

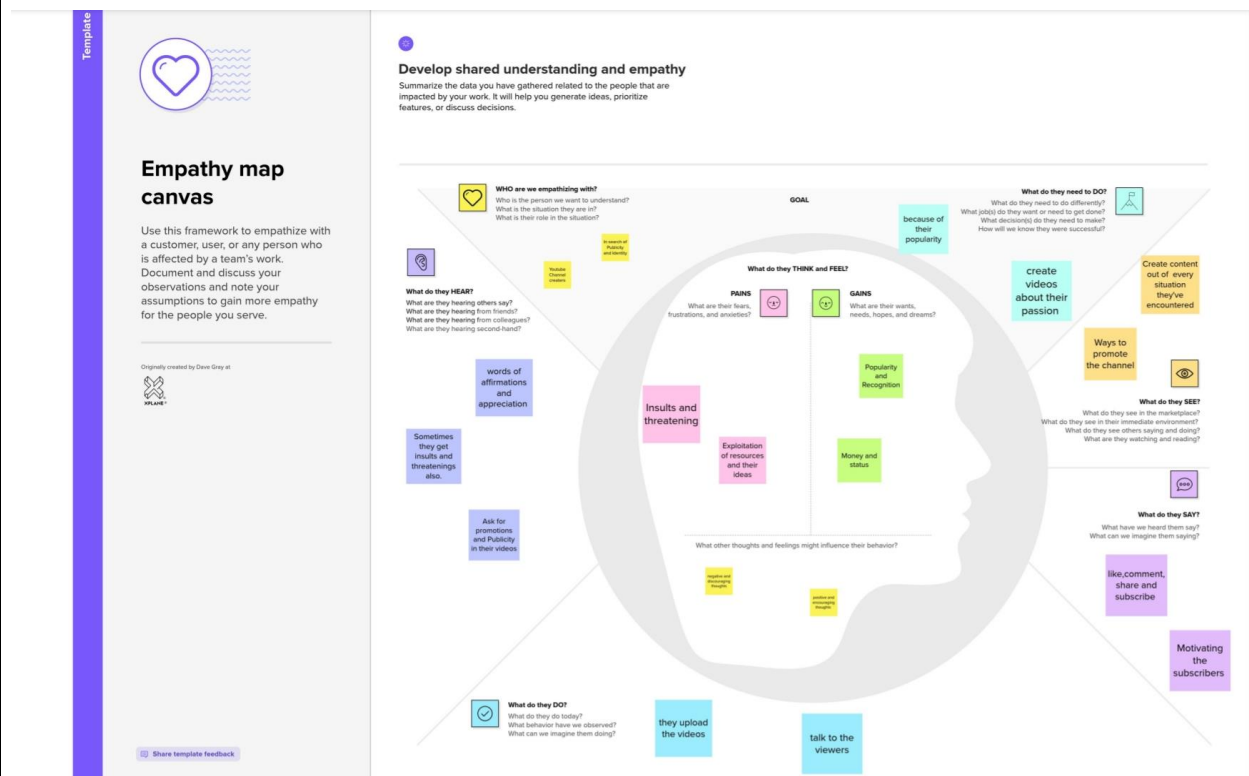
SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNEL

INTRODUCTION:

Subscribers Galore: Exploring the world's Top you tube channels. We were given a dataset of 50 top YouTube channels with their details like subscribers count, origin of channel, language of channel etc. With those we have to produce a report of YouTube channels using tableau and upload it in GitHub website.

