

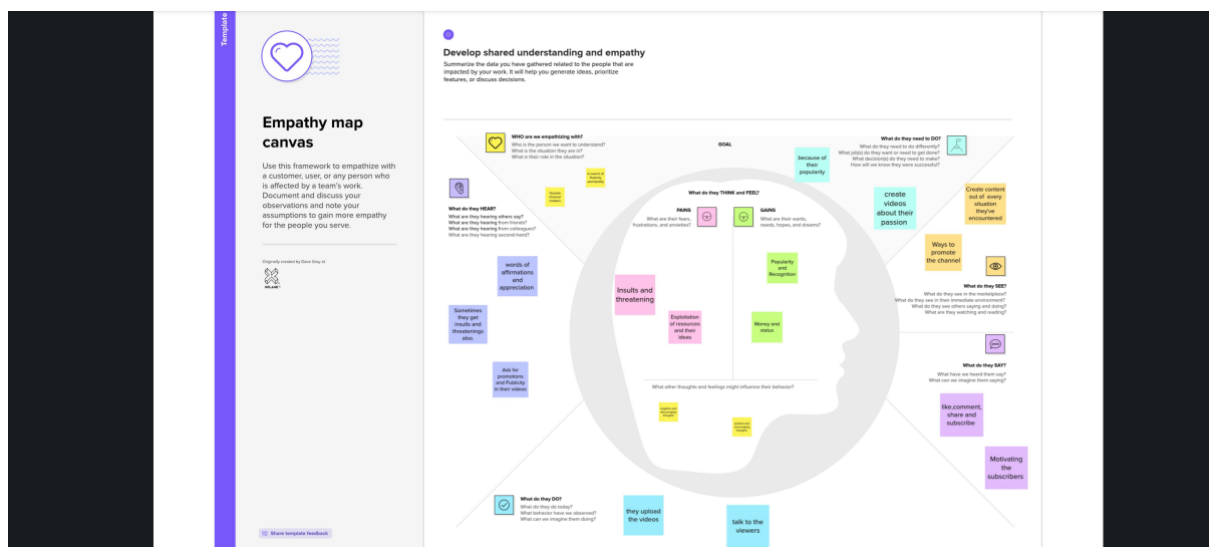
Subscriber's Galore : Exploring World's Top YouTube channels

Introduction :

Subscriber's galore : Exploring World's Top YouTube channels is the title of the project. 50 top youtube channels in the world rank with their country of origin, Primary language, Subscriber's count, category of the channel are collected and analysed using tableau and various tables and graphs to compare the growth, subscriber's count, the rank, language are created to display our analytics.

Problem Definition and Design Thinking :

