Subscribers Galore: Exploring World's Top You-Tube Channels

Overview

YouTube is a video-sharing platform where users can upload and watch videos. YouTube is the second most popular website in the world, with over 2.5 billion active users. YouTube channels are created by individuals or organizations to upload and share videos. YouTube channels can be ranked based on a number of factors, such as the number of subscribers, the number of views, and the number of likes.

Purpose

The purpose of this project is to analyze the top YouTube channels by rank, country, language, category, and brand using Tableau software. Tableau is a data visualization tool that can be used to create interactive dashboards and visualizations.

Problem Definition And Design Thinking

Empathy Map

Says

What have we heard them say?
What can we imagine them saying?

Enthusiastic viewers seeking engaging content.

Content creators looking for inspiration and strategies to grow their channels.

Marketers interested in advertising opportunities on popular channels.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Viewers want entertaining, educational, or informative content.

Creators aim to understand what makes a channels successful.

Marketers consider which channels align with their target audience.

World's Top You tube Channels.

Does

What behavior have we observed?
What can we imagine them doing?

Viewers subscribe, like, and comment on videos.

Creators analyze trends, create content, and engage with their audience.

Marketers research and negotiate partnerships with popular channels.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

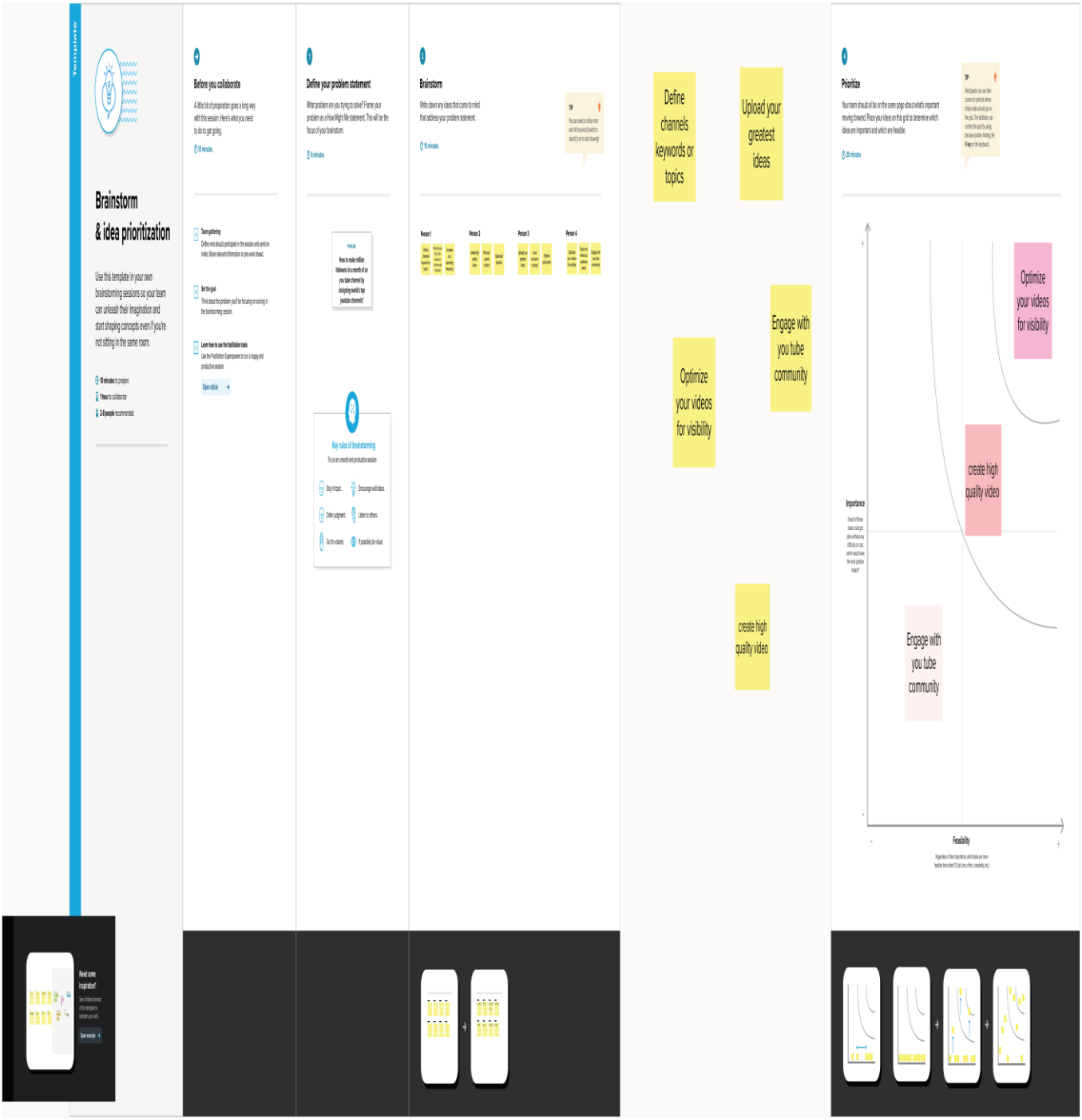
Viewers desire to be entertained, informed, or inspired.

Creators may feel pressure to perform or innovate.

Marketers seek channels that resonate with their brand's value.