PROBLEM DEFINITION AND DESIGN THINKING:

Empathy map:-



Brainstroming Map:-

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM
how might we increase
subscriber count

PROBLEM
How might we make the
channel productive

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

create engaging and informative content
create and publish video frequently
create high quality video
join the YouTube partners program
sell own merchandise

Person 2

ask viewers to subscribe
hook people with your intro
respond to every comment with an answer and a question
create sponsored content
become affiliate partner

Person 3

ask for suggestions in the comment
optimize your video for search
add YouTube shorts to your content strategy
get the subscribers donate directly
use crowd funding

Person 4

experiment with different types of videos
create videos about your passion
create videos that are around 10 min long
license your content to media
Public speaking and workshops

3

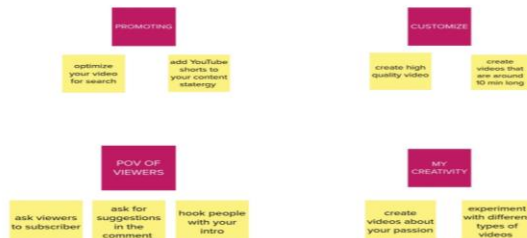
Group ideas

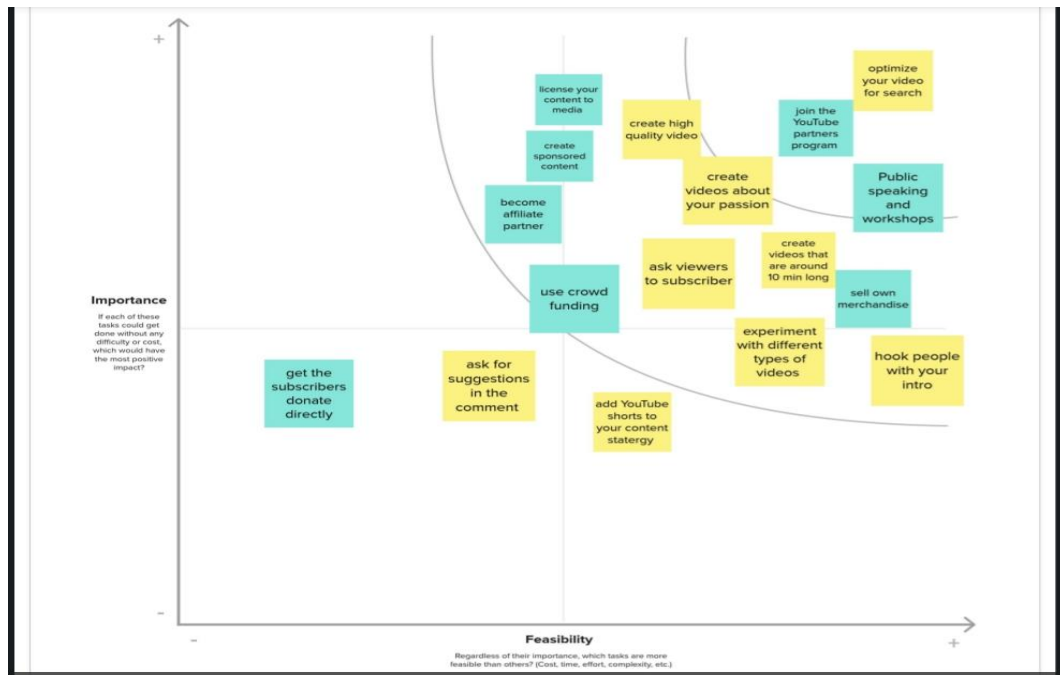
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

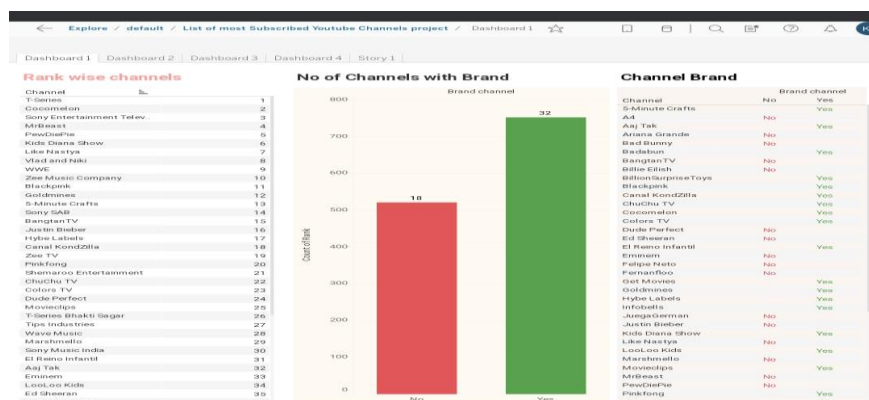
TIP

Add a customizable label to sticky notes to make it easier to break groups, organize, and share as sticky notes your ideas.

