

THANTHAI PERIYAR GOVT ARTS AND SCIENCE COLLEGE(A)

TRICHY-620023

DEPARTMENT OF MATHEMATICS

Title:

Subscribers Galore Exploring the Top youtube Channel

Team No:7

Team Id :NM2023TMID02930

Team Leader:

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1 INTRODUCTION:

Overview:

This project aims to analyze and understand the world of top YouTube channels, the factors that contribute to their success in gaining subscribers, and the underlying purposes or missions of these channels. It involves researching and studying a selection of popular YouTube channels to draw insights and conclusions.

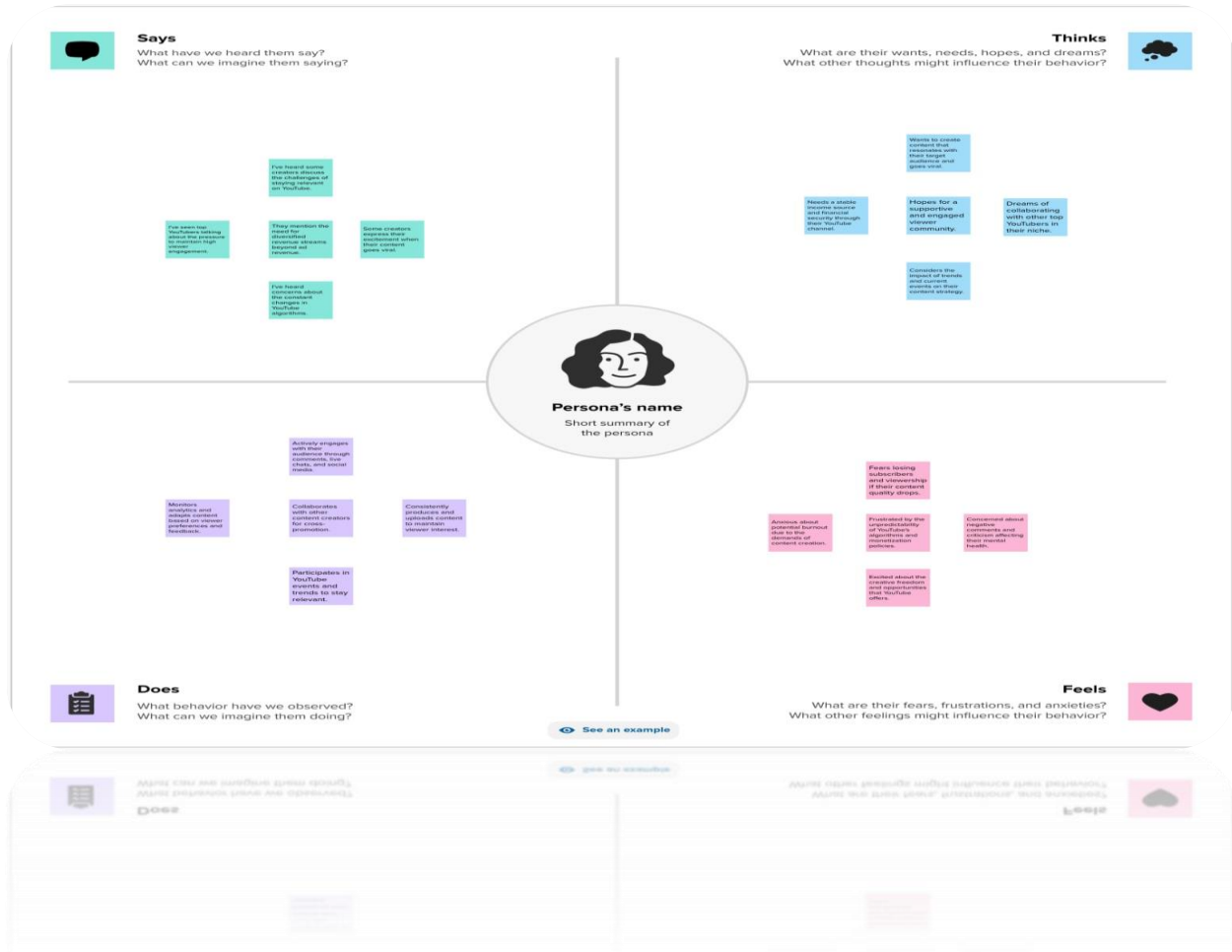
Purpose:

1. **Entertainment:** Many YouTube channels are created to entertain audiences through various forms of content such as vlogs, comedy sketches, music videos, and more.
2. **Education:** Several channels are dedicated to sharing knowledge and educating viewers on a wide range of topics, from science and history to DIY tutorials and language learning.
3. **Product Reviews:** Many YouTubers create content focused on reviewing products and providing their opinions and recommendations to help consumers make informed decisions.
4. **Gaming:** Gaming channels focus on playing video games, providing commentary, walkthroughs, and gaming-related content.

