

Tech Youtube Channels In India

A data-driven snapshot of India's top tech creators — content output, audience reach, and growth signals.

10
Channels

28K
Total Videos

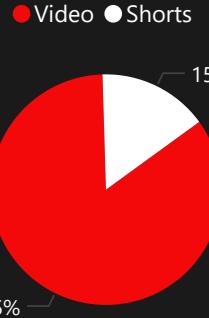
3.11K
Total Shorts

12
Months

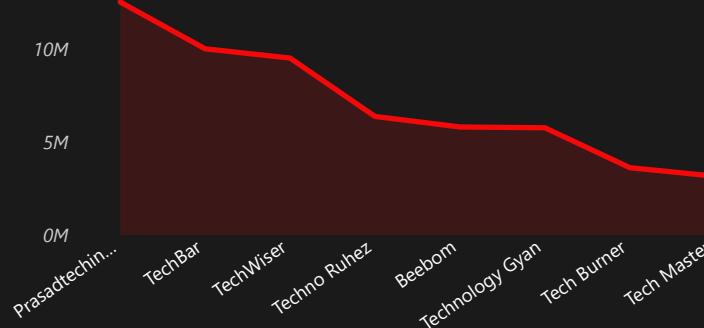
2M
Total Duration

7.91M
Average Subscribers

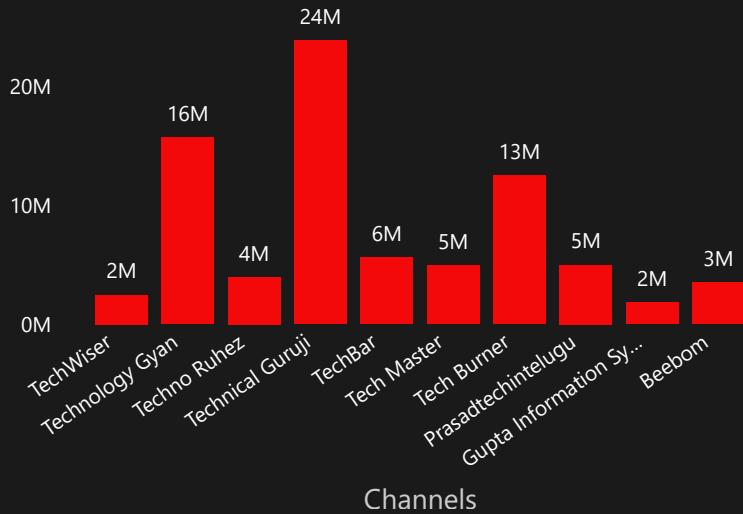
Shorts ?



