El Reino Infantil	31
Eminem	33
Felipe Neto	49
Fernanfloo	44
Get Movies	48
Goldmines	12
Hybe Labels	17
Infobells	40
JuegaGerman	41
Justin Bieber	16
Kids Diana Show	6
Like Nastya	7
LooLoo Kids	34
Marshmello	29
Movieclips	25
MrBeast	4
PewDiePie	5

No of channels with brand

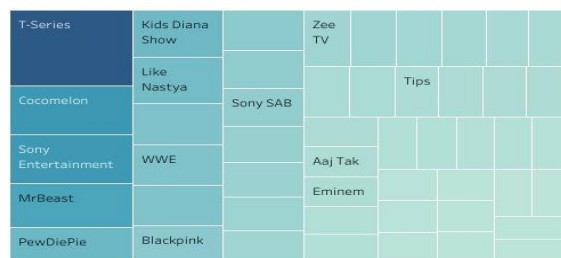


Channel brand

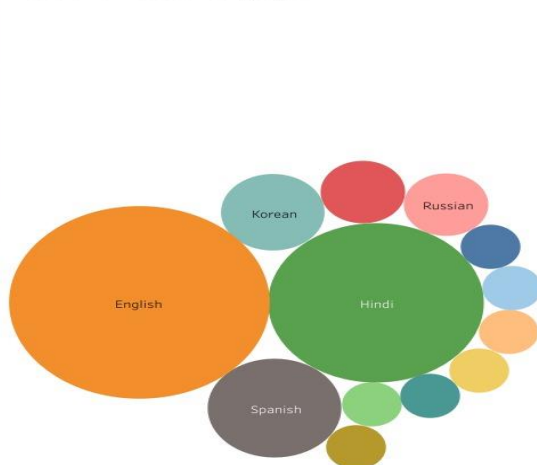
Channel	As of M...	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 20...	As of M...		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude 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
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	
PewDiePie		No	

Dashboard 2:

