YouTube Tech Channels Analysis

Understanding channel growth, video performance, and engagement patterns in tech content

Dataset Overview

130 Tech Channels

Subscribers, views, videos, country, creation date

1,300 Videos

Views, likes, comments, duration, engagement metrics

Data Cleaning Process

01

Missing Values

Replaced missing country data with 'Unknown'

02

Type Conversion

Converted views, likes, subscribers to numeric types

03

Duration Format

Converted ISO 8601 duration to seconds

04

Text Cleanup

Fixed encoding, removed emojis, normalized spacing

Top Performing Channels

16.6M

Linus Tech Tips

Top subscribers

9.09B
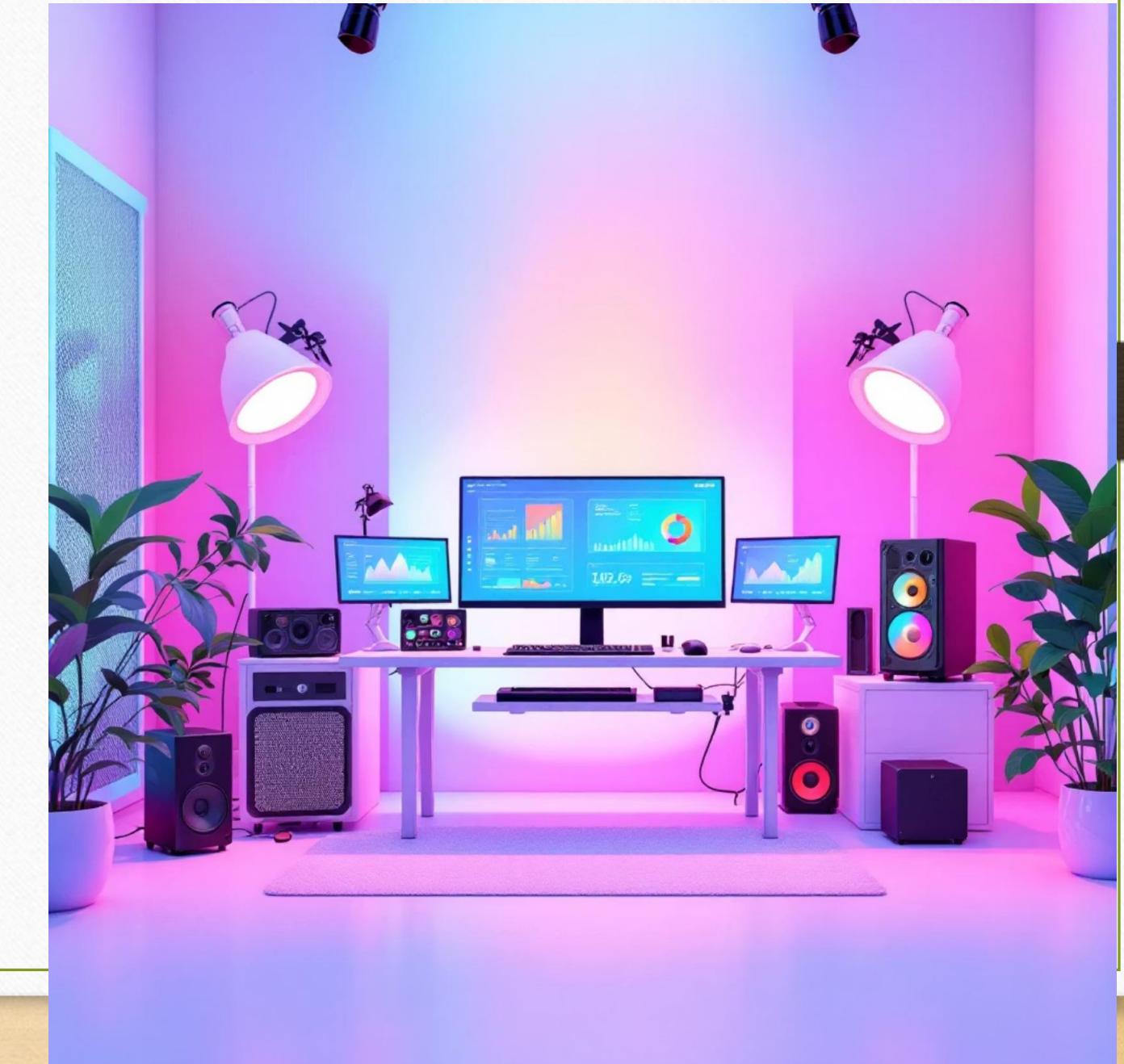
Total Views

Linus Tech Tips leads

18,375
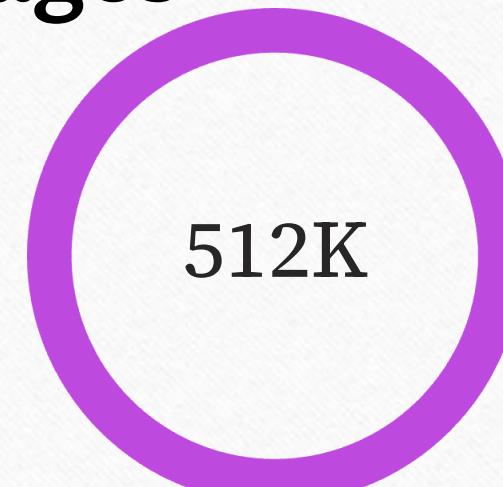
AWS Videos

Highest video count

Channel Averages

512K

Avg Subscribers

Per channel

123.7M
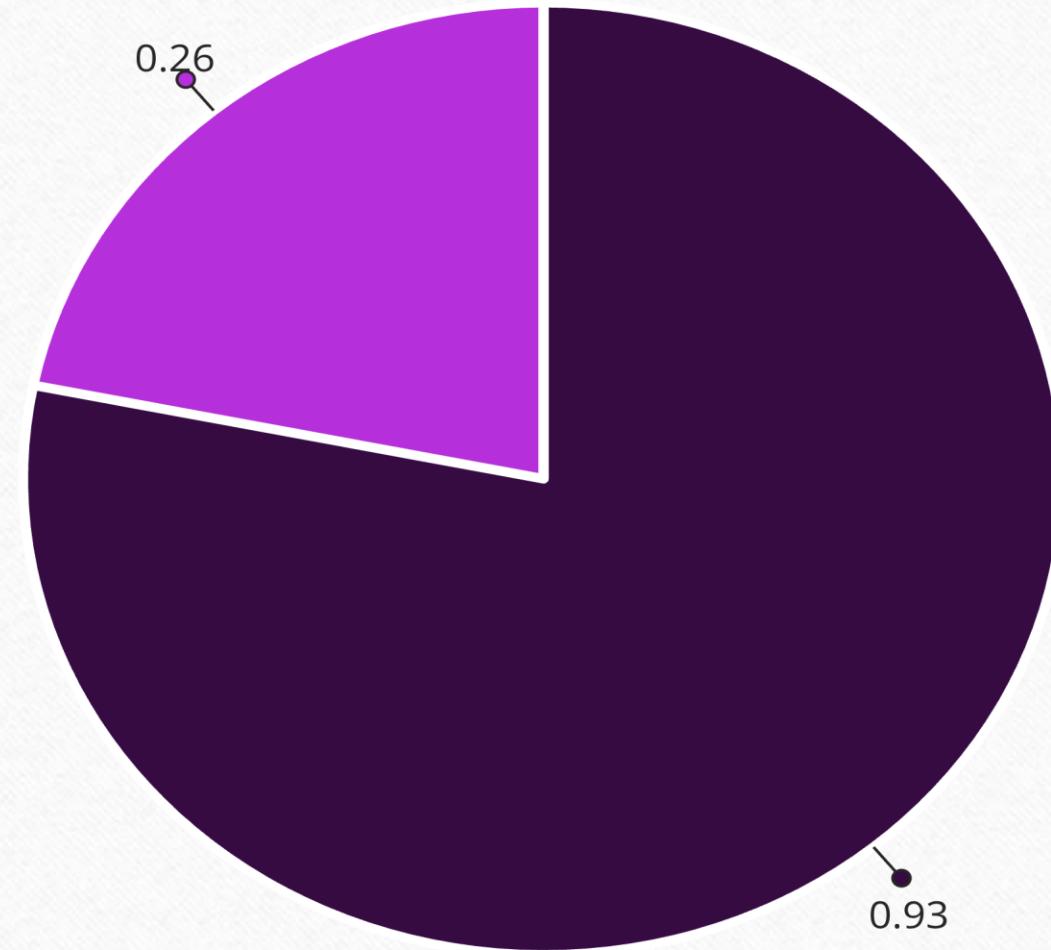
Avg Total Views

Per channel

Correlation Insights

0.26

0.93

■ *Subscribers vs Views*   ■ *Videos vs Subscribers*

Strong Positive

Subscribers and total views highly correlated (0.93)

Weak Link

Video count weakly related to subscribers (0.26)

Video Performance Patterns

Educational Content

Top videos dominated by long-form educational content
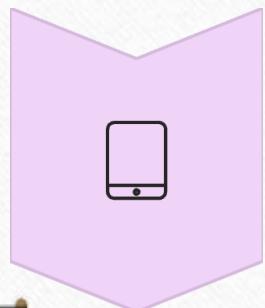
High Engagement

Strong engagement with low reach indicates quality content

30-Min Average
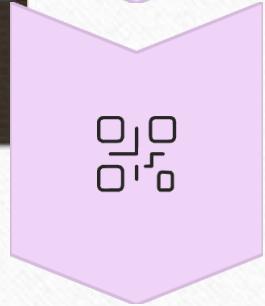
Preference for long-form tech content

Channel Efficiency Leaders

Android Developers
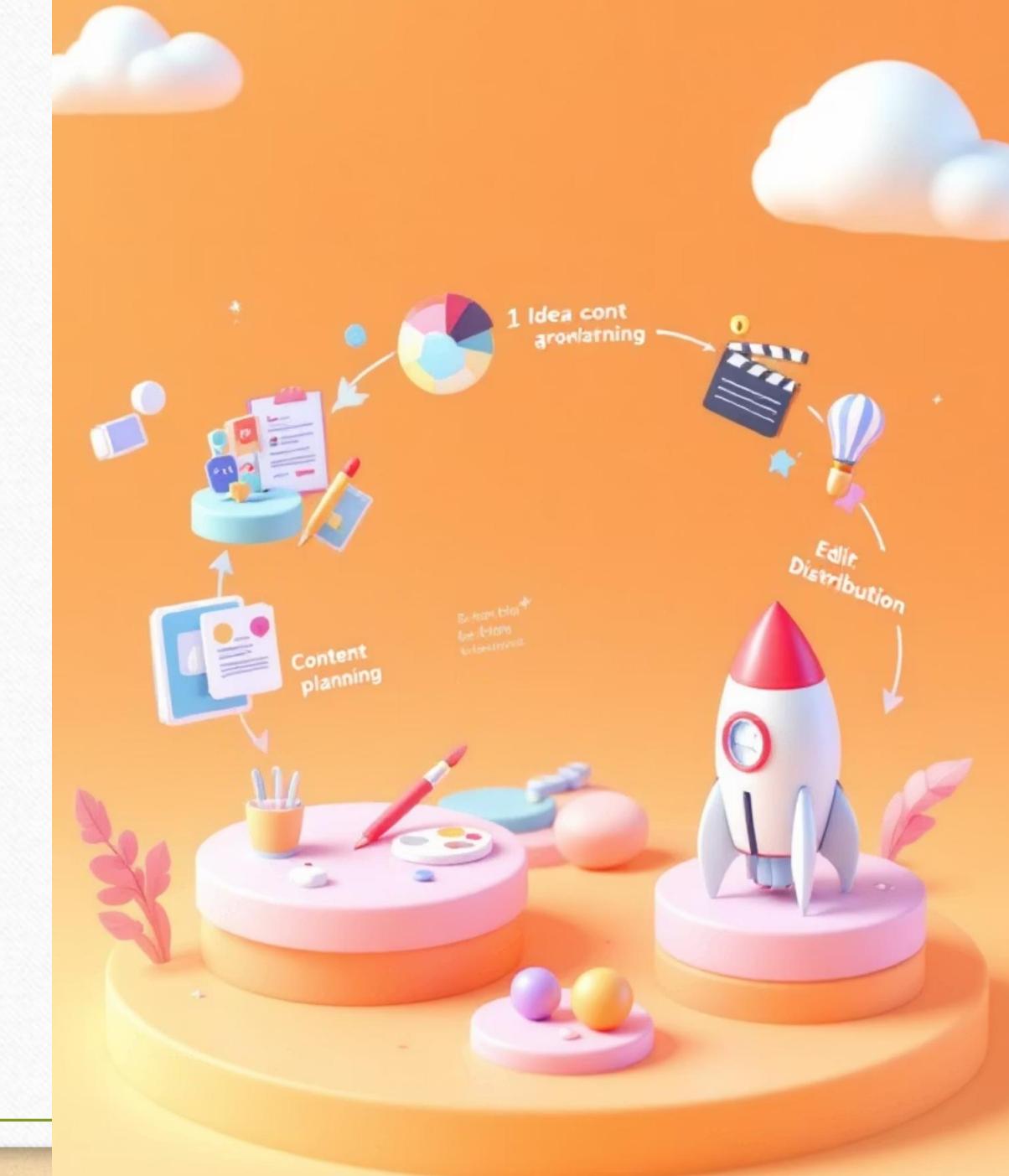
Highest views per video

SuperSimpleDev

Top efficiency metrics

Key Finding: High efficiency doesn't always correlate with subscriber size

Strategic Recommendations

Quality Over Quantity

New creators: prioritize content quality over upload volume

Brand Partnerships

Target high engagement and efficient channels for collaboration

Educational Focus

Long-form educational content performs best in tech niches

Key Takeaway

Sustainable YouTube growth depends on content relevance, engagement, and efficiency—not upload quantity

Data-driven strategies provide competitive edge

For creators and brands alike

Quality content wins long-term

Focus on value over volume