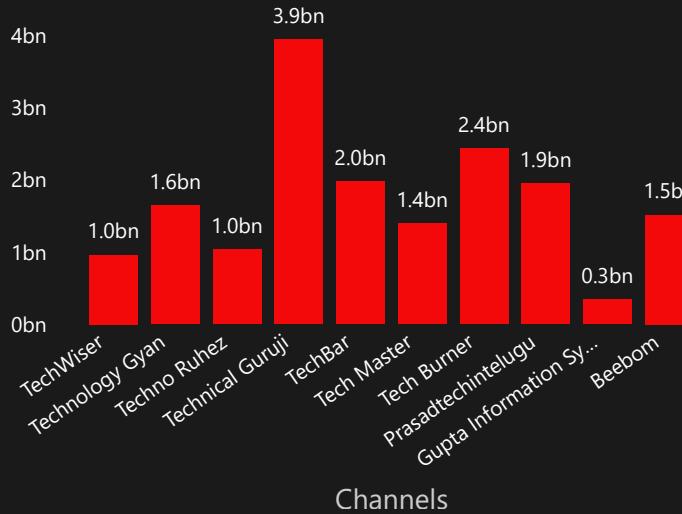
Top Liked Channels



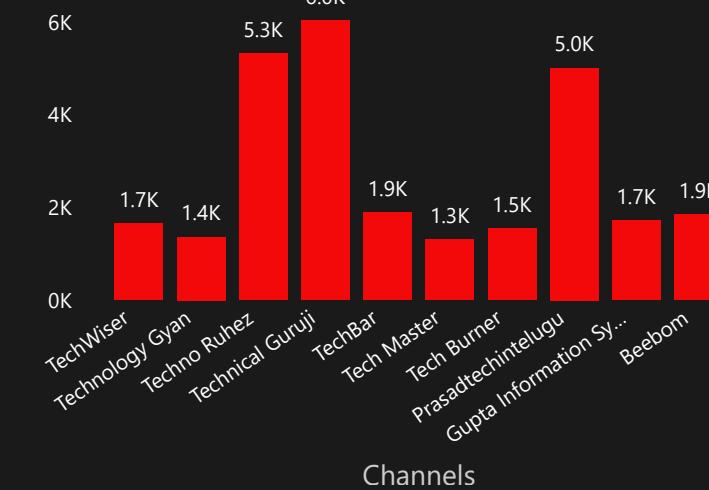
Subscribers by Channels



Views By Channels

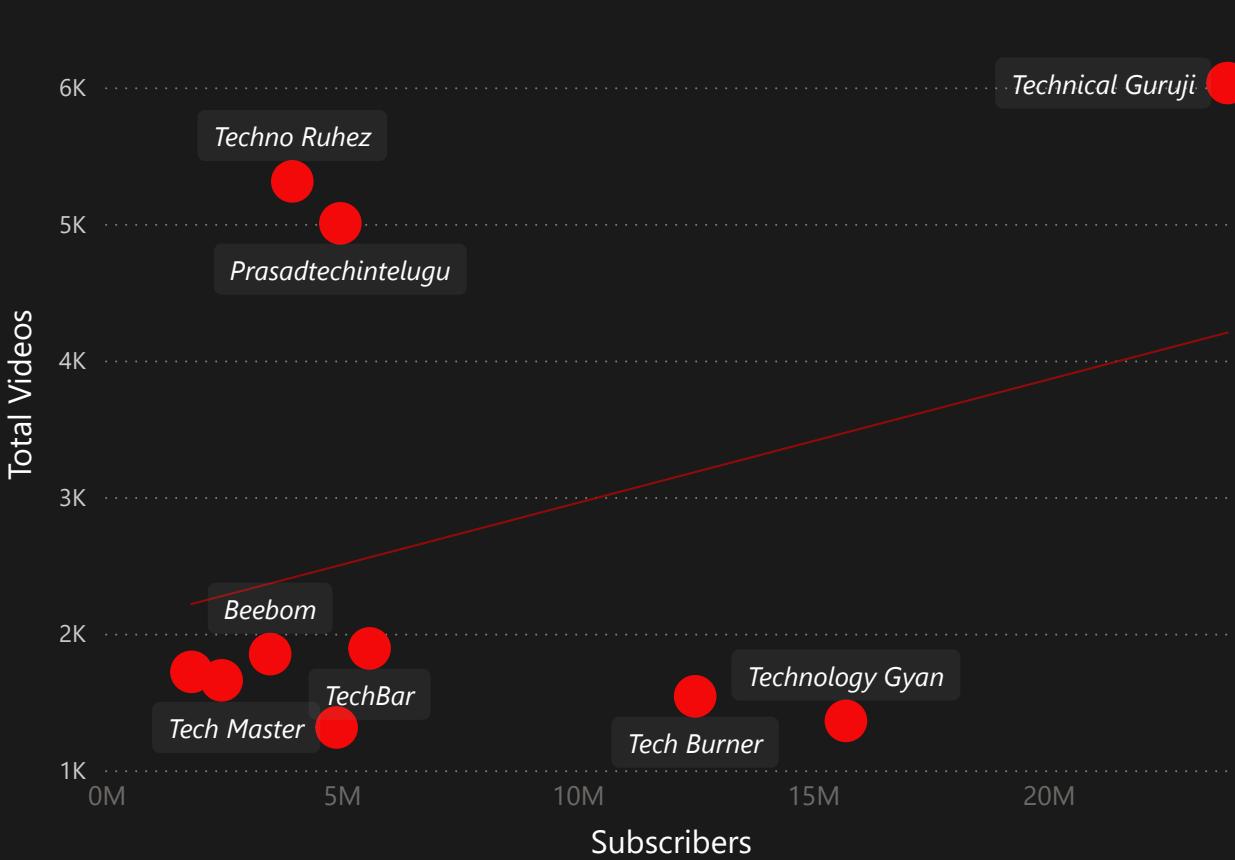


Total Videos By Channels

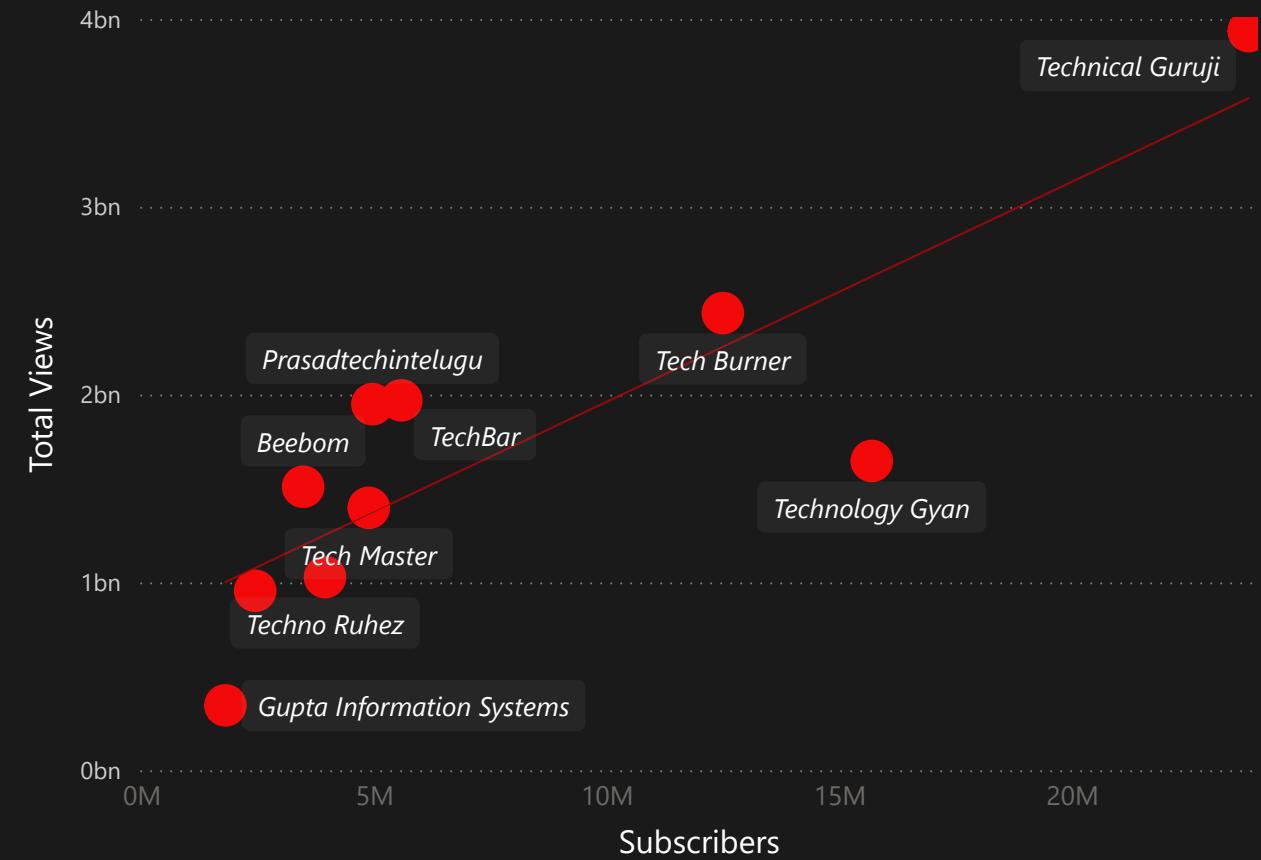


Which One Wins - Quantity or Quality

Subscribers VS Total Videos



Subscribers VS Total Views



Conclusion

From these patterns, it's clear that quality outperforms sheer quantity — channels with fewer uploads often generate disproportionately higher total views, proving that viewer engagement is driven more by impactful content than by upload volume alone.

