

Subscribers Galore Exploring the World Top Youtube Channel

PROJECT REPORT

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Repository Link:

<https://github.com/RajeshkRajeshk/NM1>

Table of Contents

S.No	TOPIC	PAGE No
1	Introduction	
	♣ 1.1 Overview	3
	♣ 1.2 Purpose	4
2	Literature Survey	
	♣ 2.1 Existing Problems	5
	♣ 2.2 Proposed Solutions	5
3	Theoretical Analysis	
	♣ 3.1 Block Diagram	6
	♣ 3.2 Hardware/Software Designing	6
4	Experimental Investigations	7
5	Flowchart	8
6	Results	8-9
7	Advantages and Disadvantages	10
8	Applications	11
9	Conclusion	11
10	Future Scope	11

11	Appendix	
	♣ 11.1 Source Code	
	♣ 11.2 Github and Project demo link	

1.Introduction

1.1 Overview

The fascinating book "Subscribers Galore: Exploring the World's Top YouTube Channels" delves into the dynamic and always changing world of YouTube, one of the most popular and significant social media platforms of our day. This thorough examination explores the fascinating world of the most well-liked YouTube channels, where content producers have amassed sizable fan bases and built entire media empires around their channels. This article reveals the strategies underlying the popularity of these channels, the variety of content they provide, and the amazing level of engagement they have generated with their members. These strategies range from entertainment and education to lifestyle and gaming.

The essay starts out by emphasising how much of an impact YouTube has, given that billions of people use it every day to watch an incredible amount of video content. It demonstrates how the platform has made content creation more accessible by allowing creators with a variety of backgrounds to share their interests and knowledge with a worldwide audience. As we dig further, we examine some of the most notable YouTube channels, from educational heavyweights like TED-Ed to musical hits like PewDiePie and T-Series. These channels' success stories are broken down to show the ingenuity, reliability, and audience engagement tactics that have helped them rise to the top.

Furthermore, "Subscribers Galore" explores the complex effects of these YouTube channels on the producers, subscribers, and the larger digital media

environment. This article provides a fascinating look into the world of YouTube influencers and the significant changes they have brought about in the media and entertainment sectors by providing insights into the content trends and techniques that drive the success of these channels.

1.2 Purpose

The purpose of "Subscribers Galore: Exploring the World's Top YouTube Channels" is to provide readers with a comprehensive and insightful examination of the phenomenon of highly popular YouTube channels. This exploration serves several key objectives:

Inform and Inspire: The article aims to inform readers about the wide-ranging content and the creators behind the world's most popular YouTube channels. By showcasing these success stories, it seeks to inspire aspiring content creators, entrepreneurs, and individuals interested in the digital media landscape.

Highlight Strategies for Success: It dissects the strategies, content types, and engagement techniques that have propelled these channels to the top. By doing so, it offers valuable insights for those looking to grow their own YouTube channels or understand the dynamics of successful content creation on the platform.

Contextualize YouTube's Impact: The article seeks to place YouTube's influence in a broader context, showing how these top channels are impacting popular culture, education, and marketing. This provides a deeper understanding of YouTube's role in the digital age.

Entertain and Educate: "Subscribers Galore" aims to both entertain and educate its readers, offering a captivating look into the world of YouTube while providing knowledge about the strategies and trends shaping this dynamic medium.

In essence, the purpose of this article is to offer an engaging and informative exploration of the world's top YouTube channels, shedding light on the factors contributing to their success and the broader implications for content creation, media, and digital culture in the 21st century.

2.Literature Survey

2.1 Existing Problem

- ❖ **Data collection:** Selected influencers' LinkedIn profiles are used by the algorithm to gather data.
- ❖ **Metrics tracking:** It keeps track of important metrics on influencer postings, like views, likes, comments, and shares.
- ❖ **Sentiment analysis:** The programme evaluates the attitude of the audience towards content from influencers.
- ❖ **Demographic data:** It collects data, such as demographics, on the followers of the influencers.
- ❖ **Content analysis:** The system assesses the performance of influencers as well as the kinds of content they post.
- ❖ **Trend identification:** It recognises popular subjects covered by influencers and trends in the sector.
- ❖ **Reporting:** Reports on audience engagement and influencer performance are generated by the current system.
- ❖ **Dashboard:** To see statistics and insights on particular influencers, users can go to a dashboard.

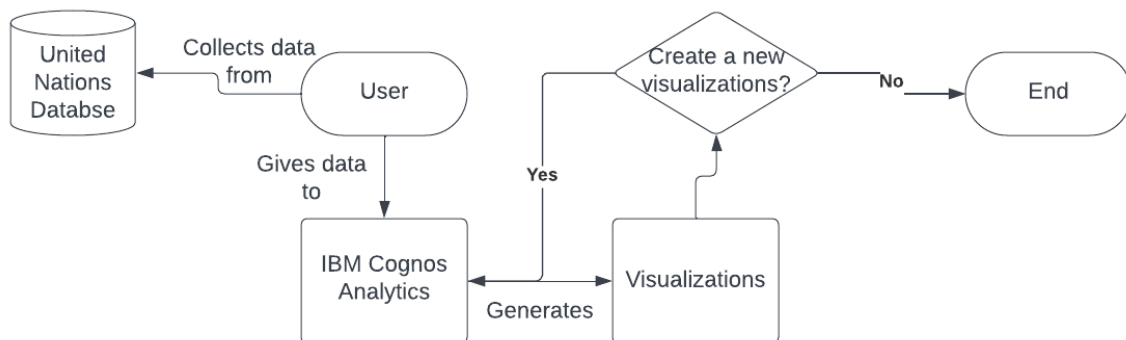
2.2 Proposed System

- ❖ To clean and retrieve reliable data, we can execute data preparation using IBM Cognos Analytics.

- ❖ Since graphs and charts are easier to understand than tabular data, we can use IBM Cognos Analytics to build a variety of charts to help us understand the data.
- ❖ It is possible to generate multiple dashboards and reports that summarise the company's interests on a single page. Decision-making can be aided by the automatic insights offered by IBM Cognos Analytics.

3.Theoritcal Analysis

3.1 Block Diagram



3.2 Hardware/Software Designing

Hardware Requirements:

- ❖ Processor: Intel(R) Core(TM) i7-8565U CPU @ 1.80GHz 1.99 GHz
- ❖ Installed RAM: 8.00 GB (7.89 GB usable)
- ❖ System type: 64-bit operating system, x64-based processor Proper Internet

Software Requirements:

Cognos Analytics from IBM: IBM offers a web-based comprehensive business intelligence suite called Cognos Analytics. It offers a suite of tools for score carding, analytics, reporting, and event and metric tracking. The software is made up of several parts that are intended to satisfy the various information needs of an organisation.

Google Chrome: Is a cross-platform web browser that was created by the company. Using the most recent version of the Chrome browser is crucial if you want to utilise all of IBM Cognos Analytics' features.

4.Experimental Investigation

Dataset Name: Subscribers_galore_exploring_the_world's_top_youtube_channels.csv

Dataset__Source: <https://www.kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world>

Number of Columns: 10

Number of Rows: 280932

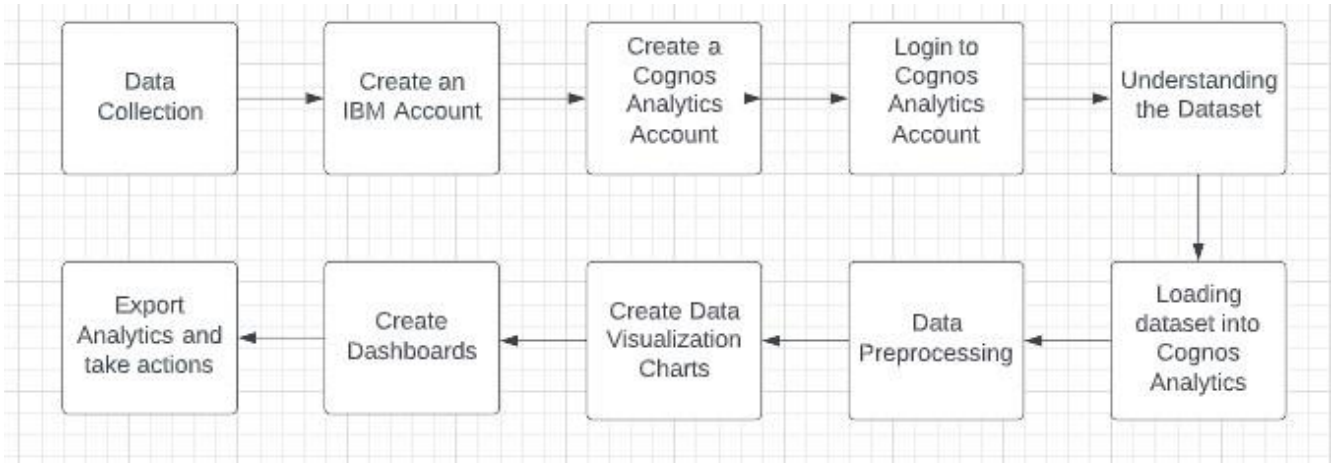
Overview of the Dataset:

The following characteristics are included in the data set:

- ❖ **LocID (numeric):** A location's numerical code that adheres to ISO 3166-1 for regions and nations.
- ❖ **Location (string):** The area, country, subregion, or region's name
- ❖ **Varid (numeric):** Variant identification number
- ❖ **Version (string):** Name of projection version (the most common is Medium)
- ❖ **Time (string):** Label designating the data's duration (e.g., 1950–1955) or a single year (e.g., 1950).
- ❖ **Midperiod (numeric):** A number that indicates the middle of the data set; the month is indicated by the decimal (e.g. 1950.5)
- ❖ **Popmale (numerical):** The total number of men in thousands
- ❖ **Pofemale (numerical):** The number of females in thousands

- ❖ **Poptotal:** The total population expressed in thousands
- ❖ **Popdensity (numeric):** The number of people per thousand

5.Flow Chart



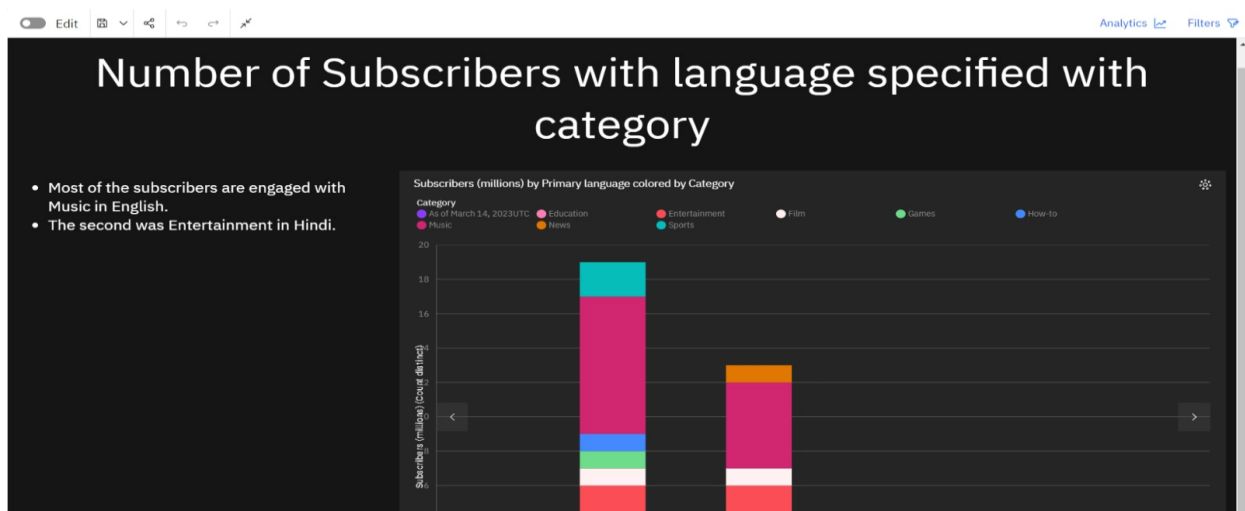
6.Results

Preparing and Preprocessing Data

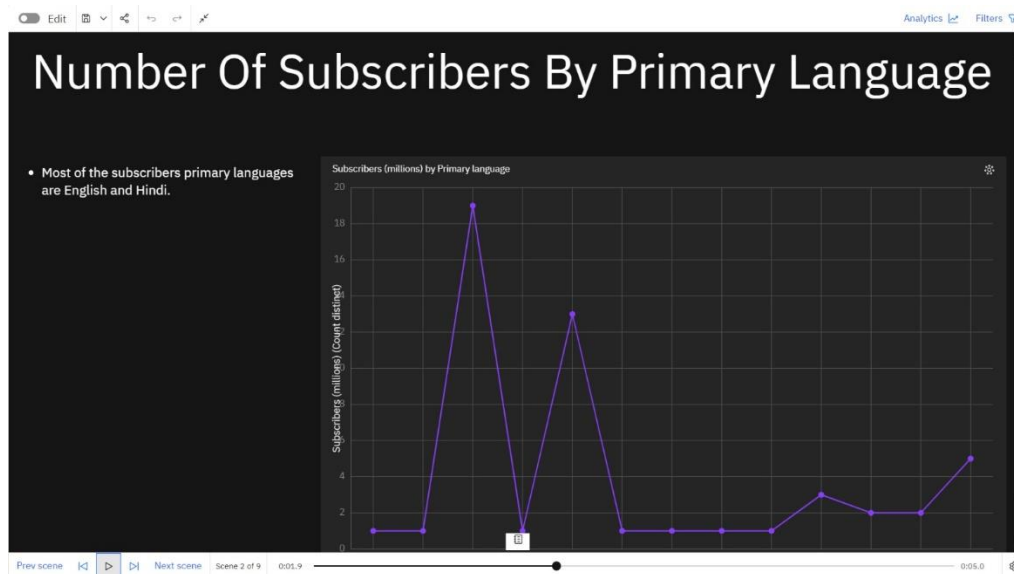
- ❖ Take out the current column.
- ❖ Establish A Fresh Calculated Field Pop Male + Pop Female equals Pop Total; format the information.
- ❖ Data types for Pop Male and Pop Female format fields.
- ❖ PopMale, PopFemale, and PopTotal are double datatypes in this instance. However, population does not exist in binary or fractional forms. creating an integer out of their data kinds.

Data visualization Charts

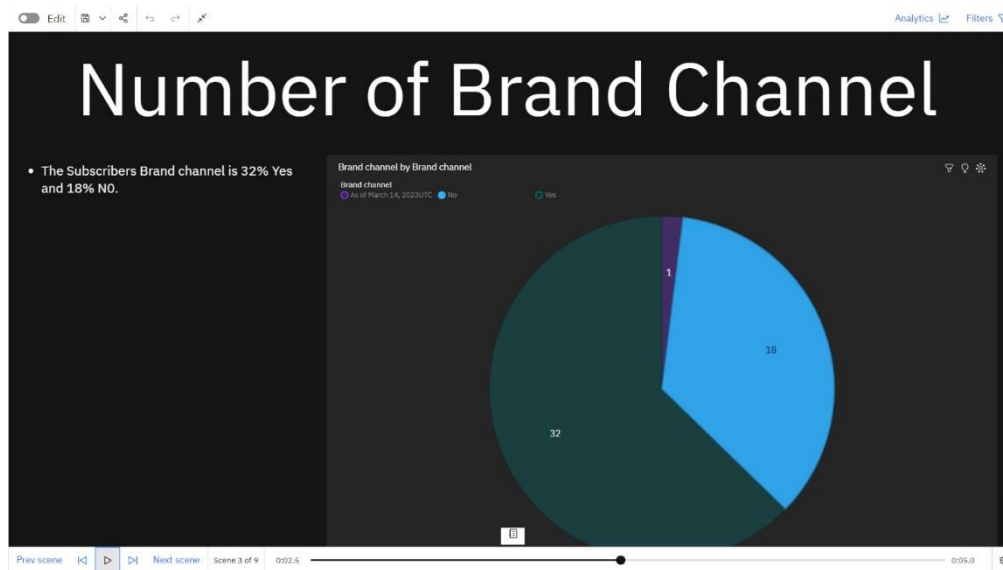
1. Bar chart for No. of subscribers with language specified with category



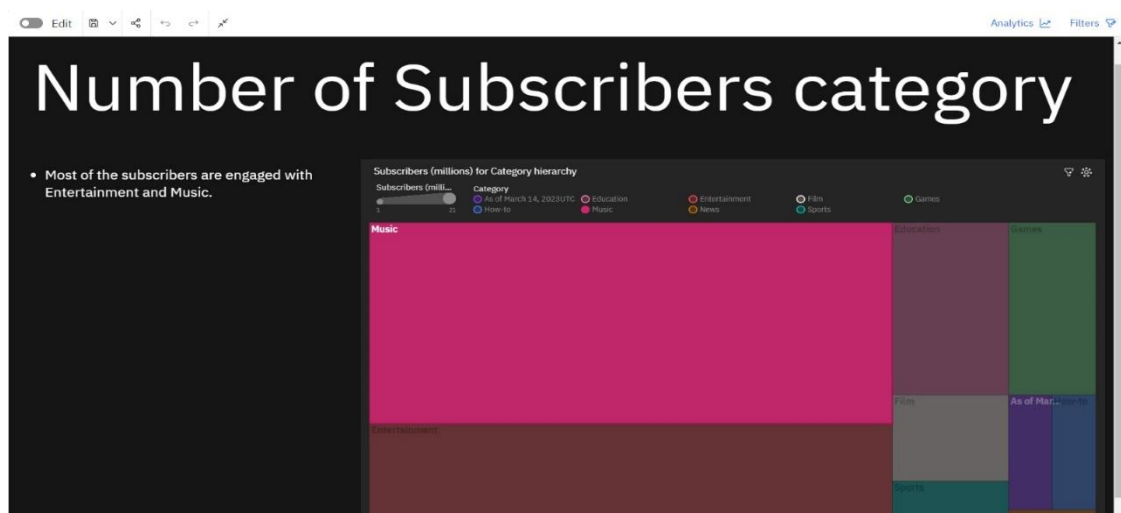
2. Primary language



3. No. of Brand channel



4. No. of subscriber category



7.Advantages

- ❖ **Insightful Analysis:** The article provides readers with an insightful analysis of the most popular YouTube channels, offering an in-depth look at the strategies, content, and engagement techniques that have led to their success. This analysis can be highly valuable for content creators, marketers, and individuals looking to understand the keys to building a substantial online following.
- ❖ **Inspiration for Creators:** By showcasing the achievements of top YouTube channels, the article serves as a source of inspiration for aspiring content creators. It demonstrates that success on the platform is attainable through creativity, dedication, and effective audience engagement, motivating individuals to pursue their own content creation goals.

Disadvantages

- ❖ **Overlooked Channels:** One potential disadvantage could be that the article may focus on only the most well-known and widely popular YouTube channels, inadvertently overlooking smaller but equally valuable content creators. This may perpetuate the concentration of attention on already famous channels while neglecting emerging talent.
- ❖ **Changing Landscape:** The YouTube platform is continually evolving, and the popularity of channels can change rapidly. An article of this nature might become outdated quickly, as new channels rise to prominence and others decline. Keeping the content up-to-date could be a challenge.

8.Applications

- ❖ The United Nations may use this to track the rate of population growth in a certain area and take appropriate action.
- ❖ This can also be used by International Welfare Organisations for the same goals as previously described.
- ❖ They can also collect the names of the most populous regions and population dense sites to assess if the amenities at those locations are up to the mark.

9.Conclusion

In this project, we have successfully collected data from United Nations website, understood the dataset and performed data preparation to obtain accurate data using IBM Cognos Analytics. Then we have created data visualizations and dashboards. These dashboards provided various insights to the user which can be applied in Decision Making. These insights on world population dataset can be utilized by various organizations for the welfare of the people.

10.Future Scope

This project can be fine grained to local level from the global level by collecting data from local regions. This data can be used by the local authorities to gain insights and take necessary actions. This will create even more impact as minor issues will also come into light. When global level is considered, these minor issues might be over shadowed by the other major issues.

11.Appendix

11.1 Source Code

```
<!DOCTYPE html>

<html lang="en">

<head>

  <meta charset="utf-8">

  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Literacy Rate</title>

  <meta content="" name="description">

  <meta content="" name="keywords">

  <link href="static/style.css" rel="stylesheet">

</head>

<body>

  <header id="header" class="fixed-top">

    <div class="container d-flex align-items-center justify-content-between">

      <h1 class="logo"><a href="index.html">Education in India</a></h1>

      <nav id="navbar" class="navbar">

        <ul>

          <li><a class="nav-link scrollto active" href="#hero">Home</a></li>

          <li><a class="nav-link scrollto" href="#services">Story</a></li>

          <li><a class="nav-link scrollto " href="#portfolio">Dashboard</a></li>

          <li><a class="nav-link scrollto" href="#team">Report</a></li>

        </nav>

      </div>
```

</header>

<section id="hero" class="d-flex align-items-center">

<div class="container d-flex flex-column align-items-center justify-content-center" data-aos="fade-up">

<h1>Analysis of Literacy rate in India</h1>

<h2>Education is key for development of a Nation</h2>

Get Started

</div>

</section>

<main id="main">

<section id="about" class="about">

<div class="container">

</div>

</section>

<section id="services" class="services">

<div class="container" data-aos="fade-up">

<div class="section-title">

<h2>Story</h2>

</div>

<iframe

src="https://us3.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FGlassdoor%2Bstory&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&scen

eld=model0000018b3be9435f_00000000&sceneTime=5000" width="1350"
height="900" frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

</div>

</div>

</section>

<section id="portfolio" class="portfolio">

<div class="container" data-aos="fade-up">

<div class="section-title">

<h1>DashBoard</h1>

</div>

<iframe

src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my
_folders%2FGlassdoor%2Bdashboard&closeWindowOnLastView=true&ui
_appbar=false&ui_navbar=false&shareMode=embedded&action=vie
w&mode=dashboard&subView=model0000018b398cf836_00000000"
width="1350" height="900" frameborder="0" gesture="media" allow="encrypted-
media" allowfullscreen=""></iframe>

</div>

</div>

</section>

<section id="team" class="team">

<div class="container" data-aos="fade-up">

<div class="section-title">

<h2>Report</h2>

</div>

```
<iframe
src="https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FGlassdoor%2Bre
port&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=fal
se&shareMode=embedded&action=run&format=HTML&prompt=
false" width="1350" height="900" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
```

```
</div>
```

```
</div>
```

```
</section>
```

```
</main>
```

```
</body>
```

```
</html>
```

