

YOUTUBE project

Presented By:

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PROJECT *agenda*

Overview

Data Preparation

Project Goals

Analysis (I,II,III)

Data Model

Limitations and Summary

OVERVIEW

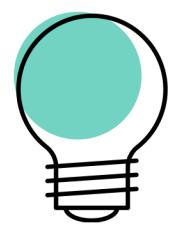
of the company and project

YouTube, founded on February 14, 2005, in San Bruno, California, is a global social networking and video-sharing platform that has revolutionized how we create and consume content. With billions of viewers and creators worldwide, YouTube serves as a hub for diverse content, fostering communities, providing income opportunities, and continually innovating in online video. It's not just a platform; it's a dynamic global force for creativity, education, and economic impact.

Inviting to the enthralling world of YouTube celebrity, where YouTube channels dataset, composed of YouTube titans, provides an ideal opportunity to analyze and gain valuable insights from the platform's luminaries. With comprehensive details on top creators' subscriber counts, video views, upload frequency, country of origin, earnings, and more. With this extraordinary dataset, you can immerse yourself in the world of YouTube success and gain access to a wealth of knowledge.



Geographical Insights



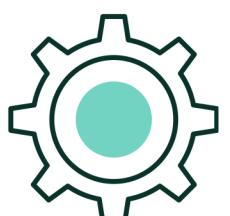
Revenue Generation



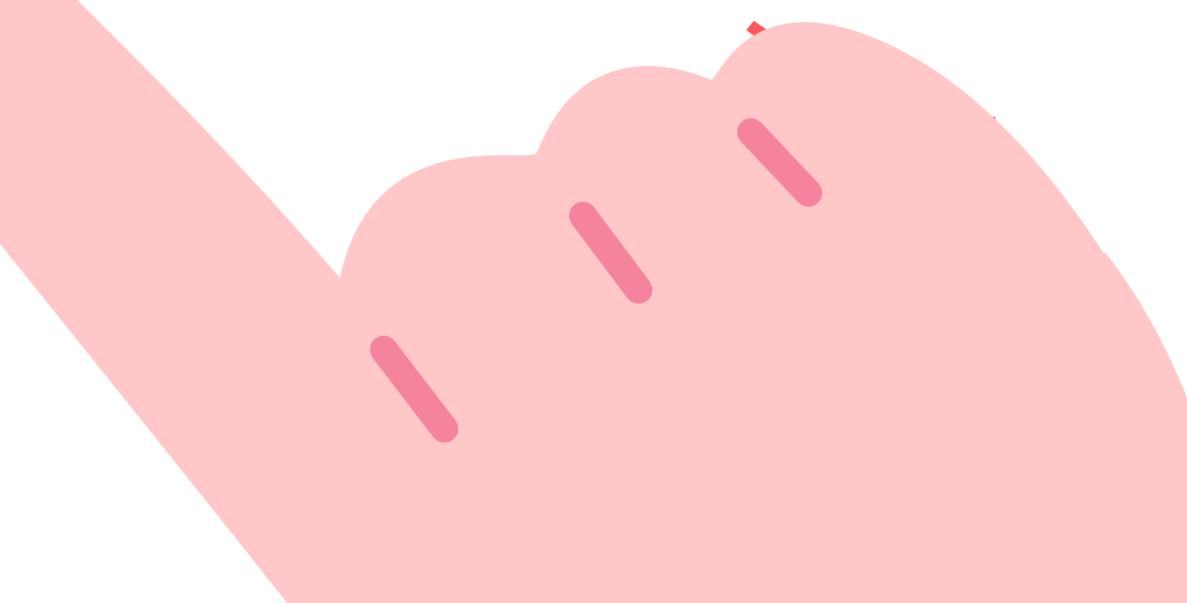
Historical Analysis



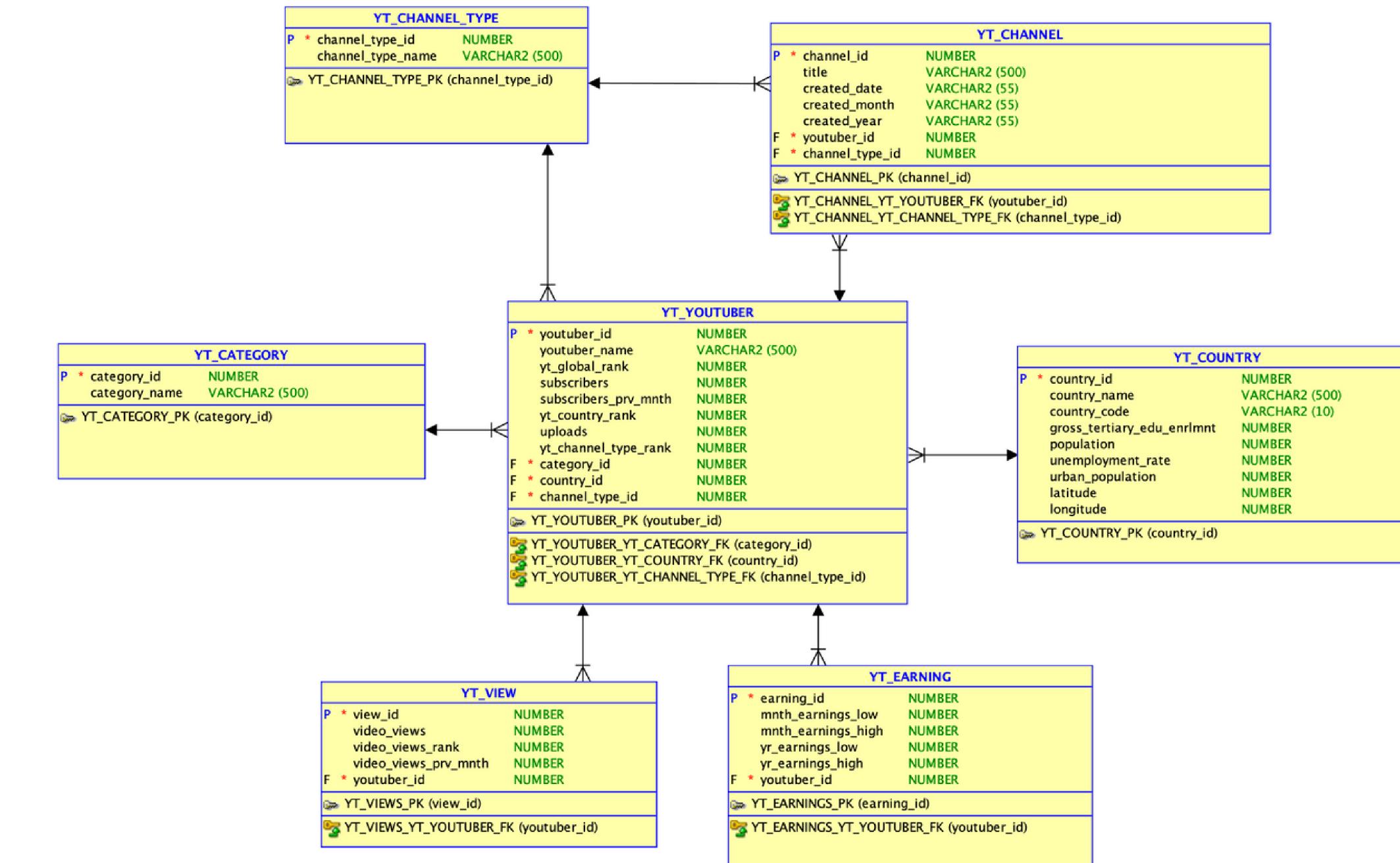