Decoding a Creator's Growth Pattern

Youtube Channel

Technical Guruji

96M

Views

3M

Likes

230K

Duration

169K

Comments

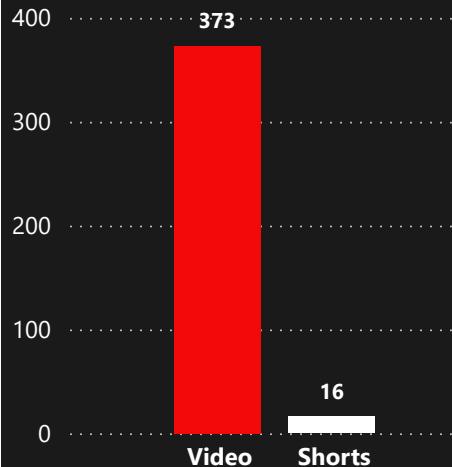
389

Videos

16:373

Shorts to Videos Ratio

Content Type

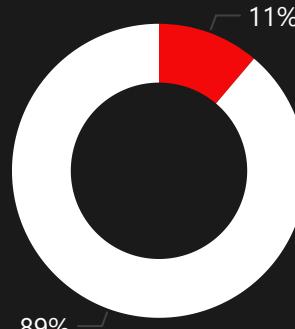


Top Channels by Views

● Value ● Engagement Ratio



Views To Content Type



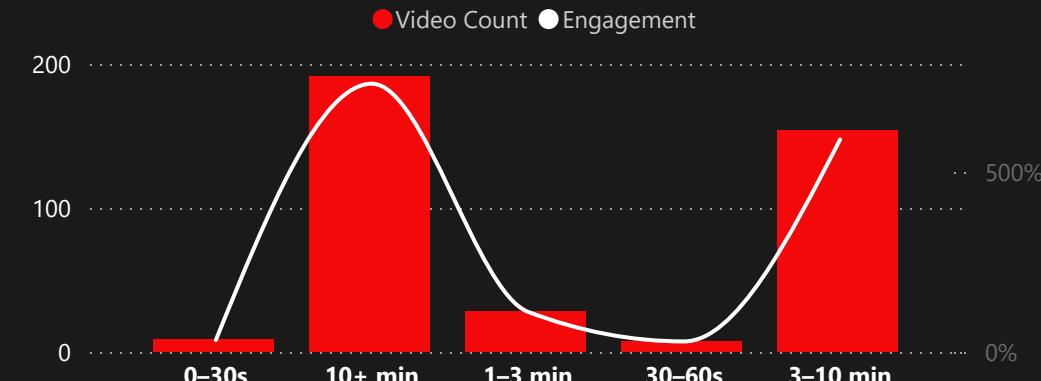
Upload Frequency



Top Video & Stats

Video	Month	Views	Likes	Comments	Content
The real reason why I always #...	October	2485027	85680	1477	Video
The new #iPhoneAir is super sl...	Septem...	2486245	43660	704	Shorts
The all new #AGNI4 is here an...	Novem...	1668743	89469	1233	Video
Samsung Galaxy S25 Series Exc...	Decem...	1588564	38971	1652	Video
New #iPhone17Series! iPhone...	Septem...	2489435	84030	1394	Shorts
iPhone SE4 First Look - All Ne...	January	1532253	39615	1519	Video
iPhone 17 Pro - True Game Ch...	August	1480568	24641	2584	Video
I love my new #MacStudio po...	March	1429031	57976	1541	Video
From #GalaxyFold to #GalaxyZ...	August	1373307	55746	211	Video
Total		18486003	559065	14170	

