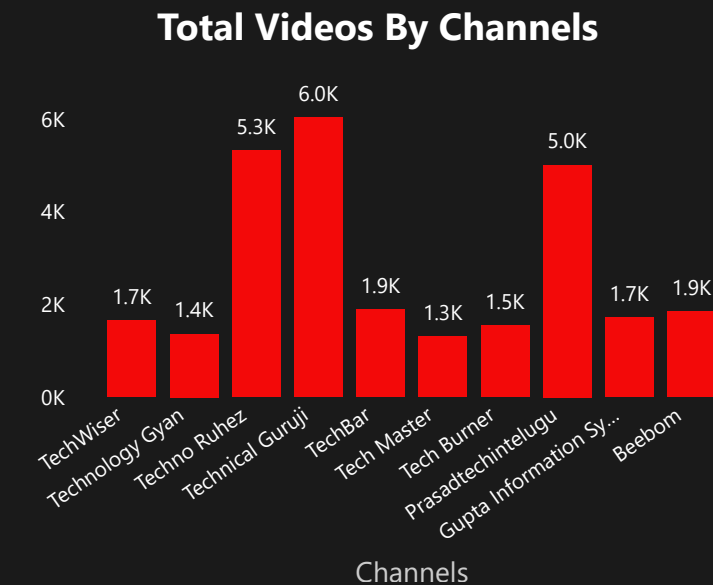
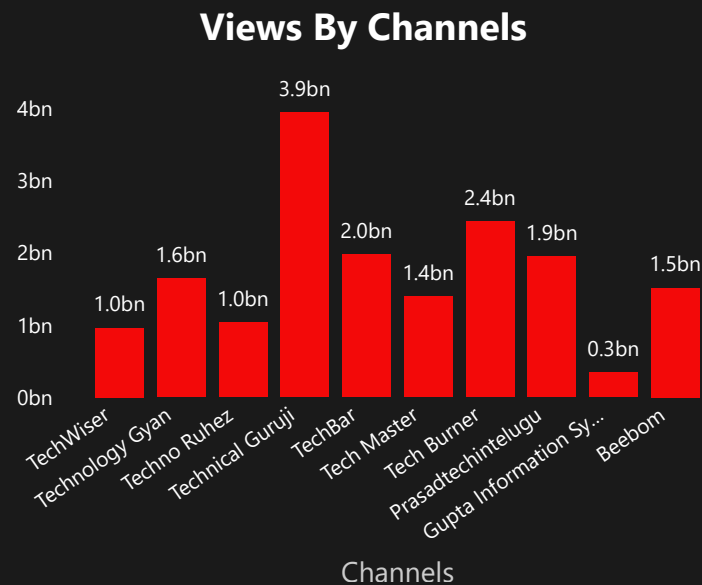
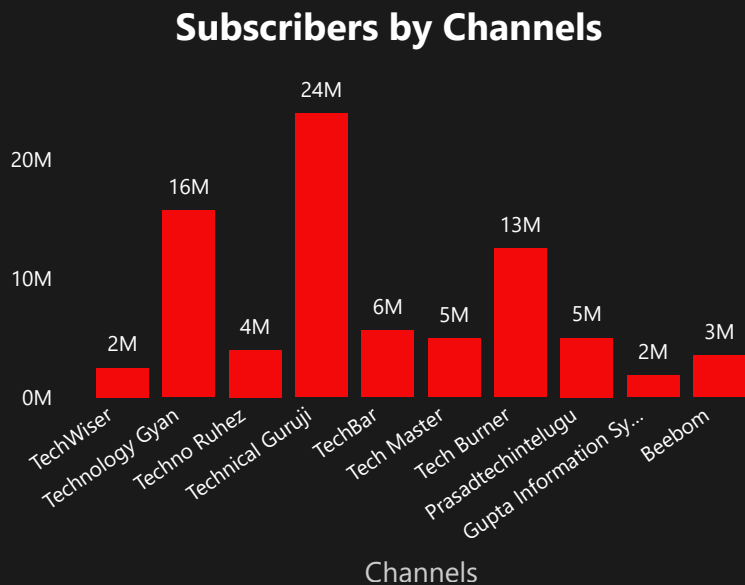
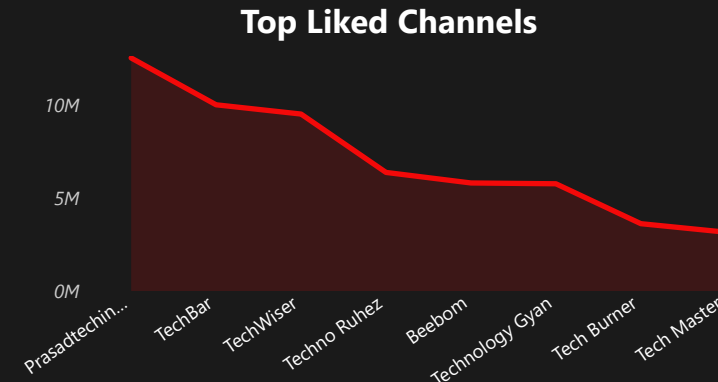
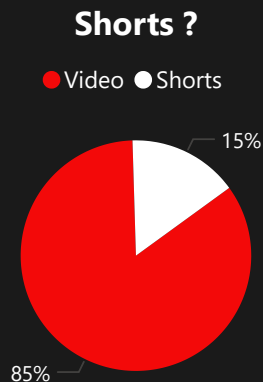


