



GOVERNMENT OF TAMILNADU

Naan Mudhalvan - Project-Based Experiential Learning

Subscribers Galore: Exploring World's Top YouTube Channels

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M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN

(Affiliated To Mother Teresa Women's University, Kodaikanal)

Reaccredited with "A" Grade by NAAC

DINDIGUL – 624 001.

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PG & RESEARCH DEPARTMENT OF MATHEMATICS

BONAFIDE CERTIFICATE

This is to certify that this is a bonafide record of the project entitled, **SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS** done by **Ms. R. PRIYANGA (21321ER055), Ms. K. RIDHANYAA (21321ER057), Ms. K. SUDHARSANA (21321ER060), Ms. S.UVADHARSHINI (21321ER061) and Ms. K.M. VAJITHA BEGUM (21321ER062)**. This is submitted in partial fulfillment for the award of the degree of **BACHELOR OF SCIENCE IN MATHEMATICS IN M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL** during the period of June 2023 to November 2023.

Project Mentor(s)

Head of the Department

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SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

1 INTRODUCTION

YouTube has become a global phenomenon, with billions of users turning to the platform for entertainment, education, and much more. One of the fascinating aspects of YouTube is the wide variety of content that creators produce, capturing the attention of million. One of the most popular platform for sharing video content in YouTube, where people can create channels and upload video on any topic.

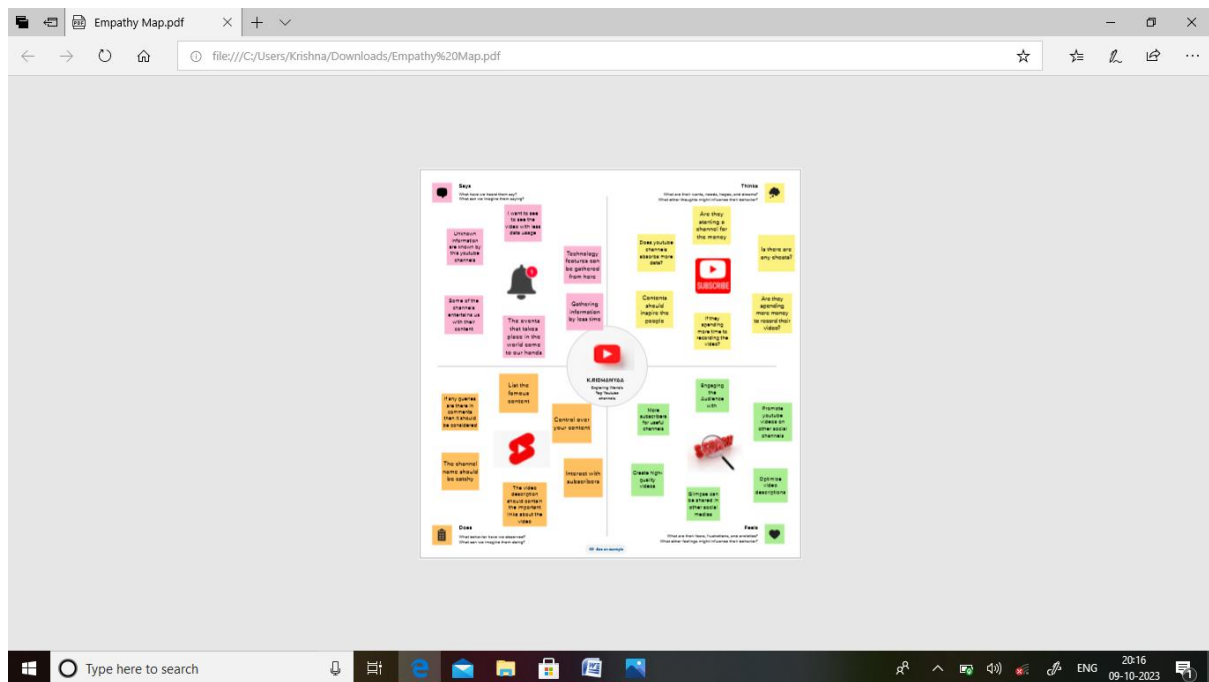
1.1 OVERVIEW

Since its launch in 2005, YouTube has become the ultimate destination for entertainment, offering a diverse range of content, from hilarious moment to news updates and educational resources. Among the plethora of channels, a select few have risen to the top, securing a place in the world's top 50 most subscribed YouTube channels. 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.

