

An abstract 3D bar chart graphic on the left side of the slide. It features several vertical bars of varying heights and colors, including red, orange, teal, and light blue. The bars are arranged in a way that suggests depth and perspective, with some bars appearing to be in front of others. The colors are vibrant and the lines are sharp, giving it a modern, digital feel.

# **Data Visualization of YouTube Channel Performance**

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# Data Description

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**Dataset:** “Global YouTube Statistics 2023” (995 rows × 28 columns)

**Source:** Kaggle (<https://www.kaggle.com/datasets/nelgiriyeewithana/global-youtube-statistics-2023>)

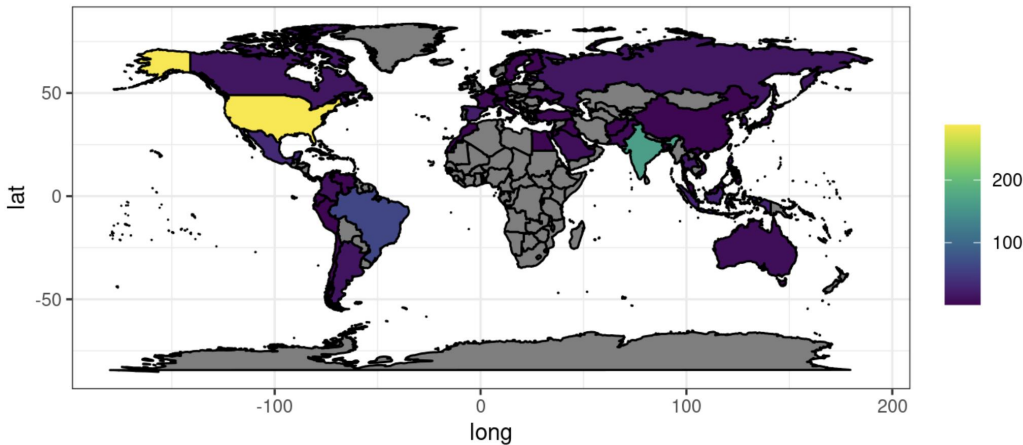
**This dataset contains information about most subscribed YouTube channels in the world by 2023.**

**Variables of interest are:**

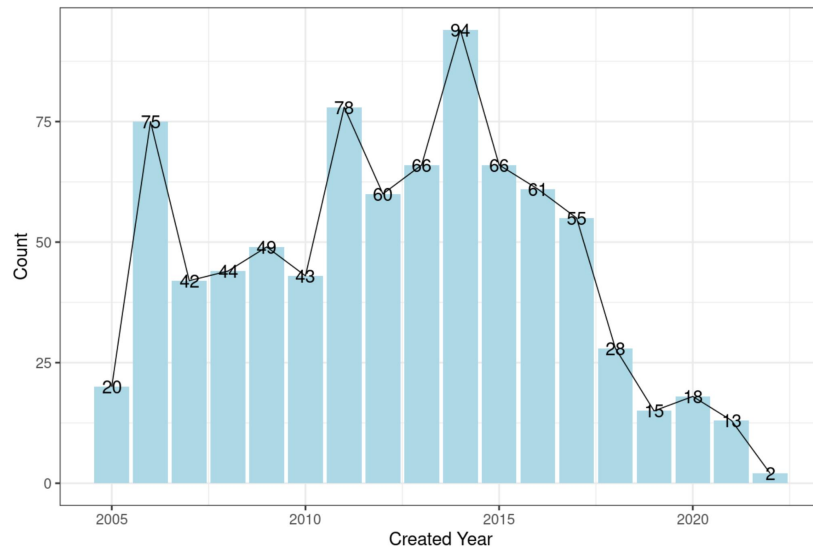
- **`Youtuber`:** Name of the YouTube channel
- **`subscribers`:** Number of subscribers to the channel
- **`video views`:** Total views across all videos on the channel
- **`category`:** Category or niche of the channel
- **`uploads`:** Total number of videos uploaded on the channel
- **`Country`:** Country where the YouTube channel originates
- **`highest\_yearly\_earnings`:** Highest estimated yearly earnings from the channel
- **`created\_year`:** Year when the YouTube channel was created