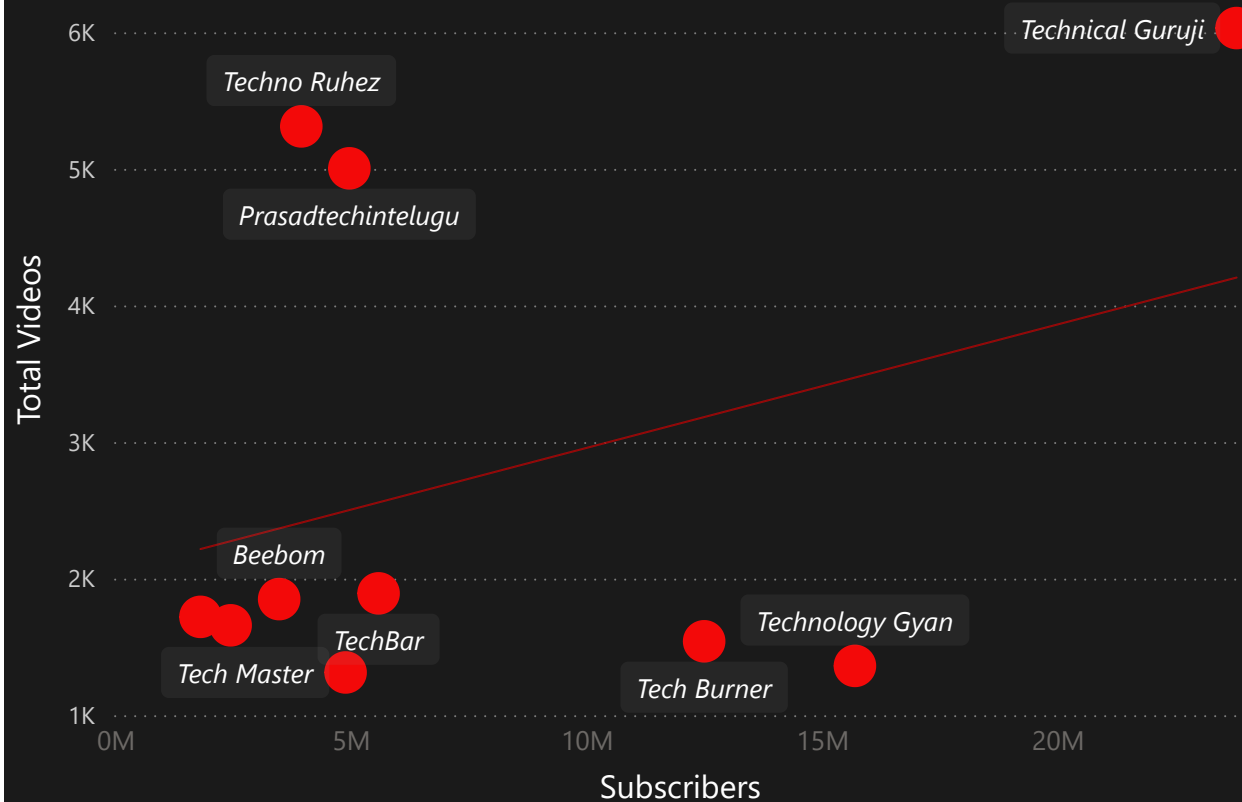
Tech Youtube Channels In India

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

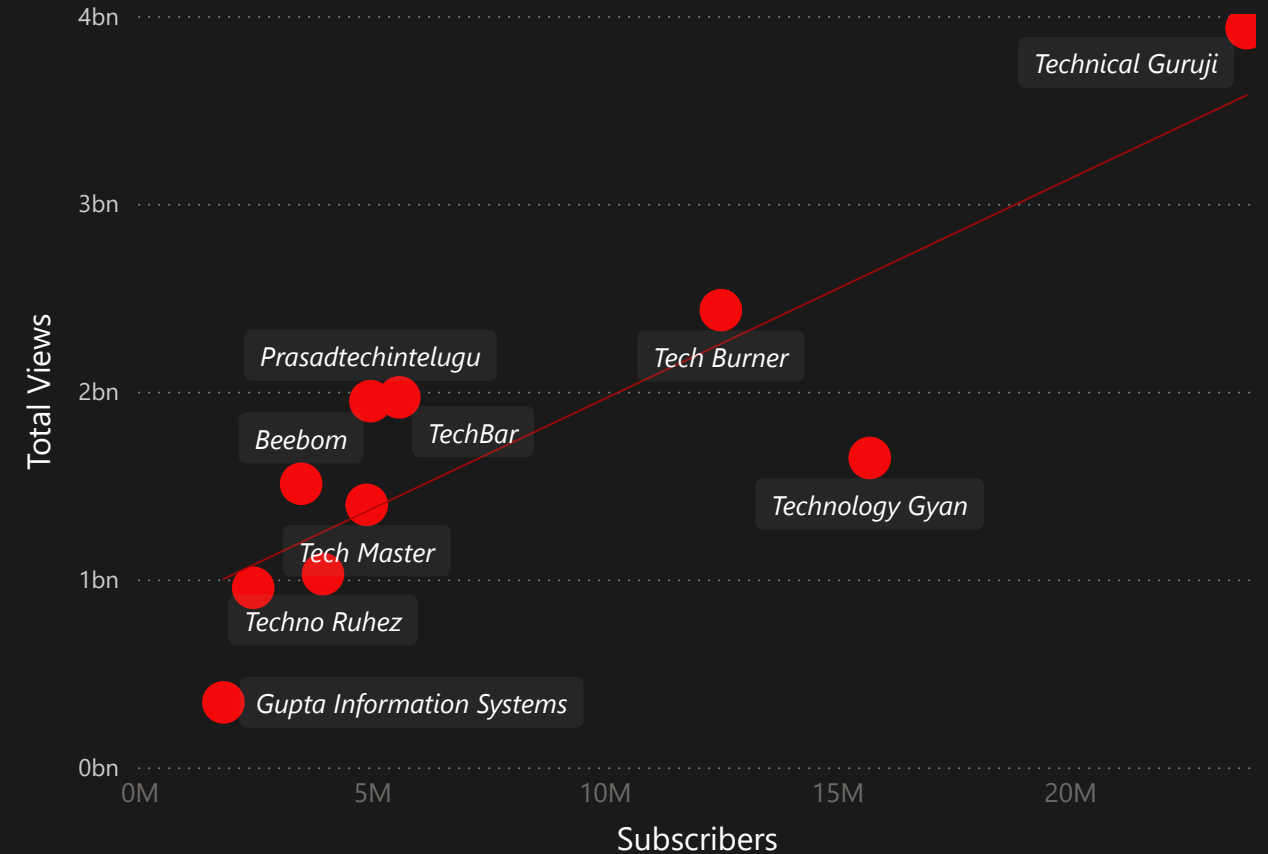


Which One Wins - Quantity or Quality

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

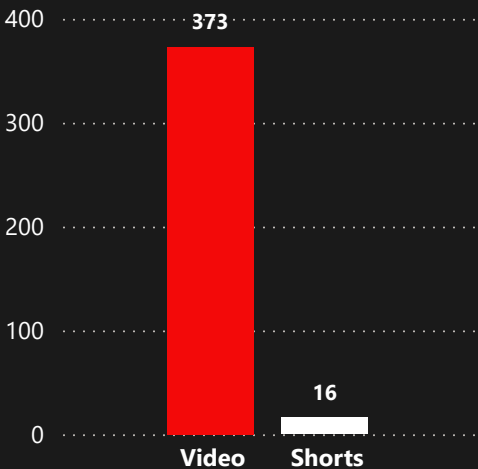
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Videos