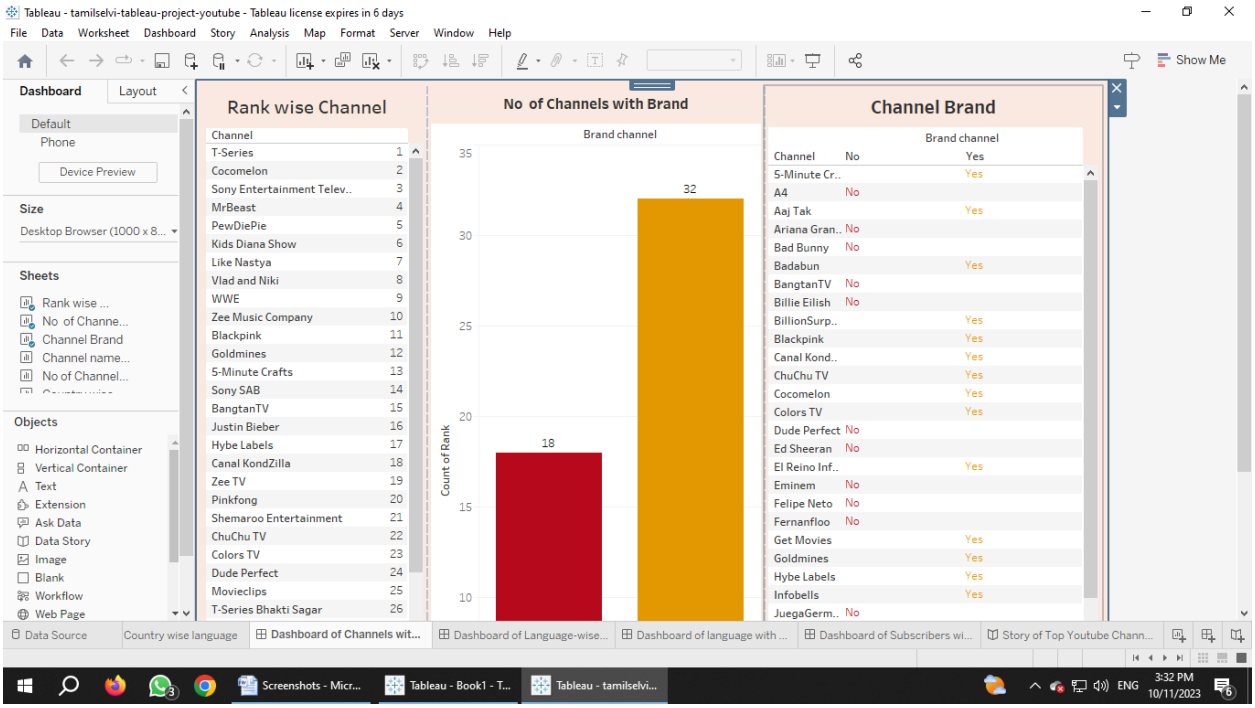
See an example

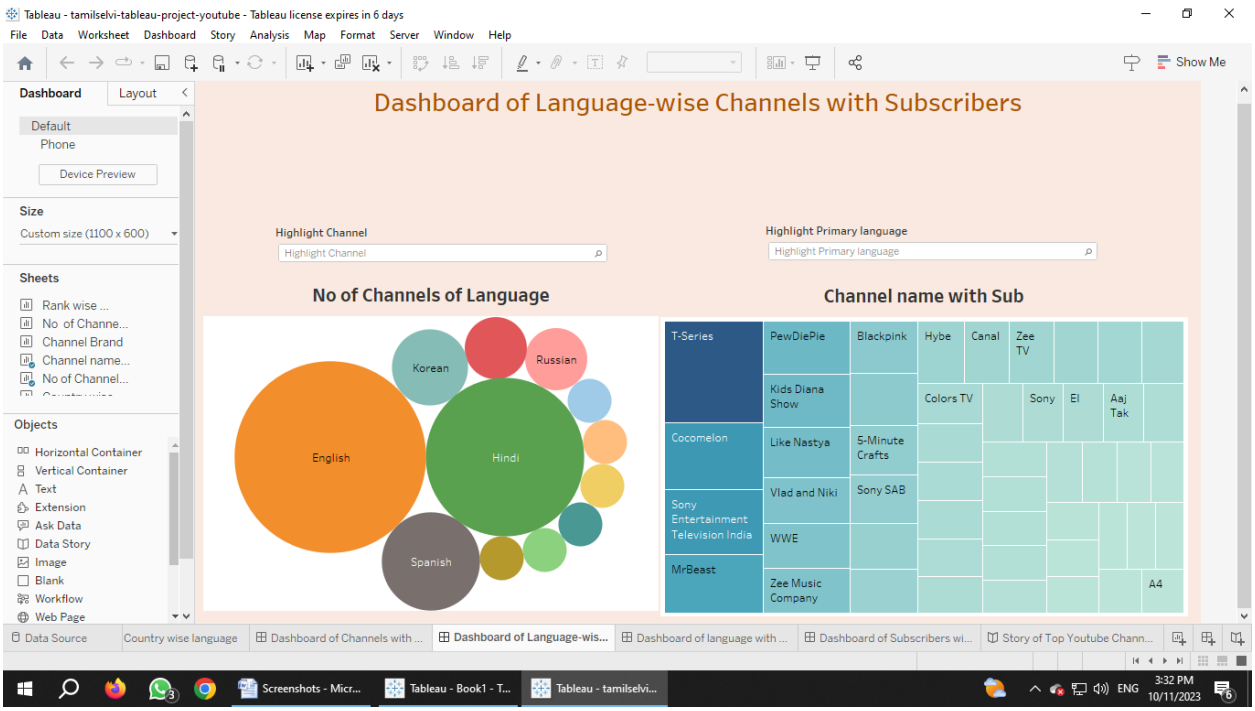
Ideation and Brainstorming Map

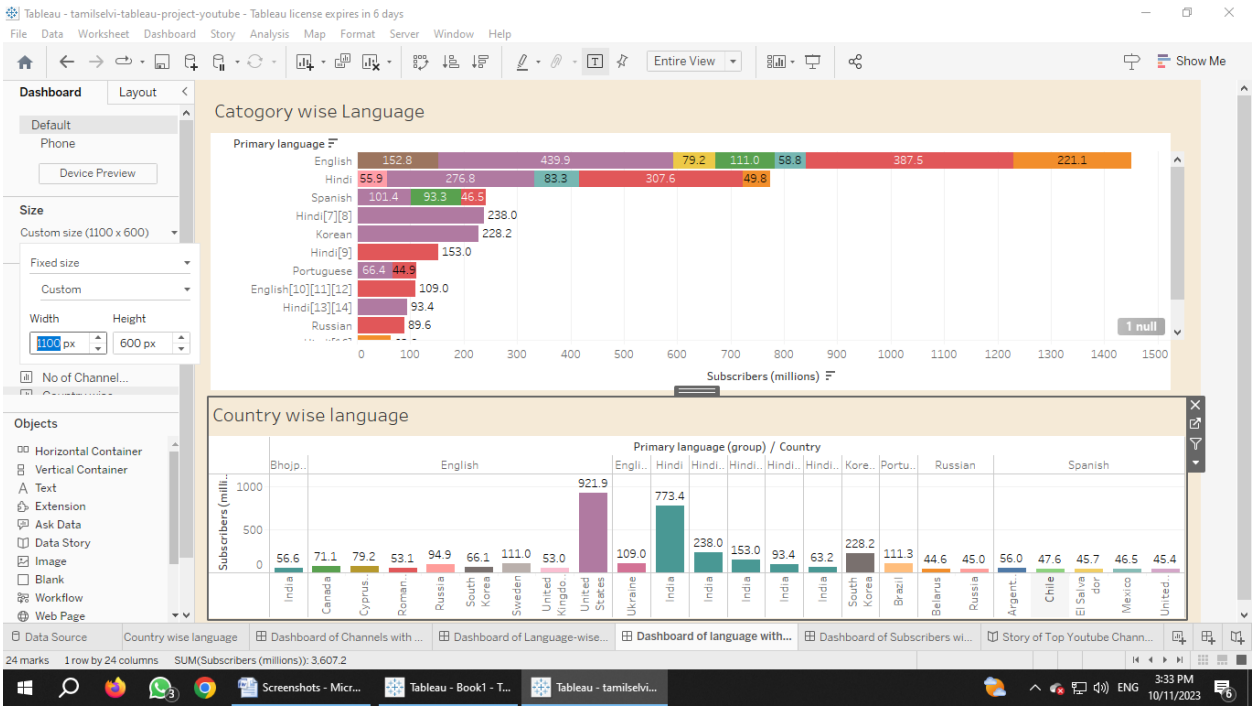


Result

Dashboards



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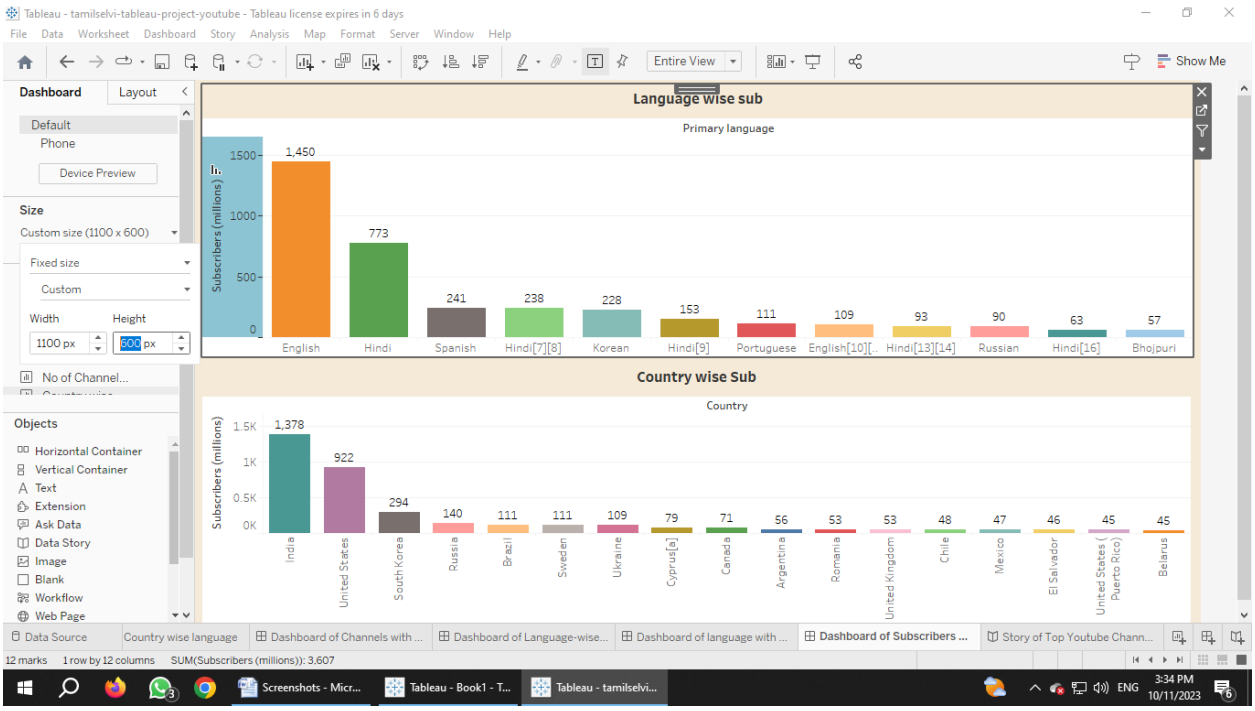
Catogory wise Language
Primary language
English 152.8 439.9 79.2 111.0 58.8 387.5 221.1
Hindi 55.9 276.8 83.3 307.6 49.8
Spanish 101.4 93.3 46.5
Hindi[7][8] 238.0
Korean 228.2
Hindi[9] 153.0
Portuguese 66.4 44.9
English[10][11][12] 109.0
Hindi[13][14] 93.4
Russian 89.6
1 null
Subscribers (millions)
Country wise language
Primary language (group) / Country
Bhojp..
English
Engli..
Hindi
Hindi..
Hindi..
Hindi..
Hindi..
Kore..
Portu..
Russian
Spanish
Subscribers (milli..
India 56.6
Canada 71.1
Cyprus 79.2
Roman.. 53.1
Russia 94.9
South Korea 66.1
Sweden 111.0
United Kingdo 53.0
United States 921.9
Ukraine 109.0
India 773.4
India 238.0
India 153.0
India 93.4
India 63.2
South Korea 228.2
Brazil 111.3
Belarus 44.6
Russia 45.0
Argent.. 56.0
Chile 47.6
El Salva dor 45.7
Mexico 46.5
United.. 45.4
Dashboard
Layout
Default
Phone
Device Preview
Size
Custom size (1100 x 600)
Fixed size
Custom
Width 1100 px
Height 600 px
Objects
