



PERIYAR UNIVERSITY

ARIGNAR ANNA GOVERNMENT ARTS
COLLEGE, ATTUR

DEPARTMENT OF MATHEMATICS

III-BSc Mathematics (2023-2024)

INCHARGE: Mr. K. CHINNAIYA, M.Sc., M.Ed., M.Phil.,

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KIRUTHIKA R	A33B5A06102A2A693C544E15D93D85FB
SANDHIYA M	E4012229ACC3479A4E94E61C2EB5DED9
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PROJECT TITLE	<i>Subscribers Galore : Exploring World's Top YouTube Channels with Tableau</i>
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Introduction:

- A Subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed.
- The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006.
- The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel.
 - Name of Channels
 - Name of country
 - Primary Languages
 - Categories
- Such as Justin Bibber VEVO and Taylor Swift VEVO are excluded.
- As of February 2023, 21 of the 50 Channels listed primarily produce content in English while 16 primarily produce content in Hindi.
- All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have

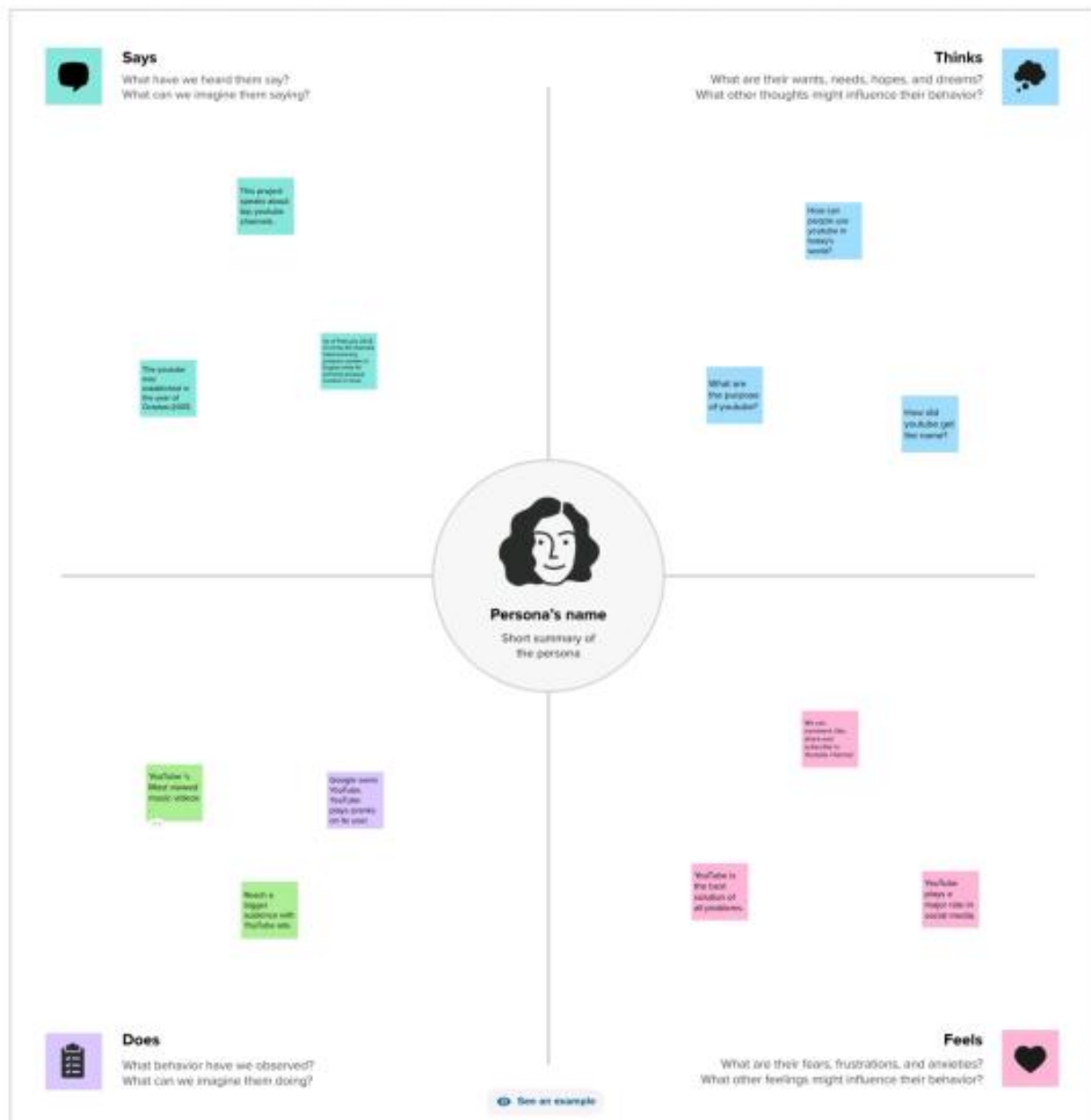
surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribed, 10 of them have surpassed 90 million and 7 of them have surpassed 200 million subscribers.