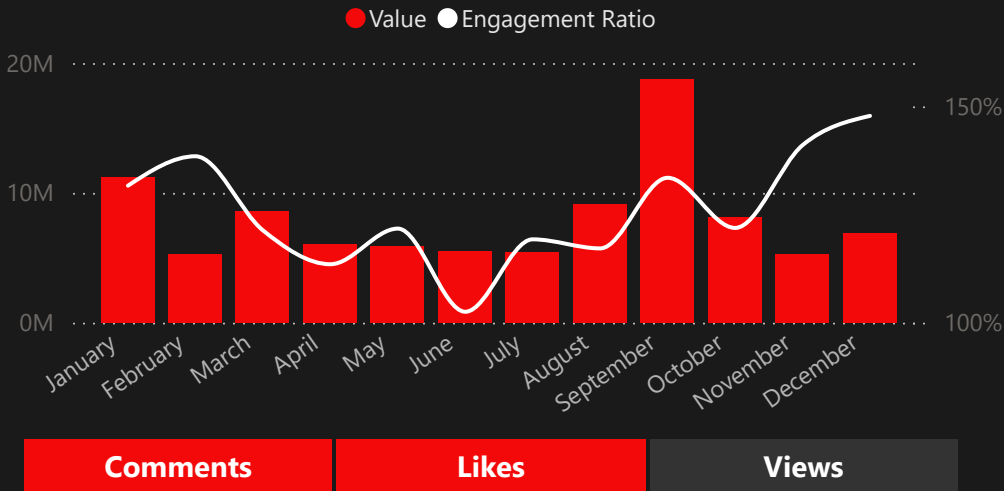
16:373

Shorts to Videos Ratio

Content Type



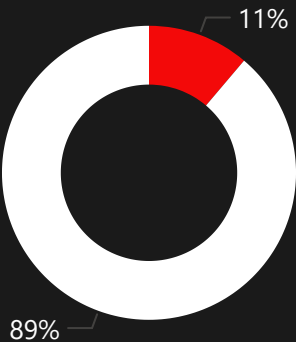
Top Channels by Views



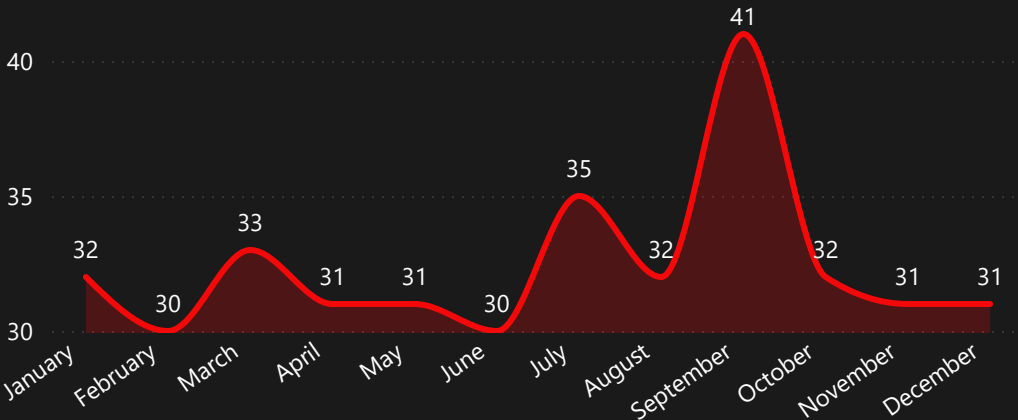
Top Video & Stats

Video	Month	Views	Likes	Comments	ContentT
The real reason why I always #...	October	2485027	85680	1477	Video
The new #iPhoneAir is super sl...	Septe...	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...	Septe...	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	