Horizontal Container
Vertical Container
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Web Page
Data Source
Country wise language
Dashboard of Channels with ...
Dashboard of Language-wise...
Dashboard of language with...
Dashboard of Subscribers wi...
Story of Top Youtube Chann...
24 marks
1 row by 24 columns
SUM(Subscribers (millions)): 3,607.2
3:33 PM
10/11/2023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Language wise sub
Primary language
Subscribers (millions)
English 1,450
Hindi 773
Spanish 241
Hindi[7][8] 238
Korean 228
Hindi[9] 153
Portuguese 111
English[10][.. 109
Hindi[13][14] 93
Russian 90
Hindi[16] 63
Bhojpuri 57
Country wise Sub
Country
Subscribers (millions)
India 1,378
United States 922
South Korea 294
Russia 140
Brazil 111
Sweden 111
Ukraine 109
Cyprus[a] 79
Canada 71
Argentina 56
Romania 53
United Kingdom 53
Chile 48
Mexico 47
El Salvador 46
United States (Puerto Rico)
Belarus 45
Dashboard
Layout
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Phone
Device Preview
Size
Custom size (1100 x 600)
Fixed size
Custom
Width 1100 px
Height 600 px
Objects
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Workflow
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Country wise language
Dashboard of Channels with ...
Dashboard of Language-wise...
Dashboard of language with ...
Dashboard of Subscribers ...
Story of Top Youtube Chann...
12 marks
1 row by 12 columns
SUM(Subscribers (millions)): 3,607
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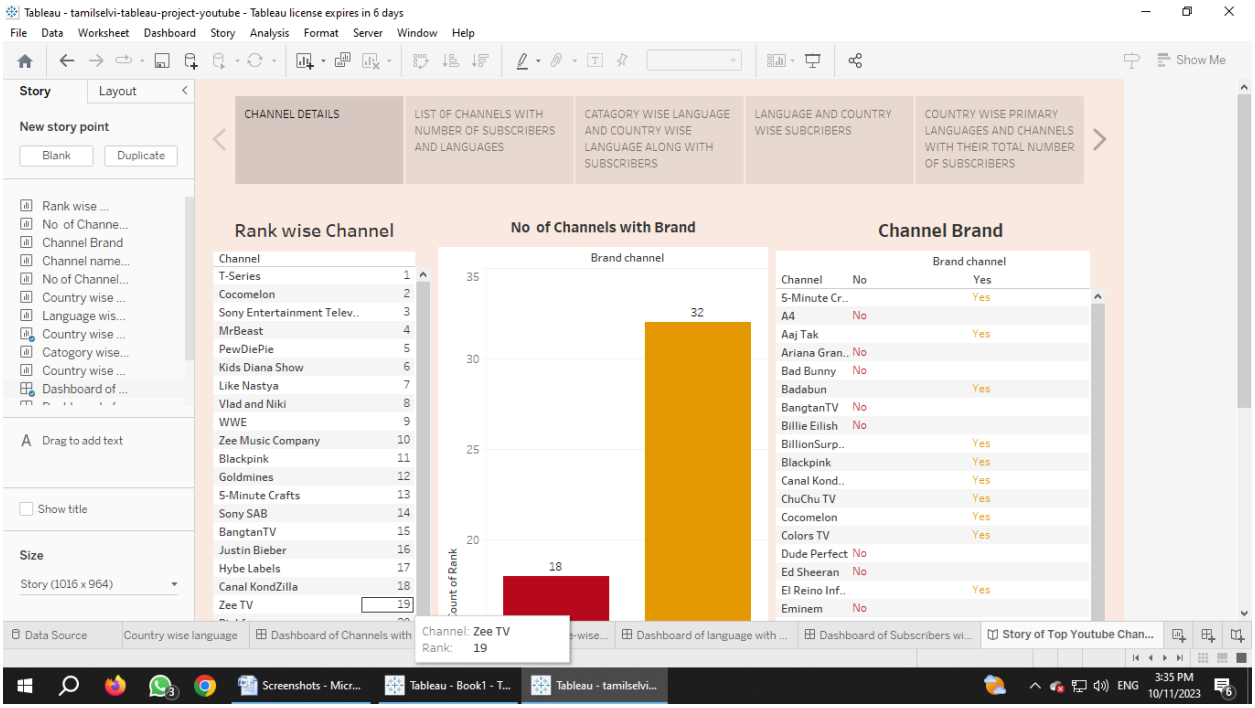
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File Data Worksheet Dashboard Story Analysis Format Server Window Help
Show Me
Story
Layout
New story point
Blank
Duplicate
Rank wise ...
No of Channe...
Channel Brand
Channel name...
No of Channel...
Country wise ...
Language wis...
Country wise ...
Catogory wise...
Country wise ...
Dashboard of ...
Drag to add text
Show title
Size
Story (1016 x 964)
CHANNEL DETAILS
LIST OF CHANNELS WITH NUMBER OF SUBSCRIBERS AND LANGUAGES
CATAGORY WISE LANGUAGE AND COUNTRY WISE LANGUAGE ALONG WITH SUBSCRIBERS
LANGUAGE AND COUNTRY WISE SUBCRIBERS
COUNTRY WISE PRIMARY LANGUAGES AND CHANNELS WITH THEIR TOTAL NUMBER OF SUBSCRIBERS
Rank wise Channel
Channel
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
No of Channels with Brand
Brand channel
Count of Rank
35
30
25
20
32
18
Channel Brand
Brand channel
Channel No Yes
5-Minute Cr.. Yes
A4 No
Aaj Tak Yes