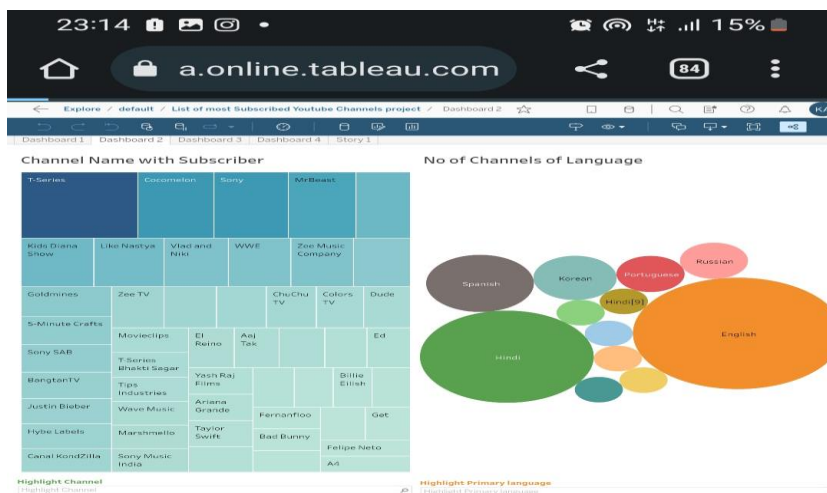




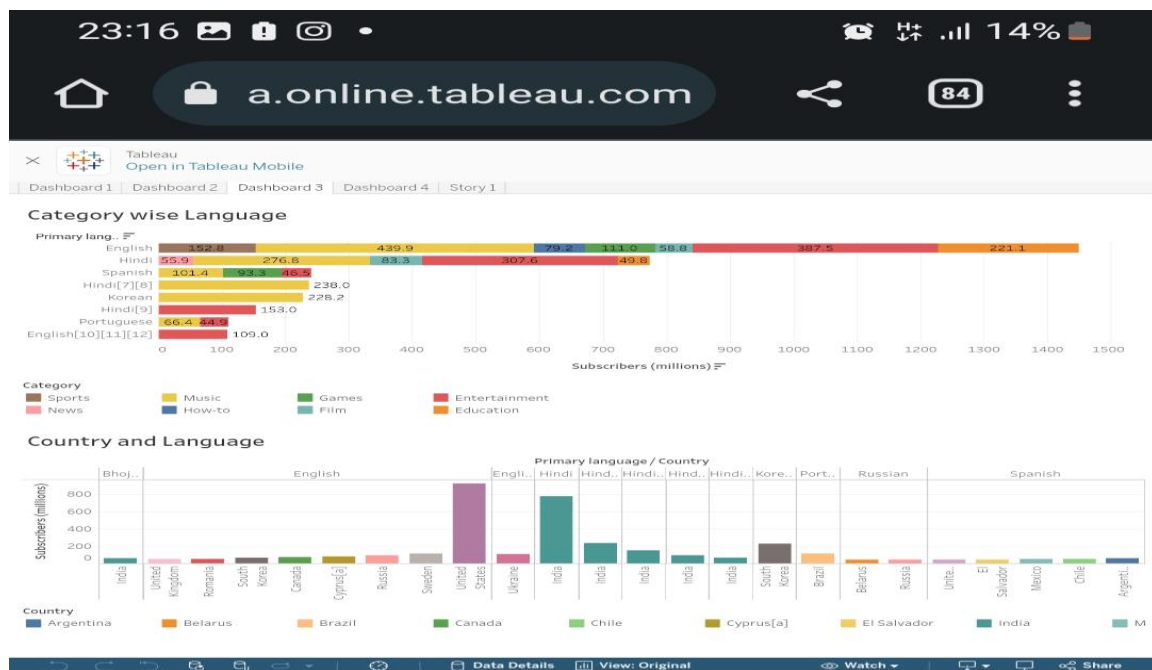
Dashboard 1(Rank wise channel, No of channels with brand, Channel Brand)