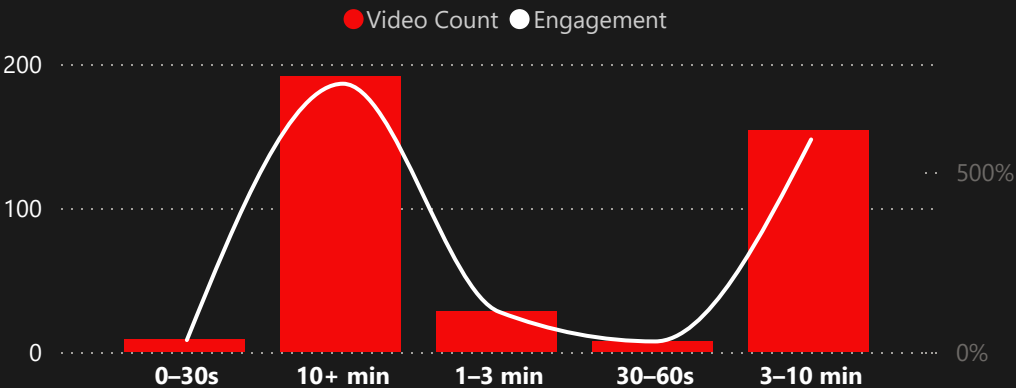
Views To Content Type



Upload Frequency

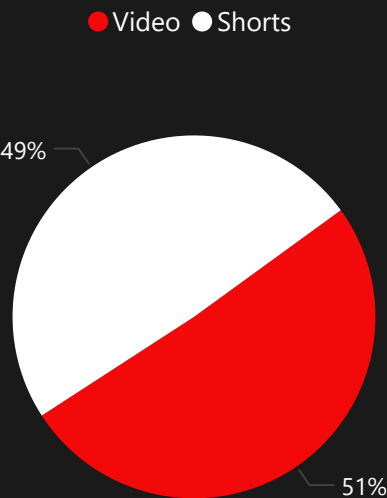


Duration Analysis



Long Form vs Short Form

Engagement Contribution



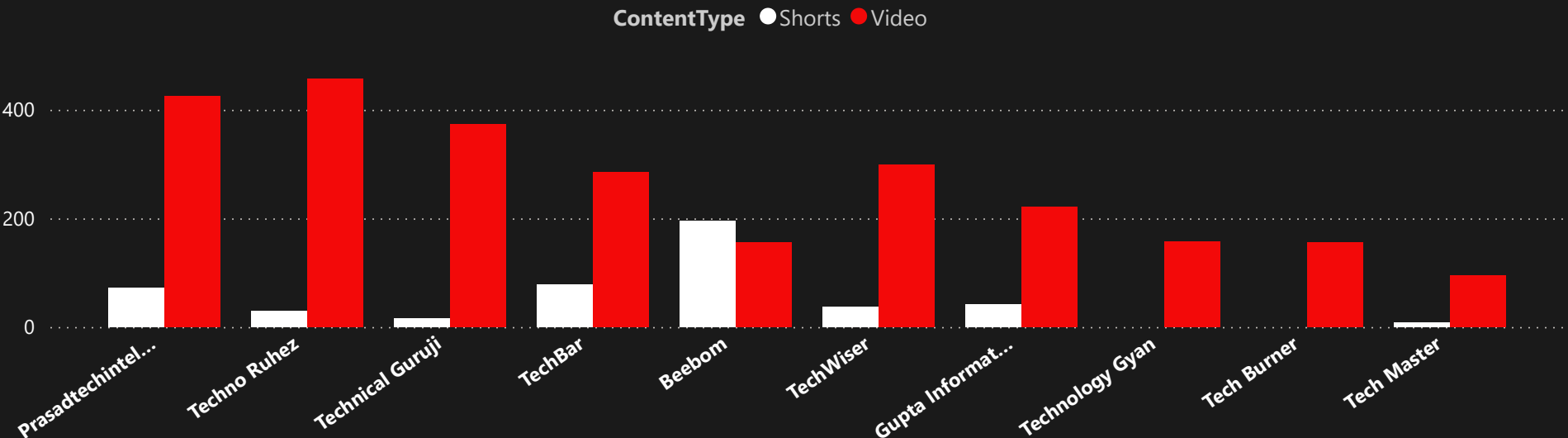
2bn
Views

61M
Likes

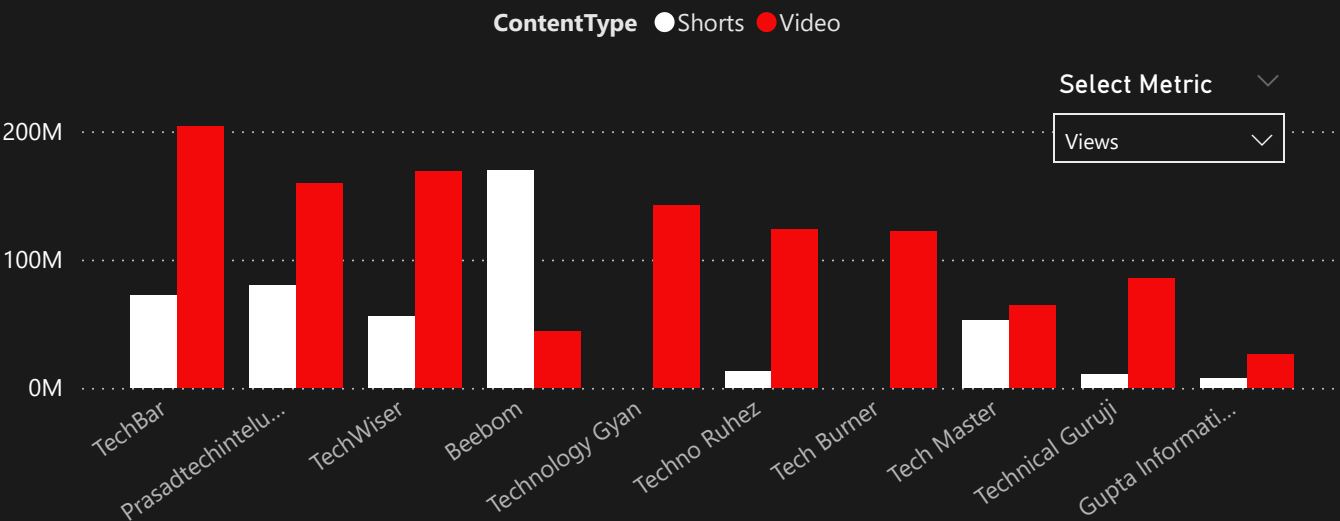
481
Shorts

3K
Videos

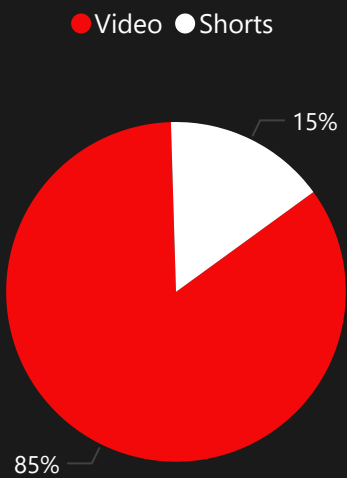
Content Uploaded



Top Channels by Views



Upload Type



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 -
Youtube Data API
PowerBI**

**Created By -
Sanket Dahotre**
Aspiring Data Analyst