2) Problem Definition and Design Thinking:

2.1) Brainstorming



2.2) Empathy Map



3) Result

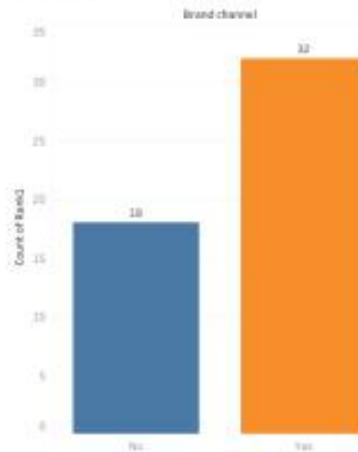
3.1) Dashboard:

3.1.1) Dashboard1:

Rank wise Channel

channel	
T-Series	1
Cocomelon	2
Sony Entertainment Telec.	3
MtBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Dee Music Company	10
Blackpink	11
Goldmines	12
S-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Dee TV	19
Phishing	20
Shemaroo Entertainment	21
ChaiDui TV	22

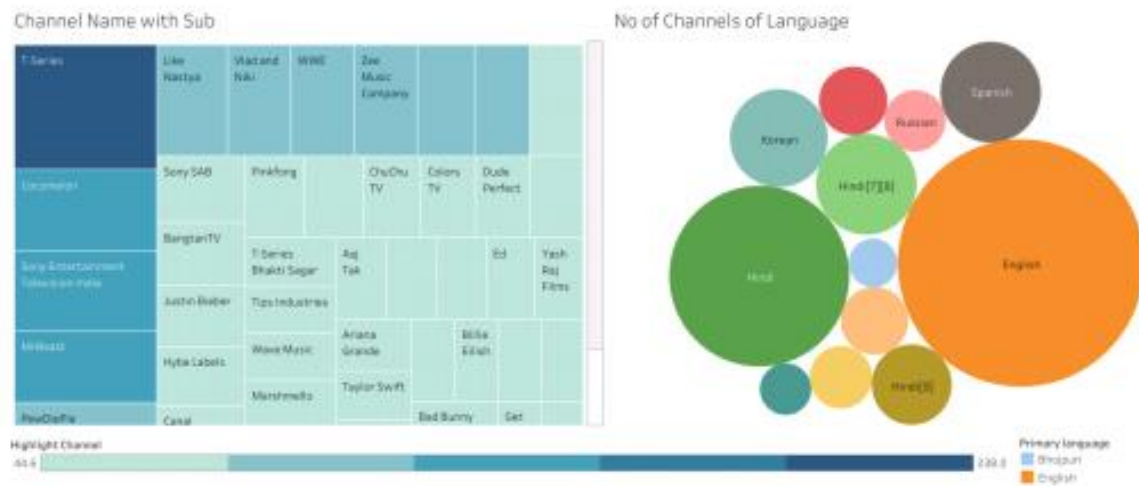
No of Channels with Brand



channel Brand

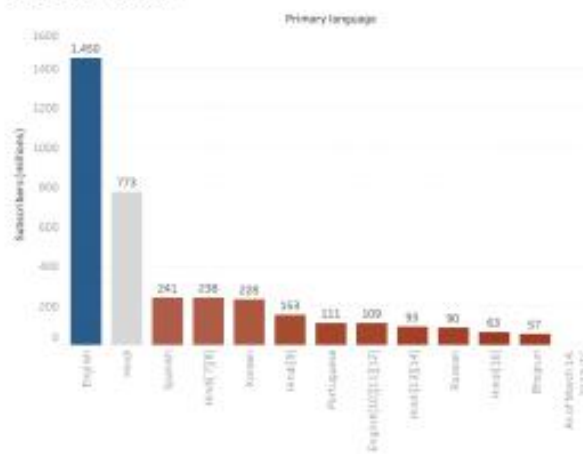
channel	Brand channel	
	No	Yes
S-Minute Crafts		Yes
AK	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Balabon		Yes
BangtanTV	No	
Billie Eilish	No	
Billie Surprise Toys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChaiDui TV		Yes
Cocomelon		Yes
Colors TV		Yes
Duke Perfect	No	
Ed Sheeran	No	
El Rino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes
Goldmines		Yes
Hybe Labels		Yes

3.1.2) Dashboard:

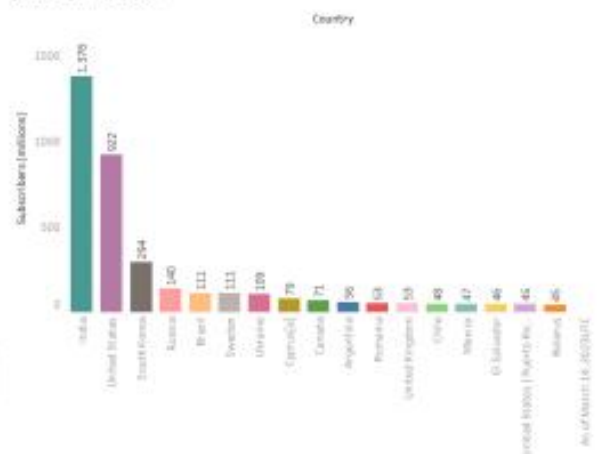


3.1.4) Dashboard:

Language Wise Sub



Country wise Sub



3.2) Story:

3.2.1) Story:

Story 1

Channel Details	List of Channels With Number of Subscribers..	Category Wise Language And Countr..	Language and Country Wise Subscribers'	Country Wise Primary Language, Number of ..
-----------------	---	-------------------------------------	--	---

Rank wise Channel

channel	
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
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34

No of Channels with Brand



channel Brand

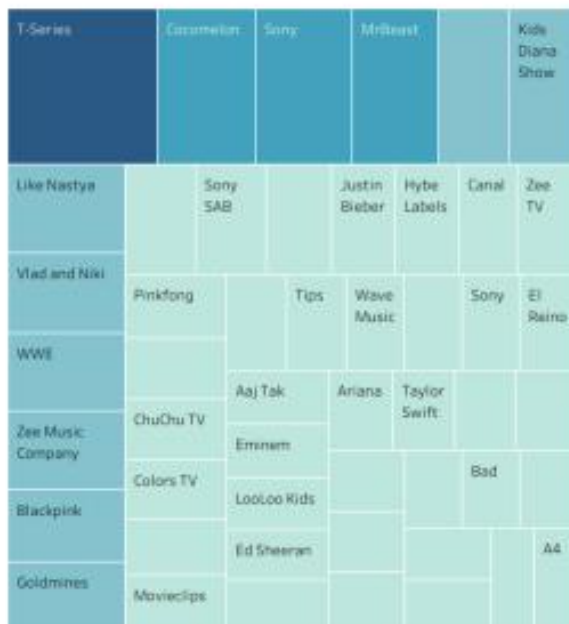
channel	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	
Ed Sheeran	No	
El Reino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes
Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JoegaGerman	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

3.2.2) Story:

Story 1

Channel Details	List of Channels With Number of Subscribers..	Category Wise Language And Countr..	Language and Country Wise Subscribers'	Country Wise Primary Language, Number of ..
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Channel Name with Sub



No of Channels of Language



Highlight Channel



Primary language

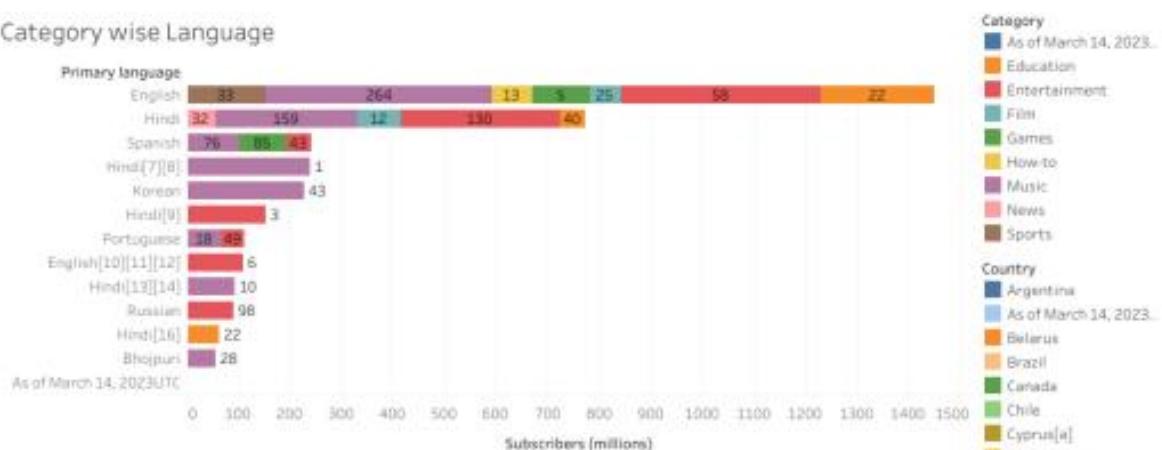


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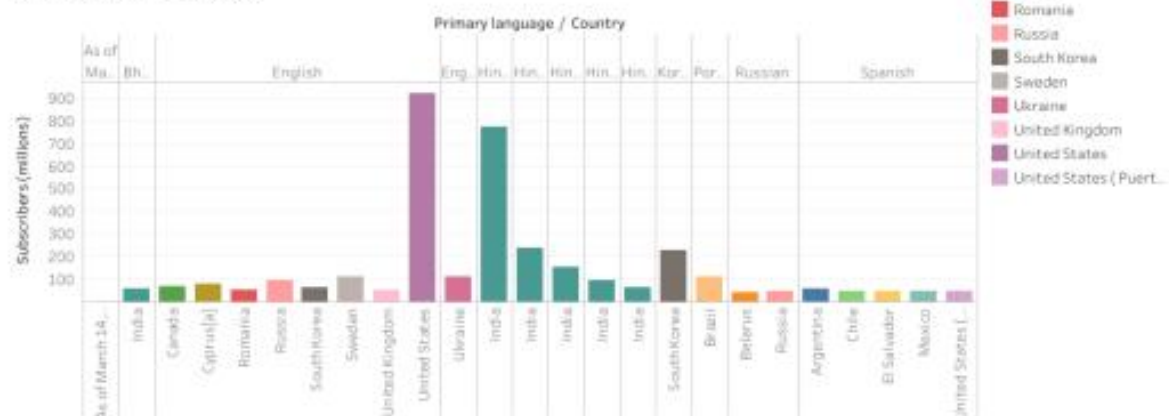
Story 1

Channel Details	List of Channels With Number of Subscribers..	Category Wise Language And Countr..	Language and Country: Wise Subscribers'	Country Wise Primary Language, Number of ..
-----------------	---	-------------------------------------	---	---