# YouTube Channels' World Map & Created Time

Number of Most Subscribed YouTube Channels by Country

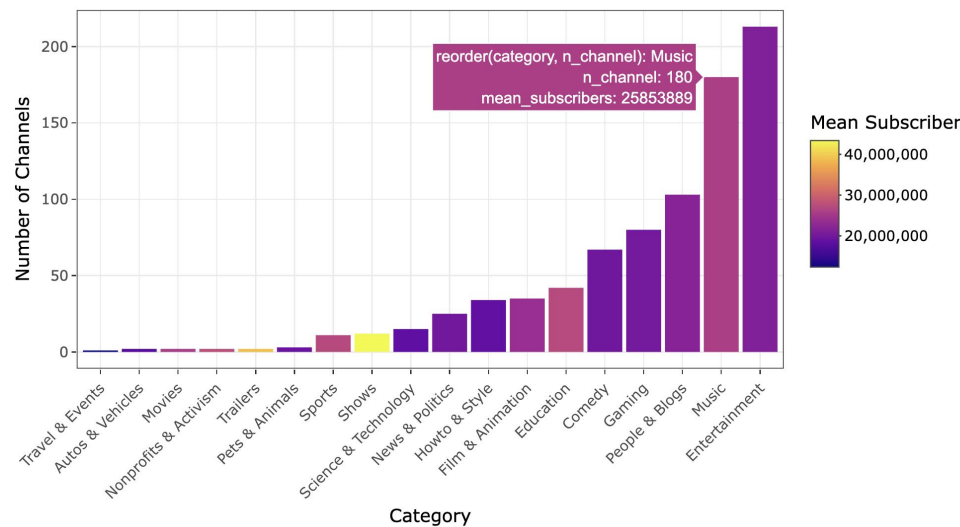


Number of YouTube Channels Created Each Year

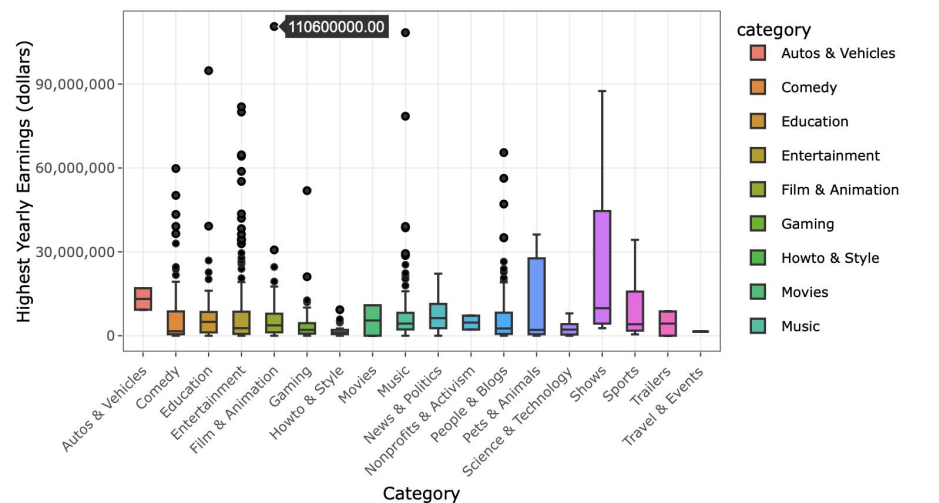


# YouTube Channels' Category & Earning Distribution

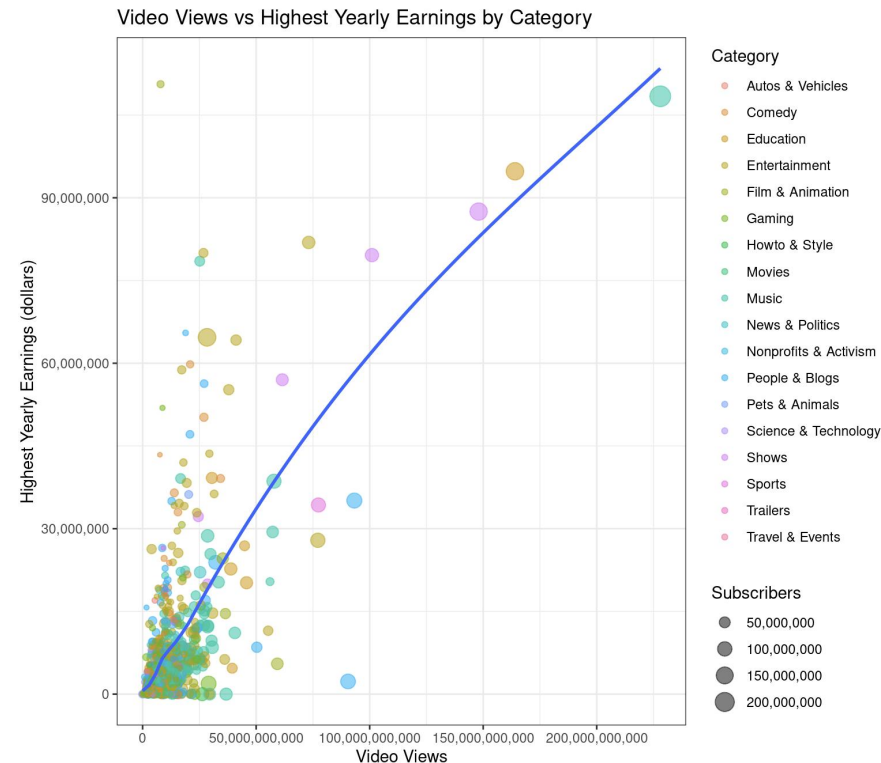
