

Project title

Subscribers Galore : Exploring World's Top
YouTube Channels

INTRODUCTION

OVERVIEW:

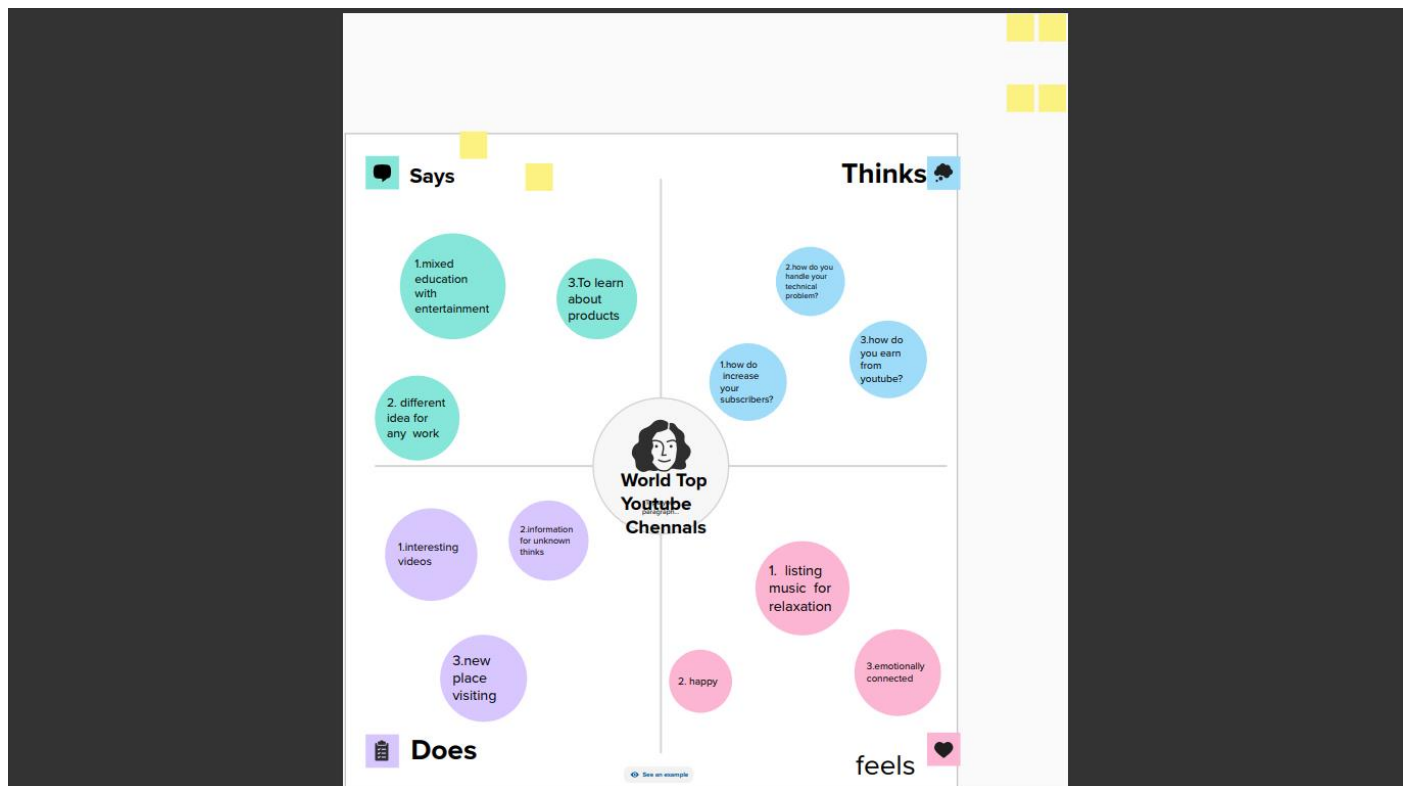
Analyzing World Top YouTube Channels. The dataset contains of YouTube channel language wise subscribers and country wise subscribers etc.

Purpose

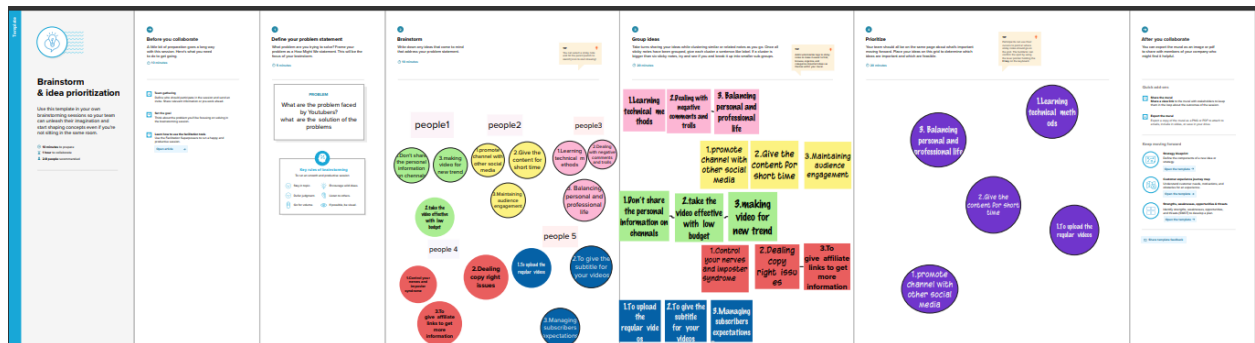
To better understand your video and channel performance with key metrics and reports in YouTube Studio.

