PROJECT REPORT

Subscribers Galore: Exploring World's Top Youtube Channels

Introduction:

❖ **A subscriber to a channel on the American video sharing platform Youtube is a user who has chosen to receive the channel's content .**
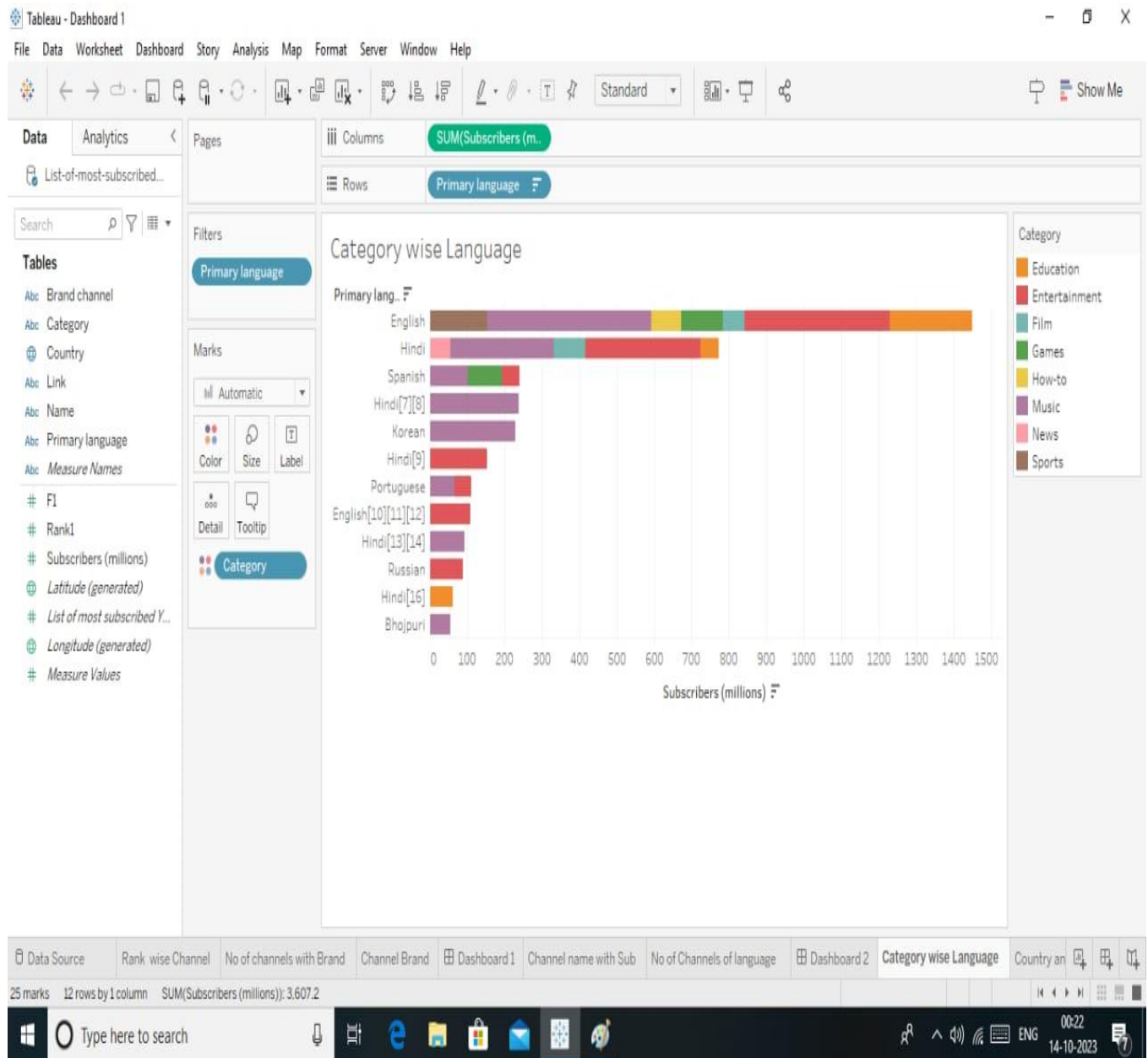

By

V. Suba Sankari and Team

This project's data named as "**List of most subscribed youtube channels**". In order to obtain a clear understanding in YOUTUBE GALORE we have created nearly 10 sheets in tableau desktop with the provided data. Here you are provided with the all sheets.

Sheet 1: Country Wise Language
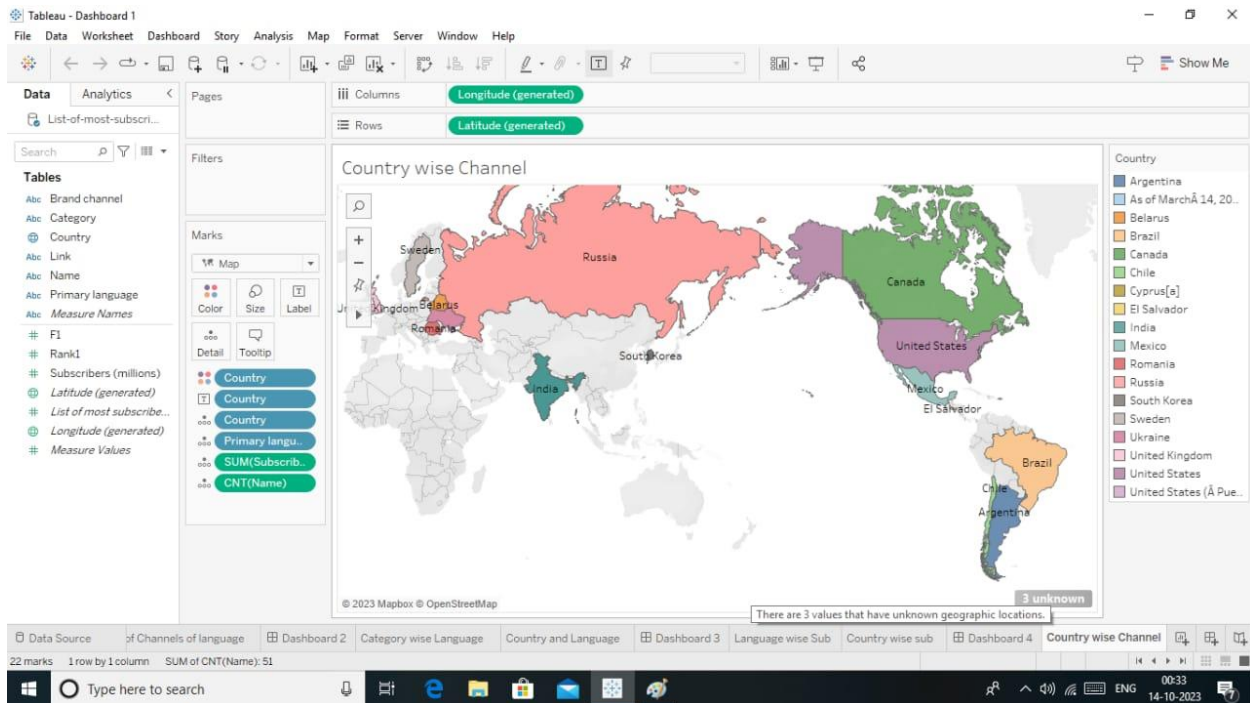
What is point of having multiple Youtube channels?

Multiple Youtube channels will help you greatly in conveying what exactly you want to talk about. Different channels will make the specific content more discoverable to people who are looking for it, it also increases the chances of growing a long-term and larger audience base.

Perhaps, the most obvious benefit is that you can make lot of money. Top youtubers can make millions of dollars per year, and even mid-level youtubers can make comfortable living. But money is not the only benefit of having a popular youtube channel. Another benefit is that you can build a strong personal brand.
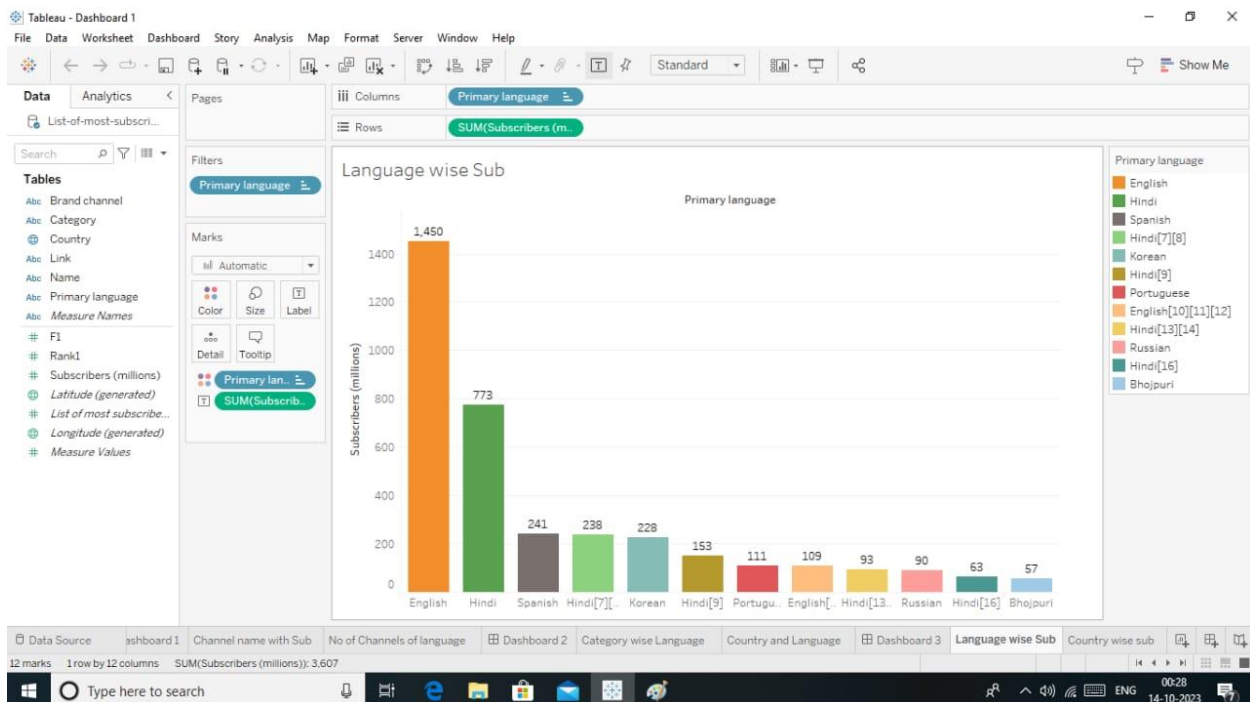
The combination of visuals and audio-along with youtube's content culture of simple, digestible messaging-makes youtube videos a great tool for engaging students in learning. In fact, 91% of educational institutions say video increases student satisfaction.

