PROJECT FINAL REPORT

TEAM ID : 31784ECADC48A50996140F3D510D5CF5

TEAM LEAD :AL.Manikandan

TEAM MEMBER 1 :A.Antony Jeffery

TEAM MEMBER 2 : MuthuKrishnan

TEAM MEMBER 3 : Sudharsan

PROJECT NAME : Subscribers Galore- Worlds top youtube channel analysis

1.INTRODUCTION:

PROJECT OVERVIEW:

The "Subscribers Galore" project is a comprehensive analysis of the world's top YouTube channels. YouTube has become a global platform for content creators to share their videos, entertain, educate, and connect with millions of viewers. This project aims to delve deep into the most successful YouTube channels, exploring various aspects to understand the factors contributing to their popularity and success.

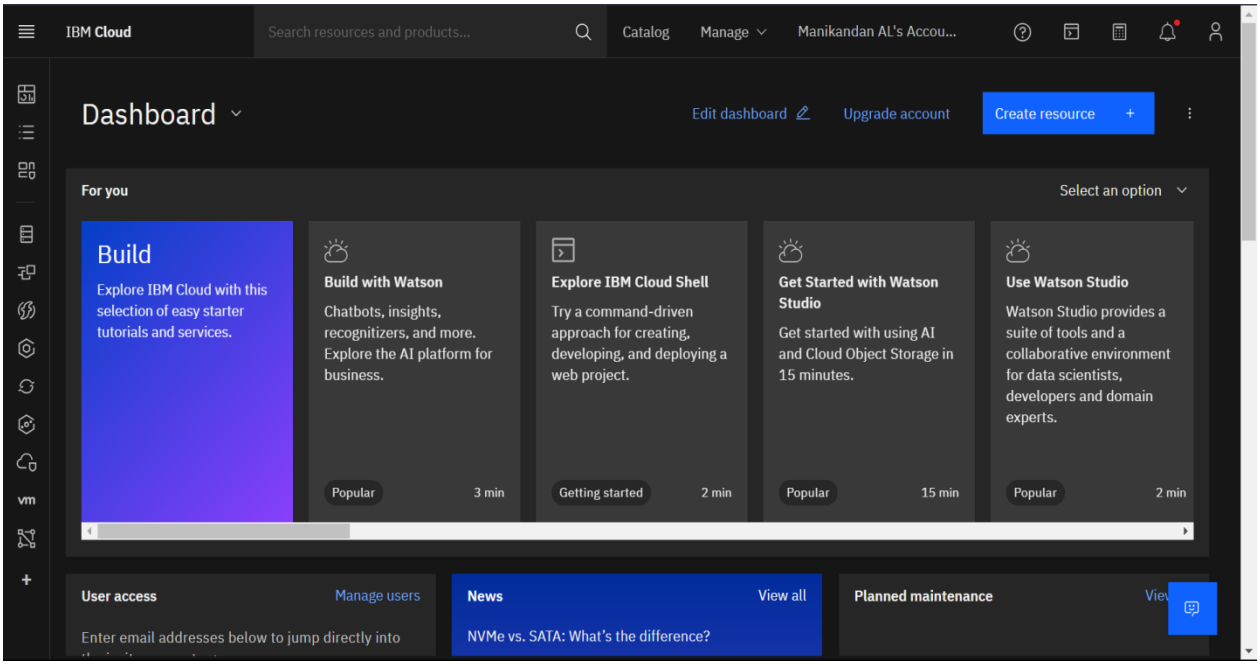
PURPOSE:

The purpose of the "Subscribers Galore - World's Top YouTube Channel Analysis" project is to analyze and understand the strategies, content characteristics, and demographic dynamics underpinning the world's most successful YouTube channels, with the goal of offering valuable insights to

content creators, businesses, marketers, and researchers, and to enhance the general audience's understanding of YouTube as a major digital entertainment and information platform.

2. .Data Collection & Extraction From Database:

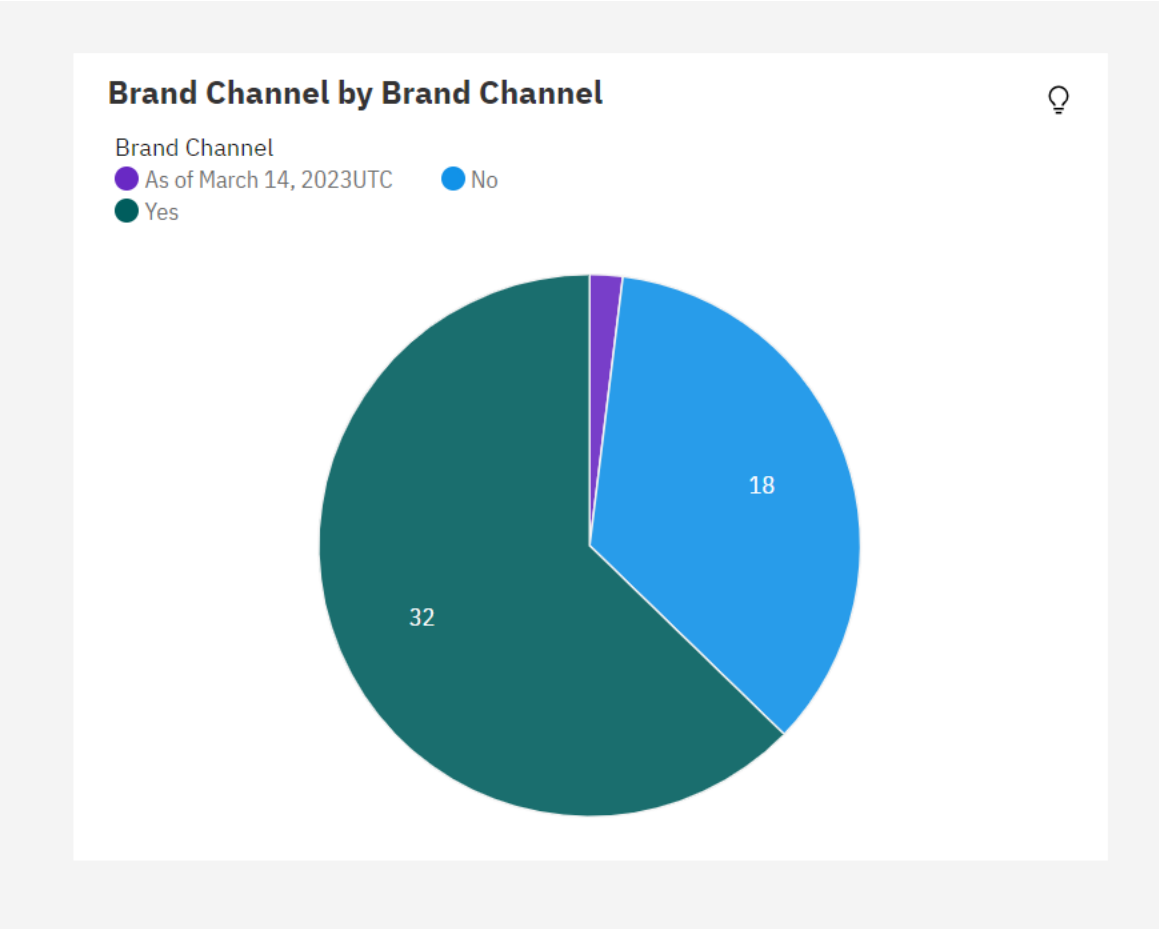
Collecting the dataset from Kaggle and uploading into IBM Cloud for connecting Cognos into db2. Storing Data In DB2 & Perform SQL Operations.



