

# SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

## 1.INTRODUCTION :

### 1.1 Overview :

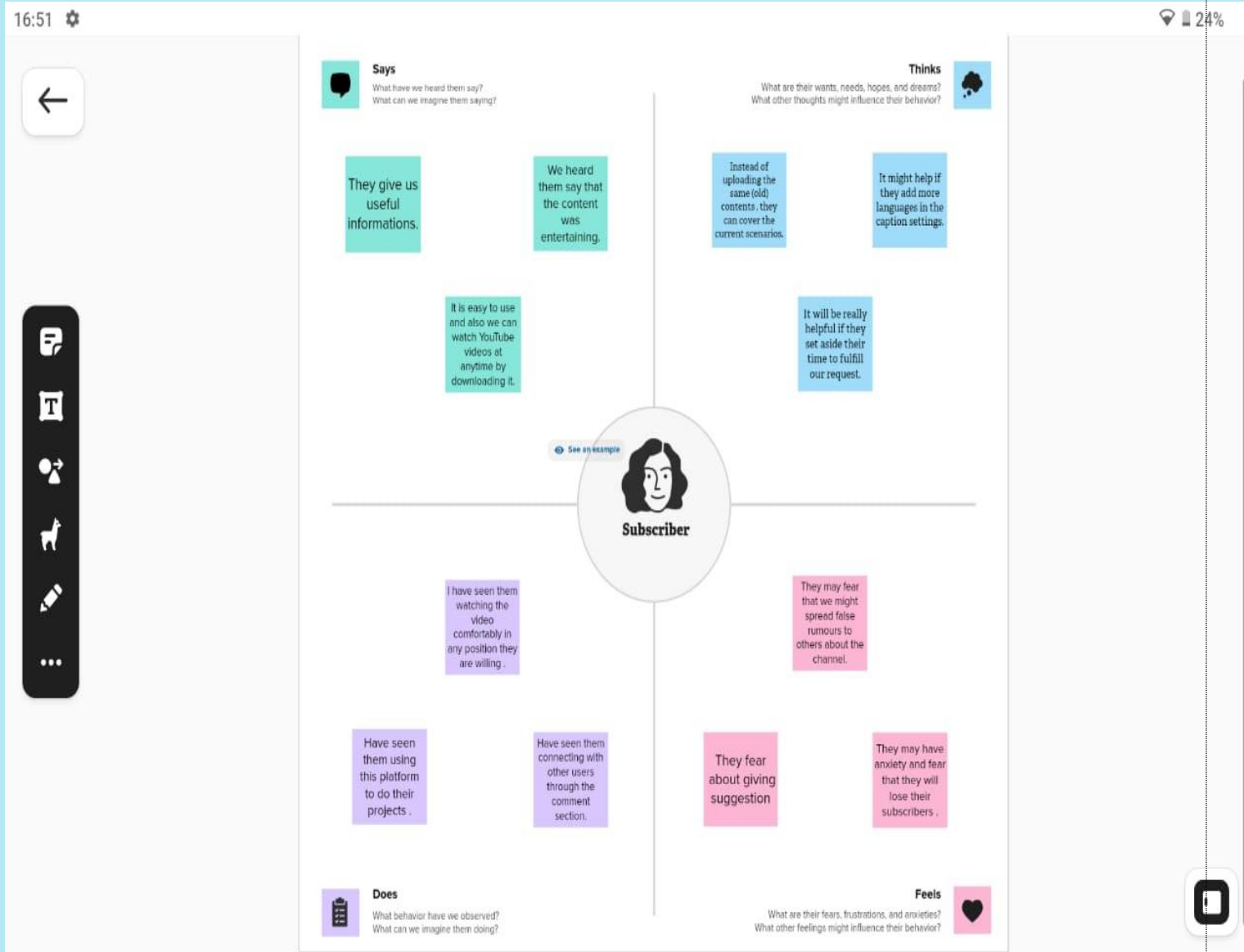
In this project, we are exploring the current state of social media. The world's most downloaded application is YouTube, which has more than 40 million subscribed channels. This project aims to clearly express the present highly subscribed channels. The ability to subscribe to users was introduced in October 2005, and YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates back to May 2006.