Style.css

```
body {
    font-family: "Open Sans", sans-serif;
    color: #444444;
}
```

```
a {
    color: #3b4ef8;
    text-decoration: none;
}
```

```
a:hover {
    color: #6c7afa;
    text-decoration: none;
```

```
background: #fff;

box-shadow: 0px 0px 30px rgba(127, 137, 161, 0.25);

}
```

```
.navbar-mobile .dropdown ul li {

  min-width: 200px;

}
```

```
.navbar-mobile .dropdown ul a {

  padding: 10px 20px;

}
```

```
.navbar-mobile .dropdown ul a i {

  font-size: 12px;

}
```

```
.navbar-mobile .dropdown ul a:hover,

.navbar-mobile .dropdown ul .active:hover,

.navbar-mobile .dropdown ul li:hover>a {

  color: #3b4ef8;

}
```

```
.navbar-mobile .dropdown>.dropdown-active {

  display: block;

}
```



```
}
```

```
/*-----
```

```
# Hero Section
```

```
-----*/
```

```
#hero {
```

```
width: 100%;
```

```
height: 100vh;
```

```
background: white;
```

```
border-bottom: 2px solid white;
```

```
text-align: center;
```

```
}
```

```
#hero .container {
```

```
padding-top: 70px;
```

```
}
```

```
#hero h1 {
```

```
margin: 0;
```

```
font-size: 48px;
```

```
font-weight: 700;
```

```
line-height: 56px;
```

```
color: #141d2b;
```

```
width: 60%;
```

```
color: #2d405f;  
}
```

```
#hero h2 {  
  color: #466393;  
  margin: 15px 0 0 0;  
  font-size: 24px;  
  color: #2d405f;  
}
```

```
#hero .btn-get-started {  
  font-family: "Krub", sans-serif;  
  font-weight: 500;  
  font-size: 16px;  
  letter-spacing: 1px;  
  display: block;  
  padding: 8px 32px 10px 32px;  
  margin-top: 25px;  
  border-radius: 5px;  
  transition: 0.5s;  
  color: #fff;  
  background: #3b4ef8;  
}
```

```
#hero .btn-get-started:hover {  
    background: #0a22f6;  
}
```

```
#hero .hero-img {  
    max-width: 60%;  
    margin-top: 40px;  
}
```

```
@media (max-width: 992px) {  
    #hero h1 {  
        font-size: 36px;  
        line-height: 42px;  
        width: 100%;  
    }
```

```
#hero h2 {  
    font-size: 20px;  
    line-height: 24px;  
}
```

```
#hero .hero-img {  
    max-width: 90%;  
}
```

```
.section-title h2 {  
  
    font-size: 32px;  
  
    font-weight: bold;  
  
    margin-bottom: 20px;  
  
    padding-bottom: 20px;  
  
    position: relative;  
  
    color: #2d405f;  
  
}
```

```
.section-title h2::after {  
  
    content: "";  
  
    position: absolute;  
  
    display: block;  
  
    width: 50px;  
  
    height: 3px;  
  
    background: #aabbdd;  
  
    bottom: 0;  
  
    left: calc(50% - 25px);  
  
}
```

```
.section-title p {  
  
    margin-bottom: 0;  
  
}
```

```
margin-bottom: 30px;  
}
```

```
.about .content .about-btn {  
    display: inline-block;  
    background: rgba(255, 255, 255, 0.05);  
    padding: 6px 30px 8px 30px;  
    color: #fff;  
    border-radius: 50px;  
    transition: 0.3s;  
}
```

```
.about .content .about-btn i {  
    font-size: 14px;  
}
```

```
.about .content .about-btn:hover {  
    background: rgba(255, 255, 255, 0.1);  
}
```

```
.about .icon-boxes .icon-box {  
    margin-top: 30px;  
}
```

```
.about .icon-boxes .icon-box i {  
  
    font-size: 40px;  
  
    color: #b6bdfc;  
  
    margin-bottom: 10px;  
}
```

```
.about .icon-boxes .icon-box h4 {  
  
    font-size: 20px;  
  
    font-weight: 700;  
  
    margin: 0 0 10px 0;  
}
```

```
.about .icon-boxes .icon-box p {  
  
    font-size: 15px;  
}
```

```
@media (max-width: 1200px) {  
  
    .about .content {  
  
        padding-right: 0;  
    }  
}
```

```
@media (max-width: 768px) {  
  
    .about {
```

```
        text-align: center;

    }

}

/*-----

# Clients

-----*/

.clients {

    background: #f6f7ff;

    padding: 15px 0;

    text-align: center;

}

.clients img {

    max-width: 45%;

    transition: all 0.4s ease-in-out;

    display: inline-block;

    padding: 15px 0;

}

.clients img:hover {

    transform: scale(1.15);

}
```

```
@media (max-width: 768px) {
```

```
  .clients img {
```

```
    max-width: 40%;
```

```
  }
```

```
}
```

```
/*-----
```

```
# Features
```

```
-----*/
```

```
.features .content+.content {
```

```
  margin-top: 100px;
```

```
}
```

```
.features .content h3 {
```

```
  font-weight: 600;
```

```
  font-size: 26px;
```

```
}
```

```
.features .content ul {
```

```
  list-style: none;
```

```
  padding: 0;
```

```
}
```

```
.features .content ul li {
```



```
padding-bottom: 10px;
}
```

```
.features .content ul i {
    font-size: 20px;
    padding-right: 4px;
    color: #3b4ef8;
}
```

```
.features .content p:last-child {
    margin-bottom: 0;
}
```

```
/*-----
```

```
# Steps
```

```
-----*/
```

```
.steps {
    padding-top: 20px;
}
```

```
.steps .row {
    overflow: hidden;
}
```

```
.steps .content-item {  
  
  padding: 40px;  
  
  border-left: 1px solid #eee;  
  
  border-bottom: 1px solid #eee;  
  
  margin: -1px;  
  
}
```

```
.steps .content-item span {  
  
  display: block;  
  
  font-size: 24px;  
  
  font-weight: 400;  
  
  color: #3b4ef8;  
  
}
```

```
.steps .content-item h4 {  
  
  font-size: 28px;  
  
  font-weight: 400;  
  
  padding: 0;  
  
  margin: 20px 0;  
  
  color: #2d405f;  
  
}
```

```
.steps .content-item p {  
  
  color: #aaaaaa;
```

font-size: 15px;

App.py

```
from flask import Flask,render_template
```

```
app=Flask(__name__)
```

```
@app.route("/")
```

```
def index():
```

```
    return render_template("index.html")
```

```
if __name__=="__main__":
```

```
    app.run(debug=True,port=8000)
```

11.2 Github Link

<https://github.com/RajeshkRajeshk/NM1>

Project Demo Link:

<https://drive.google.com/file/d/1x5aVbdX1-i01SaDB8zJQCy6NacffR8Er/view?usp=sharing>