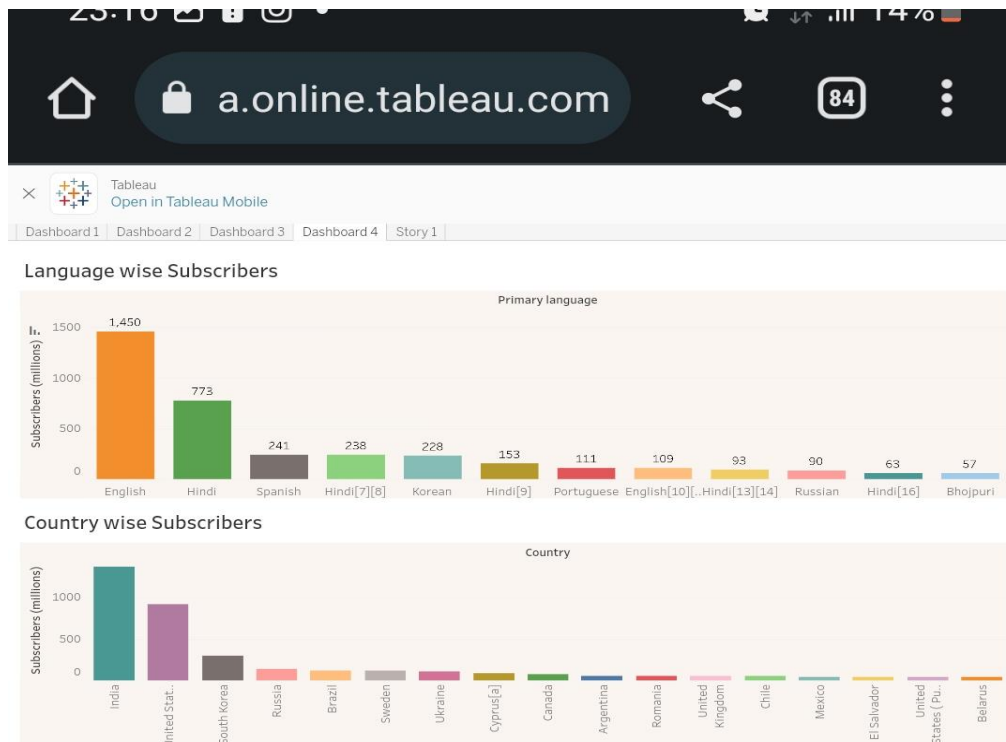
Dashboard 2 (No of channels of language, channel with Sub)