### 1.2 Purpose :

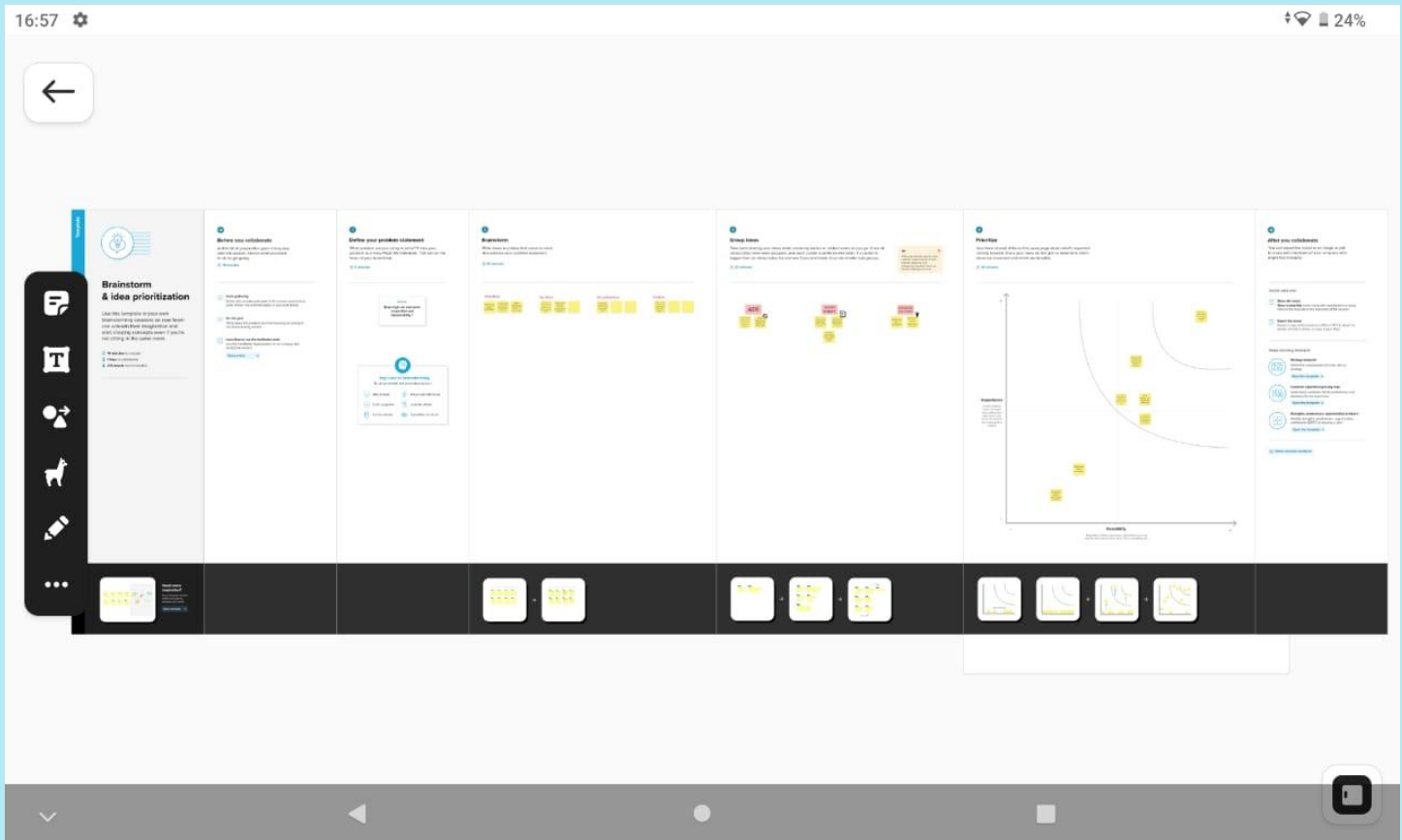
The purpose of the project “Subscribers Galore: Exploring World's Top YouTube Channels” is to analyze the most subscribed YouTube channels and provide insights into the most popular content creators on the platform 1. The project aims to clearly express the present highly subscribed channels and offer valuable insights into the online audience's trends and preferences 1. The project also provides a list of 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.

