

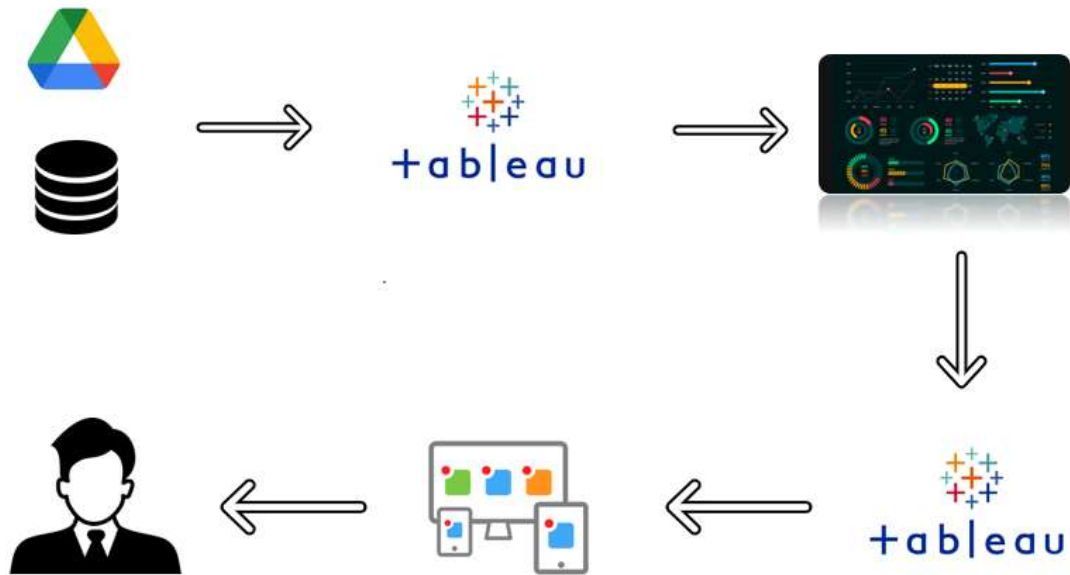
Subscribers Glore: Exploring World's Top Youtube Channels

Project Based Experimental Learning Program

Subscribers Galore : Exploring World's Top Youtube Channels

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. 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.

Technical Architecture:

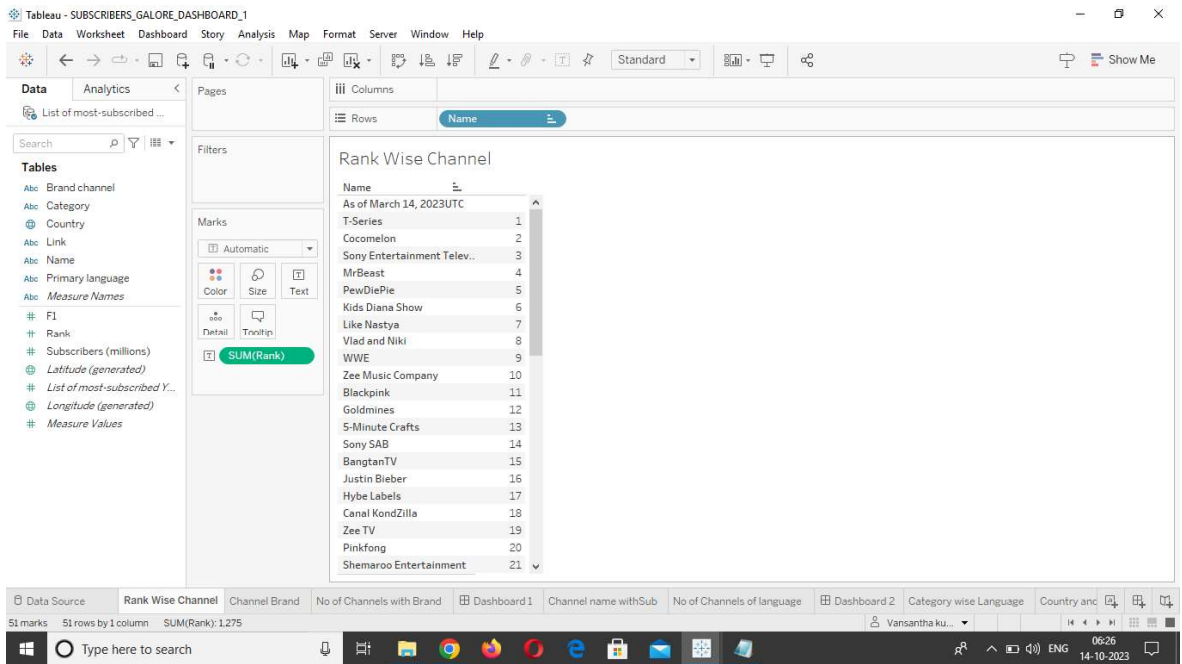


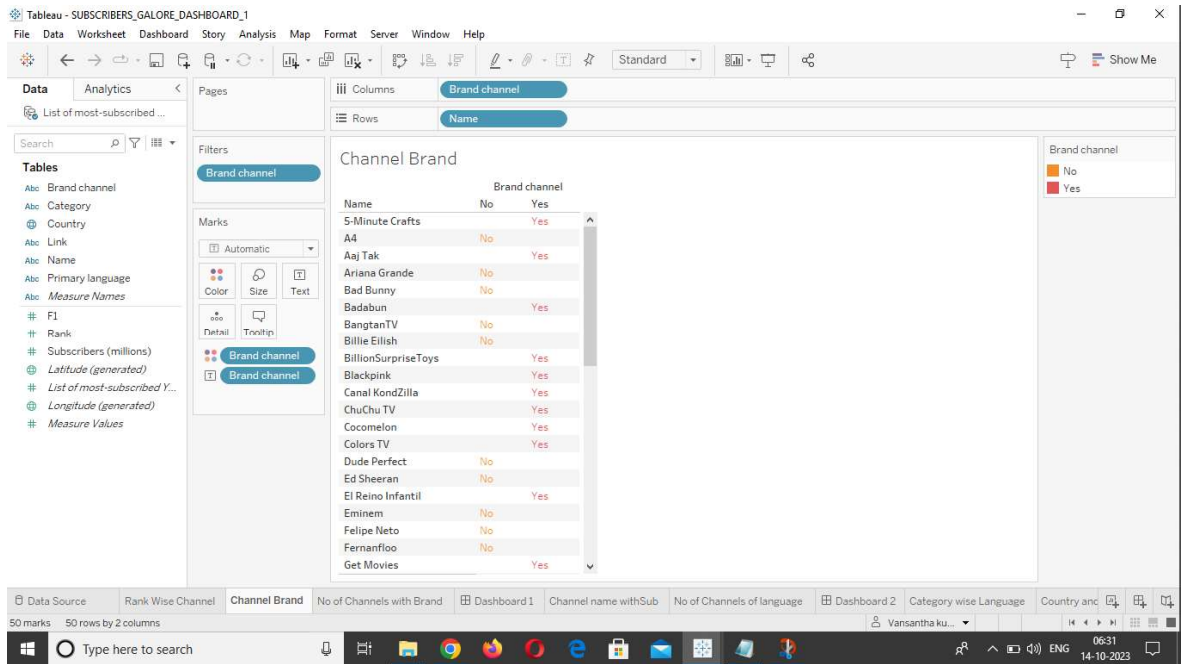
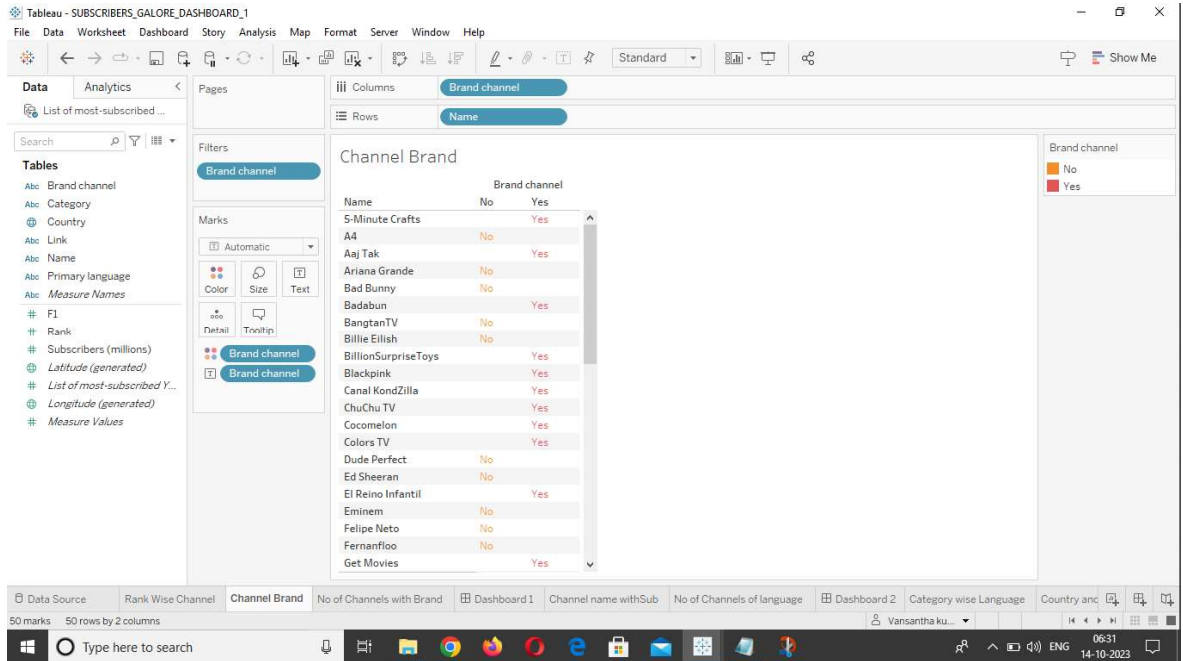
Project Flow: To accomplish this, we have to complete all the activities listed below, • Define Problem / Problem Understanding o Specify the business problem o Business requirements o Literature Survey • Data Collection & Extraction o Collect the dataset o Connect Dataset with Tableau • Data Preparation o Prepare the Data for Visualization • Data Visualizations o No of Unique Visualizations •