PROBLEM DEFINITION AND DESIGN THINKING

EMPATHY MAP:



BRAINSTORMING:



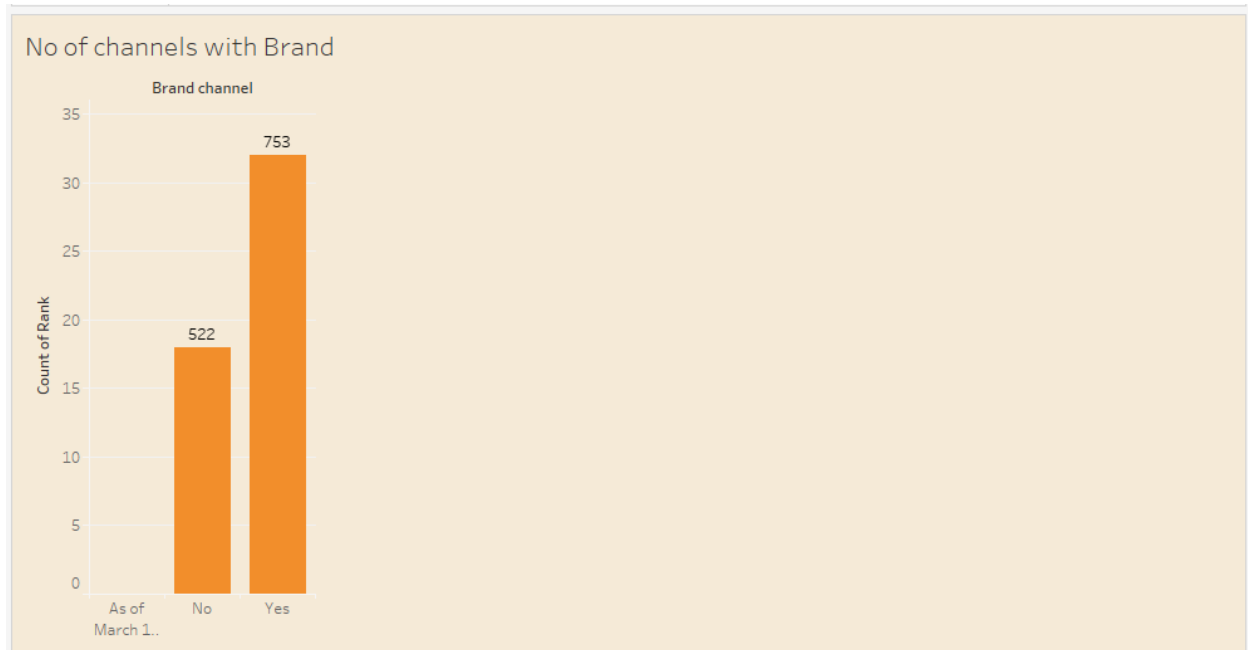
RESULTS

Rank wise channels:

Rank Wise Channels

Channels	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21

No of channels with Brand:



Brand Channels

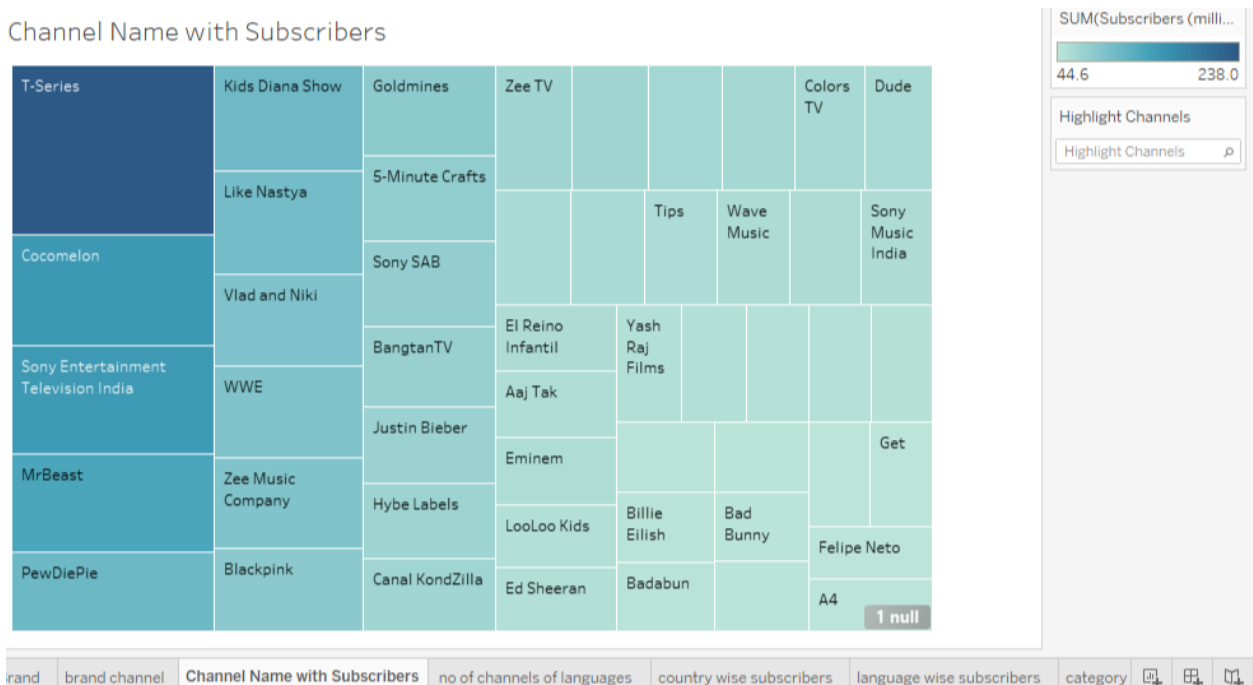
brand channel

		Brand channel	
Channels	As of M..	No	Yes
5-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	
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	