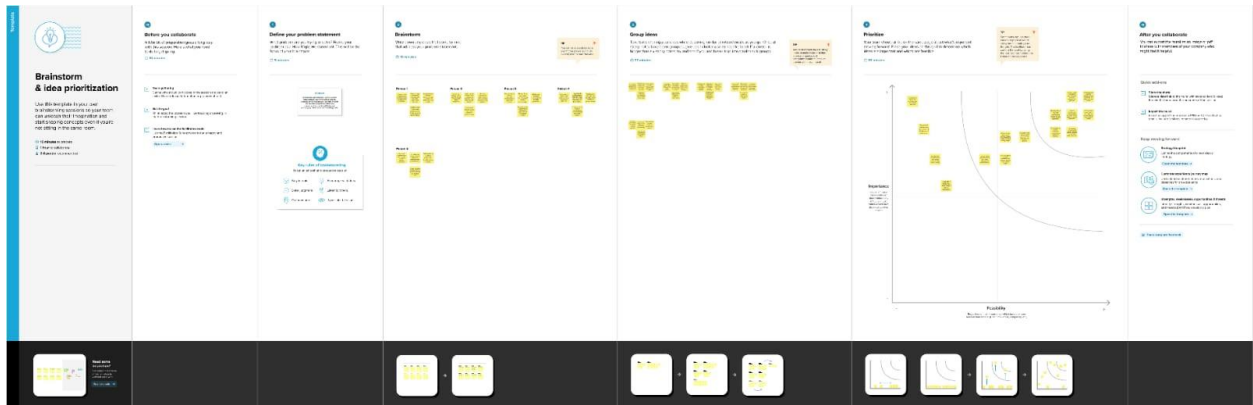
5. **Cooking and Food:** These channels feature cooking tutorials, recipe demonstrations, and food-related content.
6. **Lifestyle:** Lifestyle channels cover various aspects of daily life, including beauty, fashion, travel, and personal experiences.
7. **News and Information:** Some channels are dedicated to providing news updates, analysis, and informative content on current events and issues.
8. **Motivation and Self-Help:** These channels offer motivational speeches, self-help advice, and personal development content.
9. **DIY and Crafts:** Channels in this category showcase various do-it-yourself projects and craft ideas.
10. **Travel and Exploration:** These channels document travels and adventures, exploring new places and cultures.
11. **Technology and Gadgets:** Technology enthusiasts share information about the latest gadgets, software, and tech-related topics.
12. **Fitness and Wellness:** Content creators focus on fitness routines, wellness tips, and healthy living.