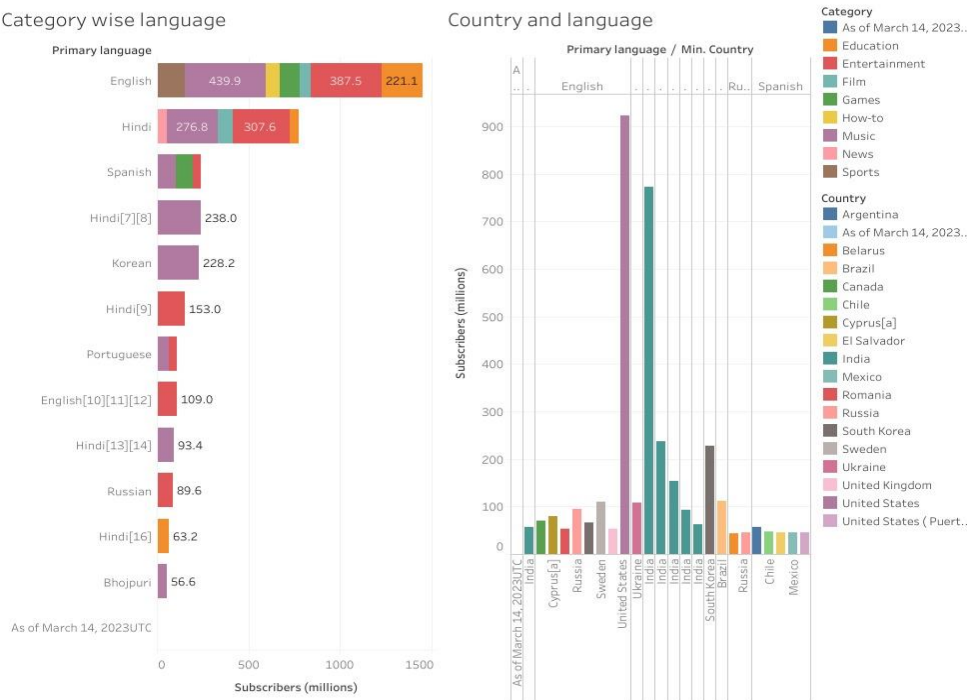
Channel name with Sub



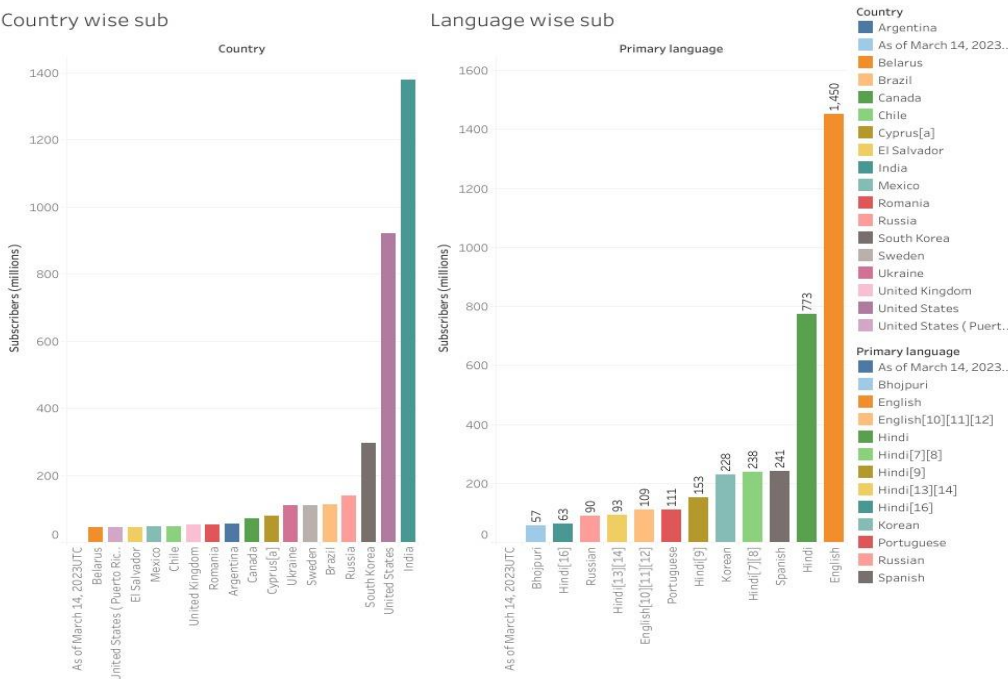
No of channels of Language



Dashboard 3:



Dashboard 4:



Dashboard 5:

Country wise channel



Sheet 11



Count of Channel

1 13

Country

- Argentina
- As of March 14, 2023.
- Belarus
- Brazil
- Canada
- Chile
- Cyprus[a]
- El Salvador
- India
- Mexico
- Romania
- Russia
- South Korea
- Sweden
- Ukraine
- United Kingdom
- United States
- United States (Puert...

STORY

Story 1:

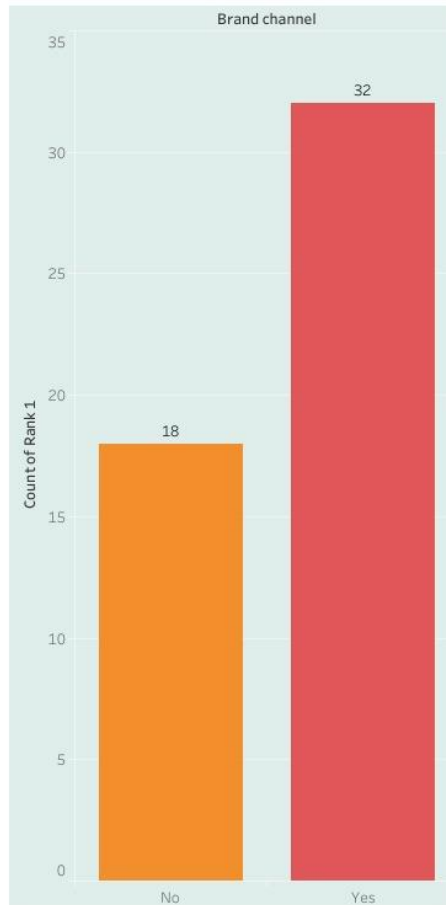
Story 1

Channel details	List of channels with number of subscriber..	Category wise language and country..	Language and country wise subscribers	Country wise primary languages, number of..
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Rank wise Channel

Channel	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
As of March 14, 2023UTC	
Bad Bunny	45
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BangtanTV	15
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ChuChu TV	22
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JuegaGerman	41
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Kids Diana Show	6
Like Nastya	7
LooLoo Kids	34
Marshmello	29
Movieclips	25
MrBeast	4
PewDiePie	5

