NAAN MUDHALVAN PROJECT REPORT

INTRODUCTION

OVERVIEW

In this project we analysis about subscribers galore: exploring worlds top youtube channels subsribers by language ,country and categories this analysis help us to easily understood about the top youtube channels status
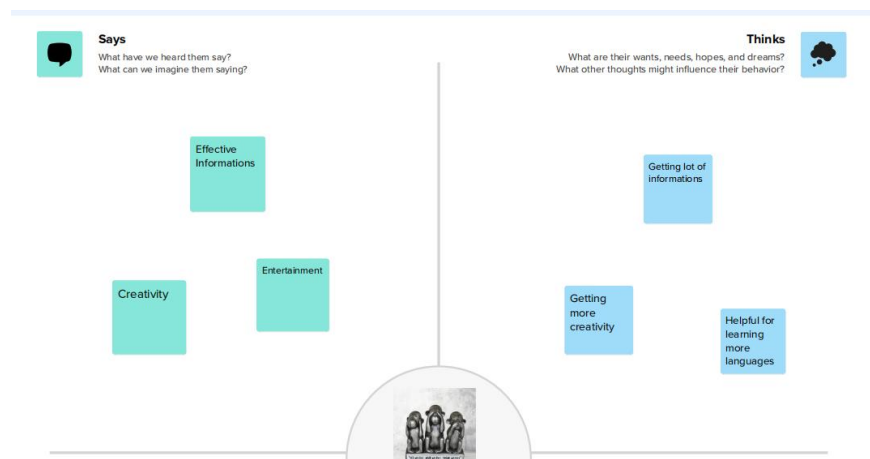
PURPOSE

From this project the youtube channels owners know about their channels status then they take action top grow their channels .the normal peoples known about best channels .the youtuber get now creative ideas from it . the new youtubers will know which category is low in that country .then the new youtubers choose their favourite platform and grown up in that area they choose

PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP

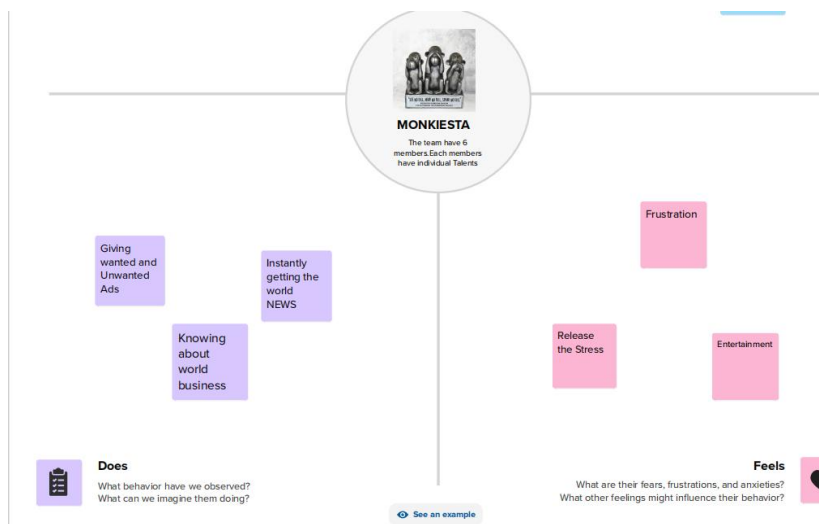In Empathy Map have 4 topics there are SAYS, THINKS, DOES, FEELS

SAYS:
Says means what we can get to after watching top youtube channels.After watching top youtube channels we can get more creativity, Entertainment and Effective Information
THINKS:
Thinks means why we can watching top youtube channels.After watching top youtube channels we can gather lot of informations, more creativity and learning more languages

MONKIESTA

The team have 6 members.Each members have individual Talents

Giving wanted and Unwanted Ads

Instantly getting the world NEWS

Knowing about world business

Frustration

Release the Stress

Entertainment

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

DOES:

Does means what have observed watching top youtube channels.While watching channels Ads are unavoidable, we have to watch or will be skip, also we able to gather about world business and can collect world NEWS instantly.

FEELS:

Feels means benefits for watching top youtube channels.After watching youtube channels we can feel entertainment, stress reliefs, Frustration.

IDEATION & BRAINSTROMING MAP

BRAINSTROM:

Brainstrom is place for the group members write down the ideas that come to mind that address the problem statement.

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
Follow NEWS channels | Note Important Informations | Share the Informations

Person 2
Using the informations | Helpful for suffering people | Instantly spreading the NEWS

Person 3
YouTube is best creator APP | YouTubers got money for contents | peoples entertaining ourself

Person 4
Youtube as a valuable platform for learning | Marketing | Creators showcase their talents

Person 5
Product Reviews | Cooking Tutorials | Travel vlogs

Person 6
DIY and Crafts | Health and Wellness | Social Interaction

Person 7

Person 8

GROUP IDEAS:

In brainstrom group member give ideas in individual sticky notes.The 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 and break it up into smaller sub-groups.
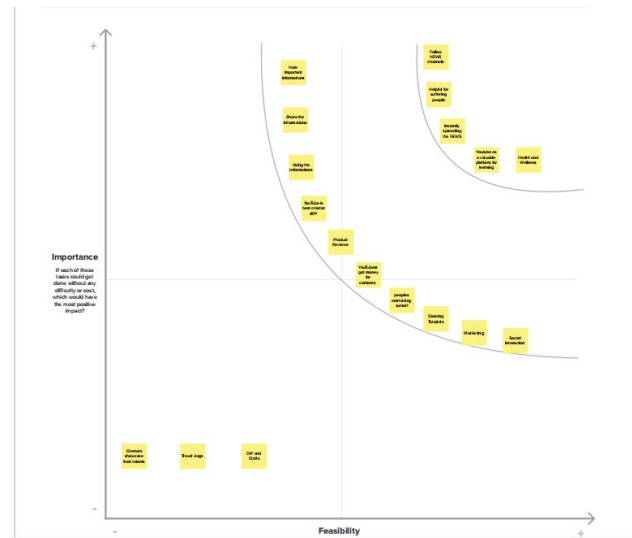

Group ideas

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 and break it up into smaller sub-groups.

🕐 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Follow NEWS channels | Note Important Informations | Share the Informations | Using the Informations | Helpful for suffering people | Instantly spreading the NEWS | YouTube is best creator APP | YouTubers got money for contents | peoples entertaining ourself

Product Reviews | Cooking Tutorials | Youtube as a valuable platform for learning | Marketing | Creators showcase their talents | DIY and Crafts | Health and Wellness | Travel vlogs | Social Interaction

PRIORITIZE:
Our team should all be on the same page about what's important moving forward. Place our ideas on this grid to determine which ideas are important and which are feasible.
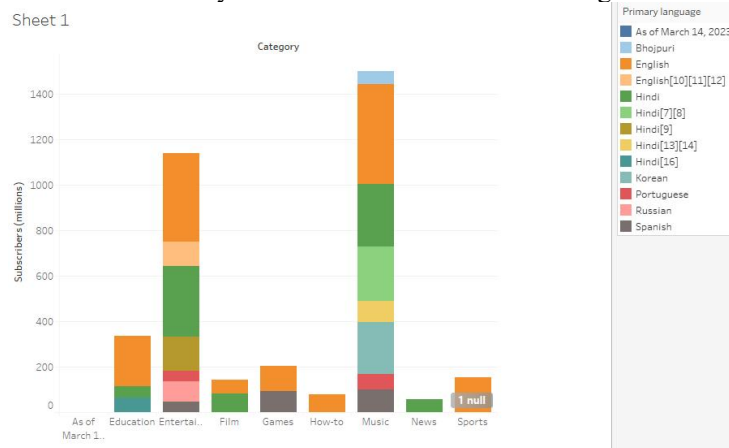

RESULT

The analysis finished by using Tableau application.Using worksheets we complete which we want analysis
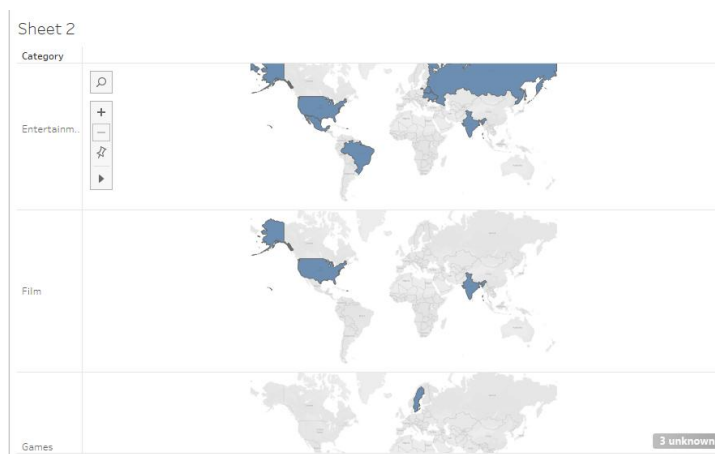
Sheet 1:
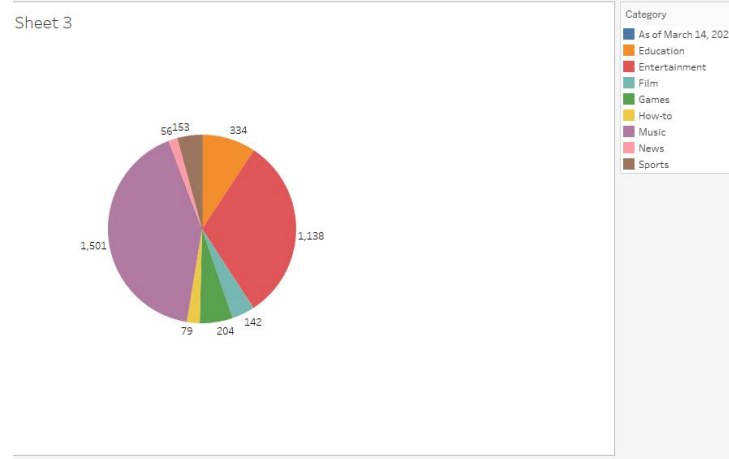In sheet 1 we analys about subscribers level for categories and languages

Sheet 2:
In sheet 2 we analys about categories popular in world contries

Sheet 3:

In sheet 3 we analys about subscribers range in categories using piecharts

Sheet 4:

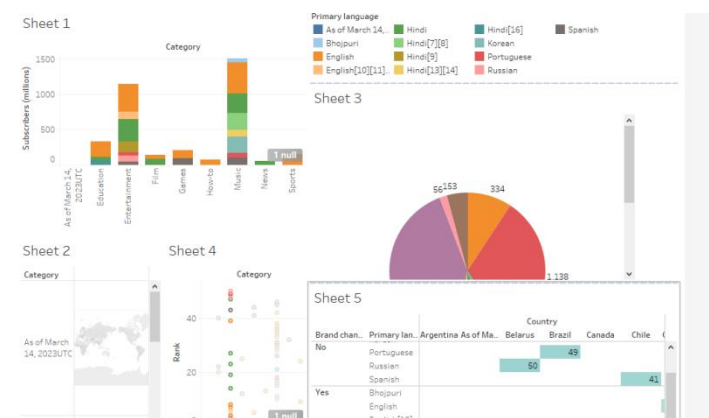**In** Sheet 4 we analys about ranks for languages

Sheet 5:

In sheet 5 we analys about Languages,Branded channels and countries ratio using Table

Dashboard:

ADVANTAGES

◆ This project is useful for youtubers to grow their channels to the top position

◆ This project is also useful for subscribers to subscribe the top youtube channels in the world

◆ This project is useful for new creator

DISADVANTAGES

This project deactivate the person one who at the least position on the list

APPLICATIONS

◆ Useful for youtube analyst

◆ Useful for top youtubers

◆ Useful for government

◆ Useful for public to subscribe

CONCLUSION

The tableau account was created first the collect the rough datas about the top youtube channels. Then start the analysis by using tableau .create the sheets for what we know about .using the sheets we know easily about top youtube channels

FUTURE SCOPES

◆ More creativity got from youtubers

◆ More intresting channels choosing

◆ Best channels growed up

◆ Unwanted channels will be allocated

APPENDIX

SOURCE

◆ Tableau

◆ Mural