2 Problem Definition & Design Thinking

Empathy Map

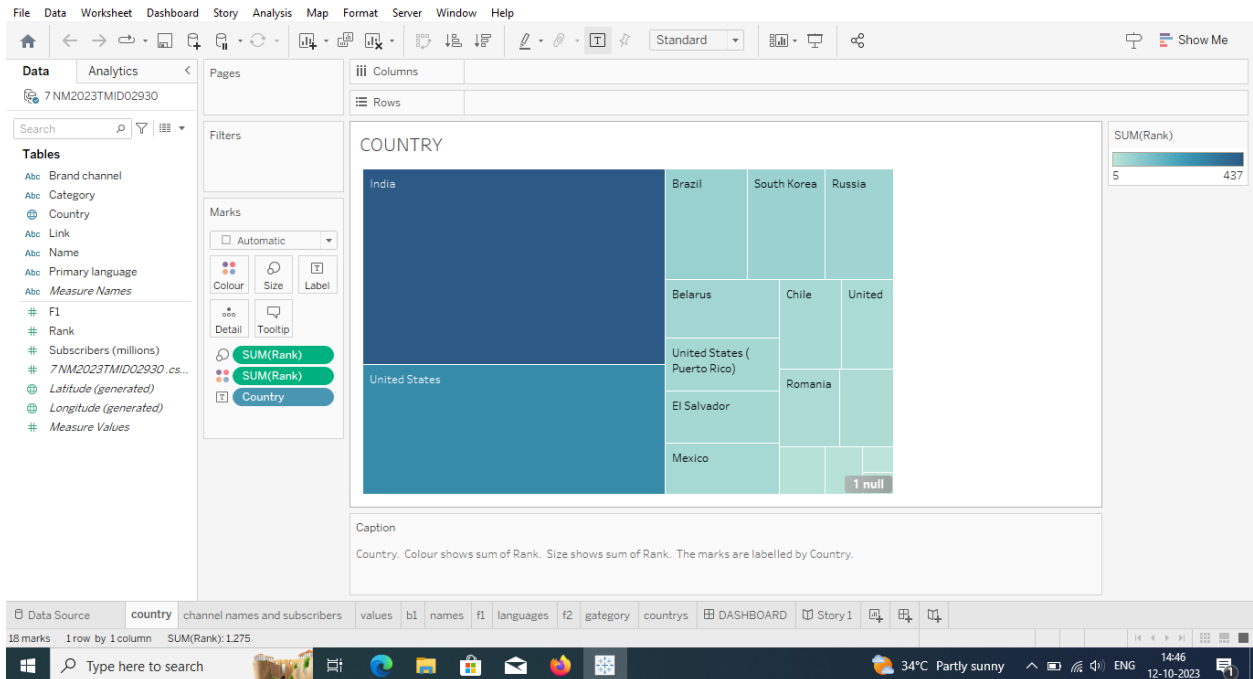


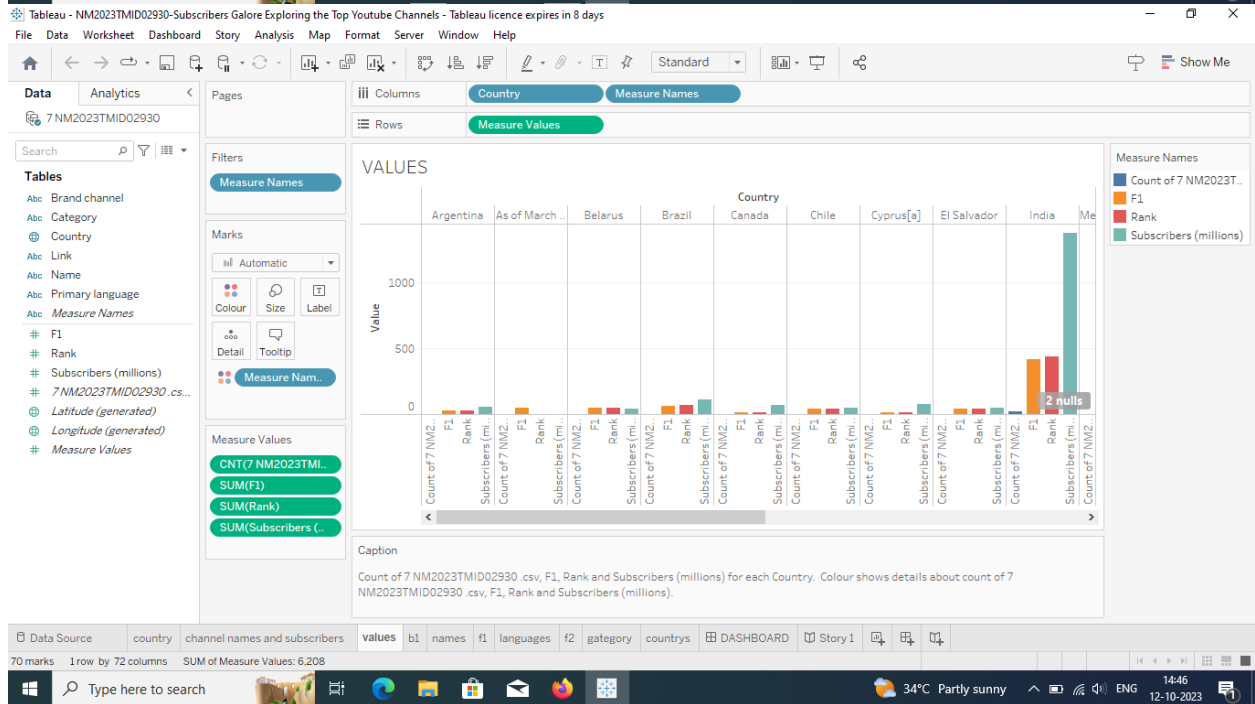
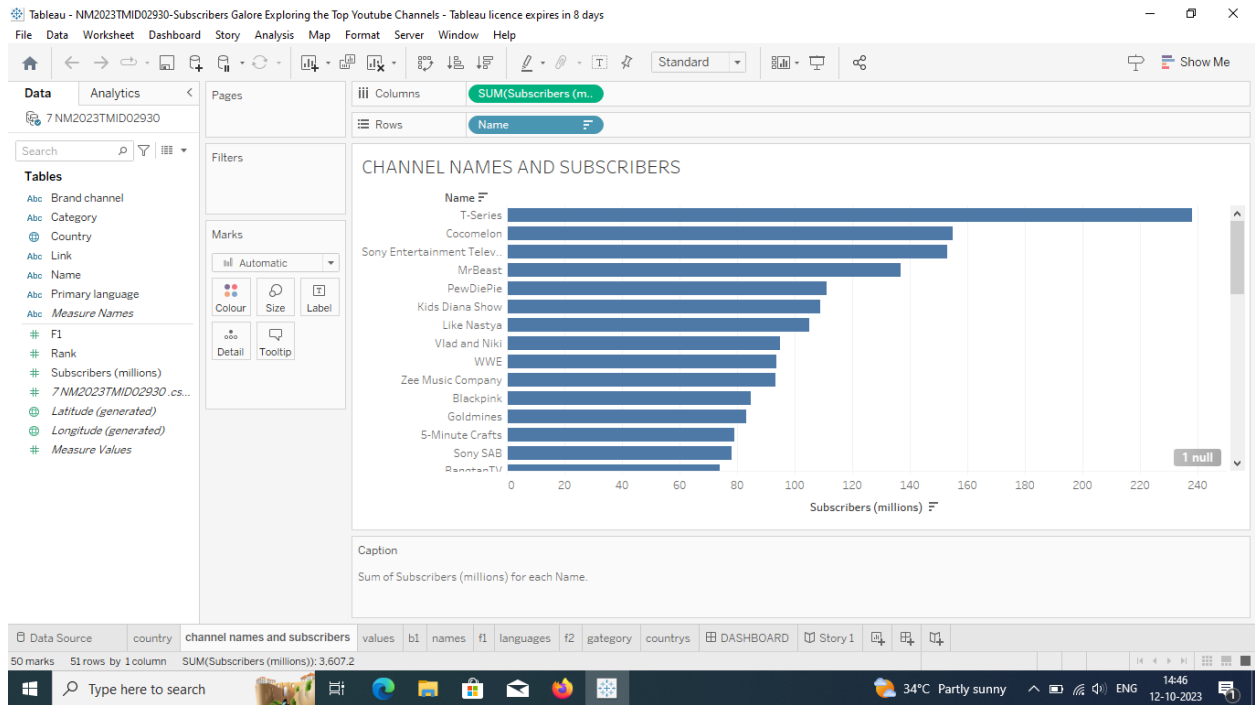
Ideation & Brainstorming map

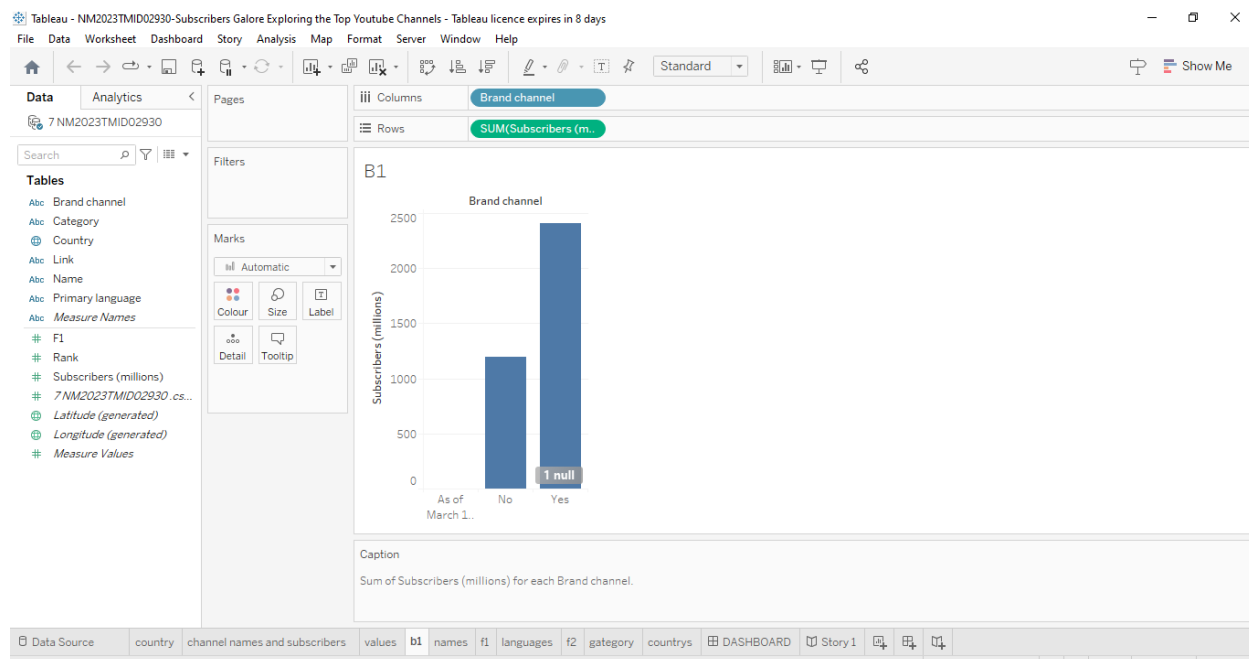


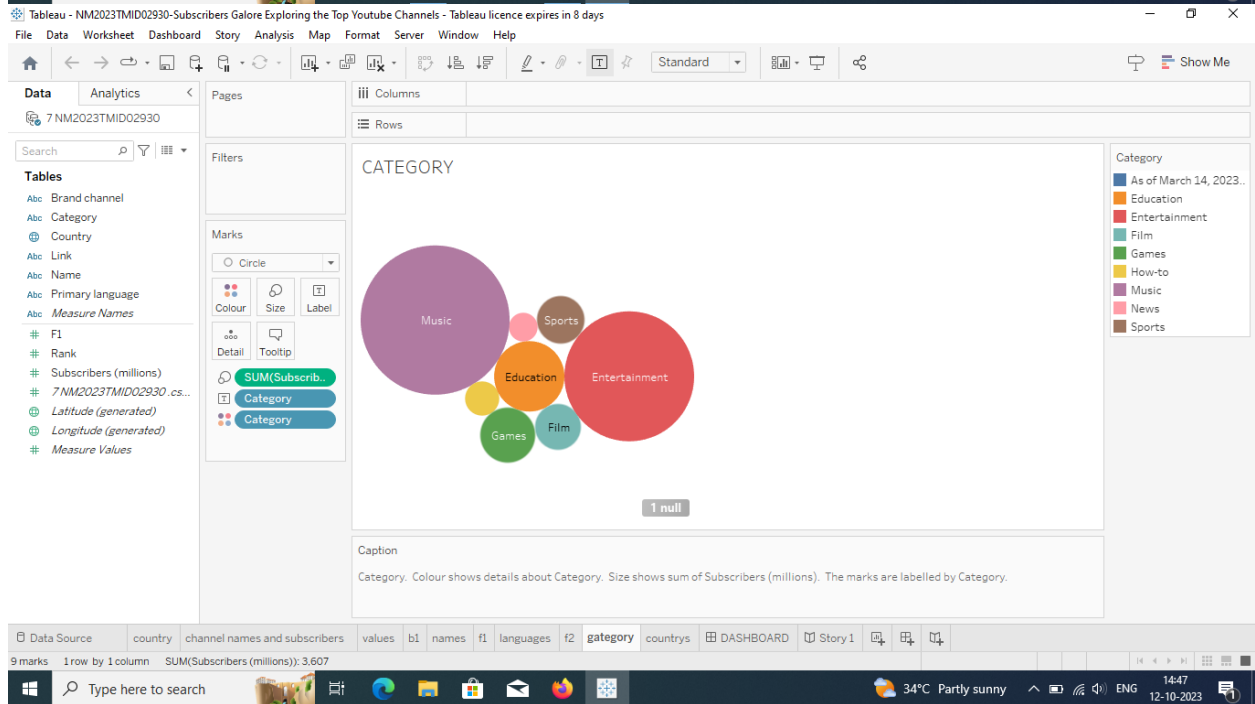
