1.INTRODUCTION

1.1Overview

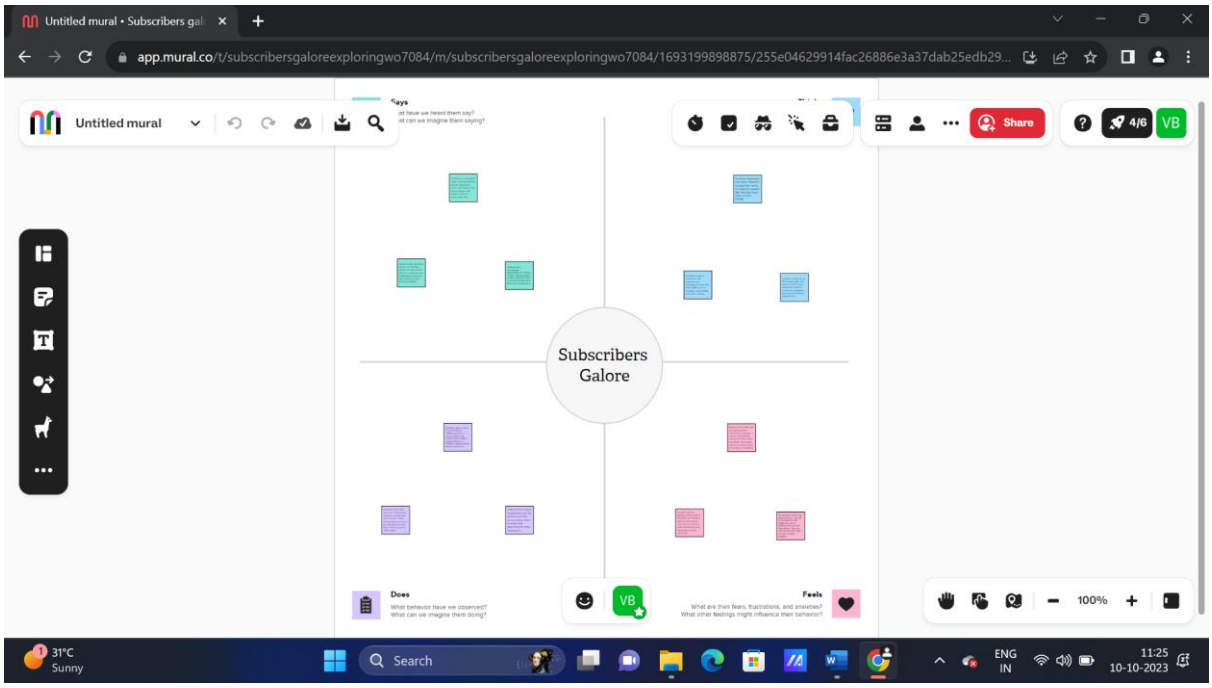
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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.

1.2 PURPOSE

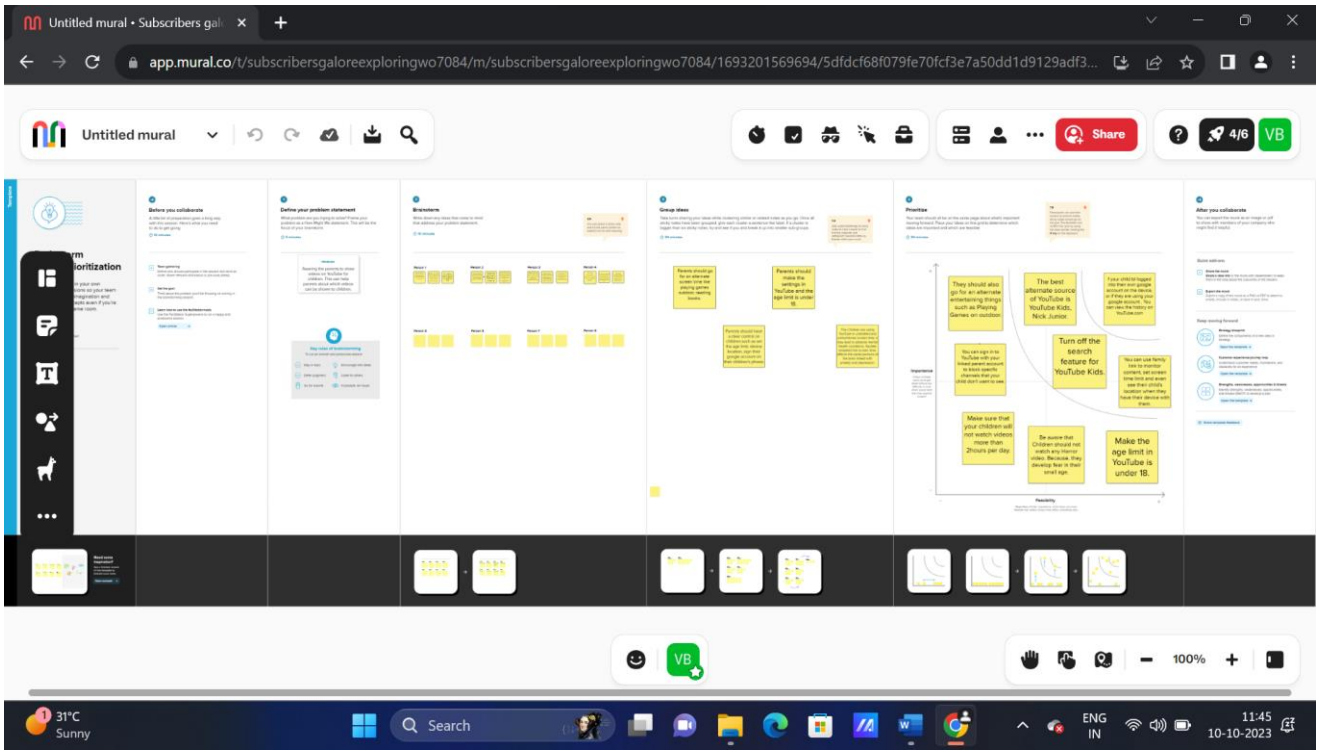
The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates 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.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

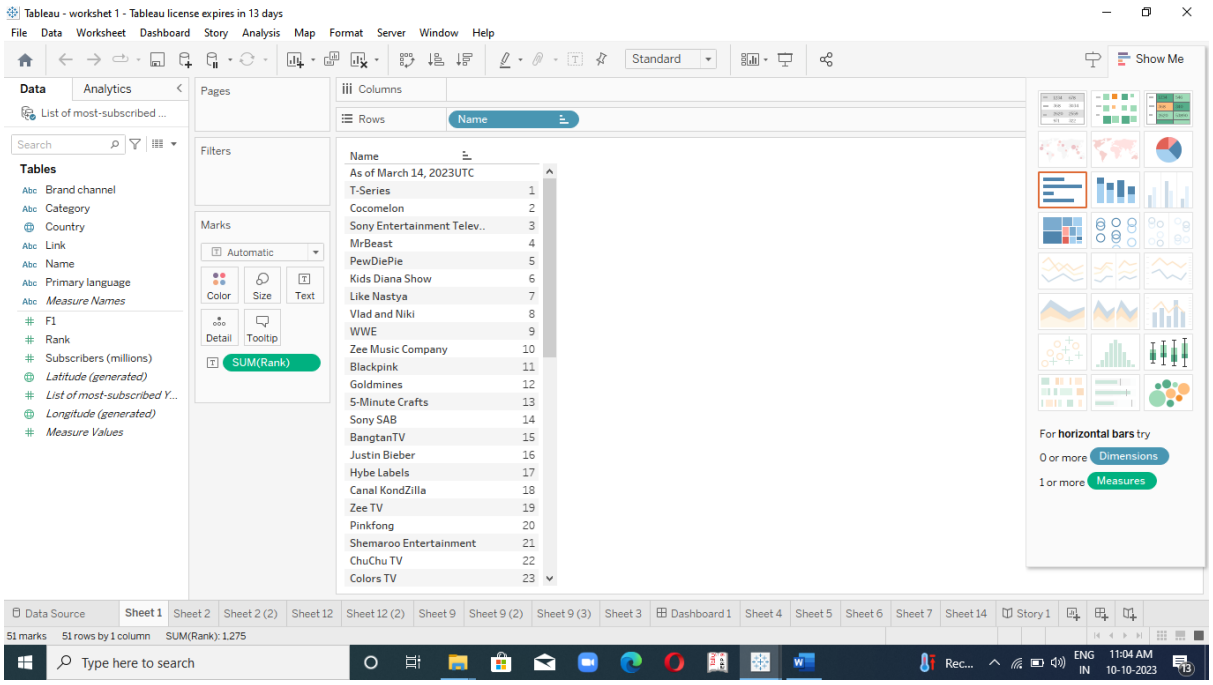


2.2 Ideation & Brainstorming Map

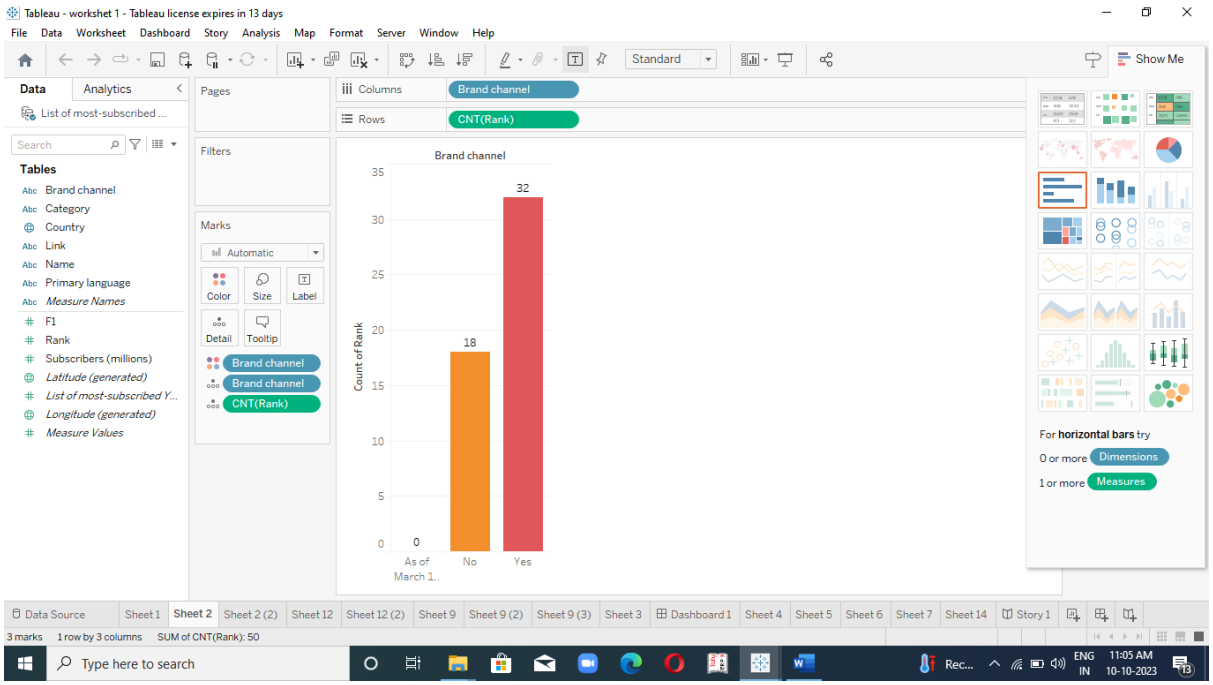


3.2 Activity & Screenshot

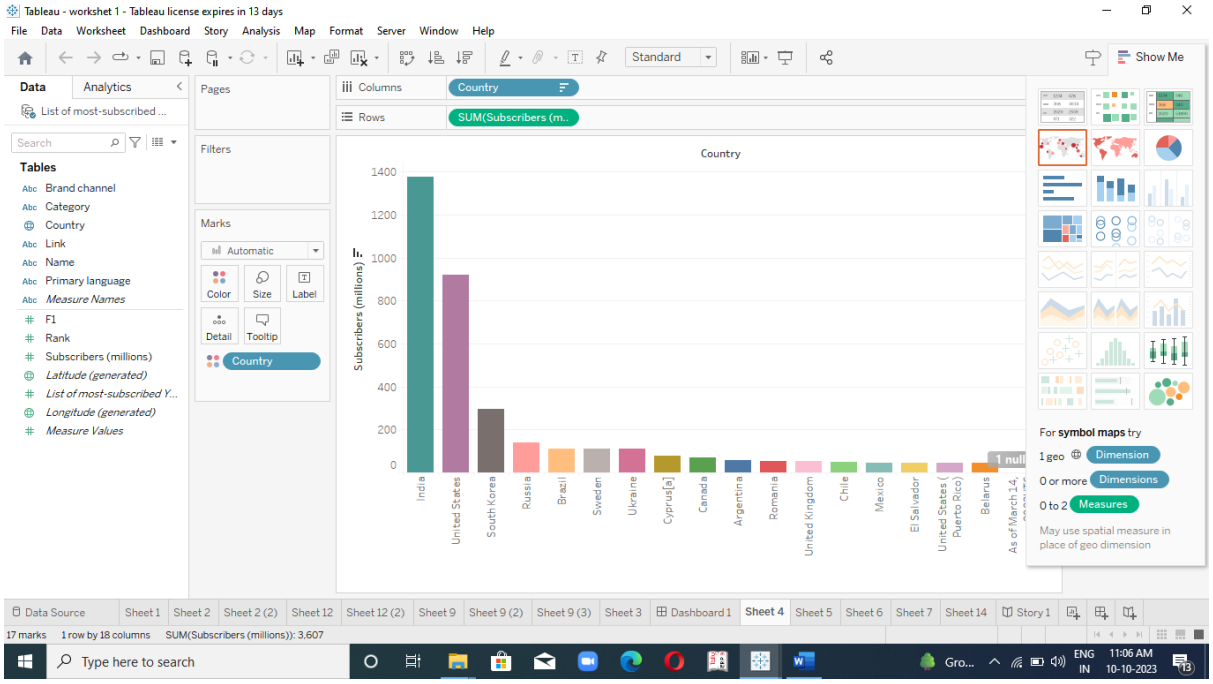
RANK WISE CHANNEL



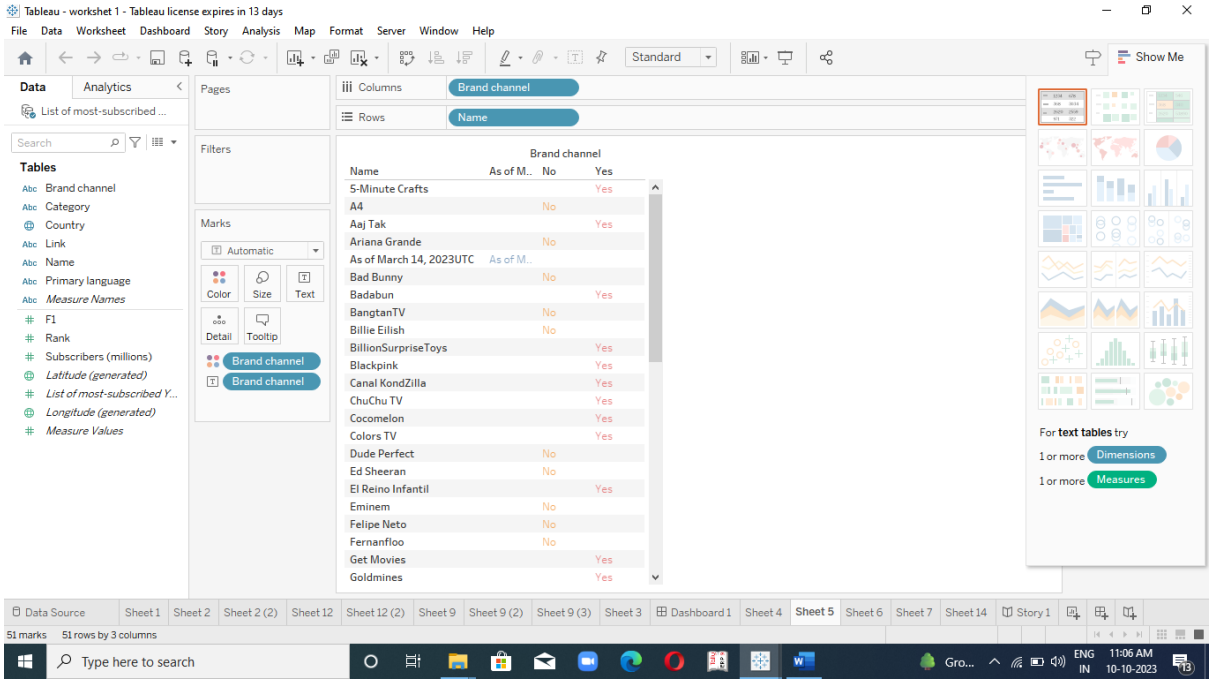
NUMBER OF CHANNELS WITH BRAND



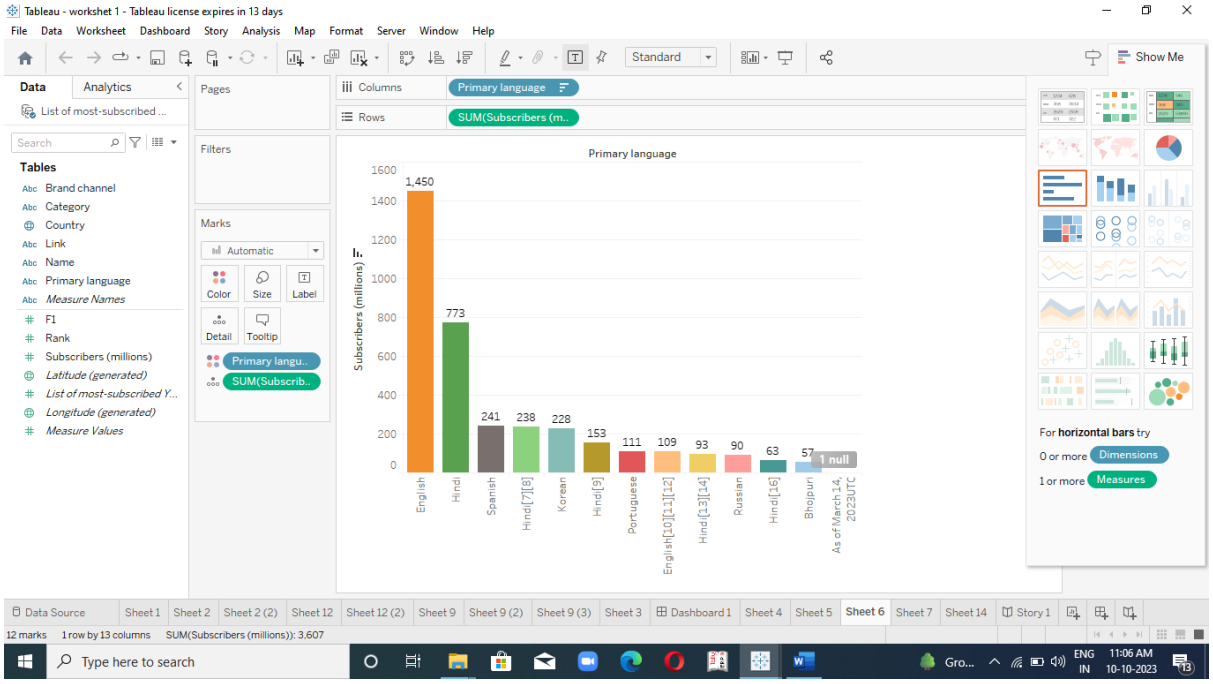
COUNTRY WISE SUBSCRIBERS



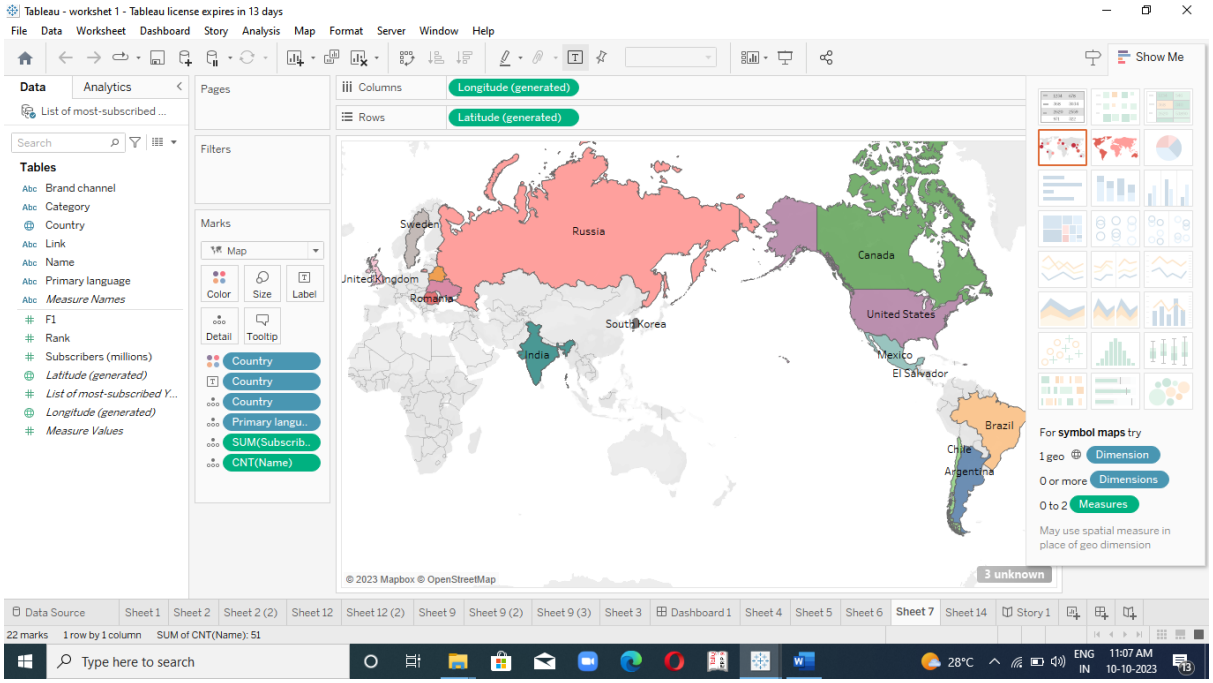
NUMBER OF CHANNELS WITH BRAND



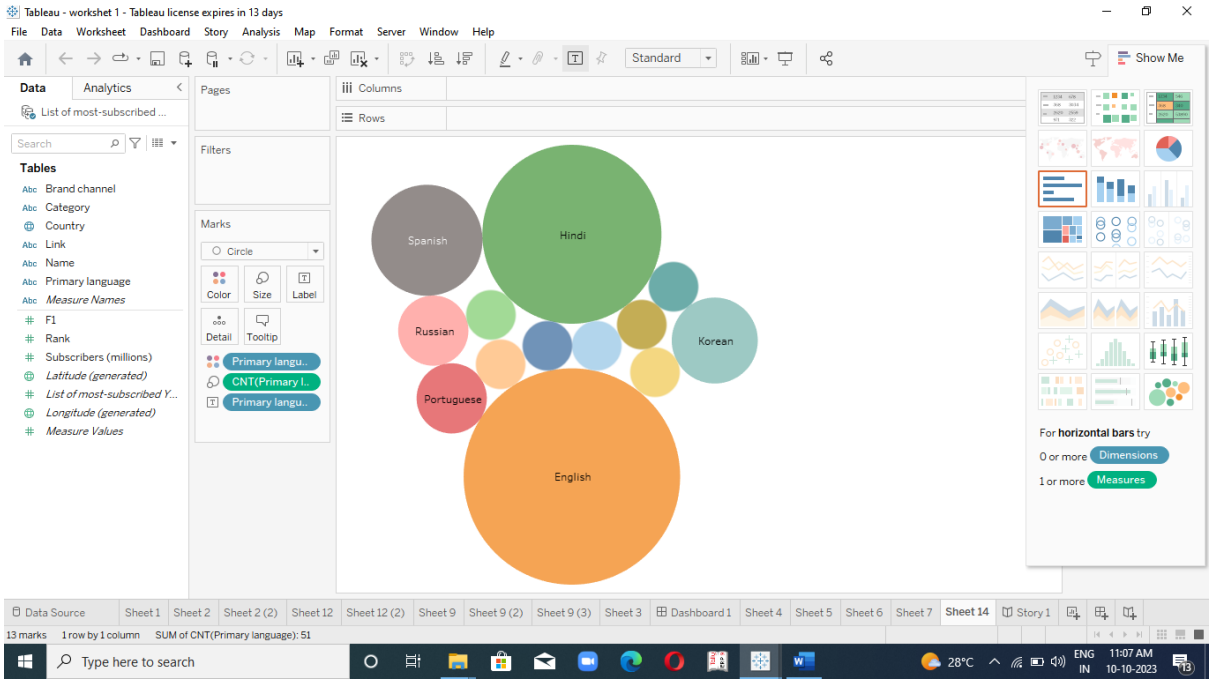
LANGUAGE WISE SUBSCRIBERS



COUNTRY WISE CHANNELS



CHANNELS IN LANGUAGE



4.ADVANTAGES AND DISADVANTAGES

4.1 Advantages

1. One of the best advantages of YouTube for subscribers is to make students to learn the course what they need.
2. The next advantage is any unknown skill can be easily learnt by simply seeing videos, especially cooking.
3. It is the best part of entertainment and seeing films.
4. It is useful for many home remedies for diseases.

4.2Disadvantages

1. Maximum focus on screen time leads to eye problems such as cancer.
2. Many Children are prone to see the unwanted videos, this leads to many mental Depression.
3. Many YouTubers influence people wrongly, this leads to fights between them.

4.Many YouTubers promote many wrong products, this leads to many skin diseases between them.

5.Application

*Video Advertising

*Influencer Marketing

*Live Streaming

*E-Commerce Integration

6. CONCLUSION

In this manuscript, the focus was placed on analysing the number of Subscribers in world's top most YouTube Channels as on March14, 2023. It deals with the rank wise channel, channels in language, number of channels with brand, language wise subscribers, country wise channels, country wise subscribers.

7. FUTURE SCOPE

YouTube has already experienced tremendous growth in recent years, and this trend is expected to continue. With over 2 billion monthly active users and increasing consumption of video content, YouTube is poised for continued growth in the coming years. YouTube has been investing heavily in original content through its YouTube originals program. This trend is expected to continue, with YouTube potentially increasing its investment in original content to compete with other streaming services like Netflix and Hulu. As YouTube faces increasing competition from other platforms, it may focus more on monetization to remain competitive. This could mean more advertising on the platform or new monetization options for creators, such as paid subscriptions or merchandise sales.

8. APPENDIX

A. SOURCE CODE

DASHBOARD LINK:

https://public.tableau.com/app/profile/varsha.b.r/viz/Subscribersgaloretabuleauproject/Dashboard1

STORY LINK:

https://public.tableau.com/app/profile/varsha.b.r/viz/Vstory/Story1