Demographic View



Comparative Analysis and Utility



DATA Model

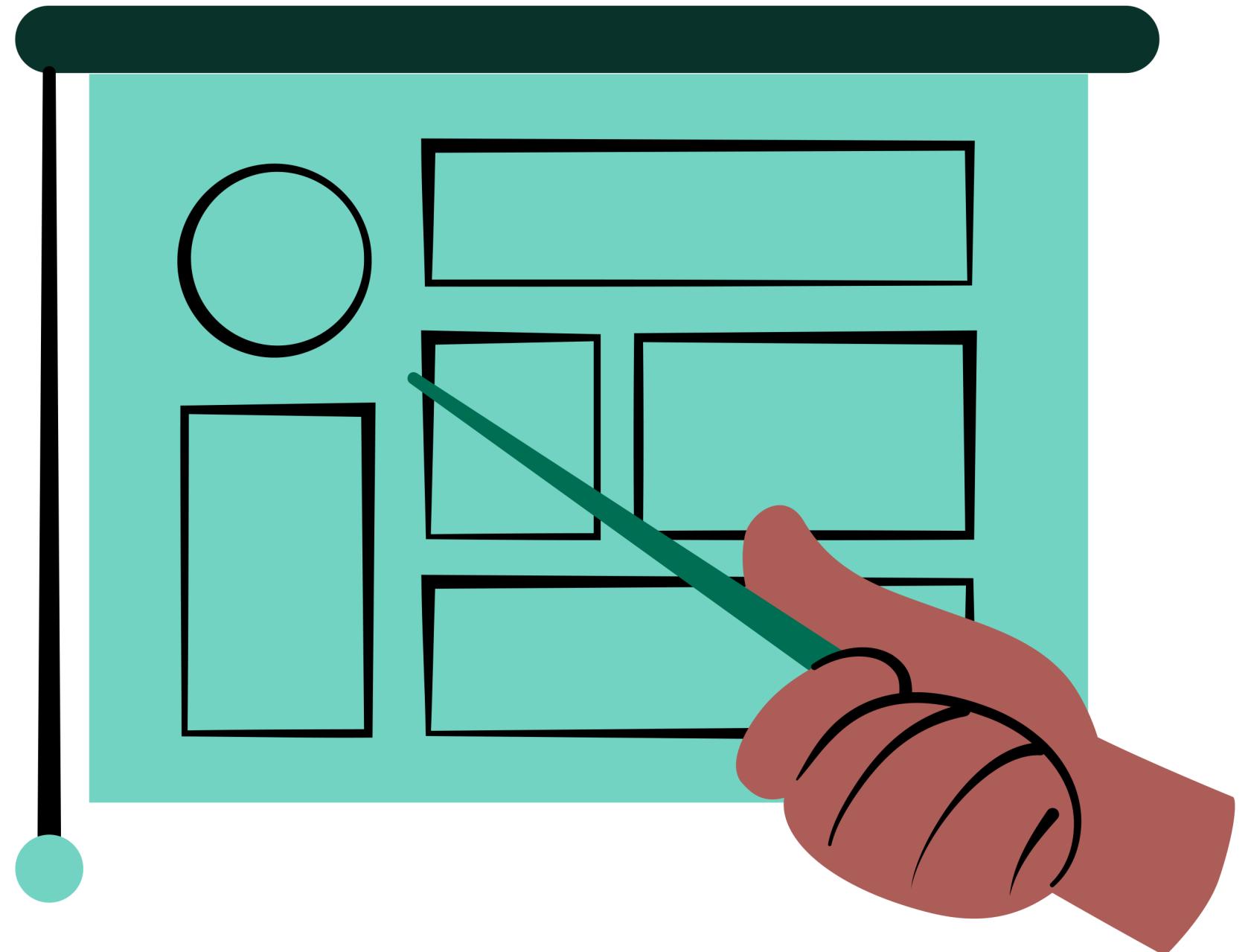


Dataset Overview:

- Comprehensive information about various YouTube channels
- Each entry represents a channel with specific details: subscribers, video views, category, etc.
- Crucial metrics for assessing a channel's popularity and impact are included.

Key Metrics:

- Subscribers, video views, category, and country of origin provided.
- Estimated earnings for insights into revenue potential influenced by content type and engagement.
- Creation dates enable trend analysis and growth assessment.



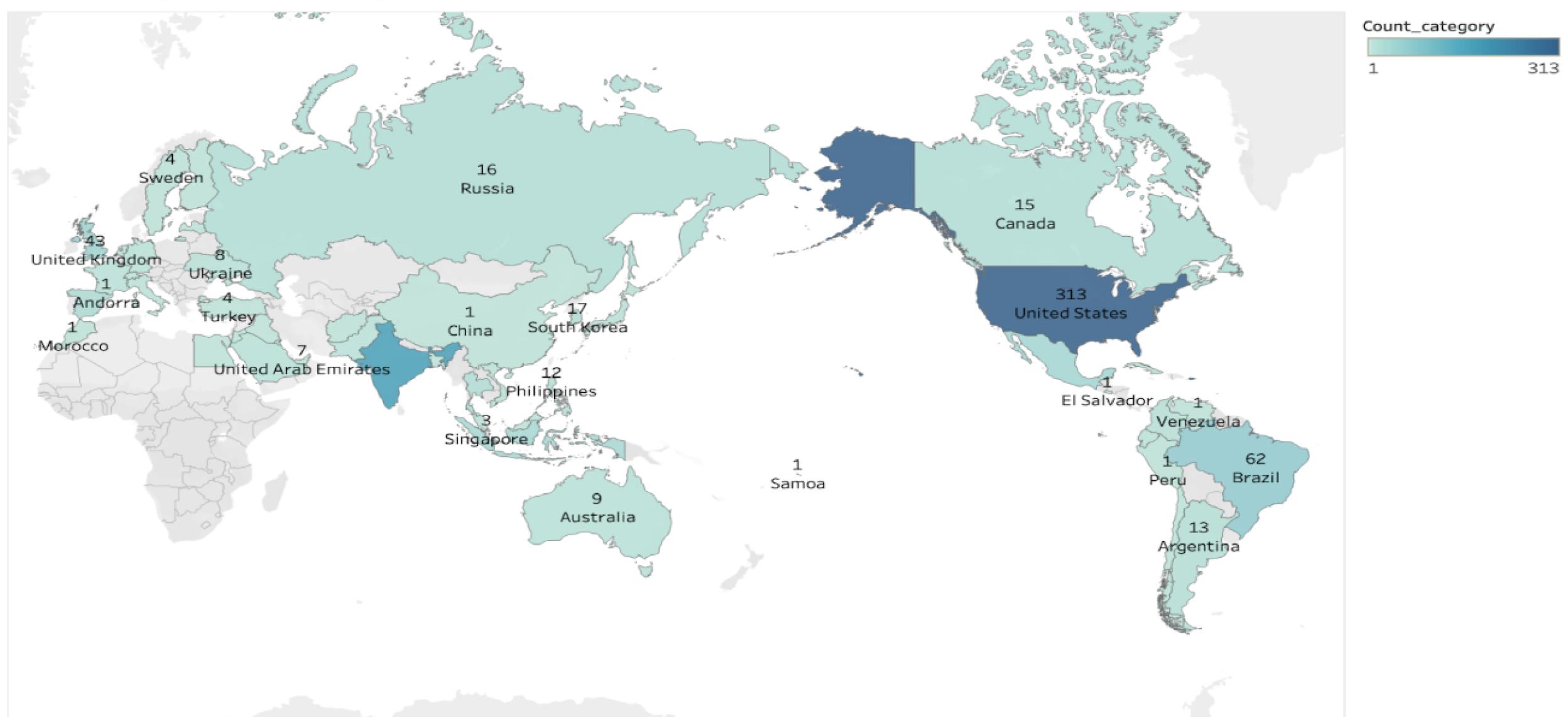
DATA
Preparation

PROJECT ANALYSIS PART I:

Global Insights: Analyzing Geographic, Monthly, and Subscriber - Based Earnings Trends

I. Geographic Analysis: Per Country Category Analysis

Per Country Category Analysis



Map based on Longitude (generated) and Latitude (generated). Color shows Count_category. The marks are labeled by Count_category and Country. Details are shown for Country.

UNITED STATES - 313

INDIA - 168

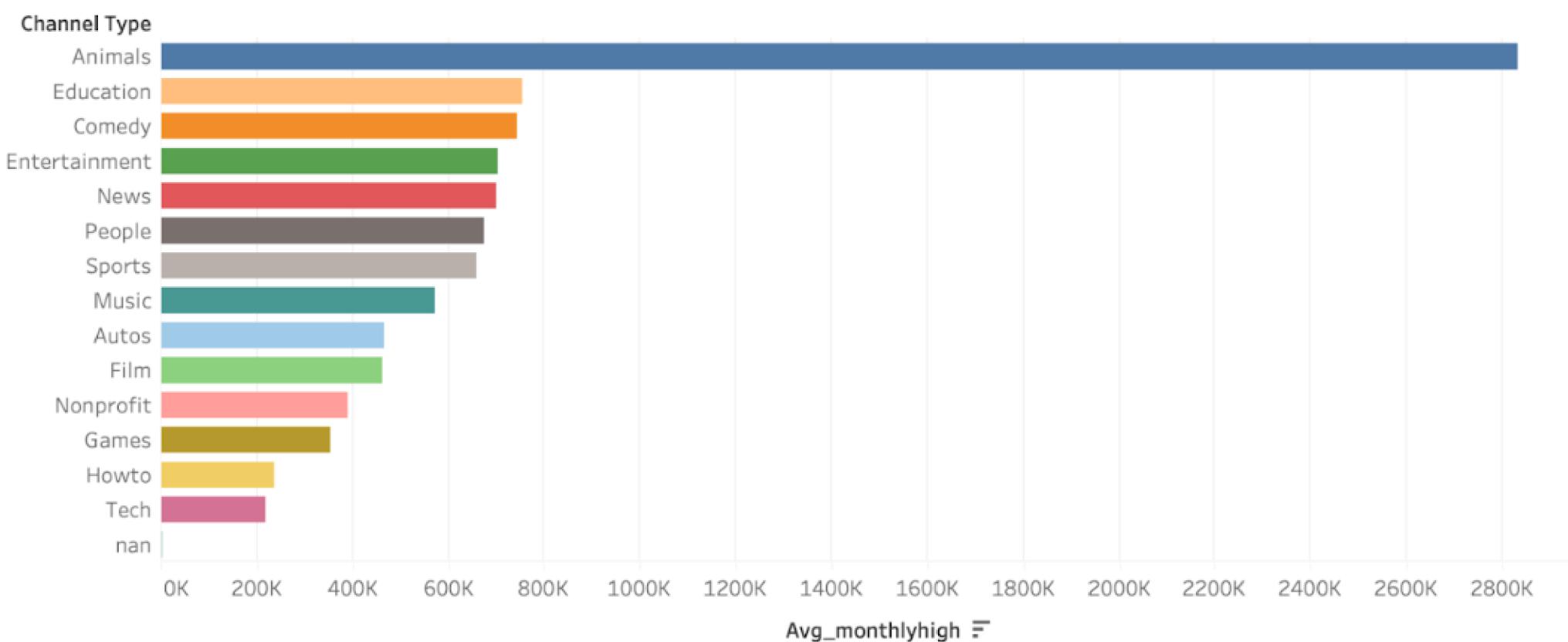
BRAZIL - 62

PROJECT ANALYSIS PART I:

Global Insights: Analyzing Geographic, Monthly, and Subscriber - Based Earnings Trends

II. Average Highest Monthly Earnings Per Channel Type

Average Highest Monthly Earning per Channel Type



Avg_monthlyhigh for each Channel Type. Color shows details about Channel Type.

