

# **Subscribers Galore Exploring the World Top Youtube Channel**

## **PROJECT REPORT**

**Submitted by:**

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# **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 mediaenvironment. 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 21<sup>st</sup> 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 Reference**

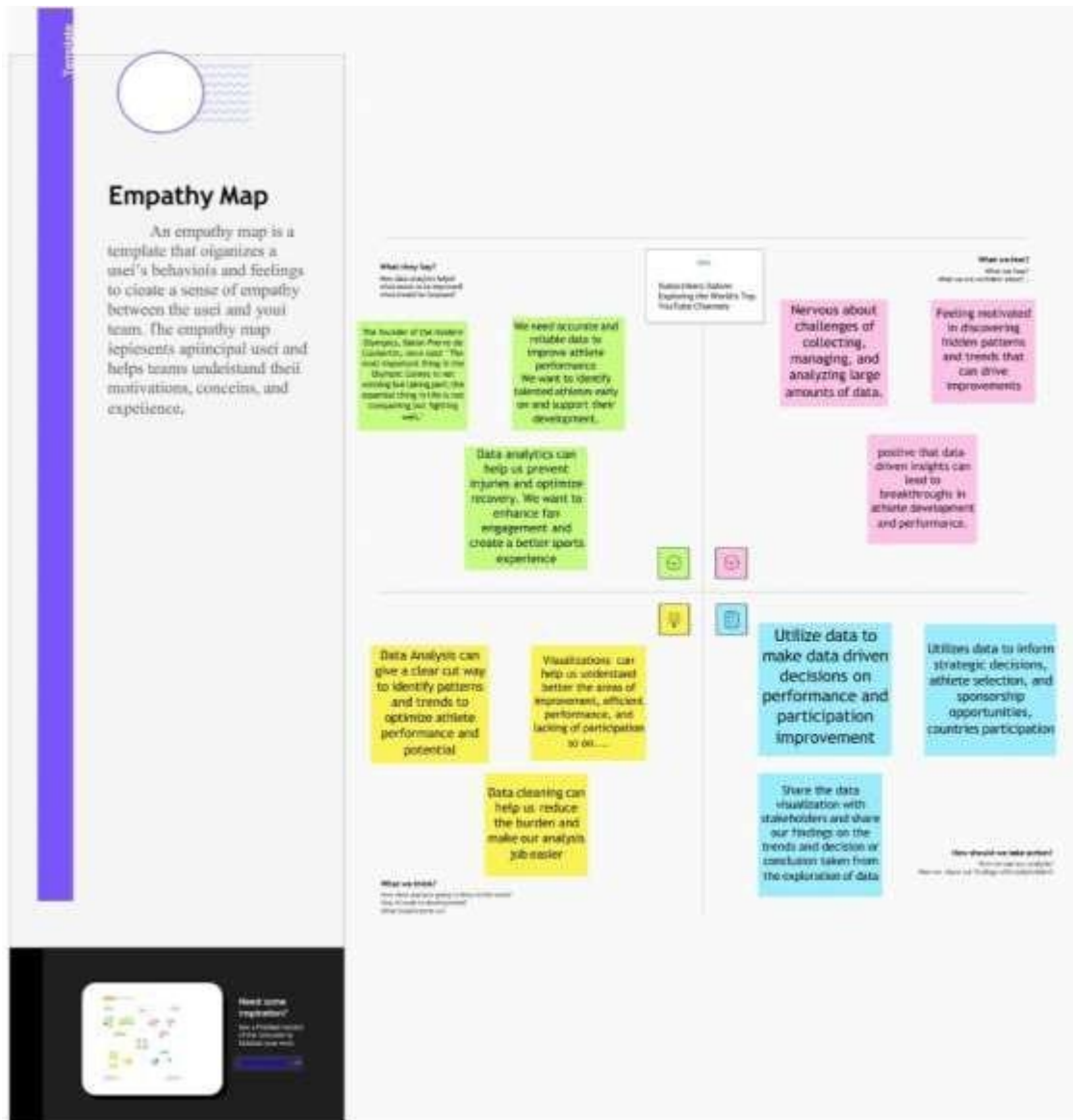
Content Analysis of Top View YouTube Videos on Open Educational Resources  
Author: - Alekh karadia Summary: - This content analysis focuses on the top-viewed YouTube videos related to Open Educational Resources (OER). The study examines the content and characteristics of these videos to gain insights into the popularity and trends surrounding OER on the platform. Through quantitative analysis, the researchers identify common themes, topics, and presentation styles among the top-viewed videos. The analysis also investigates factors like video length, engagement metrics, and audience interaction. The findings provide valuable information about the preferences and needs of YouTube users seeking OER content. This research contributes to understanding the impact of OER on educational platforms like YouTube and offers insights for content creators and educators interested in leveraging OER for educational purposes.

## **2.3 Problem statement**


"Across the Most Subscribed YouTube Channels" investigates the relationship between parasocial attributes and YouTube personalities. The study explores how factors like authenticity, likability, and relatability of YouTube personalities influence viewer engagement and subscription behaviour. A diverse dataset of popular YouTube channels from various content categories is analysed using quantitative and qualitative methods. The research identifies common patterns in content strategies, such as frequency of updates, audience interaction, and integration of feedback. The findings emphasize the importance of building and maintaining parasocial relationships with viewers. The study provides valuable insights for content creators, platform algorithms, and audience engagement strategies. Overall, it contributes to understanding the dynamics of YouTube personalities and their impact on viewer engagement.

### 3 IDEATION & PROPOSED SOLUTION

### 3.1 Empathy Map Canvas



## 3.2 Ideation & Brainstorming



### Brainstorm & idea prioritization

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

- 15 minutes to prepare
- 1 hour to brainstorm
- 3-4 people recommended

**1 Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

- 1. **Brainstorming**  
Before your session, prepare a list of questions and scenarios. Include their relevant information or previous details.
- 2. **Set the goal**  
Think about the problem you're looking to solve for your brainstorming session.
- 3. **Learn how to use the facilitation board**  
Refer to Facilitation Board to get step-by-step guidance on how to use it.

**2 Define your problem statement**

What problem are you trying to solve? Frame your problem as a clear, brief, one statement. This will be the basis of your brainstorm.

**Analyse the subscriber of based on the language**

1.Rajesh K  
2.JayaSundar M  
3.Hariharasudhan V  
4.Elaverasan N

**3 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

**Person 1**

- Gather Consistent Data
- Develop Report for Salary
- Generate Story for the Different Youtuber

**Person 3**

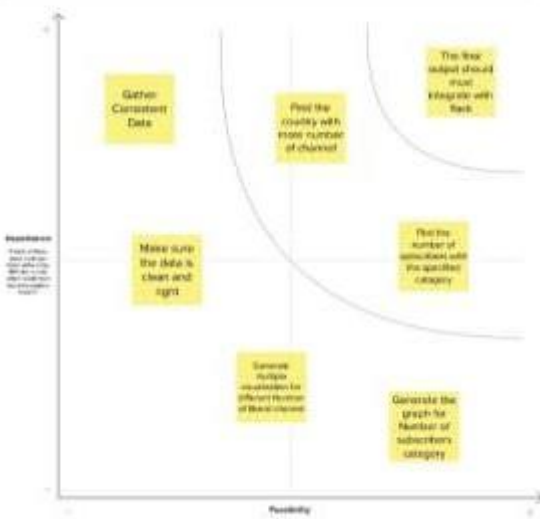
- Create a interactive dashboard
- Generate multiple visualization for different Number of Brand channel
- Generate the graph for Number of subscribers category

**Person 2**

- Make sure the data is clean and right
- Report and document should be error free
- The final output should must integrate with flask

**Person 4**

- Top 30 country with most number of subscribers with channel
- Find the country with more number of channel
- Find the number of subscribers with the specified category



**Feasibility**

**Possibility**

Proportion of Subscribers with different Number of Brand Channel (X-axis) and Salary (Y-axis)

**4 Group ideas**

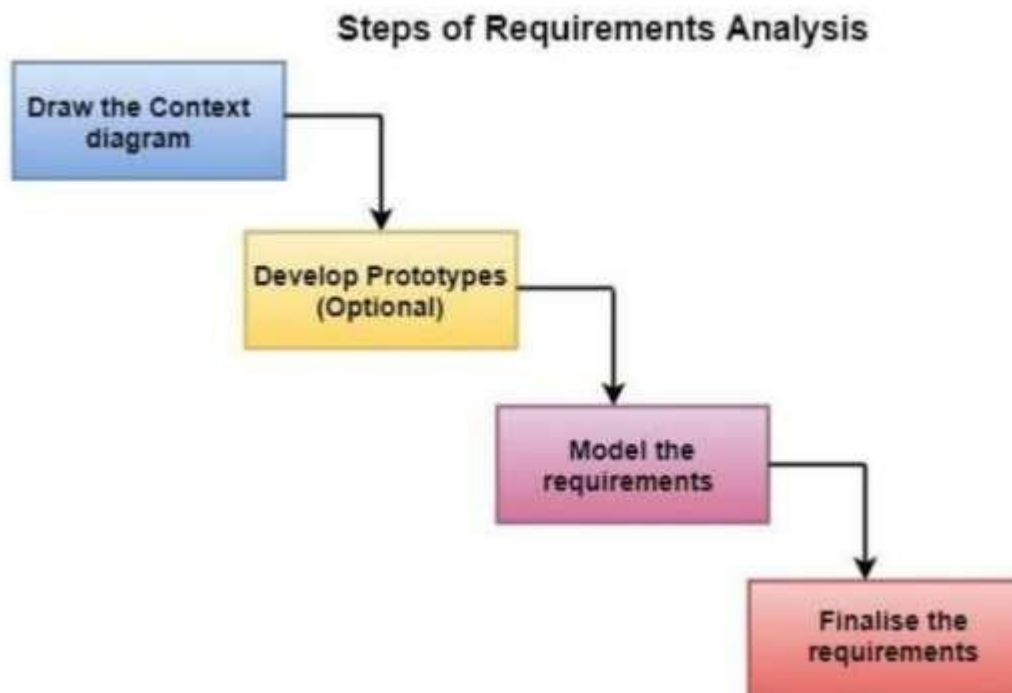
Now you're looking your ideas under a working project or similar roles as you go. Think of many ideas have been grouped, give each a number value. If a cluster is larger than the others, try and use it as a concept or sub-concept.

```

graph TD
    A[Gather Consistent Data] --> B[make sure the dataset is free from null values]
    B --> C[Generate multiple visualization for different Number of Brand channel]
    B --> D[Generate the graph for Number of subscribers category]
    B --> E[Report and document should be error free]
    C --> F[Make data driven decision using the trends and patterns through analysis]
    D --> F
    E --> F
  
```

## 4 REQUIREMENT ANALYSIS

---



## 5 PROJECT DESIGN

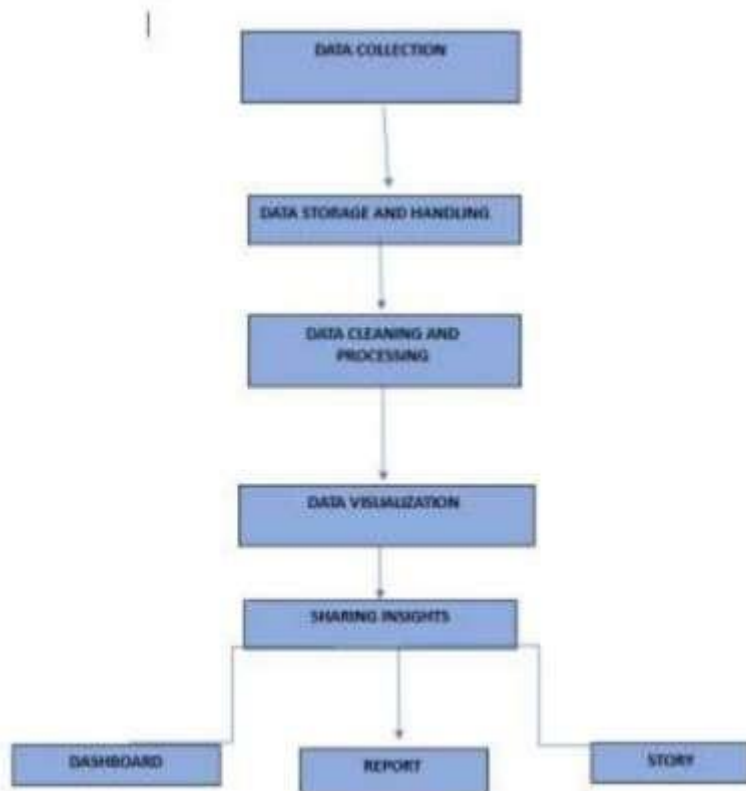
### 5.1 Dataflow Diagram

Data flow daigram:

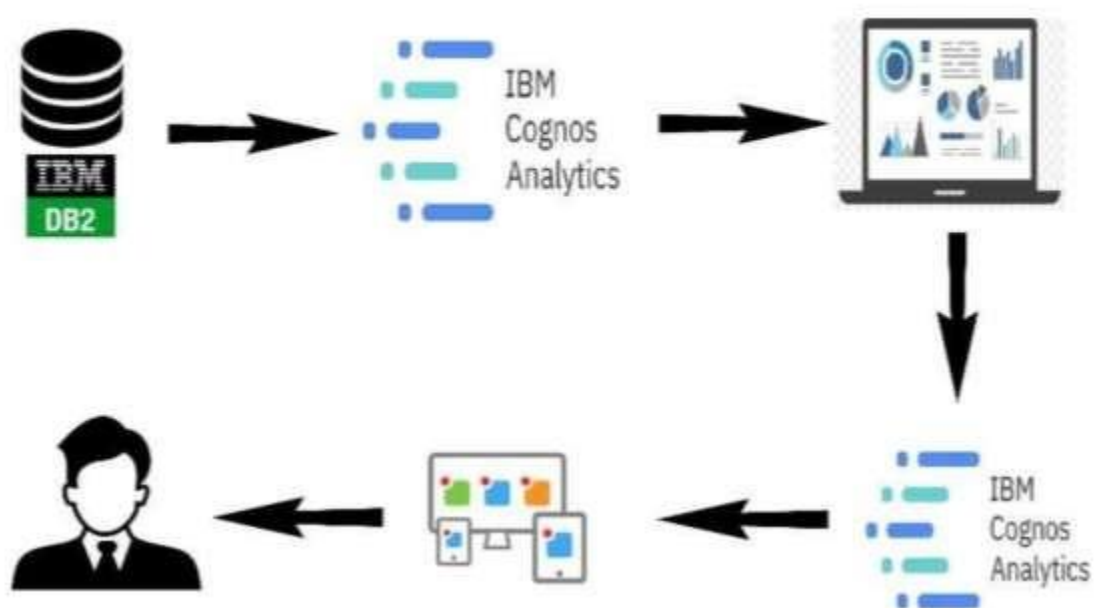




## 5.2 Solution architecture



## 6 TECHNICAL ARCHITECTURE



## 7 Coding and Solution

```

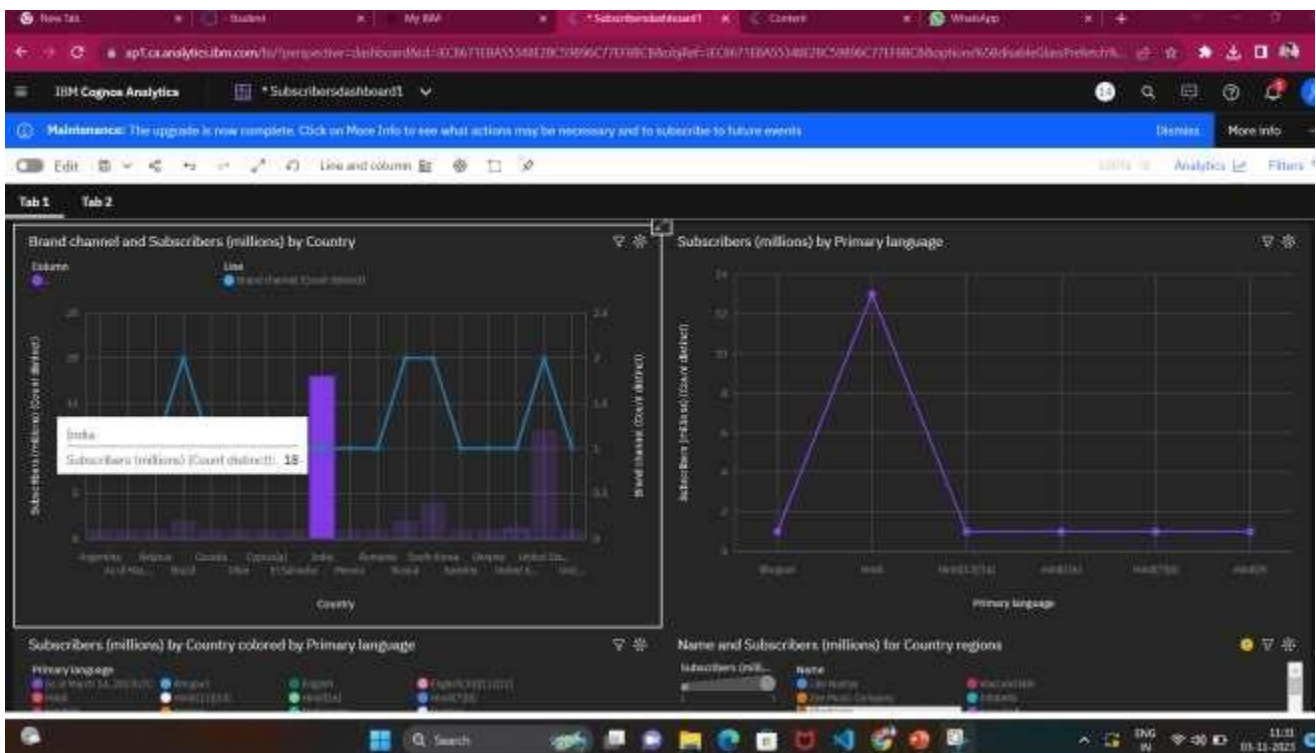
C:\Users\Neyla Sunda > Downloads > index.html
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="utf-8">
5     <meta content="width=device-width, initial-scale=1.0" name="viewport">
6     <title>Literacy Rate</title>
7     <meta content="" name="description">
8     <meta content="" name="keywords">
9     <link href="static/style.css" rel="stylesheet">
10  </head>
11  <body>
12    <header id="header" class="fixed-top">
13      <div class="container d-flex align-items-center justify-content-between">
14        <h1 class="logo"><a href="#index.html">Subscribers Galore</a></h1>
15        <nav id="navbar" class="navbar">
16          <ul>
17            <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
18            <li><a class="nav-link scrollto" href="#services">Story</a></li>
19            <li><a class="nav-link scrollto " href="#portfolio">Dashboard</a></li>
20            <li><a class="nav-link scrollto" href="#team">Report</a></li>
21          </ul>
22        </div>
23      </header>
24      <section id="hero" class="d-flex align-items-center">
25        <div class="container d-flex flex-column align-items-center justify-content-center" data-aos="fade-up">
26          <h2>Exploring the World's Top Youtube Channels</h2>
27
28          
32        <section id="about" class="about">
33          <div class="container">
34          </div>
35        </section>
36        <section id="services" class="services">
37          <div class="container" data-aos="fade-up">
38            <div class="section-title">
39              <h2>Story</h2>
40            </div>
41            <ifram src="https://api.ca.analytics.ibm.com/bi/?perspective-story&pathRef=.my_folders%2FSubscribersStory&action-view&nade-das
42            </div>
43          </div>
44        </section>
45        <section id="portfolio" class="portfolio">
46          <div class="container" data-aos="fade-up">
47            <div class="section-title">
48              <h1>DashBoard</h1>
49            </div>
50            <iframe src="https://api.ca.analytics.ibm.com/bi/?perspective-dashboard&pathRef=.my_folders%2FSubscribersdashboard1&action-view
51            </div>
52          </div>
53        </section>
54        <section id="team" class="team">
55          <div class="container" data-aos="fade-up">
56            <div class="section-title">
57              <h2>Report</h2>
58            </div>
59            <iframe src="https://api.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSubscribers%2Breport" width="1350" height="900" framebo
60            </div>
61          </div>
62        </section>
63      </main>
64    </body>
65  </html>
```

# SOLUTIONING

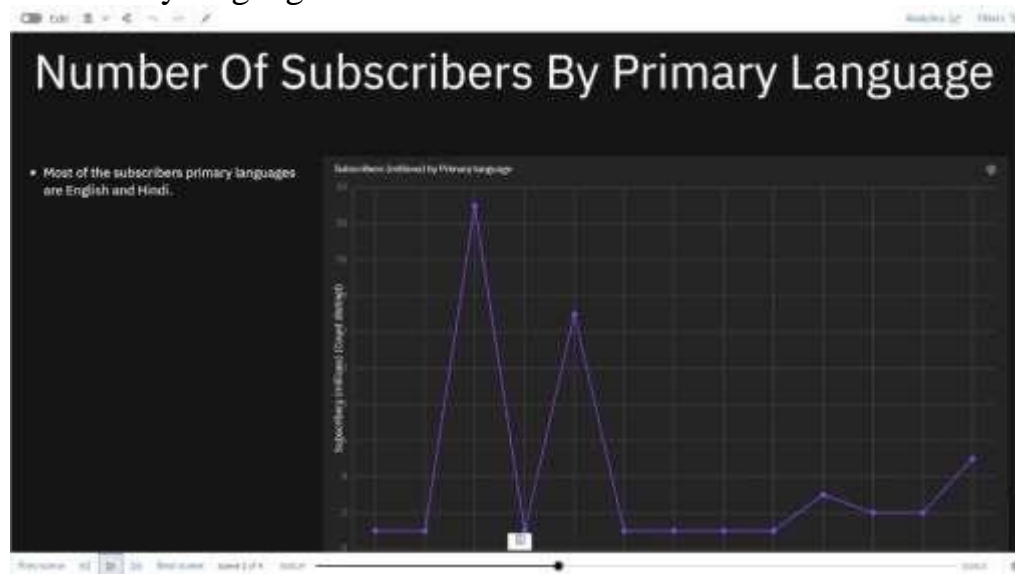


## 8 PERFORMANCE TESTING

### 1. VISUALIZATION



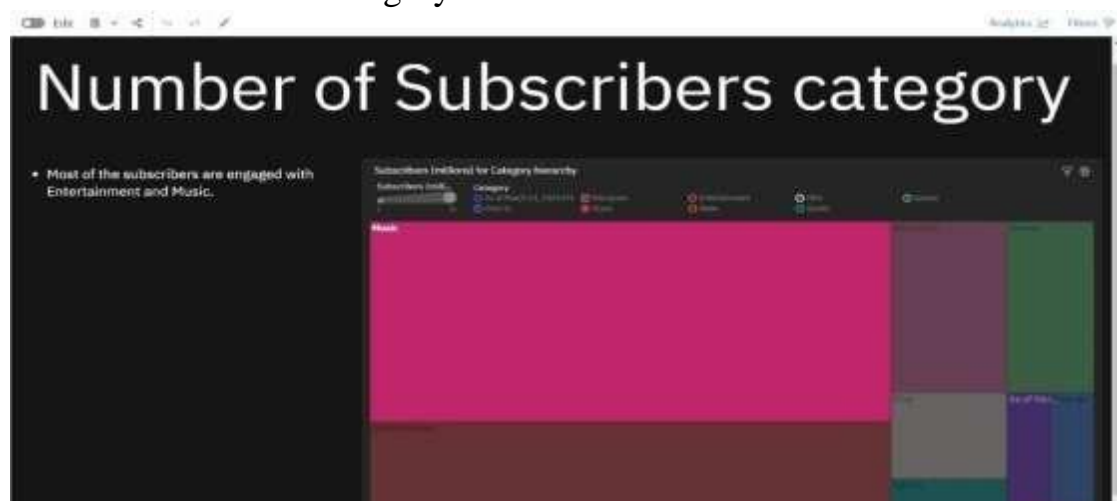
## 2. Primary language



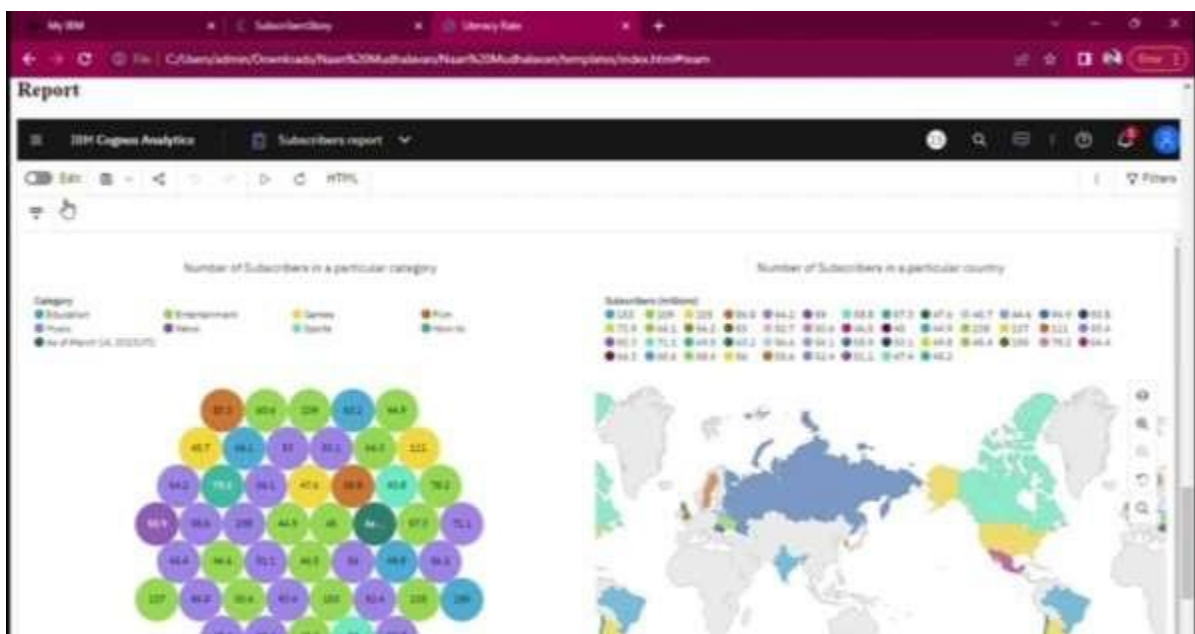
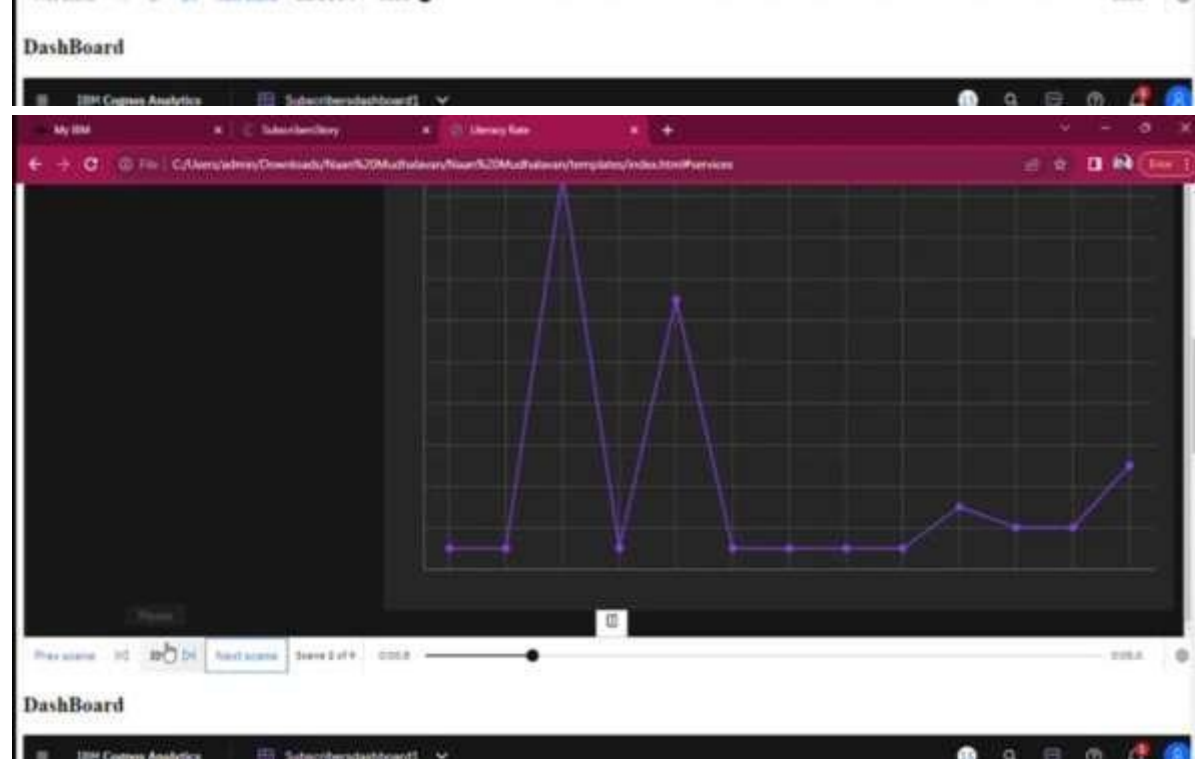
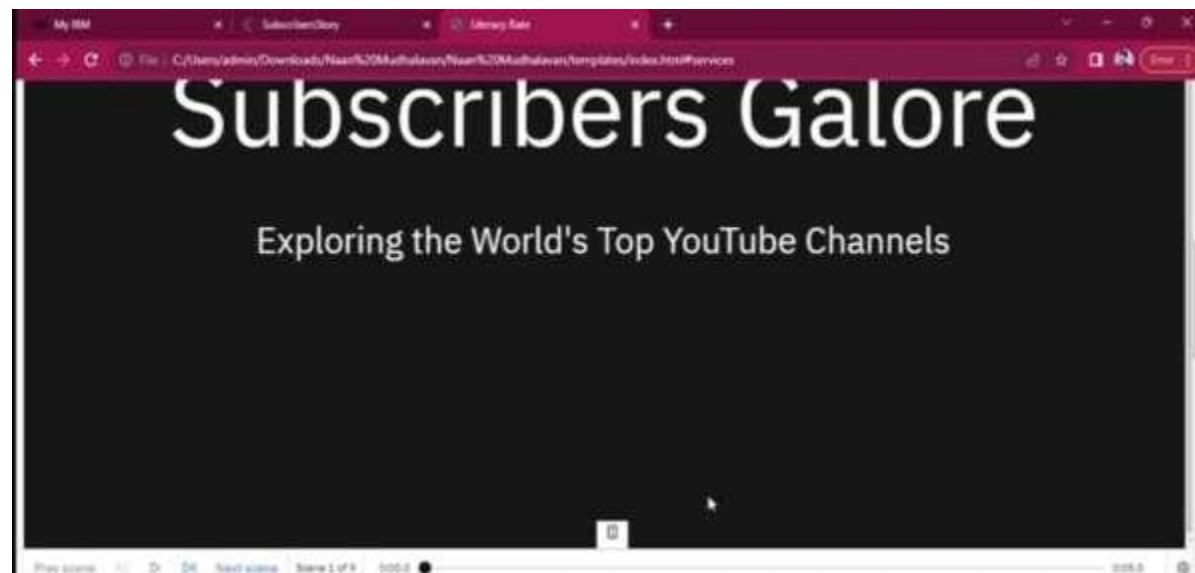
## 3. No. of Brand channel



## 4. No. of subscriber category



# RESULT



## 10 ADVANTAGE AND DISADVANTAGE

- ❖ **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.



## **11 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 .

## **12 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.

## 13 APPENDIX

### 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>

<a href="#about" class="btn-get-started scrollto">Get Started</a>



</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\_folde  
rs%2FGlassdoor%2Bstory&closeWindowOnLastView=true&ui\_appbar=fal  
se&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-medi" 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: #aabb7;  
  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)
```

### **Github Link**

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

### **Project Demo Link:**

[https://drive.google.com/file/d/1Diwbou8QCBCn4Ho\\_PwbUtEqn6\\_nPcPla/view?usp=drivesdk](https://drive.google.com/file/d/1Diwbou8QCBCn4Ho_PwbUtEqn6_nPcPla/view?usp=drivesdk)