



GOVERNMENT ARTS AND SCIENCE COLLEGE, KANGEYAM

PG AND RESEARCH DEPARTMENT OF MATHEMATICS

Course Name : Data Analytics with Tableau

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A project report entitled as

“Subscribers Galore : Exploring word’s Top YouTube Channels”

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SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1.INTRODUCTION

1.1 OVERVIEW

YouTube is a platform where youtubers share their videos and earn money. There are many countries where people are choosing YouTube as a career. But there are so many people who can't think YouTube can be an profession they don't know about it. Especially in Bangladesh people can't think about it. There are many YouTubers in Bangladesh. Bangladesh YouTubers are not choosing YouTubing as a career. Even many reasons behind this. In this research, we will try to find those reasons.

For this Research, we need to do interviews with some Bangladeshi top YouTubers. We will do interviews of top and new Bangladeshi YouTubers individually to get our questions answered. So, the research method is qualitative and the research approach is an In-depth Interview, we will target those YouTubers from our experience. So, The Sampling method and the Sampling type is Judgement or Purposive Sampling. We need to analyze foreign countries' full-time YouTubers' videos to collect some information. So, the research method is qualitative and the research approach is Content analysis. As we get any video of foreign countries' full-time YouTubers, we will analyze those. So, the sampling method is a non-probability method and the sampling type is Convenience sampling the following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.



1.2 Purpose

YouTube was initially created as a platform for anyone to post any video content they desired. It was hoped that users could use the site to upload, share, and view content without restriction.

It has since grown to become one of the leading video distribution sites in the world. Today, many content creators make a decent living by selling ad space before or on videos they create and upload onto the site.

Overall, the purpose of YouTube is to provide a space where people can easily watch and share videos with one another. It has become an incredibly popular and influential part of the internet, and it continues to evolve and grow to this day.

YouTube allows users to upload a wide range of video content, including music videos, movie trailers, educational videos, comedy skits, and more. Users can watch these videos for free, and they can also upload their own videos and share them with others.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Mapping

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. 40 minutes to complete
- 2. 1 hour to complete
- 3. 3-5 people recommended

Before you collaborate

1. Set up an asynchronous space, a blog or my with this structure. Please's asked you need to do to get going.

2. Team gathering

3. Set the goal

4. Start time to use the facilitator tools

Define your problem statement

1. Problem statement and goal trying to solve? Frame your problem as a clear, brief, 100 statement. This will be the focus of your brainstorm.

2. Problem

3. Key rules of brainstorming

Brainstorm

1. Write down any ideas that come to mind. Don't edit your problem statement.

2. All ideas

3. Review 1

4. Review 2

5. Review 3

6. Review 4

What's your rough idea?

Group ideas

1. Take some sorting your ideas while circulating similar or related items as you go. Great all sticky notes have been grouped, give each cluster a common, one idea. If a cluster is bigger than six sticky notes, try and see if you need break it up into smaller sub-groups.

2. All ideas

Priorities

1. Your team should all be on the same page about what's important, meeting for now. Place your ideas on this grid to determine which ideas are important and which are feasible.

