



## A PROJECT REPORT

Subscribers Galore : Exploring World's Top Youtube Channels

Fundamentals of Data Analytics with Tableau - Smartbridge

Project Based Experiential Learning Program - Naan Mudhalvan



GOVERNMENT ARTS AND SCIENCE COLLEGE

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PROJECT GUIDE

MENTOR : I. ASHWINI

## **1 INTRODUCTION**

### **1.1 Overview**

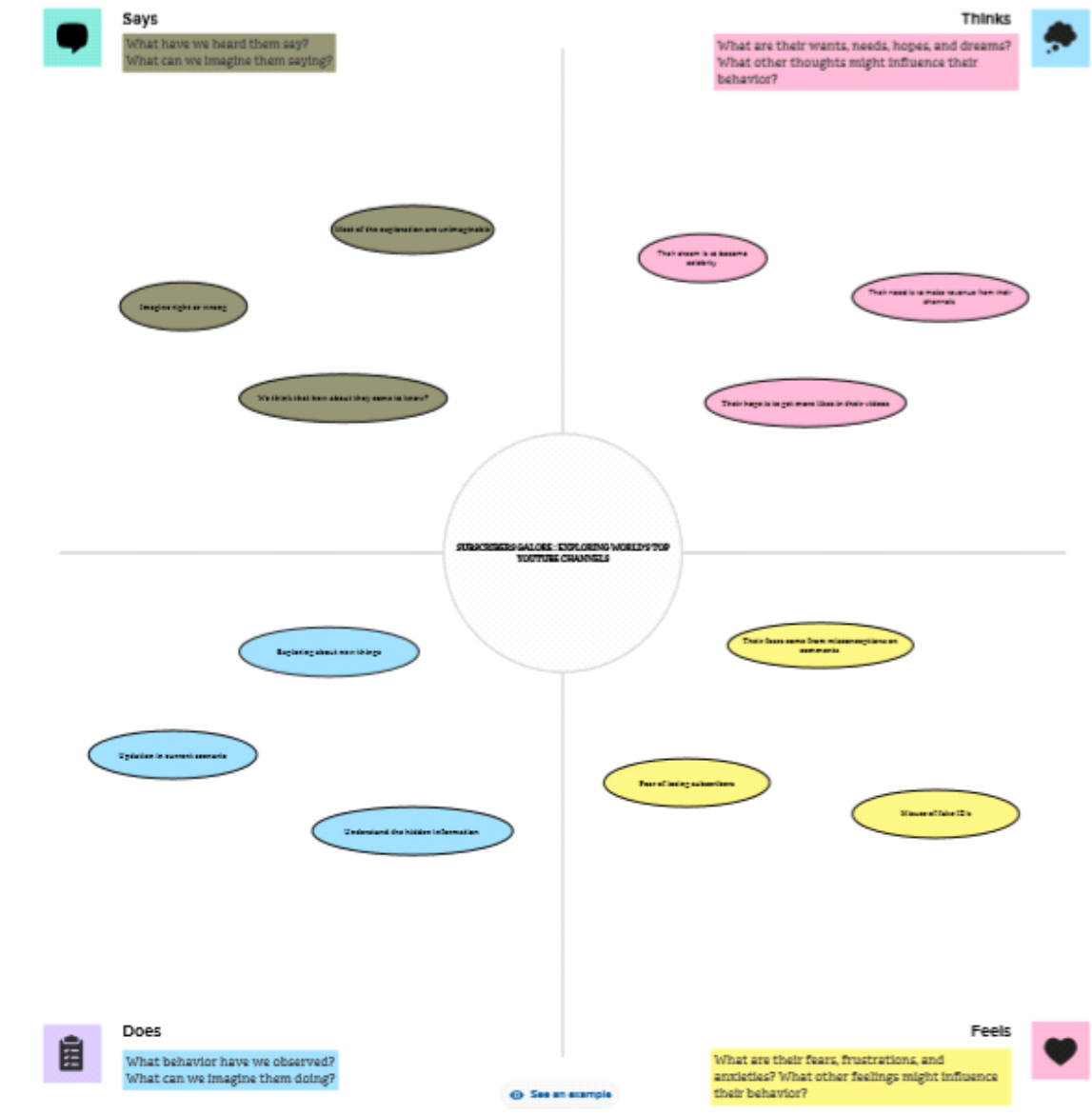
A subscribers to a channel on the video-sharing Youtube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed

### **1.2 Purpose**

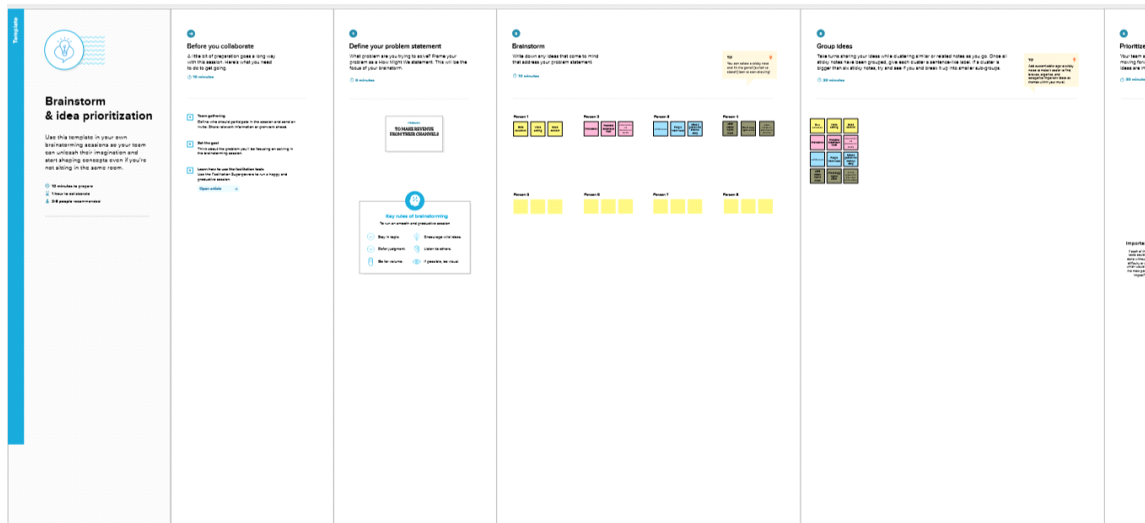
Most- subscribed YouTube channels, as well as the primary language and content category of each channel

## **2 Problem Definition & Design Thinking**

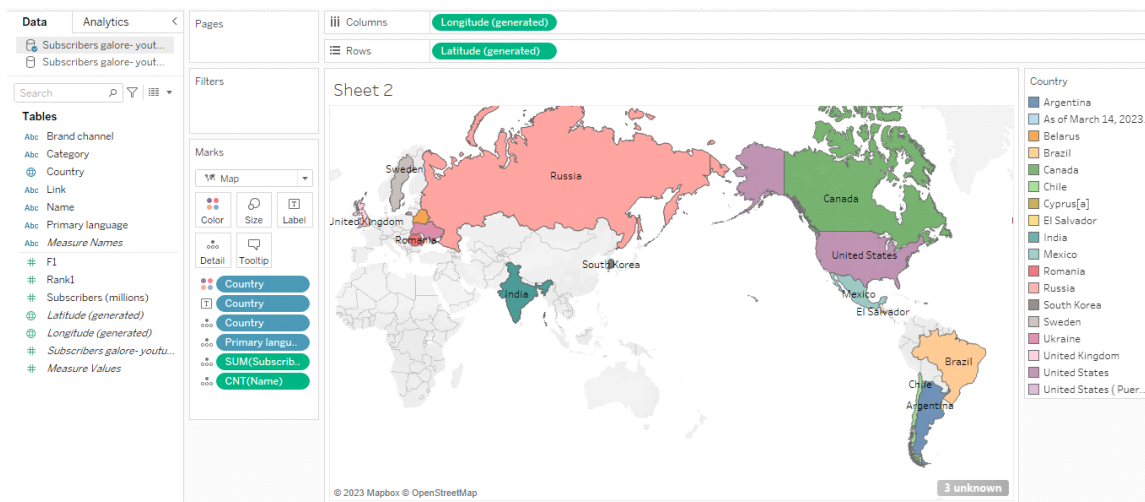
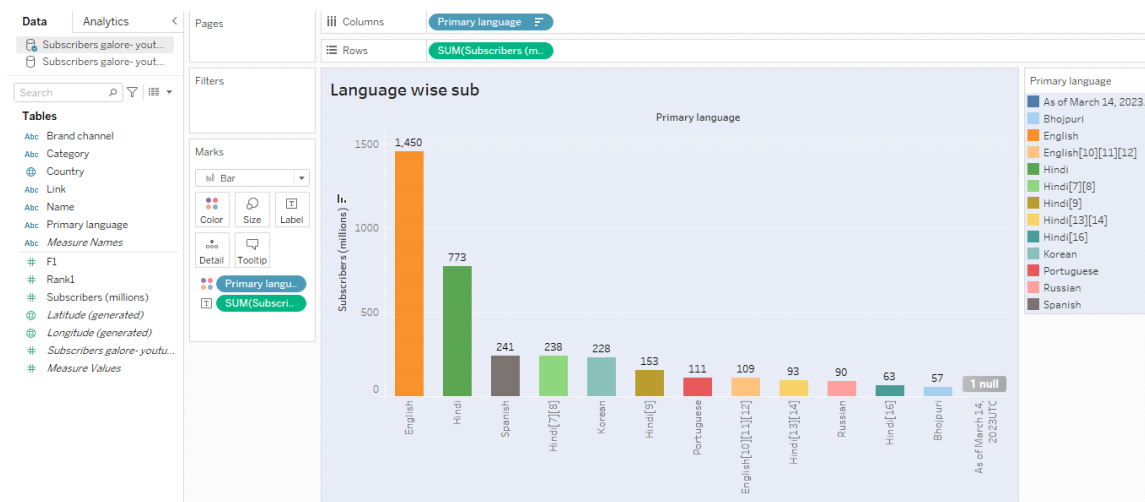
### **2.1 Empathy Map**

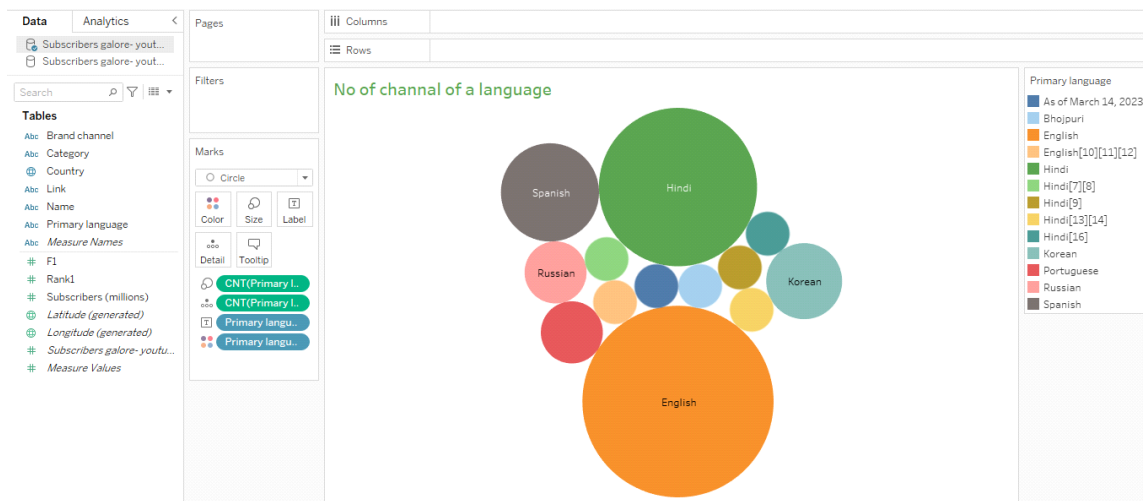
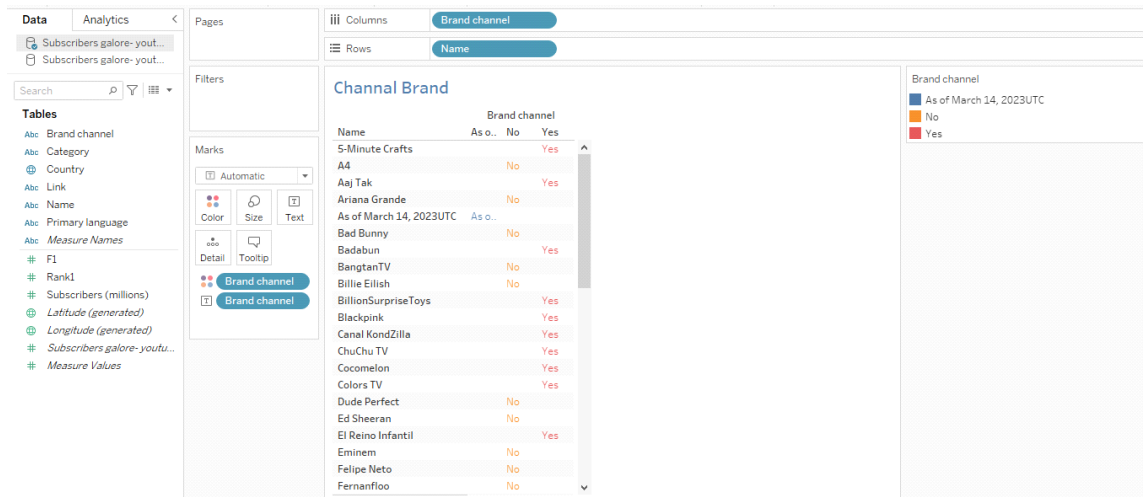


## 2.2 Ideation & Brainstorming Map



### 3 RESULT





## 4 ADVANTAGES & DISADVANTAGES

### Advantage

Youtube as an information disseminating platform for students

### Disadvantage

Full of opportunities to develop the mental toughness it takes to overcome them

## 5 APPLICATIONS

Educational channels

## 6 CONCLUSION

Finding the channel with brand and category wise language

## **7 FUTURE SCOPE**

Creators to level up for the advanced edition