No of channels with brand



Channel brand

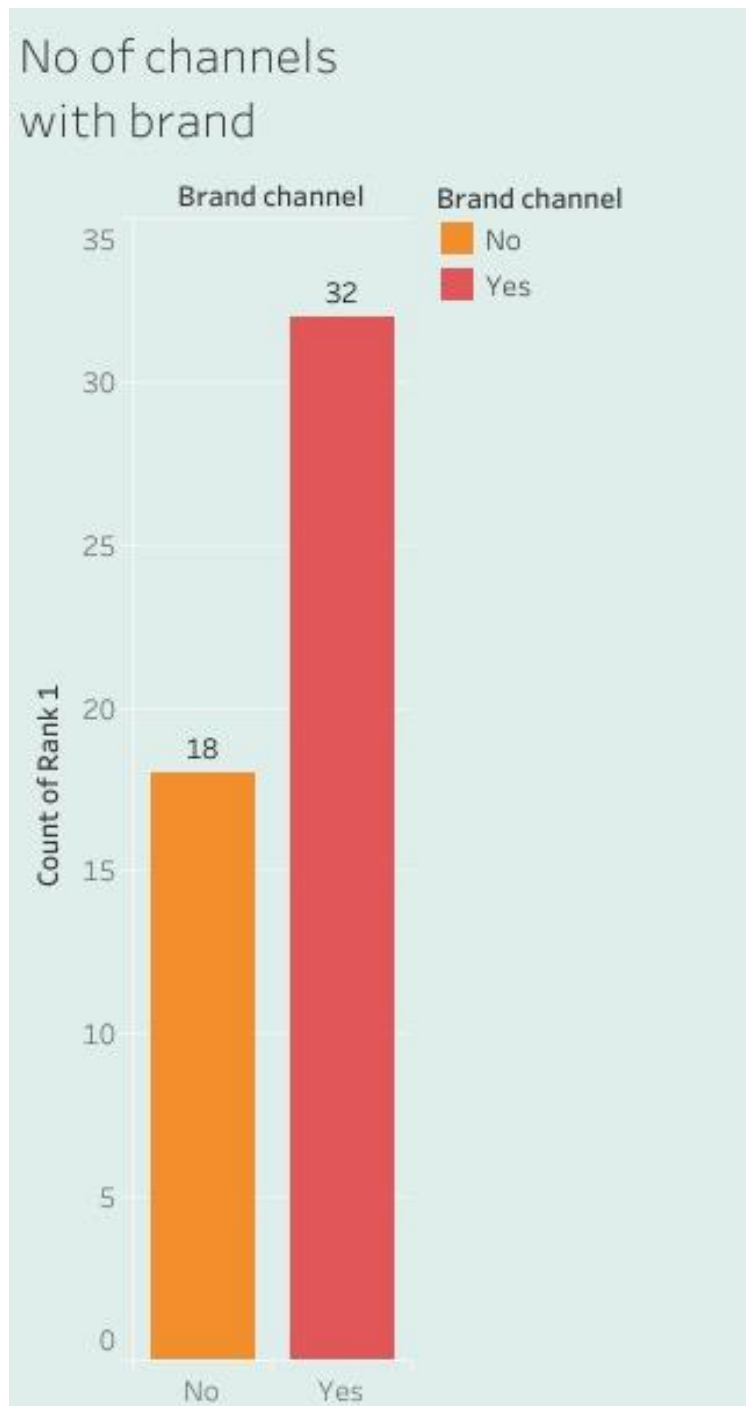
Channel	As of M..	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 20..	As of M..		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude 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
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	
PewDiePie		No	

Visualization

1. Rank with channel:

Rank wise Channel	
Channel	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
As of March 14, 2023UTC	
Bad Bunny	45
Badabun	43
BangtanTV	15
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Kids Diana Show	6
Like Nastya	7
LooLoo Kids	34
Marshmello	29
Movieclips	25
MrBeast	4
PewDiePie	5
Pinkfong	20
Shemaroo	47
Shemaroo Entertainment	21
Sony Entertainment Telev..	3
Sony Music India	30
Sony SAB	14
SonyMusicIndiaVEVO	46
T-Series	1
T-Series Bhakti Sagar	26
Taylor Swift	38
Tips Industries	27
Vlad and Niki	8
Wave Music	28
WWE	9
Yash Raj Films	36
Zee Music Company	10
Zee TV	19