2. All ideas

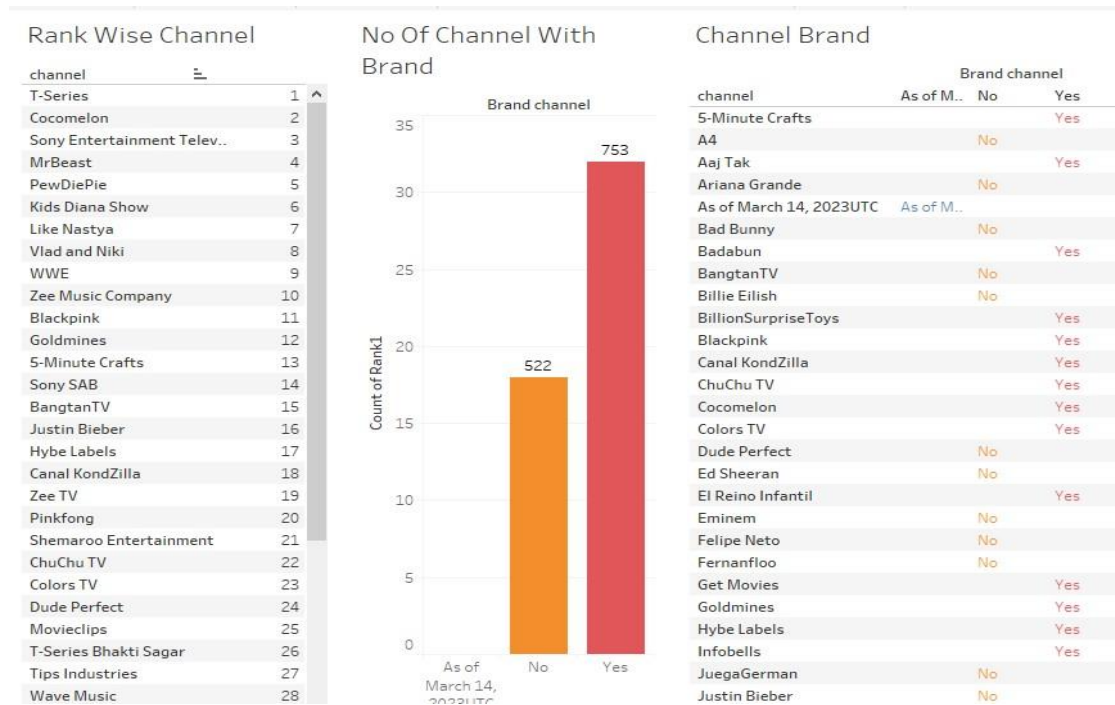
After you collaborate

1. You can expect the impact, or benefit, or gain to share with members of your company who might find it helpful.

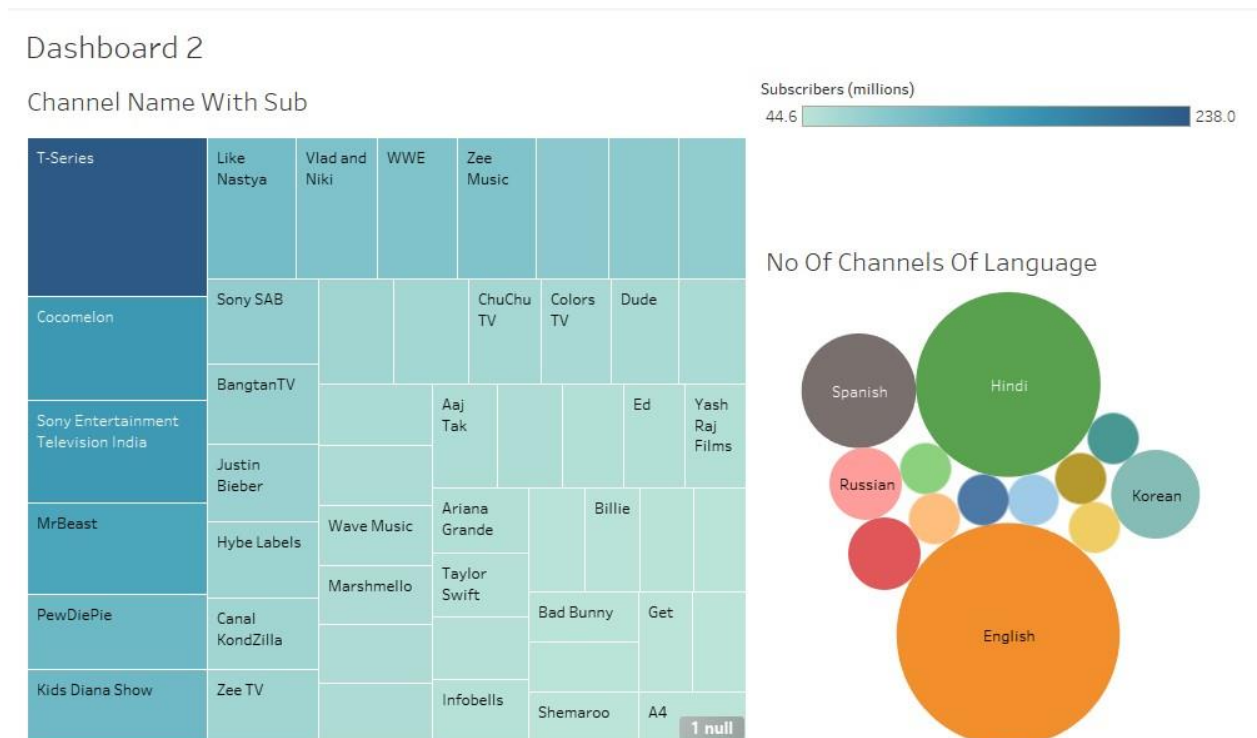
2. All ideas

3.RESULT

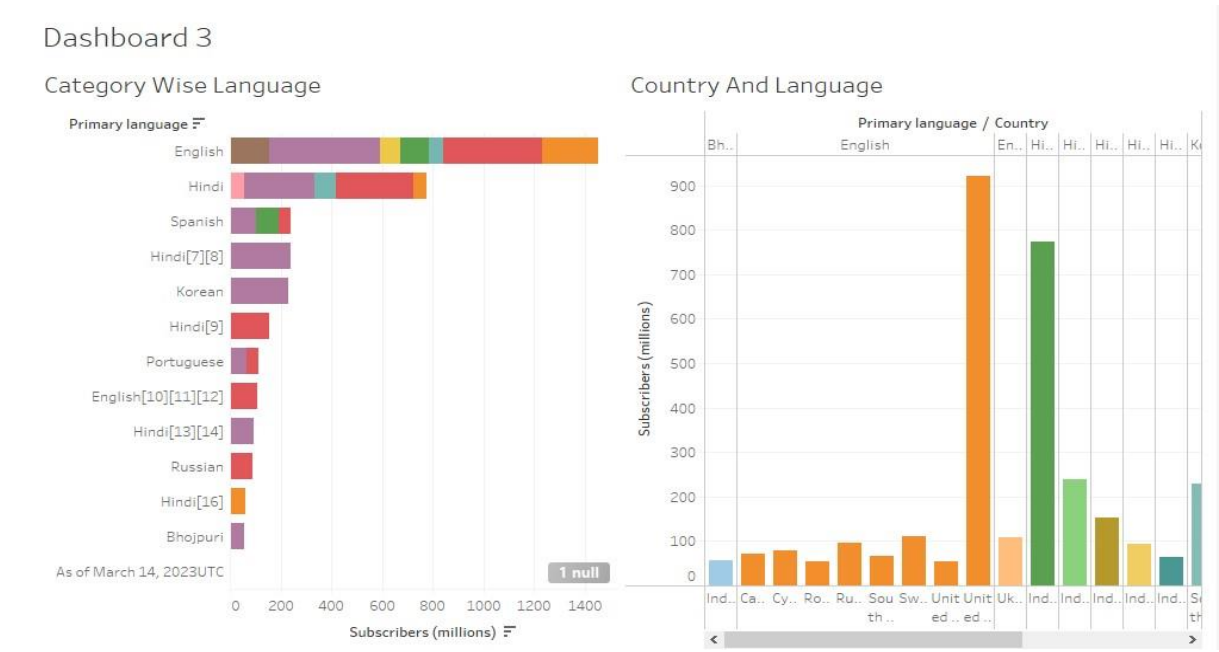
Dashboard 1



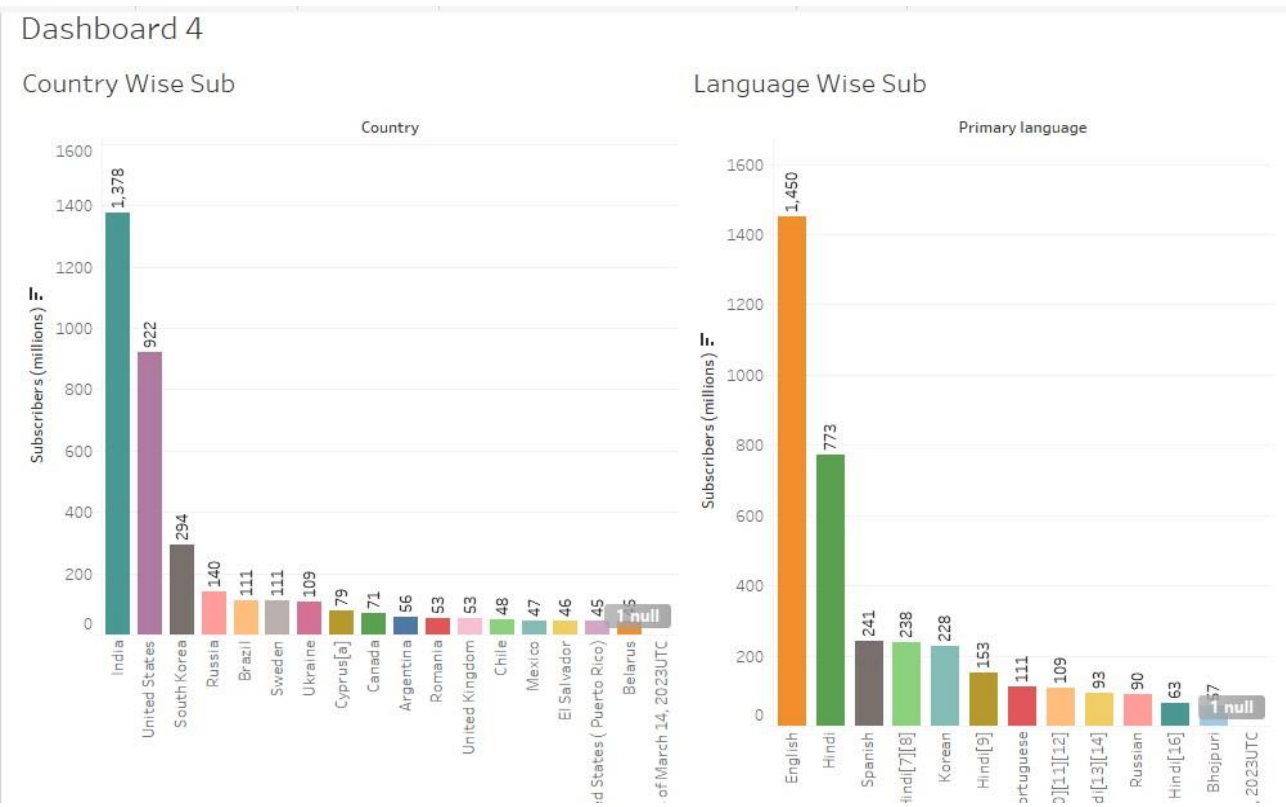
Dashboard 2



Dashboard 3

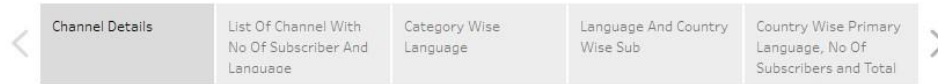


Dashboard 4



STORY

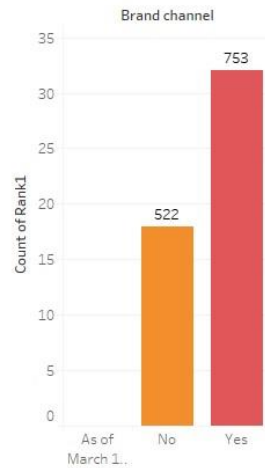