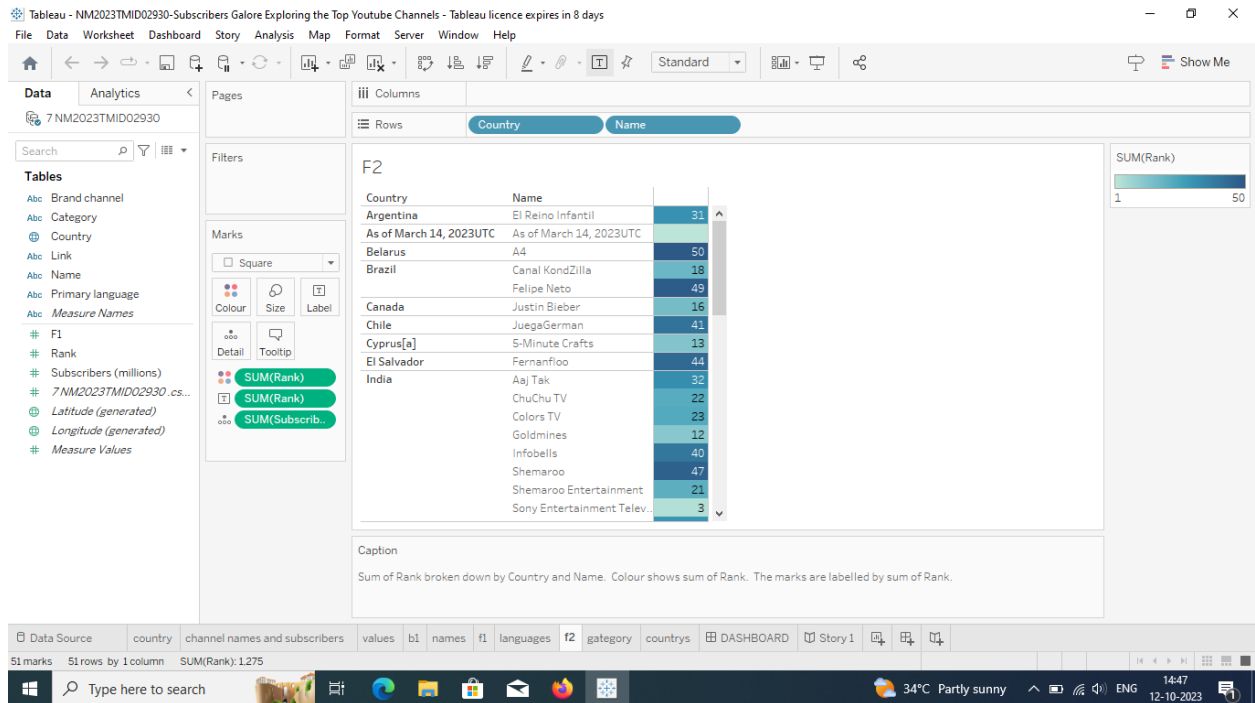
3 RESULT