2. Number channels with brand:



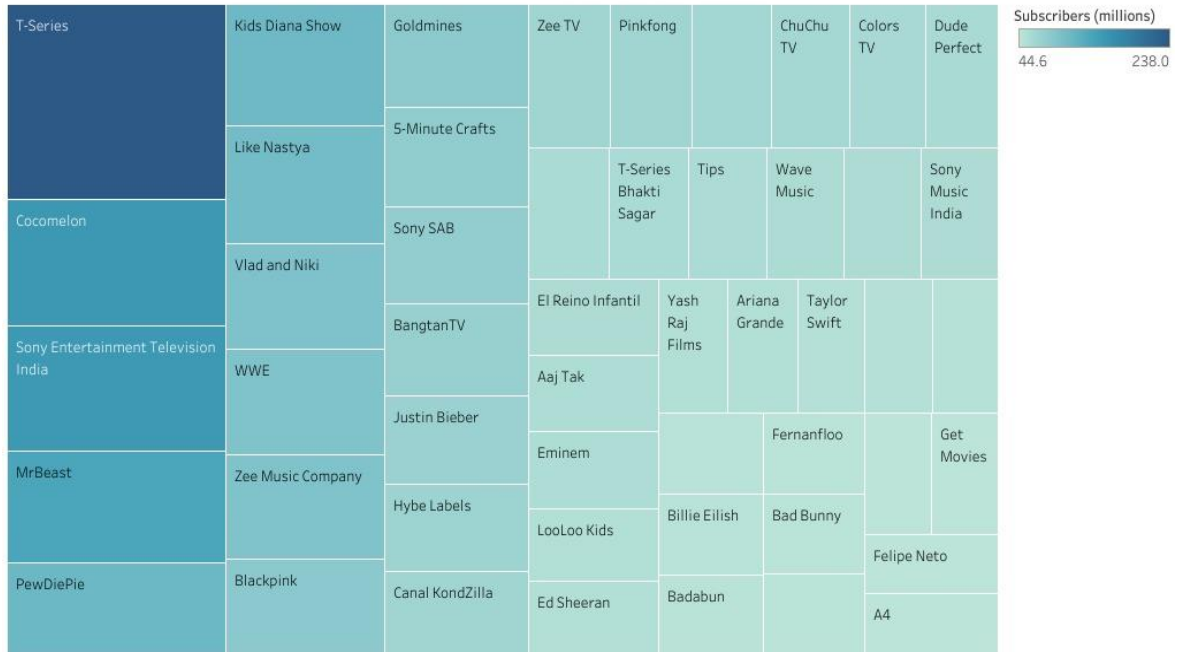
3. Channel brand:

Channel brand			
Channel	As of M..	Brand channel	
		No	Yes
S-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	
Billion Surprise Toys			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
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	
PewDiePie		No	
Pinkfong			Yes
Shemaroo			Yes
Shemaroo Entertainment			Yes
Sony Entertainment Telev..			Yes
Sony Music India			Yes
Sony SAB			Yes
SonyMusicIndiaVEVO			Yes
T-Series			Yes
T-Series Bhakti Sagar			Yes
Taylor Swift		No	
Tips Industries			Yes
Vlad and Niki		No	
Wave Music			Yes
WWE			Yes
Yash Raj Films			Yes
Zee Music Company			Yes
Zee TV			Yes

Brand channel
 As of March 14, 2023UTC
 No
 Yes

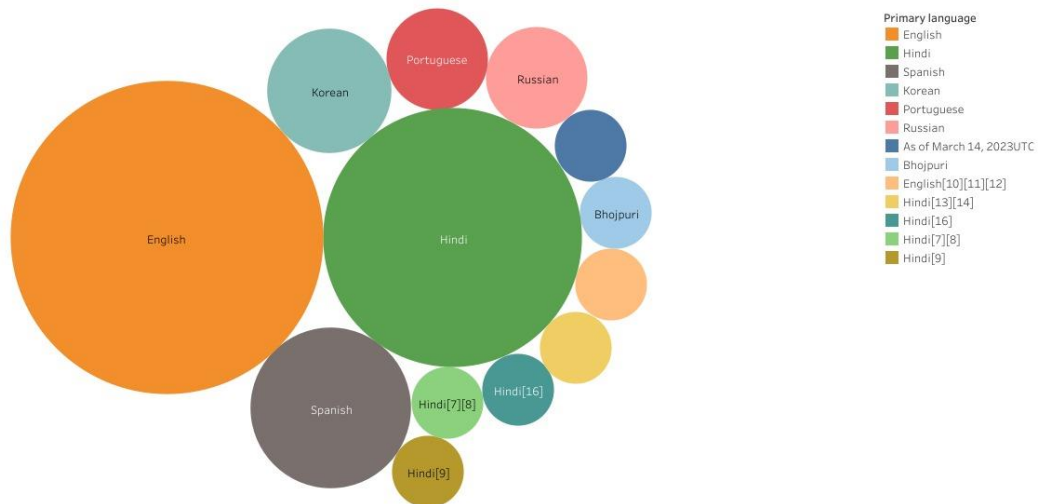
4. Channel name with sub:

Channel name with Sub



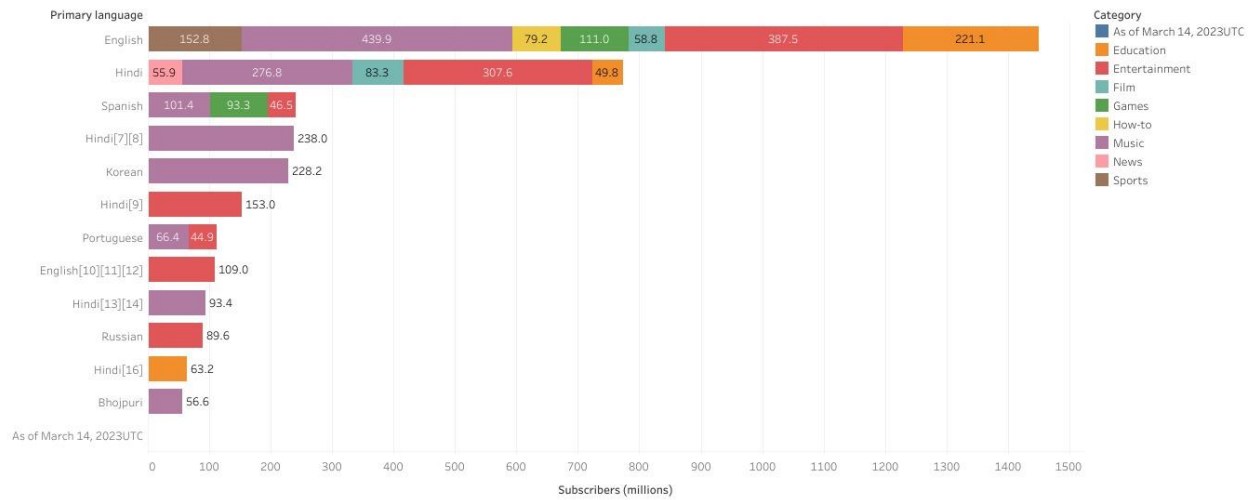
5. Number channels of language:

No of channels of Language



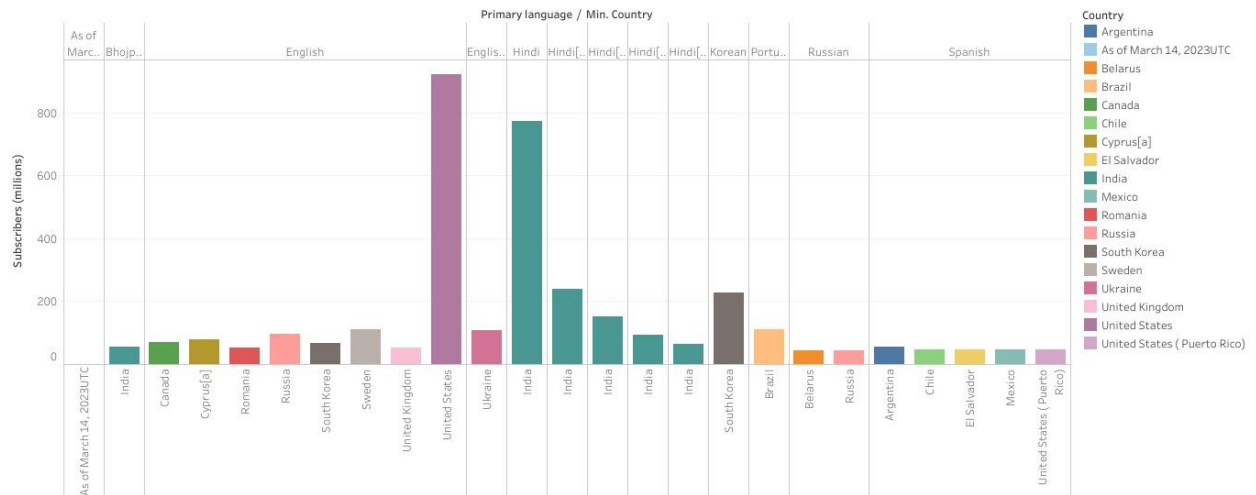
6. Category and language:

Category wise language



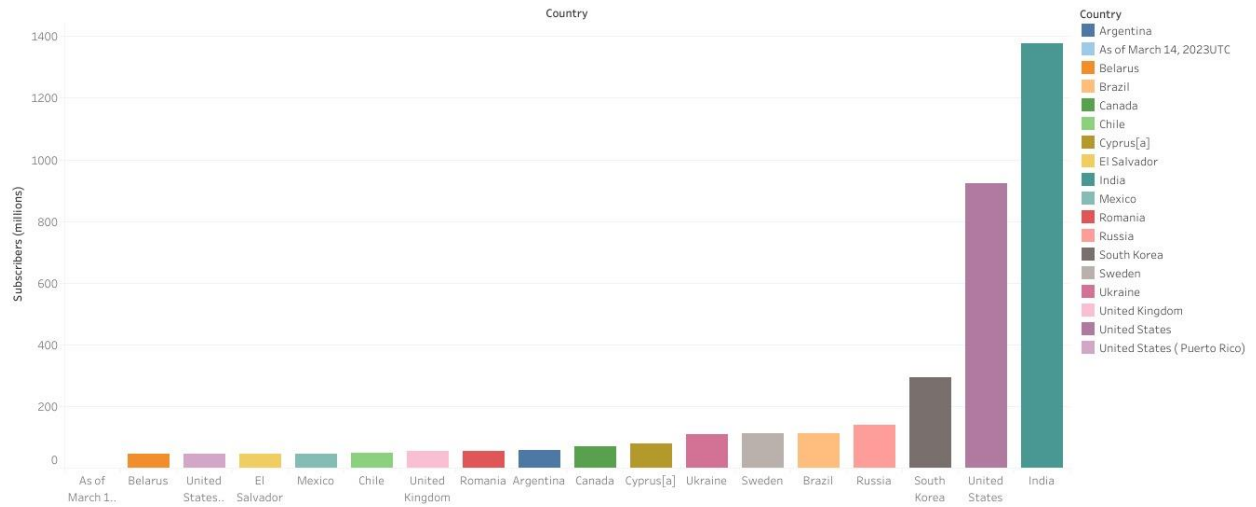
7. Country and language:

Country and language



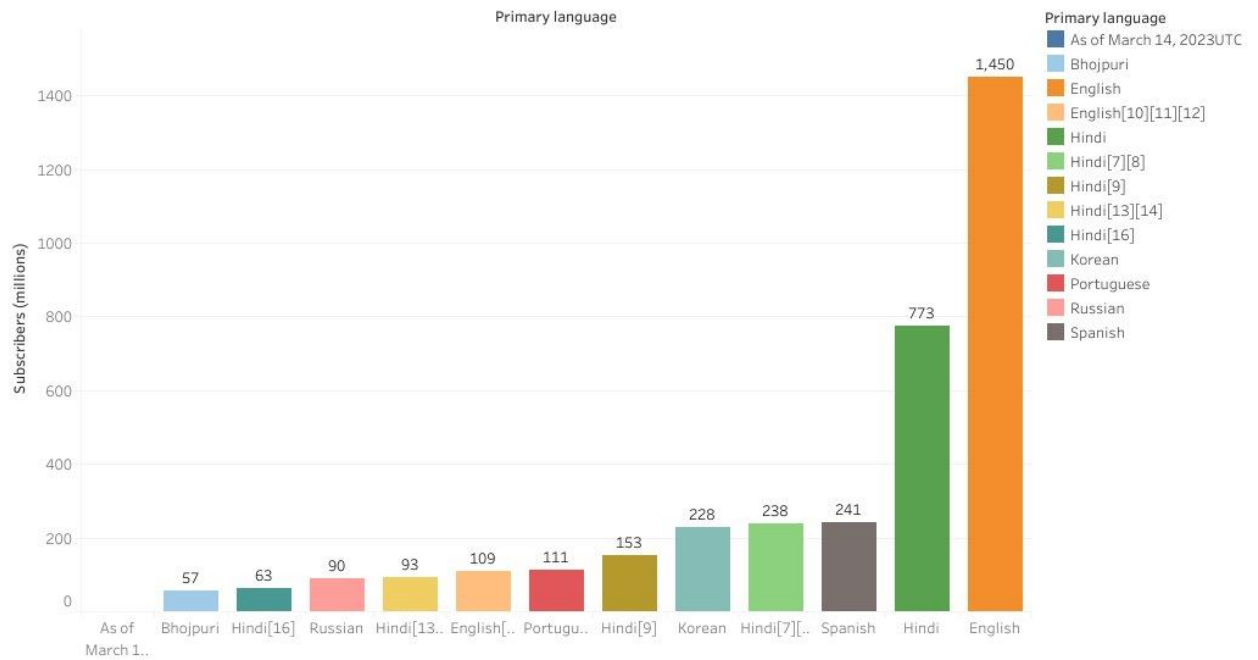
8. Country wise sub:

Country wise sub



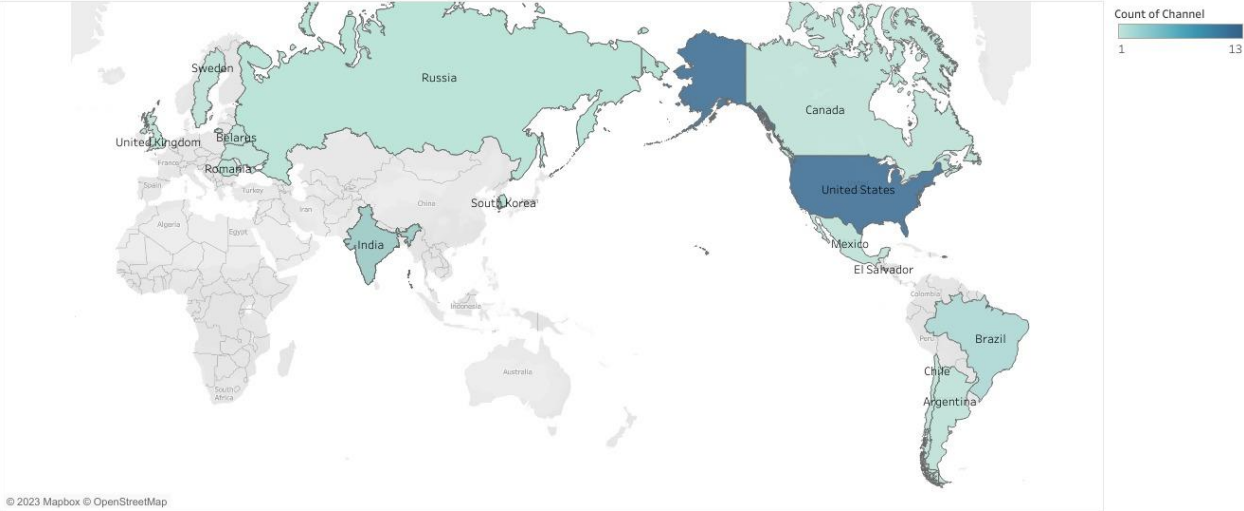
9. Language wise sub:

Language wise sub



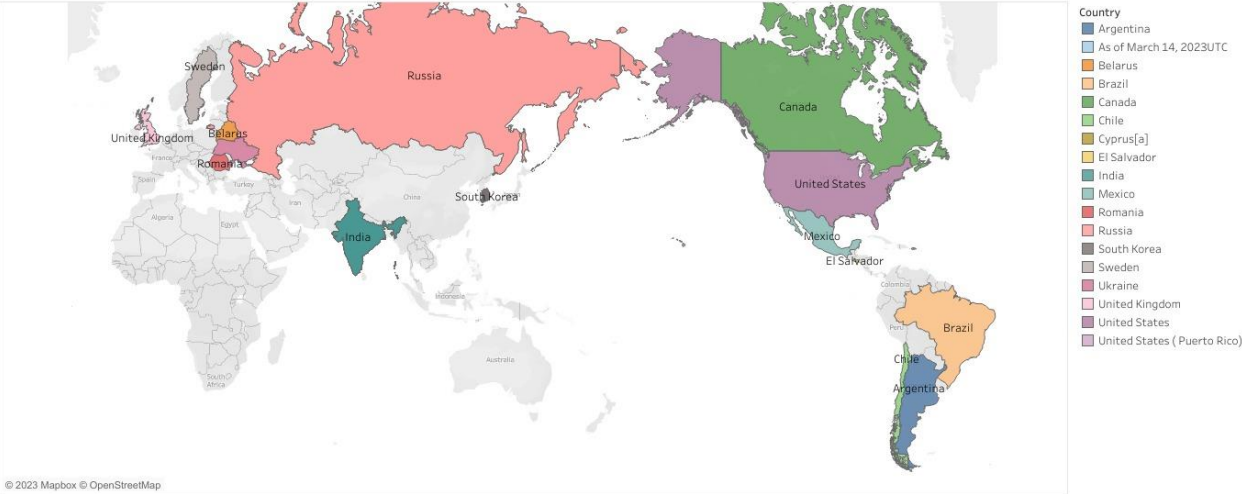
10.Country wise channel:

Country wise channel



11.Sheet 11:

Sheet 11



Advantages &Disadvantage:

Advantages:



Global Reach: YouTube has a vast global audience, allowing content creators to reach viewers from different parts of the world.

Free Platform: YouTube is free for both creators and viewers, making it accessible to a wide range of audiences.

Monetization: Creators can monetize their content through ads, channel memberships, Super Chat, and merchandise shelf, allowing them to earn money from their videos.

Diverse Content: YouTube hosts a diverse range of content, catering to various interests and niches, from education and entertainment to tutorials and reviews.

Community Building: YouTube channels can build communities of like-minded individuals, fostering engagement, discussions, and feedback.

Search Engine Visibility: YouTube videos often appear in search engine results, increasing the visibility of content and attracting more viewers.

Analytics: Creators have access to detailed analytics, allowing them to understand their audience better and optimize their content strategy.

Creative Freedom: Creators have the freedom to express themselves and showcase their creativity through videos without many restrictions.

Educational Resource: YouTube serves as an educational platform, offering tutorials, lectures, and how-to videos on a wide range of topics.

Mobile Accessibility: YouTube's mobile app allows viewers to access content anytime, anywhere, making it convenient for users.

These advantages contribute to YouTube's popularity and its status as one of the leading video-sharing platforms globally.

Disadvantage:



Copyright Issues: YouTube has strict copyright policies, and users often face copyright claims or takedowns, even unintentionally. This can hinder content creation.

