

## **Business Problem Statement:**

As a YouTube content creator or a marketing analyst, the goal is to gain insights into the performance and characteristics of the top 1000 YouTubers based on their subscriber count. This analysis aims to provide actionable information for content creators, marketers, and stakeholders to make informed decisions and optimize strategies for content creation, audience engagement, and channel growth.

Key Questions to Address:

### **Overview of top 1000 You tubers distribution:**

- Provide a concise overview of the top 1000 YouTubers, focusing on average subscriber count, likes, visits, and comments. Additionally, analyze the diversity in terms of the number of countries and content categories represented.

### **Audience Segmentation:**

- How are the top 1000 YouTubers distributed across different categories or genres?
- What are the most popular content categories among the top YouTubers?

### **Geographical Analysis:**

- What is the distribution of top YouTubers based on their country of origin?

### **Subscriber Engagement:**

- What is the average number of visits, likes, and comments per video for the top YouTubers?
- Is there a correlation between subscriber count and engagement metrics?

### **Top Performers Identification:**

- Who are the top 10 YouTubers based on subscriber count?
- What are the common characteristics or strategies among these top performers?

## **Content and Channel Recommendations:**

- Are there any specific content categories that show a higher engagement rate?

## **Cross-Country Subscriber Engagement Comparison**

- For global content creators and marketers, understanding the variations in subscriber engagement across different countries.