Story 2



Rank Wise Channel

channel	
T-Series	1
Cocomelon	2
Sony Entertain...	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Com...	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19

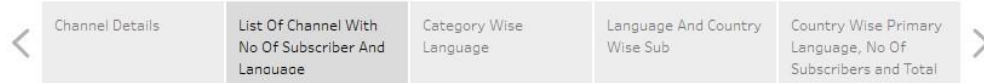
No Of Channel With Brand



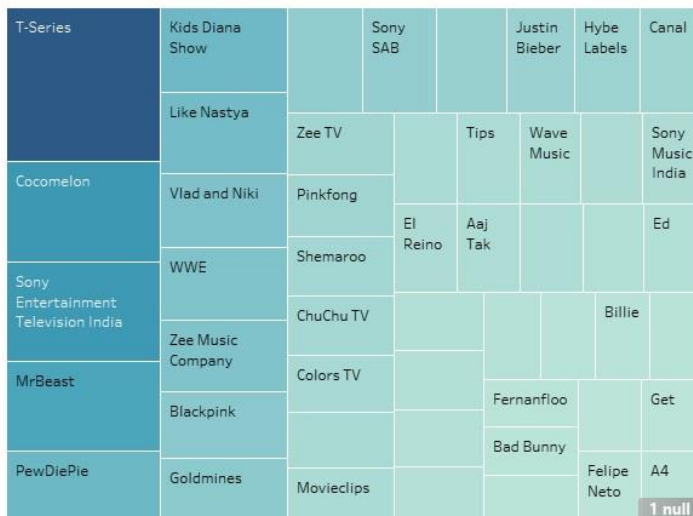
Channel Brand

channel	As of M...	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M...		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	