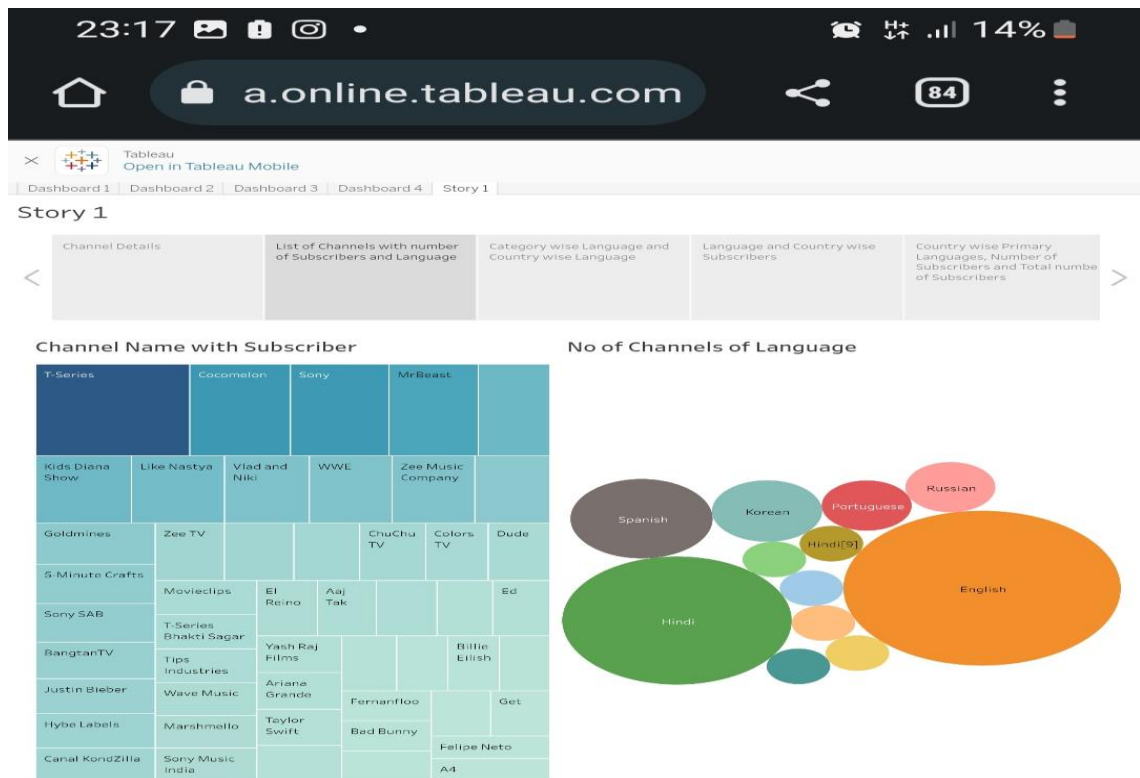
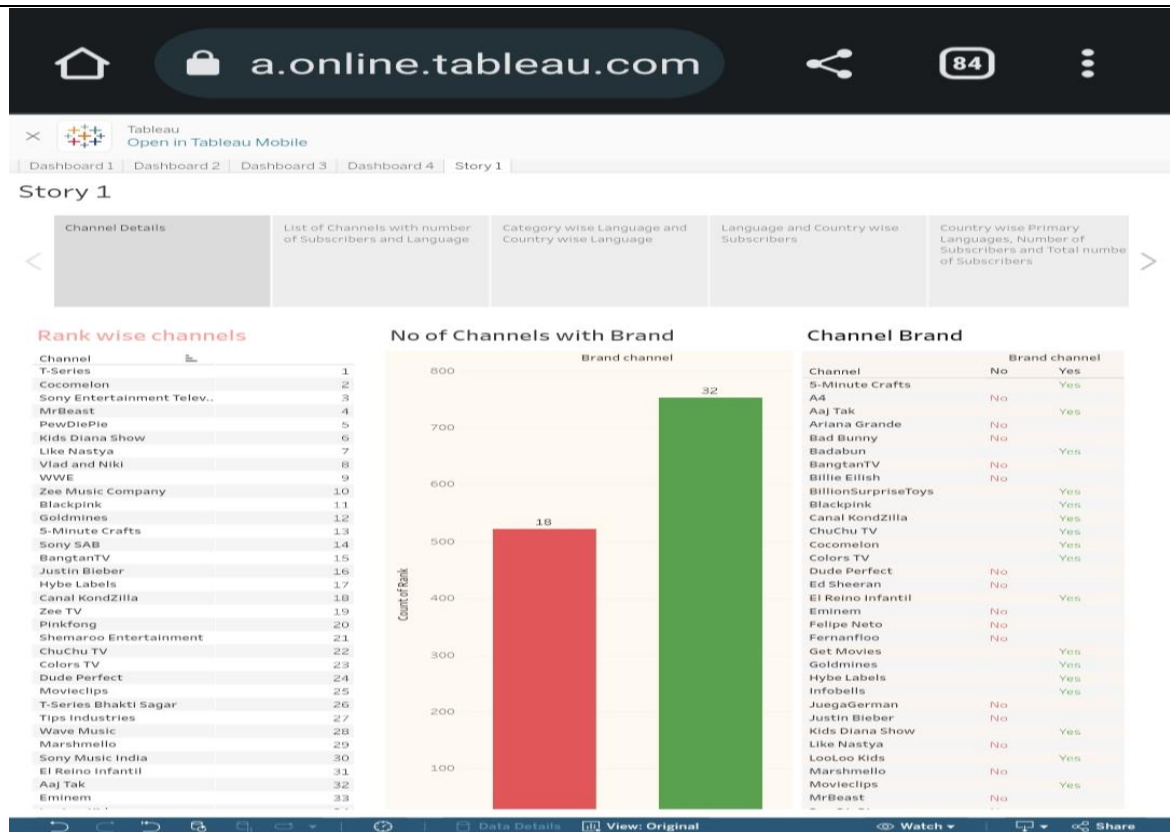


Dashboard 3 (Category wise language, Country wise language)

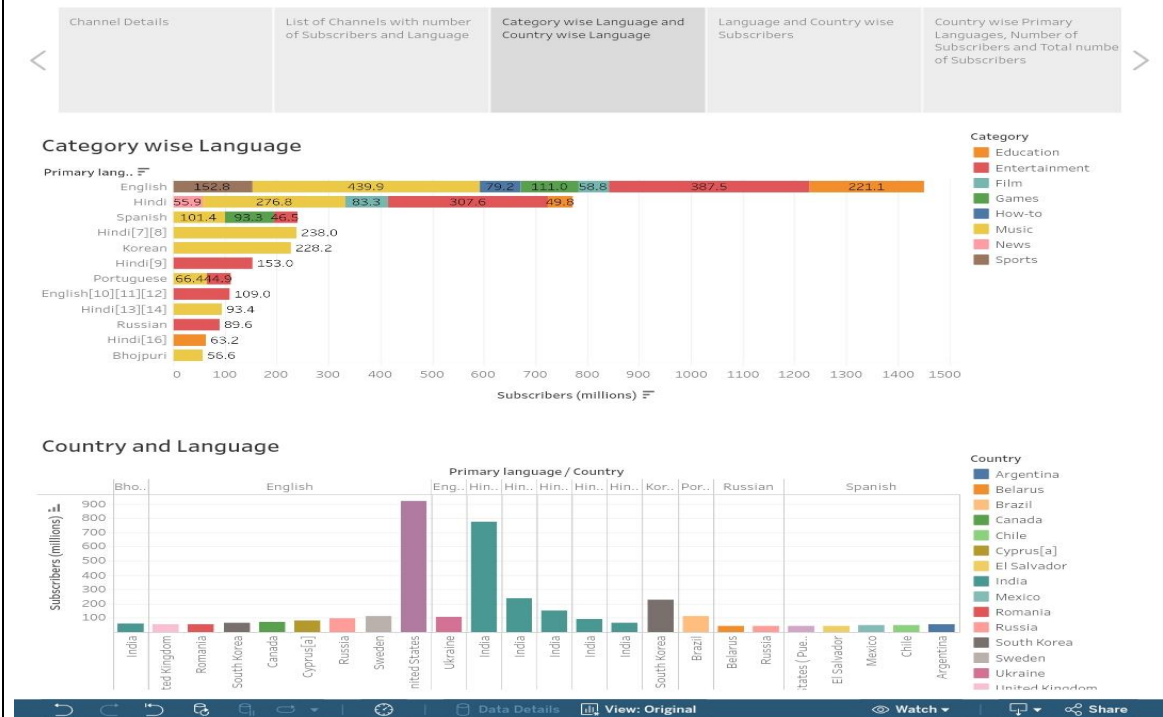


Dashboard 4 (Language wise subscribers and country wise subscribers)