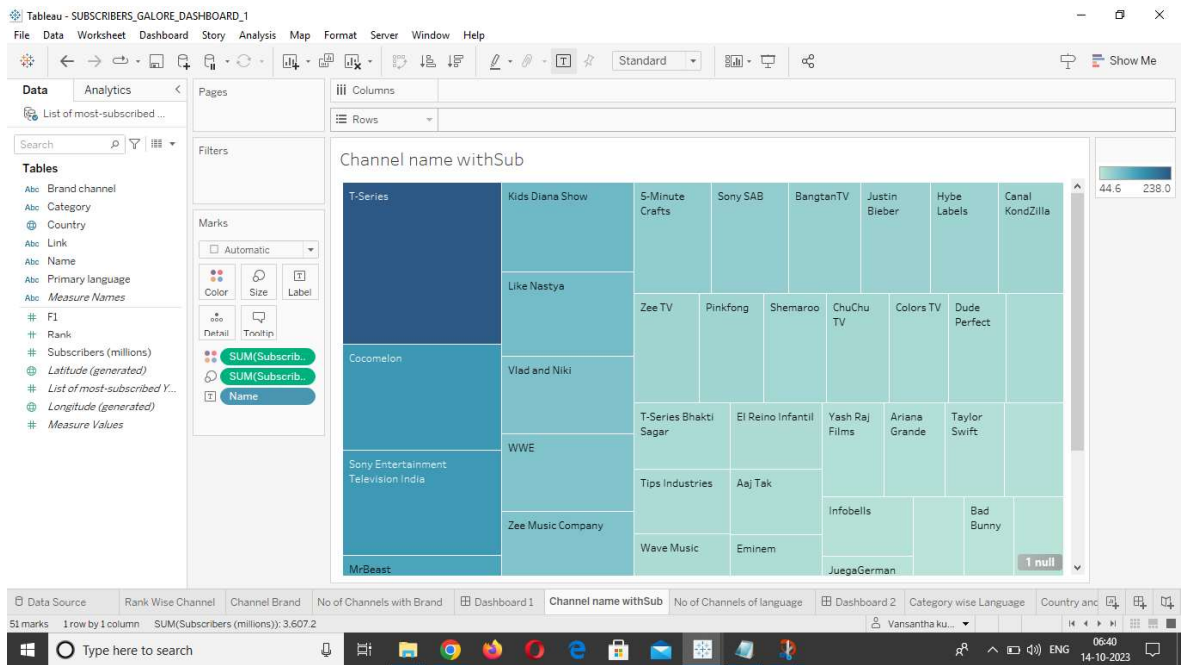
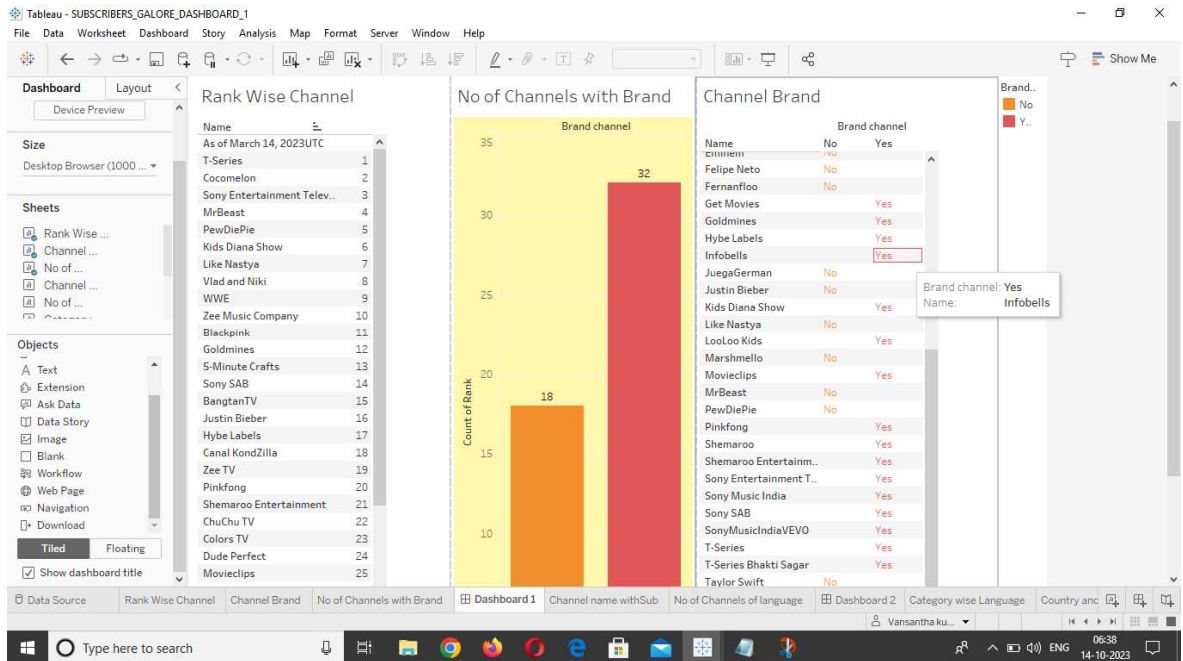
Dashboard o Responsive and Design of Dashboard • Story o No of Scenes of Story • Performance Testing o Utilization of Data Filters o No of