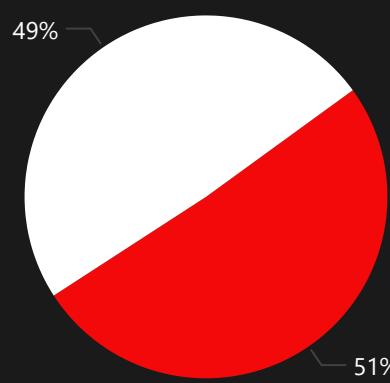
Duration Analysis



Long Form vs Short Form

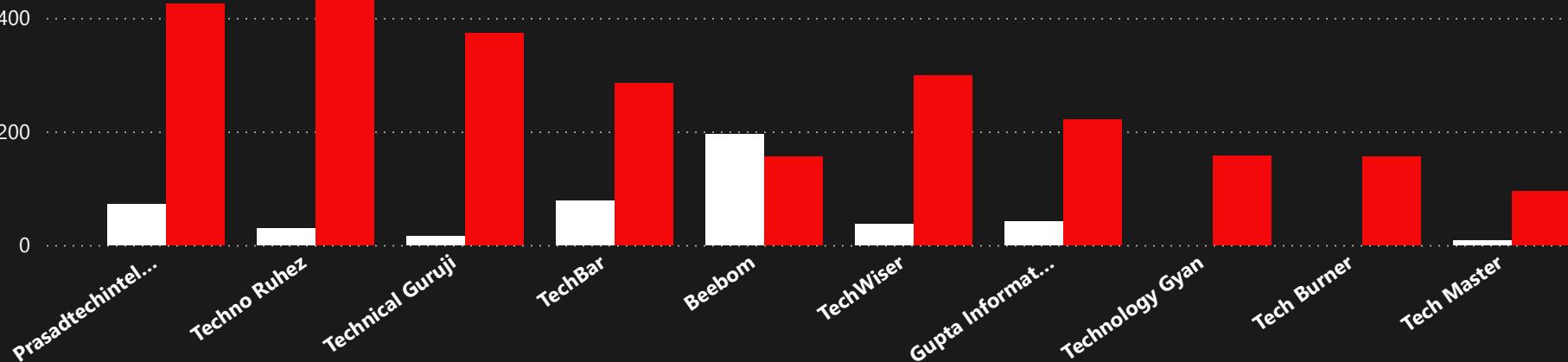
Engagement Contribution

● Video ● Shorts



Content Uploaded

ContentType ● Shorts ● Video



2bn
Views

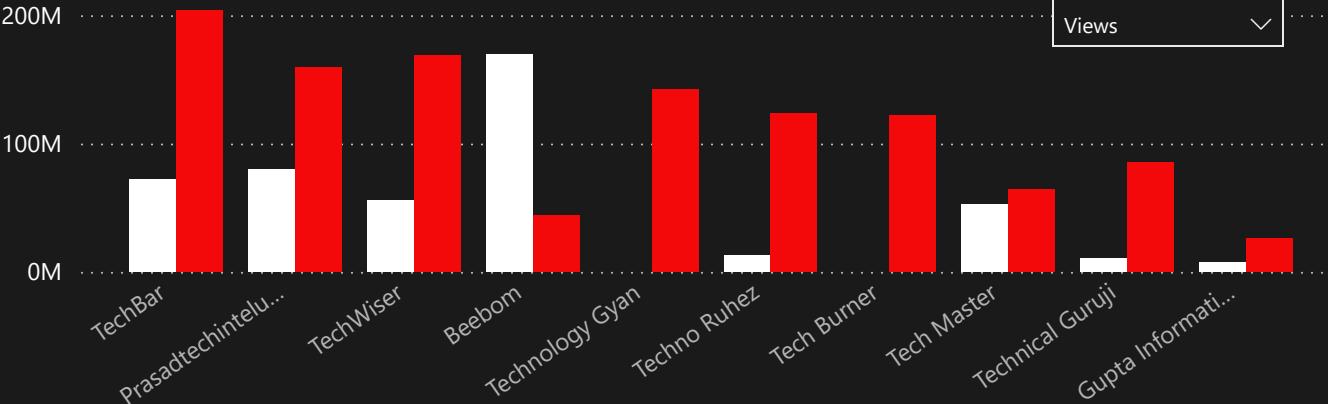
61M
Likes

481
Shorts

3K
Videos

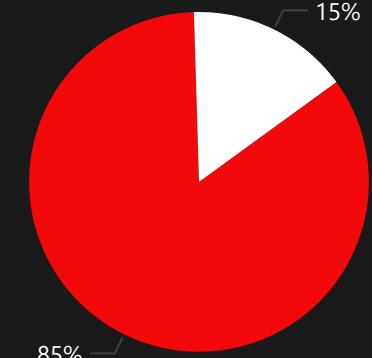
Top Channels by Views

ContentType ● Shorts ● Video



Upload Type

● Video ● Shorts



Final Takeaways

Key Insights

- Quality beats quantity
- Long-Form Content is the Real Growth
- Shorts Acts as Discovery, Not Retention
- Seasonal Spikes Drive Major View Surges
- Engagement > Subscribers Count

Creator Strategies Archetypes

The Long-Form Titans

High consistency, deep content, huge view volume.

The Hybrid Strategists

Balanced mix of shorts and videos with strong engagement.

The Shorts-Heavy Experimenters

High upload frequency and virality spikes, but weaker long-term view sustainability.

Final Conclusion

The tech creator ecosystem rewards creators who deliver depth, timing, and value.

Shorts may spark visibility, but long-form content sustains growth, engagement, and audience loyalty.

In short:

Quality fuels growth.

Long videos carry channels.

Shorts create discovery, not loyalty.

Timing amplifies everything.

This is the true anatomy of a tech creator's growth pattern in India.

What Works (Evidence-Backed)

Effective Strategies

- High-quality long videos
- Launch-cycle alignment (Oct–Nov)
- Topic depth > upload frequency
- Strategic use of shorts for discovery
- Strong titles & thumbnails
- Consistent monthly cadence

Ineffective Strategies

- Posting too many low-value Shorts
- Uploading long videos with weak topics
- Relying on Shorts for growth
- Inconsistent posting during peak seasons
- Quantity without direction

Created Using -
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PowerBI

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