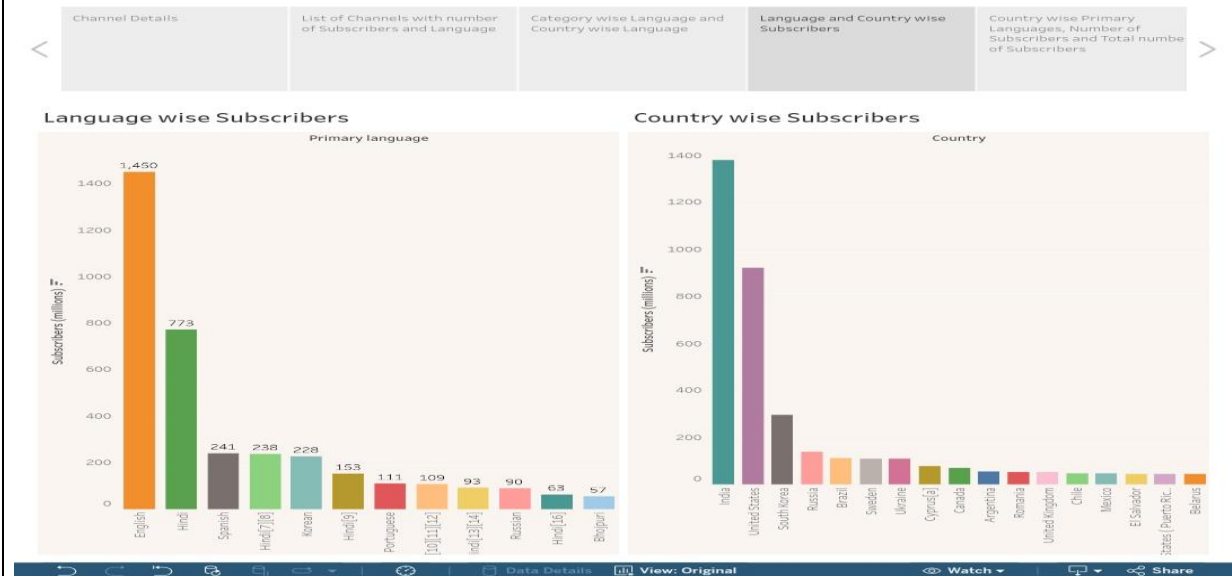


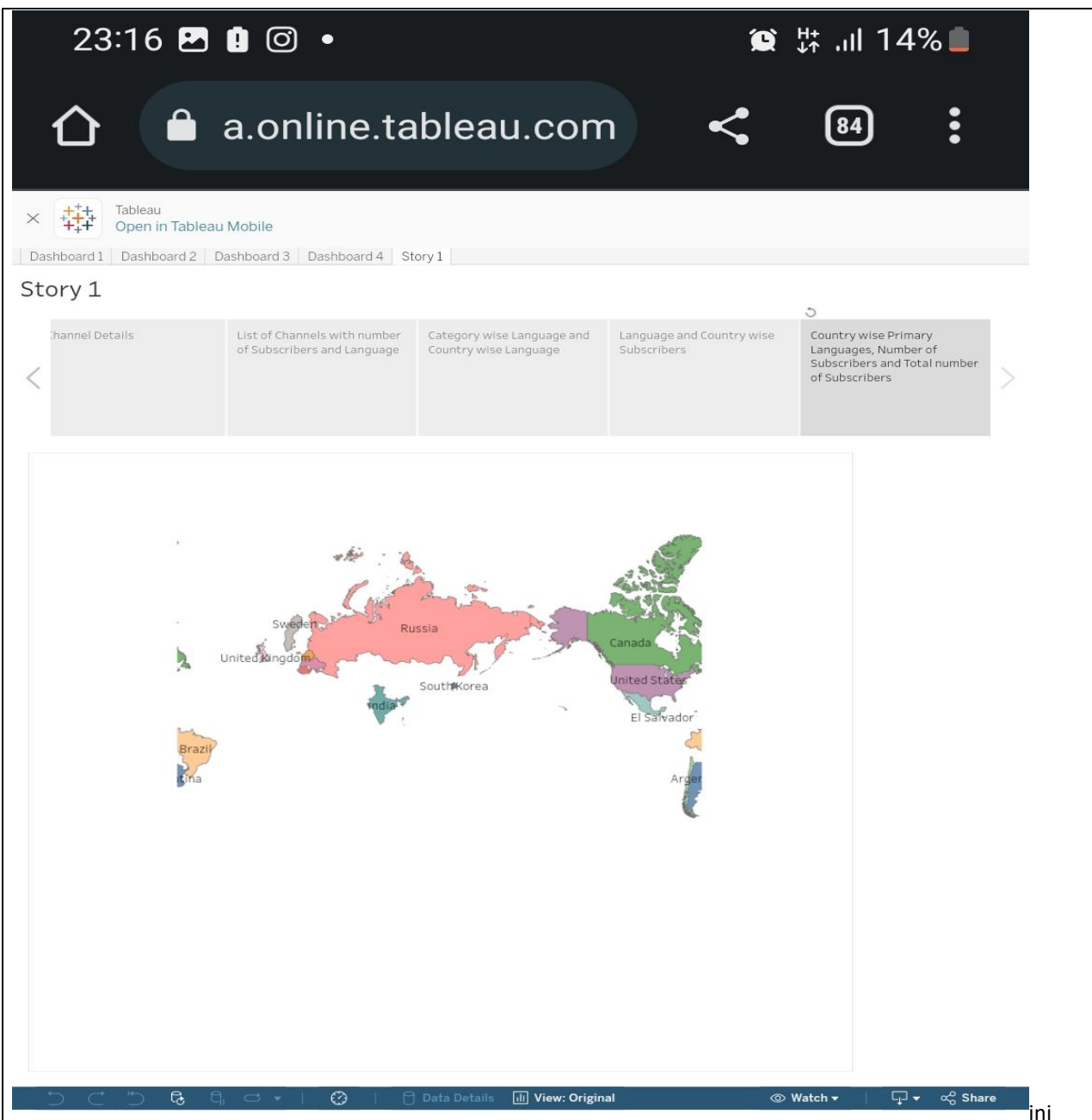


Story 1



Story 1





ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:-

- Analyzing top YouTube channels can provide valuable insights into content creation, audience engagement, and the YouTube algorithm, making it a great learning experience for students or researchers
- Understanding what makes these channels successful can be valuable for marketers and content creators looking to grow their own channels.

- Helps to compare between different channels making it simpler to assess which content is performing better.
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- These visualizations can help reveal insights about the success factors of top YouTube channels, aiding content creators and marketers in their strategies.

DISADVANTAGES:

- Poorly designed or misrepresented graphs and tables can lead to misunderstandings or misinterpretations of the data.
- Static graphs and tables may not allow for interactive exploration of the data, limiting the project's engagement potential.
- Data available for YouTube channels may not cover all aspects of their success, making it challenging to represent a complete picture.

APPLICATION:

The graphs and tables makes easier for us to study the data and visualise our problem and make a youtube channel successful. Using these data we can understand the algorithms of the YouTube network and subscribers interest and build more channels according to it and increase the country and youtubers revenue.

CONCLUSION:-

The overall conclusion here is mostly music channels are liked by every country subscribers and English is the most used language by every subscribers. Though in different occasion India surpassed the US but the data was favorable to US but still India has the most subscribers count to every channel and compared to every country. Using these data we can improve the quality of the content people need and are interested in. And this will be definitely beneficial to Indian yotubers and country.

FUTURE SCOPE:-

India is the country with most subscribers in the world so if we take in account of what people like and what interests people more we can make everything beneficial. Since we have the biggest consumer power in whole world, if we turn these consumers into producers definitely India will have a great future in digital platform and great revenue for Indian government too.