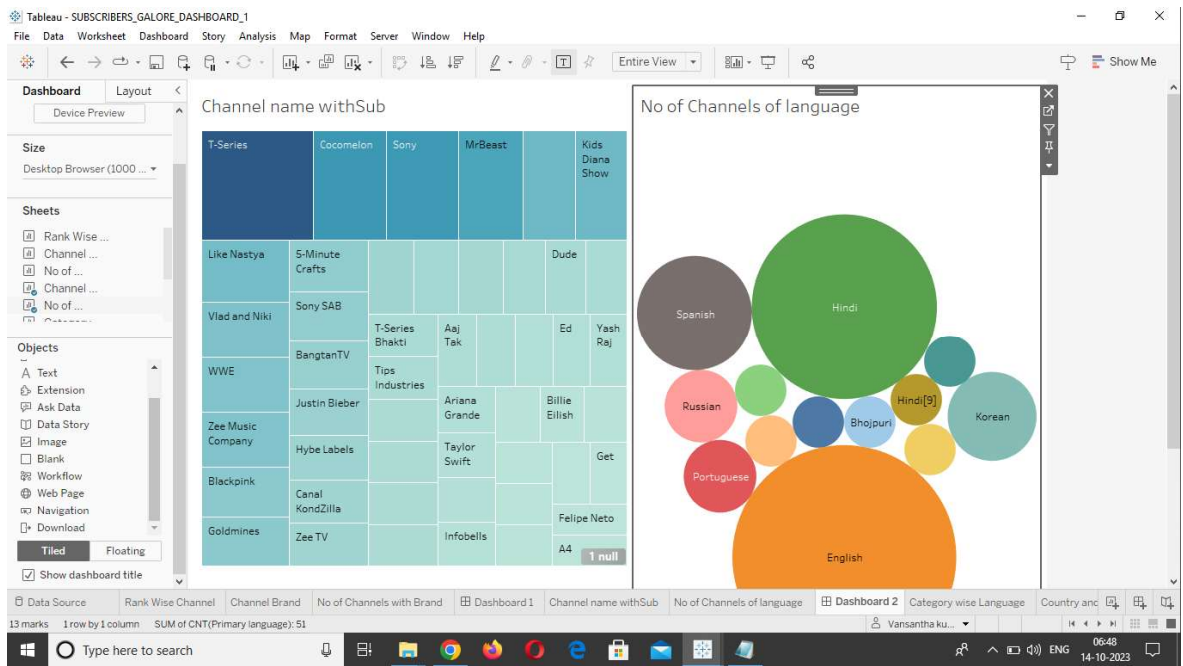
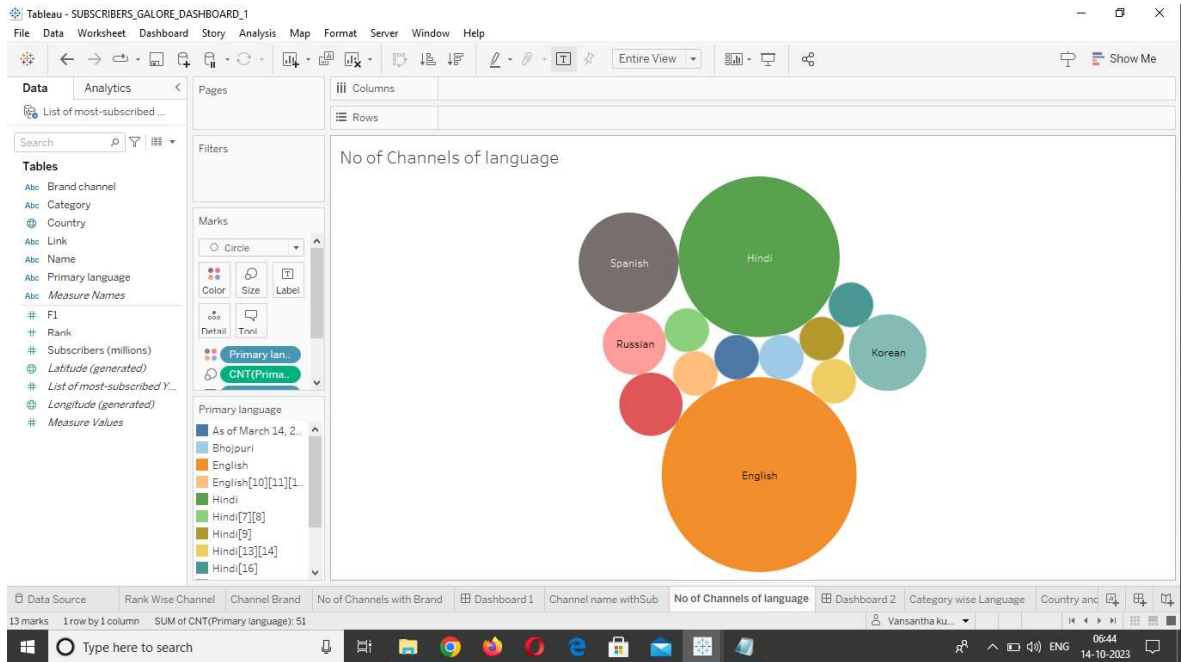
Visualizations/ Graphs • Publishing o Publishing Dashboard & Story to Tableau Public • Project Demonstration & Documentation o Record explanation Video for project end to end solution o Project Documentation-Step by step project development procedure

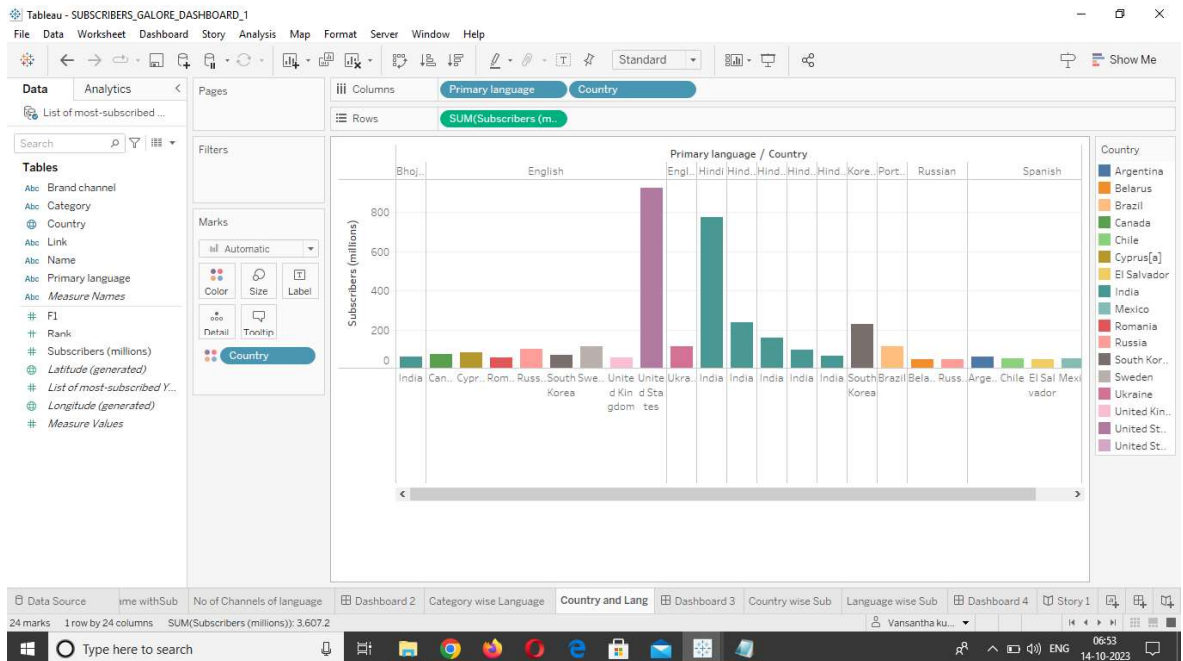
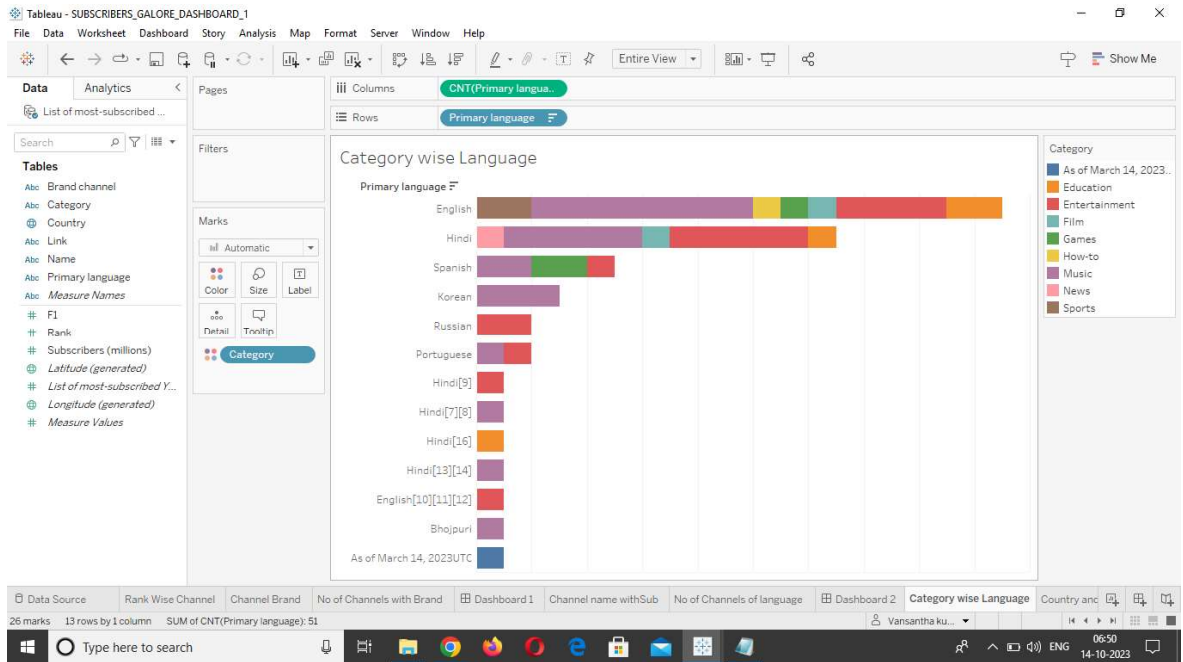
Milestone 1: Define Problem / Problem Understanding Activity 1: Specify the business problem Refer Project Description Activity 2: Business requirements Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics. Subscription Management: Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels. Analytics and Insights: The platform should provide analytics and insights to track user engagement, popular channels, and trending content. This data can be used to improve content curation, personalize recommendations, and enhance the overall user experience. These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for personalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth. Activity 3: Literature Survey (Student Will Write) A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic. Milestone 2: Data Collection & Extraction Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

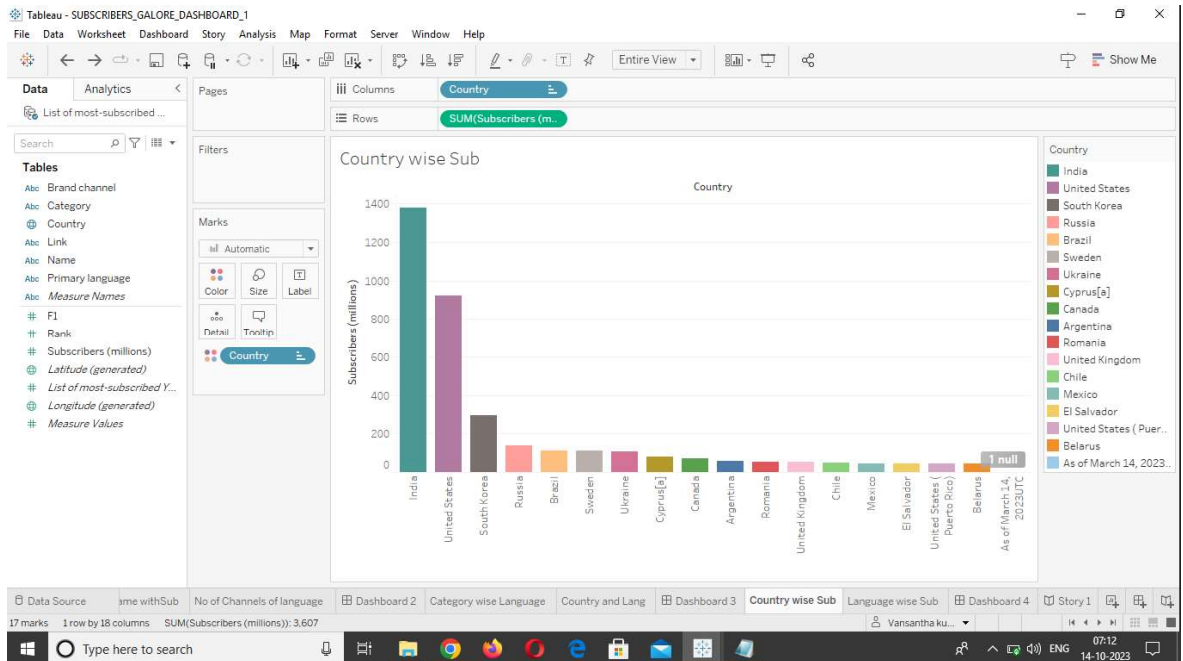
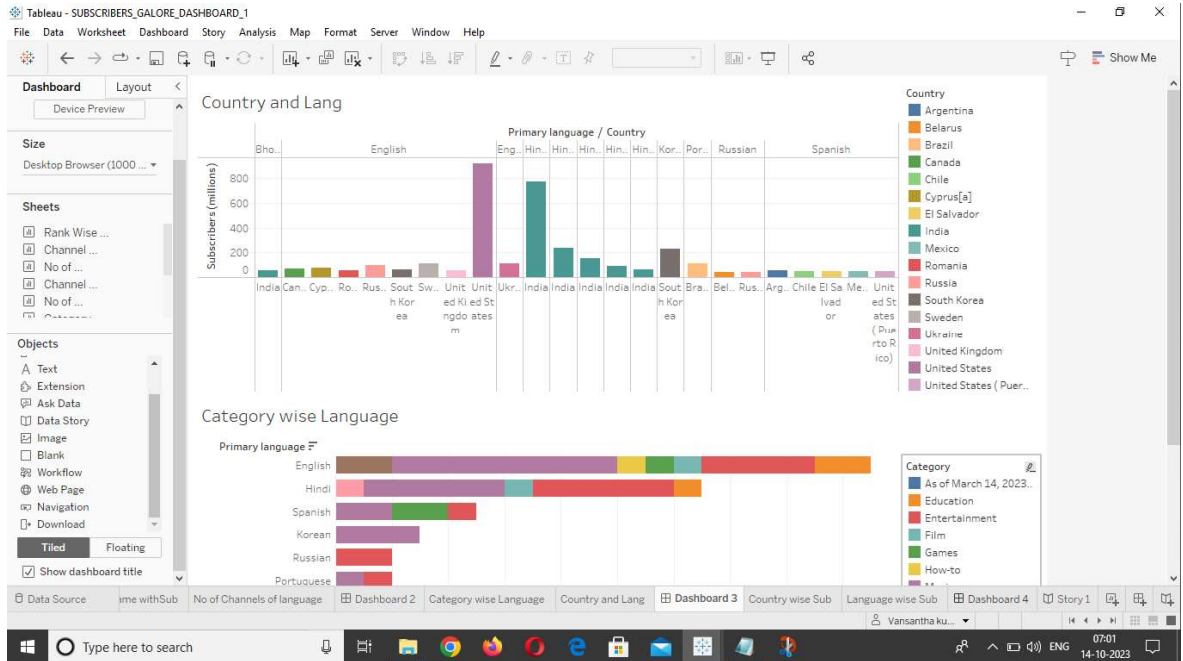




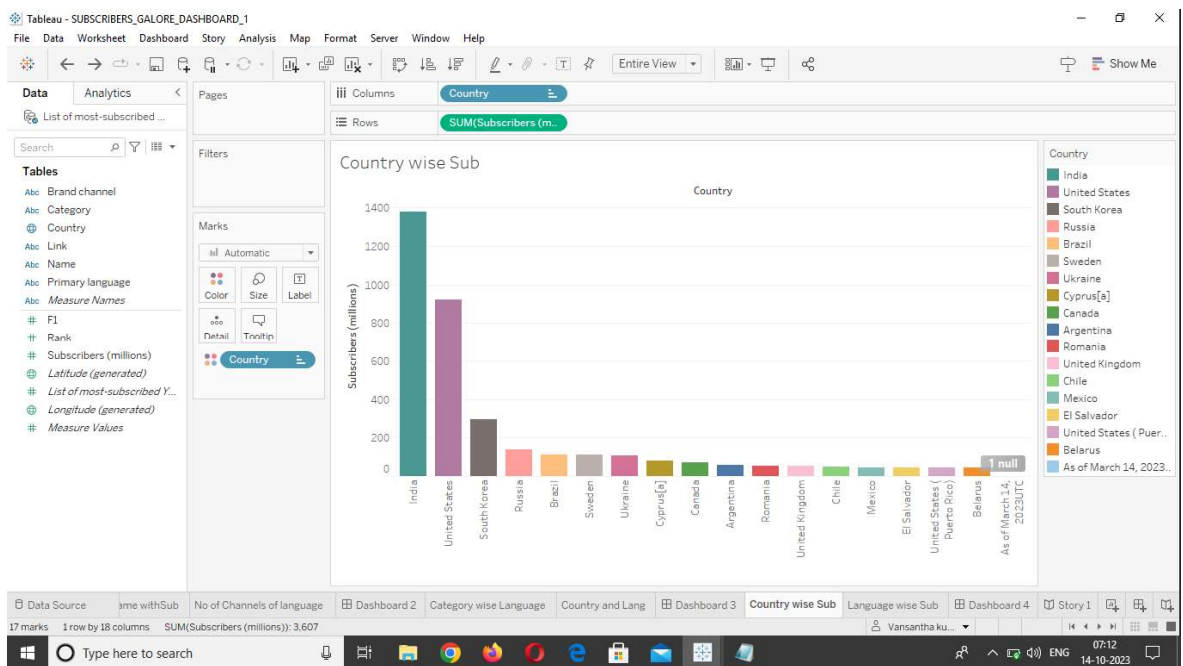




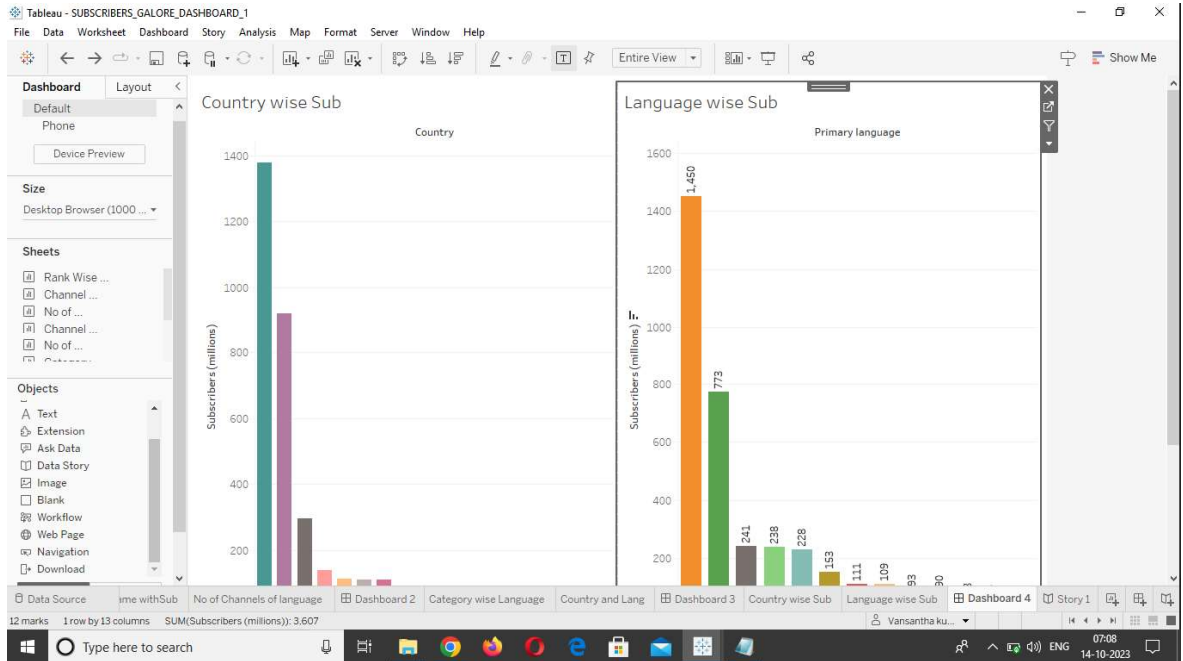




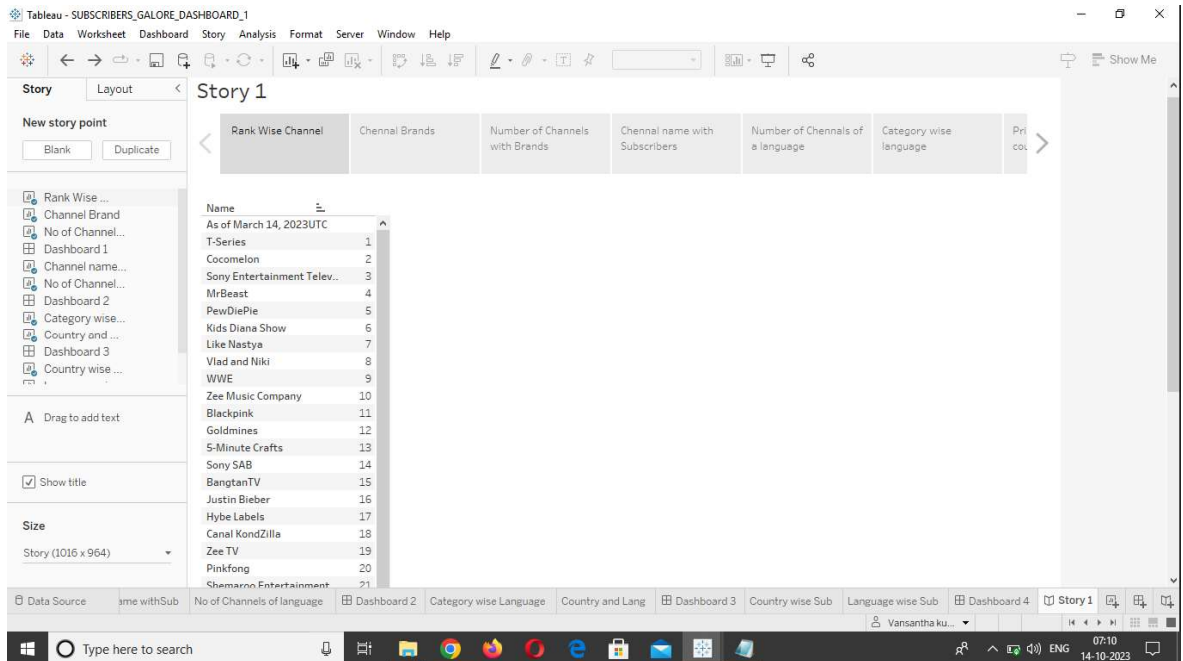
Activity : No of Visualizations/ Graphs 1. Table shows Rank with channel. 2. Bar graph shows the number of channels with Brand. 3. Table shows Brand 4. Heatmap shows channel name with subscribers 5. Circle shows a number of channels with a particular language. 6. Bar graph shows category wise language 7. Bar graph shows the Country with its primary language and number of subscribers. 8. Bar graph shows language wise subscribers. 9. World map showing Country wise channel.



Milestone : Publishing Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.



1



Milestone 6: Story A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos. Activity:1- No of Scenes of Story The number of scenes in a storyboard for Data-Driven insights on YouTube channels Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

Click on the "Save" button to start the publishing process. Tableau Desktop will upload your workbook to Tableau Public. Once the upload is complete, a browser window will automatically open, displaying your published workbook on Tableau Public. Review the workbook to ensure that everything appears as expected. So in Similar way we can also publish Story to tableau public.

Milestone : Project Demonstration & Documentation Below mentioned deliverables to be submitted along with other deliverables. Activity 1: Record explanation Video for project end to end solution

Activity : Project Documentation-Step by step project development procedure Create a document as per the template provided.