Story 2



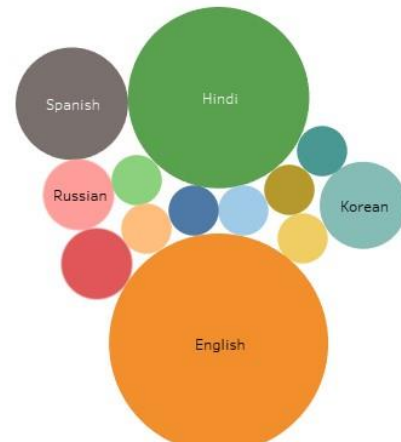
Channel Name With Sub



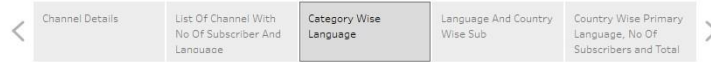
Subscribers (millions)

44.6 238.0

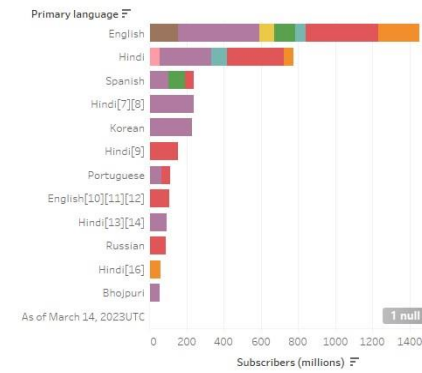
No Of Channels Of Language



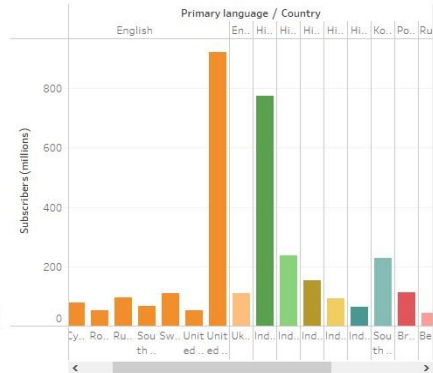
Story 2



Category Wise Language



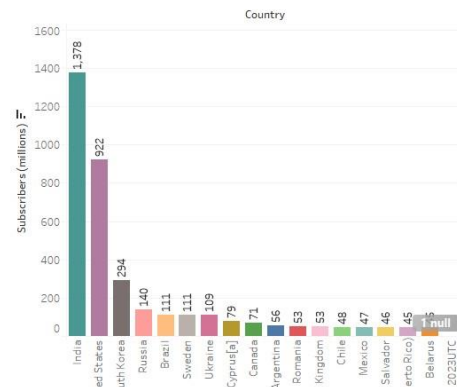
Country And Language



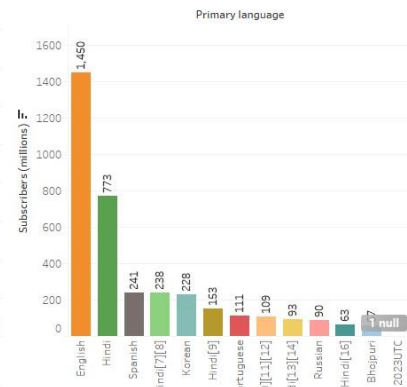
Story 2



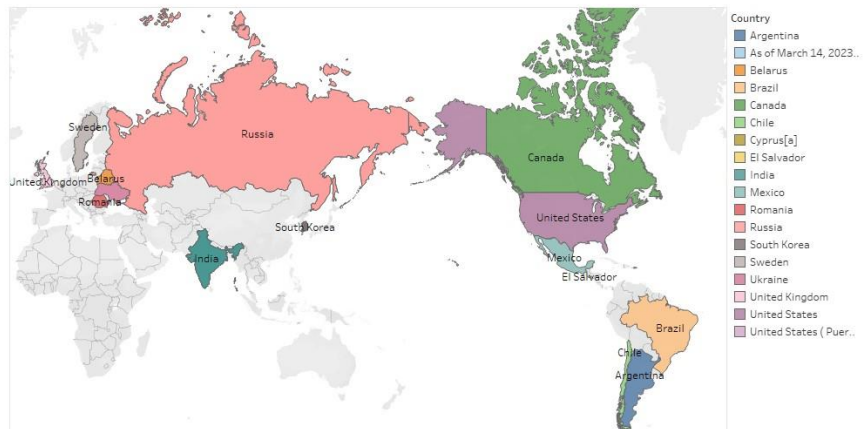
Country Wise Sub



Language Wise Sub



Story 2



VISUALIZATION

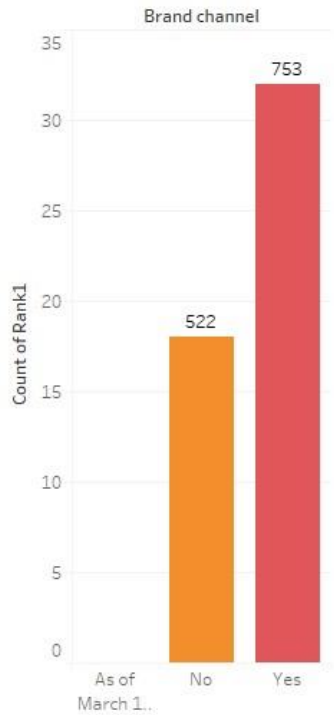
1. Rank Wise Channels

Rank Wise Channel