Channel Type
Animals
Autos
Comedy
Education
Entertainment
Film
Games
Howto
Music
nan
News
Nonprofit
People
Sports
Tech

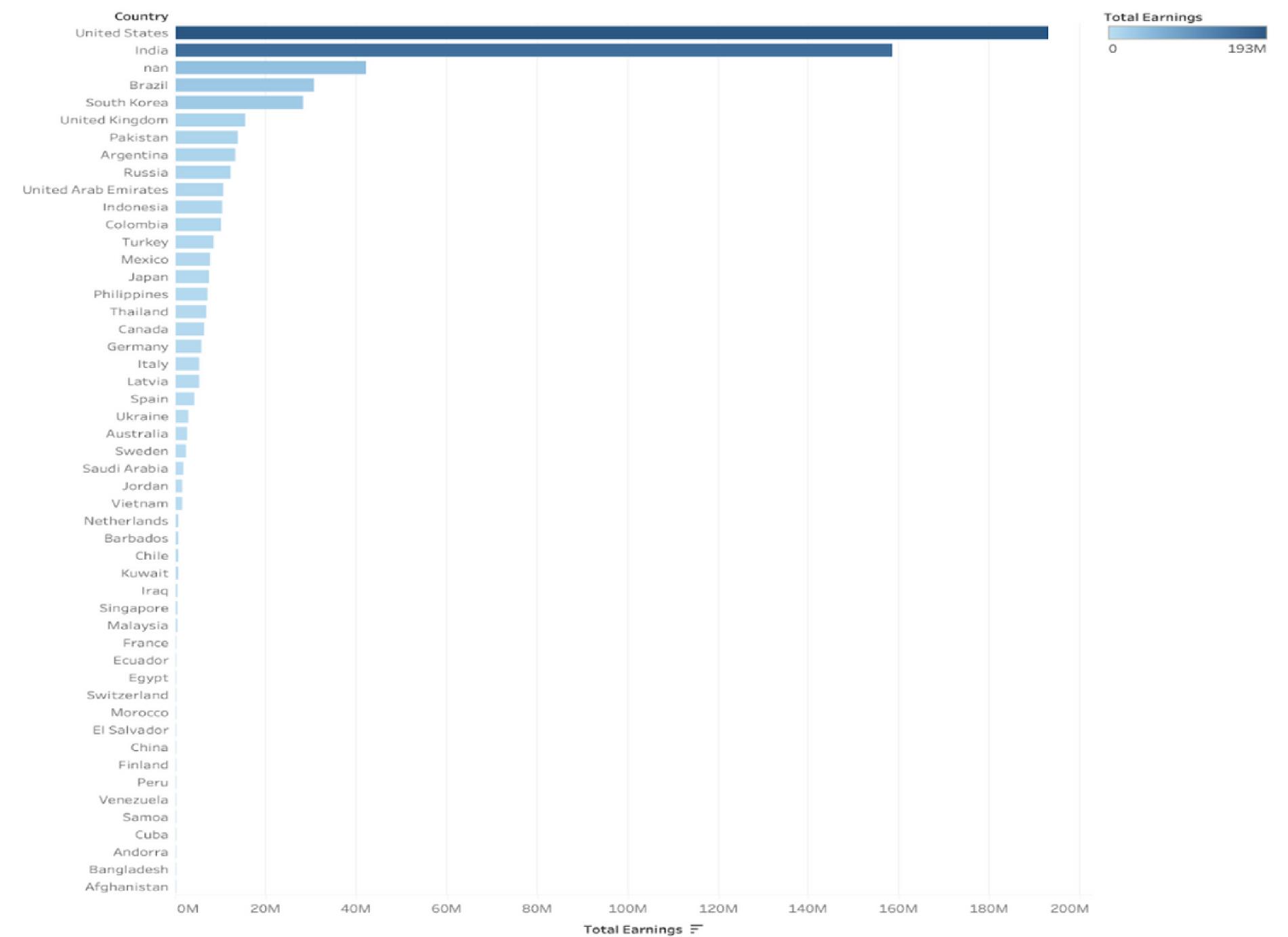
Channel T..	2,833,333
Animals	2,833,333
Education	754,267
Comedy	744,475
Entertainment	702,795
News	701,640
People	675,705
Sports	659,715
Music	571,582
Autos	466,670
Film	464,607
Nonprofit	390,400
Games	352,276
Howto	235,672
Tech	220,359
nan	22

PROJECT ANALYSIS PART I:

Global Insights: Analyzing Geographic, Monthly, and Subscriber - Based Earnings Trends

III. Per Country Earnings Analysis

Per Country Earnings Analysis



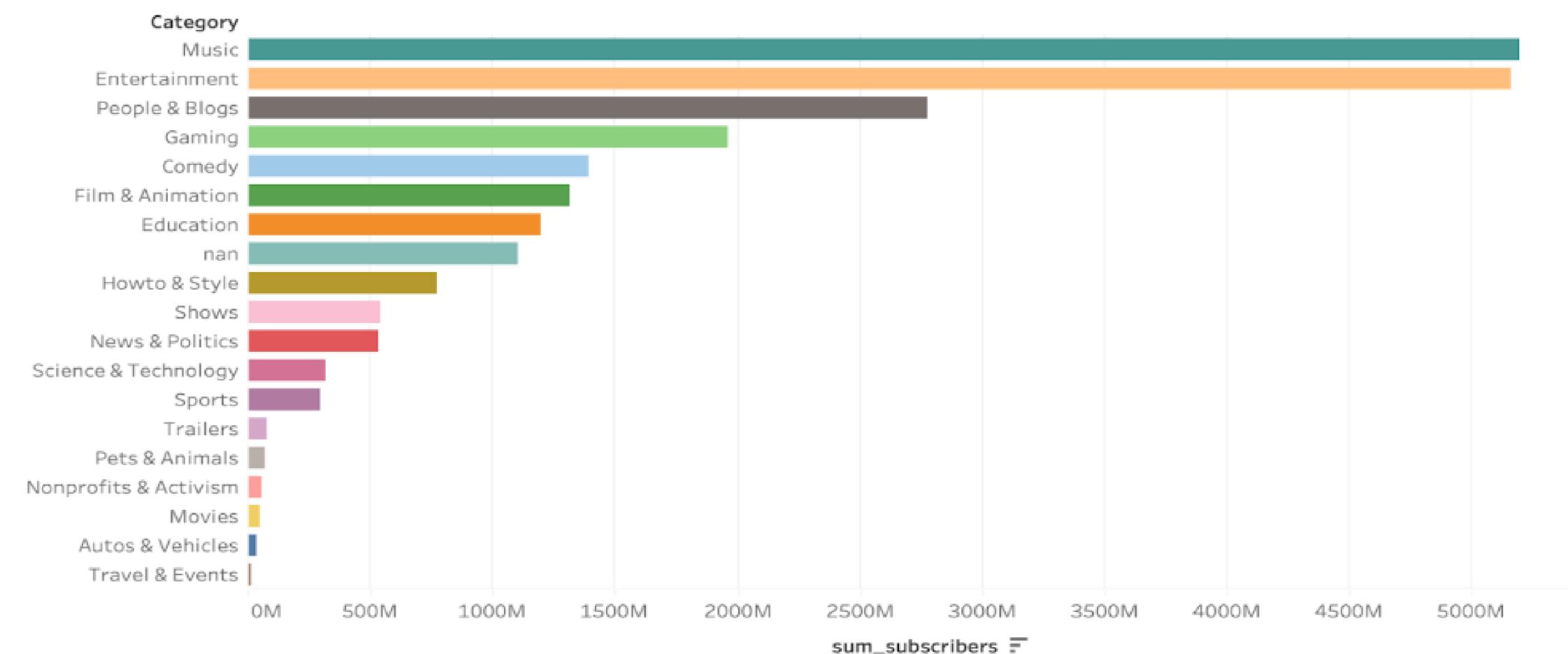
Country	Total Earnings
United States	192,959,211
India	158,518,823
nan	42,237,471
Brazil	30,660,405
South Korea	28,290,542

PROJECT ANALYSIS PART I:

Global Insights: Analyzing Geographic, Monthly, and Subscriber - Based Earnings Trends

IV. Most Popular Category per Subscribers

Most popular Category per Subscribers



Sum_subscribers for each Category. Color shows details about Category.

CATEGORY_NAME	TOTAL_SUBSCRIBERS
Music	5195000000

- Category
- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Movies
- Music
- nan
- News & Politics
- Nonprofits & Activism
- People & Blogs
- Pets & Animals
- Science & Technology
- Show
- Sports
- Trailers
- Travel & Events

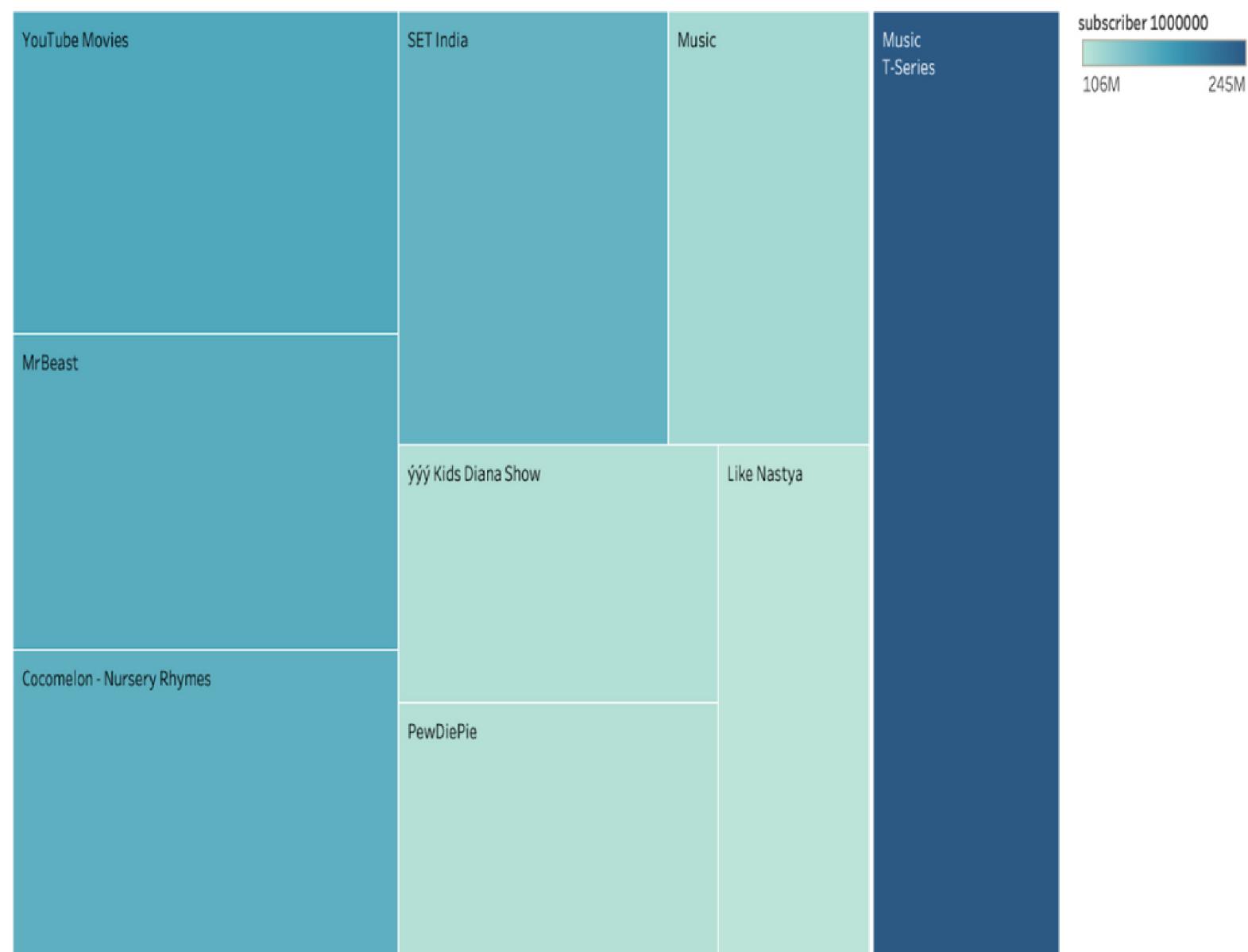
1. MUSIC
2. ENTERTAINMENT
3. PEOPLE & BLOGS

PROJECT ANALYSIS PART I:

Global Insights: Analyzing Geographic, Monthly, and Subscriber - Based Earnings Trends

V. Subscribers greater than 100 M for Music Category

Subscribers greater than 100 M for Music Category



1. T-SERIES ✓
2. YouTube Movies
3. MrBeast

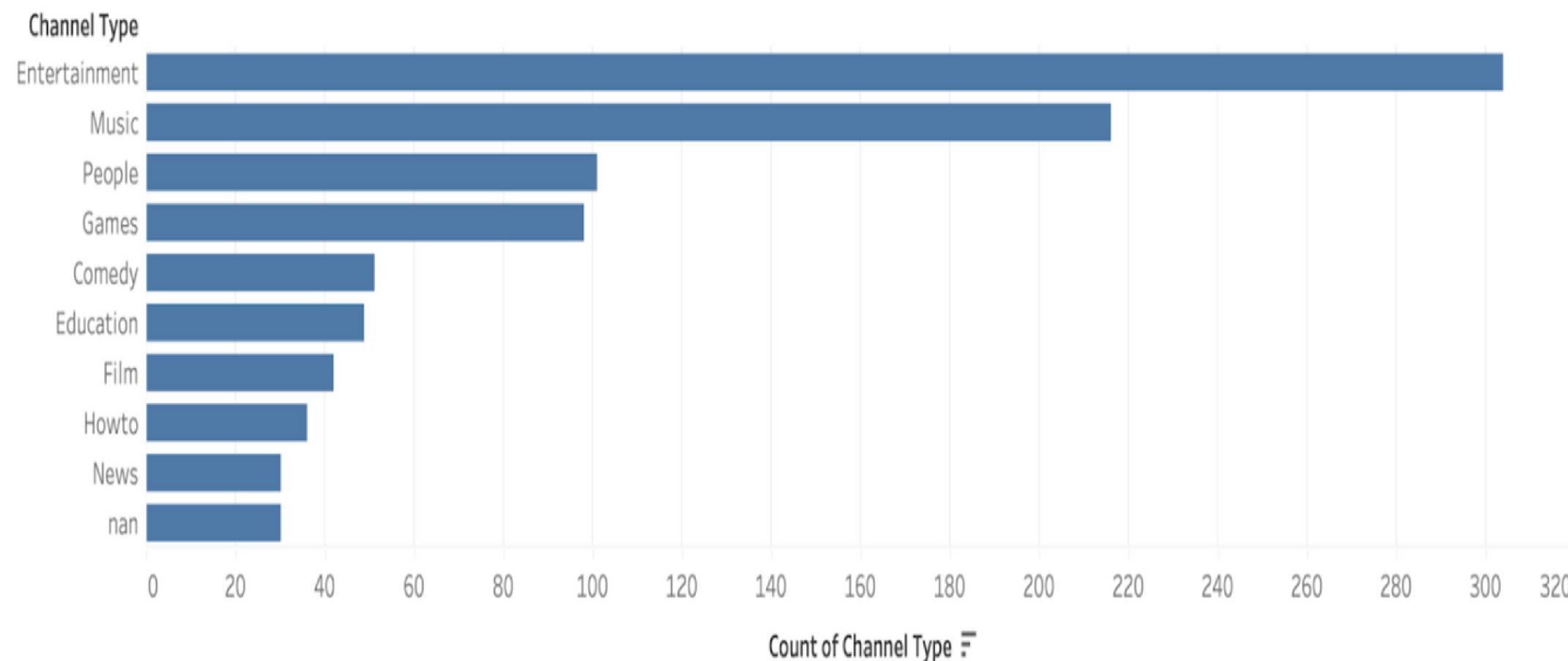
Music category and Youtuber. Color shows sum of subscriber 1000000. Size shows sum of subscriber 1000000. The marks are labeled by Music category and Youtuber.

PROJECT ANALYSIS PART II:

YouTube Dynamics: A Comprehensive Analysis of Top Channels and Categories

I. Top 10 Channel Types by Number of Channels

Top-10-Channel Types by Number of Channels



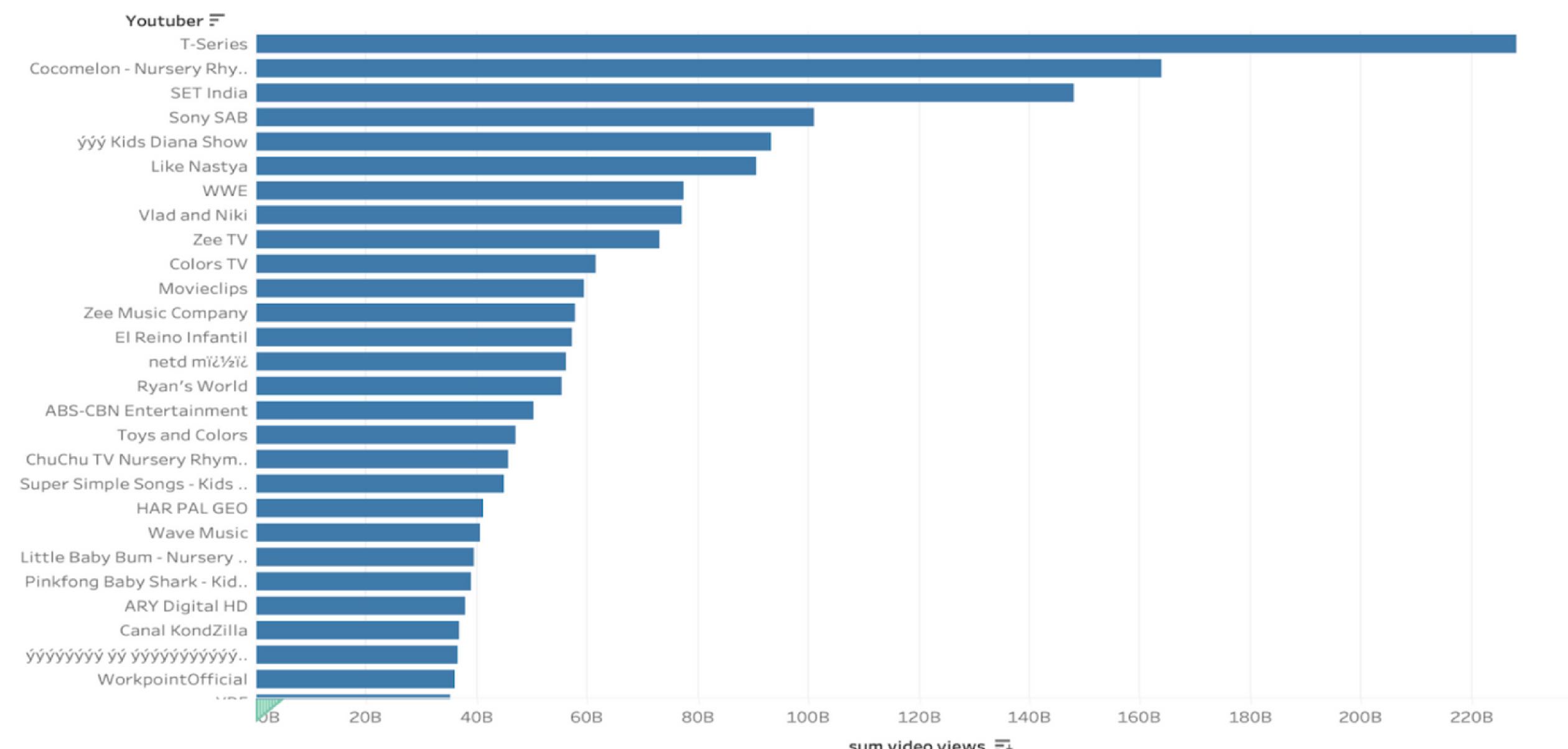
1. ENTERTAINMENT
2. MUSIC
3. PEOPLE

Count of Channel Type for each Channel Type. The view is filtered on Channel Type, which excludes Animals, Autos, Nonprofit, Sports and Tech.

PROJECT ANALYSIS PART II:

YouTube Dynamics: A Comprehensive Analysis of Top Channels and Categories

II. Top Youtubers Video Views Analysis

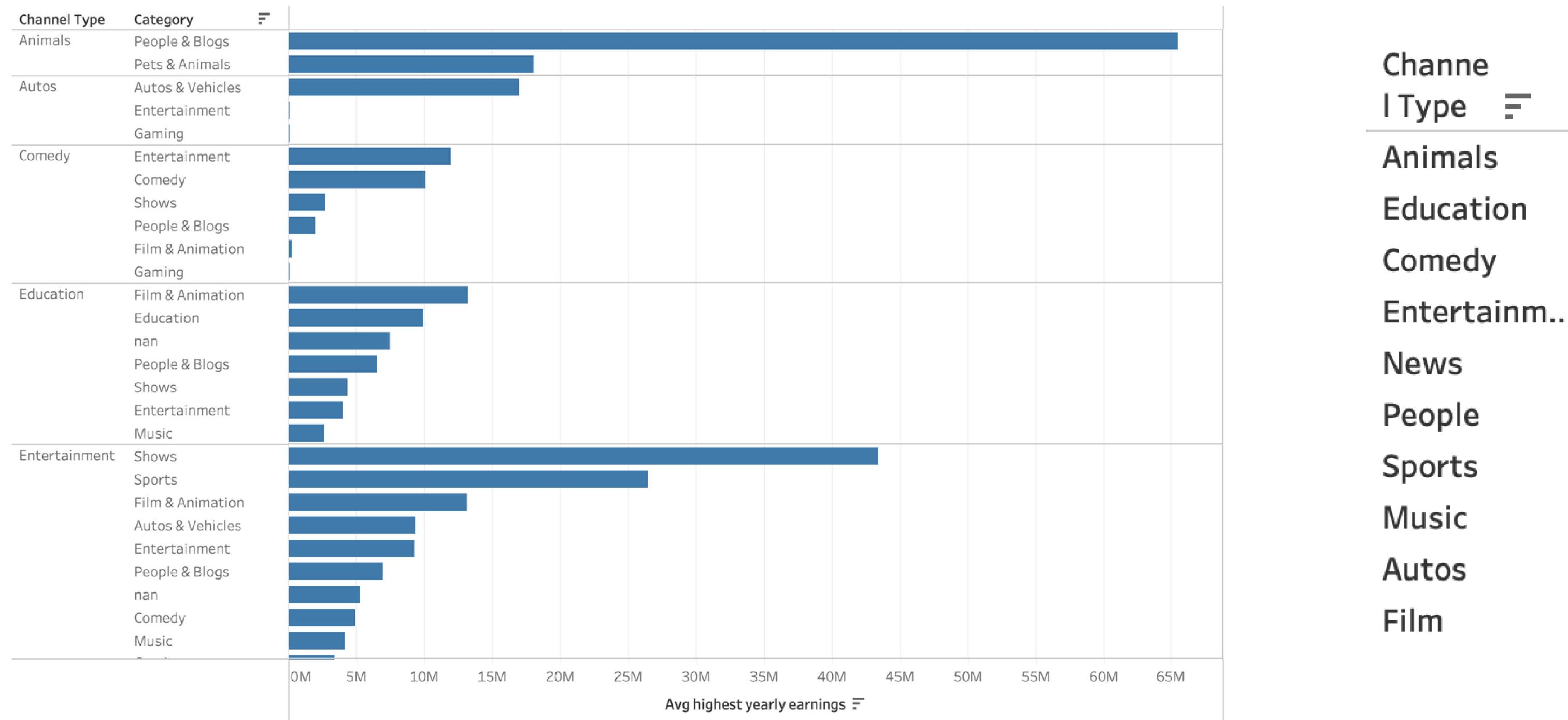


Youtuber	F
T-Series	228,000,000,000
Cocomelon - Nursery Rhy..	164,000,000,000
SET India	148,000,000,000
Sony SAB	101,000,000,000
ýýý Kids Diana Show	93,247,040,539
Like Nastya	90,479,060,027
WWE	77,428,473,662
Vlad and Niki	77,180,169,894
Zee TV	73,139,054,467
Colors TV	61,510,906,457
Movieclips	59,316,472,754
Zee Music Company	57,856,289,381

PROJECT ANALYSIS PART II:

YouTube Dynamics: A Comprehensive Analysis of Top Channels and Categories

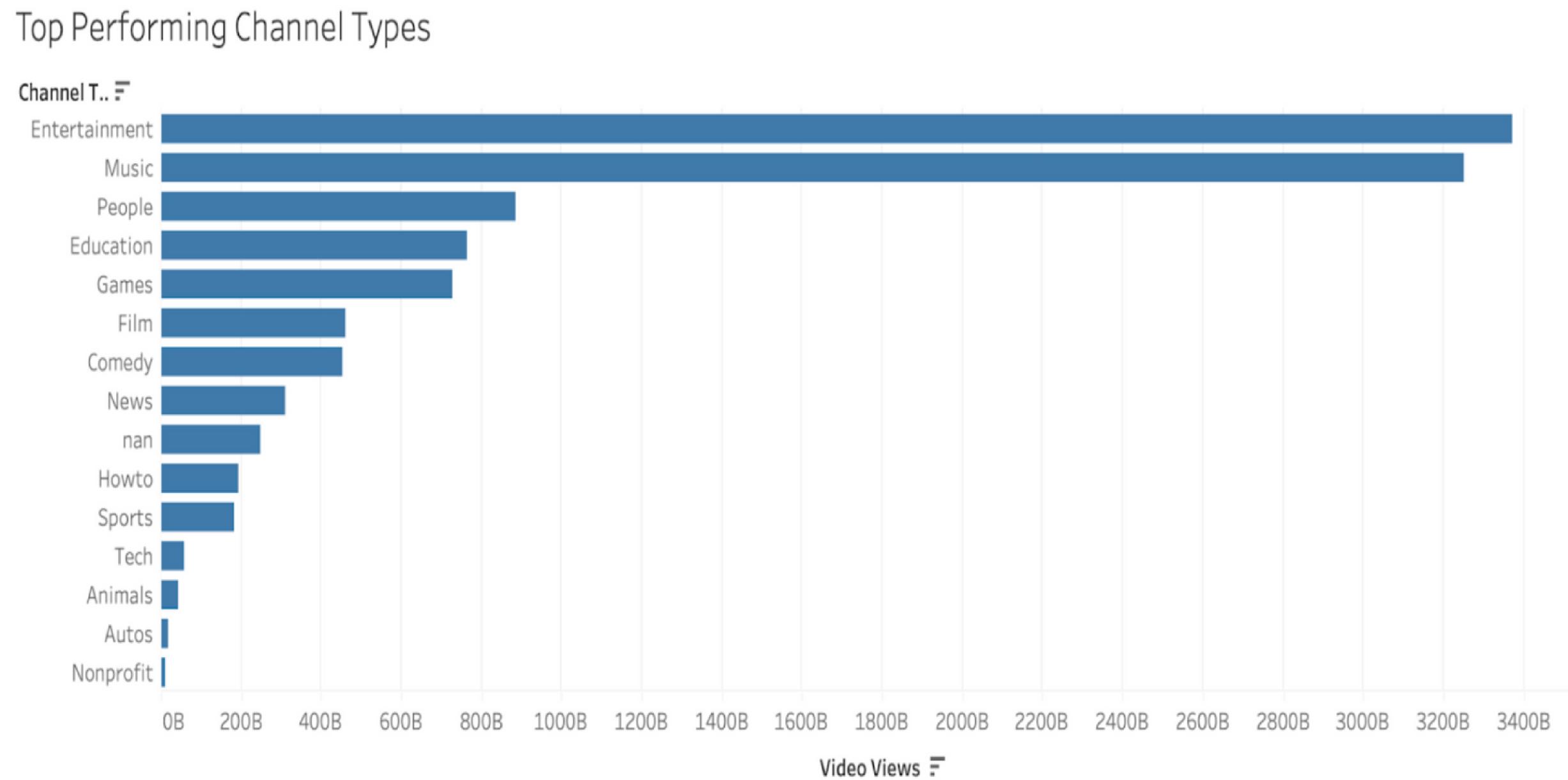
Top 10 Channel Type per Average Highest earning Yearly



PROJECT ANALYSIS PART II:

YouTube Dynamics: A Comprehensive Analysis of Top Channels and Categories

IV. Top Performing Channel Types



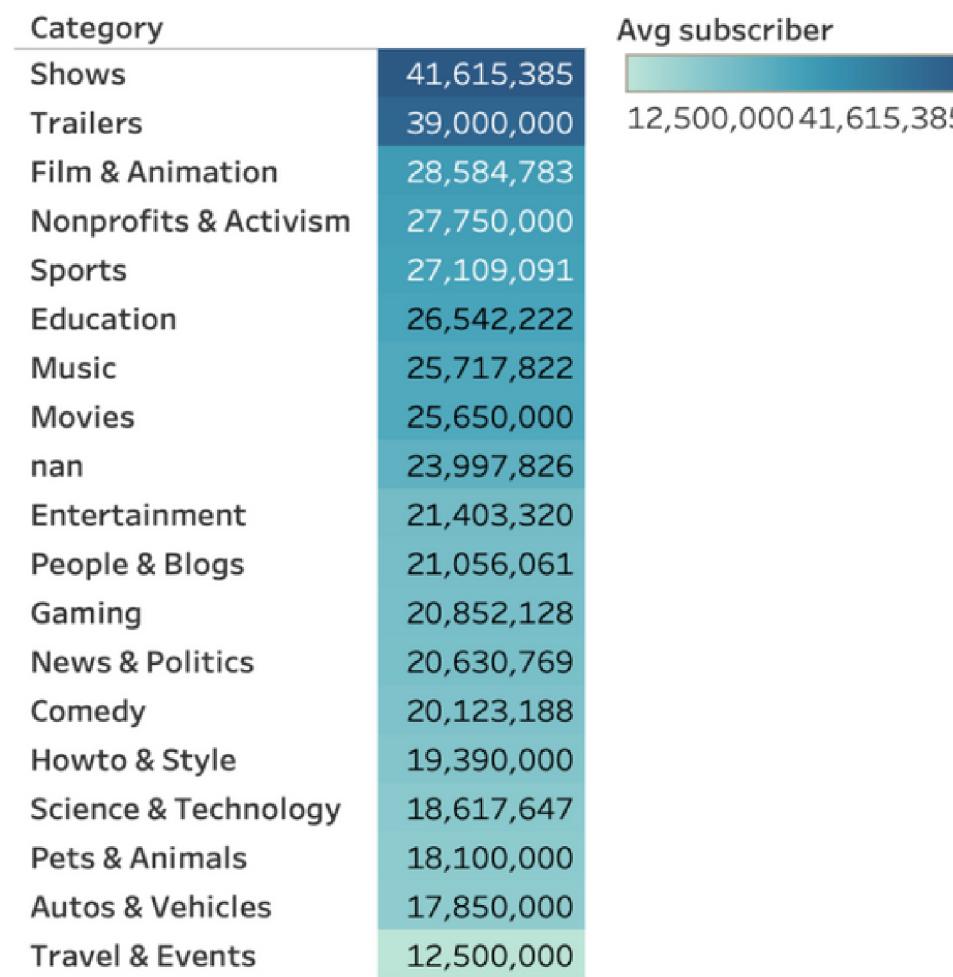
1. ENTERTAINMENT
2. MUSIC
3. PEOPLE

PROJECT ANALYSIS PART II:

YouTube Dynamics: A Comprehensive Analysis of Top Channels and Categories

V. Average Subscribers by Category

Avg Subscribers by Category



Sum of Avg subscriber broken down by Category. Color shows sum of Avg subscriber. The marks are labeled by sum of Avg subscriber.

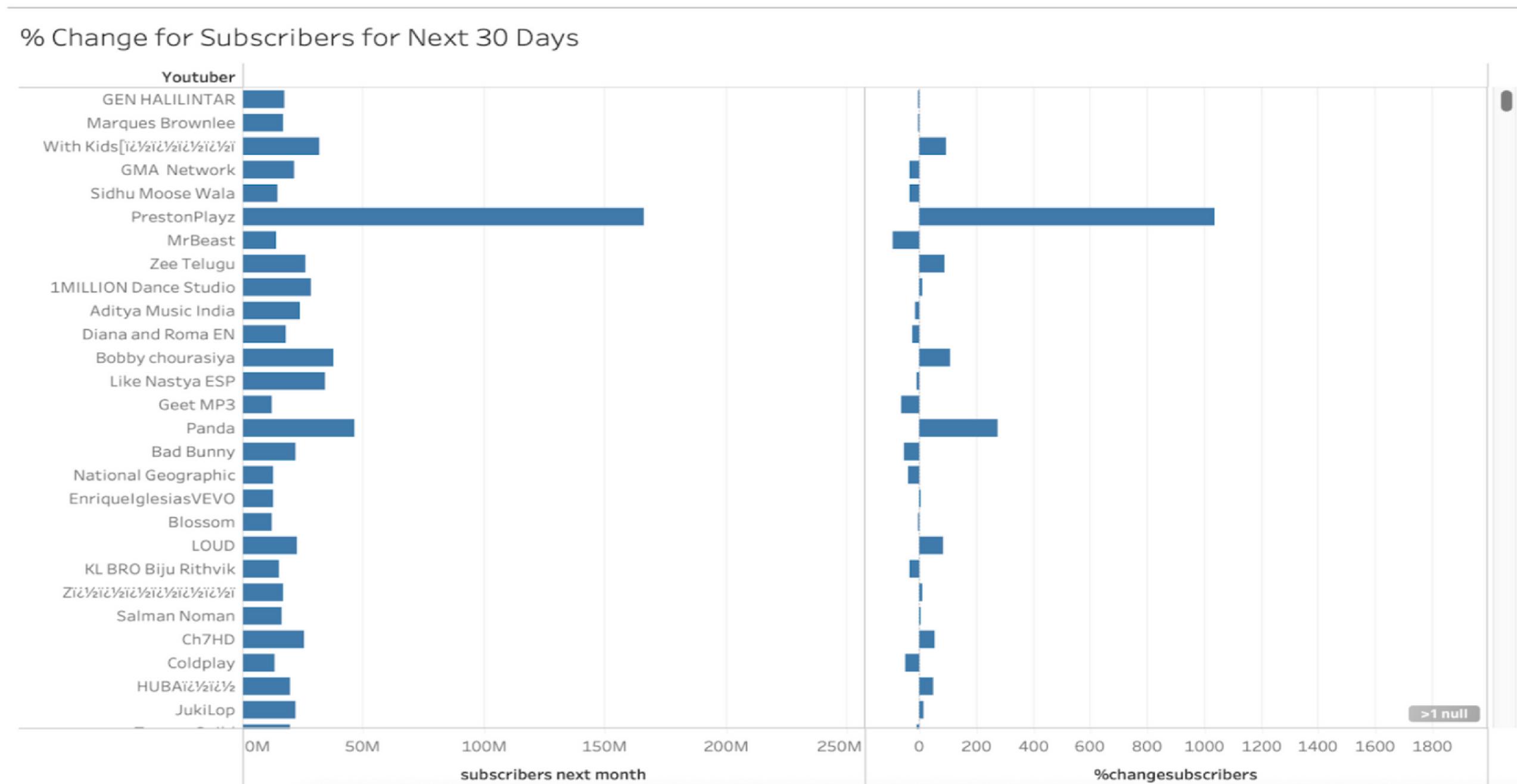
1. SHOWS
2. TRAILERS
3. FILM & ANIMATION



PROJECT ANALYSIS PART III:

YouTube Metrics Snapshot: Subscribers, Popular Categories, Correlations, Conversion Rates, and Trends

I. % Change Analysis for Subscribers per Youtuber



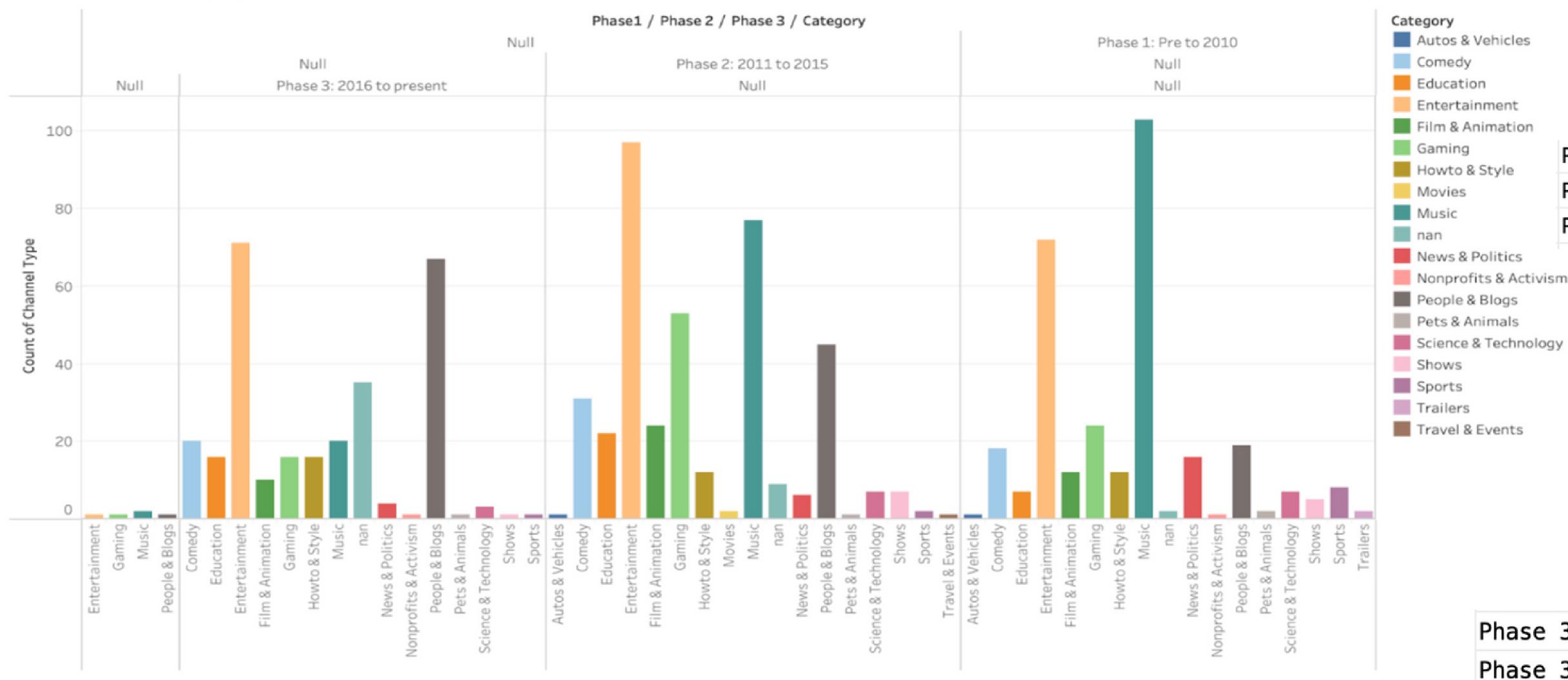
- PrestonPlayz
- Geet MP3

PROJECT ANALYSIS PART III:

YouTube Metrics Snapshot: Subscribers, Popular Categories, Correlations, Conversion Rates, and Trends

II. Popular Category by Phases

Popular Category by Phases



Count of Channel Type for each Category broken down by Phase1, Phase2 and Phase3. Color shows details about Category.

PHASE	CATEGORY_NAME	CHANNEL_COUNT
Phase 1: Pre to 2010	Music	103
Phase 1: Pre to 2010	Entertainment	72
Phase 1: Pre to 2010	Gaming	24

Phase 2: 2011 to 2015	Entertainment	97
Phase 2: 2011 to 2015	Music	77
Phase 2: 2011 to 2015	Gaming	53

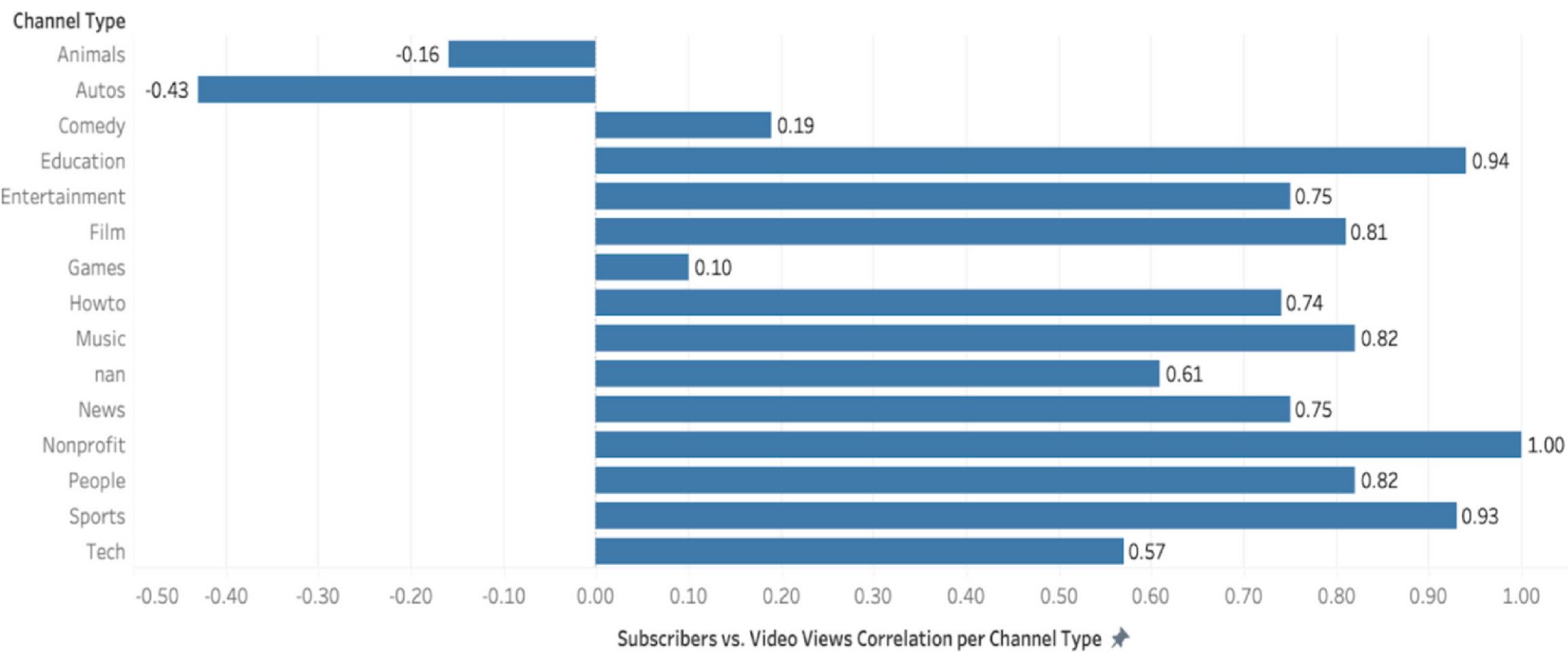
Phase 3: 2016 to present	Entertainment	71
Phase 3: 2016 to present	People & Blogs	67
Phase 3: 2016 to present	nan	35

PROJECT ANALYSIS PART III:

YouTube Metrics Snapshot: Subscribers, Popular Categories, Correlations, Conversion Rates, and Trends

III. Correlation between Subscribers & Video Views per Channel Type

Correlation between Subscribers & Video Views per Channel Type



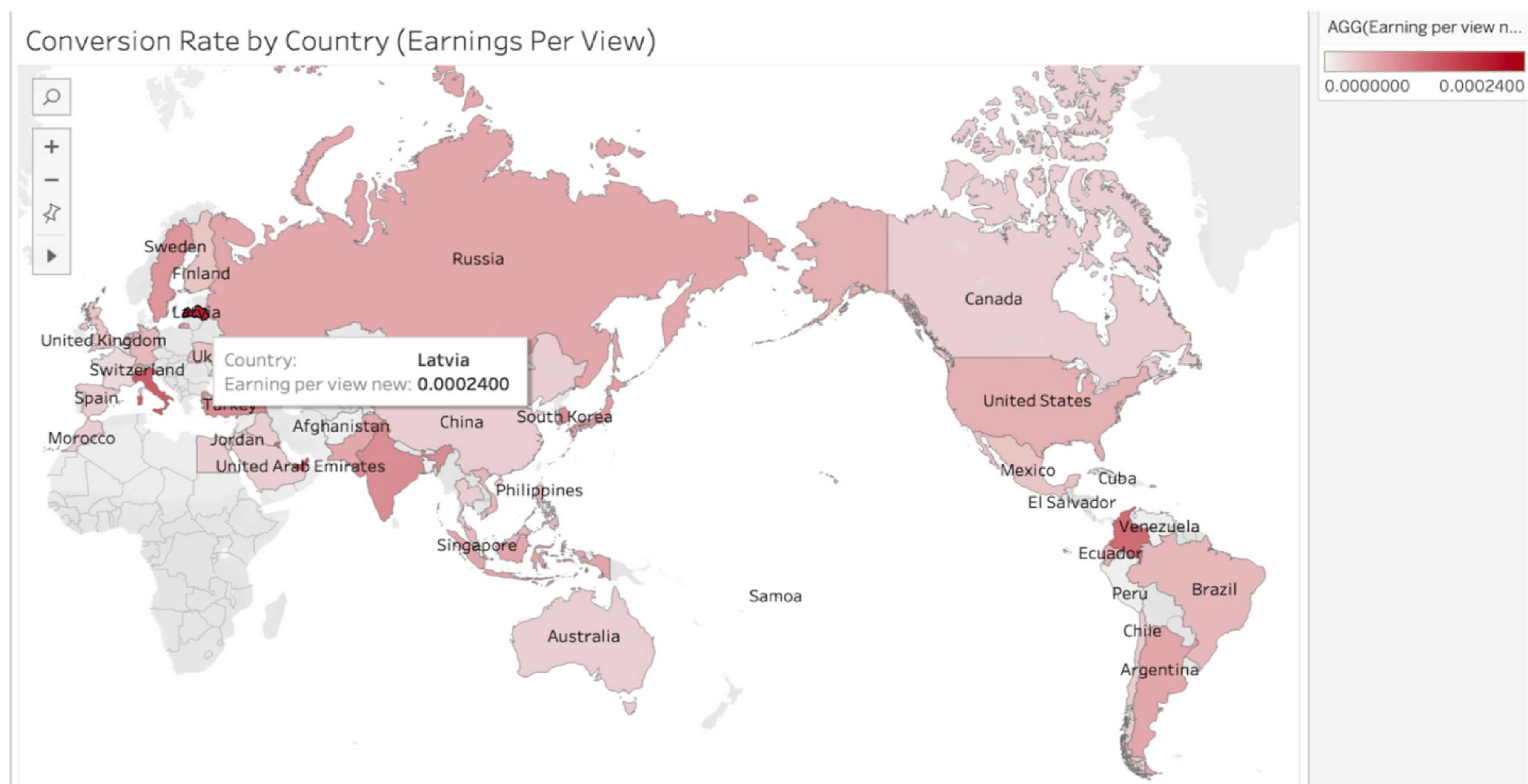
+ News
- Animals

VIDEOVIEWS_CORR_SUBSCRIBERS
0.56

PROJECT ANALYSIS PART III:

YouTube Metrics Snapshot: Subscribers, Popular Categories, Correlations, Conversion Rates, and Trends

IV. Conversion Rate by Country for Earning per View

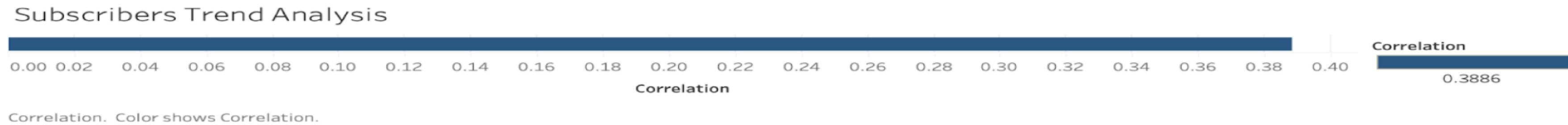


COUNTRY	EARNINGS_PER_VIEW
Latvia	0.00024
United Arab Emirates	0.00017
Italy	0.00016
Colombia	0.00014
Kuwait	0.00014

PROJECT ANALYSIS PART III:

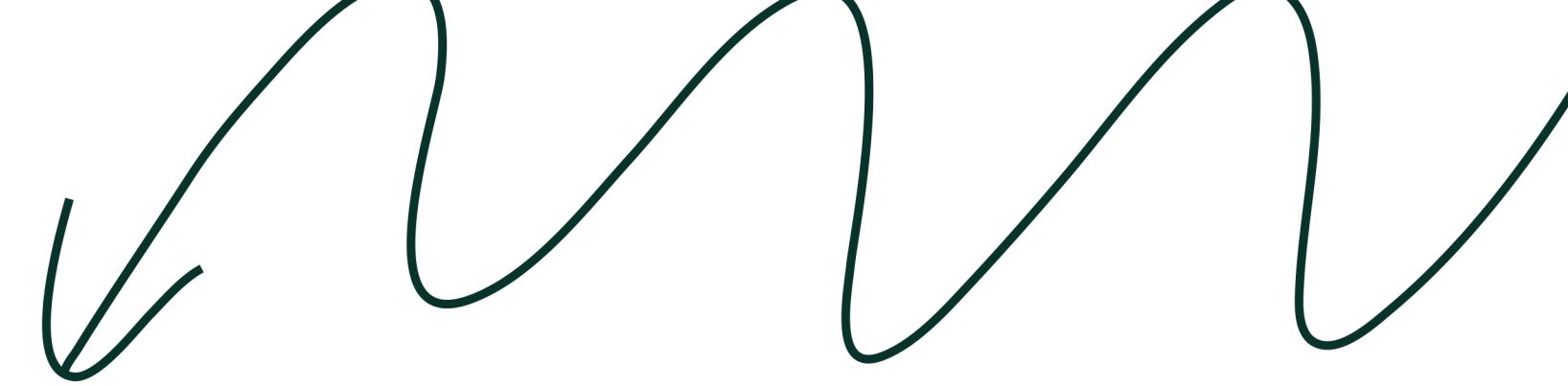
YouTube Metrics Snapshot: Subscribers, Popular Categories, Correlations, Conversion Rates, and Trends

V. Subscribers Trend Analysis



Subscribers And Average Monthly Earnings

LIMITATIONS



Temporal Scope:

The dataset might cover a specific period in 2023, which limits insights into long-term trends or seasonal variations across the platform.



Missing Variables:

It may lack certain critical variables that could significantly contribute to understanding YouTube dynamics, such as user engagement metrics, content specifics, or algorithmic changes.



Geographical Representation:

Limited geographic representation or uneven distribution of channels across countries might hinder comprehensive global analyses.

PROJECT Summary

1

Comprehensive Dataset
Utilization

2

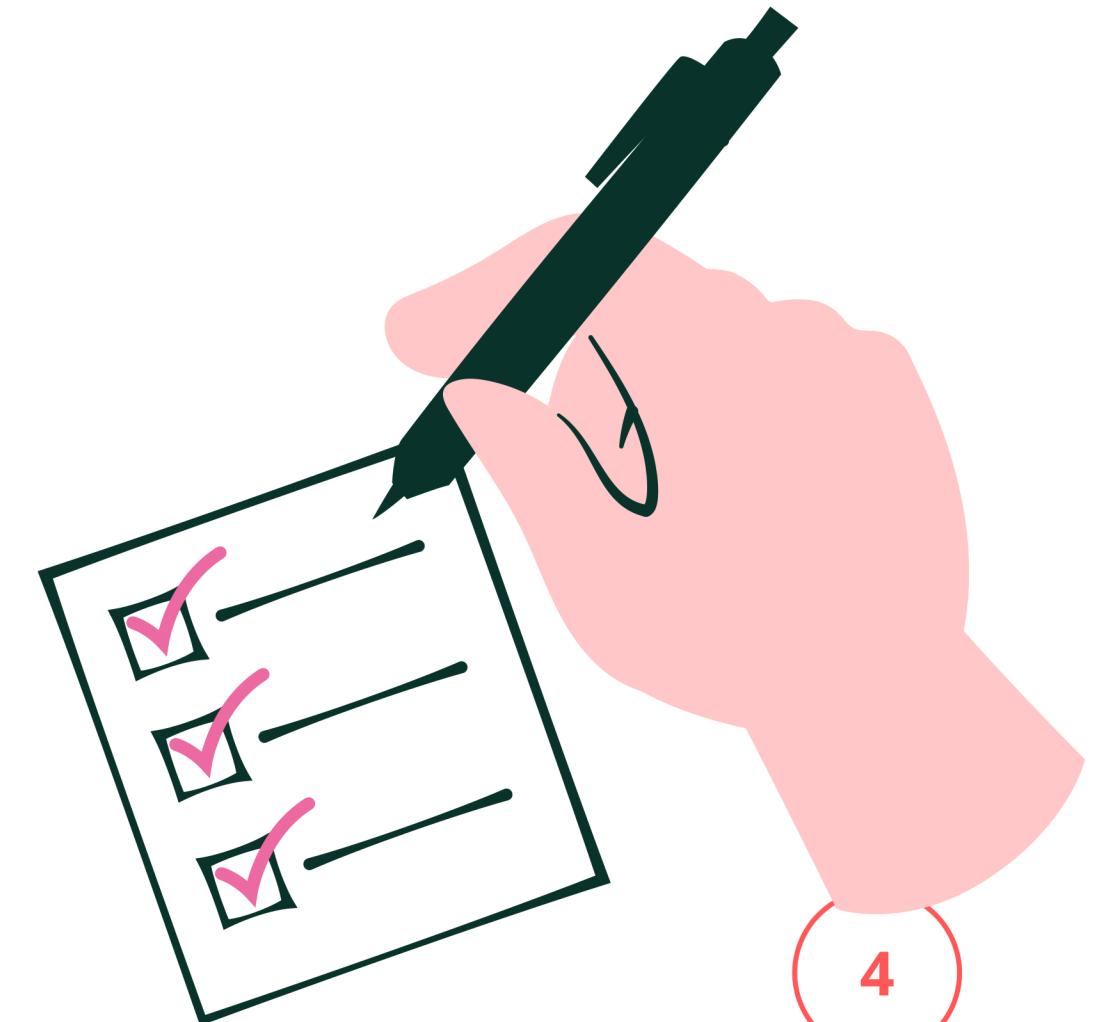
SQL Skill Enhancement

3

Real-world Data
Scenarios

4

Practical Proficiency
Building



THANK YOU
for watching!



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