## 2. Problem Definition & Design Thinking :

### 2.1 Empathy Map:

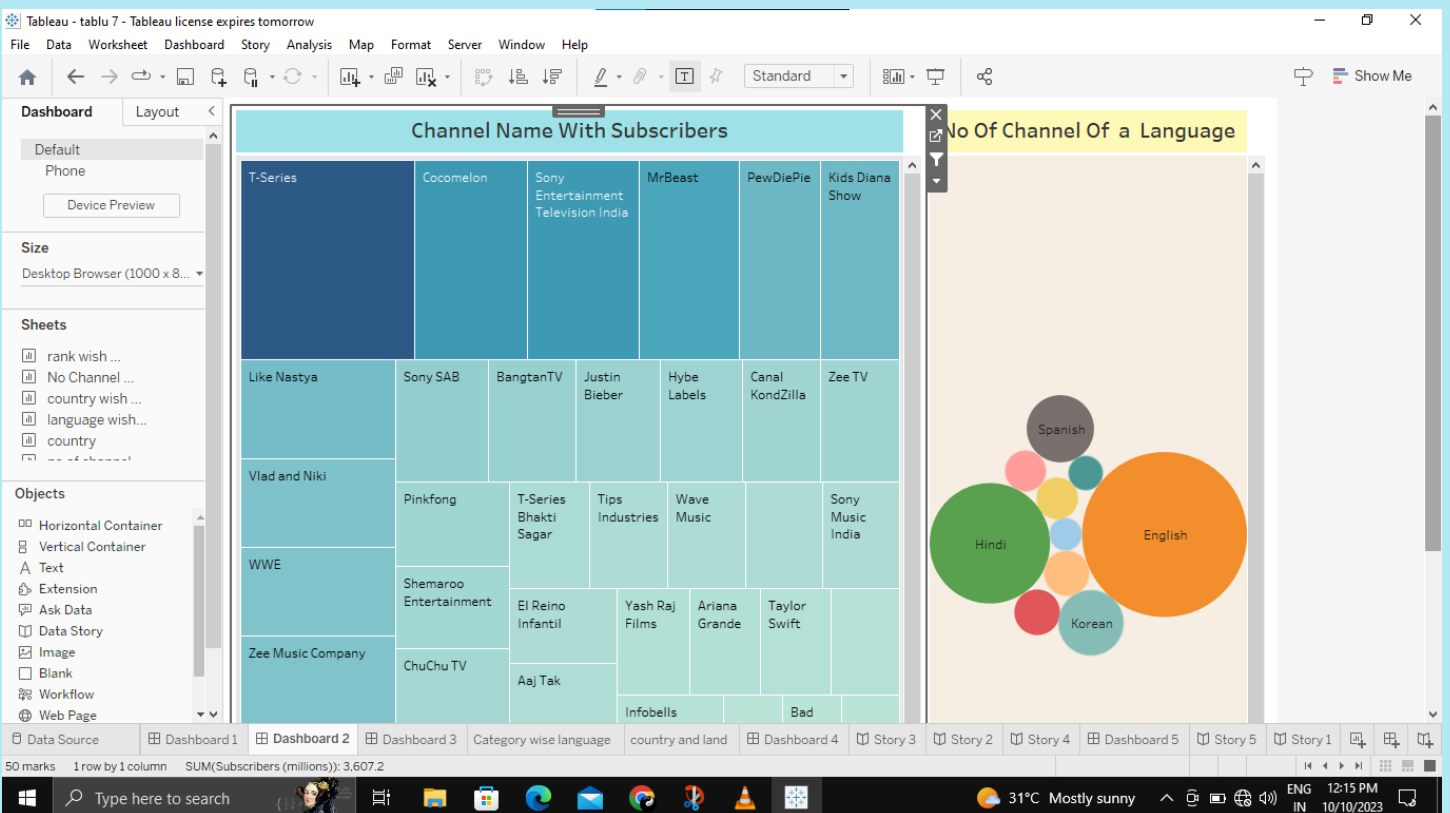
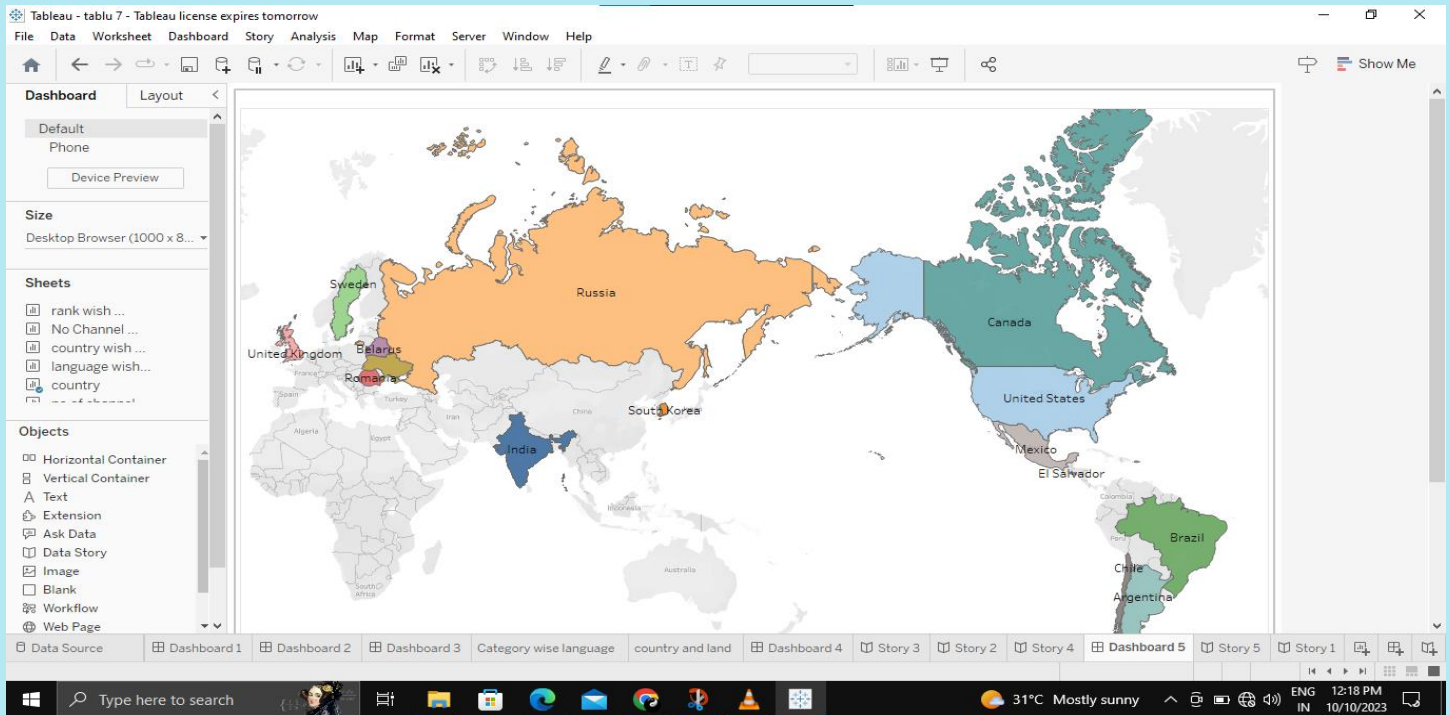


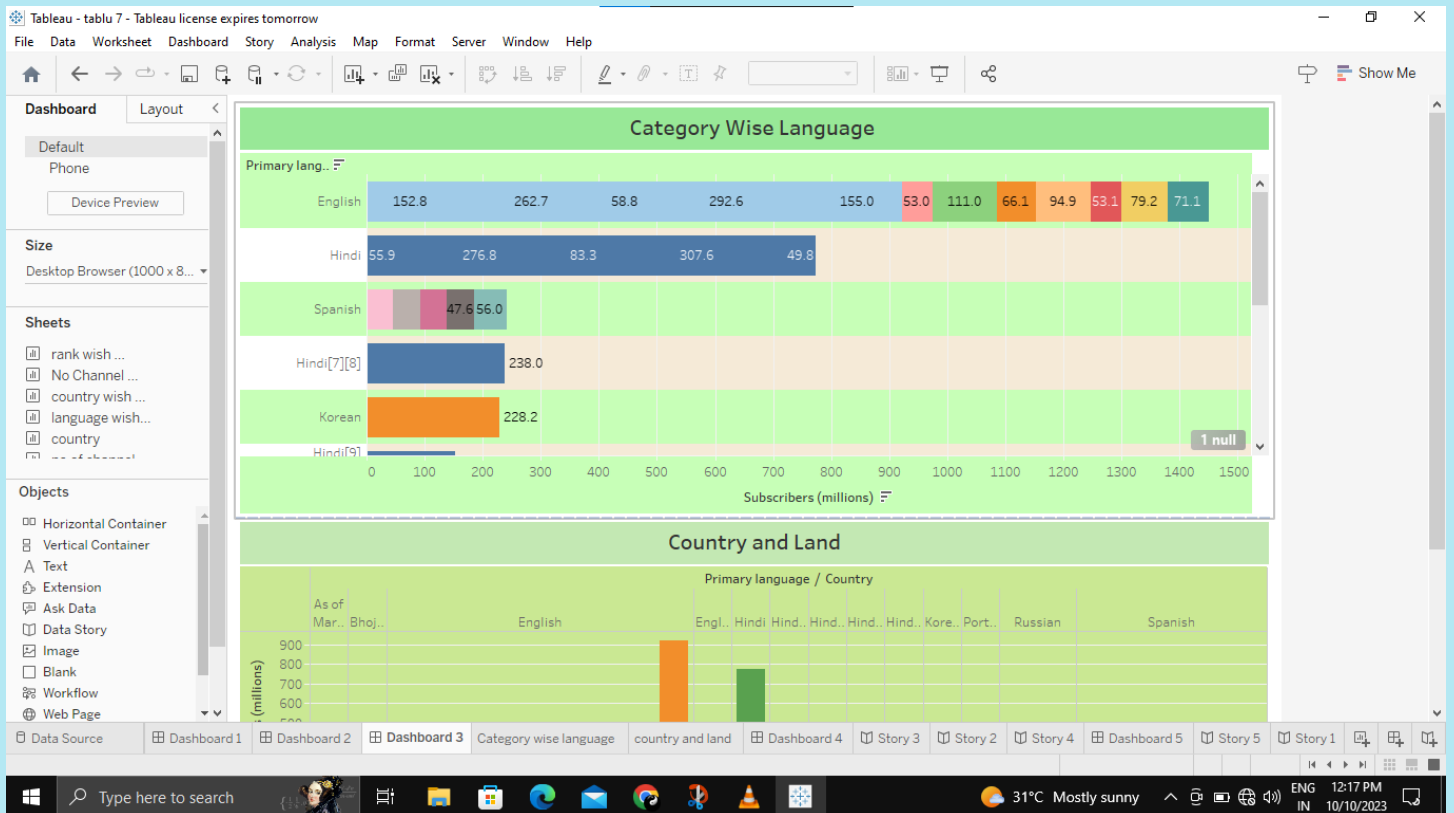
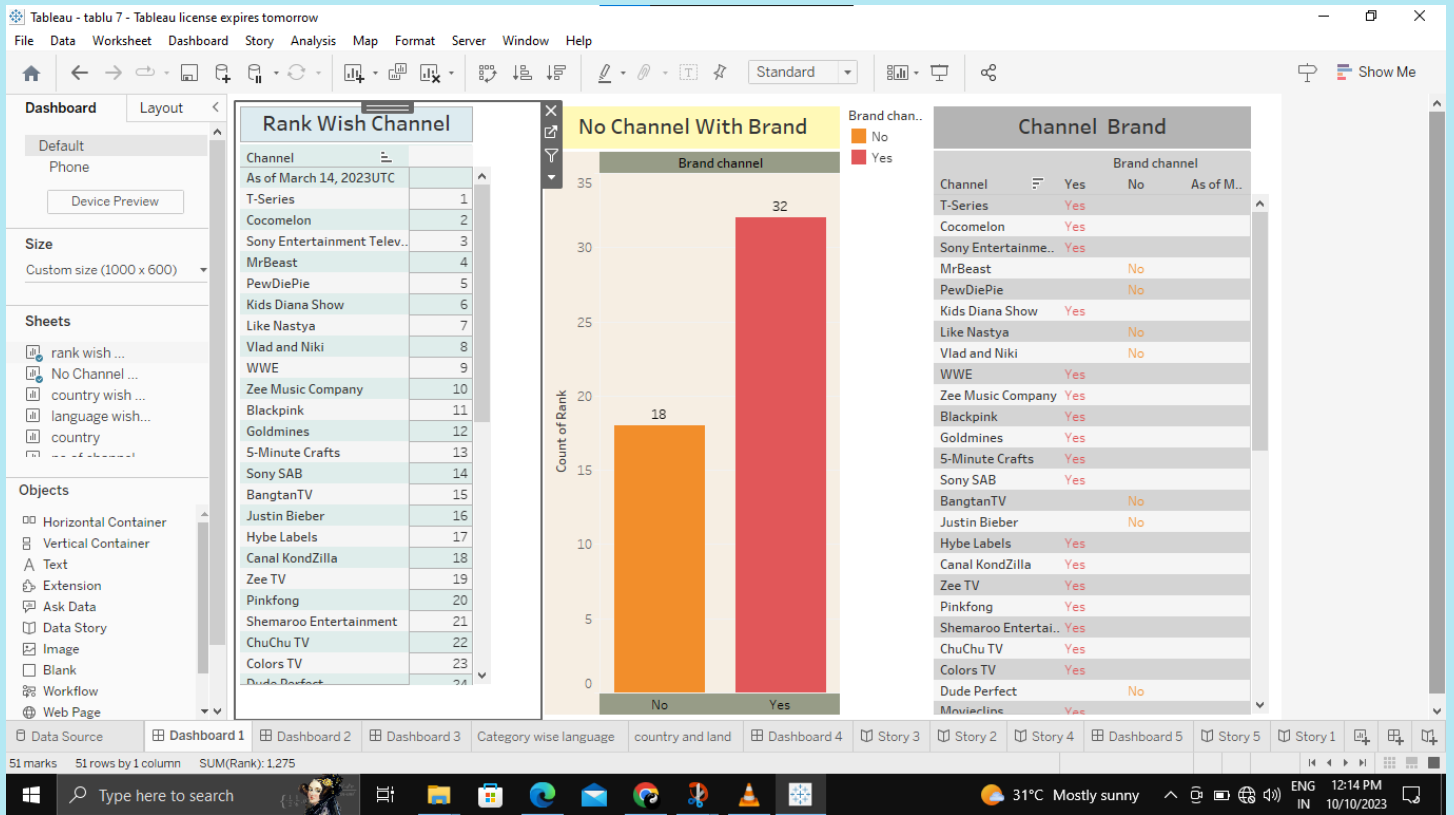
## 2.2 ideation & brainstorming Map:



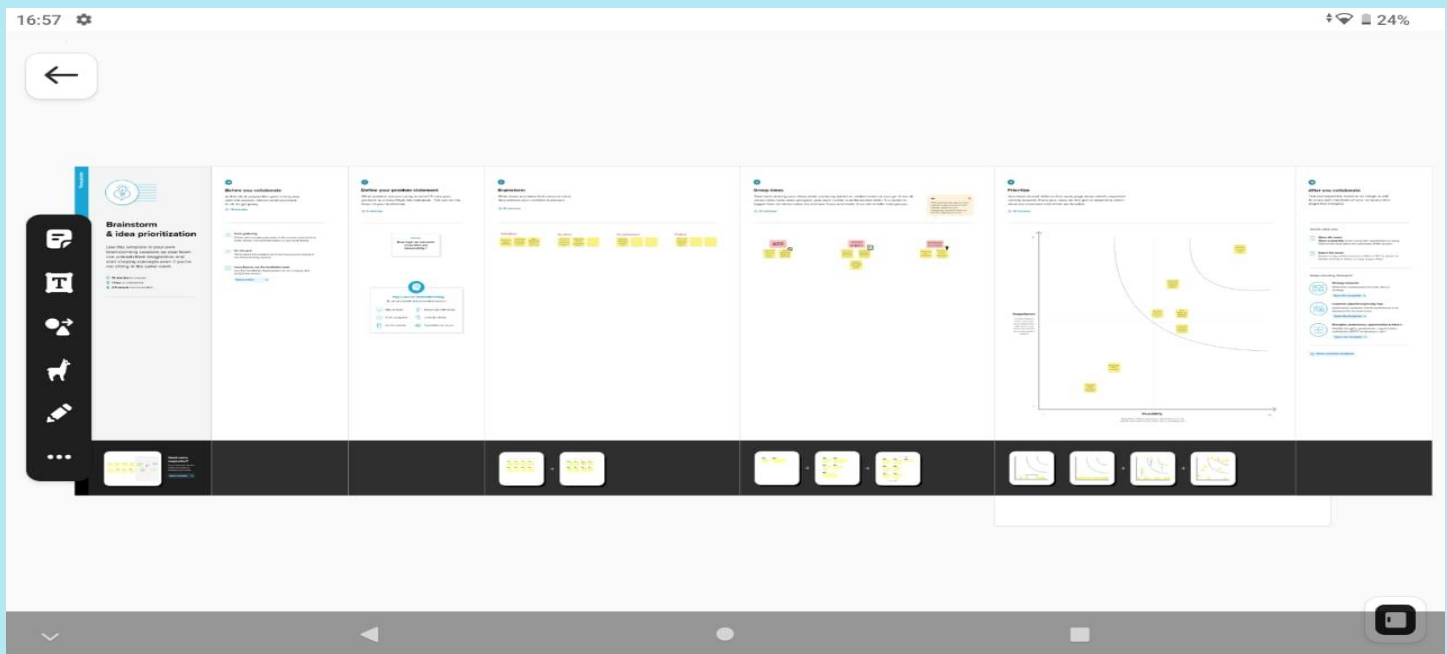
### 3. Result :