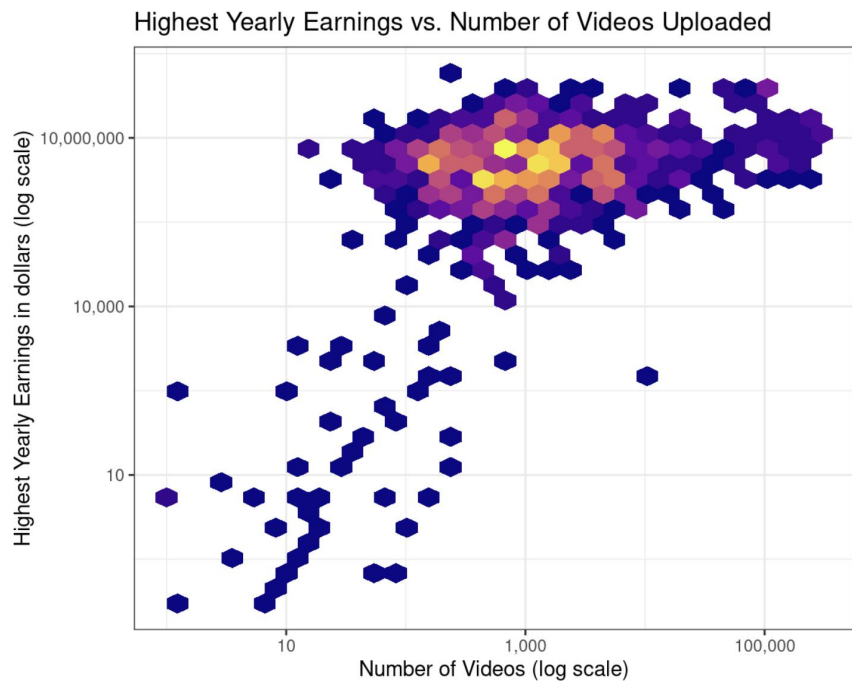
Number of YouTube Channels by Category



Distribution of Yearly Earnings by Channel Category



# YouTube Channels' Earning Performance and Factors



# YouTube Channel Names' Frequencies & Wordcloud