Ariana Gran.. No
Bad Bunny No
Badabun Yes
BangtanTV No
Billie Eilish No
BillionSurp.. Yes
Blackpink Yes
Canal Kond.. Yes
ChuChu TV Yes
Cocomelon Yes
Colors TV Yes
Dude Perfect No
Ed Sheeran No
El Reino Inf.. Yes
Eminem No
Channel: Zee TV
Rank: 19
Data Source
Country wise language
Dashboard of Channels with ...
Dashboard of language with ...
Dashboard of Subscribers wi...
Story of Top Youtube Chan...
Screenshots - Micr...
Tableau - Book1 - T...
Tableau - tamilselvi...
ENG
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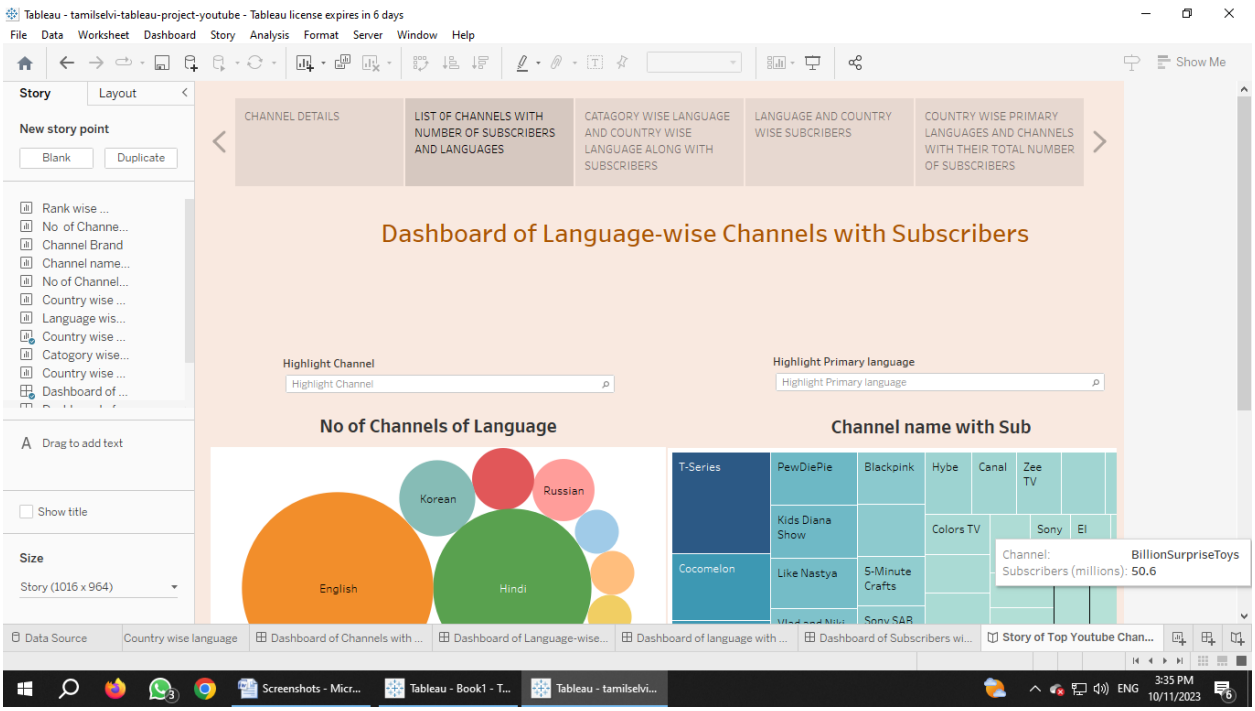
Story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LANGUAGE AND COUNTRY WISE SUBCRIBERS
COUNTRY WISE PRIMARY LANGUAGES AND CHANNELS WITH THEIR TOTAL NUMBER OF SUBSCRIBERS
Dashboard of Language-wise Channels with Subscribers
Highlight Channel
Highlight Channel
Highlight Primary language
Highlight Primary language
No of Channels of Language
Korean
Russian
English
Hindi
Channel name with Sub
T-Series
PewDiePie
Blackpink
Hybe
Canal
Zee TV
Kids Diana Show
Colors TV
Sony
El
Cocomelon
Like Nastya
5-Minute Crafts
Sony SAB
Channel: BillionSurpriseToys
Subscribers (millions): 50.6
Data Source
Country wise language
Dashboard of Channels with ...
Dashboard of Language-wise...
Dashboard of language with ...
Dashboard of Subscribers wi...
Story of Top Youtube Chan...
Screenshots - Micr...
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Tableau - tamilselvi...
ENG
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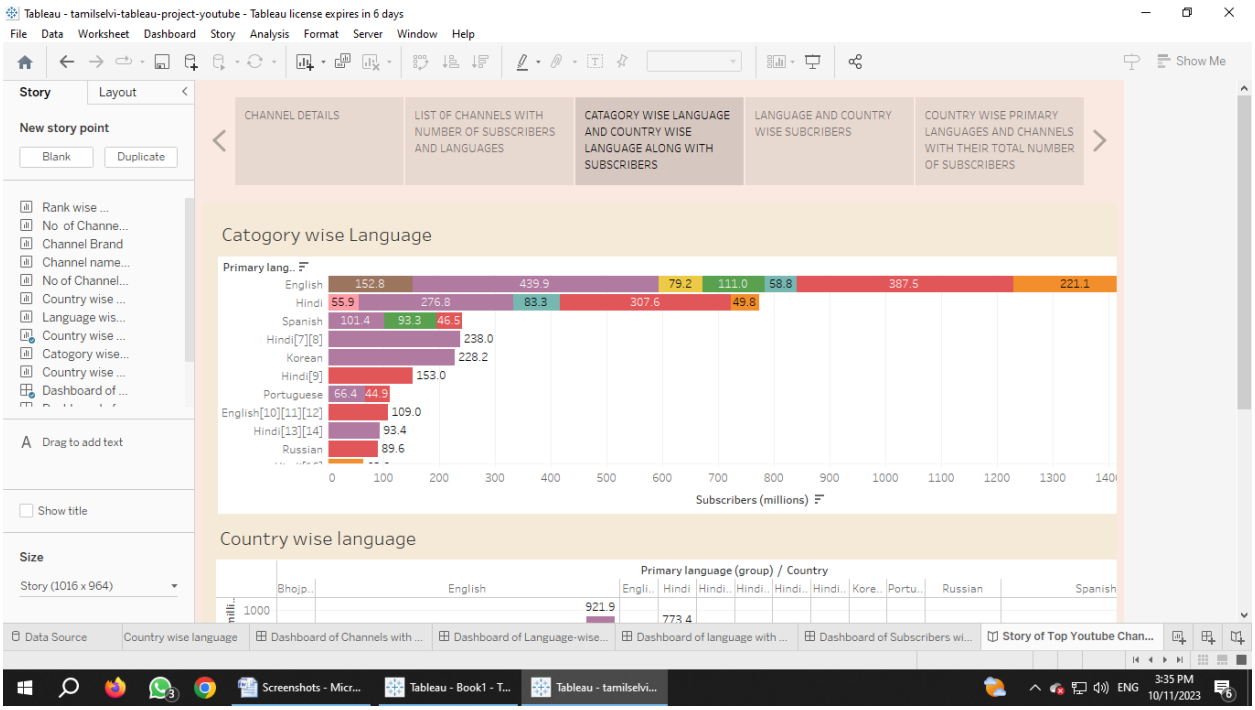
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Channel name...
No of Channel...
Country wise ...
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Country wise ...
Catogory wise...
Country wise ...
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LANGUAGE AND COUNTRY WISE SUBCRIBERS
COUNTRY WISE PRIMARY LANGUAGES AND CHANNELS WITH THEIR TOTAL NUMBER OF SUBSCRIBERS
Catogory wise Language
Primary lang..
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
Hindi[13][14]
Russian
152.8
439.9
79.2
111.0
58.8
387.5
221.1
55.9
276.8
83.3
307.6
49.8
101.4
93.3
46.5
238.0
228.2
153.0
66.4
44.9
109.0
93.4
89.6
0
100
200
300
400
500
600
700
800
900
1000
1100
1200
1300
Subscribers (millions)
Country wise language
Primary language (group) / Country
Bhojp..
English
Engli..
Hindi
Hindi..
Hindi..
Hindi..
Hindi..
Kore..
Portu..
Russian
Spanish
1000
921.9
773.4
Data Source
Country wise language
