

Subscribers Galore: Exploring World's Top YouTube Channels



T Series



MrBeast



Cocomelon

Most Subscribed Youtube Channels in the World

Project Submitted By

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Project Submitted On

07.10.2023

1. INTRODUCTION

1.1 OVERVIEW

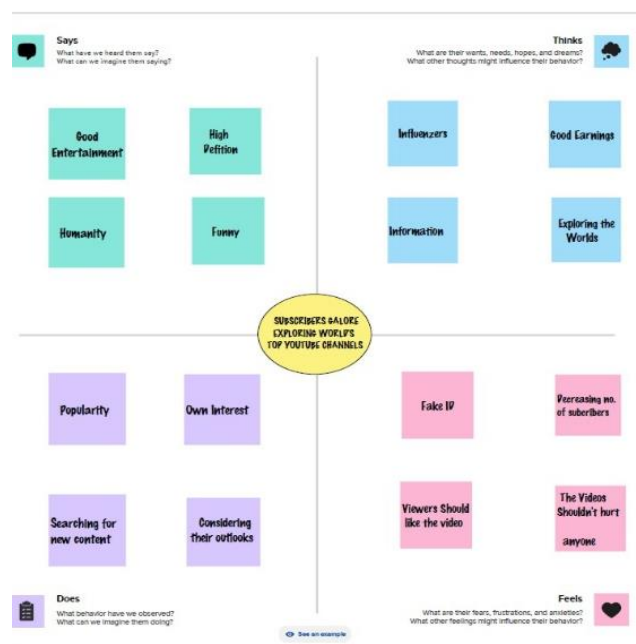
- ✓ A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed.
- ✓ The ability to subscribe to users was introduced in October 2005.
- ✓ YouTube began publishing a list of its most-subscribed channels in April 2006.
- ✓ This is a survey of the top 50 most subscribed YouTube channels in the world as of March 14, 2023.

1.2 PURPOSE

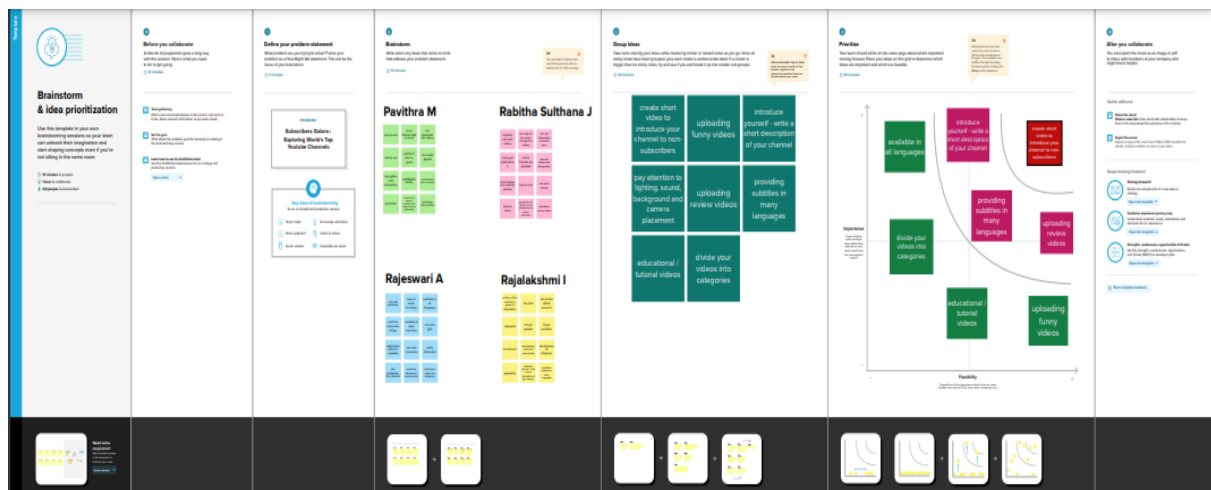
- ✓ To know the subscribers' field of interest.
- ✓ To know the languages of the most subscribed channels.
- ✓ To know the rank of the most subscribed channels.
- ✓ To know whether the subscribers are influenced by the brand.
- ✓ To compare the number of subscribers within the top 50 channels.
- ✓ To know the YouTubers nationality.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. RESULT

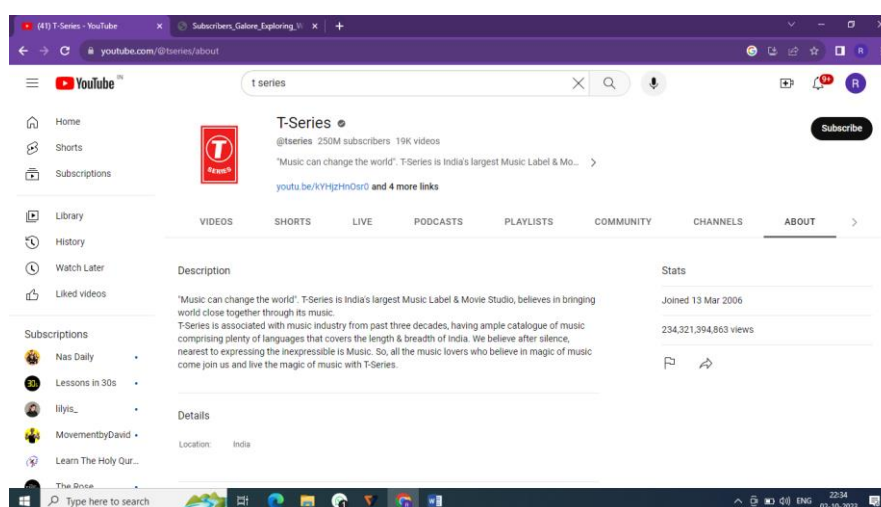
Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

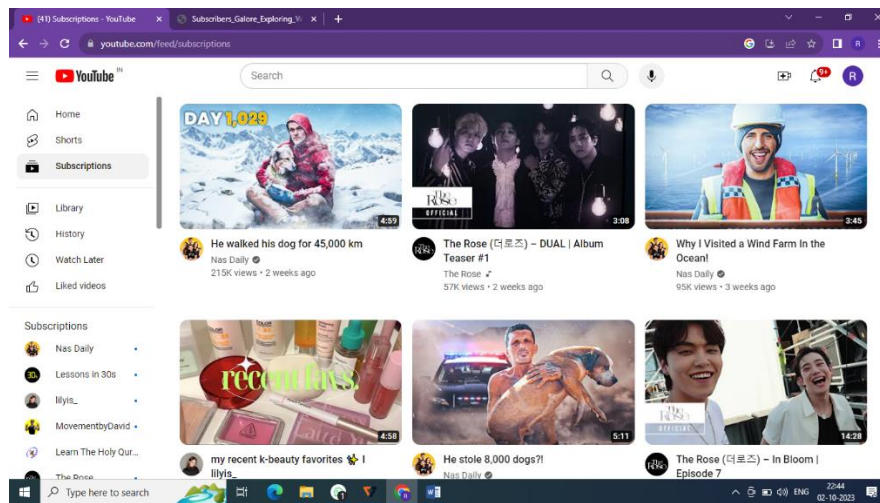
Exploring the world's top 50 YouTube channels to know the subscriber's field of interest, languages, country, whether they are influenced by brand, etc.,

Activity 2: Business requirements

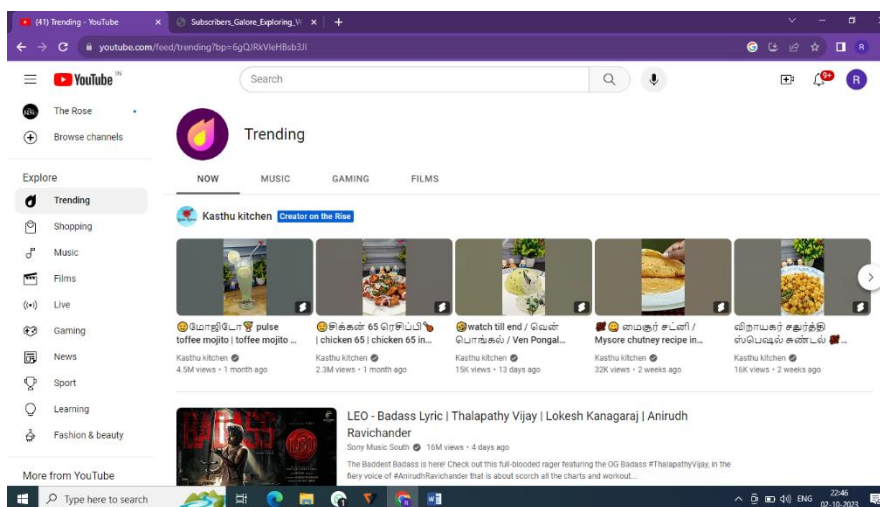
Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics.



Subscription Management: Users should have the ability to subscribe to their favourite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels.



Analytics and Insights: The platform should provide analytics and insights to track user engagement, popular channels, and trending content. This data can be used to improve content curation, personalize recommendations, and enhance the overall user experience.



These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for personalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth.

Activity 3: Literature Survey

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic.

Subscribers Galore: Exploring World's Top YouTube Channels

The most-subscribed channel is the Indian record label T-Series, which hosts its music videos on its channel. With over 248 million subscribers as of August 2023, the channel has held the top position since April 14, 2019.

The most-subscribed channel which is not 'branded' (i.e., does not belong to an organization or company) is that of American YouTuber MrBeast, who is the second most-subscribed channel overall, with over 180 million subscribers as of August 2023.

The following table lists 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.

Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded.

As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi.

All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

Rank	Name	Link	Brand channel	Subscribers (millions)	Primary language	Category	Country
1	T-Series	Link	Yes	249	Hindi	Music	 India
2	MrBeast	Link	No	184	English	Entertainment	 United States
3	Cocomelon	Link	Yes	165	English	Education	 United States
4	Sony Entertainment Television India	Link	Yes	162	Hindi	Entertainment	 India
5	Kids Diana Show	Link	Yes	113	English	Entertainment	 Ukraine  United States
6	PewDiePie	Link	No	111	English	Entertainment	 Sweden
7	Like Nastya	Link	No	107	English	Entertainment	 Russia  United States
8	Vlad and Niki	Link	No	101	English	Entertainment	 Russia  United States
9	Zee Music Company	Link	Yes	99.5	Hindi	Music	 India
10	WWE	Link	Yes	97.1	English	Sports	 United States
11	Blackpink	Link	No	91.2	Korean	Music	 South Korea
12	Goldmines	Link	Yes	89.5	Hindi	Film	 India

Rank	Name	Link	Brand channel	Subscribers (millions)	Primary language	Category	Country
13	Sony SAB	Link	Yes	85.2	Hindi	Entertainment	 India
14	5-Minute Crafts	Link	Yes	80.2	English	How-to	 Cyprus
15	BangtanTV	Link	No	76.4	Korean	Music	 South Korea
16	Hybe Labels	Link	Yes	72.6	Korean	Music	 South Korea
17	Zee TV	Link	Yes	72.4	Hindi	Entertainment	 India
18	Justin Bieber	Link	No	71.9	English	Music	 Canada
19	Pinkfong	Link	Yes	69.5	English	Education	 South Korea
20	ChuChu TV Nursery Rhymes & Kids Songs	Link	Yes	67.5	Hindi	Education	 India
21	Canal KondZilla	Link	Yes	66.6	Portuguese	Music	 Brazil
22	Colors TV	Link	Yes	66.6	Hindi	Entertainment	 India
23	Shemaroo Entertainment	Link	Yes	66.3	Hindi	Music	 India
24	T-Series Bhakti Sagar	Link	Yes	62.4	Hindi	Music	 India
25	Tips Official	Link	Yes	60.8	Hindi	Entertainment	 India
26	Movieclips	Link	Yes	59.8	English	Film	 United States

Rank	Name	Link	Brand channel	Subscribers (millions)	Primary language	Category	Country
27	Dude Perfect	Link	No	59.7	English	Sports	 United States
28	El Reino Infantil	Link	Yes	59.7	Spanish	Music	 Argentina
29	Aaj Tak	Link	Yes	58.8	Hindi	News	 India
30	Wave Music	Link	Yes	58.7	Bhojpuri	Music	 India
31	Sony Music India	Link	Yes	57.8	Hindi	Music	 India
32	Eminem	Link	No	57.4	English	Music	 United States
33	Marshmello	Link	No	56.5	English	Music	 United States
34	Yash Raj Films	Link	Yes	55.7	Hindi	Music	 India
35	Infobells	Link	Yes	55.6	Hindi	Education	 India
36	LooLoo Kids	Link	Yes	54.7	English	Music	 Romania
37	Taylor Swift	Link	No	54.1	English	Music	 United States
38	Ed Sheeran	Link	No	53.7	English	Music	 United Kingdom
39	BillionSurpriseToys	Link	Yes	53	English	Entertainment	 United States

Rank	Name	Link	Brand channel	Subscribers (millions)	Primary language	Category	Country
40	Ariana Grande	Link	No	52.9	English	Music	 United States
41	Shemaroo	Link	Yes	48.8	Hindi	Entertainment	 India
42	JuegaGerman	Link	No	48.6	Spanish	Entertainment	 Chile
43	Billie Eilish	Link	No	48.5	English	Music	 United States
44	Get Movies	Link	Yes	48.1	Russian	Entertainment	 Russia
45	SonyMusicIndiaVEVO	Link	Yes	47.4	Hindi	Music	 India
46	A4	Link	No	47.2	Russian	Entertainment	 Belarus
47	Badabun	Link	Yes	47	Spanish	Entertainment	 Mexico
48	Bad Bunny	Link	No	46.4	Spanish	Music	 United States  Puerto Rico)
49	Har Pal Geo	Link	Yes	46.3	Urdu	Entertainment	 Pakistan
50	Fernanfloo	Link	No	46.3	Spanish	Games	 El Salvador

About YouTube

Our mission is to give everyone a voice and show them the world.