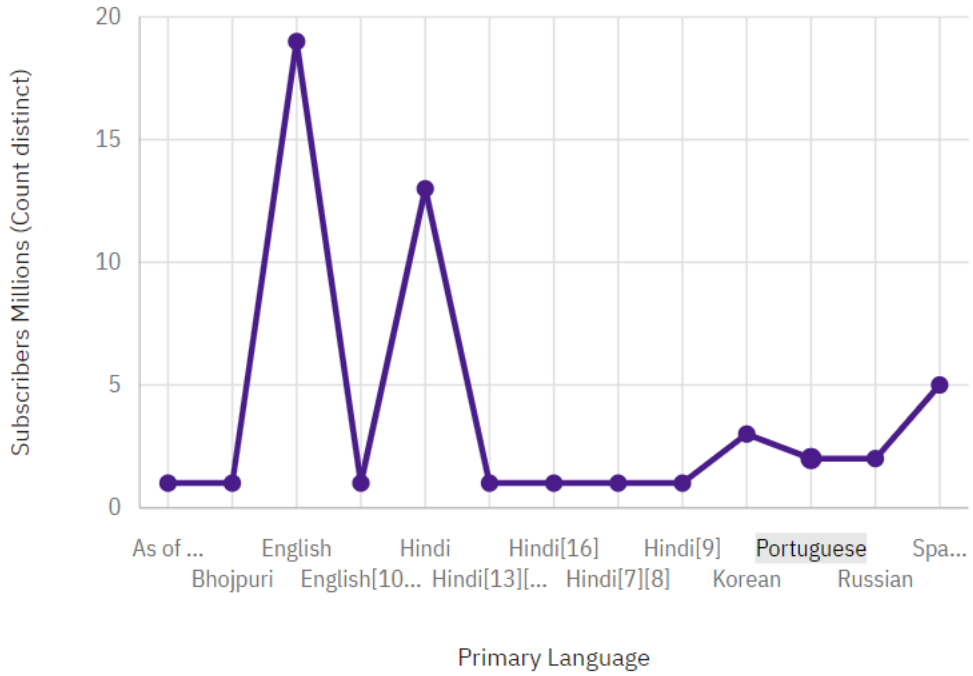
3. VISUALIZATION USING IBM COGNOS ANALYTICS:

These are the 8 types of visualization created using IBM Cognos Analytics .

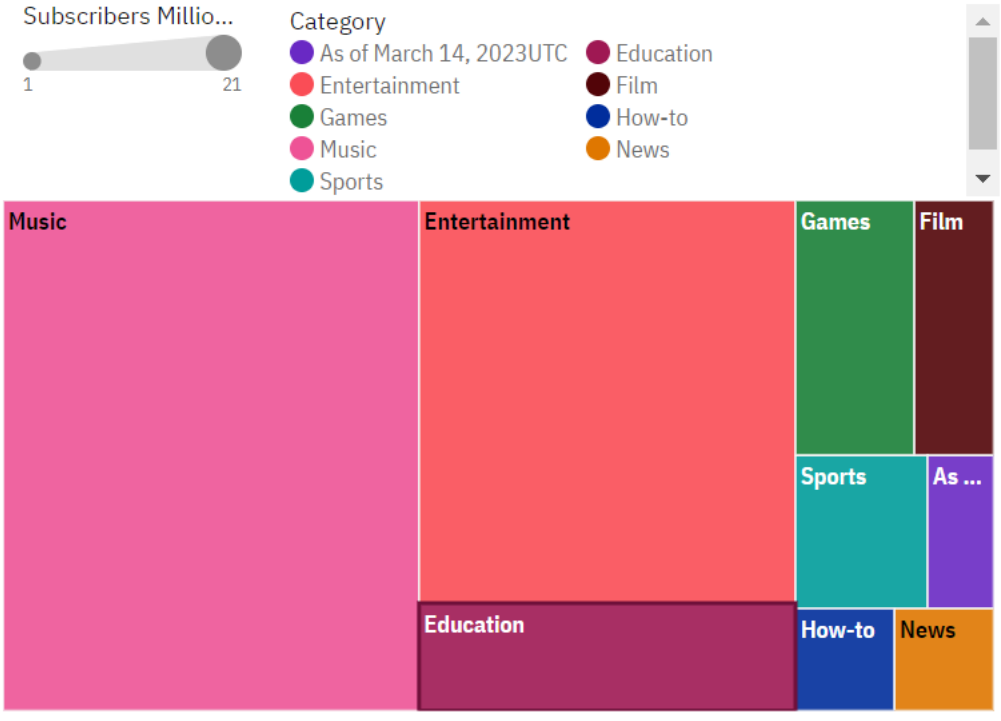
The graphs are created with different types of visualization



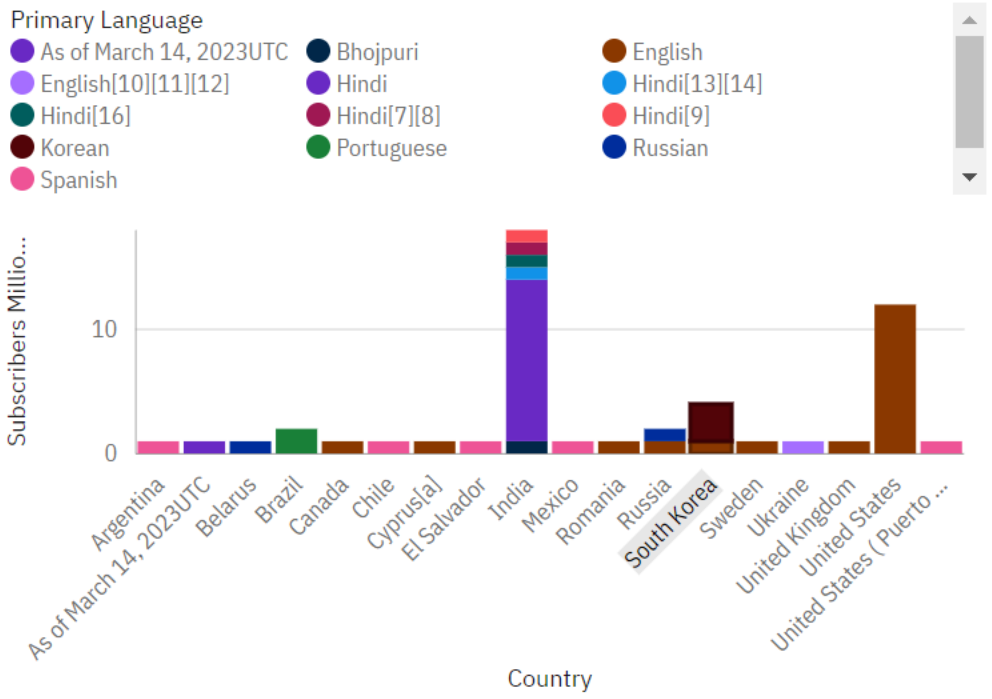
Subscribers Millions by Primary Language