Monetization Challenges: It can be difficult to meet the eligibility criteria for monetization. Many creators struggle to make a substantial income from ads due to changing algorithms and high competition.

Content Moderation: YouTube's content moderation algorithms are not perfect. Sometimes, inappropriate or harmful content can slip through the cracks, impacting the platform's reputation and user experience.

Limited Control: Creators have limited control over the platform's policies and algorithms. Changes in algorithms can drastically affect a channel's viewership and revenue.

Dependency on Ads: YouTube's revenue model heavily relies on ads. Ad revenue can be unpredictable, and changes in ad policies can affect a creator's income significantly.

Negative Comments and Cyberbullying: YouTube comments sections can sometimes be a hub for negativity and cyberbullying, affecting both creators and viewers' mental health.

Privacy Concerns: Users often share personal information on YouTube, and privacy breaches or doxxing incidents can occur, leading to privacy concerns.

Competition and Saturation: YouTube has millions of content creators, making it highly competitive. It can be challenging for new creators to stand out and gain a substantial audience.

Limited Revenue Streams: While YouTube offers ad revenue, other revenue streams like merchandise sales and channel memberships have limitations and eligibility criteria.

Platform Reliability: Occasionally, YouTube experiences outages or technical issues, disrupting the viewing experience for both creators and viewers.

It's important for creators and viewers alike to be aware of these disadvantages while using the platform and to take necessary precautions to mitigate potential issues.

Application:



Content Creation: Many individuals and businesses use YouTube to create and share videos. It could be anything from vlogs, tutorials, product reviews, educational content, or entertainment.

Education: YouTube serves as a massive platform for educational content. Many educators and organizations upload lectures, tutorials, and educational videos, making learning accessible to millions worldwide.

Marketing and Advertising: Businesses use YouTube to promote their products and services through video ads. It's a powerful way to reach a vast audience and engage potential customers visually.

Entertainment: YouTube is a hub for entertainment. Musicians, comedians, filmmakers, and other artists use the platform to showcase their talents, reaching a global audience.

Social Change: Activists and non-profit organizations utilize YouTube to raise awareness about social issues, share stories, and mobilize support for various causes.

Skill Development: YouTube hosts numerous channels dedicated to teaching various skills like cooking, DIY crafts, coding, language learning, and more.

Livestreaming: YouTube allows live streaming, enabling content creators to interact with their audience in real-time. This is often used for gaming, live Q&A sessions, or event streaming.

Journalism: Journalists and news organizations use YouTube to share news stories, interviews, and documentaries, reaching a global audience quickly.

Cultural Exchange: People from different cultures share their traditions, music, art, and lifestyle on YouTube, promoting understanding and appreciation among diverse communities.

Historical Preservation: Many historical archives, documentaries, and interviews are uploaded to YouTube, preserving cultural and historical knowledge for future generations.

These applications demonstrate the versatility and impact of YouTube in today's digital age.

Conclusion:

In conclusion, YouTube stands as a transformative platform that has revolutionized the way we share, consume, and engage with content. It has become an integral part of our lives, shaping our entertainment, education, and social interactions.

YouTube's diverse content offerings, from entertainment and education to business and community building, have made it a powerhouse of creativity and knowledge. Its ability to connect people globally, foster communities, and provide opportunities for creators has had a profound impact on our digital landscape.

As YouTube continues to evolve, it remains a testament to the power of technology in democratizing information and giving voice to millions. Whether

you're a viewer seeking entertainment or knowledge, or a creator aspiring to share your passion with the world, YouTube continues to serve as a dynamic and ever-expanding hub of possibilities, enriching our lives in numerous ways

Appendix

Dashboard 1:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Dashboard1?publish=yes

Dashboard 2:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Dashboard2?publish=yes

Dashboard 3:

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Dashboard 4:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Dashboard4?publish=yes

Dashboard 5:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Dashboard5?publish=yes

Story 1:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Story1?publish=yes

Number of channels of language:

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Rank wise channel:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/RankwiseChannel?publish=yes

Number of Channels with brand:

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Channel brand:

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Channel name with sub:

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Category wise language:

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Country and language:

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Country wise sub:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Countrywisesub?publish=yes

Language wise sub:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Languagewisesub?publish=yes

Country wise channel:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Countrywisechannel?publish=yes

Sheet 11:

https://public.tableau.com/app/profile/gokulnath.p7057/viz/Book3_16970934416840/Sheet11?publish=yes

Video demonstration link:

https://drive.google.com/file/d/1VdAKy0G1izva-V_9H3tIt24QZV_Qp8mq/view?usp=drivesdk

Github link:

https://github.com/Gokulnath09876/Exploring_world_top_youtube_channel_NM2023TMID28497