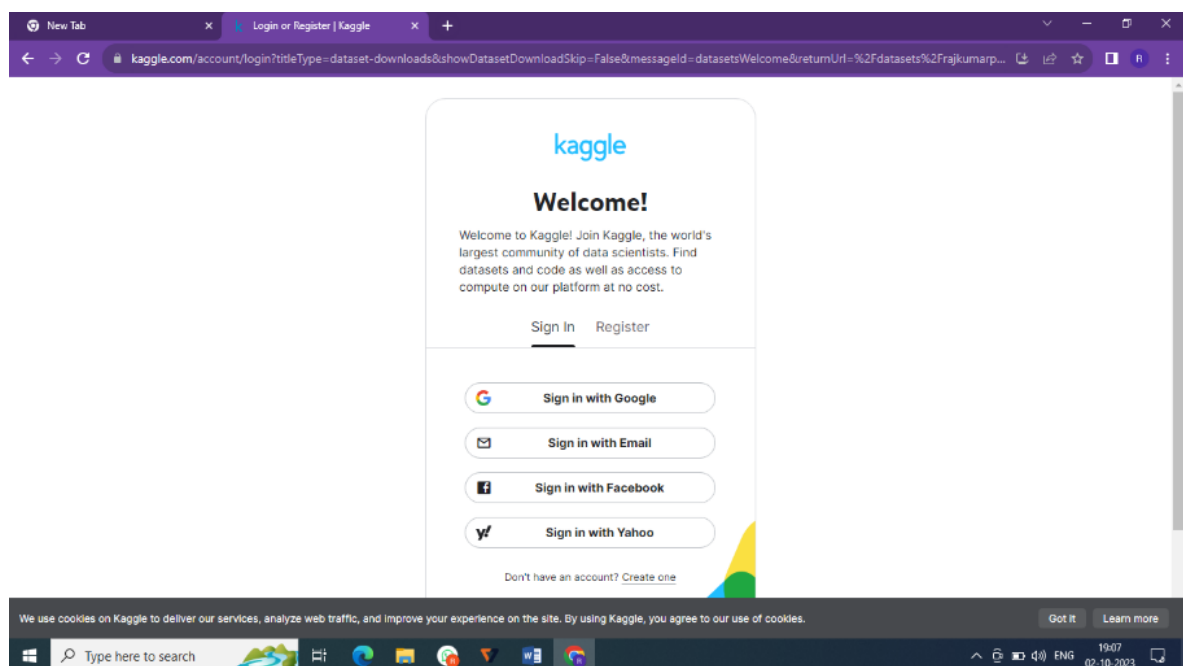
We believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through our stories.

Milestone 2: Data Collection & Extraction

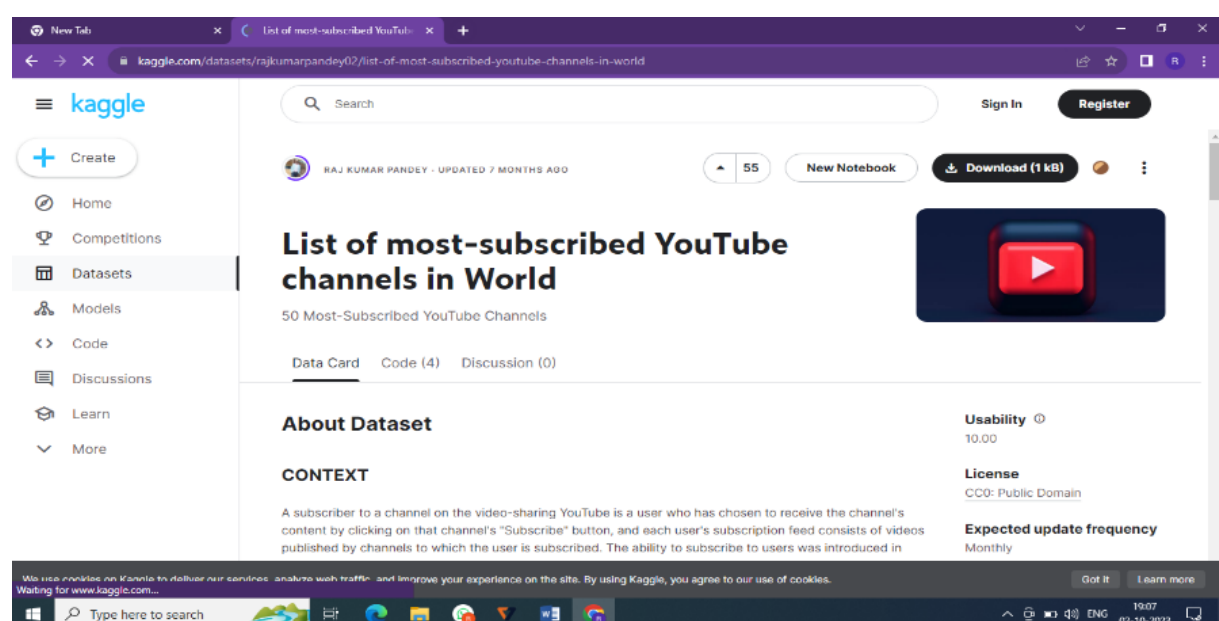
Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the dataset

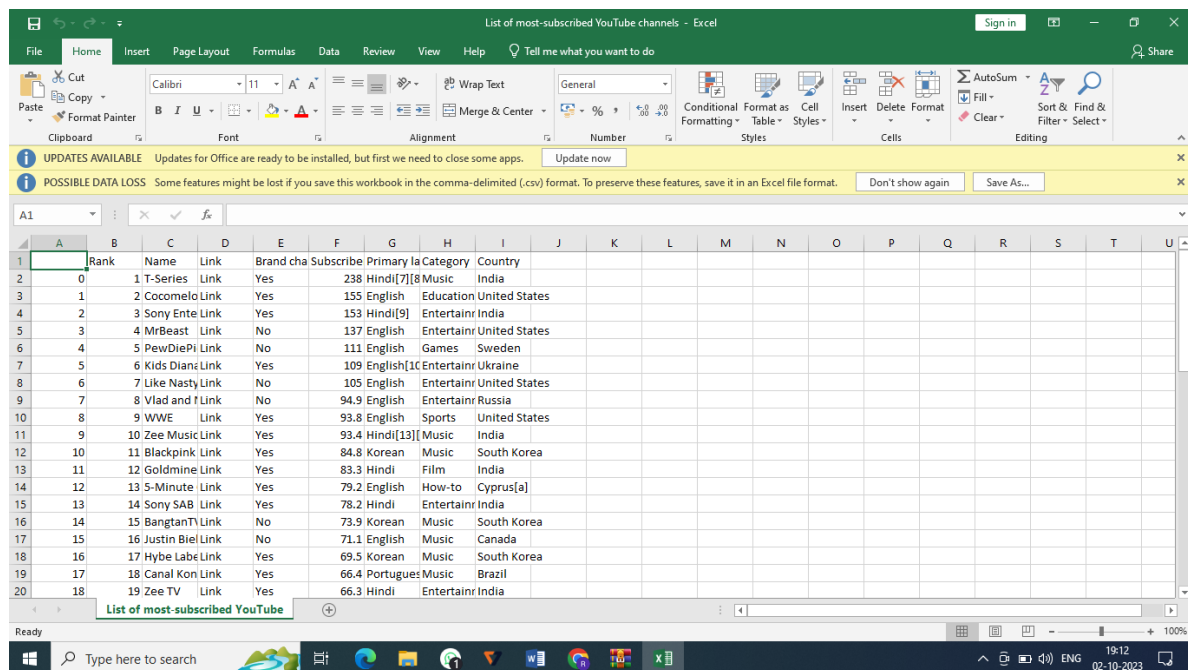
Step 1: Sign in kaggle



Step 2: Download the dataset



Step 3: Open the dataset



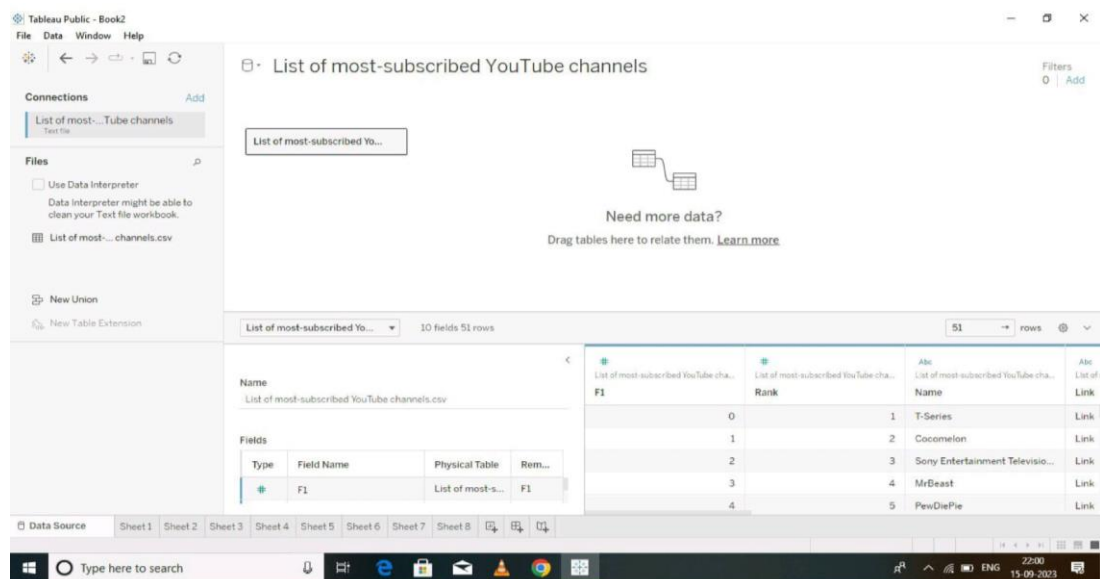
Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV files.

Column Description for Youtube_Channels.csv:

FIELDS	DESCRIPTION
RANK	Rank of the channel based on no. of subscribers (1 to 50)
NAME	Name of the channel
LINK	Link to open the channel
BRAND CHANNEL	Whether the channel is branded or not (Yes or no)
SUBSCRIBERS (MILLIONS)	No. of subscribers of the channel
PRIMARY LANGUAGE	Primary language of the channel
CATEGORY	Category of the Channel
COUNTRY	Nationality of the YouTuber

Activity 2: Connect Dataset with Tableau

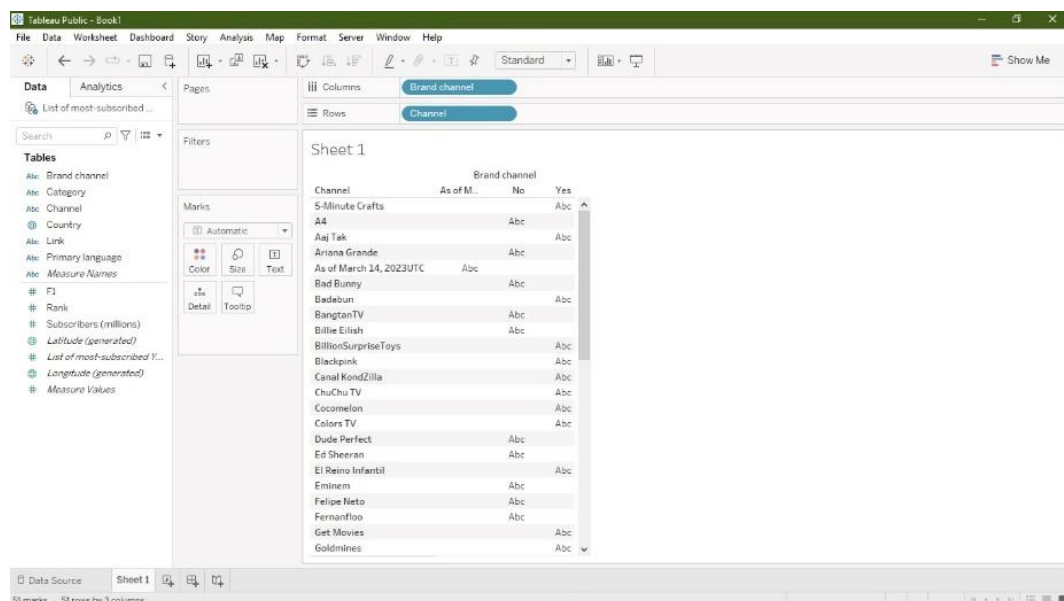


Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis.

Data Preparation



Milestone 4: Data Visualization

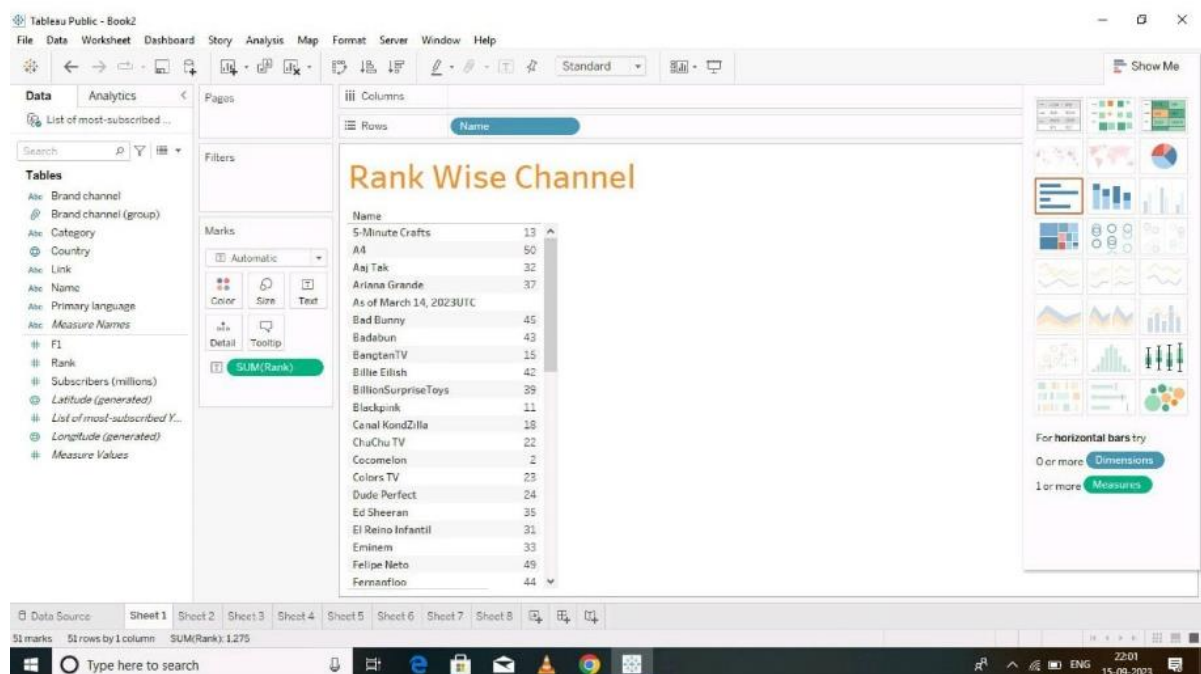
Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

Activity 1: No of Unique Visualizations

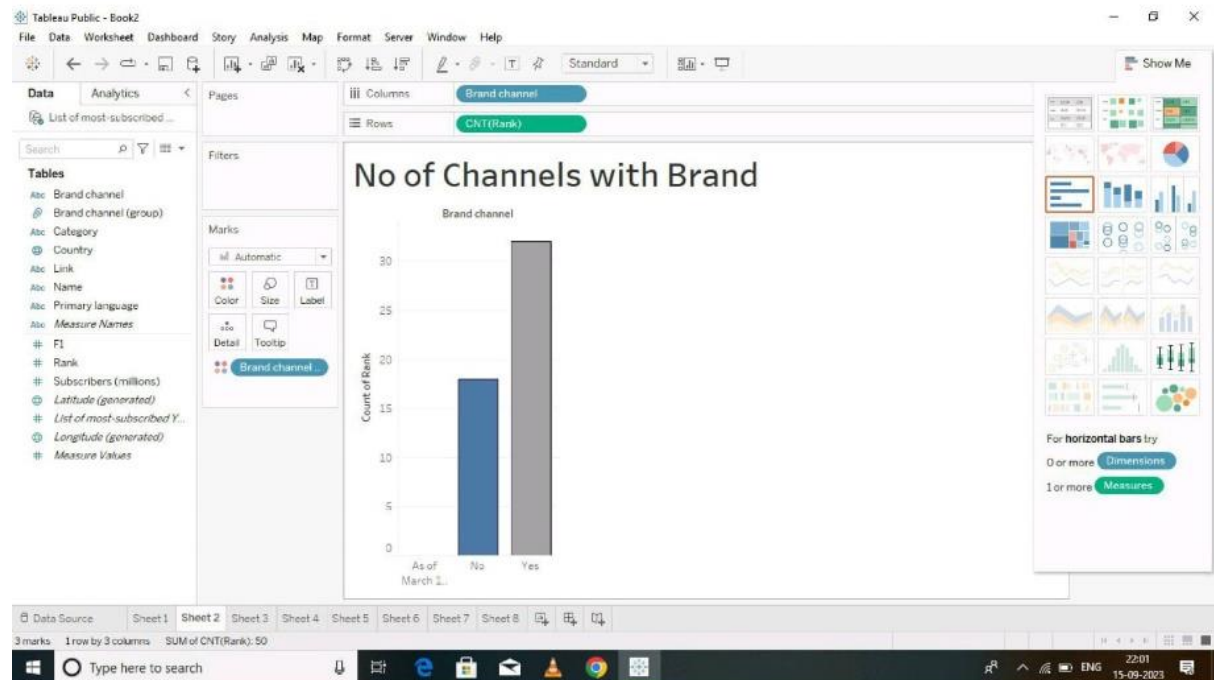
The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables.

Activity 1.1: Rank wise Channel, No of Channels with Brand and Channel Brand

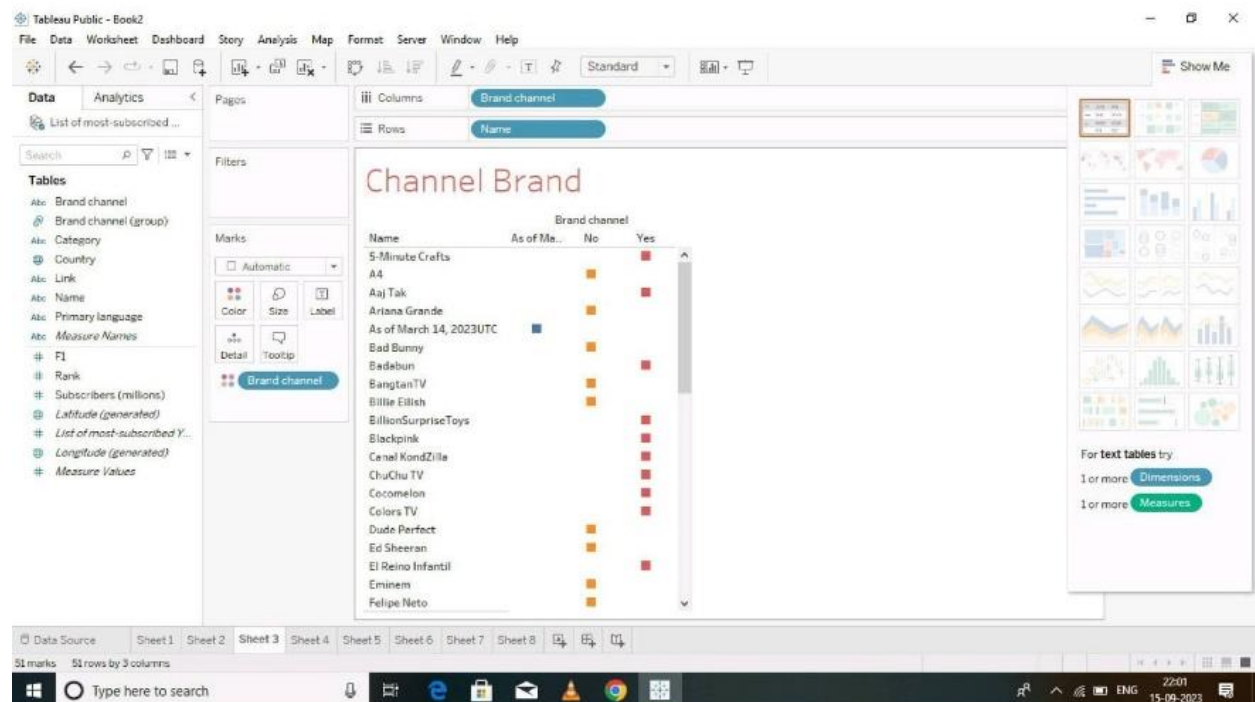
1. Rank wise Channel



2.No of Channels with Brand

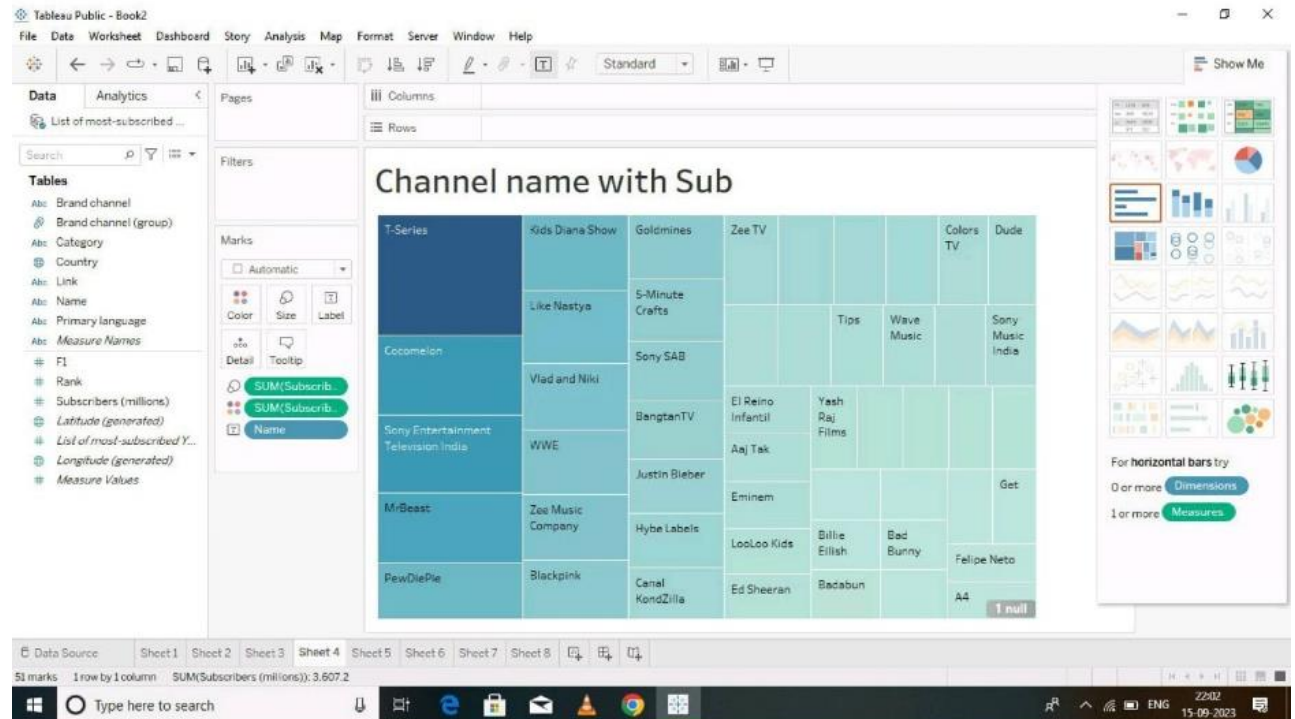


3.Channel Brand

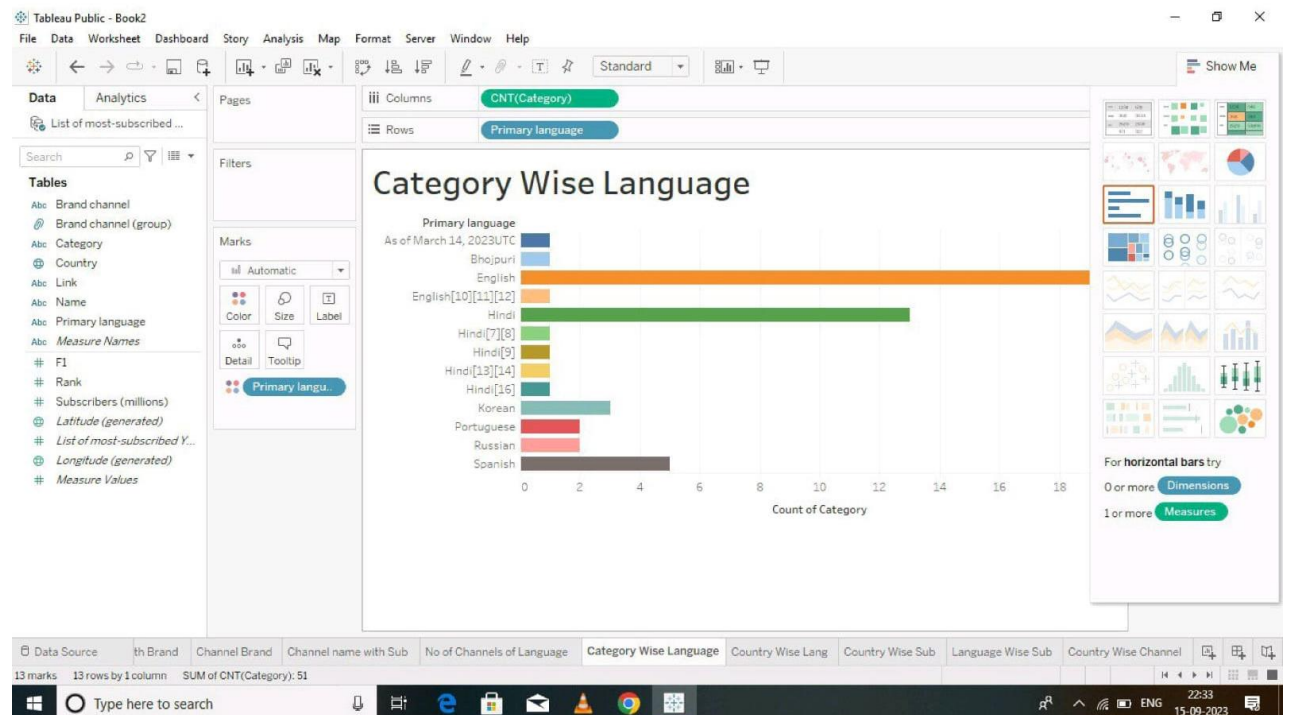


Activity 1.2: Channel name with subscribers and No of channels for particular language