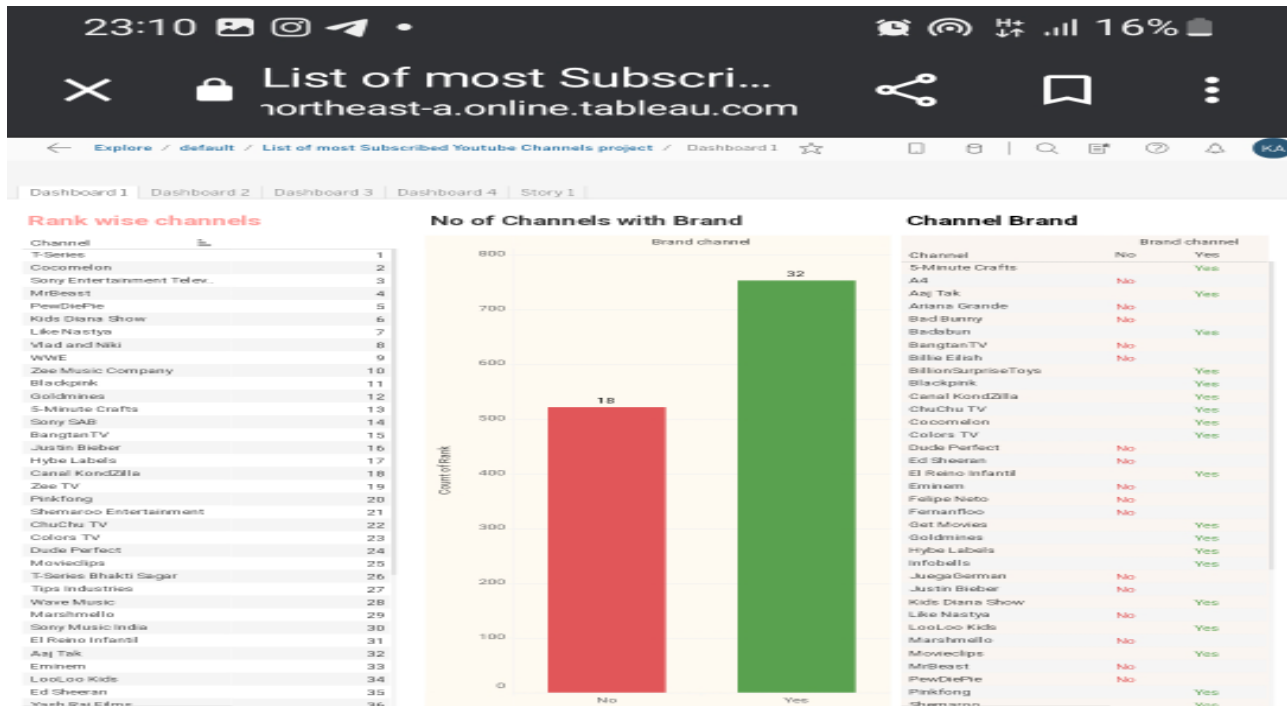
Empathy map

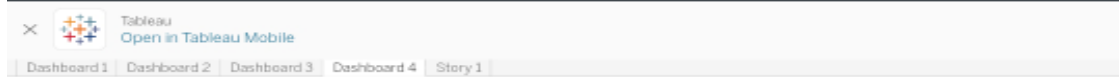
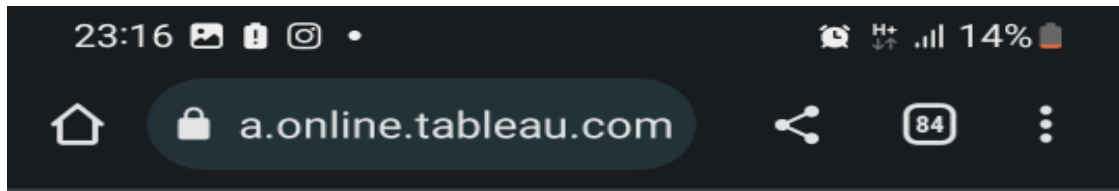


Brainstorming Map

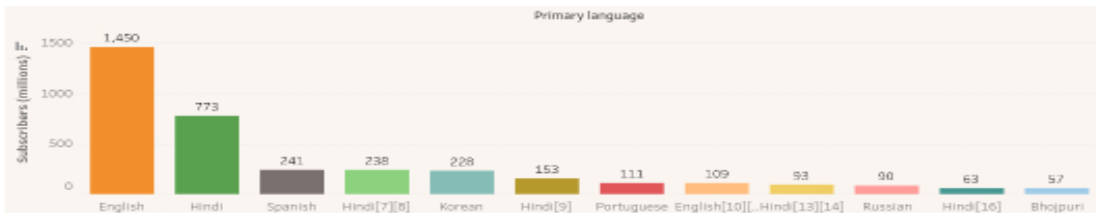


Result :

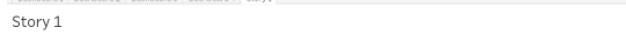
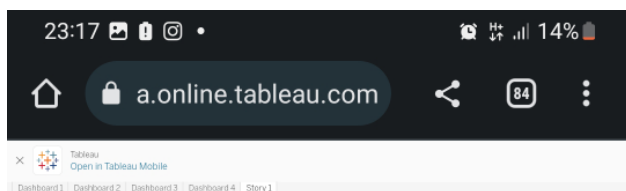
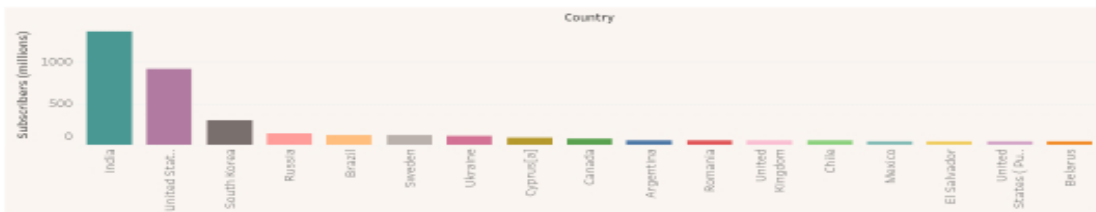




