# BACHELOR OF SCIENCE IN PHYSICS

DEPARTMENT OF PHYSICS, RAJAH SERFOJI GOVT COLLEGE, THANJAVUR-613005.





### Data Analytics with Tableau

SUBSCRIBER'S GALORE:
EXPLORING THE
WORLD'S TOP YOUTUBE
CHANNELS

# MY TEAM MEMBERS

#### <u>NAMES</u>

ROLL NO.



J. Jeneza Steffi

J. Kaviyarasi

M. Prathika

K. Suganya

21PE4881

21PE4882

21PE4884

21PE4886

**GUIDED BY:** 

Dr. P. Jagdish

#### INTRODUCTION OVERVIEW

 The project is a web-based platform focused on the world's top YouTube channels, providing users with data analytics on channel performance and user engagement. The purpose of the platform is to help channel owners and marketers understand what makes these channels successful and apply those insights to their own marketing strategies. Users can search for channels by name or by keyword, and view detailed analytics on channel metrics such as subscribers, views, engagement rate, and subscriber growth. The platform also offers insights on user demographics, top videos, and engagement metrics such as comments, shares, and likes. The platform will be designed to provide users with a comprehensive analysis of the channels, including trends over time and comparative metrics.

### **PURPOSE**

- \*1. Data Analytics for Marketers\* Marketing professionals and businesses can use the platform's data analytics to understand the success of top YouTube channels and apply those insights to their own marketing strategies. They can learn about the top channels in various industries, the types of content that are most popular, and the trends that drive engagement and growth.
- \*2. Channel Analysis and Optimisation\* Channel owners and YouTubers can use the platform's analytics to track their own channel performance, identify areas for improvement, and make data-driven decisions to enhance their strategy. They can learn about their channel metrics, including the top videos and most engaged users, and make changes to improve their engagement, subscriber growth, and overall success.
- \*3. Industry Overviews\* The platform can provide a comprehensive overview of the YouTube ecosystem, offering insights into the top channels in various industries, trends in content creation, and audience engagement. This information can be useful for both marketers and channel owners seeking to stay ahead of the curve and stay informed about the latest developments in the space. \*4. Competitive Intelligence\* Competitors in the same industry can use the platform to understand the
- performance of rival channels, identify trends and best practices, and make informed decisions about their own strategy. They can learn more about their competitors' strengths and weaknesses, understand their audience demographics, and identify areas for improvement.
- \*5. Research for Academic Work\* Researchers and students studying the YouTube ecosystem and related topics, such as social media marketing and audience engagement, can use the platform as a data source for their work. The platform can provide a large and comprehensive database of channel metrics, insights, and trends, which can be used for research studies, academic papers, and other academic work.



#### Says

What have we heard them say? What can we imagine them saying?"

Movie updates and songs all at one spot.They may make the boring routine somewhat peaceful and relaxing.

The need of children to be smart and knowledgable in a more practical way by visualizing everything with music and graphics.

Scroll down to

related to

personal

at the higher

interests and needs.

Imagining themselves

positions and gets

inspired by the

influencers in a

get more videos

This can be the need to learn alphabets, colours, numbers and rhymes as well.

The things that are daring, challenging and are the least tried in this world.A new innovative idea.

Surf through it to

obtain the details

Search for a

channel to get

their kids engaged

in learning and

doing some sort of

exercises.

and reviews of

products.



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



One can get some relaxation and the calmness in mind when listening to music.

The AV qualities to be improved.

One stop for all kinds of information.

The verbals and the pronunciations may be corrected and that they may not be vulgar.



#### SUBSCRIBERS

Those who watch the channels due to their personal interests in the specific sectors.

@ See on example

Learn more skills and behavioural improvements. Encouraged and motivated towards the goals.

Fun and entertaining.

Waste of time and money. Nonproductive.

positive way and buid their personality.

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



# MAP

# EMPATHY

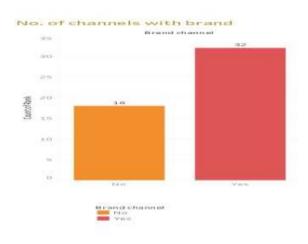


#### **BRAINSTORMING MAP**

# **RESULTS**

#### Dashboard 1:





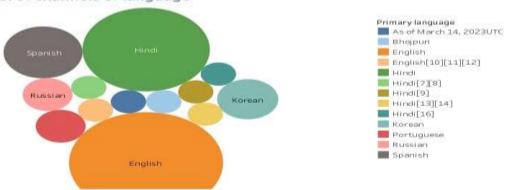
	88 638	the every every their
districts	P4 +0*	Yes
I-fot muct en Cris FEB		9746.00
in the second se	PM 19	
hose Tanks		Whether
hartman at 15th own of the	57.8 100	
Road Black regge	THE NA	
Los etantesers		Yes a
rangtanty	Wild Kin.	
HITTER BUILDING	99.65	
HILL OF SACRET SHEET OWN		Winds.
Market Separate Sept.		West.
over set. His room of SELECTOR		V-market and the second
Buche TV		Yes
cocometon		Year
Otors TV		When the
oude Porfect	P-2 CO	
Led. 65 by sensor years.	9430	
Ch District to des funcionals		Y've-in-
CONTRACTOR	0.3 eac.	
well given Pulso Naza	214.00	
our reases Elector	20.00	
SHOTE PUT COUNT HOLD		Was in
Destetant process		Year
tyles takeds		(When ter
re Frois set Lee		Yes
that many and the or over a source	Frd 64	
NATIONAL PROPERTY AND ADDRESS OF THE PARTY AND	P-2 (c)	
techs torons a serious		5500.00
Henry to make you	04 OC	
ACKERT, KOLOVIETO DE CENTO		Witten to
et ar shen et te	F4.00	
off started because fill govern		7/348 St. 1
AT Y STE MADE NO S.	9412	
CONTROL OF THE STATE OF	F14 to 0	
TERRETORNIA.		Versi.
the mar e-o		Water Co.

#### Dashboard 2:

#### Channel name with sub

PewDiePie	Zee Music Company	Justin Bieber	TV	Dude			Tips	Wave Music
Kids Diana Show	Blackpink	Hybe Labels	220000000		100	2500000	200000	
	Canal	Marshmello		Ed	Raj	Artana	Taylor Swift	
	Galdmines	KondZilla				Films		
Like Nastya		Zee TV						Billie
Sony Entertainment	5-Minute Crafts							The state of
Television India Viadand Niki		Pinkfong	Aaj Tak		Badabun			Get
	Sany SAB		April 1 and					
	Kida Diana Show Like Nastya	Kida Diana Show  Goldmines  Like Nastya  S-Minute Crafts  Viad and Niki  Sony SAB	Company	Company	Company	Company	Company	Company

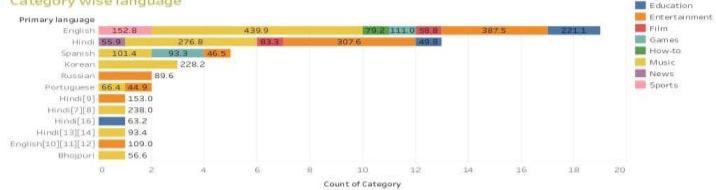
#### No. of channels of language



Subscribers (millions) 44.6 239.0

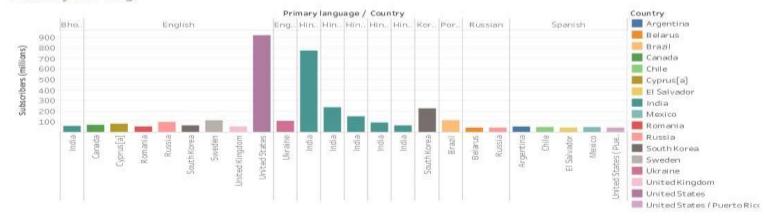
#### Dashboard 3:

#### Category wise language

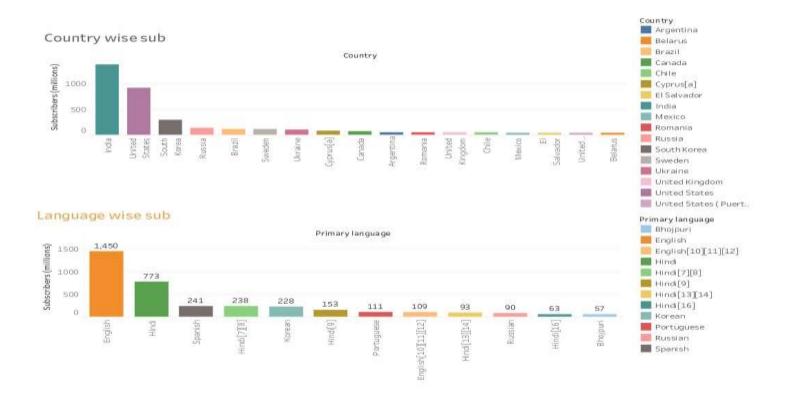


Category

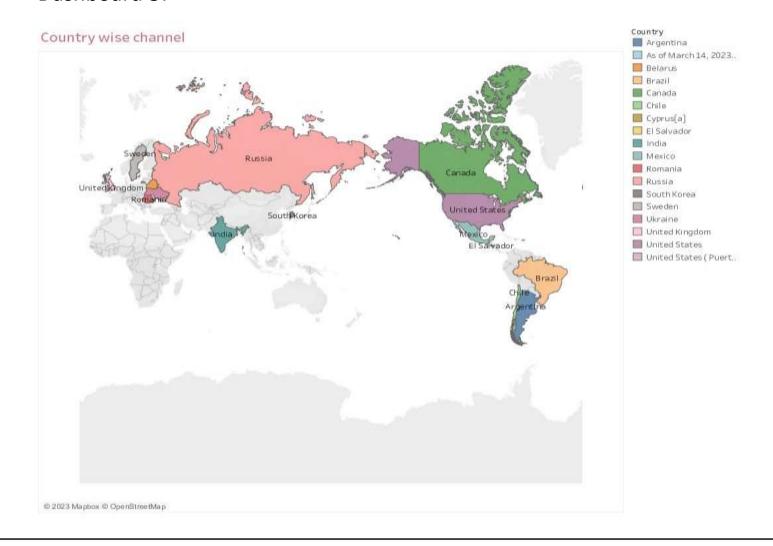
#### Country and lang



#### Dashboard 4:



#### Dashboard 5:



#### **ADVANTAGES**



1. Competitive Edge Marketers and businesses can
gain a competitive edge in
promoting their brand by using
the platform's data analytics to
understand the success of top
YouTube channels and applying
those insights to their own
marketing strategies.



2. Channel Growth - Channel owners and YouTubers can use the platform's analytics to track their own channel's performance, identify areas for improvement, and make datadriven decisions to enhance it.



3. Industry Overview - The platform can provide a comprehensive overview of the YouTube ecosystem, offering insights into the top channels in various industries, trends in content creation, and audience engagement.



4. Competitive Intelligence Competitors in the same
industry can use the platform
to understand the performance
of rival channels and identify
opportunities for growth and
improvement.



5. Research Opportunities Researchers and students
studying the YouTube
ecosystem and related topics
can use the platform as a data
source for their research.

## DISADVANTAGES



1. Limited to YouTube The project is limited to
YouTube, and does not
cover other videosharing platforms, which
may limit its appeal to
some consumers and
businesses.



2. Data Accuracy - The platform relies on publicly available data, which may not always be accurate or complete, and may be subject to errors and biases.



3. Cost - Developing and maintaining a comprehensive web-based platform can be a costly investment, which may be difficult for some organizations to justify.



4. Data Ownership - The data and insights generated by the platform may be subject to intellectual property laws, which can limit how the information is used and shared with others.



5. Privacy Concerns The collection and use
of user data, including
search history and
viewing habits, can raise
concerns about privacy
and data protection,
which may limit
adoption by some users.

#### **APPLICATIONS**

1. Marketing and
Advertising - Marketers
and advertisers can use
the platform's data
analytics to understand
the success of top
YouTube channels, market
trends, and audience
engagement patterns, and
apply those insights to
their own marketing and
advertising strategies.

2. Market Research Market researchers and
analysts can use the
platform's data and
insights to gain a
comprehensive
understanding of the
YouTube ecosystem,
identify emerging trends
and opportunities, and
inform investment
decisions

3. Content Creation and Optimization - Creators and content producers can use the platform's analytics to understand the success of their content and make datadriven decisions to improve engagement and optimize their strategy

. 4. Social Media
Management - Social
media managers and
agencies can use the
platform's tools and data
to track their clients'
channel performance,
develop effective social
media strategies, and
identify opportunities for
growth.

5. Education and Training The platform can be a
valuable resource for
students and professionals
interested in social media
marketing, data analytics,
market research, and
other related fields,
providing access to a
wealth of data and
insights to help them
develop their skills and
stay informed of industry
trends

#### CONCLUSION

- •In conclusion, the "Exploring World's Top YouTube Channels" platform offers a comprehensive and interactive way for users to explore, analyze, and gain insights into the world's top YouTube channels. With a user-friendly interface and a wide range of data analytics tools, the platform provides valuable insights into channel performance, market trends, audience engagement, and much more.
- •While the platform provides valuable insights for marketers, analysts, content producers, social media managers, and other stakeholders in the YouTube and social media industries, it is important to note that the analysis is limited to the YouTube platform and does not cover other video-sharing services. Additionally, data accuracy and privacy are potential concerns that need to be addressed with data collection and analysis.
- •Overall, the platform aims to serve as a valuable resource for anyone interested in understanding the success of top YouTube channels and applying those insights to their own marketing and content creation strategies. With regular updates and improvements, the platform has the potential to continue providing valuable insights for a wide range of users for years to come.

#### **FUTURE SCOPE**



1.Addition of further data analytics tools: The platform can be further enhanced by adding additional data analytics tools such as sentiment analysis, keyword analysis, and audience demographic analysis to provide users with even deeper insights into channel performance and audience engagement.



2. Integration with other social media platforms: The platform can be expanded to include data from other social media platforms, such as Facebook and Instagram, to provide a more comprehensive view of user behavior and engagement across multiple channels.



3.Personalized recommendations: The platform can be enhanced by incorporating personalized recommendations based on user preferences and viewing behavior, making it a more personalized and engaging experience for users.



4. Integration with artificial intelligence (AI): The platform can be further enhanced by integrating AI algorithms that can automatically identify trends, patterns, and insights from the data, providing users with even more efficient and effective data analysis



. 5. Support for real-time data: The platform can be further enhanced by adding real-time data analysis capabilities, allowing users to track and analyze channel performance and engagement as it happening in real-time.



By implementing these enhancements, the "Exploring World's Top YouTube Channels" platform has the potential to become an even more valuable resource for anyone interested in understanding and analyzing the success of top YouTube channels.