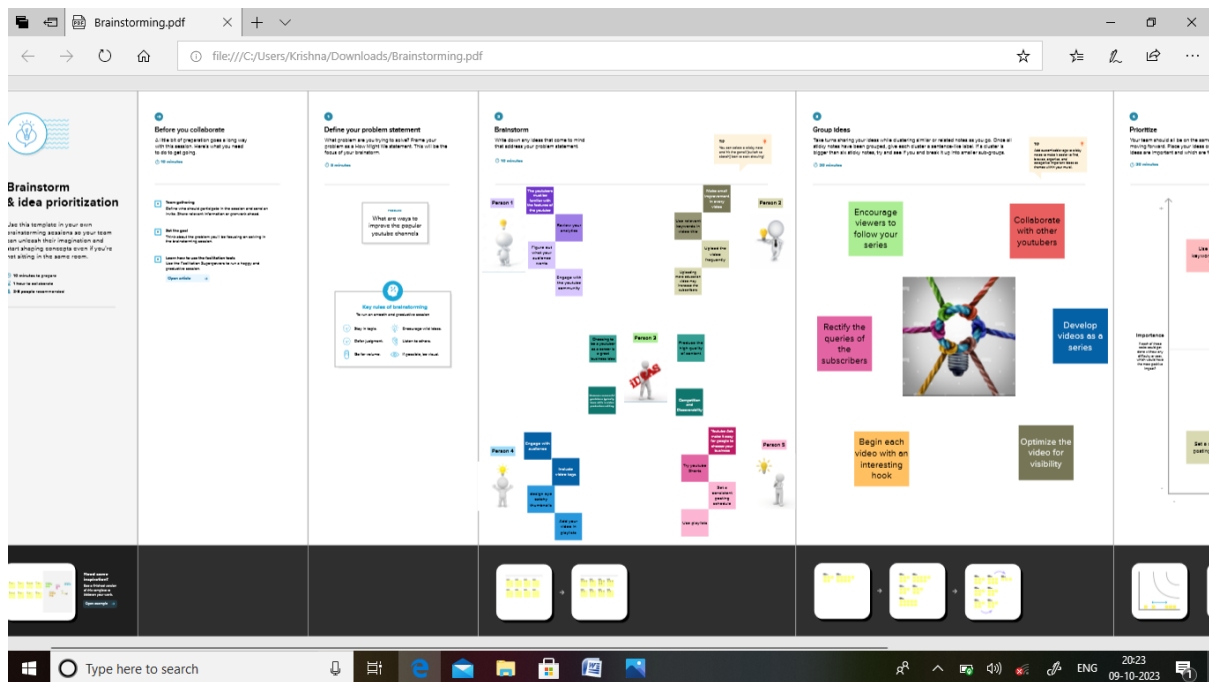
1.2 PURPOSE

YouTube is a social media platform intended to share knowledge, information, and entertainment through video format. We tend to grab information visually than we do by reading them texts. YouTube also provides opportunities to the creators to showcase their talent and monetize their content. Users can search for and watch video and create a personal YouTube channels. Also, you can learn almost anything like English, Coding, Business management, and so much more.

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTROMING MAP



3 RESULTS

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

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. An early archive of the list dates to May 2006.

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.

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.

Milestone 2: Data Collection and 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

The screenshot shows the Kaggle website interface. The browser tabs include 'Kaggle: Your Machine Learning', '- Student', and 'List of most-subscribed YouTube channels in World'. The address bar shows the URL: kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world. The page title is 'List of most-subscribed YouTube channels in World'. Below the title, there are tabs for 'Data Card', 'Code (4)', and 'Discussion (0)'. The 'Data Card' tab is active, showing a 'Detail' view. The dataset is titled '50 Most-Subscribed YouTube Channels in Worlds'. A table is displayed with columns: '#', 'Rank', 'Name', 'Link', and 'B'. The table shows the top 3 channels: T-Series, Cocomelon, and Sony Entertainment Television India. A sidebar on the left contains navigation links: Home, Competitions, Datasets, Models, Code, Discussions, Learn, and More. A cookie notice is visible at the bottom of the page.

#	Rank	Name	Link	B
Index Number	Rank Wise Channels	Channels Names	Channels Link	Char
0	1	T-Series	Link	Yes
1	2	Cocomelon	Link	Yes
2	3	Sony Entertainment Television India	Link	Yes

Activity 1.1: Understand the data

List of most-subscribed YouTube channels - Microsoft Excel

Rank	Name	Link	Brand cha	Subscribe	Primary language	Category	Country
0	1 T-Series	Link	Yes	238	Hindi[7][8]	Music	India
1	2 Cocomelon	Link	Yes	155	English	Education	United States
2	3 Sony Entertainment Television India	Link	Yes	153	Hindi[9]	Entertainment	India
3	4 MrBeast	Link	No	137	English	Entertainment	United States
4	5 PewDiePie	Link	No	111	English	Games	Sweden
5	6 Kids Diana Show	Link	Yes	109	English[10][11][12]	Entertainment	Ukraine
6	7 Like Nastya	Link	No	105	English	Entertainment	United States
7	8 Vlad and Niki	Link	No	94.9	English	Entertainment	Russia
8	9 WWE	Link	Yes	93.8	English	Sports	United States
9	10 Zee Music Company	Link	Yes	93.4	Hindi[13][14]	Music	India
10	11 Blackpink	Link	Yes	84.8	Korean	Music	South Korea
11	12 Goldmines	Link	Yes	83.3	Hindi	Film	India
12	13 5-Minute Crafts	Link	Yes	79.2	English	How-to	Cyprus[a]
13	14 Sony SAB	Link	Yes	78.2	Hindi	Entertainment	India
14	15 BangtanTV	Link	No	73.9	Korean	Music	South Korea
15	16 Justin Bieber	Link	No	71.1	English	Music	Canada
16	17 Hybe Labels	Link	Yes	69.5	Korean	Music	South Korea
17	18 Canal KondZilla	Link	Yes	66.4	Portuguese	Music	Brazil
18	19 Zee TV	Link	Yes	66.3	Hindi	Entertainment	India
19	20 Pinkfong	Link	Yes	66.1	English	Education	South Korea
20	21 Shemaroo Entertainment	Link	Yes	64.2	Hindi	Music	India
21	22 ChuChu TV	Link	Yes	63.2	Hindi[16]	Education	India
22	23 Colors TV	Link	Yes	60.6	Hindi	Entertainment	India
23	24 Dude Perfect	Link	No	59	English	Sports	United States

Activity 2: Connect Dataset with Tableau

Tableau - PROJECT

File Data Server Window Help

Connections [Add](#)

List of most-...Tube channels
Microsoft Excel

Sheets [p](#)

☐ Use Data Interpreter
Data Interpreter might be able to clean your Microsoft Excel workbook.

List of most-...ribed YouTube

New Union

New Table Extension

List of most-subscribed YouTube (List of most-subs...

Connection ☒ Live ☐ Extract

Filters 0 | [Add](#)

List of most-subscribed Yo...

Need more data?
Drag tables here to relate them. [Learn more](#)

List of most-subscribed Yo... 9 fields 51 rows 51 rows

#	Rank	Name	Link
0	1	T-Series	Link
1	2	Cocomelon	Link
2	3	Sony Entertainment Televisio...	Link
3	4	MrBeast	Link
4	5	PewDiePie	Link

Type	Field Name	Physical Table	Rem...
#	F1	List of most-s...	F1

Data Source Sheet1 Sheet2 Sheet3 Sheet4 Sheet5 Sheet6 Sheet7 Sheet8 Sheet9 Sheet10 Sheet11 Dashboard 1 Dashboard 2 Dashboard 3 Dashboard 4