channel	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24

2. No of Channels with Brand

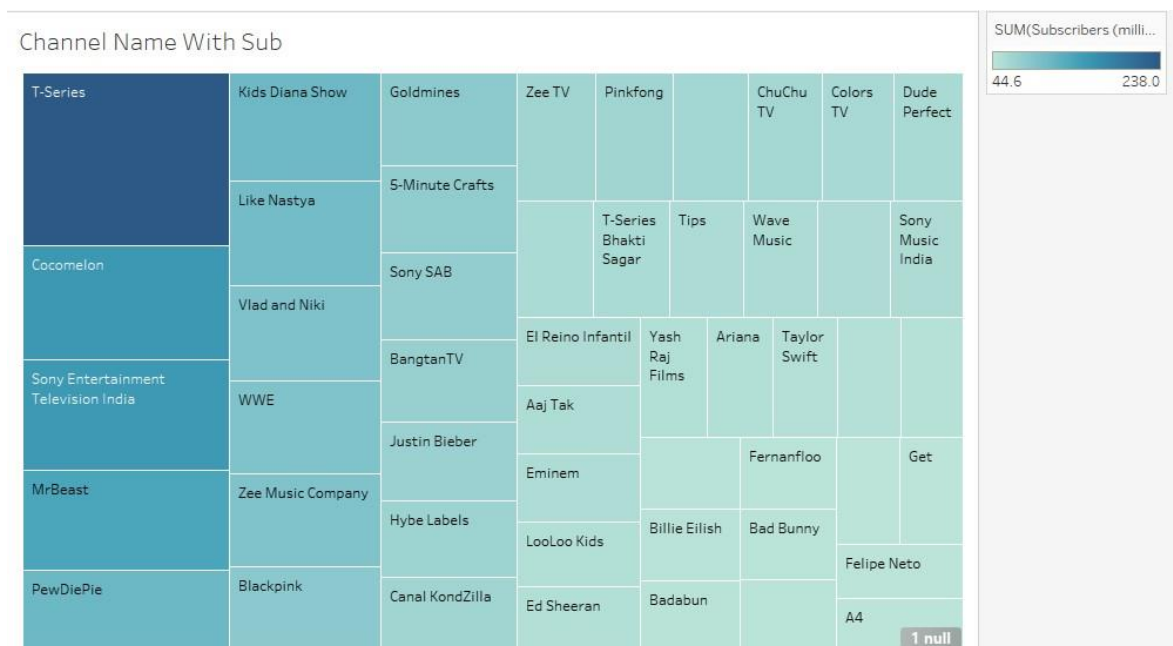
No Of Channel With Brand



3. Channel Brand

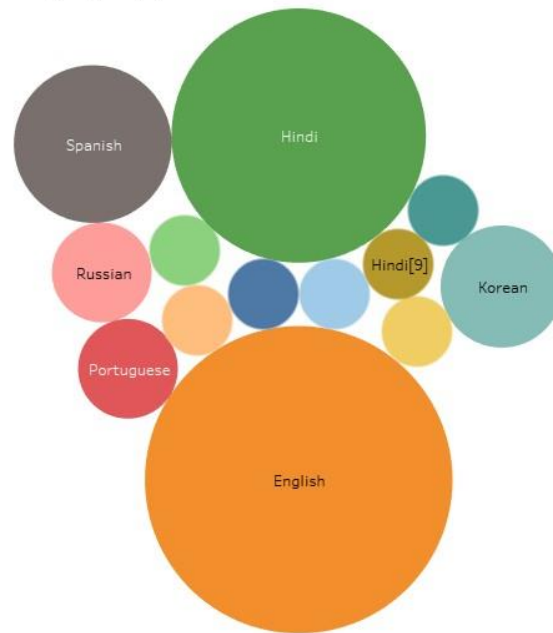
channel	Brand channel	
	As of M...	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
As of March 14, 2023UTC	As of M...	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	
Ed Sheeran	No	
El Reino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes
Goldmines		Yes

4. Channel Name with Subscribers



5. No of Channel of Language

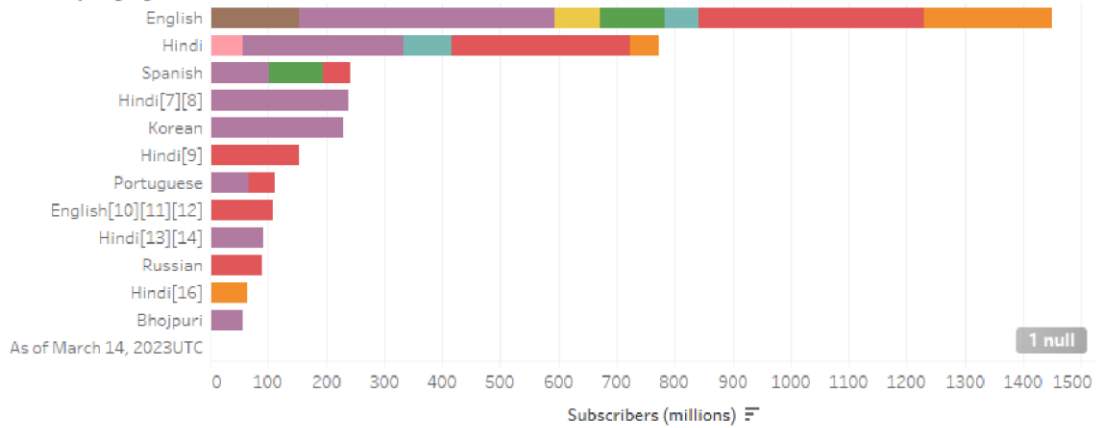
No Of Channels Of Language (2)



6. Category Wise Language

Category Wise Language

Primary language 🇮🇳

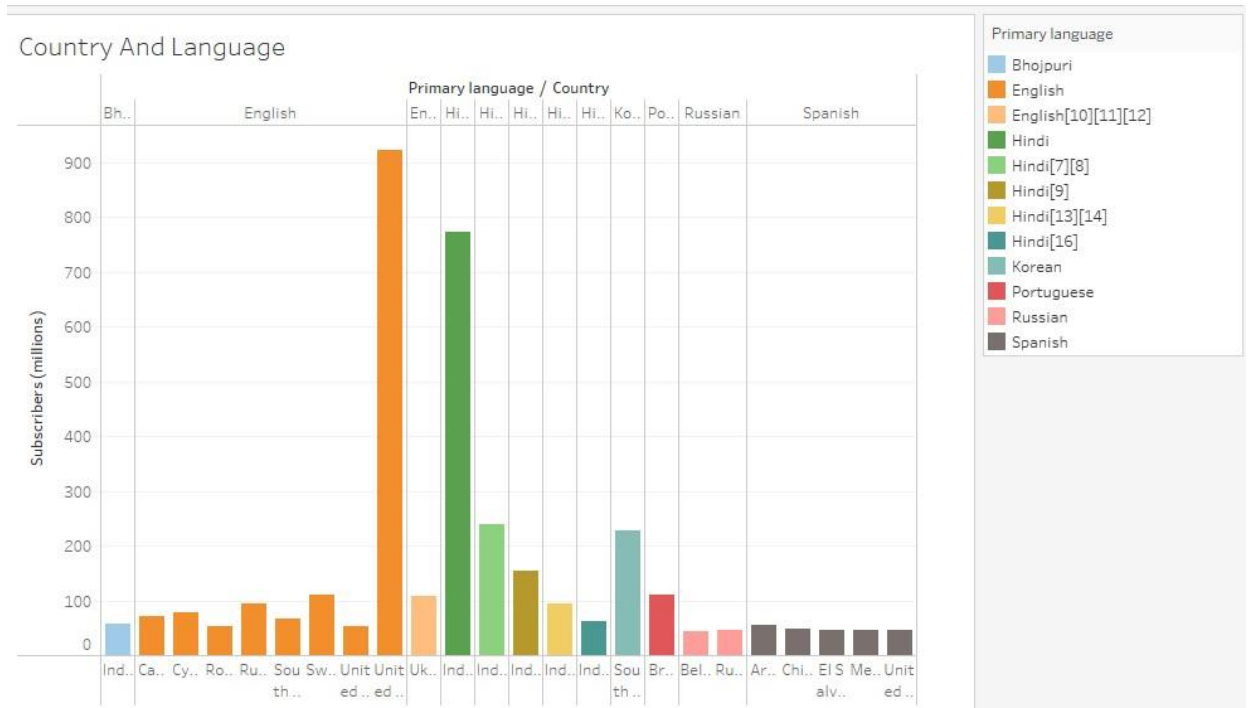


Category

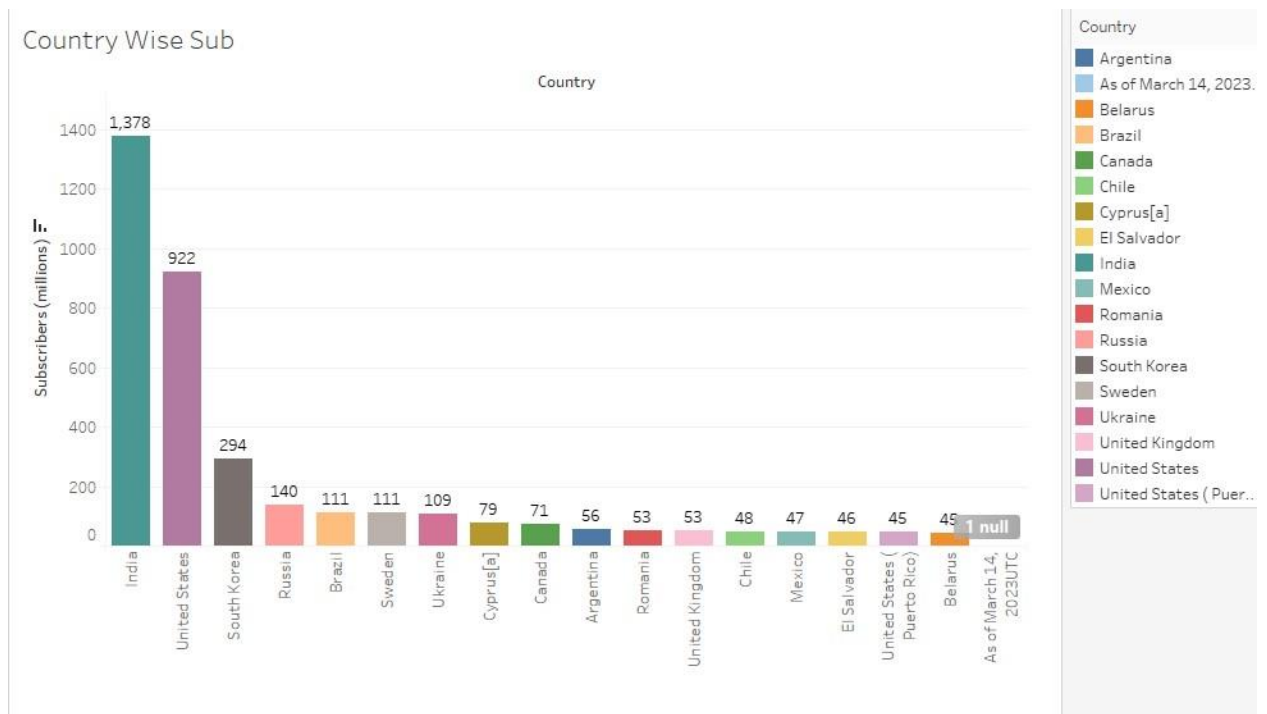
- As of March 14, 2023..
- Education
- Entertainment
- Film
- Games
- How-to
- Music
- News
- Sports

1 null

7. Country and Language

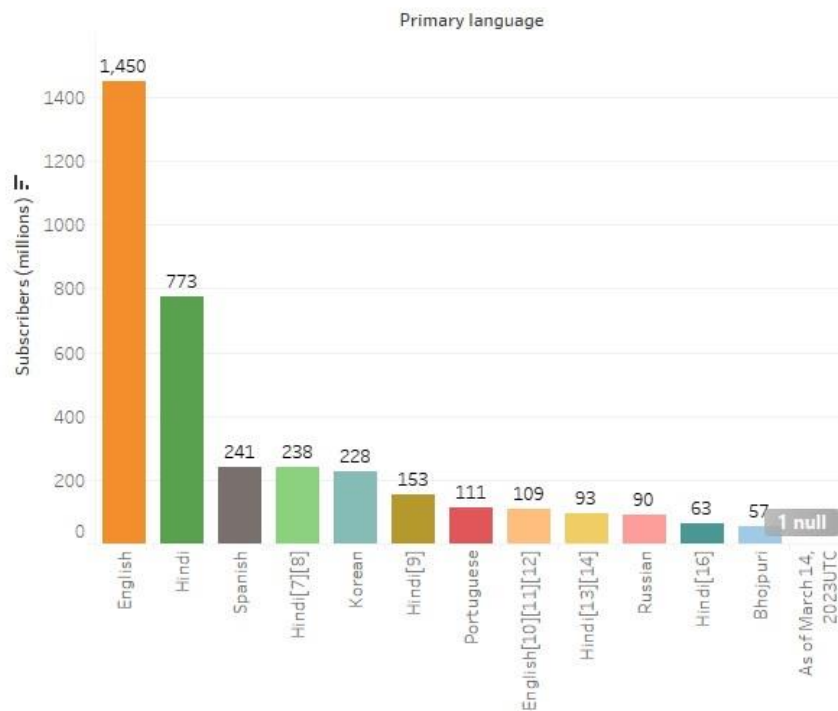


8. Country wise Subscribers



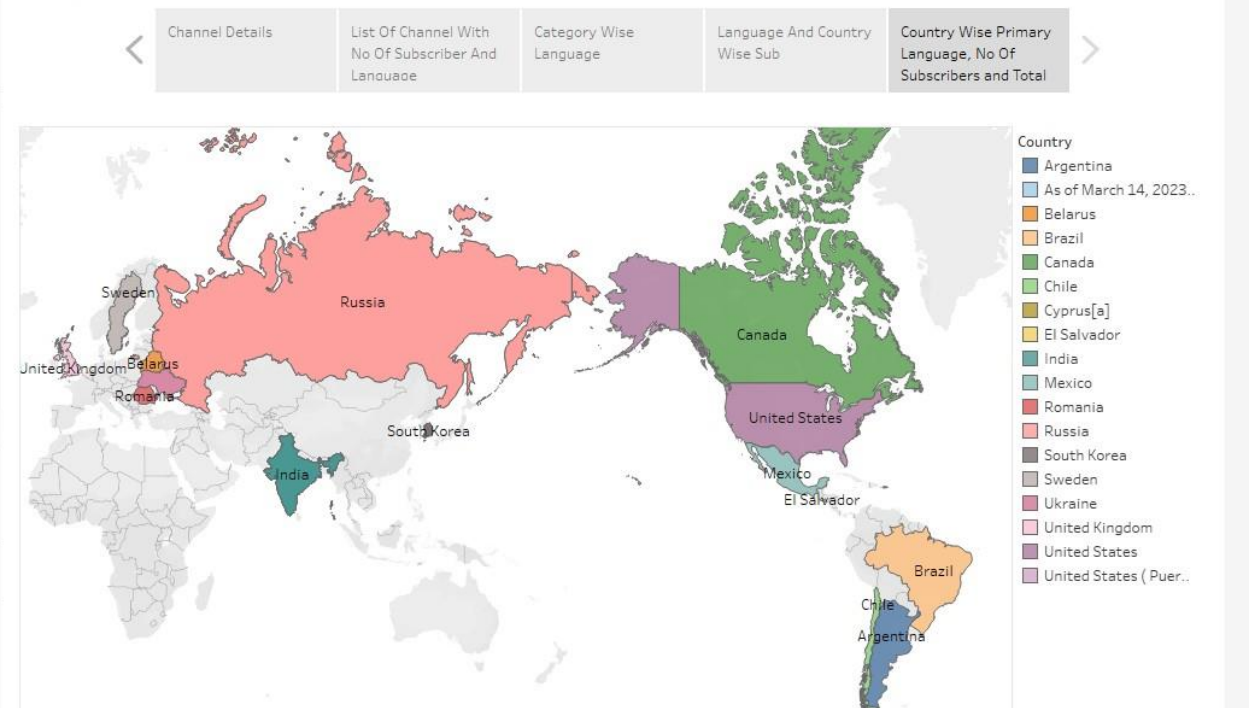
9. Language wise Subscribers

Language Wise Sub



10. Country wise Language

Story 2



4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

1. Accessibility: You can access YouTube from any device with an internet connection, including your computer, smartphone, and tablet. It brings knowledge of the world, such as Ted Talks, to your room. You can even rent movies on YouTube.

2.Ease of use: YouTube has a user-friendly interface that makes it easy to find and watch videos. It even remembers your past viewing history and recommends similar videos.



3.Sharing: You can easily share videos from YouTube on social media and other websites. Additionally, while downloading videos from YouTube to your device is difficult, you can view downloaded videos offline on the YouTube platform and share their links with your friends and family.

4.Environmental Sustainability: YouTube has made efforts to reduce its carbon footprint by using renewable energy sources and increasing energy efficiency. However, it is still a large consumer of energy.

4.2 DISADVANTAGE

1. Quality and Copyright: The quality of videos on YouTube can vary significantly as not all videos are created professionally, and some are pirated from other places and uploaded to YouTube.

2. Misinformation: Some videos on YouTube contain misinformation or false information. Fact-checking information you find online, including those on YouTube, is essential. Taking the lead from personal vlogs can be exceptionally dangerous as that information can be precise to the people involved and might not be the best for you as an individual.

3. Inappropriate content: While YouTube has strict policies to remove inappropriate content, some videos may not be suitable for all audiences. YouTube has a feature that helps keep children away from adult content.



4. Advertisements: Some users may find YouTube ads annoying or intrusive as these ads often appear in the middle of a video and can take one away from the story involved.

