

# Global YouTube Analysis Case Study Report

## Objective

The aim of this case study is to uncover actionable insights from global YouTube channel data. This includes identifying trends in channel growth, audience reach, content performance, and monetization opportunities.

## Key Goals:

- Identify growth trends in subscribers over time
- Determine which content categories and channel types earn the most
- Analyze viewership and earnings at a global level
- Deliver visual storytelling through a Power BI dashboard

## Tools Used:

- Python (Data Cleaning & Preprocessing)
- SQL (Structured Queries)
- Power BI (Visualization & Storytelling)

## Chart Analysis & Insights

### 1. Subscribers Growth Over Time

Visual Type: Line Chart

X-Axis: Created Year

Y-Axis: Count of Subscribers

#### Insights:

- Peak channel creation happened around 2014
- Post-2016 decline suggests market saturation

- 2006-2013 shows steady platform expansion

Conclusion: YouTube experienced rapid growth early, but the creation of new channels has declined recently, likely due to market maturity.

## 2. Top 10 YouTubers by Highest Yearly Earnings

Visual Type: Bar Chart

X-Axis: YouTuber Names

Y-Axis: Average of Highest Yearly Earnings

Insights:

- Top earner: Jijyyyyyy KIMPRO at \$163M
- Many top earners are production brands or organizations

Conclusion: Earning potential is concentrated among big-name or corporate channels. Scale and brand influence are key revenue drivers.

## 3. Average Earnings by Channel Type

Visual Type: Bar Chart

X-Axis: Average Earning

Y-Axis: Channel Type

Insights:

- Animals: \$34M average - highest earning type
- Comedy, People, Education all close around \$9-10M

Conclusion: Animal content dominates due to high emotional engagement. Educational and relatable content also perform consistently well.

## 4. Subscribers Distribution by Country

Visual Type: Bubble Map

Insights:

- USA, India, Brazil, and Russia have the largest audiences
- Subscriber base is globally distributed

Conclusion: YouTube has truly globalized. Countries across continents show strong creator and audience presence.

## 5. Average Video Views by Content Category

Visual Type: Horizontal Bar Chart

X-Axis: Average Views

Y-Axis: Category

Insights:

- Shows: 36B average views - highest by far
- Followed by Trailers, Education, Music (~17B)

Conclusion: Structured long-form content like shows drive more engagement. Blogs and generic entertainment perform moderately.

## Summary & Final Recommendations

Key Findings:

- Rapid creator growth between 2010-2015
- Earnings skewed toward large production channels
- Categories like Animals and Education have long-term stability
- Global YouTube creator base is widely spread

Recommendations:

- Creators should enter niches like Animals or Education for sustained growth
- Brands can benefit by localizing content across multiple countries
- Continuous analysis of platform trends helps in strategy refinement

Thank You

Prepared by: Kumar Dushyant Patel