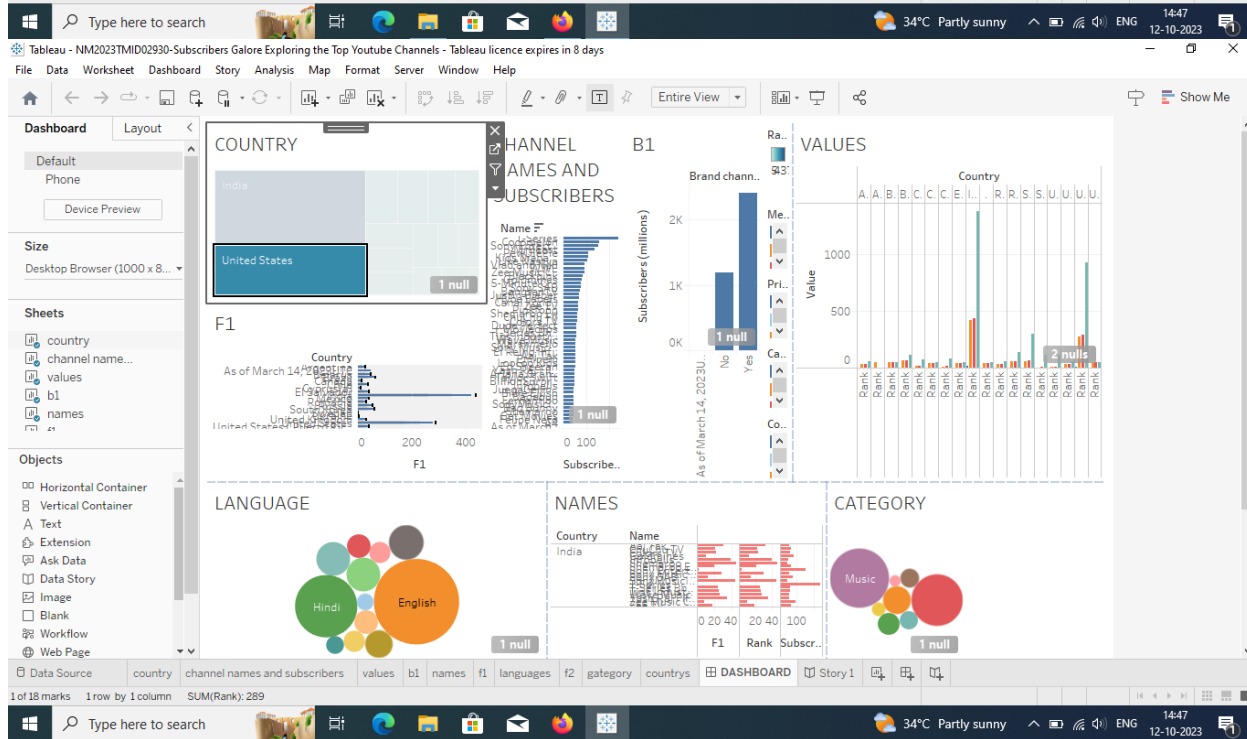
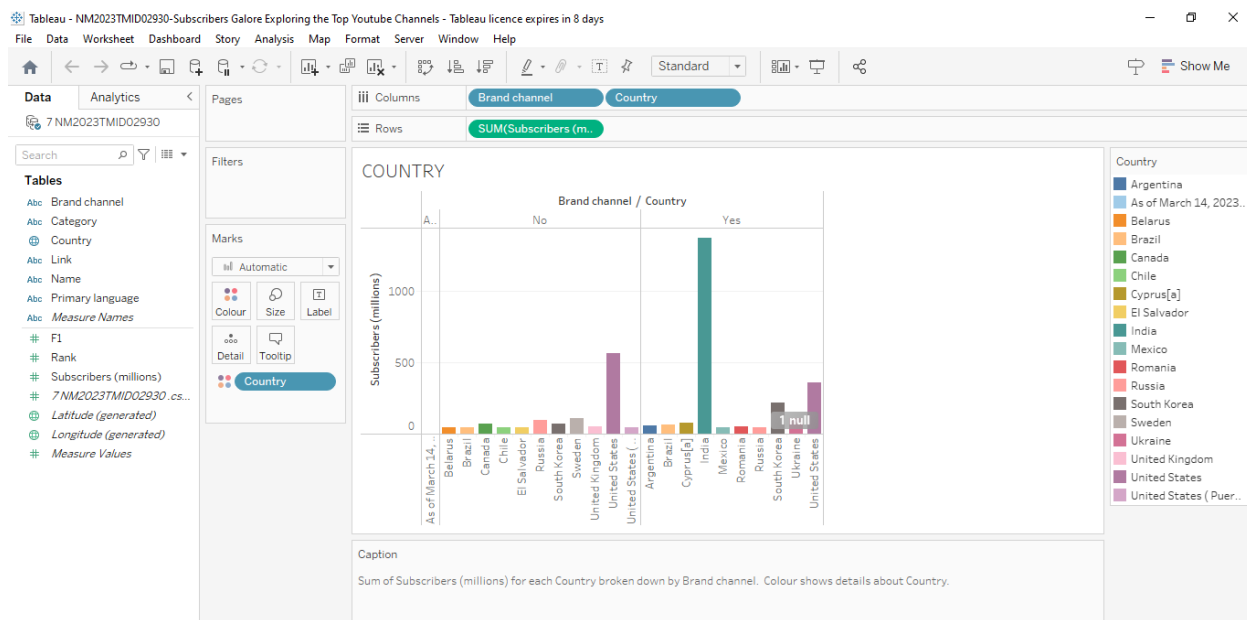
Tableau - NM2023TMD02930-Subscribers Galore Exploring the Top Youtube Channels - Tableau licence expires in 8 days