5. Privacy: YouTube collects data from its users and may share it with third parties. It is a concern for users who value their privacy. Ads are also a concern of privacy issues, as

some adverts that YouTube gets are from websites that have used cookies to remind users to return to their products.

5. APPLICATIONS



© EDI!

YouTube Features

- **Audio/video file upload.**
- **Live Captioning.**
- **Reporting/Analytics.**
- **Social Sharing.**
- **Speech Recognition.**
- **Subtitles/Closed Captions.**
- **Text Overlay.** □ **Time Stamps.**



YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

What Are the Main Functions of YouTube?

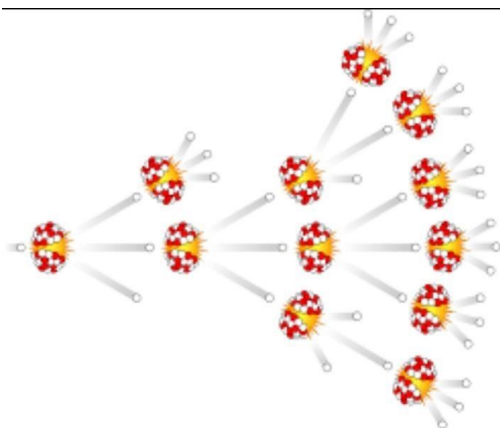
- **Users can search for and watch videos**
- **Create a personal YouTube channel**
- **Upload videos to your channel**
- **Like/Comment/share other YouTube videos.**



6. CONCLUSION

After reviewing the results from the survey, I was not really surprised with the responses that I received. Majority of the people that I surveyed are on YouTube all the time and Its to watch Home Made or uploaded videos. I was shocked to learn that only one person has heard of YouTube EDU. I have heard of YouTube EDU, but I have never used it. This shows that many Universities don't use YouTube EDU in their classrooms. I learned that many people believe that YouTube should be used more in classrooms. This could be because YouTube has more to offer than just uploaded videos by users. YouTube has contracts with certain networks and many educational videos are being put on YouTube Every day. I was not expecting to learn that majority of the people are on YouTube less than an hour a week. I believe this is due to students being full time students and parents working full time jobs and taking care of their kids which gives no time for them to watch YouTube videos.

If I were to follow up on this research, I would definitely like to get survey responses from younger students, such as middle schoolers and high schoolers. This would give me more of understanding on what younger students think about YouTube in the educational sense. Also, I would like to survey just teachers and find out their thoughts on YouTube and if their responses are similar or different than the college students responses.



YouTube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a short video. YouTube is full of different types of videos that can easily be incorporated and used in classrooms that will

give students a better insight on a particular subject. Many online classes today are using YouTube as a source for students to learn. One course that uses YouTube a lot is History. History courses have documentary clips and videos that can be found on YouTube. Having YouTube be a part of education can help students get the one-on-one time with their teachers and ask questions that they may have. Students can watch and take notes from the lecture on YouTube and work on their homework at home, then come to class the next day and ask their teacher any particular questions that they may have regarding the assignment or the lecture.

7.FUTURE SCOPE

THE FUTURE OF YOUTUBE PLATFORM ON 2023

The YouTube community is one of the most supportive communities in the world. It does this by rewarding creators for their hard work and dedication through upvotes, comments, and subscriptions. The YouTube platform has changed over time to make it easier for content creators.

In 2022, YouTube will be the most important social media platform.

YouTube is a popular website that allows users to upload and view videos. Over time, YouTube has been evolving its features to improve user experience. In 2022, I expect that YouTube's video platform will have reached new heights of success. In 2022, YouTube will be a global multimedia company that helps connect people through the power of video. It will become an essential part of daily life for billions of users in every country worldwide. YouTube will continue to be where people go for informative and educational videos. As more innovative technology comes out, YouTube will evolve with it.

By 2022, it will be even more powerful, and we'll see many new changes that are sure to revolutionize marketing as a whole. Viewers will become channel operators, share their videos, and interact with each other. In-IP video also will be accepted, enabling viewers to become producers of video content.



YouTube will host a wide range of content on multiple channels, and it will let viewers become a part of the show. A camera will capture a person's face and put the image on the show, and the person will integrate with the show in a way that a TV audience never could. YouTube will incorporate more ways for uploading and sharing all kinds of content, from personal user-generated videos to the latest music videos from the newest artists to [live-streaming](#) from concerts. YouTube will offer an evolving experience for users who want their videos viewed on YouTube to fulfill the needs of the viewers and viewers' desire for new and exciting video experiences.

YouTube will link users and creators with advertisers, who will have ways of reaching their target audiences – so they can reach and sell to their customer base. YouTube will also offer advertisers access to information about the users' demographics and their viewers, based on user accounts, video logs, and tracking technology.

YouTube is a way to discover and explore the world and share your own experiences. It is a place to view, manage and create your media. It is a way to stay connected to your friends, feel more informed, and more. YouTube will be both a key destination and the destination for video consumption and sharing. YouTube will be a platform that allows consumers to interact with the content, whether it is by voting, commenting, uploading, or otherwise.

YouTube will provide viewers with new ways to experience video content from different perspectives, such as a TV reporter, politician, or another participant in the event. A variety of book catalogs and RSS feeds for those future books could be offered on the YouTube platform to broaden the interest and reach of the best new titles.



8.APPENDIX

GitHub Link:

<https://github.com/Na86676/youtube/blob/main/README.md>

Dashboard 1:

link:https://public.tableau.com/views/naveen_16976107149080/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Dashboard 2:

link2:https://public.tableau.com/views/naveen_16976107149080/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Dashboard 3:

link:https://public.tableau.com/views/naveen_16976107149080/Dashboard3?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Dashboard 4:

link:https://public.tableau.com/views/naveen_16976107149080/Dashboard4?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

STORY 1:

link:https://public.tableau.com/views/naveen_16976107149080/Story2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

