SRM ARTS AND SCIENCE COLLEGE

DEPARTMENT OF ELECTRONICS AND COMMUNICATION SCIENCE

SUBSCRIBERS GALORE: EXPLORING THE WORLD'S TOP YOUTUBE CHANNELS

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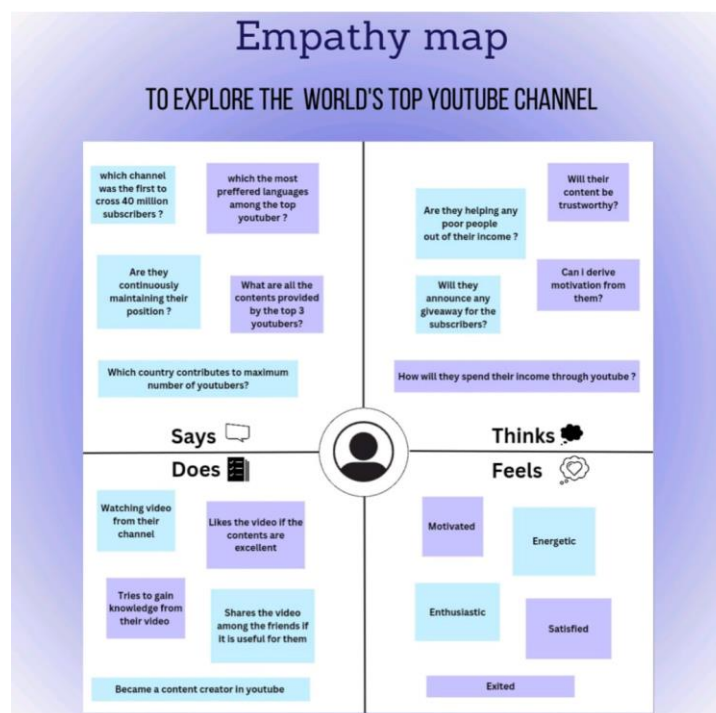# 1) INTRODUCTION

1.1) Overview:

In this project our aim is to comprehensively analyze the top 50 you tube channel in various dimensions namely country wise subscribers, most preferred language, channels that has a brand etc. We are going to analysis the dataset collected by using data visualization tool of tableau. Based on the information obtained using the data visualization tool of tableau, we can understand the recent trend and predict the future trend.

1.2) Purpose:

Our purpose is to help new youtube startups to better understand the demand of the public.

2)PROBLEM DEFINITION AND DESIGN THINKING

2.1) Empathy map

2.2) BRAINSTORMING MAP:

3)RESULT:

ACROSS THE GLOBE:

It is found out through our survey that

i) among the 50 you tube channels 32 channels have created a brand of their own.

ii) India has most subscribers (1378 million) among the country which allows the use you tube

iii) The most preferred language among the subscribers is English and followed by Hindi and Spanish.

iv) The most preferred category of video in English language is Music and Entertainment.

v) The most preferred category of video in Hindi language is Music and Entertainment.

INDIA SPECIFIC:

i) The world's top you tube channel is from India and the name of it is T Series.

ii)Our country is the homeland for many top you tube in the world.

iii)Our country has also the maximum subscribers on you tube, one of the reasons is our population is highest in the world and our people are interested in watching contents on you tube.

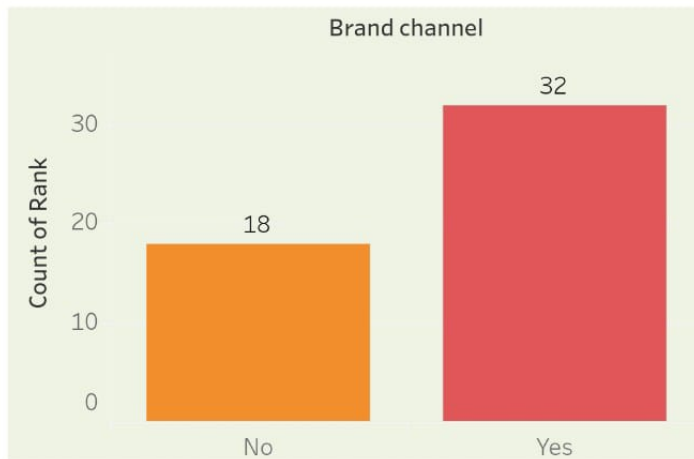iv)The most preferred category is entertainment and music

Visualizations:

Rank wise Channel

Name	
As of MarchÂ 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35

Channel brand

Name	Brand channel No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	

✵ +ableau

Rank wise channel and channel brand

No of channels with Brand
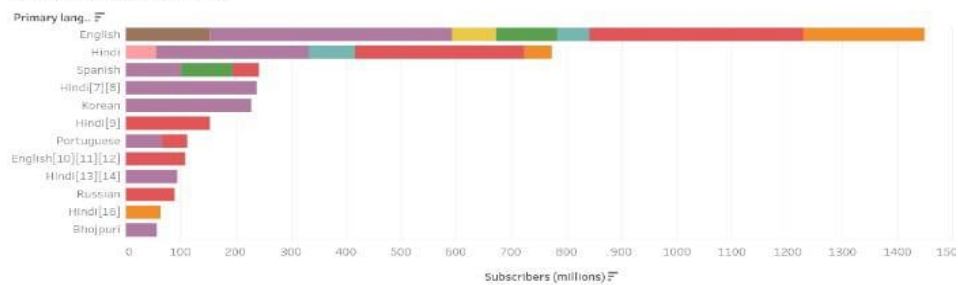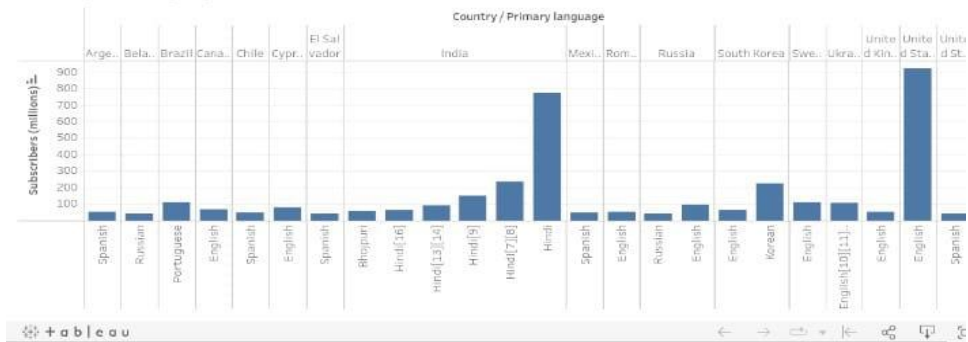

No of channels with brand.

Channel name with subscribers and No of channels of a language.
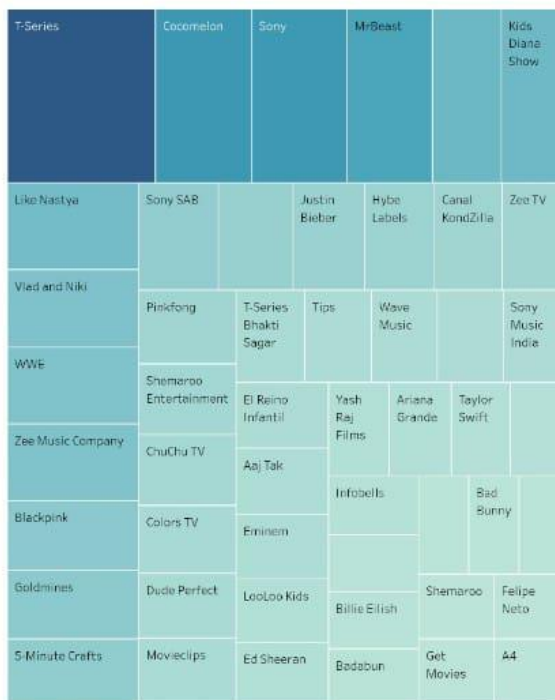
Category wise language
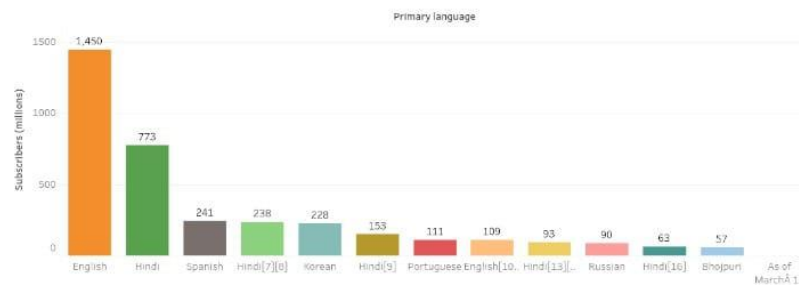

Country and language
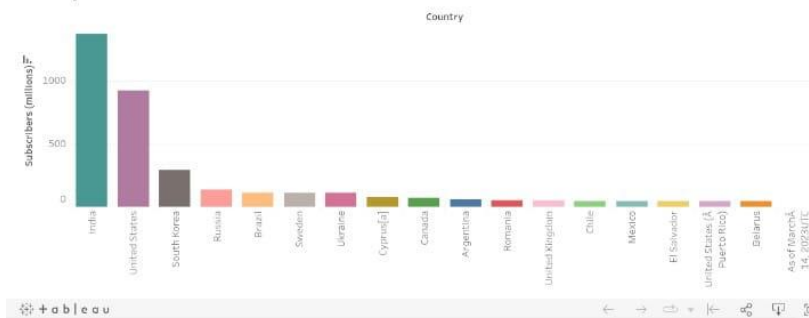

Category wise channels and Country & language

Language wise subscribers

Country wise subscribers

Language wise subscribers   Country wise subscribers

4)**ADVANTAGE AND DISADVANTAGE**

   *Our finding will help the present youtuber to develop themselves by creating the videos on content that the subscribers are demanding

   *Our findings will also help the budding youtubers to develop better and knowledgeable content.

   *The sample space we have taken into consideration is too low, so our findings are so narrowminded.

5)**APPLICATIONS**

The applications of our findings are multidimensional i.e.., it can be used to motivate new youtubers and sociologists and anthropologists can analyze the nature of the present man and to compare their behavior with past man.

6)**CONCLUSION**:

So far, we have used the collected data to analyze the top fifty you tube channels in the world and have depicted the same using the data visualization tool of tableau software. We have developed a dashboard and story using which the analysis can be made user friendly and interactive.

7)**FUTURE SCOPE:**

 There are so much of avenues for future development on your project analysis and one such future development, to overcome the present disadvantage, is increasing the sample space taken for research say, we can take at least top 200 channels into our analysis.