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

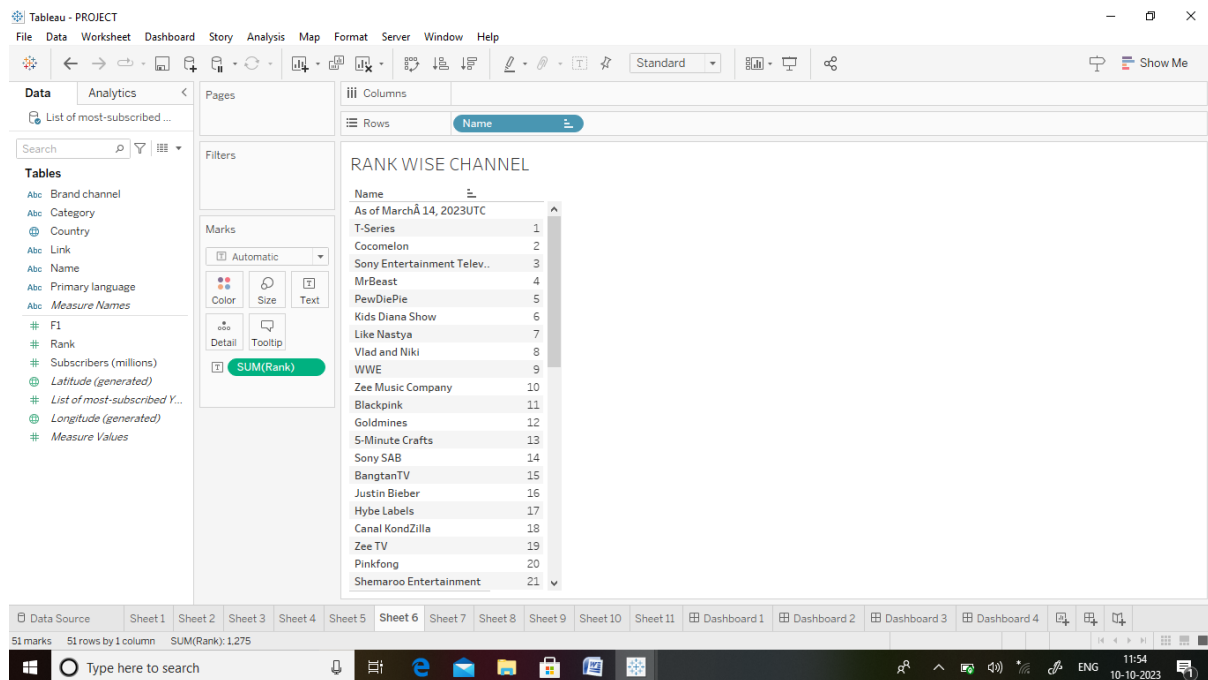
Milestone 4: Data Visualization

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.

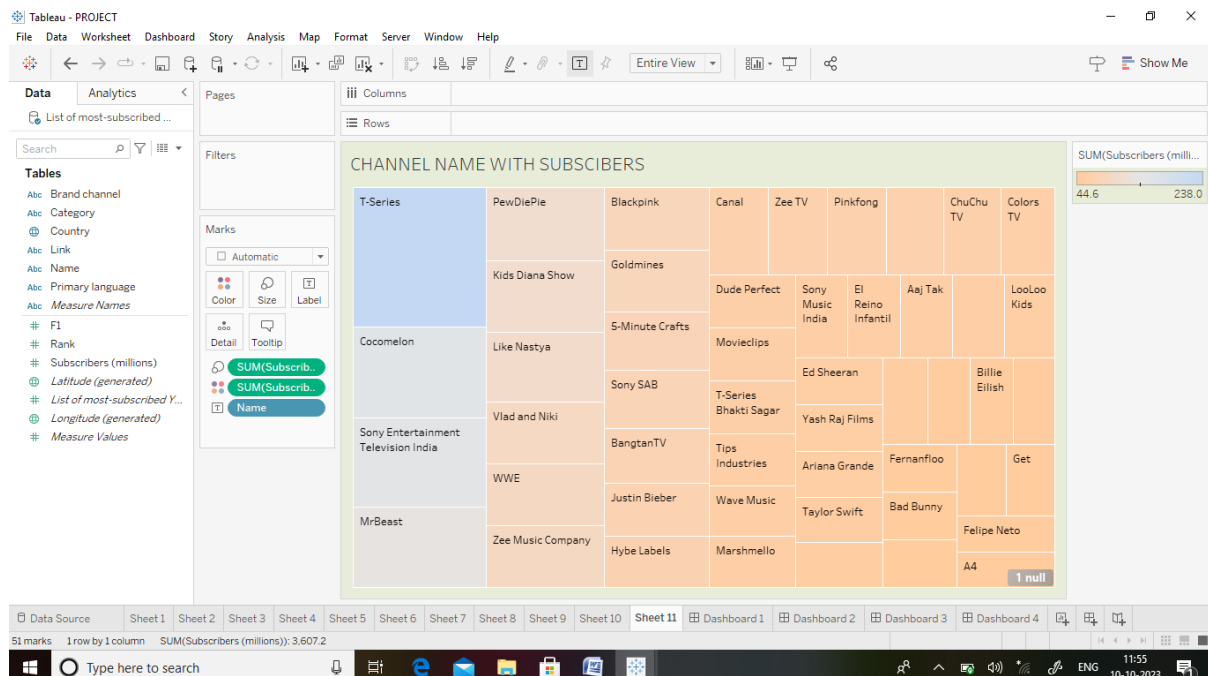
Activity 1: No of unique Visualizations

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.

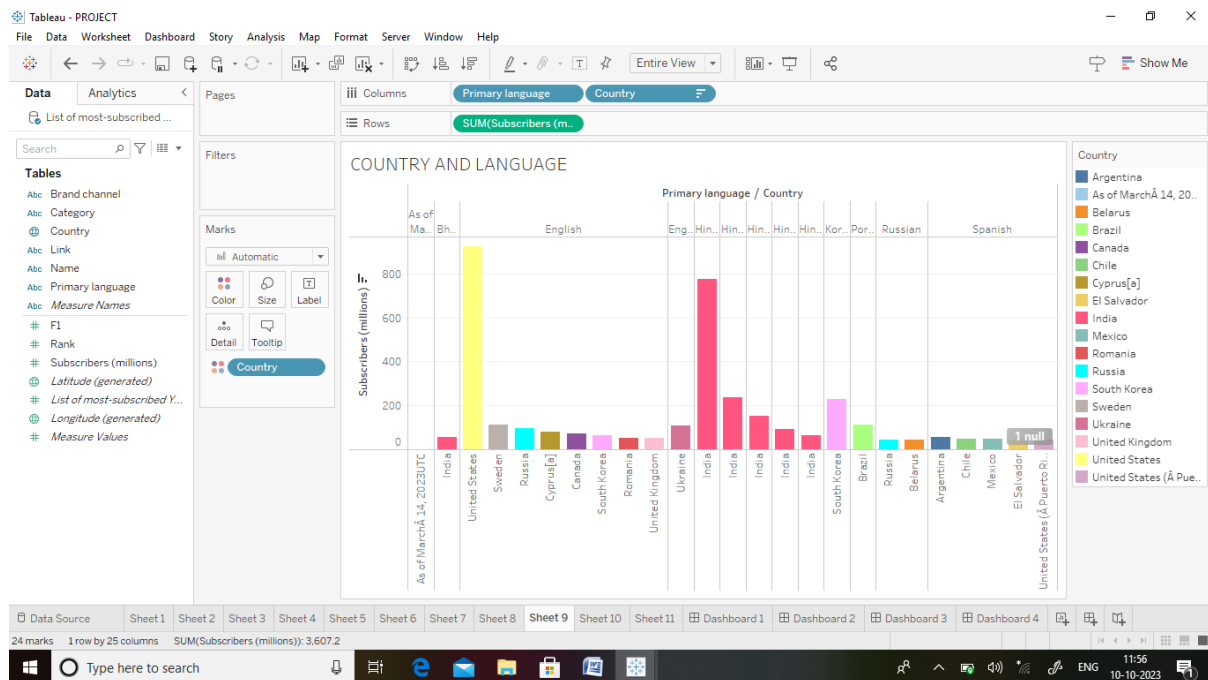
Activity 1.1: Rank wishes Channel, No of Channels with Brand and Channel Brand



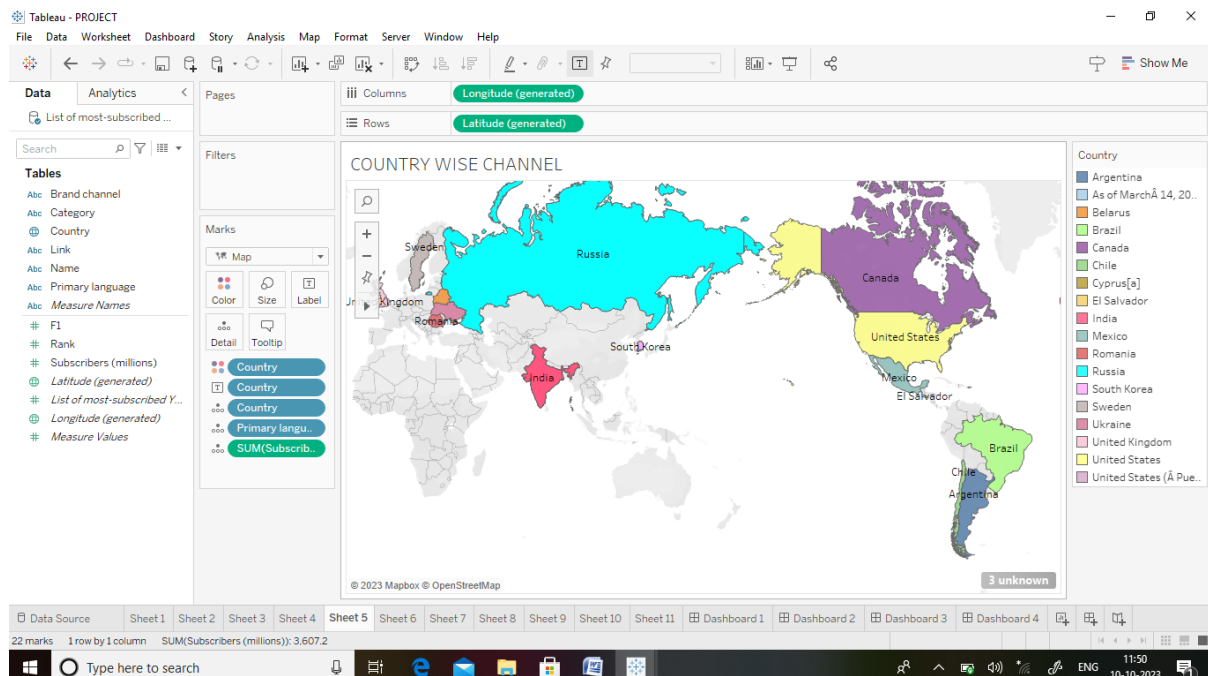
Activity 1.2: Channel name with subscribers and No of channels for particular language



Activity 1.3: Country and Language wise subscribers



Activity 1.4: Country wise Channel

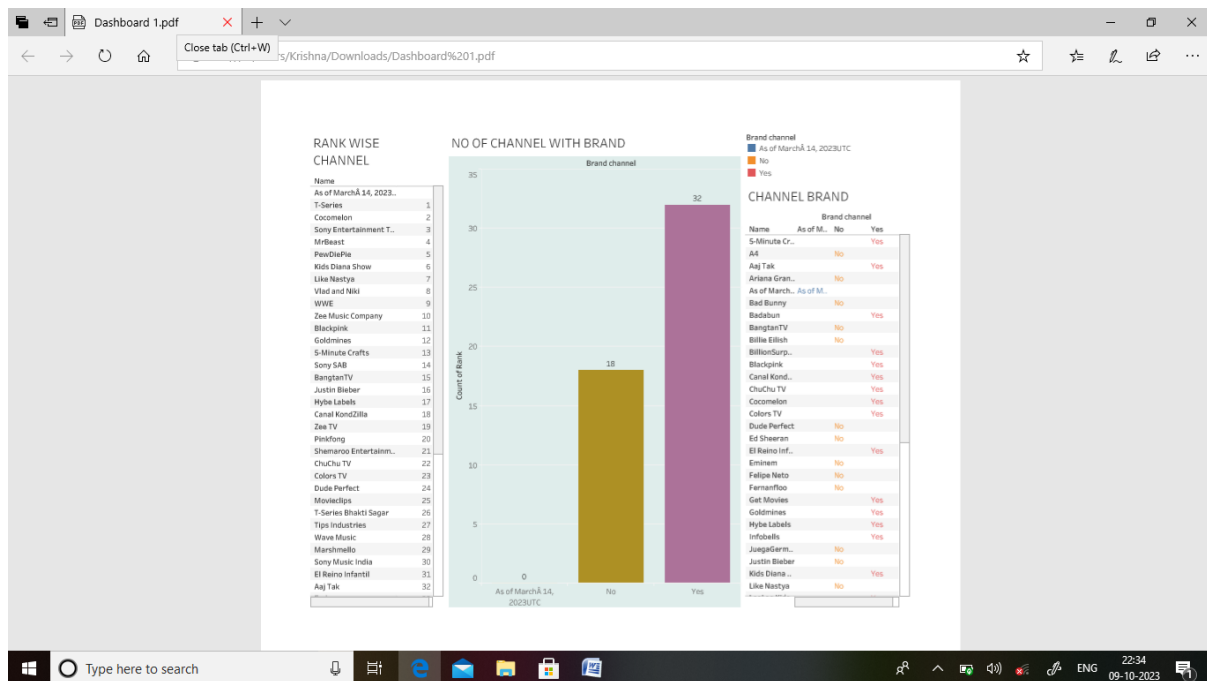


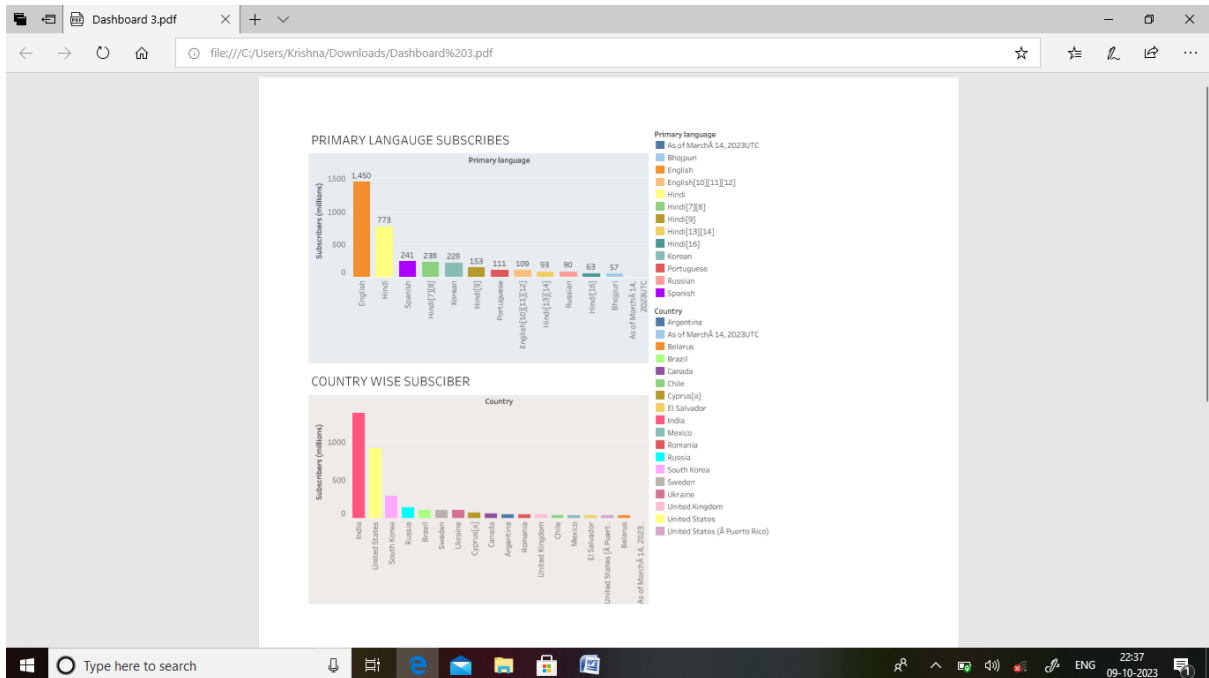
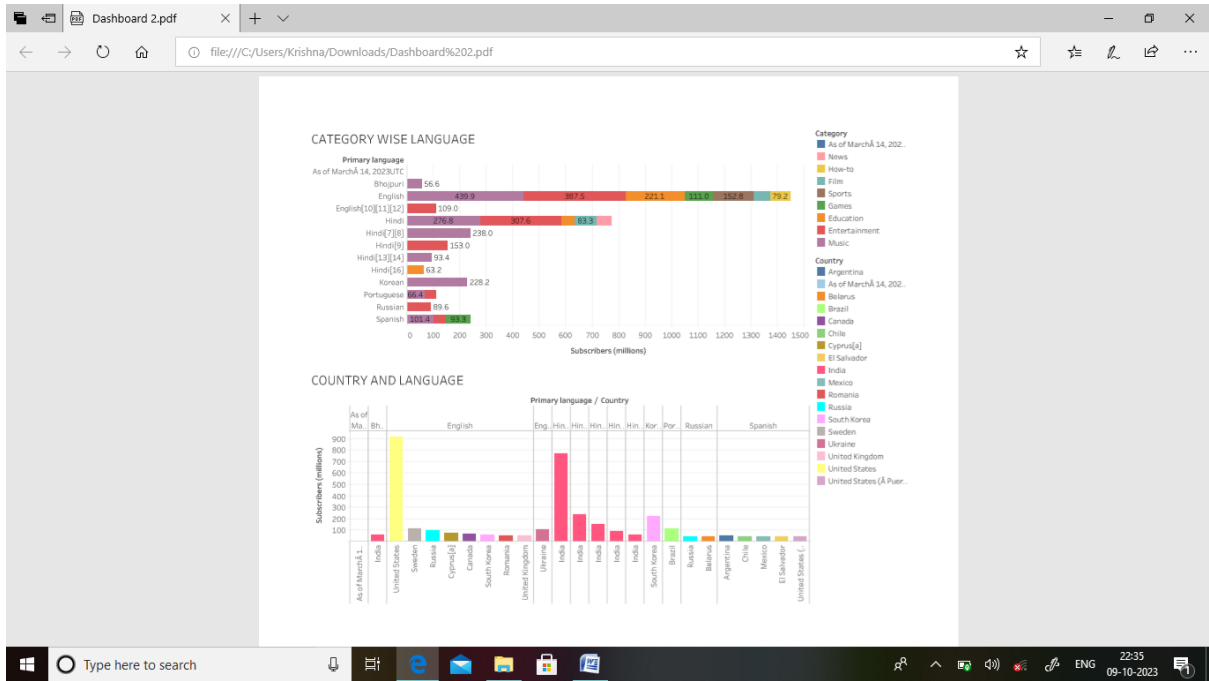
Milestone 5: Dashboard