Dashboard of Channels with ...
Dashboard of Language-wise...
Dashboard of language with ...
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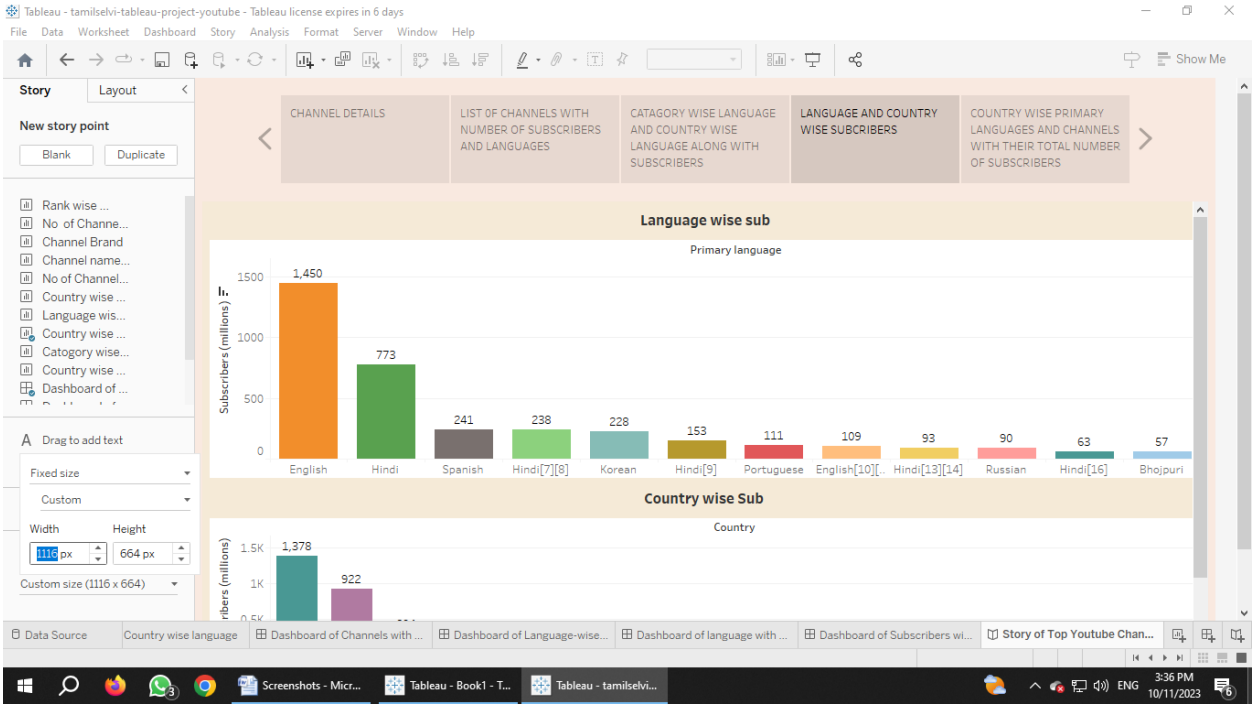
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No of Channel...
Country wise ...
Language wis...
Country wise ...
Catogory wise...
Country wise ...
Dashboard of ...
Drag to add text
Fixed size
Custom
Width
Height
1116 px
664 px
Custom size (1116 x 664)
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LANGUAGE AND COUNTRY WISE SUBCRIBERS
COUNTRY WISE PRIMARY LANGUAGES AND CHANNELS WITH THEIR TOTAL NUMBER OF SUBSCRIBERS
Language wise sub
Primary language
Subscribers (millions)
1500
1000
500
0
1,450
773
241
238
228
153
111
109
93
90
63
57
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][..
Hindi[13][14]
Russian
Hindi[16]
Bhojpuri
Country wise Sub
Country
1.5K
1K
1,378
922
Data Source
Country wise language
Dashboard of Channels with ...
Dashboard of Language-wise...
Dashboard of language with ...
Dashboard of Subscribers wi...
Story of Top Youtube Chan...
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Tableau - tamilselvi...
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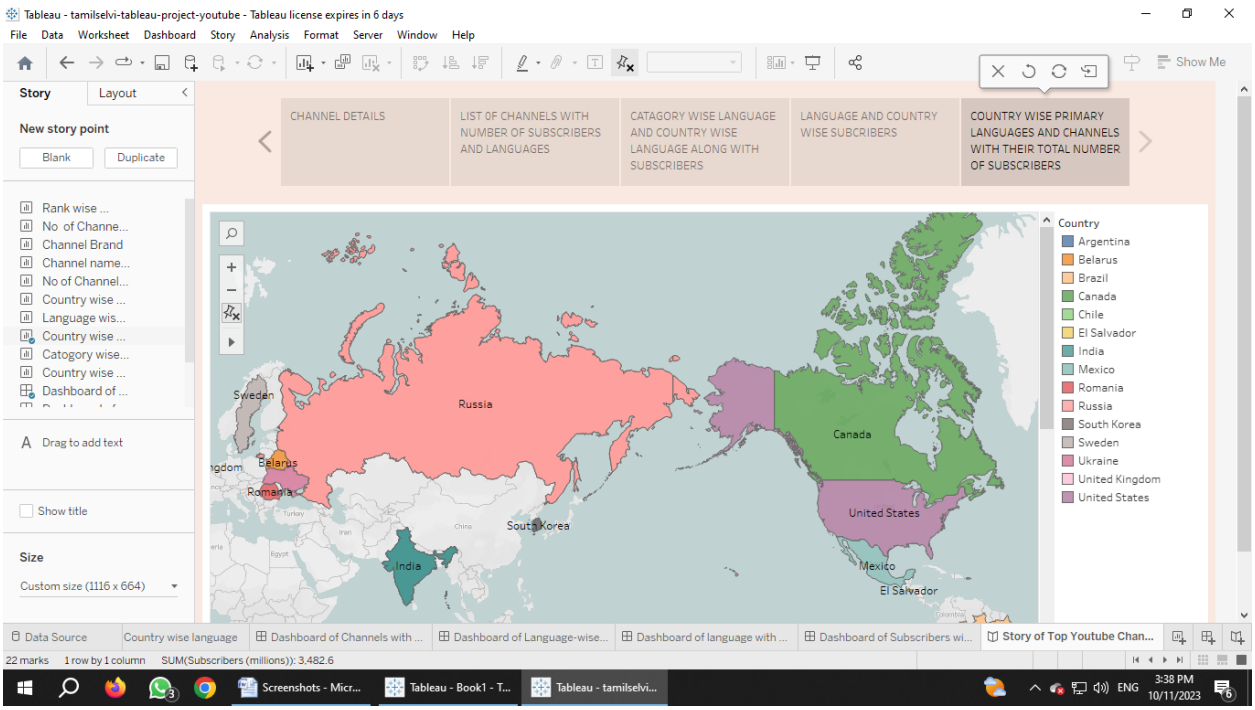