1.Channel name with subscribers

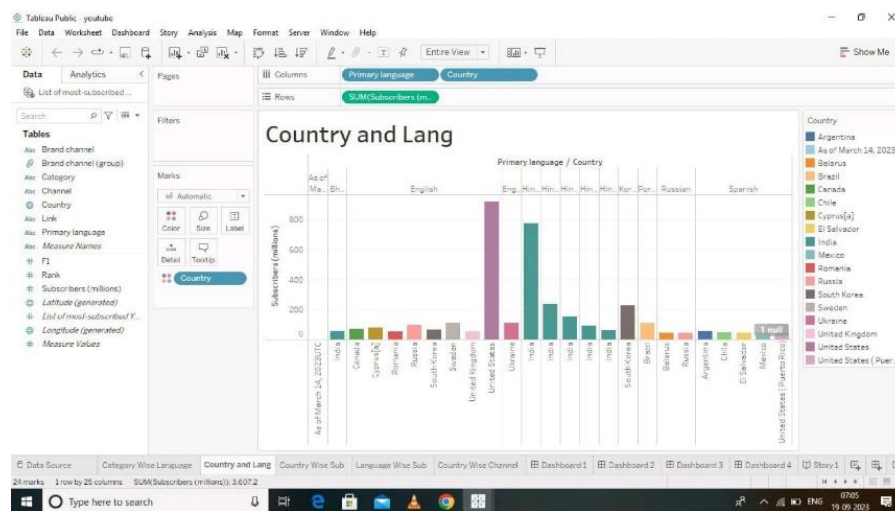


2.No of channels for particular language

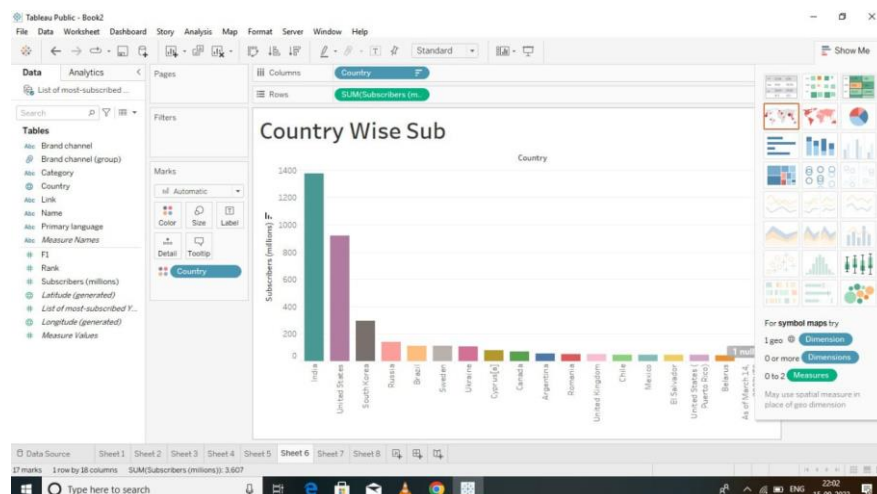


Activity 1.3: Country and Language wise subscribers

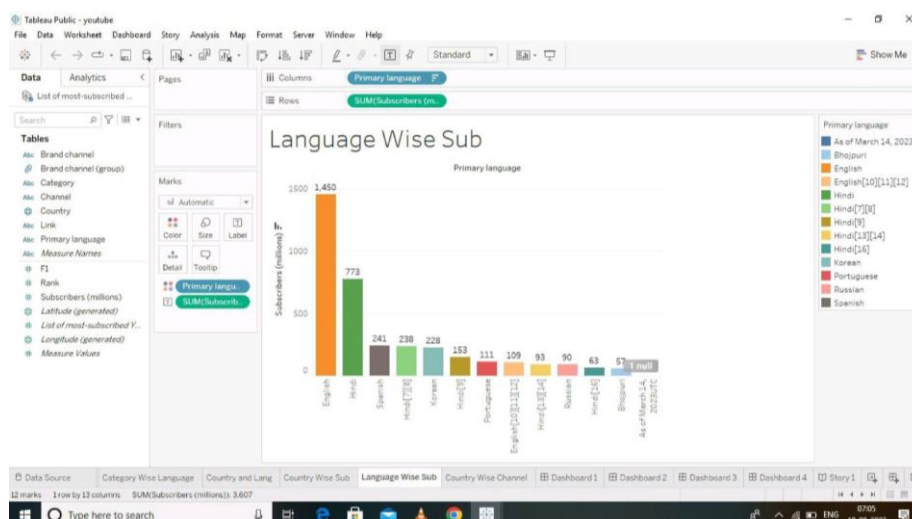
1.Country and language



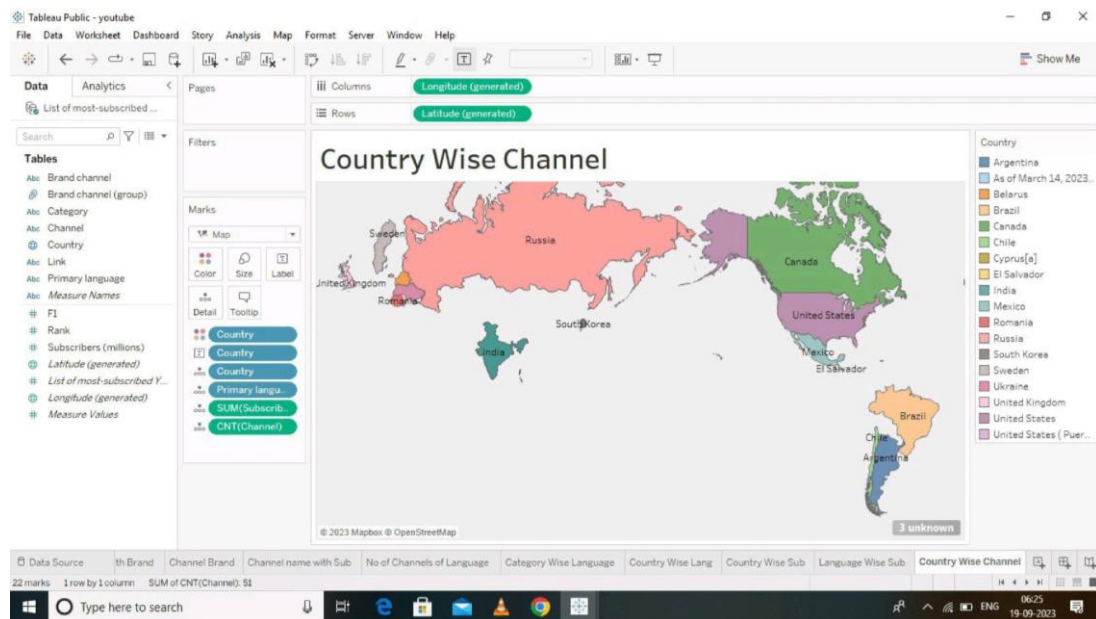
2.Country wise subscribers



3.Language wise subscribers



Activity 1.4: Country wise Channel



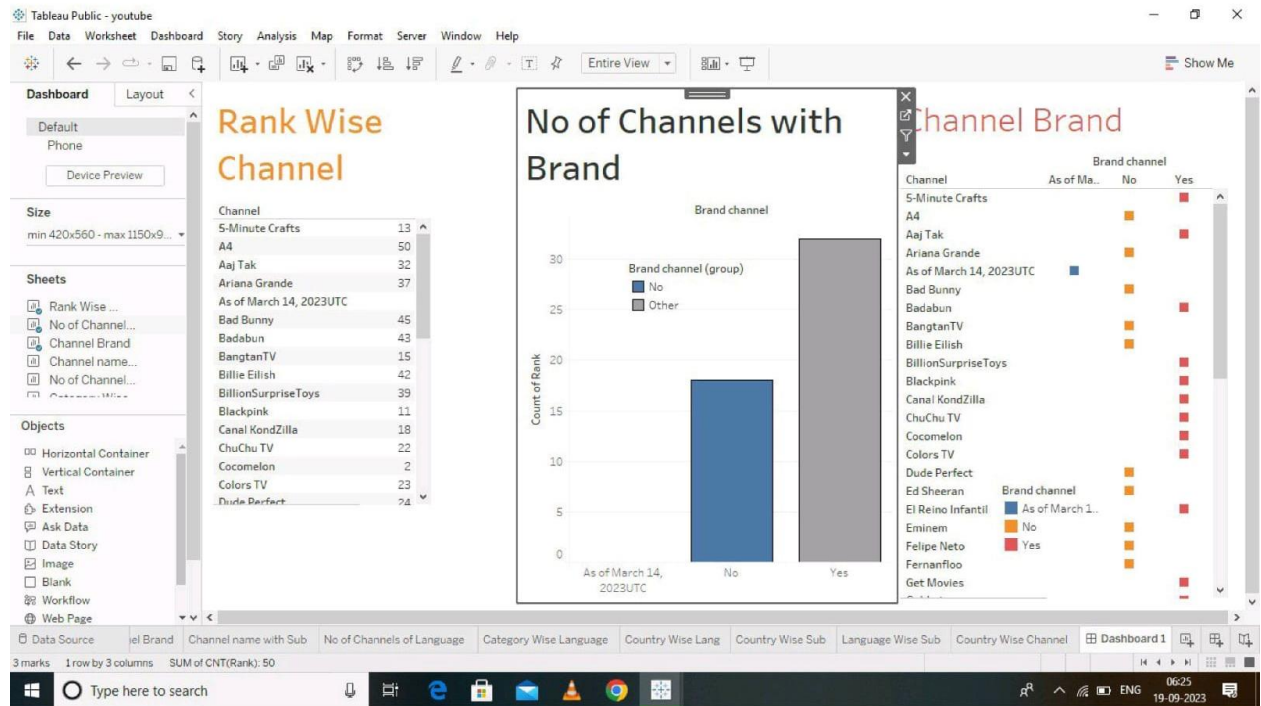
Milestone 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

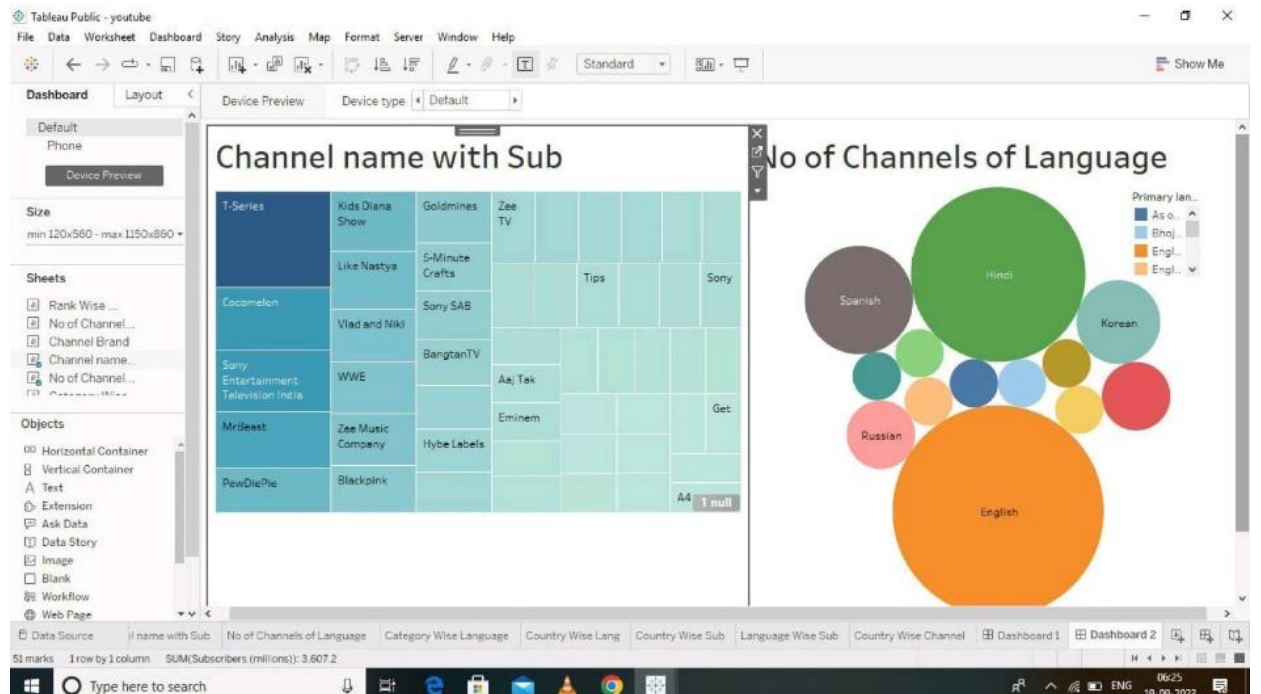
Activity :1- Responsive and Design of Dashboard

The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centred design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

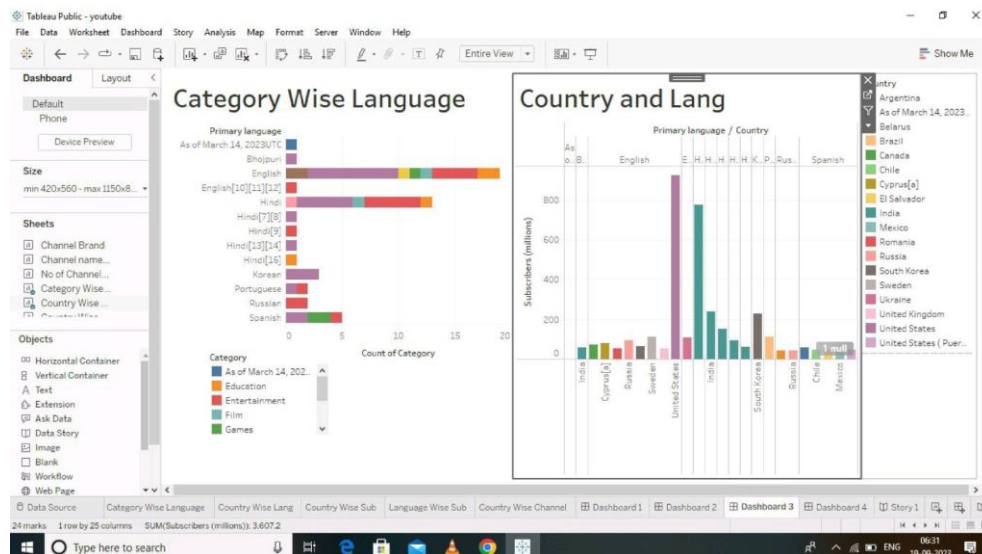
Dashboard 1



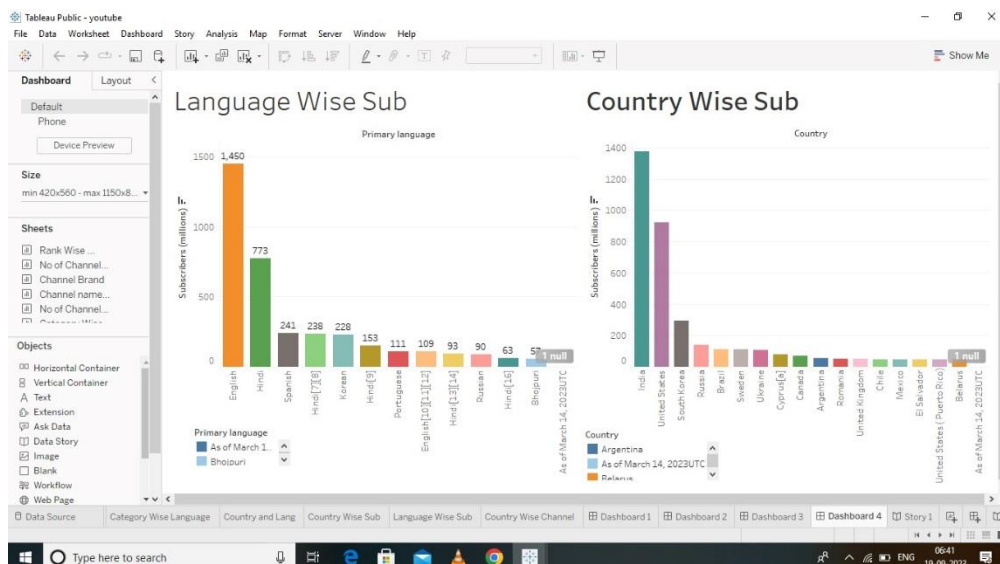
Dashboard 2



Dashboard 3



Dashboard 4



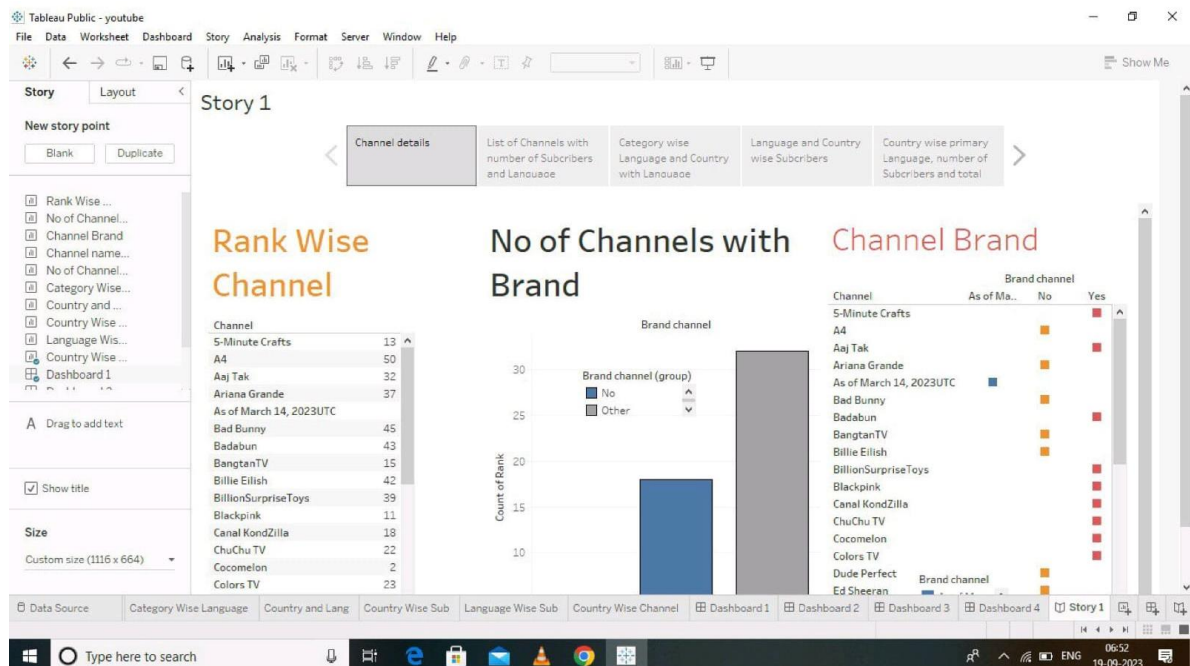
Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

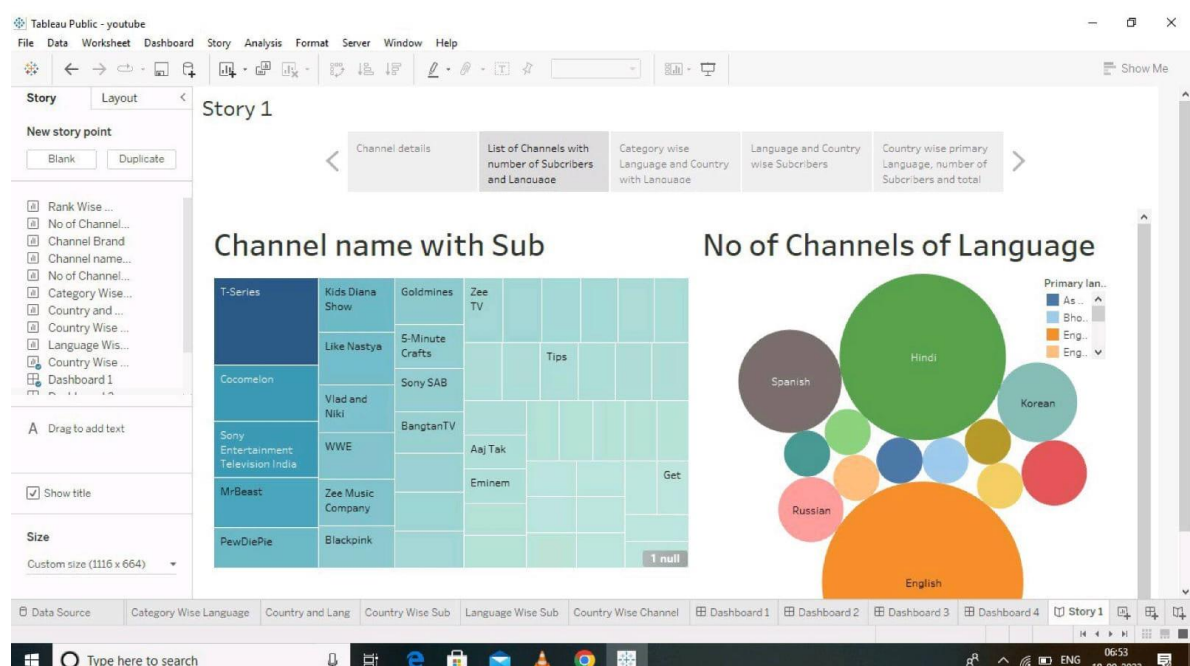
Activity:1- No of Scenes of Story

The number of scenes in a storyboard for Data-Driven insights on YouTube channels Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

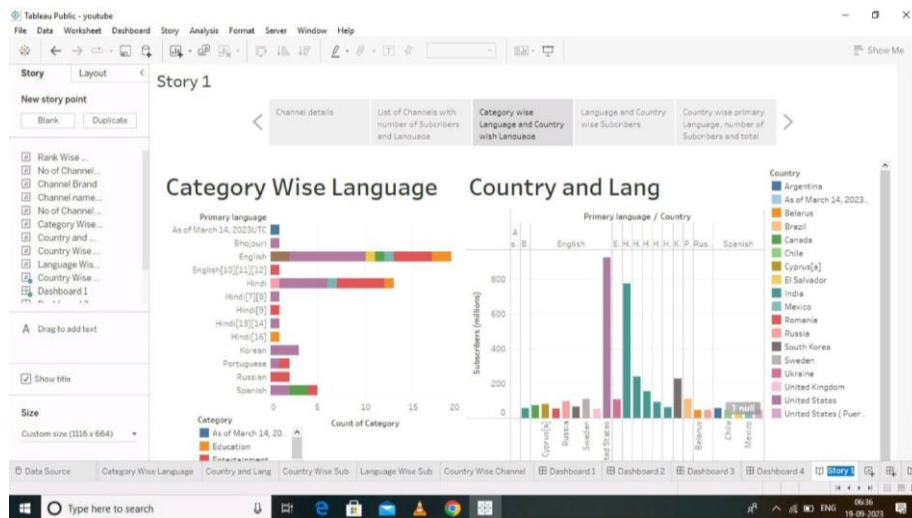
Scene 1



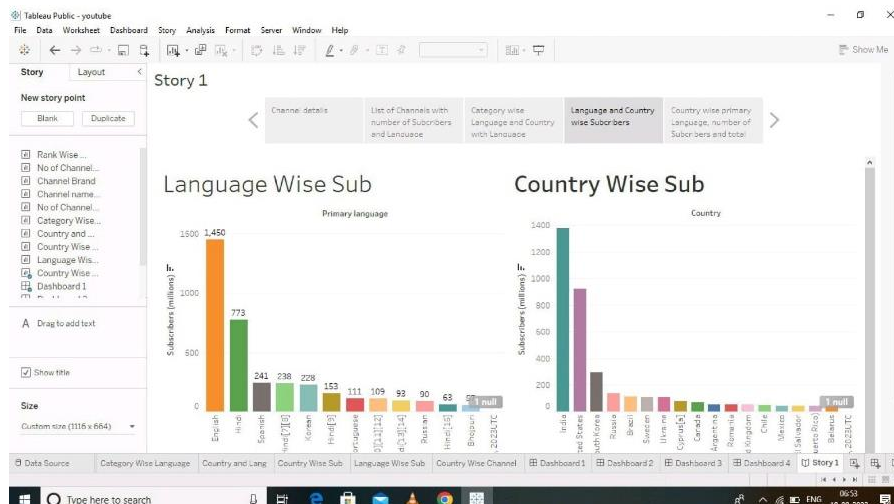
Scene 2



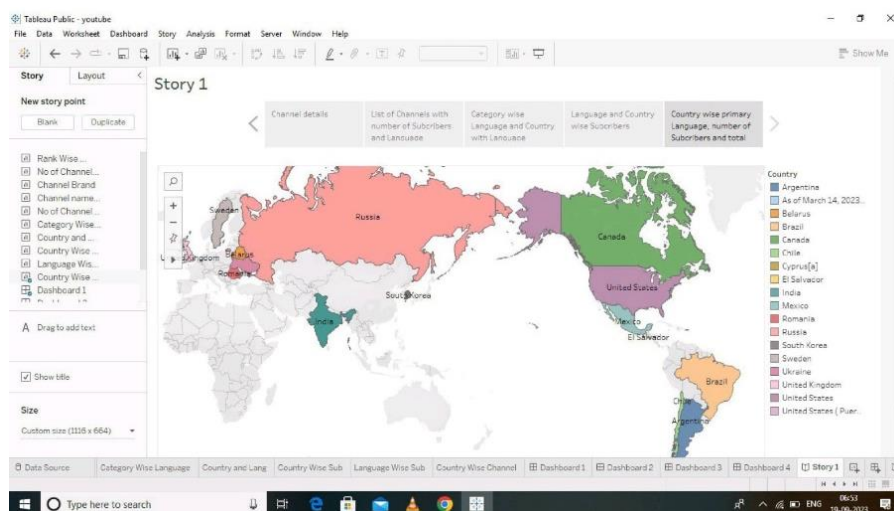
Scene 3



Scene 4



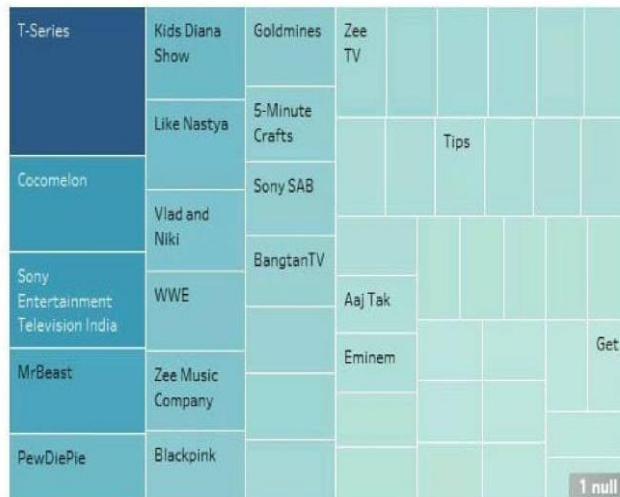
Scene 5



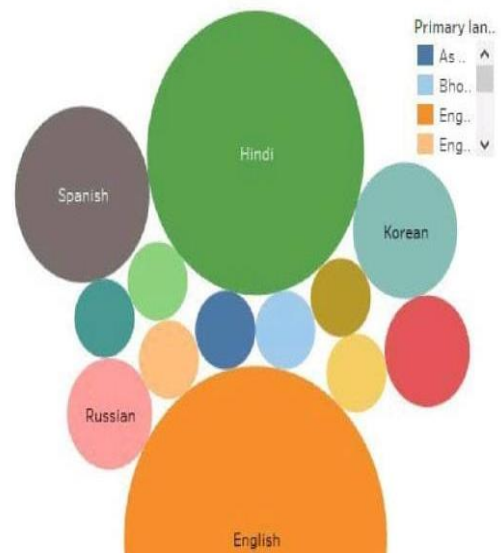
Milestone 7: Performance Testing

Activity 1: Utilization of Filters

Channel name with Sub



No of Channels of Language

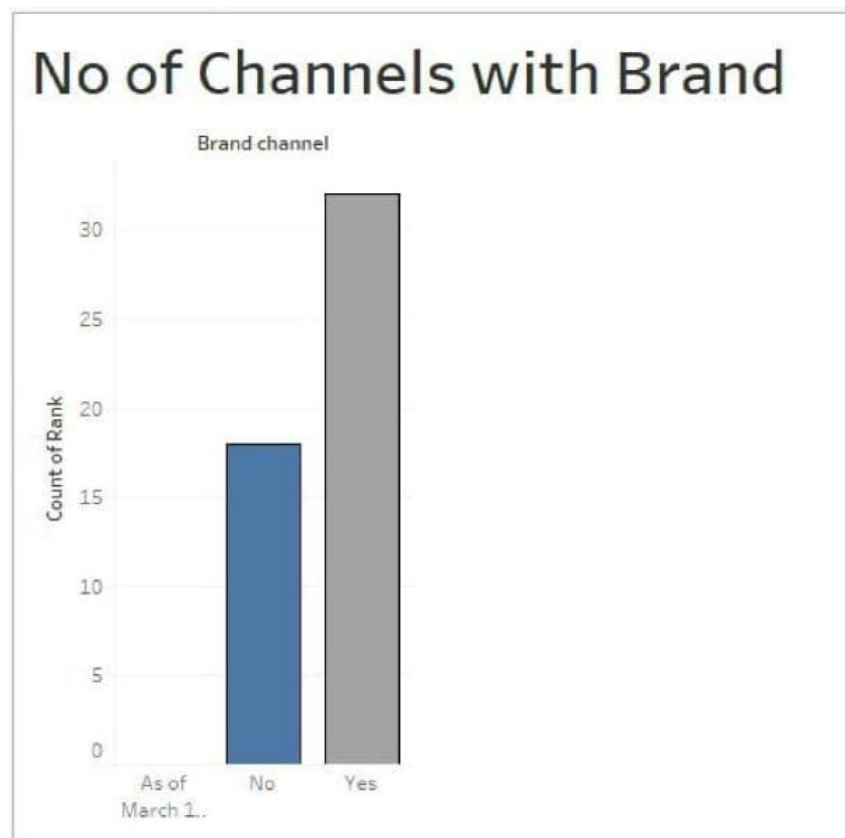


Activity 2: No of Visualizations/ Graphs

1. Table shows Rank wise channel.

Rank Wise Channel		
Name	Rank	
5-Minute Crafts	13	^
A4	50	
Aaj Tak	32	
Ariana Grande	37	
As of March 14, 2023UTC		
Bad Bunny	45	
Badabun	43	
BangtanTV	15	
Billie Eilish	42	
BillionSurpriseToys	39	
Blackpink	11	
Canal KondZilla	18	
ChuChu TV	22	
Cocomelon	2	
Colors TV	23	
Dude Perfect	24	
Ed Sheeran	35	
El Reino Infantil	31	
Eminem	33	
Felipe Neto	49	
Fernanfloo	44	v

2. Bar graph shows the number of channels with Brand.



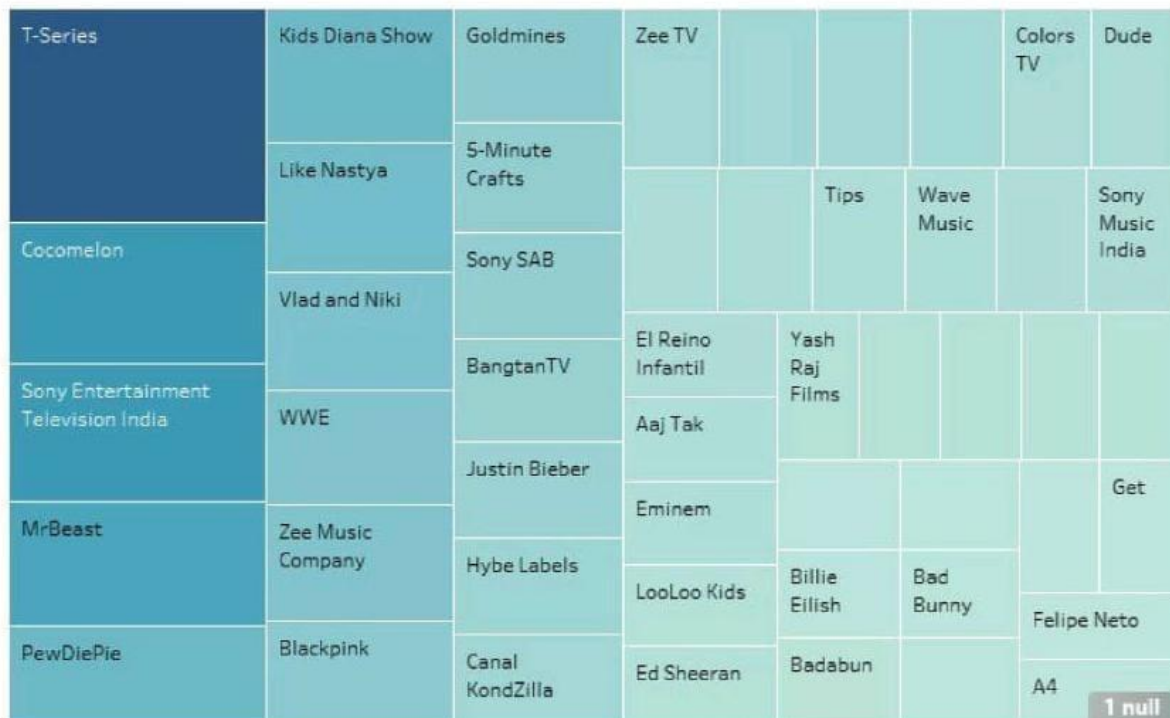
3. Table shows Brand

Channel Brand

Name	Brand channel	
	As of Ma..	
5-Minute Crafts		Yes
A4		No
Aaj Tak		Yes
Ariana Grande		No
As of March 14, 2023UTC	■	
Bad Bunny		No
Badabun		Yes
BangtanTV		No
Billie Eilish		No
Billion Surprise Toys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect		No
Ed Sheeran		No
El Reino Infantil		Yes
Eminem		No
Felipe Neto		No

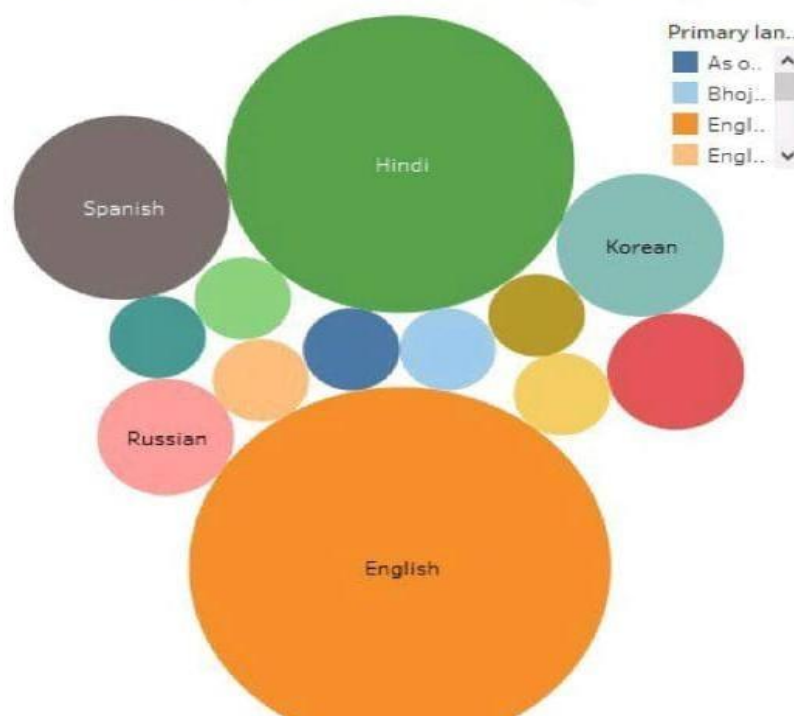
4. Heatmap shows channel name with subscribers

Channel name with Sub

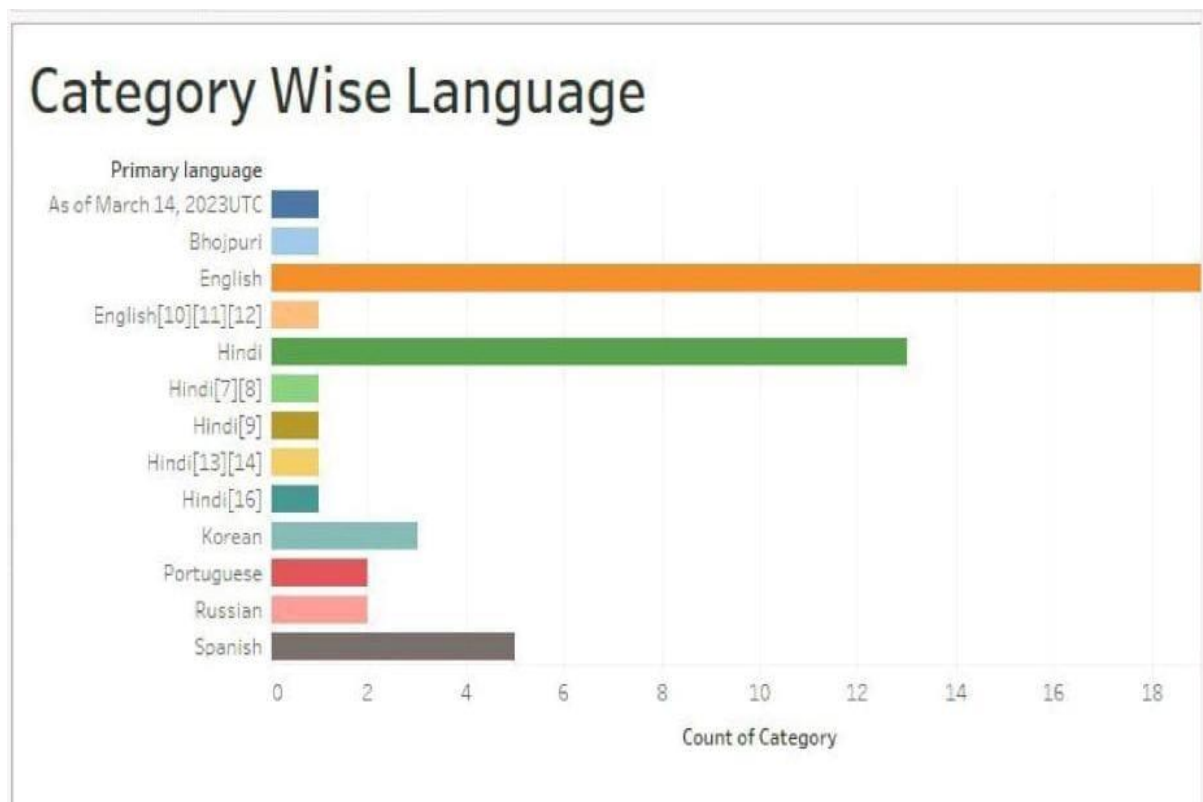


5. Circle shows a number of channels with a particular language.

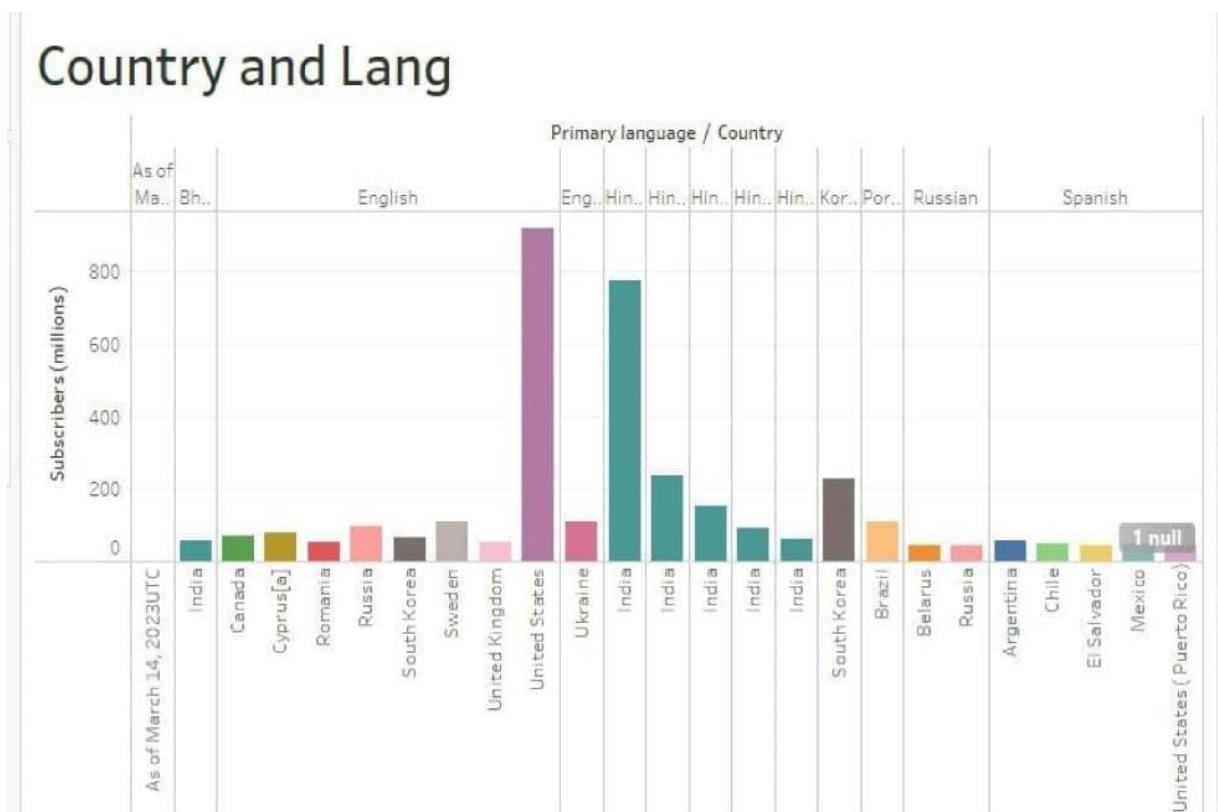
No of Channels of Language



6. Bar graph shows category wise language



7. Bar graph shows the Country with its primary language and number of subscribers.



8. Bar graph shows language wise subscribers.



9. World map showing Country wise channel.

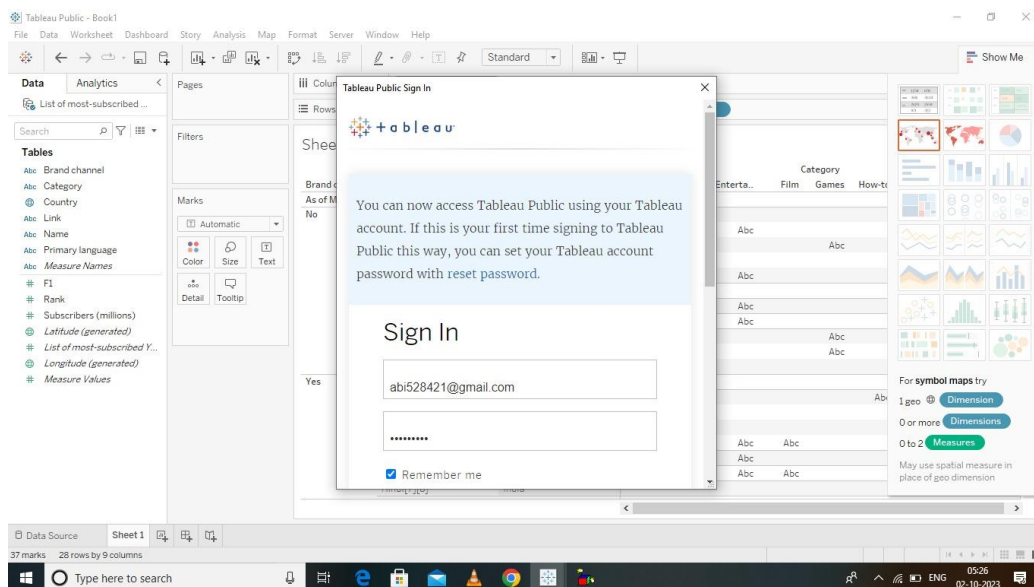


Milestone 8: Publishing

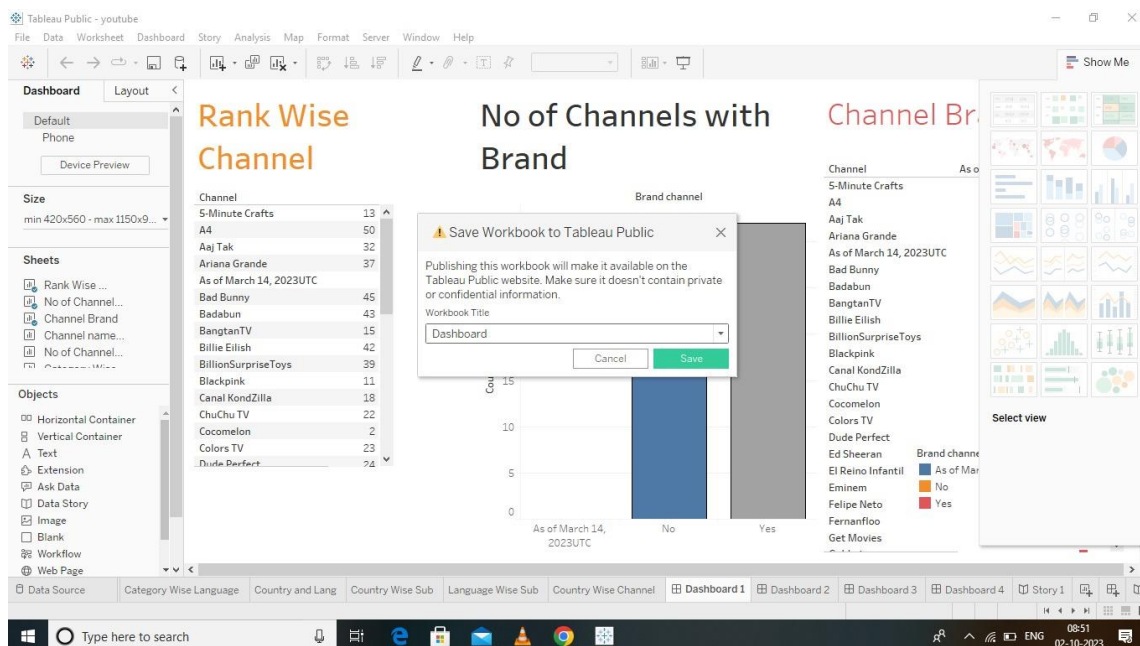
Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

Step 1: Sign in Tableau Public

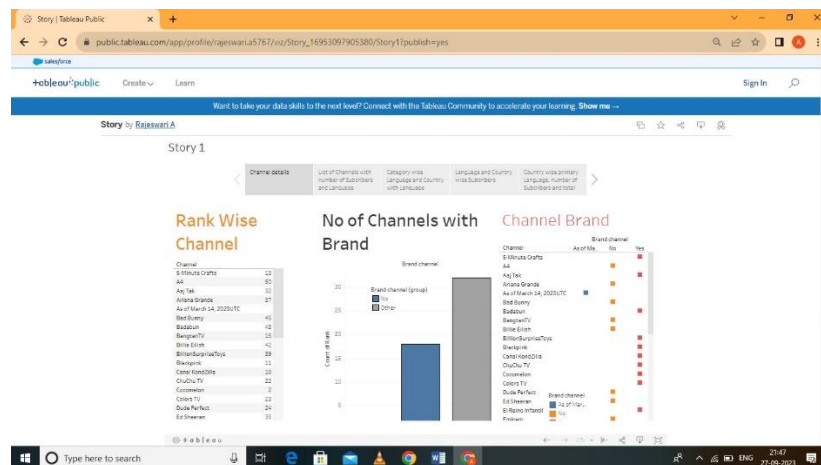


Step 2: Save Workbook to Tableau Public

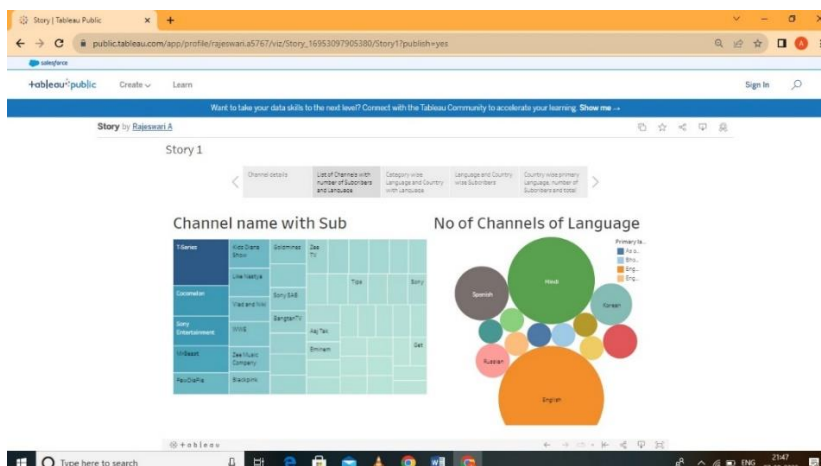


Step 3: Once the upload is complete, a browser window will automatically open, displaying your published workbook on Tableau Public. Review the workbook to ensure that everything appears as expected.

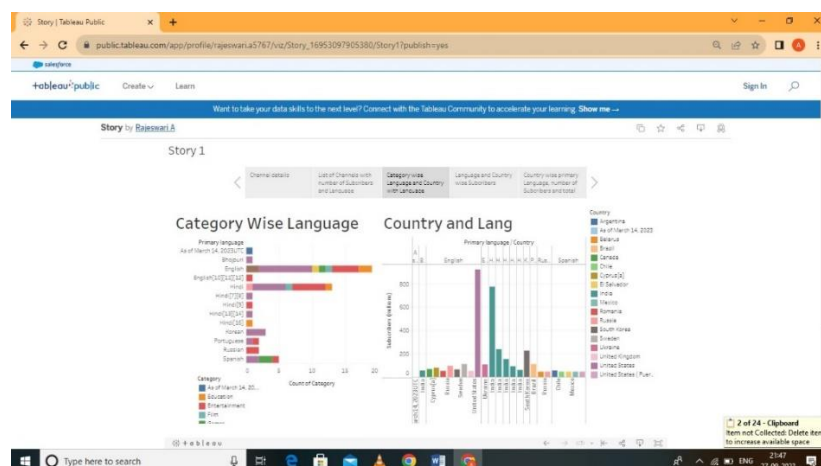
Scene 1



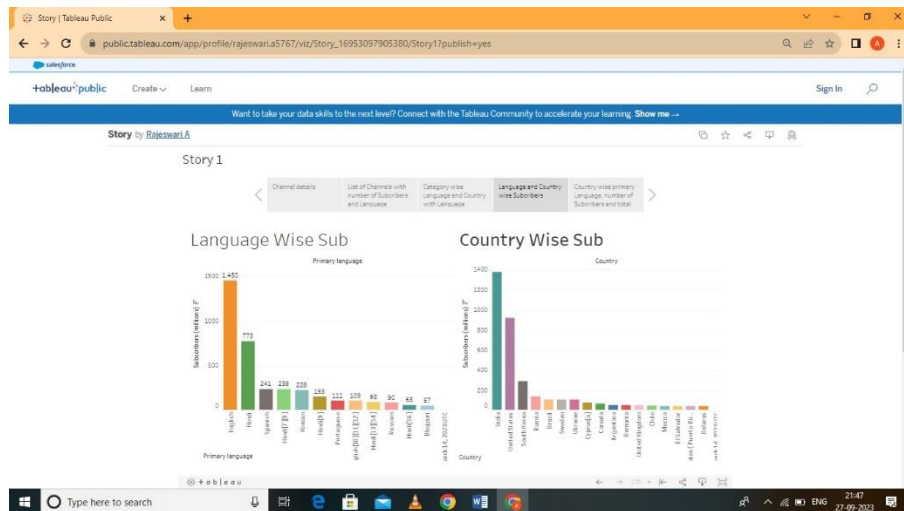
Scene 2



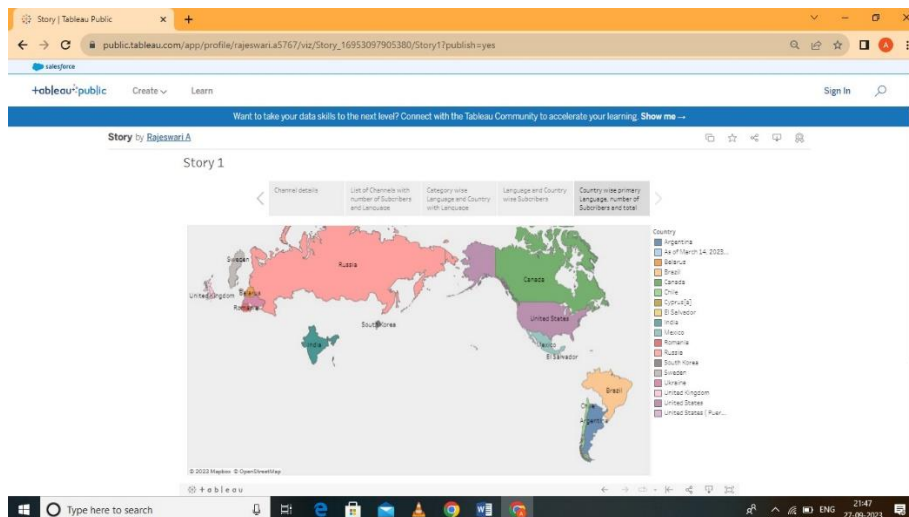
Scene 3



Scene 4



Scene 5



Milestone 9: Project Demonstration & Documentation

Below mentioned deliverables to be submitted along with other deliverables.

Activity 1: Record explanation Video for project end to end solution

Explanation video link:

<https://photos.app.goo.gl/vx3tQxXd3u4Q69ZB6>

Activity 2: Project Documentation-Step by step project development procedure

Create a document as per the template provided.

4.ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- It is easy to understand the data.
- It enables us to know the rank of the channels.
- It shows the ratio between the no. of channels with and without brand.
- It helps to know the no. of channels in each language.
- It makes us to understand the category of the channel.

DISADVANTAGES

- It doesn't explain how to increase the subscribers of the channels.
- It doesn't provide information on the YouTubers.
- It doesn't give any information on the no. of videos uploaded by the channels.
- It doesn't show how frequently they upload videos.

5.APPLICATIONS

- It helps the YouTubers to know the people's interest and create videos according to it.
- It encourages the upcoming generation to create a YouTube channel.
- It is used to know the subscribers' most watched language.

6.CONCLUSION

- ❖ The most of the channels are based on entertainment, music and kids show.
- ❖ All these channels upload a lot of videos.
- ❖ These channels upload videos very frequently.
- ❖ Most of the channel's primary language is English.

7.FUTURE SCOPE

- YouTube is good as a fulltime career with endless amount of possibilities, but it requires research, hard work, dedication, consistency, etc., to be a successful youtuber.
- Apart from offering money-making opportunities, YouTube also provides people with an excellent opportunity to show their hidden creative sides and share their valuable opinions in front of a global audience.
- YouTube can be a rewarding career for those who are passionate about creating content, building a community, and engaging with an audience.
- Success requires dedication, consistent content production, and adapting to platform changes.