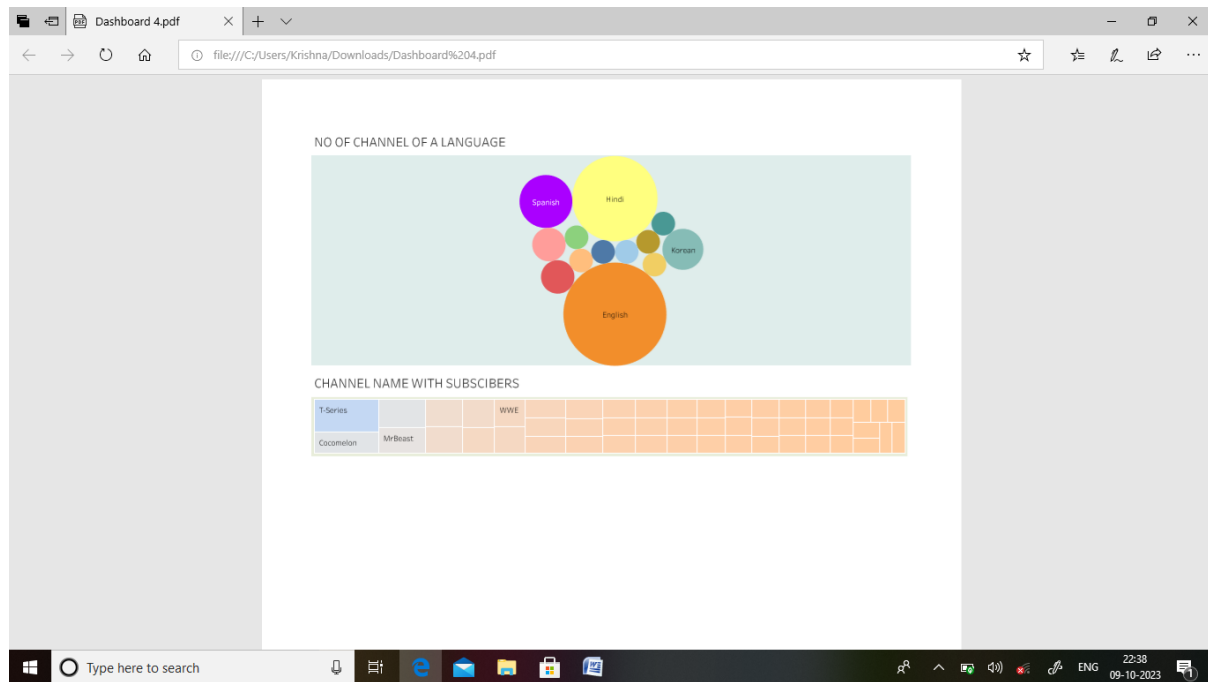
A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide realtime monitoring and analysis of data, and are typically designed for a specific purpose or use case.

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





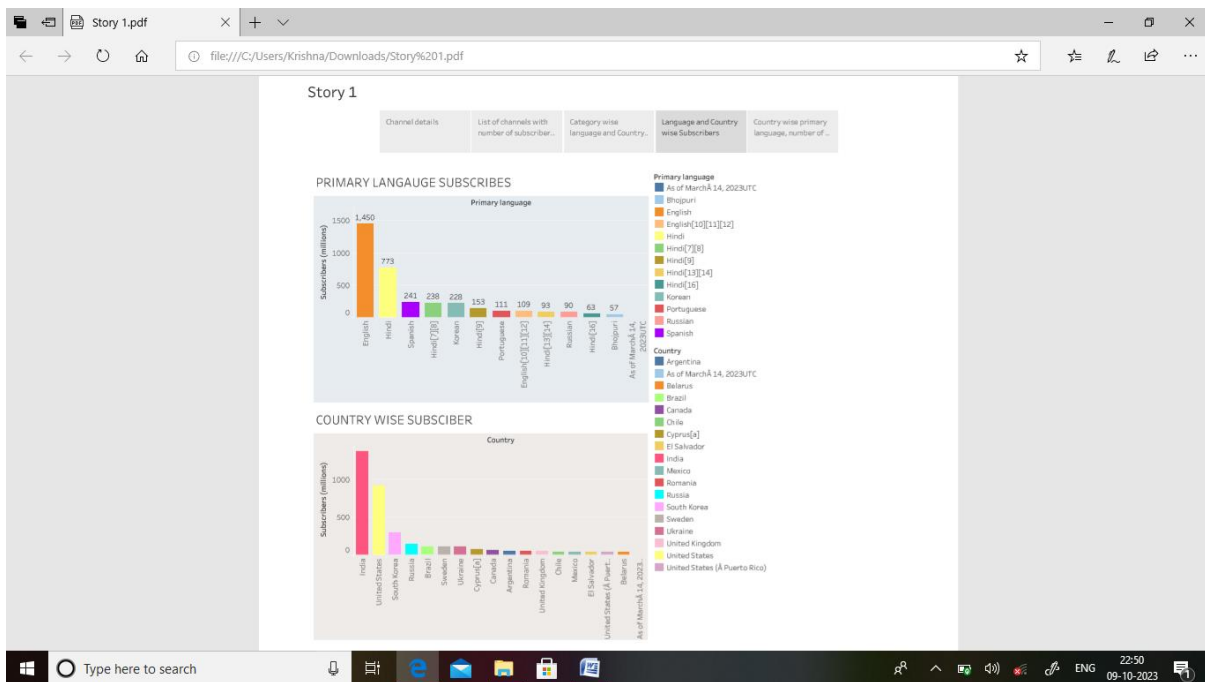
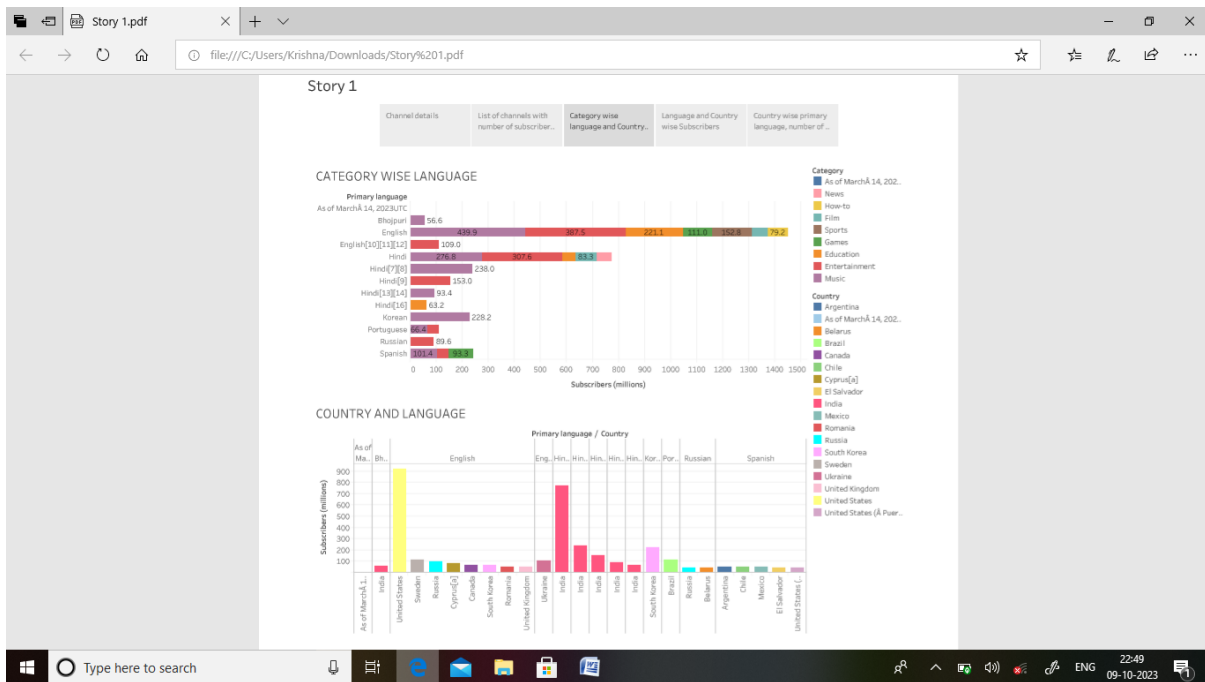


Milestone 6: Story

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.

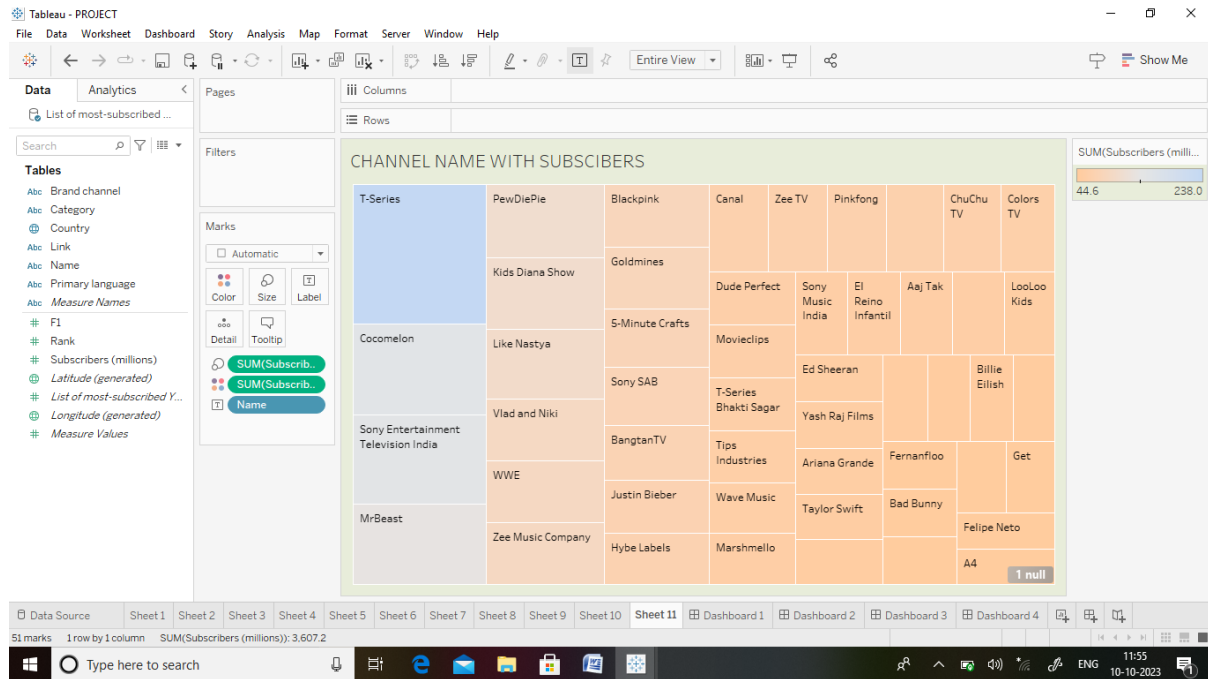
Activity 1: No of Scenes of Story

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.



Milestone 7: Performance Testing

Activity 1: Utilization of Filters

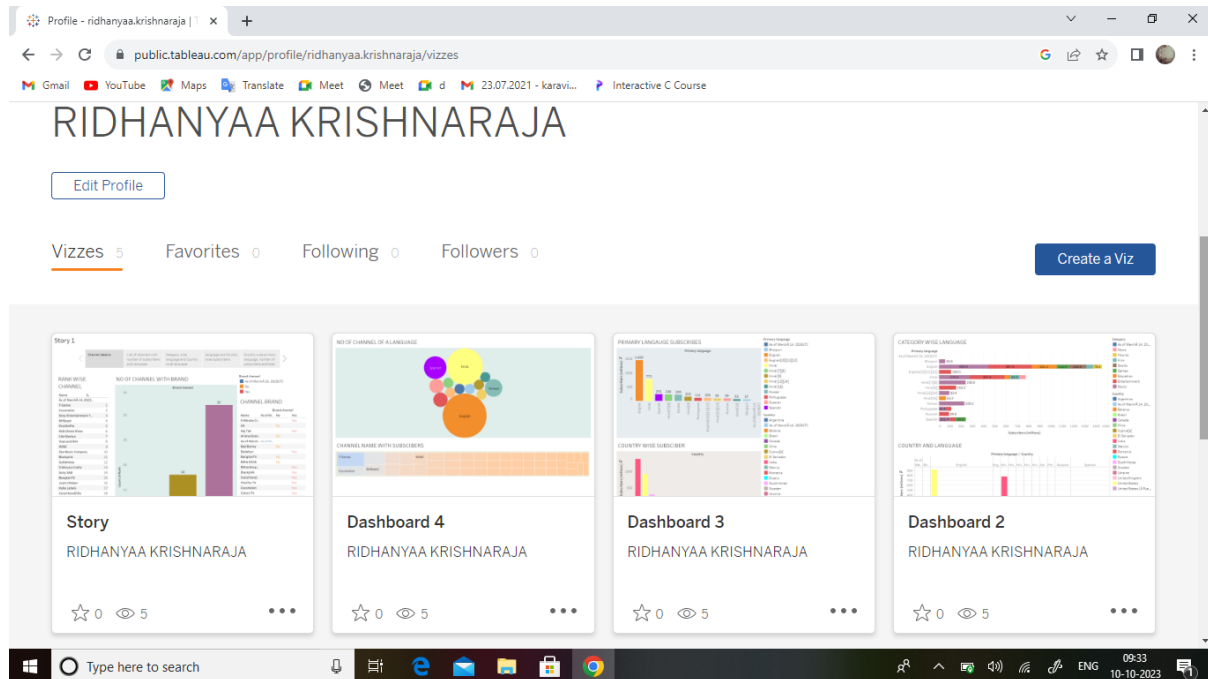


Activity2: No of Visualizations / Graphs

1. Table shows Rank with channel.
2. Bar graph shows the number of channels with Brand.
3. Table shows Brand
4. Heatmap shows channel name with subscribers
5. Circle shows a number of channels with a particular 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.

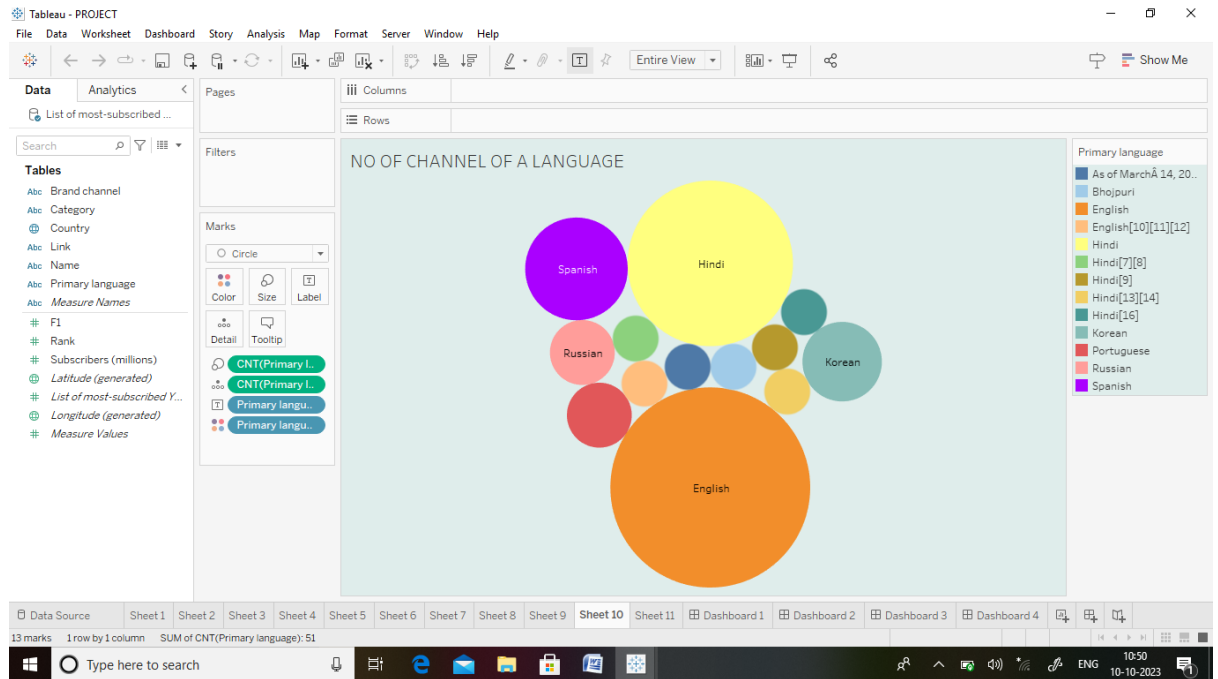
Milestone 8: Publishing

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.



4 ADVANTAGES AND DISADVANTAGES

- The graph shows us the category wise subscribers, on behalf of this the you tubers has choose their content and increase their subscribers lists



- This chart indicates us that English language is commonly preferred by the subscribers so that you tubers can choose the language according to the subscribers opinion.
- Apart from the advantages and benefits, there are also negative aspects of YouTube for both You Tubers and viewers.
- There have been numerous instance have been reported concerning content censorship because it is detrimental to students as well as society.

5 APPLICATIONS

This helps us to improve the YouTube channels subscribers. Category wise chart indicates the music and entertainment content has more number of subscribers. So they concentrate to increase the more subscribers. And then in number of channel with brand chart shows the Branded channels has the high rank. So that they can increase their subscribers

6 CONCLUSION

When analyzing YouTube and the You Tubers lives from a social, economic and physiological point of view, we can see some patters and facts that contribute to succeed in this platform. We can firmly conclude that social media ha s a very strong impact on

YouTube, since it makes the producer content reach more people, it facilitates the incorporation of a new subscribers to a channel and it makes it seems more, local or familiar

7 FUTURE SCOPES

YouTube will evolve into an on-demand video destination and allow the viewers to have a more active role in show creation. YouTube Creators may leverage all available technologies, such as artificial intelligence, machine learning, and virtual reality. YouTube Creators will look different than they do today. Through AI's generative abilities, creator will be able to add to their work. For example, YouTube is working on a tool that will allow creator to change character's cloths virtually or change the setting for a movie Multilanguage content should be provided to all of the videos. In YouTube videos all language subtitles should be provided.