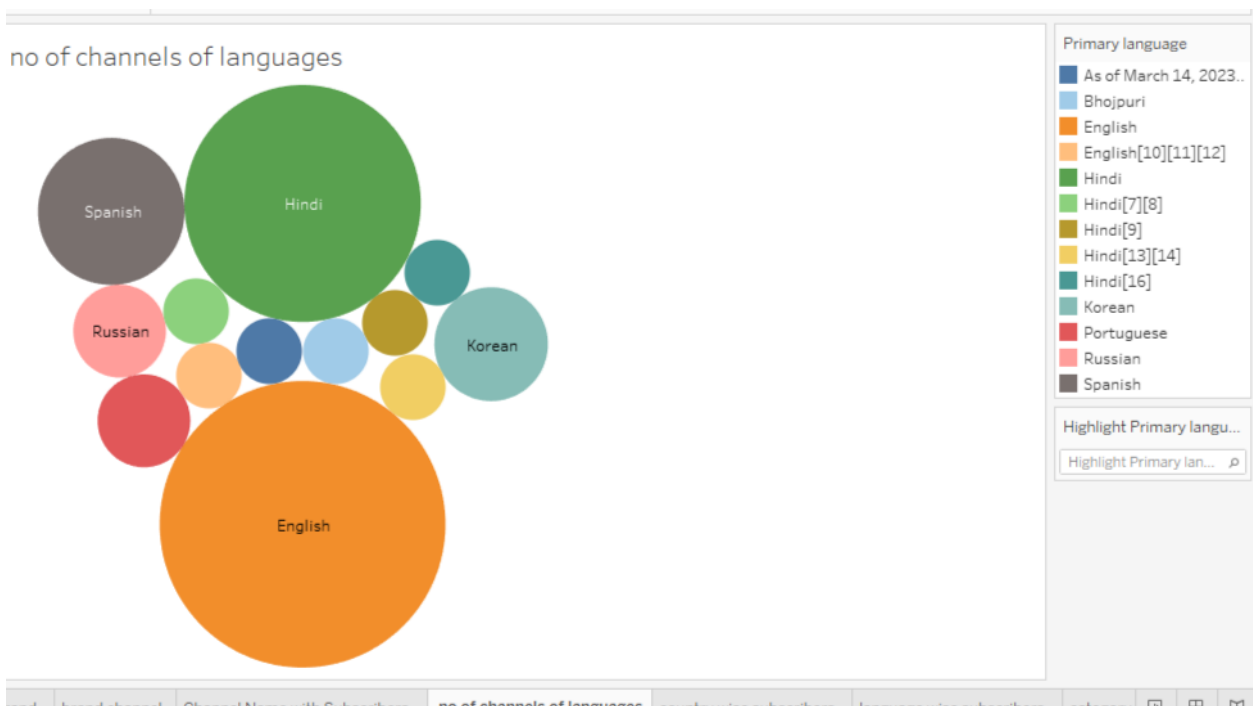
Brand channel

- As of March 14, 2023..
- No
- Yes

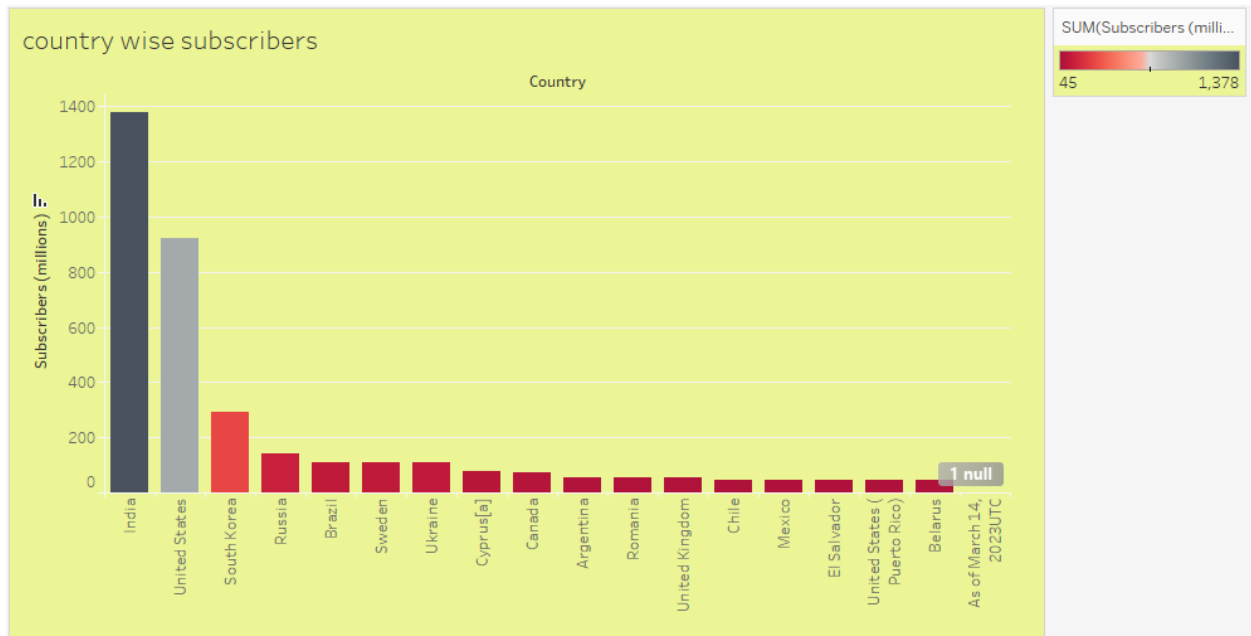
Channel Name with Subscribers



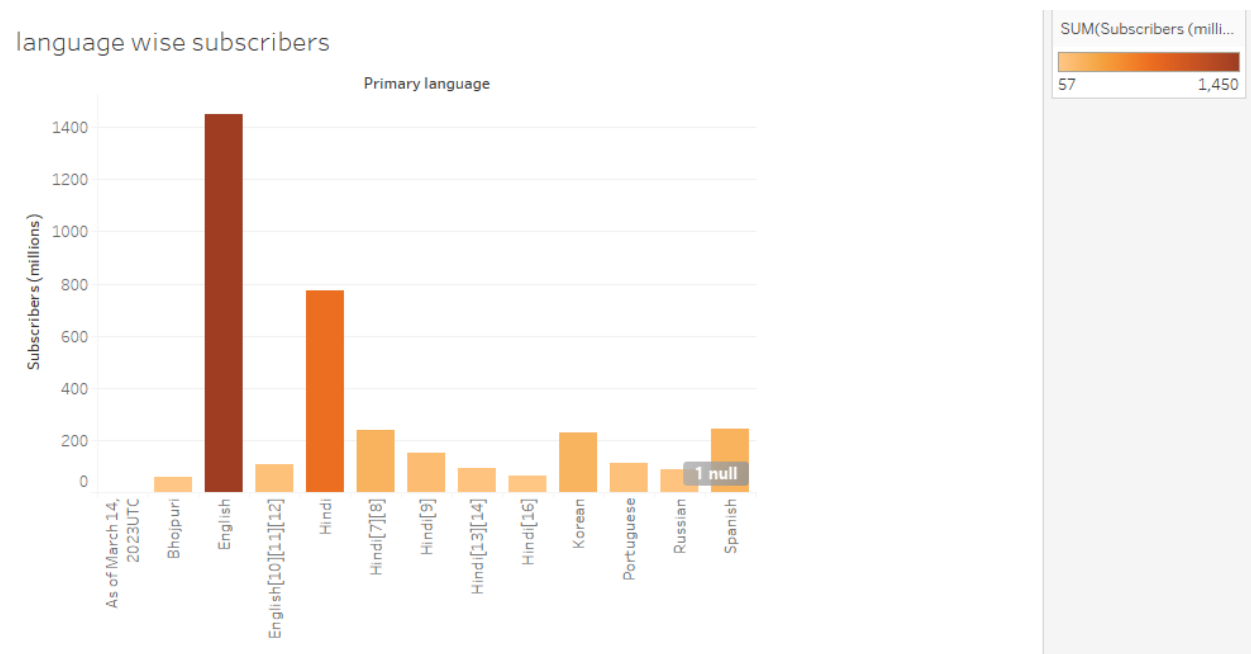
No of Channels of languages



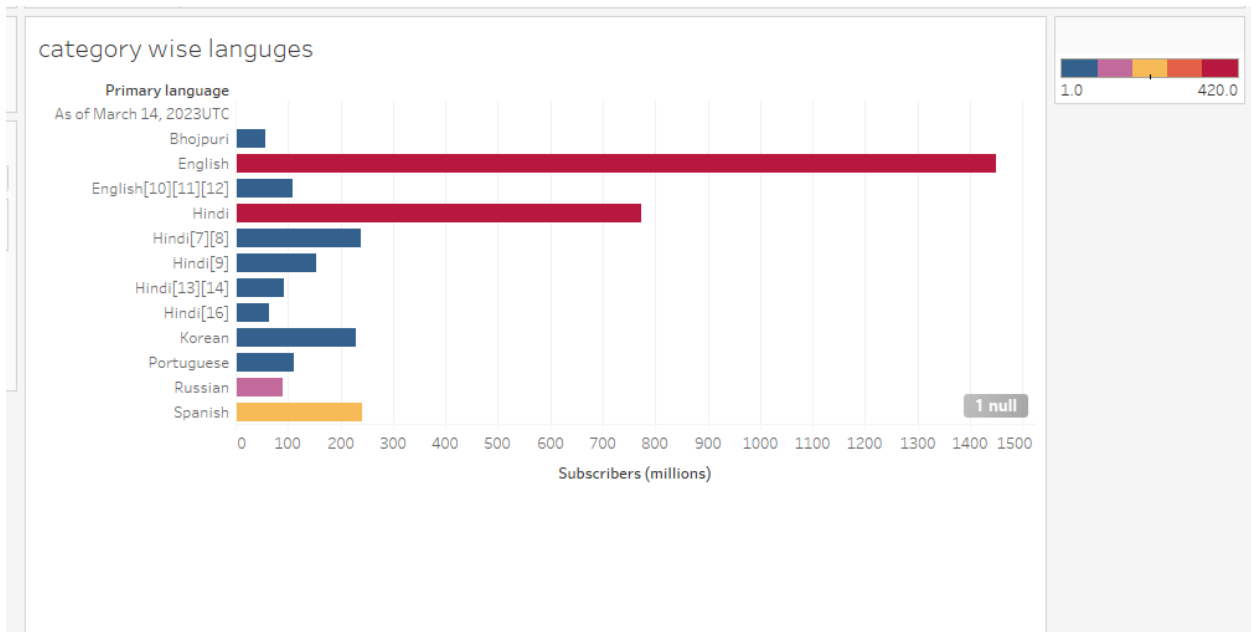
Country wise subscribers:



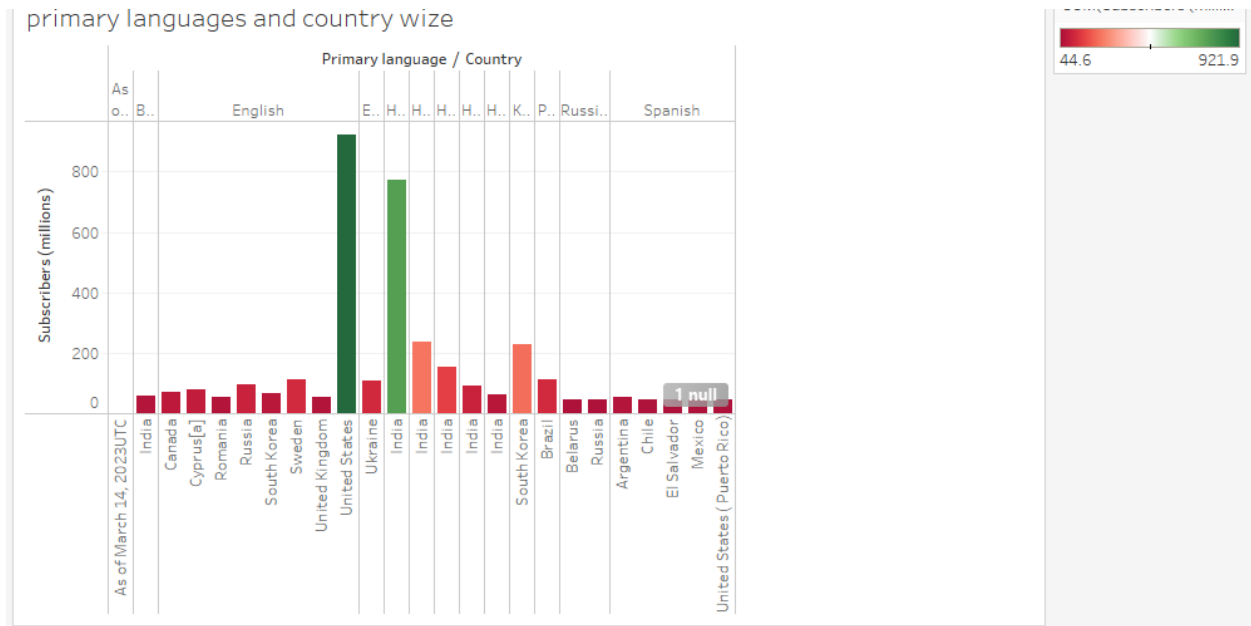
Languages wise subscribers



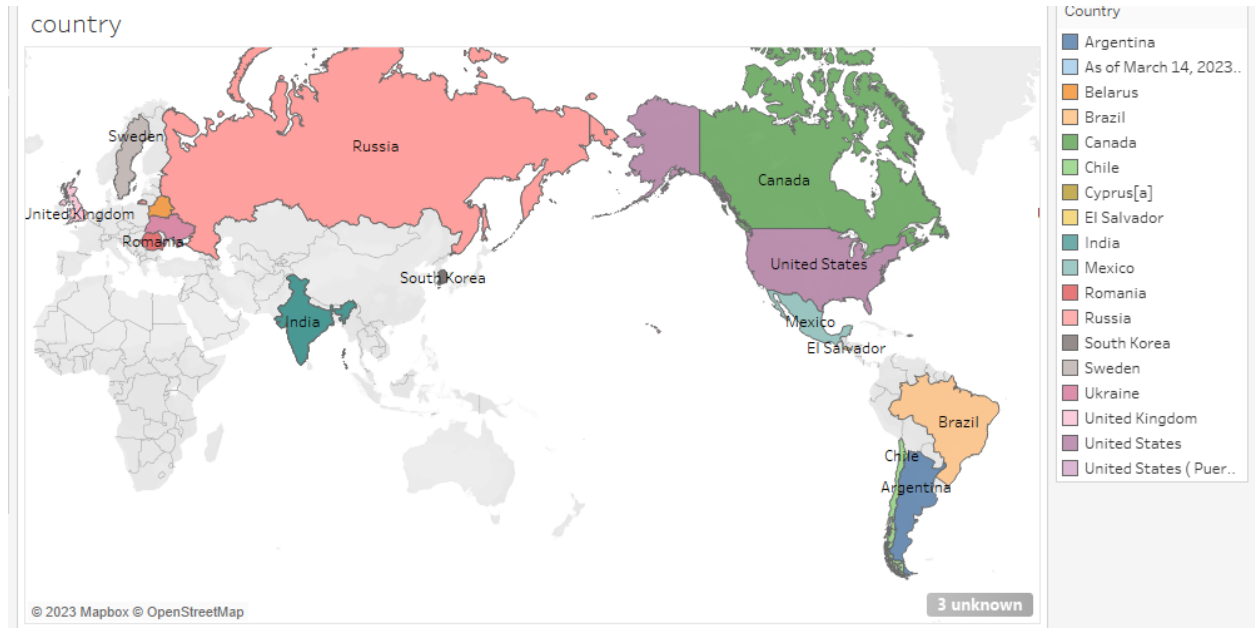
Category wise languages:



Primary languages and county wise subscribers



country



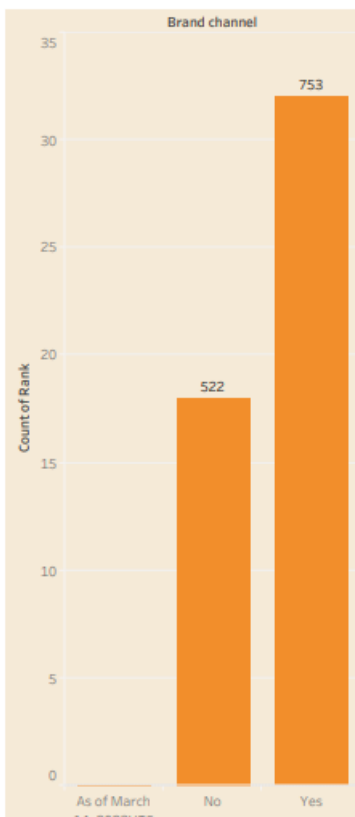
Dashboard

Channels details

Rank Wise Channels

Channels
As of March 14, 2023U..
T-Series
Cocomelon
Sony Entertainment T..
MrBeast
PewDiePie
Kids Diana Show
Like Nastya
Vlad and Niki
WWE
Zee Music Company
Blackpink
Goldmines
5-Minute Crafts
Sony SAB
BangtanTV
Justin Bieber
Hybe Labels
Canal KondZilla
Zee TV
Pinkfong
Shemaroo Entertainm..
ChuChu TV
Colors TV
Dude Perfect
Movieclips
T-Series Bhakti Sagar
Tips Industries
Wave Music
Marshmello
Sony Music India
El Reino Infantil
Aaj Tak

No of channels with Brand



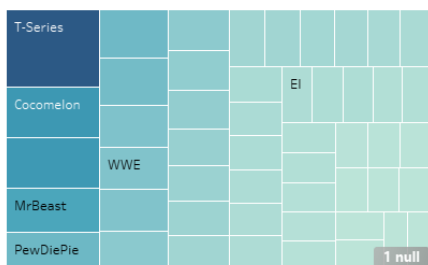
brand channel

Channels	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		

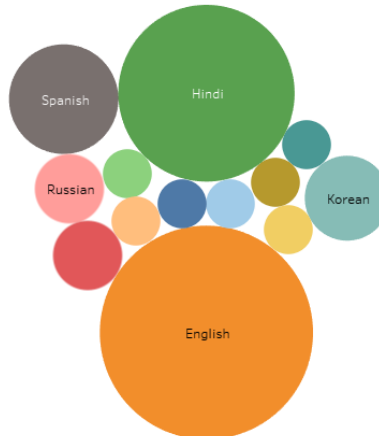
Brand channel
 As of March 14..
 No
 Yes

LIST OF CHANNELS WITH NUMBER OF SUBSCRIBERS AND LANGUAGES:

Channel Name with Subscribers



no of channels of languages



Subscribers (millions)
 44.6 238.0

Highlight Channels

Highlight Channels

Primary language

As of March 14, 2023..

Bhojpuri

English

English[10][11][12]

Hindi

Hindi[7][8]

Hindi[9]

Hindi[13][14]

Hindi[16]

Korean

Portuguese

Russian

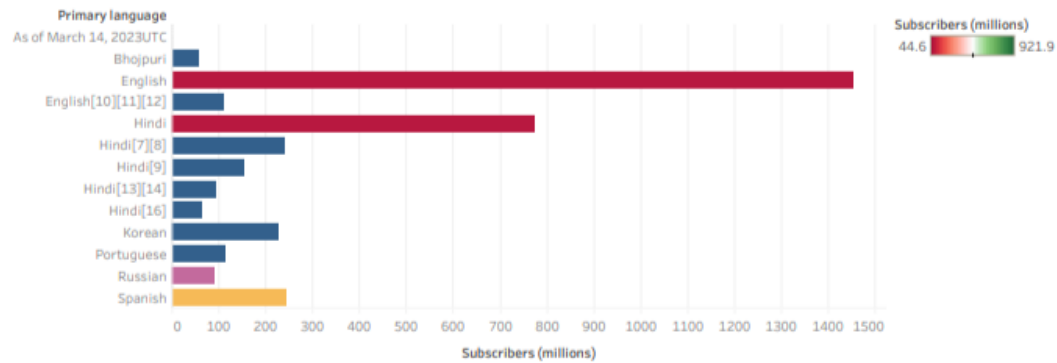
Spanish

Highlight Primary langua..

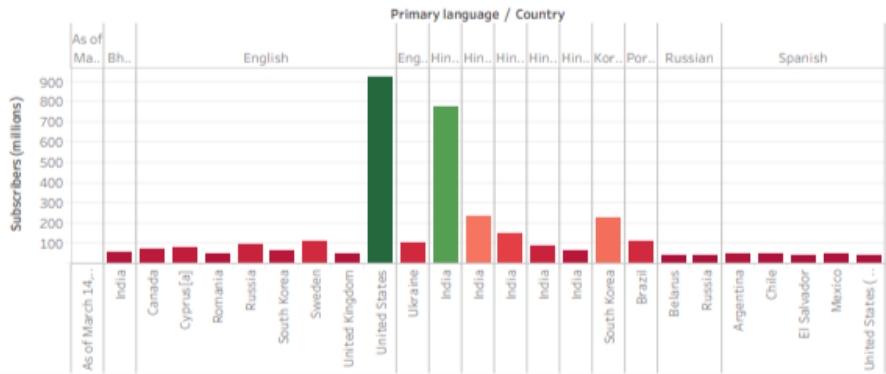
Highlight Primary lan...

CATEGORY WISE LANGUAGES AND COUNTY WISE LANGUAGES

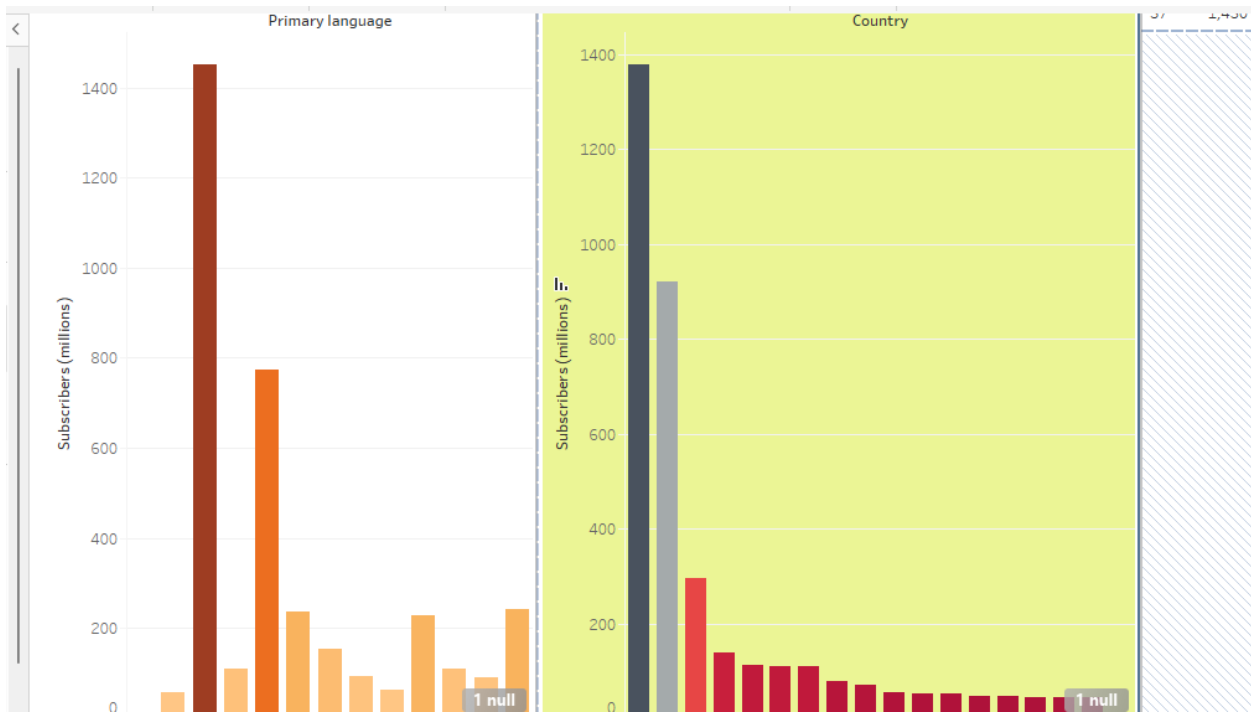
category wise languages



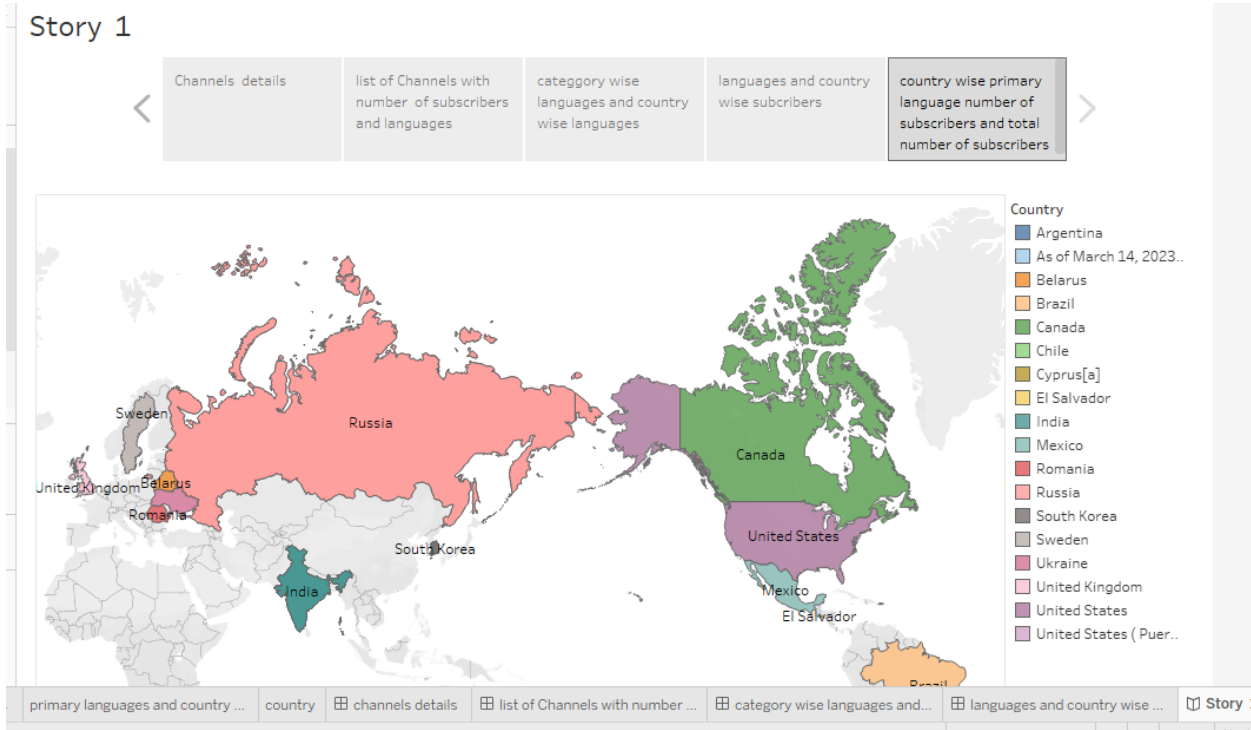
primary languages and country wise



LANGUAGES AND COUNTRY WISE SUBSCRIBERS



Story:



ADVANTAGES

- 1. YouTube as an information disseminating platform for students**
- 2. YouTube's user-friendliness**
- 3. YouTube for Brand Promotion**
- 4. YouTube benefits talented people**
- 5. Marketing on YouTube will help you get more found on Google**

DISADVANTAGES

- 1. Ads- a drawback of YouTube for the audience**
- 2. A lot of distraction**
- 3. Obscenity- one of the biggest drawbacks that YouTube has**
- 4. Defamation and Bullying**
- 5. Making money isn't that easy**

APPLICATION:

Through its platform, users can share their unique perspectives and stories, creating a powerful sense of belonging.

Conclusion

There are many positive aspects to keep in mind about YouTube in comparison to the negatives. By analyzing the positives and negatives of YouTube, it is possible to get an idea of the number of users who receive the information and what percentage of them are misleading. The whole thing is based on people's interests, which is the reason YouTube exists, and so do YouTube channels.

FUTURE SCOPE:

This project can be further developed by adding the current updates to world's Top YouTube channels. dashboard and story can be made for the YouTube channels in future. Also, the websites may be updated according to future results.