Category wise Language



Country And Language

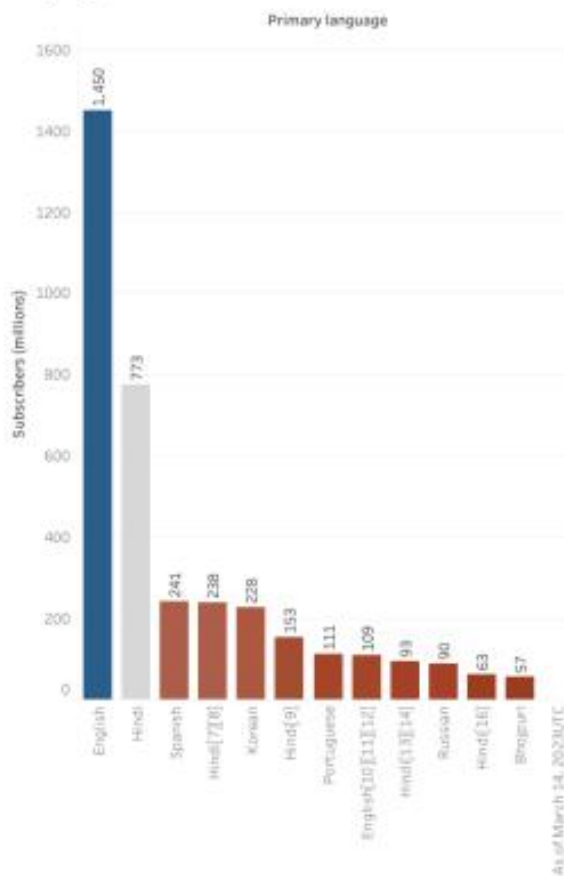


3.2.4) Story:

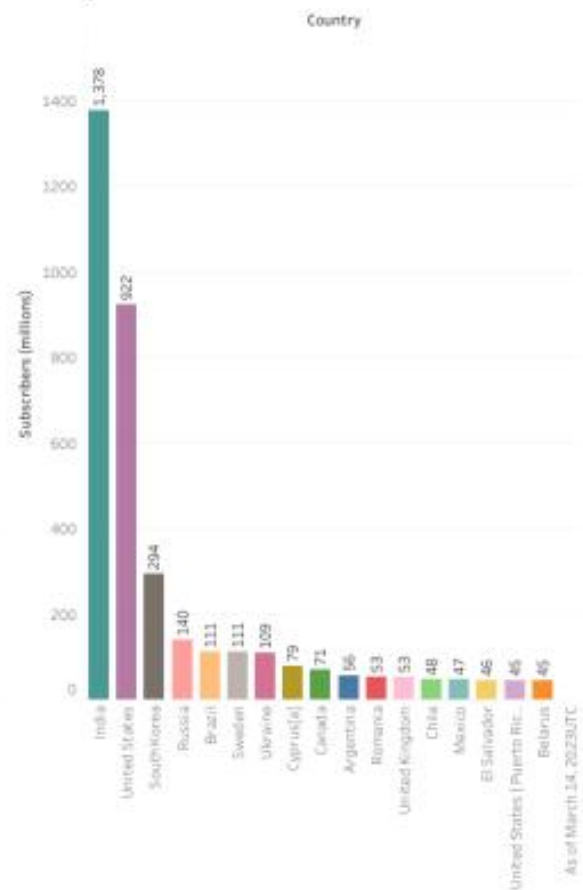
Story 1

Channel Details	List of Channels With Number of Subscribers..	Category Wise Language And Count...	Language and Country Wise Subscribers'	Country Wise Primary Language, Number of ..
-----------------	---	-------------------------------------	--	---

Language Wise Sub



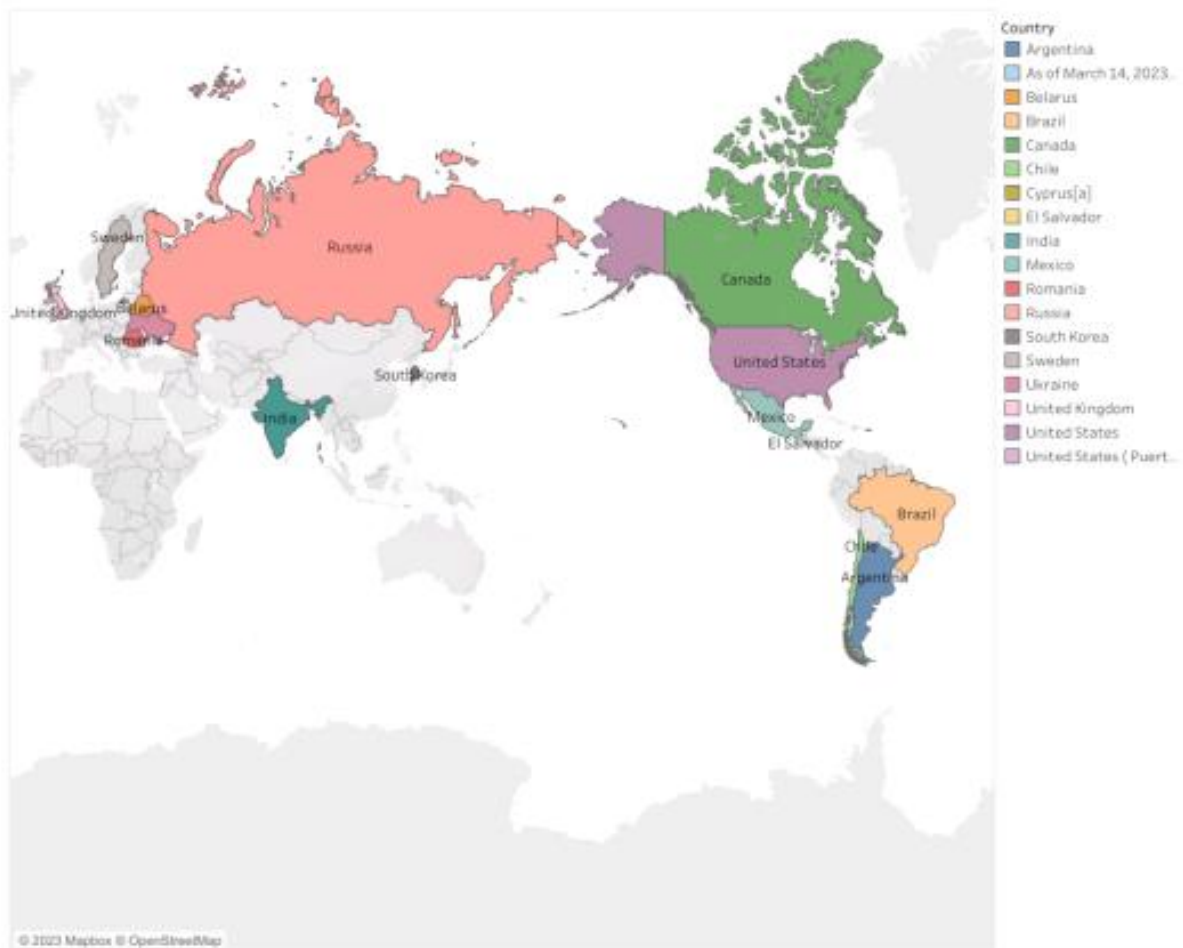
Country wise Sub



3.2.5) Story:

Story 1

Channel Details	List of Channels With Number of Subscribers...	Category Wise Language And Count...	Language and Country Wise Subscribers'	Country Wise Primary Language, Number of...
-----------------	--	-------------------------------------	--	---



4) Advantages and Disadvantages:

4.1) Advantages of YouTube:

1. YouTube as an information disseminating platform for students

It's the perfect place to learn and gain expertise. With online videos and "how to do" tricks, gaining knowledge is simple. *In the process, YouTube is now the second largest source of information after Google. According to the most recent data, YouTube has around 2.3 billion active users as of 2021.*

Millions of viewers watch YouTube videos daily, and more than 70 percent of YouTube watching is on mobile devices. There are many YouTube benefits for students in the automotive, IT engineering, financial and Medical fields. There is an expert YouTube channel for every area.

2. YouTube's user-friendliness

If you're interested in food, religion, culture, or parenting tips, there's a channel on YouTube that will offer online help. It's not just for professionals or pupils; YouTube is made for anyone to find what they enjoy. From pet lovers to homemakers, anyone can find content suitable to their interests. YouTube will keep the content informative and stimulating.

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5. Easy Earning is at the very top of the list of YouTube benefits for Vloggers

Everyone is interested in the opportunity to turn their passion into a profit. This is exactly the kind of thing YouTube can offer any creator who has viewers. If your channel is populated with viewers and interesting content, you'll benefit the most from a YouTube Channel.

You can make money through your YouTube channel after it has reached the point of eligibility. It's easy to upload your content on the platform, and you can handle it all on your own. It is not necessary to invest in expensive equipment or accessories.

4.2) Disadvantages of YouTube:

1. Ads- a drawback of YouTube for the audience

There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream. However, you're often required to watch commercials lasting between 15 and 20 seconds. This isn't just a time-waster, but it can be irritating at times. Another issue that is associated with YouTube is that it requires you to pay a charge if you would like to view ads-free content.

2. A lot of distraction

The platform is updated with new content each minute, making it difficult to avoid engaging and interesting videos. When you begin viewing YouTube videos, you'll be able to continue watching more videos in the "Related Videos" section.

According to research done by the collective, the issue of distraction while driving can be a worldwide problem that kills and injures thousands of people each year. There are fatal outcomes of driving while being distracted by videos that depict a negative image of YouTube. Distraction is one of the most common disadvantages of YouTube for drivers, students, or even workers.

3. Obscenity- one of the biggest drawbacks that YouTube has

The kind of content that is uploaded on YouTube is largely in control today. The amount of people uploading videos has grown in the past five years, and it's becoming challenging for parents, as well as YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, children are attracted to watching videos with explicit language and obscenity.

The use of explicit images and words is common nowadays. This kind of content can be removed only when someone is notified about it. In general, YouTube acts faster against copyright issues that are reported. There are many negatives when the viewers are children as they are merely aware of how to report the issue.

4. Defamation and Bullying

It's a tool that helps the public notice you; untrustworthy people may use YouTube to harm other people's image in public. The public has begun to consider YouTube as a potential social media, particularly over the past five years.

However, YouTube also enables people to do socially interaction. While they communicate, any conversation which occurs may be considered cyber-bullying. The easiest method to reach someone on YouTube is via the comment area.

However, many users misuse the platform to spread hate and chaos via content, causing tension between users. This is even when Google requests that users be respectful in their comments.

5. Making money isn't that easy

You can sign up for a YouTube affiliate or partner program to earn. However, to be eligible for these programs, you'll need to have at minimum 1000 subscribers as well as

4,000 watching hours over the last twelve months. If you're unable to achieve this, it will come with more drawbacks to YouTube than benefits.

While it's an easy and efficient method of earning money, it won't be as if it's growing on trees. YouTube has an algorithm that will scrutinize and validate every channel's legitimacy before allowing it to be played. Therefore, if you decide to play in a way that is not legitimate, YouTube has the algorithm to catch such activities too.

5) Application:

- YouTube has more than 2.70 billion active users as of 2023.
- YouTube Premium has 80 million active users worldwide in 2023.
- Over 122 million people visit YouTube every day via its Website and Apps.
- YouTube has generated \$14.358 billion via advertising so far in 2023.
- India is home to most YouTube users accounting for 467 million users. The USA follows with 247 million.
- 53.9% of YouTube users are Males, and Females make up around 46.1% of the user base.
- 720,000 hours of video are uploaded to YouTube every day.
- YouTube Shorts surpassed 50 billion daily views in February 2023.
- Alphabet Inc. (YouTube's parent company) earned \$29.243 billion via YouTube ads in 2022.
- Technically, YouTube is the second biggest search engine after Google.

6) 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 is misleading.
- The whole thing is based on people's interests, which is the reason YouTube exists, and so do YouTube channels.

7) HTML CODE:

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