Advantages and disadvantages

The main advantage of this project is that it will provide insights into the most popular YouTube channels in the world. This information can be used by businesses to identify potential marketing opportunities, by researchers to study trends in online video consumption, and by individuals to discover new and interesting YouTube channels to watch.

One disadvantage of this project is that the data used may not be representative of all YouTube users. For example, the data may be biased towards users who live in certain countries or who speak certain languages. Additionally, the data may not be up-to-date.

Applications

The results of this project can be used for a variety of purposes, such as:

Identifying the most popular YouTube channels in the world, by rank, country, language, category, and brand.

Discovering new and interesting YouTube channels to watch.

Identifying potential marketing opportunities for businesses.

Studying trends in online video consumption.

Conducting academic research on online video.

Conclusion

This project will provide insights into the most popular YouTube channels in the world, by rank, country, language, category, and brand. This information can be used by businesses, researchers, and individuals for a variety of purposes.

Future scope

This project can be extended in a number of ways, such as:

Analyzing the performance of YouTube channels over time.

Identifying the factors that contribute to the success of YouTube channels.

Predicting the future performance of YouTube channels.

Developing a recommendation system to help users discover new and interesting YouTube channels to watch.

Detailed steps

1. Collect data on the top YouTube channels by rank, country, language, category, and brand.
2. Clean and prepare the data.
3. Load the data into Tableau.
4. Create visualizations to analyze the data.
5. Interpret the results of the analysis.
6. Share the results of the analysis with others.

Data collection

The data for this project can be collected from a variety of sources, such as:

Kaggle

data.gov.in

YouTube's official website

Third-party websites that track YouTube statistics

Social media platforms

Data cleaning and preparation

Once the data has been collected, it needs to be cleaned and prepared for analysis. This may involve removing duplicate rows, correcting errors in the data, and converting the data into a consistent format.

Loading the data into Tableau

Once the data has been cleaned and prepared, it can be loaded into Tableau. Tableau supports a variety of data sources, including CSV files, Excel files, and databases.

Creating visualizations

Once the data has been loaded into Tableau, you can create visualizations to analyze the data. Tableau offers a wide variety of visualizations, such as line charts, bar charts, pie charts, and maps.

Interpreting the results

Once you have created visualizations, you need to interpret the results. This involves identifying trends and patterns in the data, and drawing conclusions from the data.

Sharing the results

Once you have interpreted the results, you can share them with others. Tableau offers a variety of ways to share results, such as creating dashboards, publishing reports to the web, and exporting results to other formats.

Conclusion

This project will provide insights into the most popular YouTube channels in the world, by rank, country, language, category, and brand. This information can be used by businesses, researchers, and individuals for a variety of purposes.