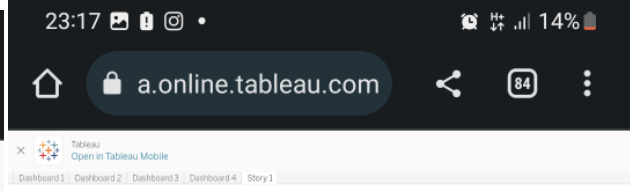
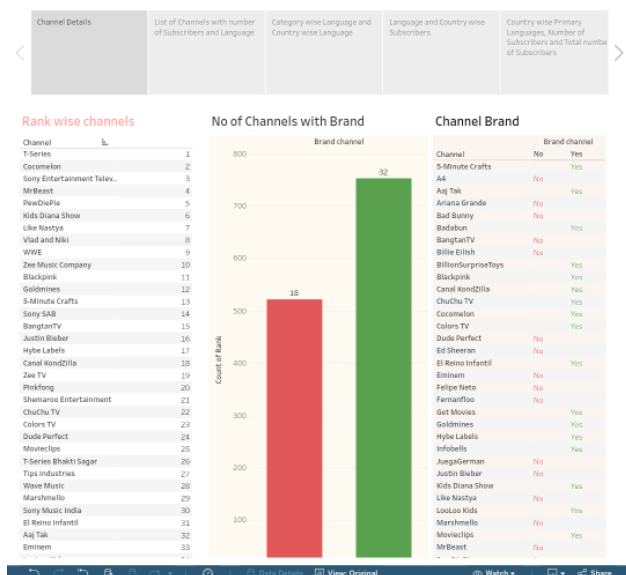
Language wise Subscribers



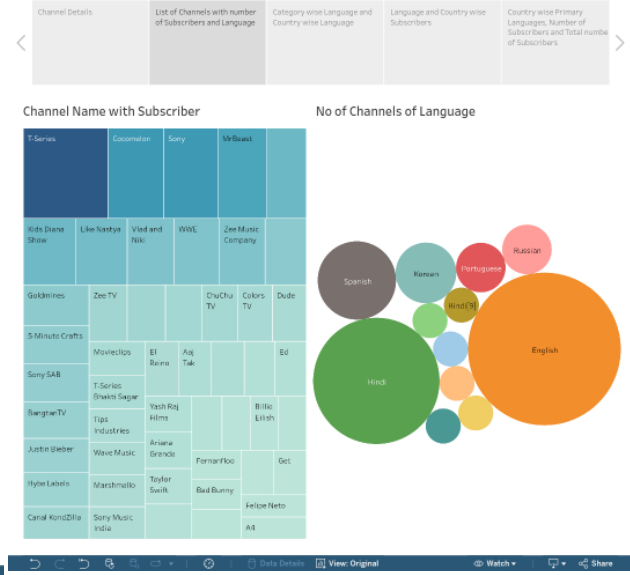
Country wise Subscribers

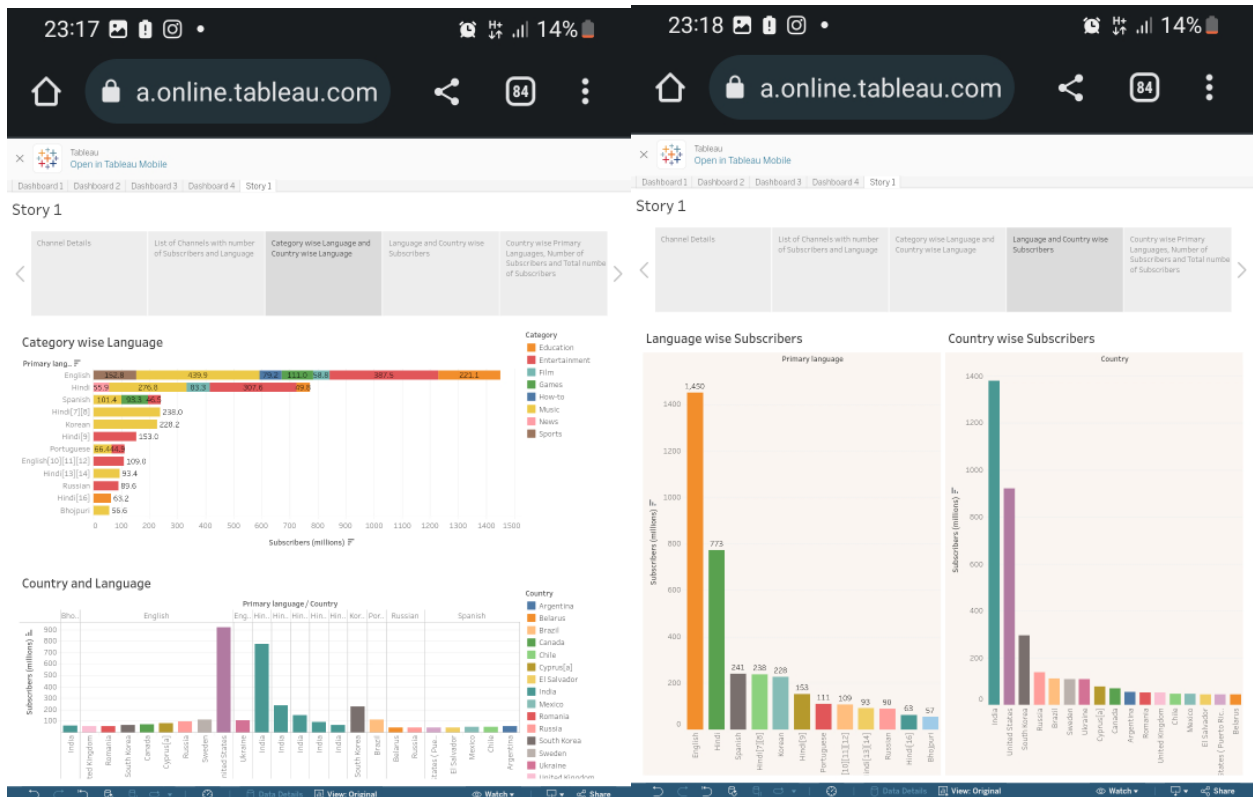


Story 1



Story 1





With the given dataset we have created tables and graphs for comparison among them. The created tables and graphs are connected together as dashboard and story. Each dashboard compares the variables of different channels and gives an output. Dashboard - 1 portrays channels details, Dashboard - 2 compares channels subscribers and languages, Dashboard - 3 compares category and country of the channels, Dashboard - 4 compares language wise and country wise subscribers, last graph represents channel details in every country. All these dashboards are combined as Story.

From each table and graph we were able to compare the channel variables and find the reason for their popularity.

Advantages and Disadvantages :

Advantages

- The graphical and tabular data provides a clear understanding about the channel algorithm and subscribers interests.
- Using this data and knowledge a digital content creator may become the Number 1 YouTuber if he can use it wisely.
- Content creator may use this Knowledge to analyse the subscriber's mindset and interests then provide content of their interest.

- Gives us a very good speculation over channel details all over the world, helps understand world wide subscribers mindset.

Disadvantages

- Though data visualization and analytics help us analyse the data and come to solution easily, too many charts may become counter productive and distractive.
- These data aren't constant and varies instantaneously so relying too much on the data may arise confusion.
- When the results aren't as expected content creators may feel demotivated and exhausted.

Application :

These tabular graphical data are crucial for marketing and promotional industry. Business people can understand the likes of people through this data and market accordingly. Which will create a positive marketing and business approach among specified audiences and make business more efficient. These data help marketing industry to specify target audience and plan according to their interests.

Conclusion :

The overall conclusion is that english language with most watched channels and the subscriber's count is maximum in india. T series takes the 1st rank for its popularity and its variables. With proper usage of these data we can become the number one consumer and producer in digital platform. Among all categories music holds the weight. Explains that music always rules the peoples as primary interests.

Future scope :

The future scope for this project can be proposed as the knowledge about digital consumers that's subscribers interests which will be useful in developing indias digital platform. As india is the largest subscriber's base in the whole world with proper guidance and understanding about the people interest we can become our own producer. Therefore we'll not only be the primary consumer but also primary content producer. Though english is the primary language for almost all youtube channels next comes hindi. So even with hindi as primary languages we can hit the market and become number one.