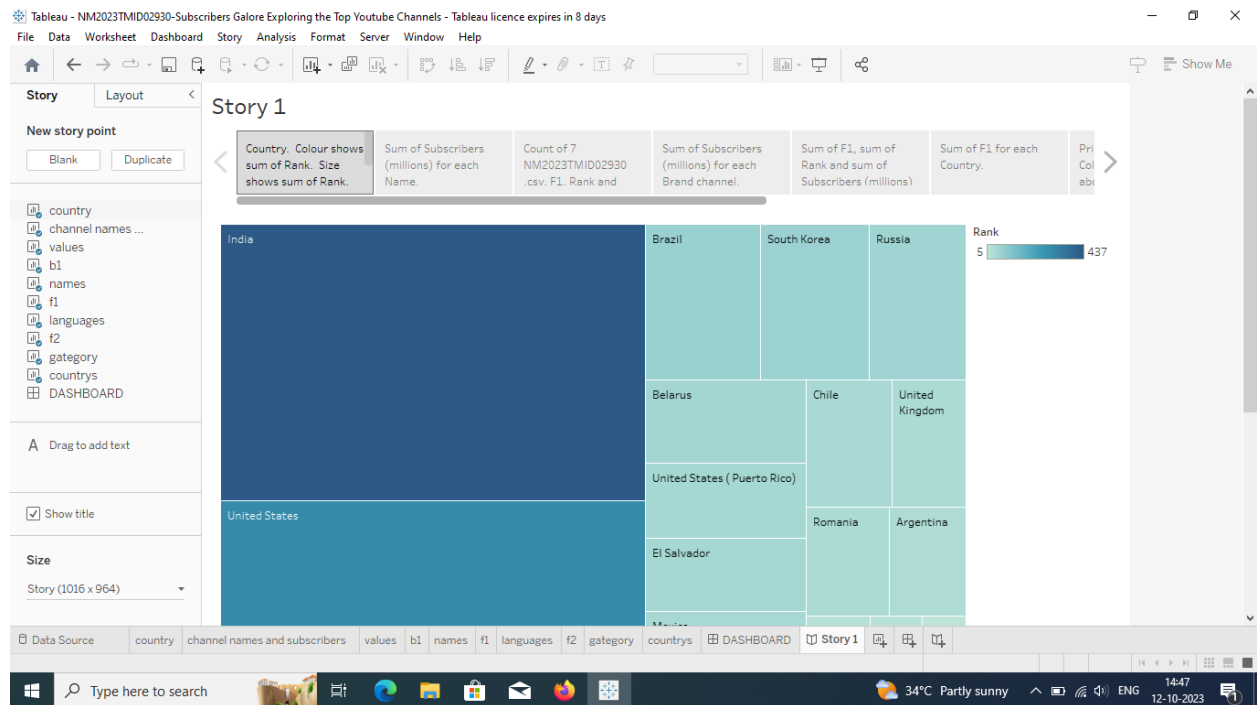












4 ADVANTAGES & DISADVANTAGES

Using YouTube for business can be a cost-effective way to grow it, if used regularly as part of marketing strategy. Online video is growing exponentially, with **over 4 billion videos viewed daily**. If YouTube is used for business, audience can be easily reached, both by creating videos and advertising on other people's videos. Growing a YouTube channel from 1 to 1,000 subscribers requires a combination of quality content, consistent effort, and effective promotion.

5 APPLICATIONS:

Video-streaming platforms like YouTube have become so big we're guaranteed to find a group of people who will become our raving fans and customers, as long as we educate, entertain and provide solutions to their problems.

6 CONCLUSION:

The most followed YouTube channel hails from India. T-Series stands first among the world's top 10 most subscribed YouTube channels. The top 10 most subscribed YouTube channels in the world continue to push the boundaries of creativity and engagement as the YouTube landscape remains ever-evolving

7 FUTURE SCOPE:

If you want to make money on **YouTube**, **subscribers** might be the key to increasing views and, hence, your cash. Build up a strong fanbase: