YouTube Top 500 Gaming Channels

DATA 1205 Visualizations Presentation

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Background

- The YouTube Awards Committee is doing a review on the Top 500 YouTube gaming channels on the platform.

- The Committee wants to get insights into whether their rating system has met YouTube business goals, and determine if the top rated YouTube channels were getting the highest number of views and subscribers.

- The Committee wants to determine what insights from the data can be found, and whether the rating system that is established has any trends or patterns with number of subscribers, SB Score, Video Views, and Channel ranking on the platform.

- The Executive Director of YouTube Awards Committee has asked for Business Analysis on the data to facilitate new business decisions.

Objective

Who: Executive Director of YouTube Awards Committee, the primary decision maker that

establishes a channel's category for awards.

What: Breakdown of Video Views and Subscribers for each Rating.

The Big Idea: Based on analysis of video views and Subscribers for each Rating , insights can be

developed to determine how various rating categories are performing and find ways to improve

performance.

YouTube Ratings and Awards

The **Silver Creator Award**, for channels that reach or surpass 100,000 subscribers.

The **Gold Creator Award**, for channels that reach or surpass one million subscribers.

The **Diamond Creator Award**, for channels that reach or surpass ten million subscribers.

The **Custom Creator Award**, for channels that reach or surpass 50 million subscribers.

YouTube Ratings and Awards

The YouTube ranking categories are arranged in the following order :

- A+,   A,   A-

- B+,   B,   B-

- C+,   C,   C-

- D+,   D ,   D-

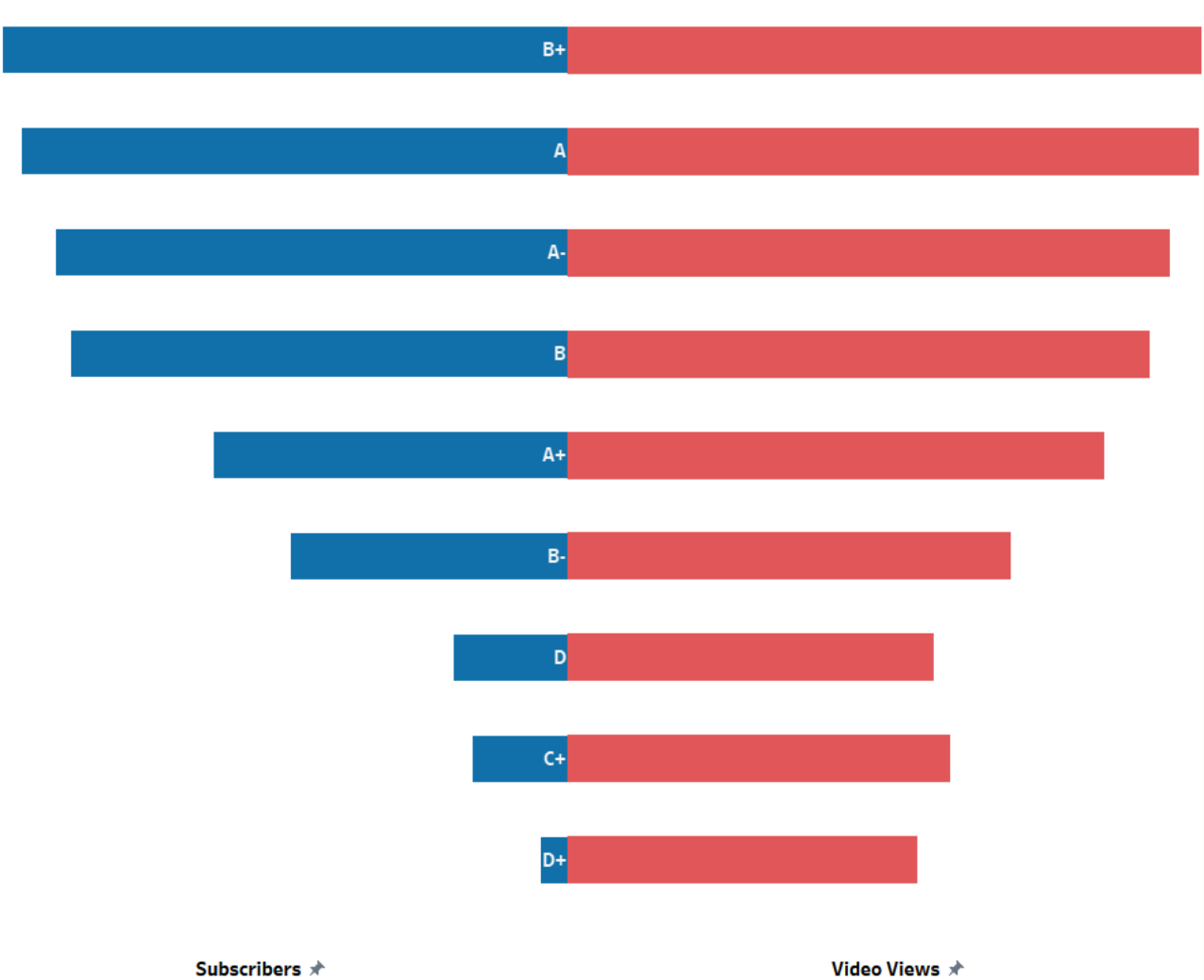# Number of Subscribers and Video Views for Each Rating

Subscribers 📌　　　　　　　　　　Video Views 📌

Table of Number of Subscribers and Video Views for Each Rating

Rating ⇅	Subscribers ⇅	Video Views
B+	461.25M	142.85B
A	352.30M	133.40B
A-	221.21M	71.88B
B	180.22M	45.71B
A+	25.27M	17.27B
B-	8.82M	2.29B
D	0.94M	0.42B
C+	0.73M	0.60B
D+	0.29M	0.30B

Analysis Findings

- The number of video views and subscribers is not necessarily correlated to higher rating.

- The number of subscribers are the Lowest in D+ rating which is the lowest rating category, however video views in D and C rating are close to each other.

- The + or – in rating category is not a good predictor of more subscribers.

- The subscribers for A-,A, and A + do not increase or decrease based on whether the rating is plus or minus.

- It was found that the A- and A rating videos had more subscribers than the A+

- The D+ rating videos had less subscribers than the D rating.

- The + or – in rating category is not a good predictor for video views.

- It was found that D+ rating has less video views than D, and A rating has more video views than A +.

Conclusion

- The current rating system that YouTube Awards Committee has in place for videos is not a good prediction of viewers and their preferences.

- The rating system may be outdated, and new criteria needs to be established for the rating system.

- User preferences should be looked at , as well as qualities located in the top ranked recent YouTube Gaming Channels.

- The number of subscribers is not a good indication of rating.

- The number of video views is not a good indication of rating.

- The rating Category Performance can be improved by improvising rating criteria, and monitoring the rating performance to get business insights for the Awards Committee.