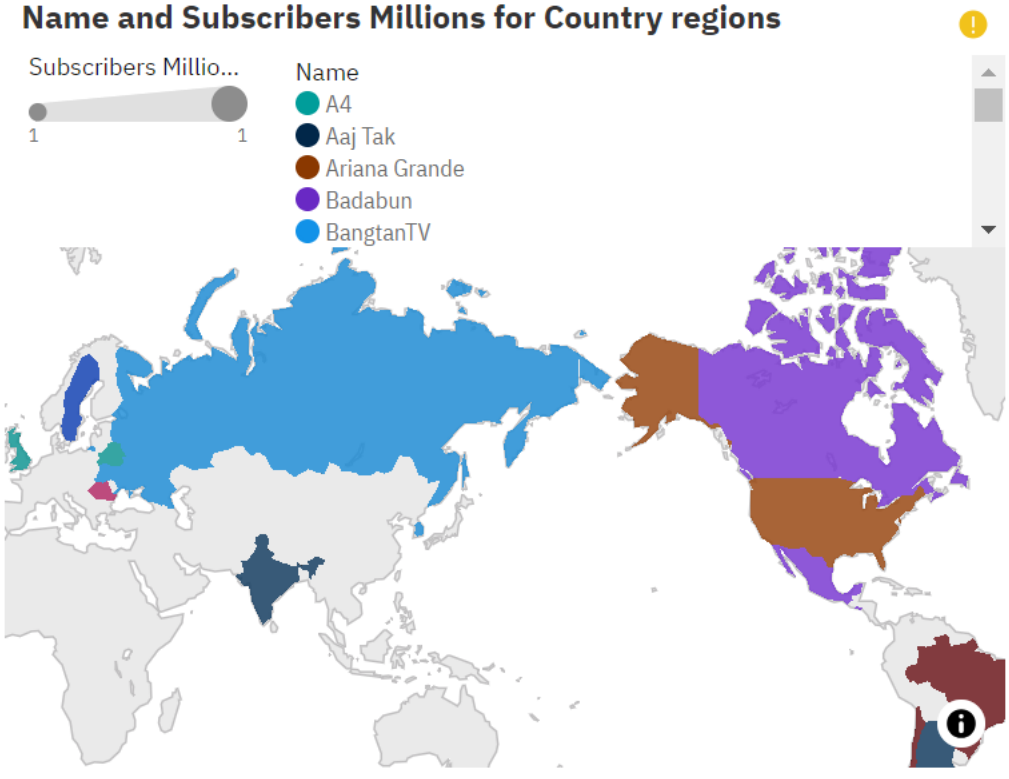
Subscribers Millions for Category hierarchy



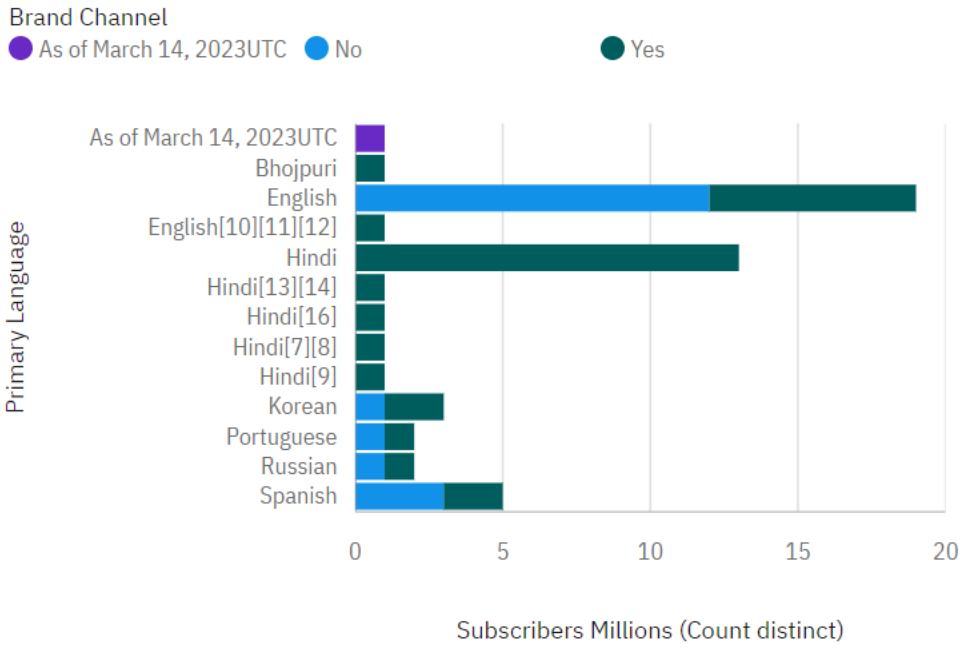
Subscribers Millions by Country colored by Primary Language



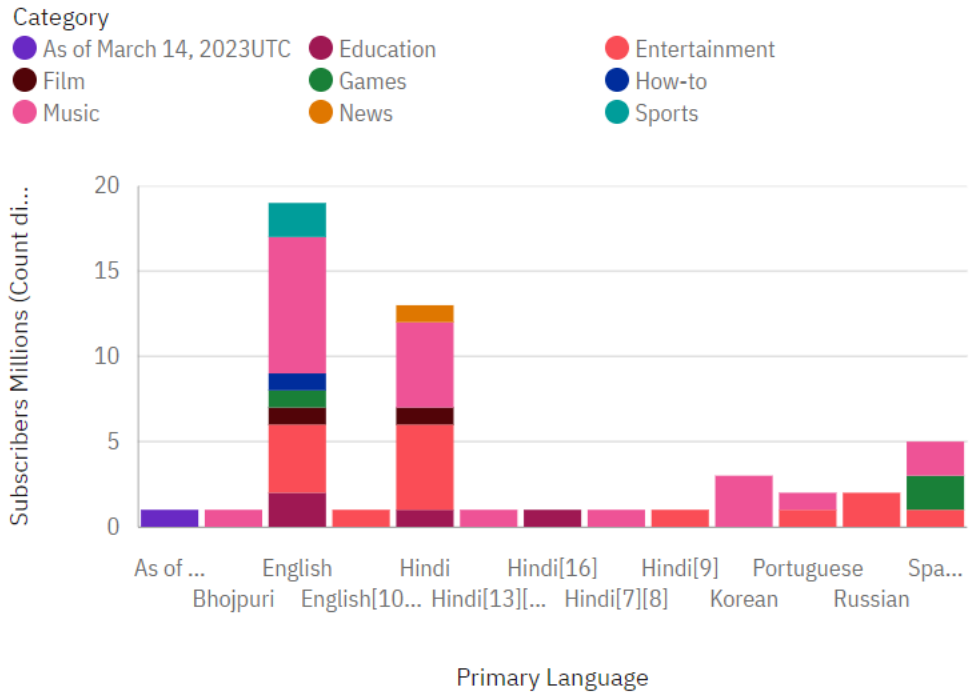
Name and Subscribers Millions for Country regions

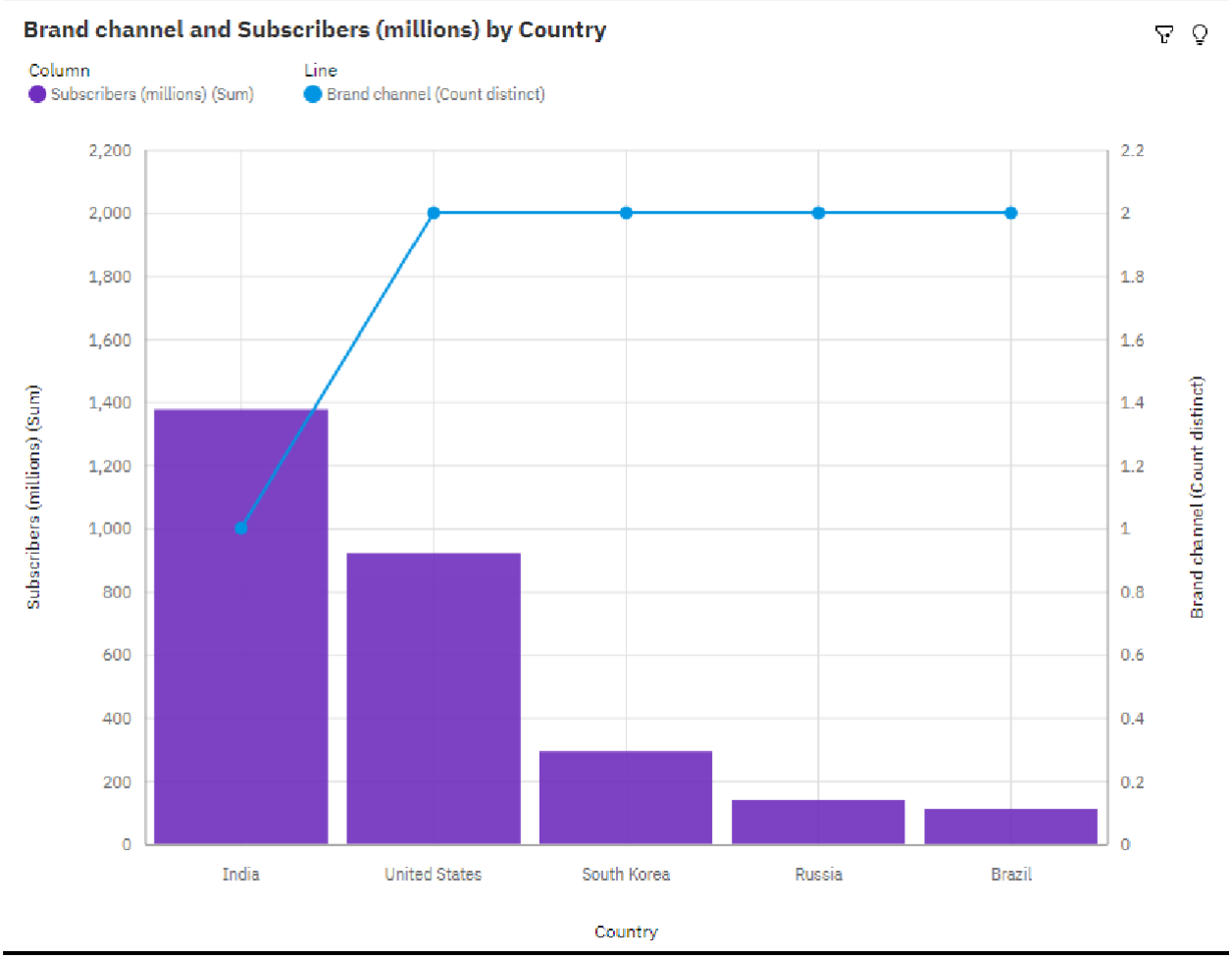


Subscribers Millions by Primary Language colored by Brand Channel



Subscribers Millions by Primary Language colored by Category



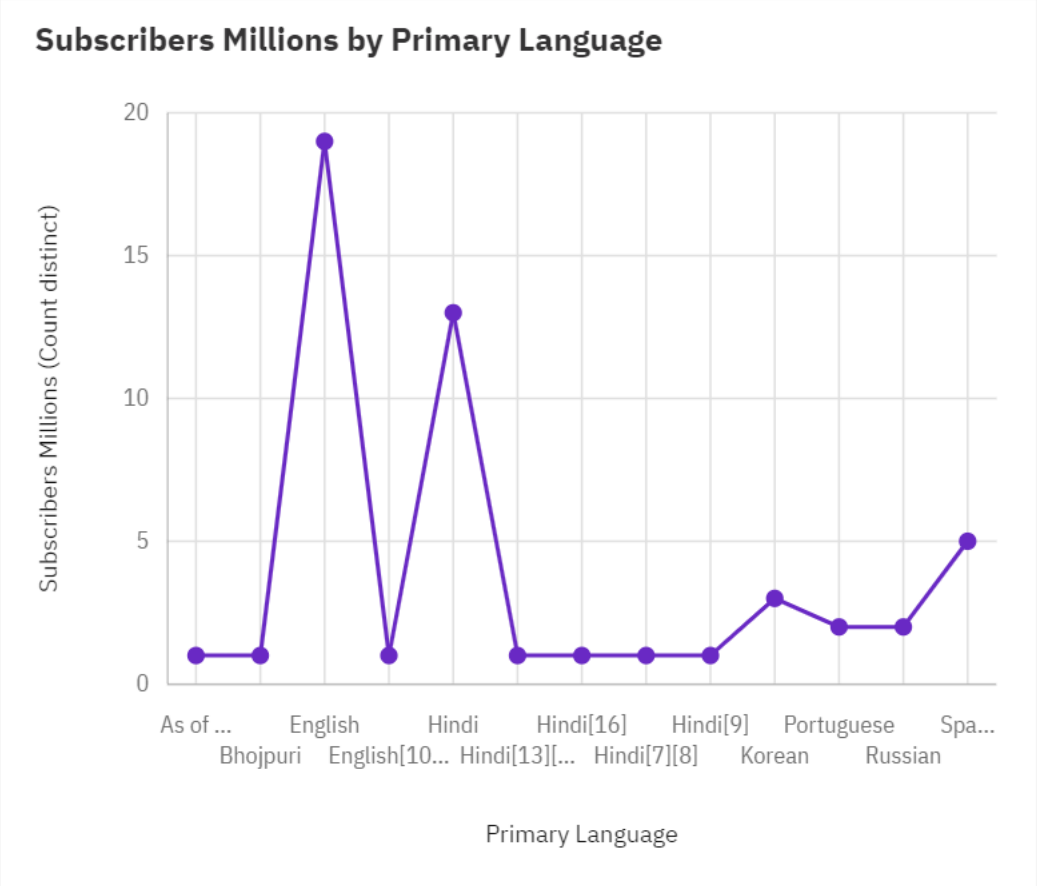


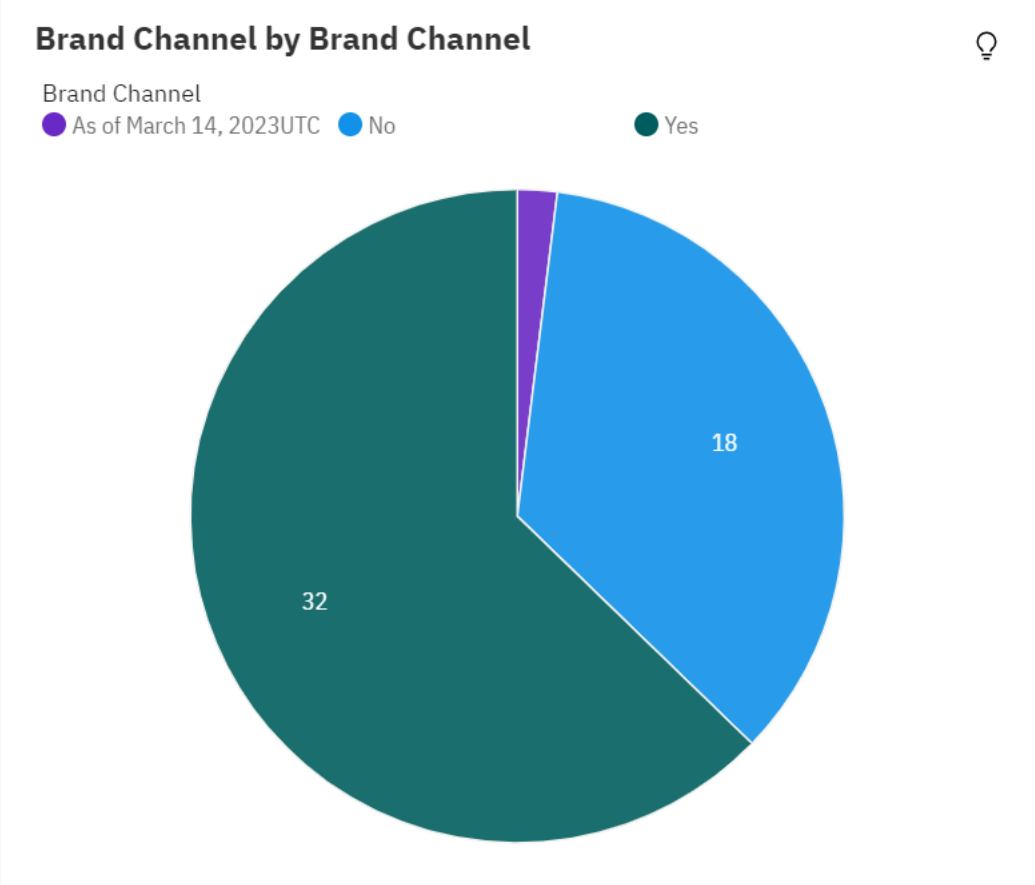
4.STORY:

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand.

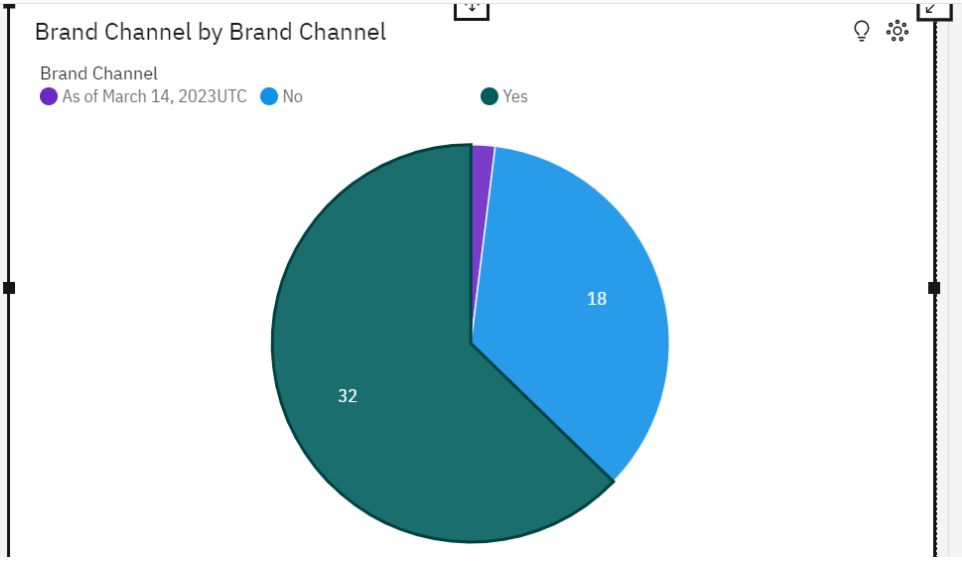
A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums,

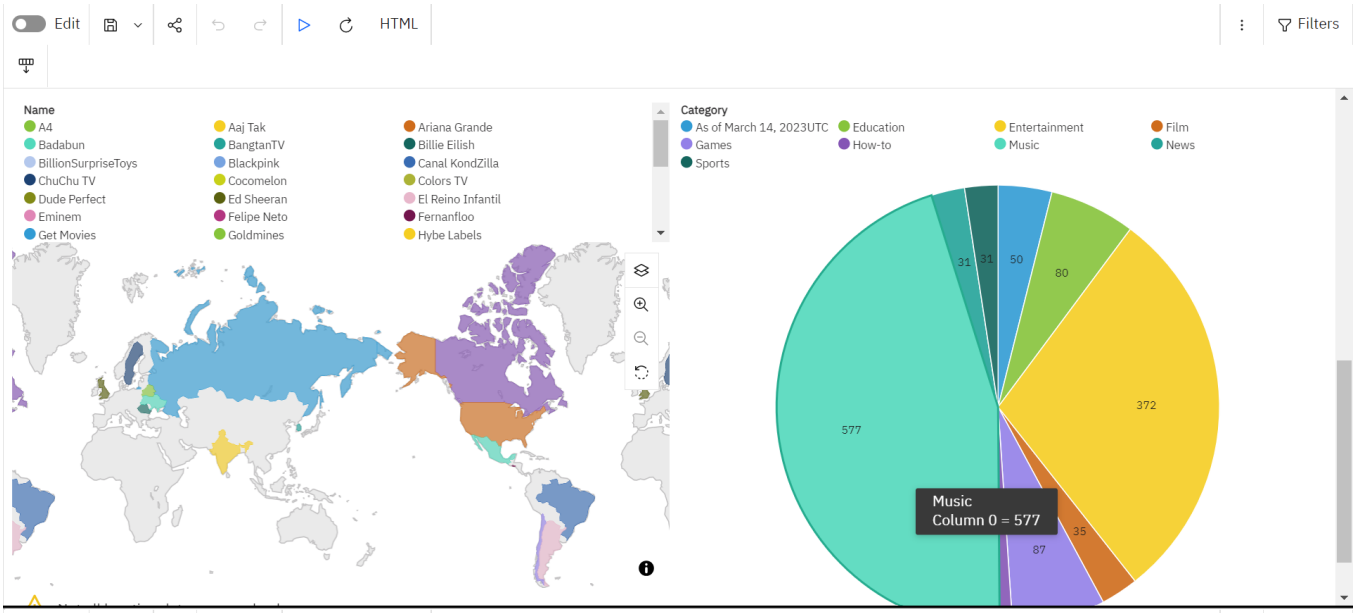
such as reports, presentations, interactive visualizations, and videos.

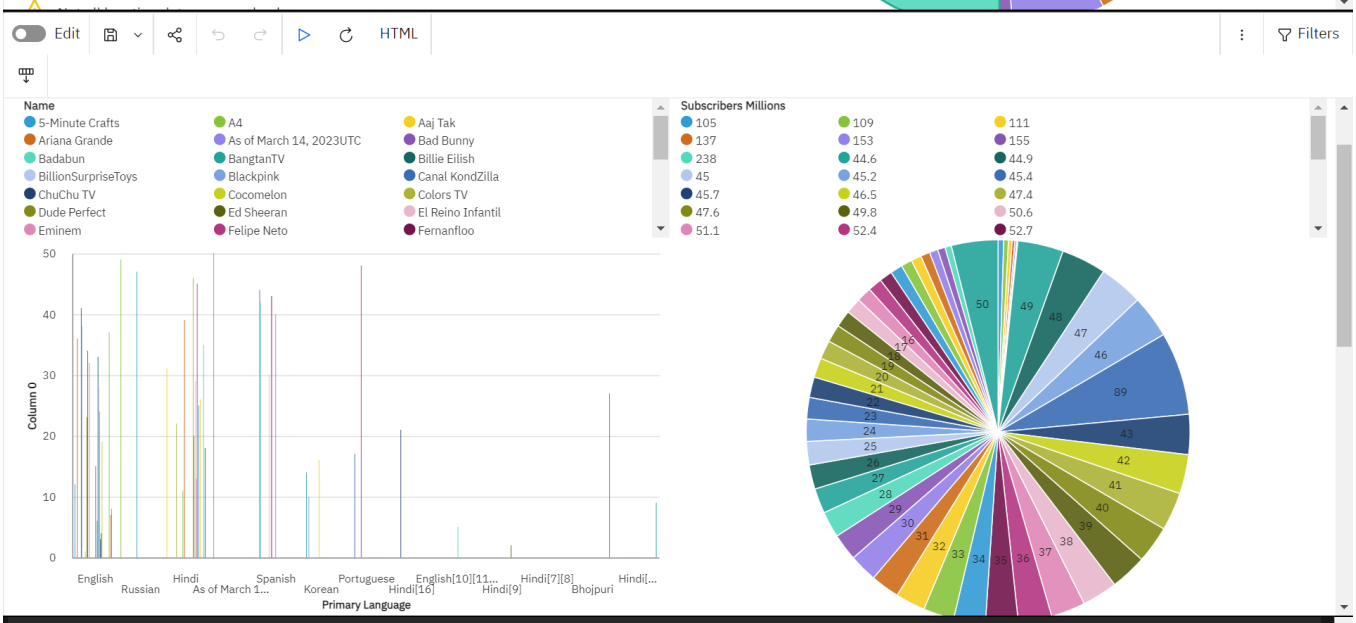


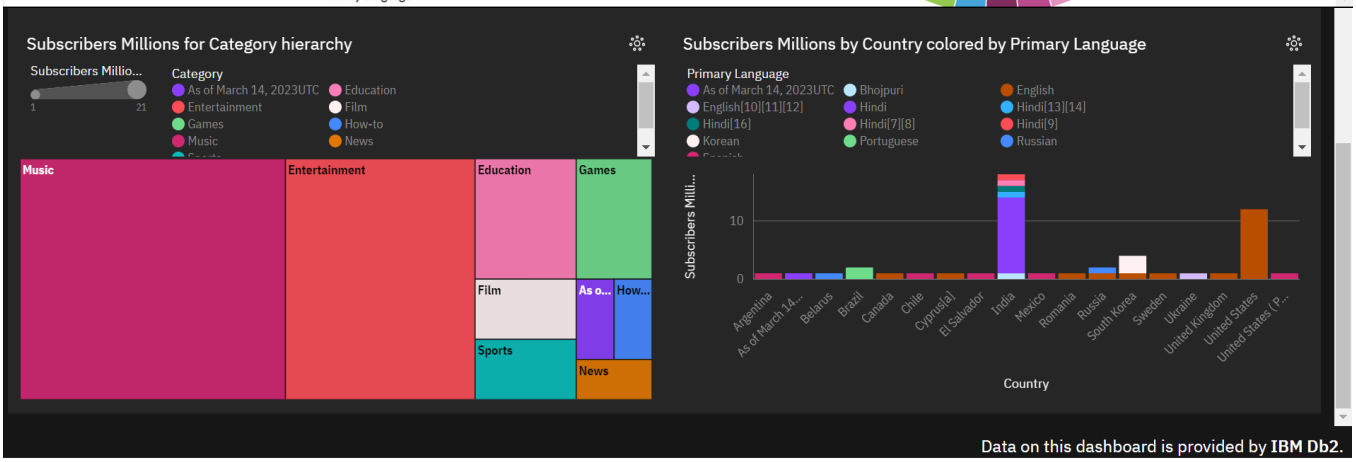


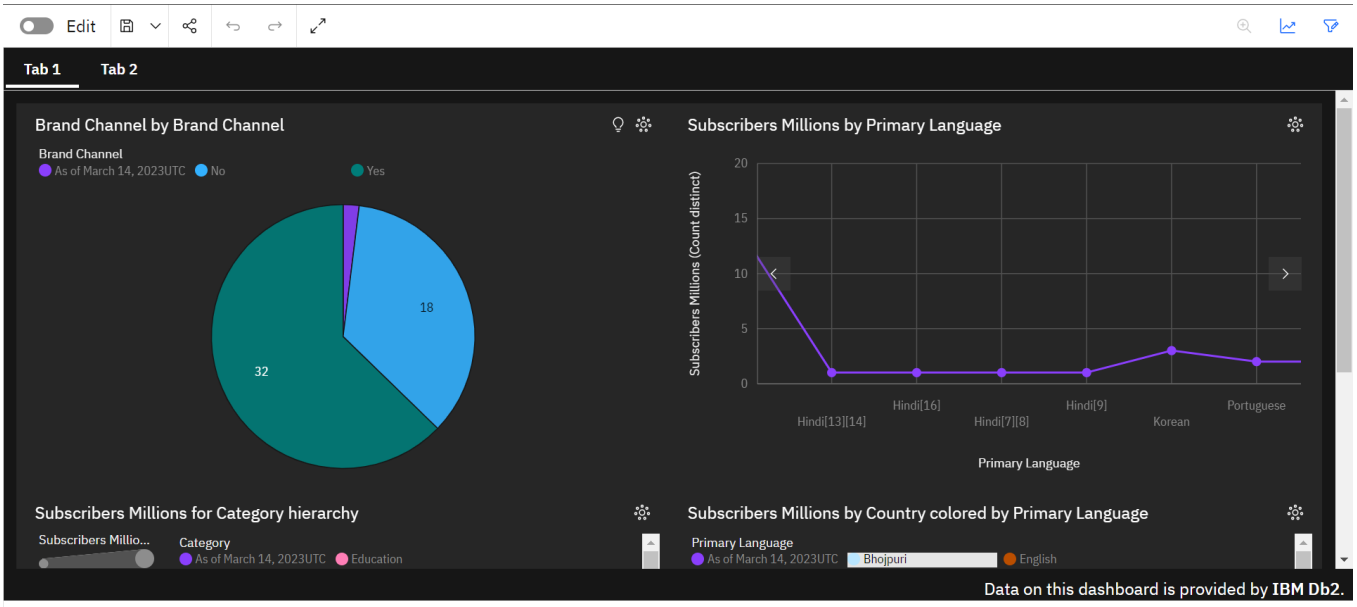
Click to add text




Edit
HTML
Filters
Name
A4
Aaj Tak
Ariana Grande
Badabun
BangtanTV
Billie Eilish
BillionSurpriseToys
Blackpink
Canal KondZilla
ChuChu TV
Cocomelon
Colors TV
Dude Perfect
Ed Sheeran
El Reino Infantil
Eminem
Felipe Neto
Fernanfloo
Get Movies
Goldmines
Hybe Labels
Category
As of March 14, 2023UTC
Education
Entertainment
Film
Games
How-to
Music
News
Sports
Music
Column 0 = 577
577
372
87
80
50
35
31
31


Edit
HTML
Filters
Name
5-Minute Crafts
A4
Aaj Tak
Ariana Grande
As of March 14, 2023UTC
Bad Bunny
Badabun
BangtanTV
Billie Eilish
BillionSurpriseToys
Blackpink
Canal KondZilla
ChuChu TV
Cocomelon
Colors TV
Dude Perfect
Ed Sheeran
El Reino Infantil
Eminem
Felipe Neto
Fernanfloo
Subscribers Millions
105
109
111
137
153
155
238
44.6
44.9
45
45.2
45.4
45.7
46.5
47.4
47.6
49.8
50.6
51.1
52.4
52.7
Column 0
Primary Language
English
Russian
Hindi
As of March 1...
Spanish
Korean
Portuguese
Hindi[16]
English[10][11...
Hindi[9]
Hindi[7][8]
Bhojpuri
Hindi[...

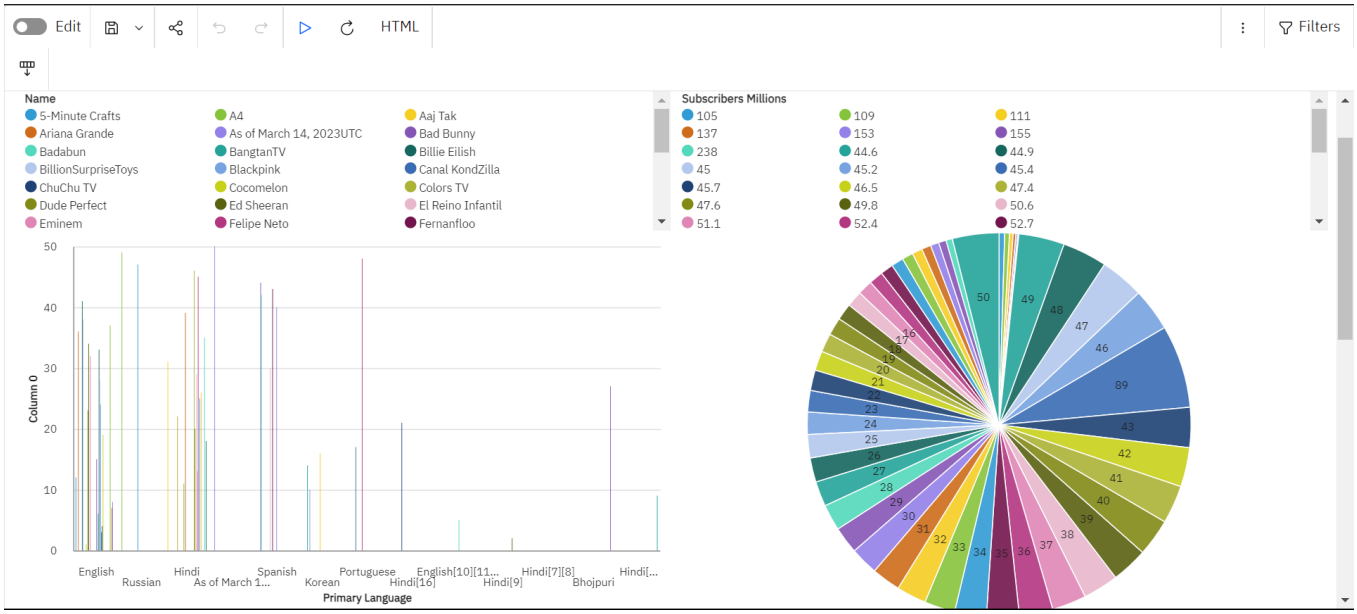

Subscribers Millions for Category hierarchy
Subscribers Millio...
1
21
Category
As of March 14, 2023UTC
Education
Entertainment
Film
Games
How-to
Music
News
Music
Entertainment
Education
Games
Film
As o...
How...
Sports
News
Subscribers Millions by Country colored by Primary Language
Primary Language
As of March 14, 2023UTC
Bhojpuri
English
English[10][11][12]
Hindi
Hindi[13][14]
Hindi[16]
Hindi[7][8]
Hindi[9]
Korean
Portuguese
Russian
Subscribers Milli...
Argentina
As of March 14...
Belarus
Brazil
Canada
Chile
Cyprus[a]
El Salvador
India
Mexico
Romania
Russia
South Korea
Sweden
Ukraine
United Kingdom
United States
United States (P...
Country
Data on this dashboard is provided by IBM Db2.

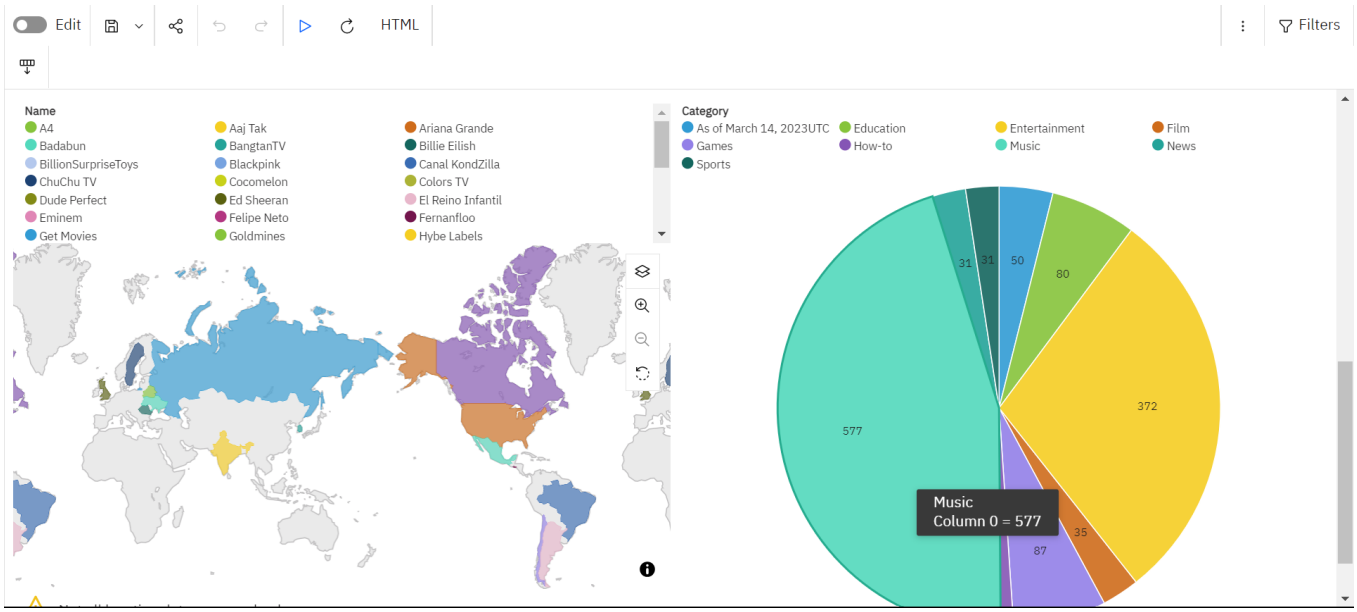

Edit
Tab 1
Tab 2
Brand Channel by Brand Channel
Brand Channel
As of March 14, 2023UTC
No
Yes
18
32
Subscribers Millions by Primary Language
Subscribers Millions (Count distinct)
20
15
10
5
0
Hindi[13][14]
Hindi[16]
Hindi[7][8]
Hindi[9]
Korean
Portuguese
Primary Language
Subscribers Millions for Category hierarchy
Subscribers Millio...
Category
As of March 14, 2023UTC
Education
Subscribers Millions by Country colored by Primary Language
Primary Language
As of March 14, 2023UTC
Bhojpuri
English
Data on this dashboard is provided by IBM Db2.

5. Report:

A report is a document that presents information in a specific format and layout, usually based on data from a database or other data source. A report in IBM Cognos can contain various elements, such as tables, charts, graphs, and images, as well as text and data elements, and it is designed to be used by business users to help them better understand their data and make informed decisions.

There are several different types of reports available in IBM Cognos, including list reports, crosstab reports, chart reports, and report studio reports, among others. The type of report that you choose will depend on the specific needs and requirements of your organization, as well as the data that you need to present.




Edit
HTML
Filters
Name
A4
Aaj Tak
Ariana Grande
Badabun
BangtanTV
Billie Eilish
BillionSurpriseToys
Blackpink
Canal KondZilla
ChuChu TV
Cocomelon
Colors TV
Dude Perfect
Ed Sheeran
El Reino Infantil
Eminem
Felipe Neto
Fernanfloo
Get Movies
Goldmines
Hybe Labels
Category
As of March 14, 2023UTC
Education
Entertainment
Film
Games
How-to
Music
News
Sports
50
80
372
35
87
577
31
31
Music
Column 0 = 577

6.ADVANTAGES:

- Performance Analysis
- Strategic Decision-Making
- Sponsorship and Revenue Generation

7.DISADVANTAGES:

- Data Accuracy and Reliability
- Over Reliance on Data
- Privacy and Ethical Concerns
- Technical Challenges and Costs
- Decision-Making Complexity

8. CONCLUSION :

In conclusion, sports data analytics brings numerous advantages to the Olympics, including improved performance analysis, strategic decision-making, injury prevention, enhanced fan engagement, referee and judging support, and sponsorship opportunities. However, it is essential to be mindful of the potential disadvantages associated with data accuracy, overreliance on data, privacy and ethical concerns, technical challenges and costs, decision-making complexity, and the potential imbalance in fan experiences.

By addressing these challenges effectively, the Olympics can harness the power of data analytics to create a more informed, engaging, and fair sporting experience for athletes, coaches, officials, and fans alike. Striking a balance between data-driven insights and traditional aspects of sports is key to leveraging the full potential of

sports data analytics in the Olympic Games and ensuring its positive impact on the world of sports.

9.FUTURE SCOPE:

The future scope of sports data analytics in the Olympics is promising, with several areas of potential growth and advancement:

Advanced Analytics Techniques:

As technology evolves, there will be continuous advancements in analytics techniques. Machine learning, artificial intelligence, and predictive modeling will become more sophisticated, allowing for more accurate and comprehensive analysis of sports data. This will enable coaches, athletes, and decision-makers to gain deeper insights and make more precise predictions

Integration of Wearable Technology:

Wearable technology, such as smartwatches, fitness trackers, and biometric sensors, will continue to play a significant role in sports data analytics. These devices can provide real-time data on an athlete's performance, health metrics, and movement patterns.

The integration of wearable technology with analytics platforms will enhance data collection and analysis, leading to more personalized training programs and injury prevention strategies.

Virtual Reality and Augmented Reality Experiences:

Virtual reality (VR) and augmented reality (AR) technologies have the potential to revolutionize fan engagement during the Olympics. These immersive technologies can provide fans with interactive experiences, allowing them to virtually experience the sports events, access real-time statistics, and even simulate competing alongside their favorite athletes. VR and AR applications can enhance the overall viewing experience and provide unique opportunities for sponsors and advertisers.

10. APPENDIX :

GitHub :

https://github.com/Manikandanpythonjs/Subscribers-Galore-Exploring-The-World-s-Top-YouTube-Channels

Project Video Demo Link:

https://drive.google.com/file/d/1QSUQstpCho6NzodUXFgYYIgcCWX4JjyY/view?usp=sharing