#### Dashboard screen shot :

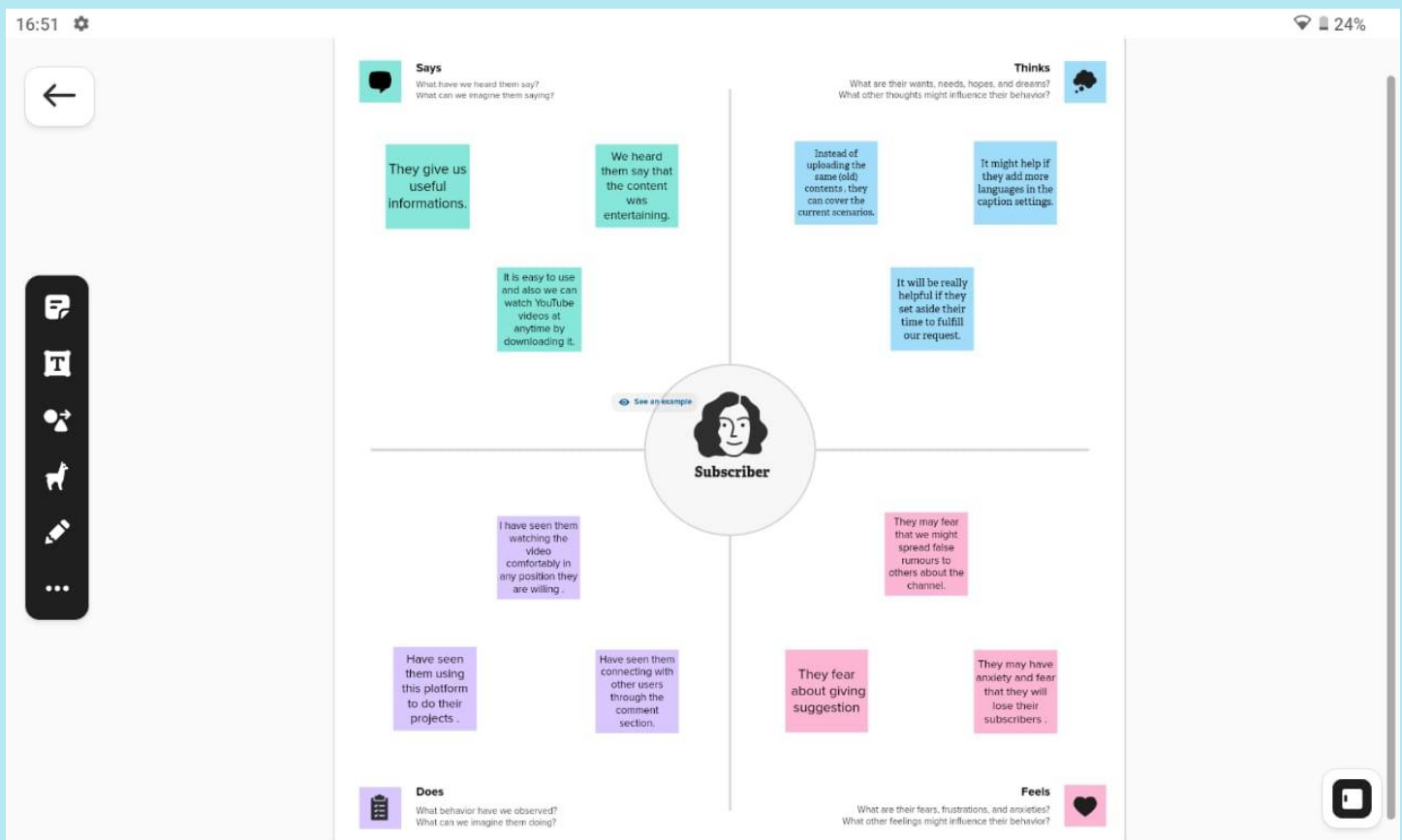




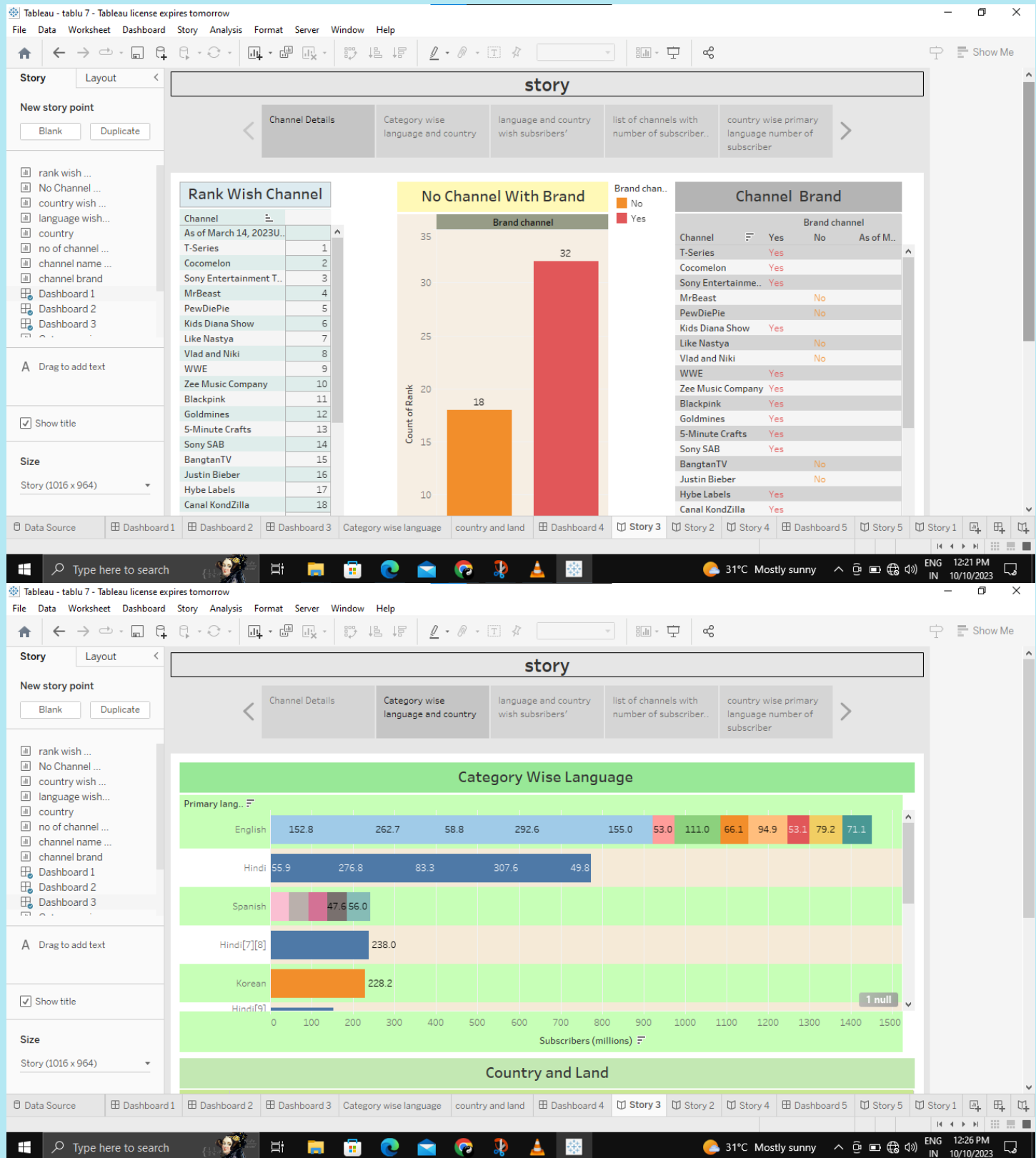
## Brain storming :



## Empathy Map :



## Story screen shot :



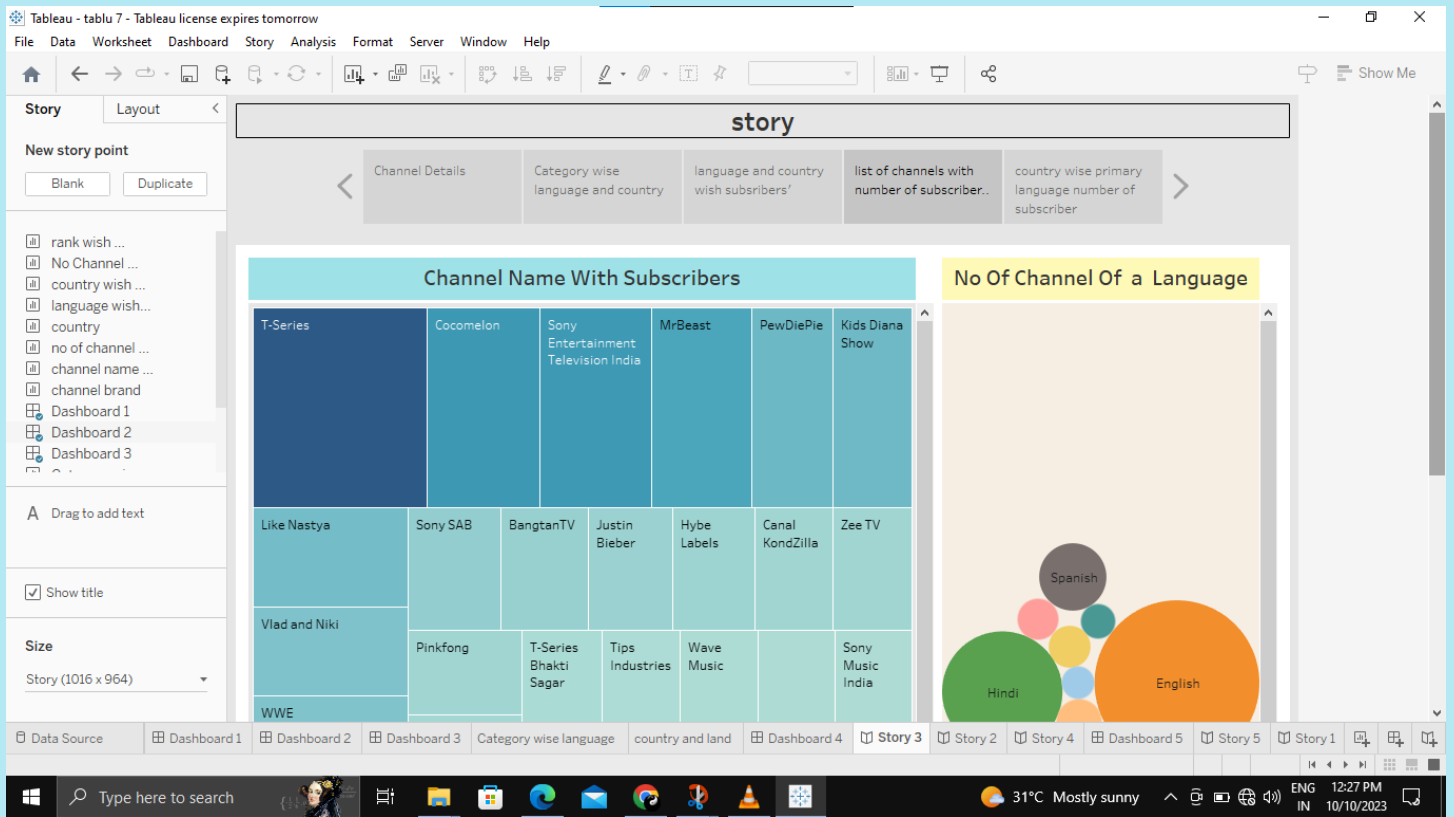
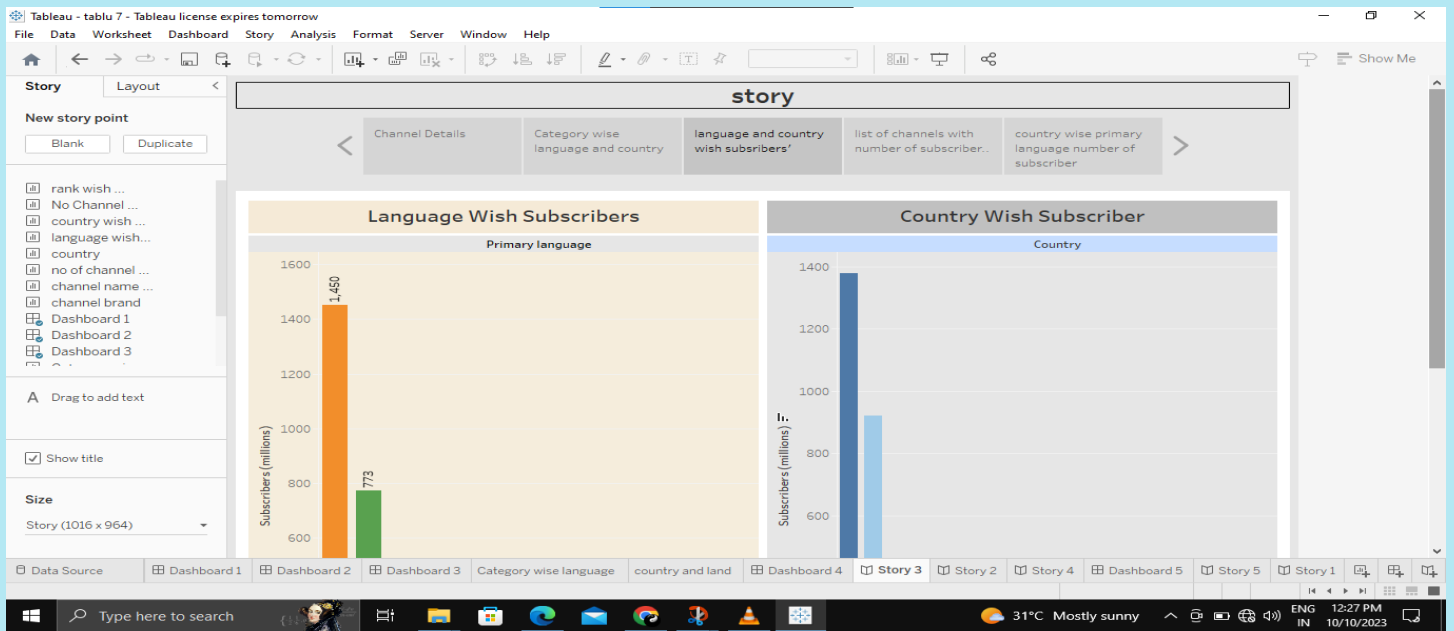




Tableau - tablu 7 - Tableau license expires tomorrow

FileDataWorksheetDashboardStoryAnalysisFormatServerWindowHelp

Home

Navigation

Tools

Share

Show Me

StoryLayout

New story point

BlankDuplicate

rank wish ...

No Channel ...

country wish ...

language wish...

country

no of channel ...

channel name ...

channel brand

Dashboard 1

Dashboard 2

Dashboard 3

Drag to add text

Show title

Size

Story (1016 x 964)

story

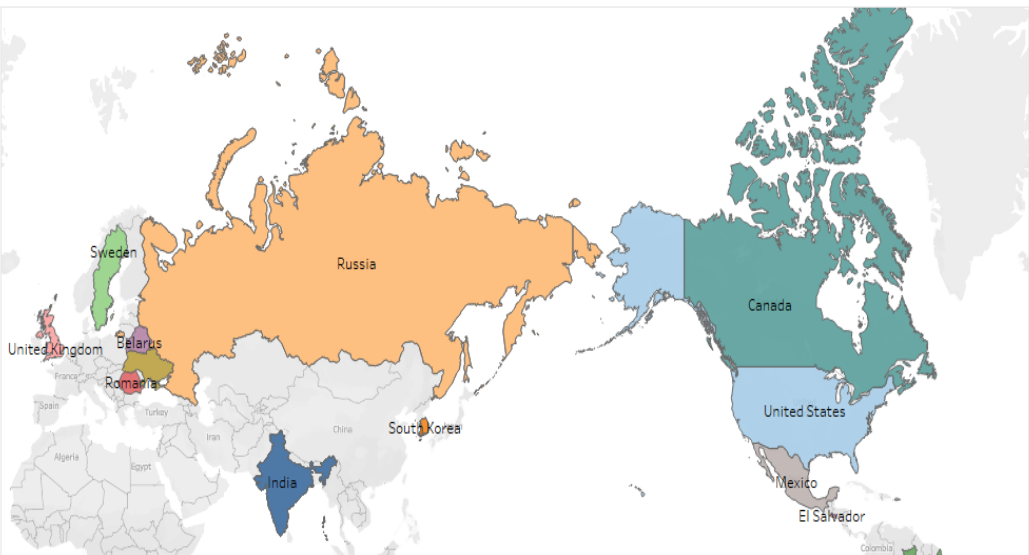
Channel Details

Category wise language and country

language and country wish subscribers'

list of channels with number of subscriber..

country wise primary language number of subscriber



Data Source

Dashboard 1

Dashboard 2

Dashboard 3

Category wise language

country and land

Dashboard 4

Story 3

Story 2

Story 4

Dashboard 5

Story 5

Story 1

Windows Taskbar

System Tray

#### **4 . ADVANTAGES & DISADVANTAGES :**

##### **Advantages:**

- Increased visibility: Channels with a high number of subscribers are more likely to appear in search results and recommendations, which can lead to increased visibility and exposure for the channel
- Monetization opportunities: Channels with a large subscriber base can monetize their content through ads, sponsorships, and merchandise sales
- Increased credibility: Channels with a high number of subscribers are often perceived as more credible and authoritative than those with fewer subscribers

##### **Disadvantages**

- Pressure to maintain quality: Channels with a large subscriber base may feel pressure to maintain the quality of their content, which can be stressful and time-consuming
- Risk of burnout: Creators with a large subscriber base may experience burnout due to the demands of creating content on a regular basis
- Risk of negative feedback: Channels with a large subscriber base are more likely to receive negative feedback and criticism, which can be demotivating for creators

## 5. Application :

- Marketing: Brands can collaborate with popular YouTubers to promote their products or services to a large audience
- Research: Researchers can analyze the content and engagement of top subscribed YouTube channels to gain insights into audience behavior and preferences
- Content creation: Creators can study the content and production quality of top subscribed YouTube channels to improve their own content and grow their audience
- Entertainment: Viewers can watch the videos of top subscribed YouTube channels for entertainment and leisure purposes

## **6. Conclusion :**

Some advantages of having a large subscriber base include increased visibility, monetization opportunities, community building, and increased credibility. However, there are also some disadvantages such as pressure to maintain quality, risk of burnout, and risk of negative feedback 4.

The data on top subscribed YouTube channels can be used in various ways such as marketing, research, content creation, and entertainment 4. For example, brands can collaborate with popular YouTuber to promote their products or services to a large audience, researchers can analyze the content and engagement of top subscribed YouTube channels to gain insights into audience behavior and preferences, creators can study the content and production quality of top subscribed YouTube channels to improve their own content and grow their audience, and viewers can watch the videos of top subscribed YouTube channels for entertainment and leisure purposes.

## 7. Future scope :

- Predictive analytics: Machine learning algorithms can be used to predict future trends and patterns in the data, which can help creators and marketers make informed decisions
- Social media integration: The data on top subscribed YouTube channels can be integrated with social media platforms to provide a more comprehensive view of audience behavior and preferences
- Global analysis: The data on top subscribed YouTube channels can be analyzed at a global level to gain insights into cross-cultural differences in audience behavior and preferences
- Real-time tracking: The data on top subscribed YouTube channels can be updated in real-time to provide more accurate and up-to-date information 1.