You can use youtube for learning. Youtube is a platform for learners. You can learn anything from anyone, be it a chef or an expert, everything is accessible on youtube. Also, you can learn almost anything like English, Coding, Business management , and so much more.
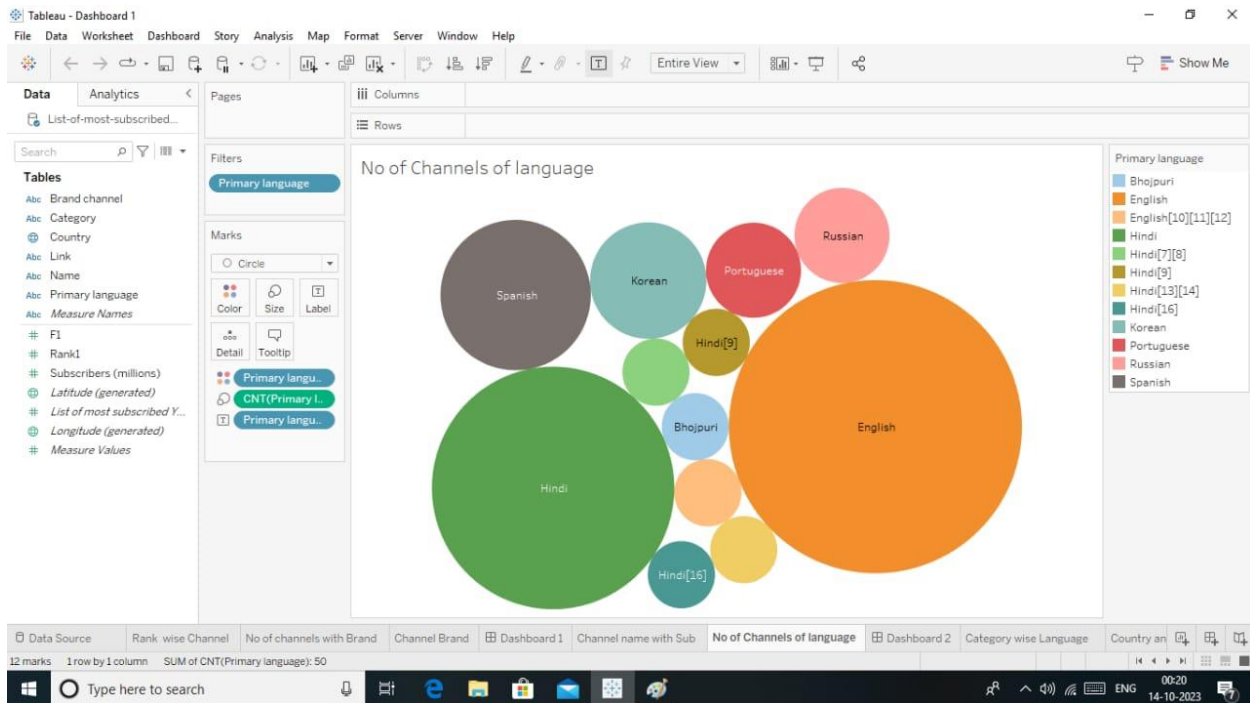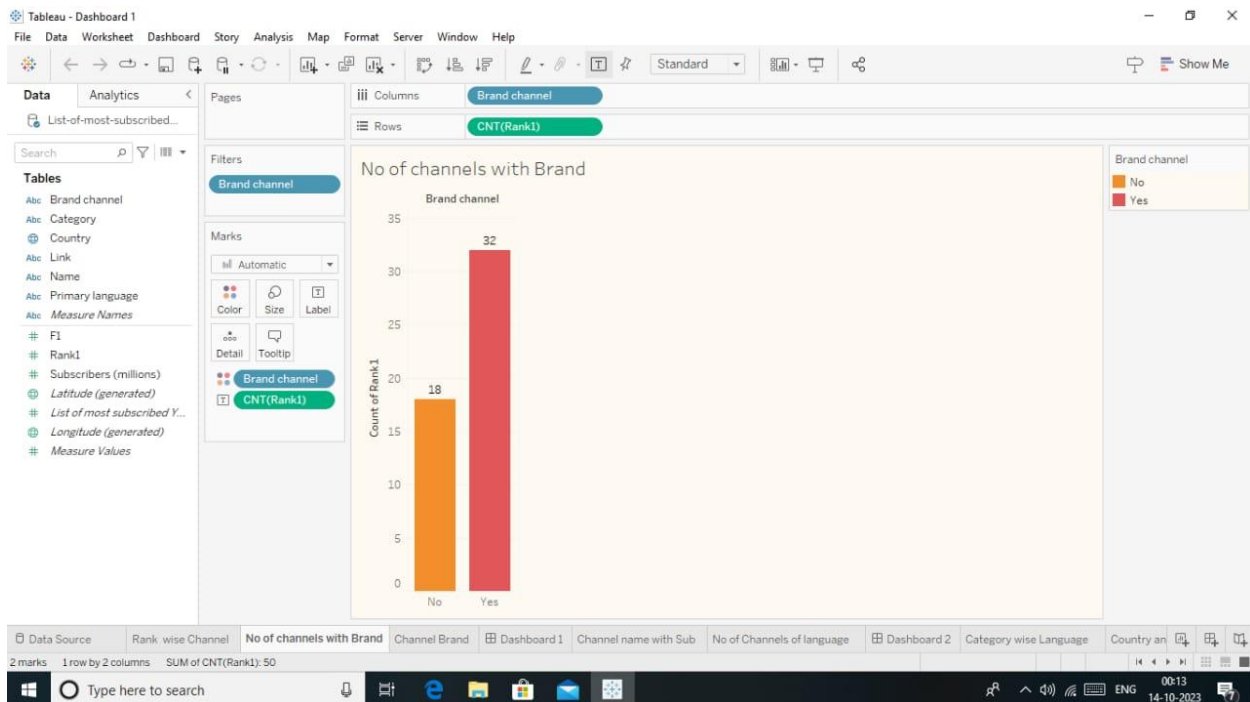
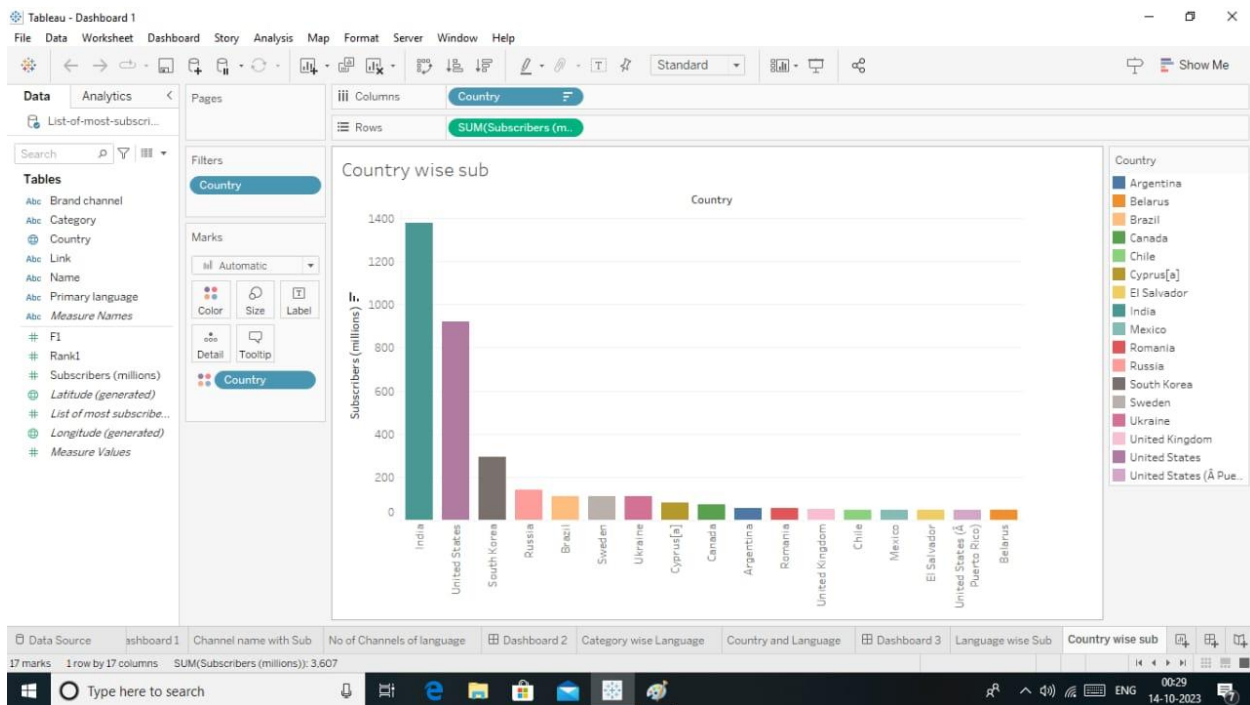# Sheet 2: Country Wise Channel

Sheet 3: Language wise Sub

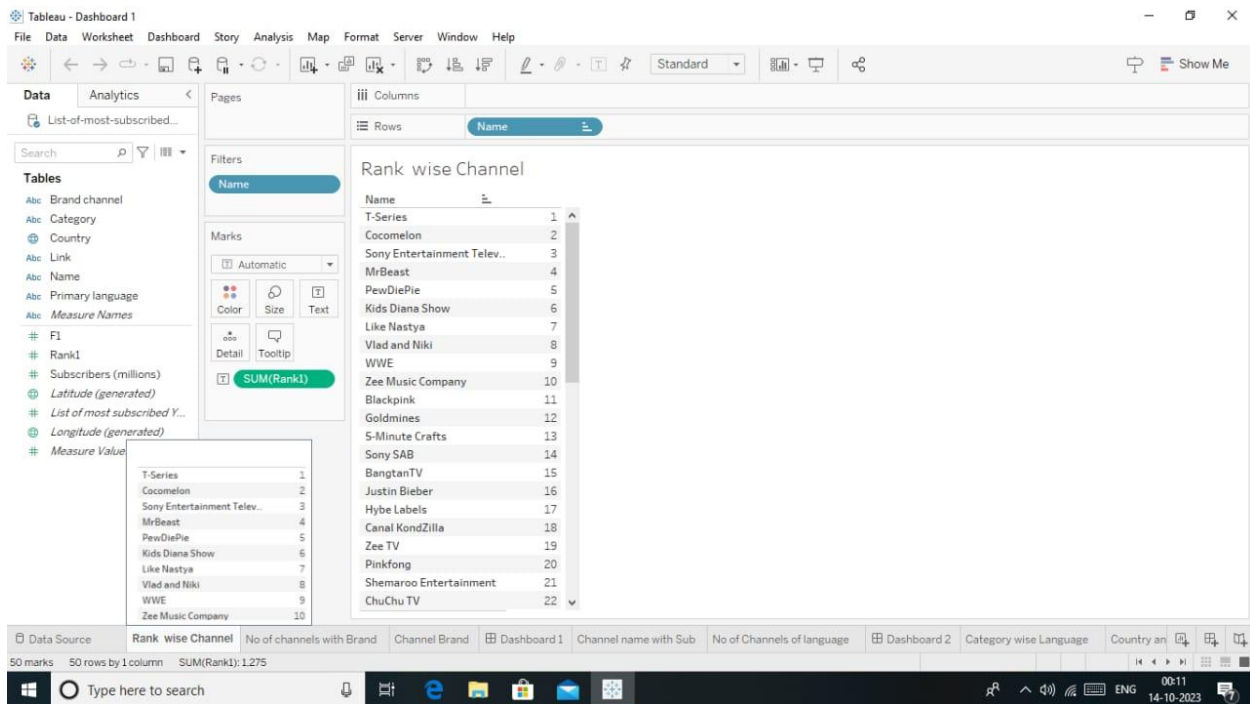# Sheet 4: No. of Channels of language

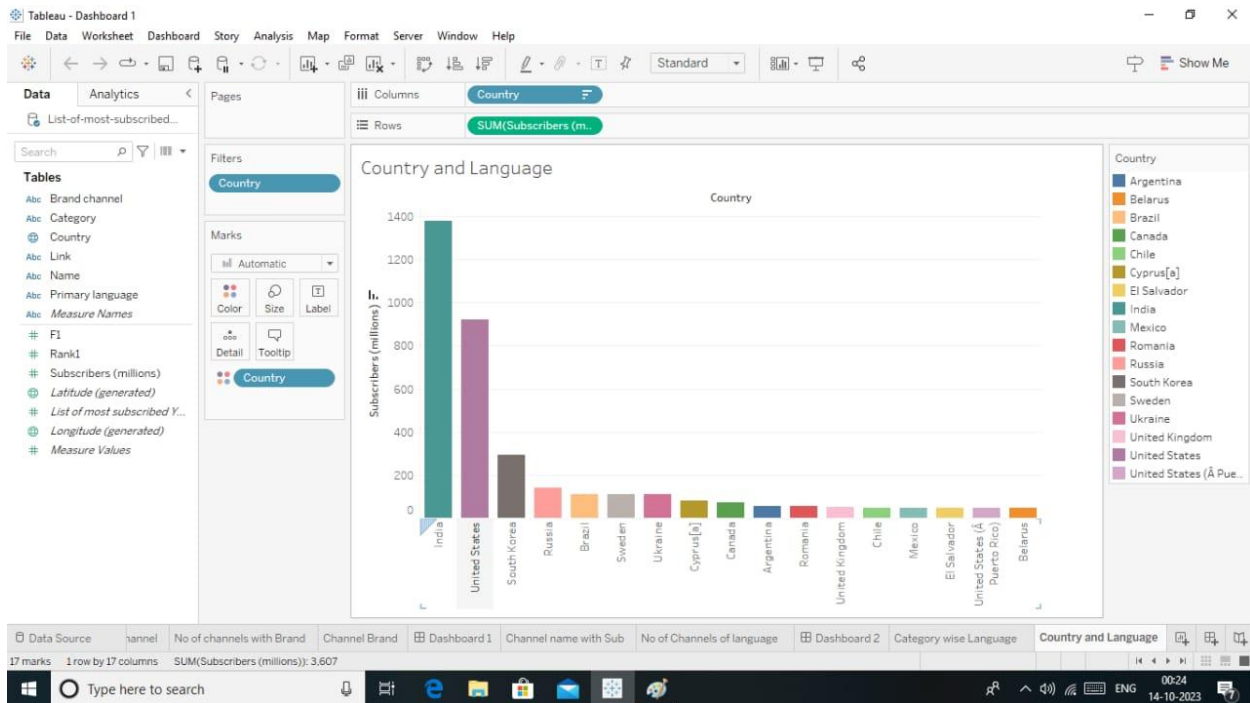# Sheet 5: No. of channels with Brand
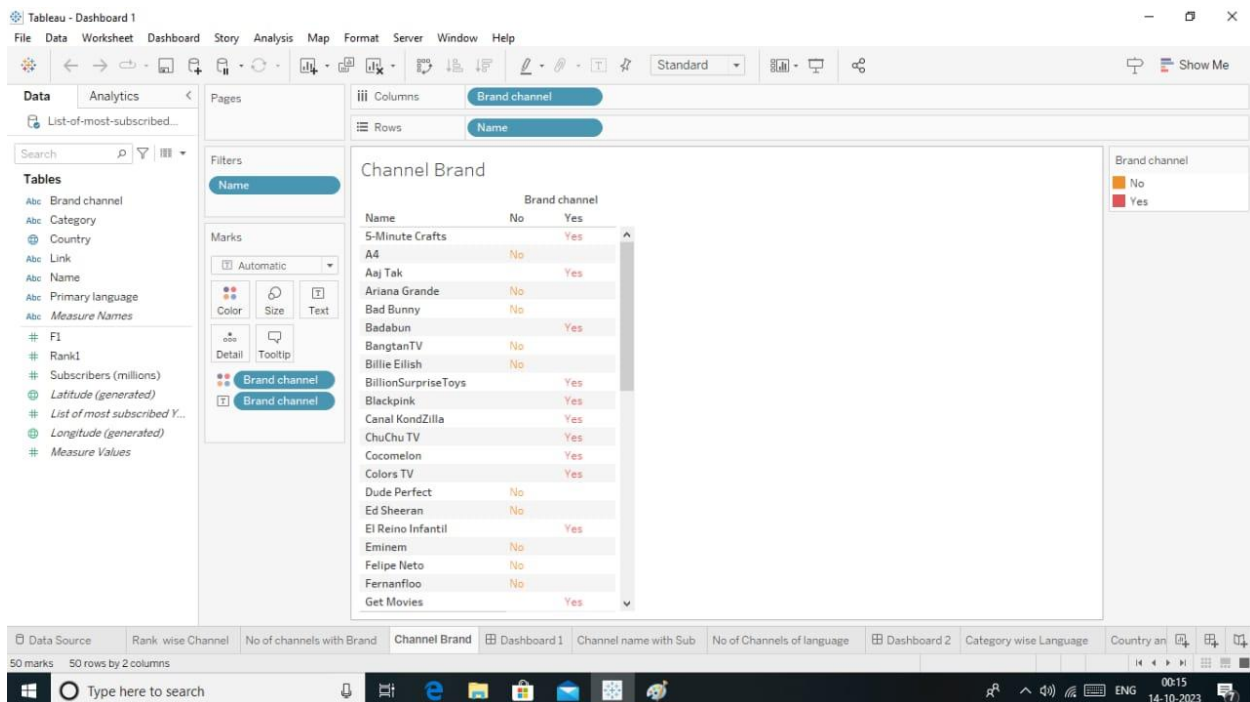
Sheet 6: Country wise sub
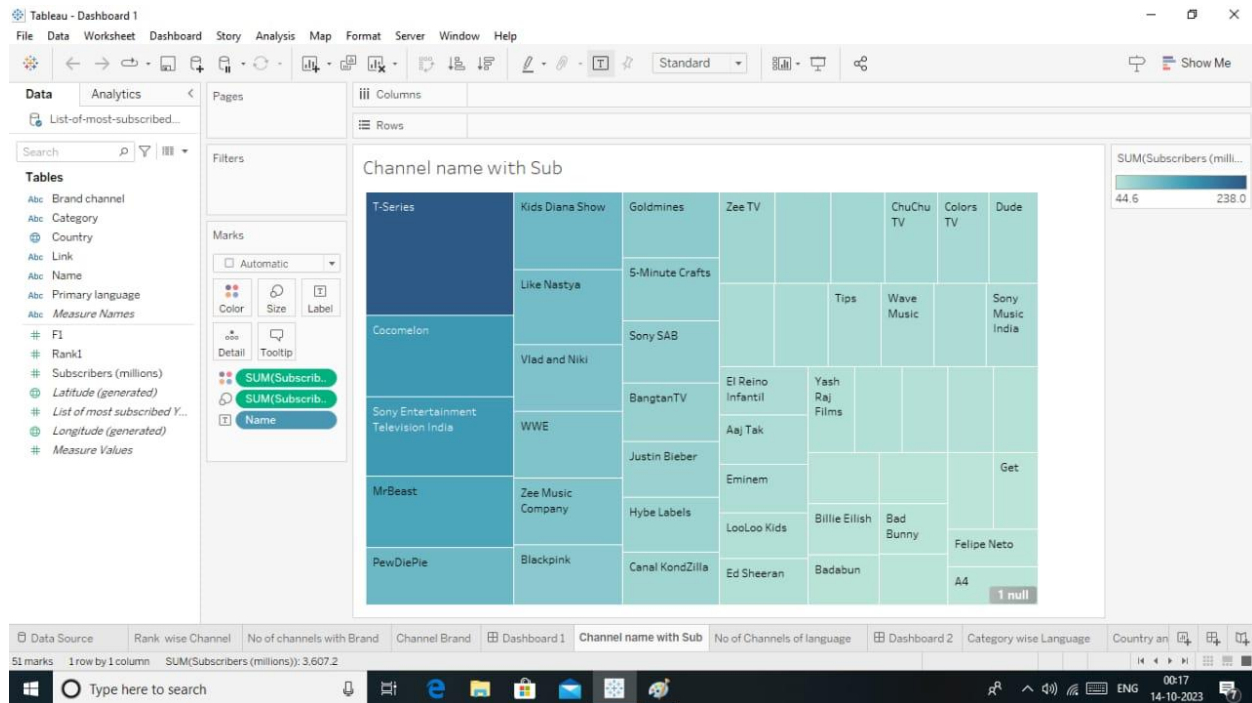

Sheet 7: Rank wise channel

Sheet 8: Country and Language

Sheet 9: Channel Brand

Sheet 10: Channel name with sub

Moreover, we also created a dashboard and story and we published it into tableau public, I provide the for our story and dashboard here for the reference.

Dashboard Link:

https://public.tableau.com/app/profile/suba.sankari.v/viz/Dashboard1_16972223491770/Dashboard1?publish=yes

Story Link:

https://public.tableau.com/app/profile/suba.sankari.v/viz/Story1_16972265066260/Story1?publish=yes
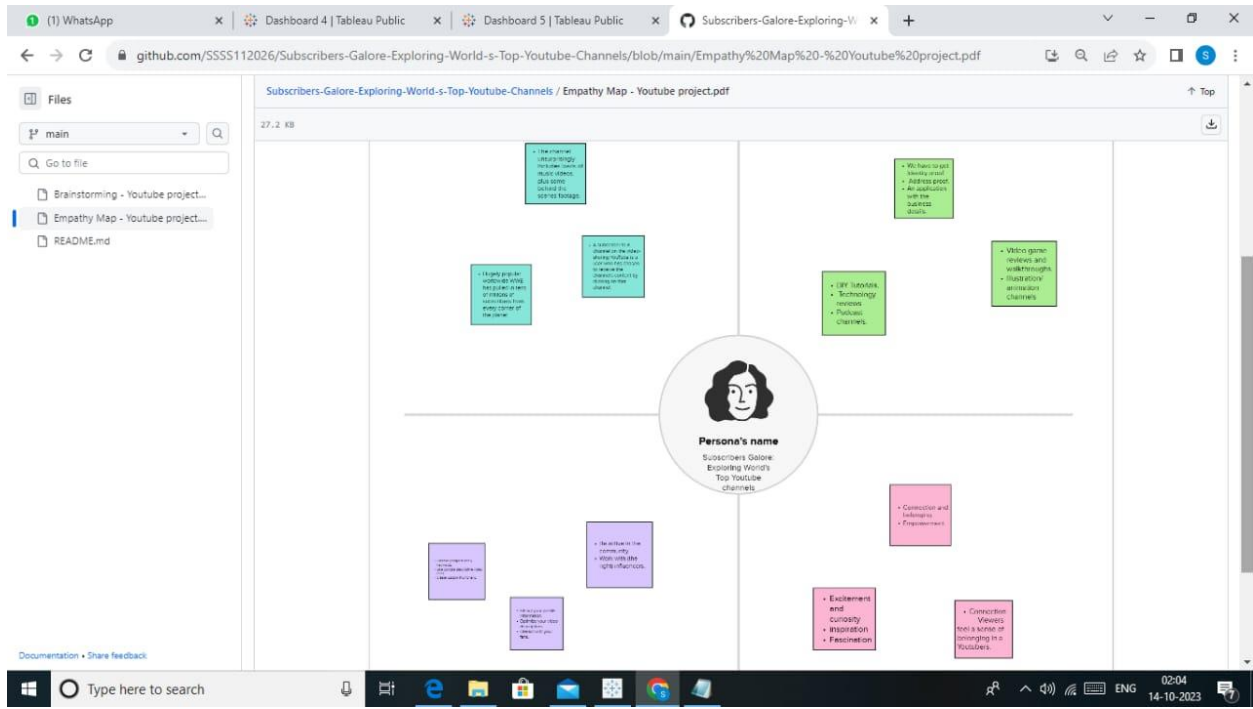
Problem Definition and Thinking:

A design thinking problem statement is a concise and actionable sentence question that defines our purpose and direction. Product teams using design thinking develop problem between what our product has and what our users need.

This task was accomplished by using empathy map and brain storming map.

Advantages of Youtube:

- Youtube as an information disseminating platform for students.
- It's the perfect place to learn and gain expertise.
- Youtube's user friendliness.
- Youtube for Brand promotion.
- Easy Earning is at the very top of the list of Youtube benefits for vloggers.
- Ads a drawback of Youtube for the audience.

Empathy Map:

Brain Storming Map: