

PROJECT REPORT

SUBSCRIBERS COUNT – EXPLORING WORLD’S TOP YOUTUBE CHANNELS

INTRODUCTION :

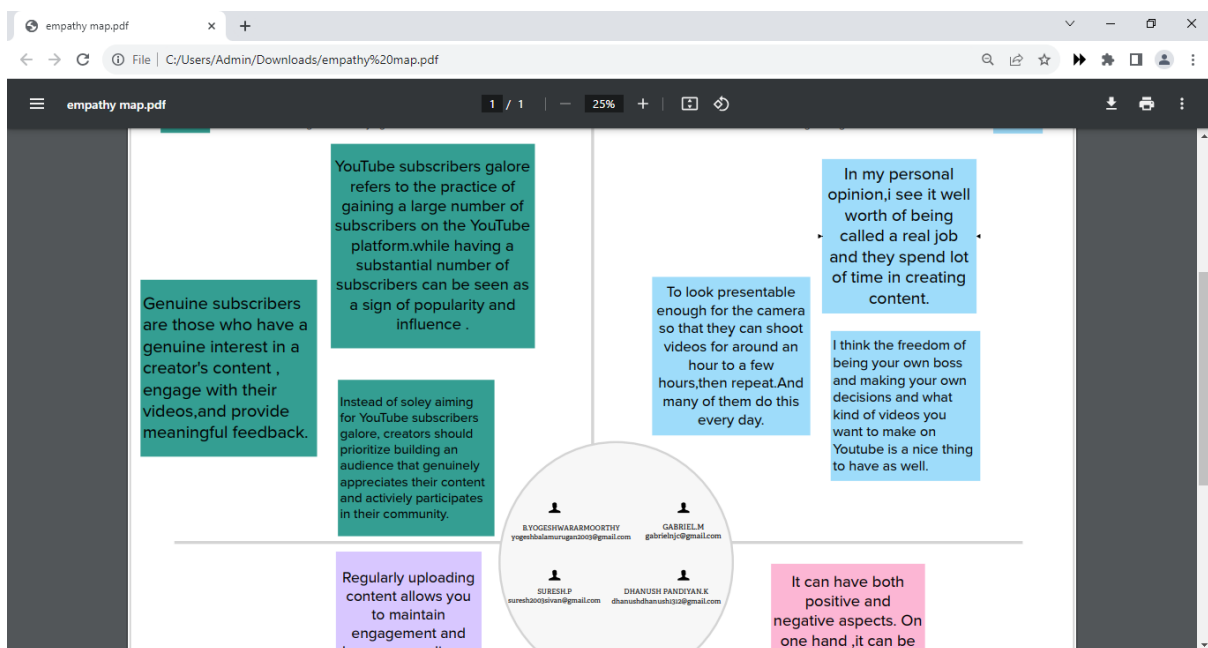
- 1) YOUTUBE IS THE WORLD’S MOST POPULAR VIDEO-SHARING PLATFORM, WITH OVER 2 BILLION MONTHLY ACTIVE USERS AND OVER 500 HOURS OF VIDEO UPLOADED EVERY MINUTE.

IN THIS REPORT WE WILL EXPLORE THE WORLD’S TOP YOUTUBE CHANNELS IN TERMS OF SUBSCRIBERS COUNT AS WELL AS THEIR PRIMARY LANGUAGE AND CONTENT CATEGORY.

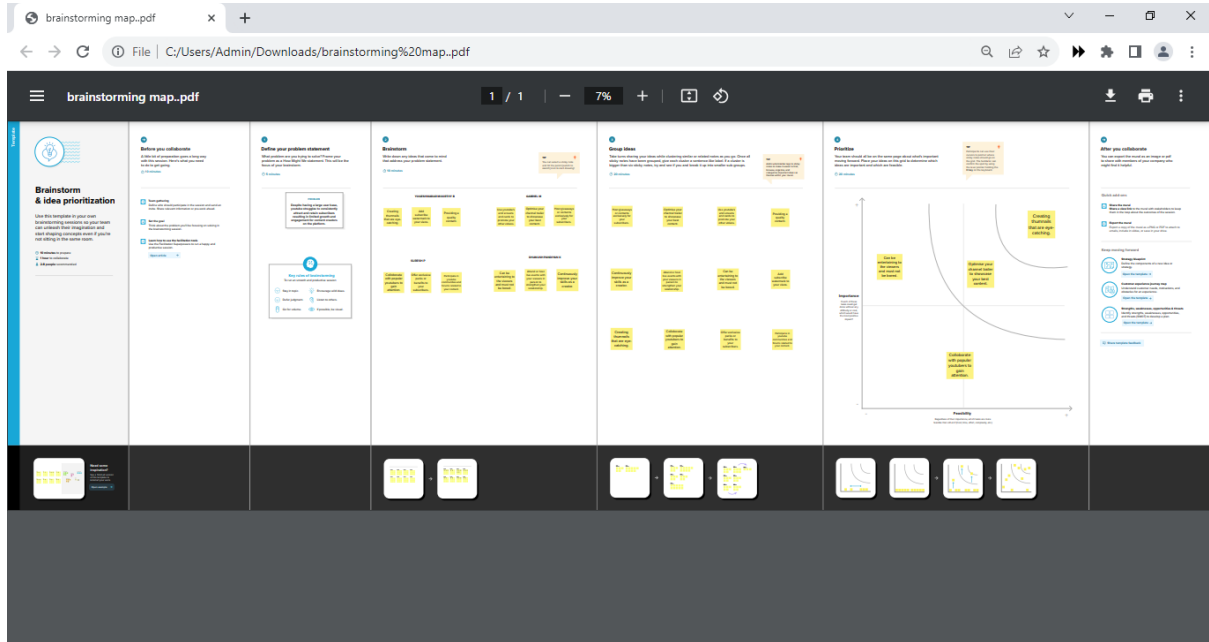
PROBLEM DEFINITION AND DESIGN THINKING:

HERE I HAVE MADE AN ANALYSIS ON YOUTUBE’S SUBSCRIBERS COUNT IN EMPATHY MAP AS WELL AS IN BRAINSTORMING MAP.

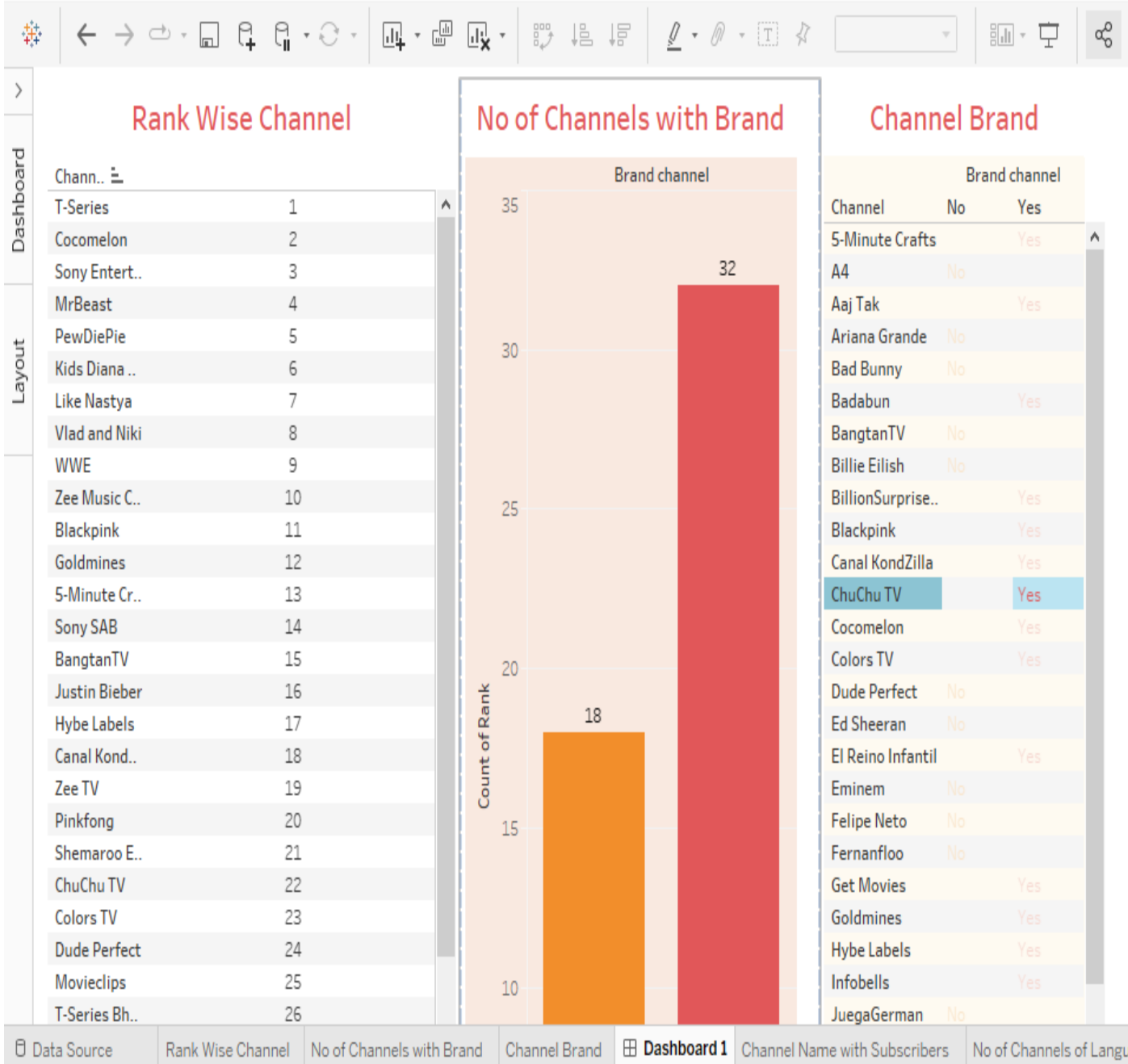
EMPATHY MAP



BRAINSTORMING MAP



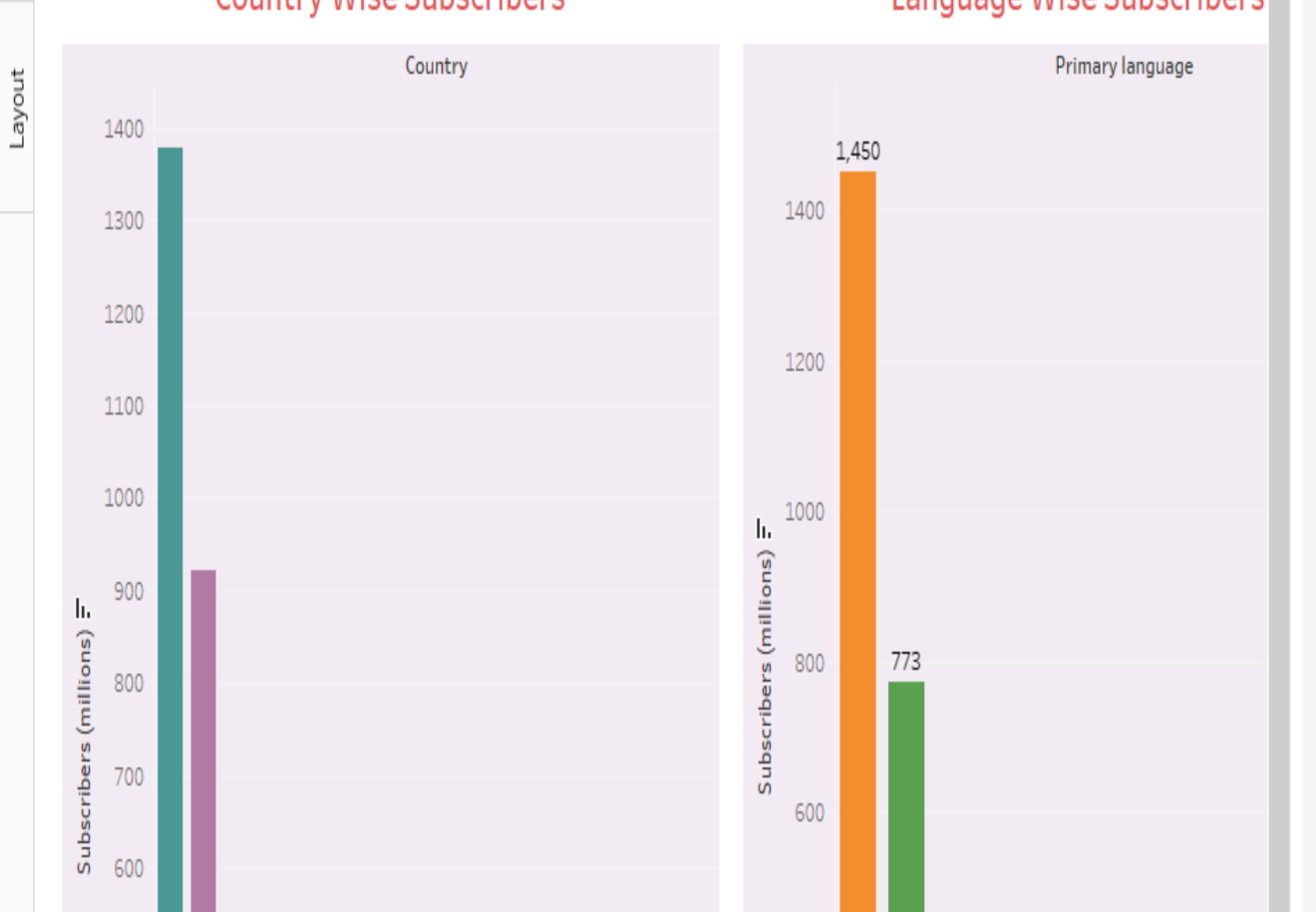
ALSO WE HAVE MADE AN ANALYSIS FOR YOUTUBE'S SUBSCRIBERS COUNT INDIVIDUALLY IN SEPARATE SHEETS WHICH REPRESENTS IN DIFFERENT CATEGORY.

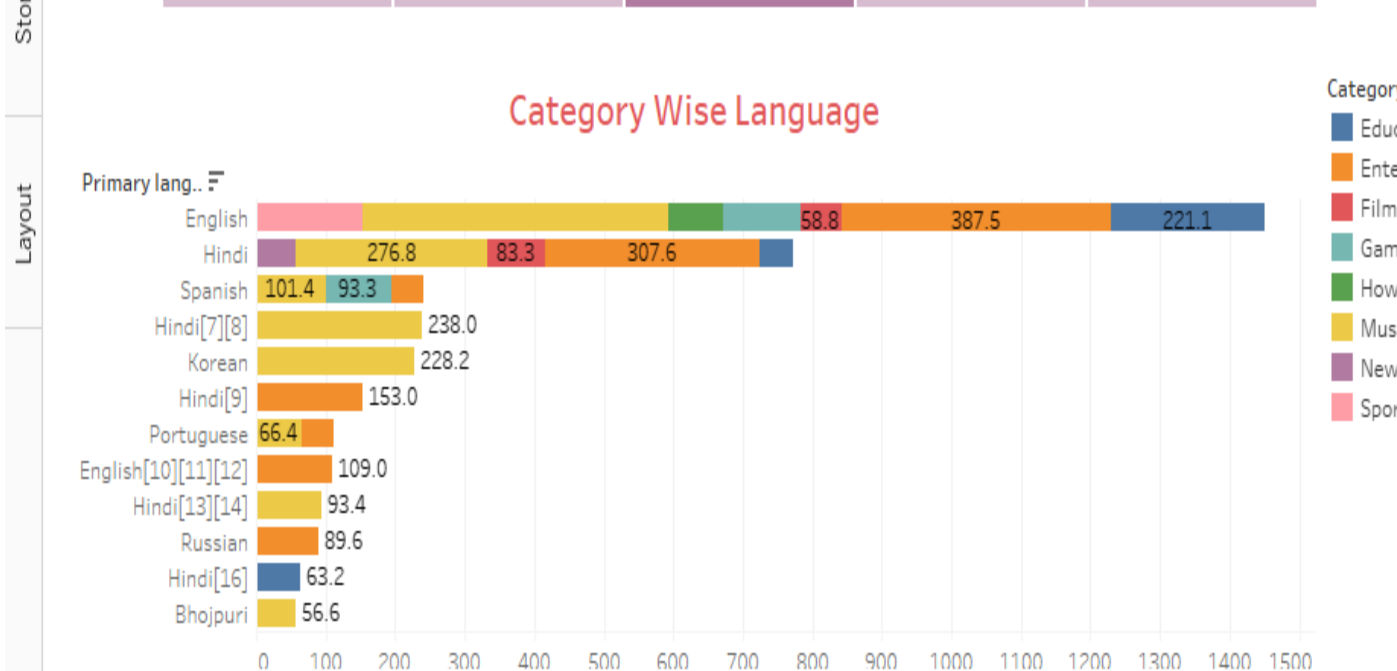
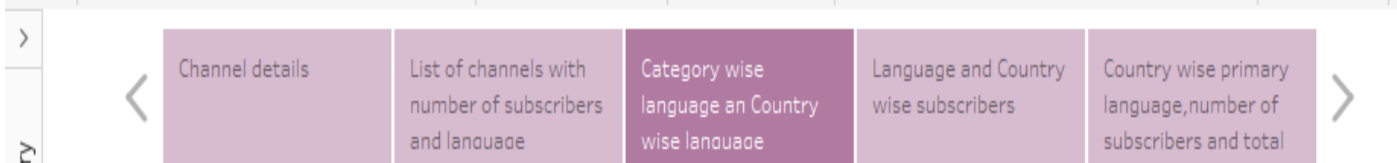




Channel details | List of channels with number of subscribers and language | Category wise language and Country wise language | **Language and Country wise subscribers** | Country wise primary language, number of subscribers and total

Country Wise Subscribers | Language Wise Subscribers



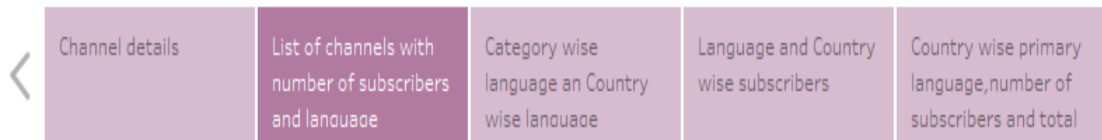




>

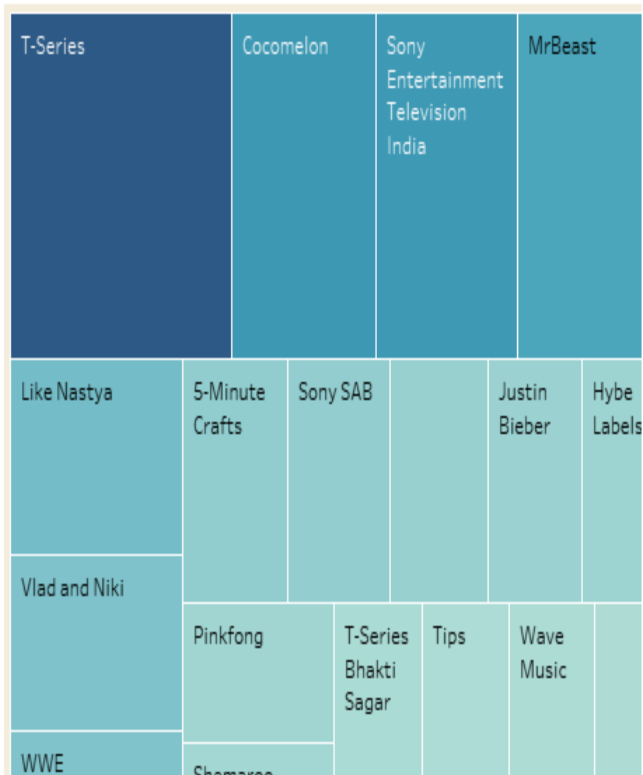
Story 1

Story



Layout

Channel Name with Subscribers



No of Channels of Language



Data Source

Dashboard 2

Category wise language

Country and language

Dashboard 3

Country wise subscribers

Language wise subscribers

Da

Tableau - Country wise channel

File Data Worksheet Dashboard Story Analysis Format Server Window Help

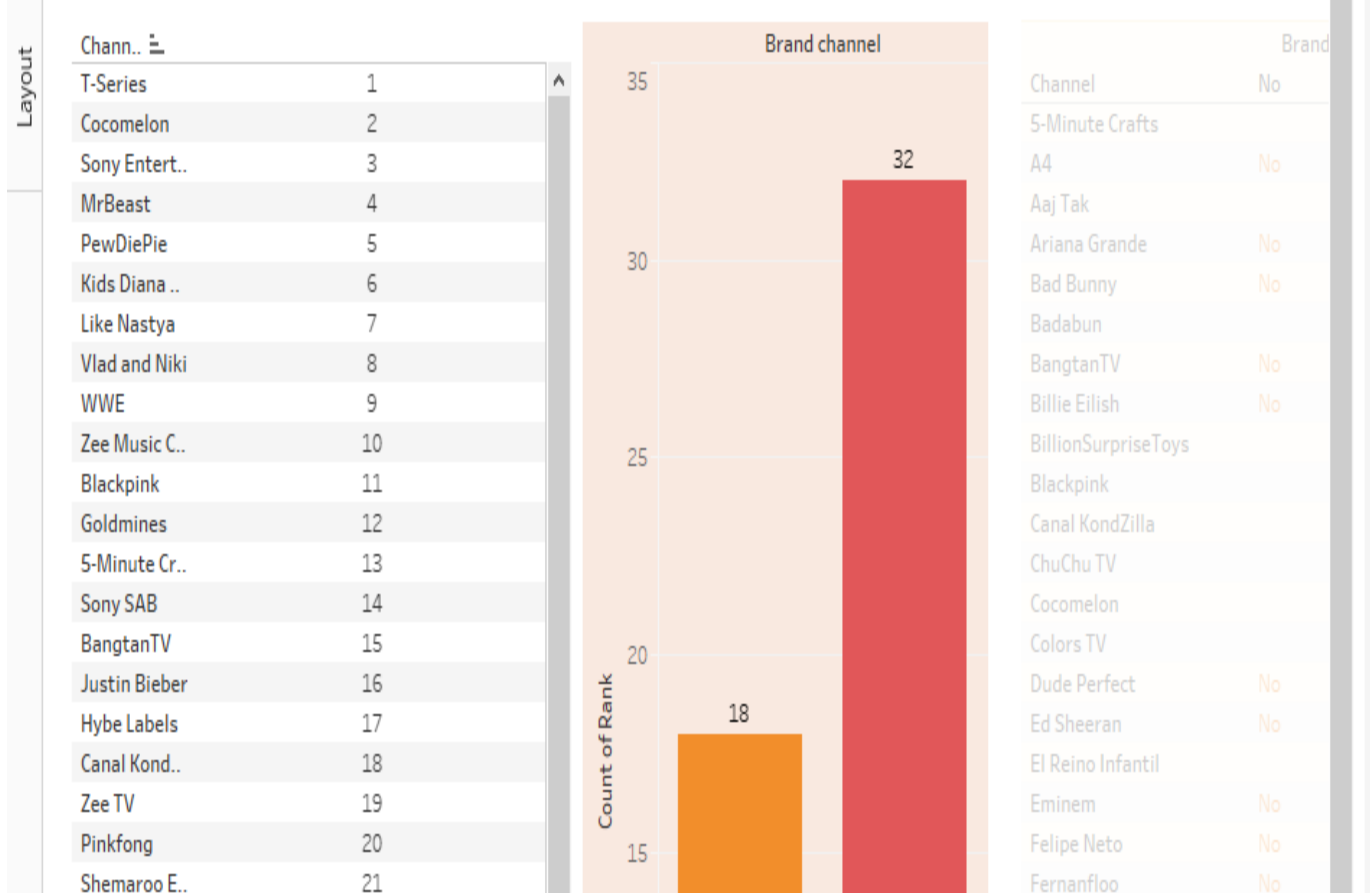


Channel details | List of channels with number of subscribers and language | Category wise language an Country wise language | Language and Country wise subscribers | Country wise primary language,number of subscribers and total

Story

Layout

Rank Wise Channel | No of Channels with Brand | Channel Brand



Data Source | Dashboard 2 | Category wise language | Country and language | Dashboard 3 | Country wise subscribers | Language wise subscribers



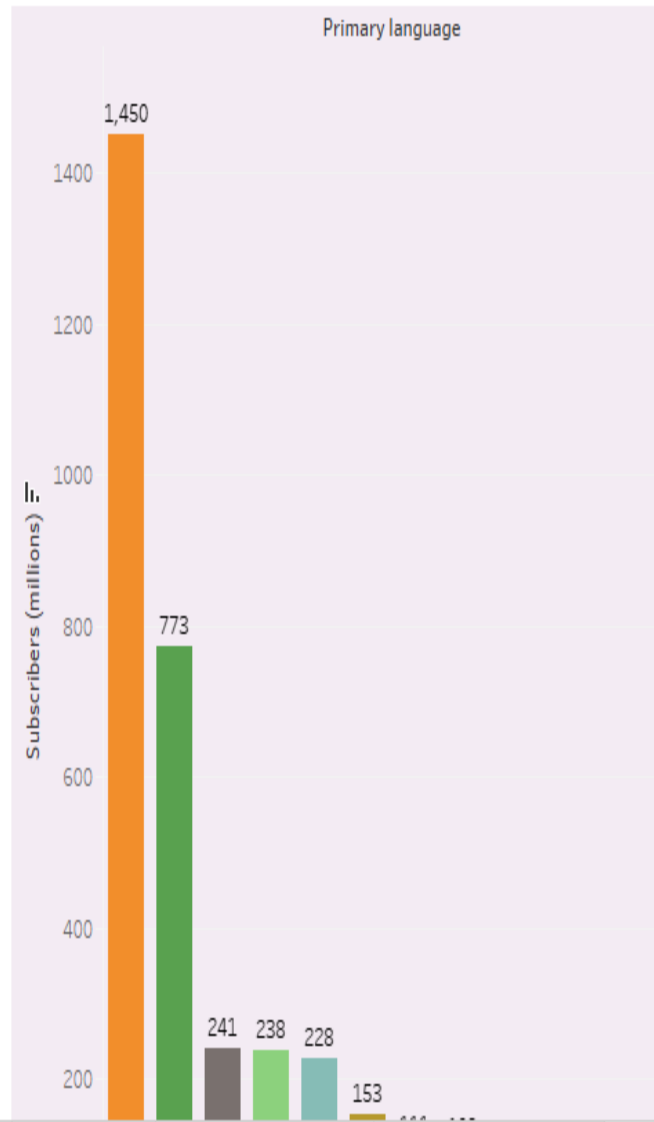
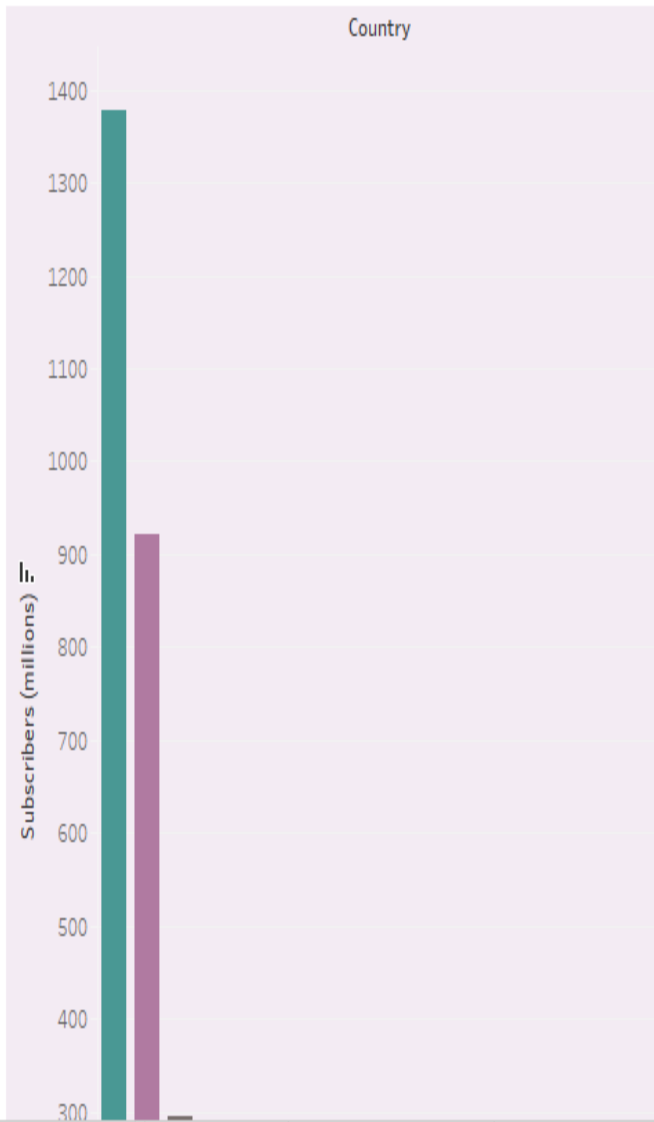
>

Country Wise Subscribers

Language Wise Subscribers

Dashboard

Layout



Data Source

Dashboard 2

Category wise language

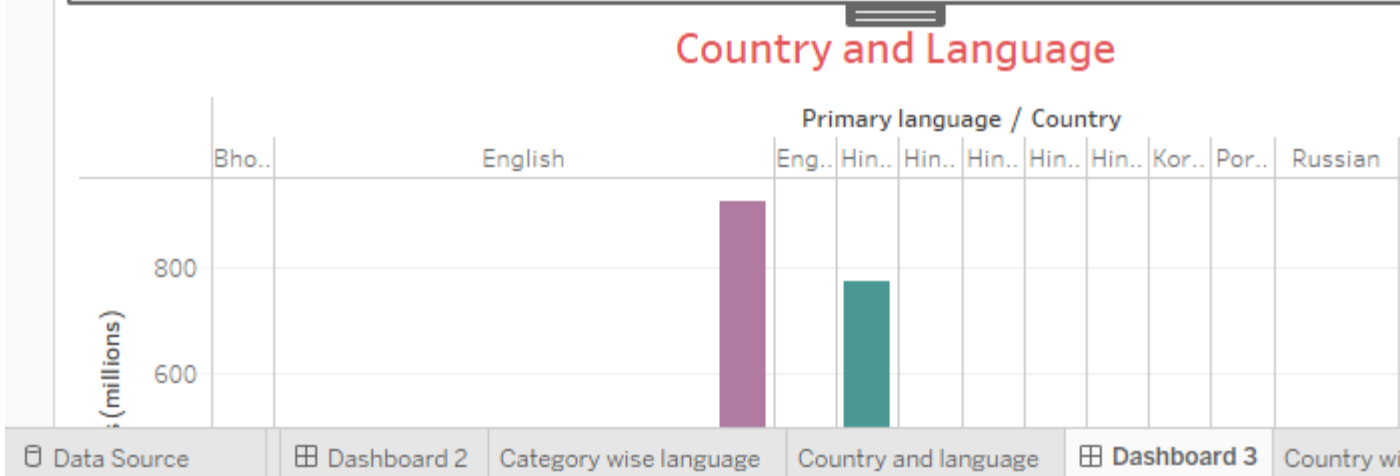
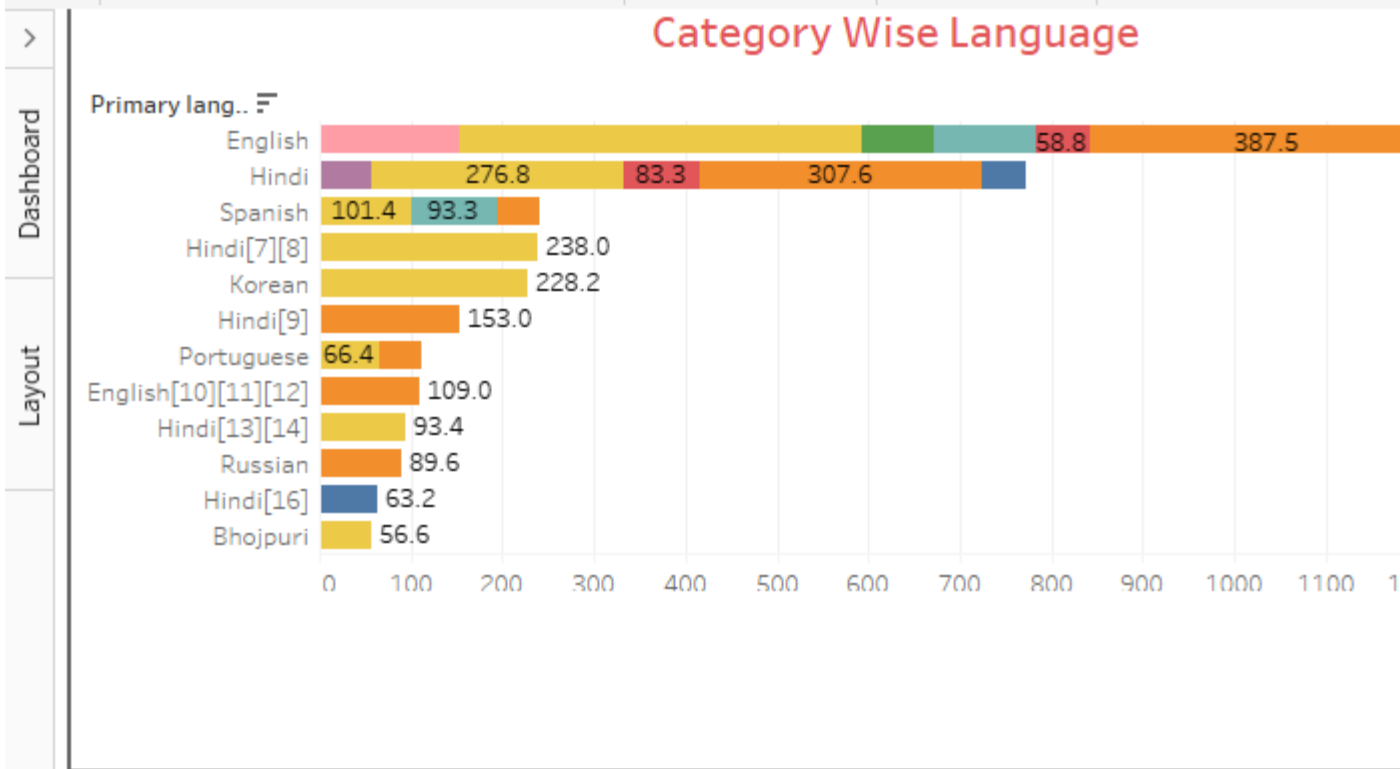
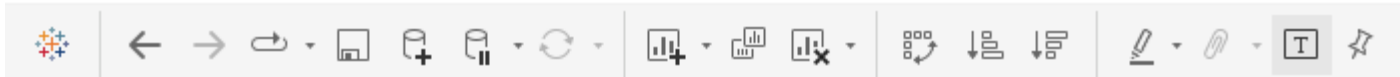
Country and language

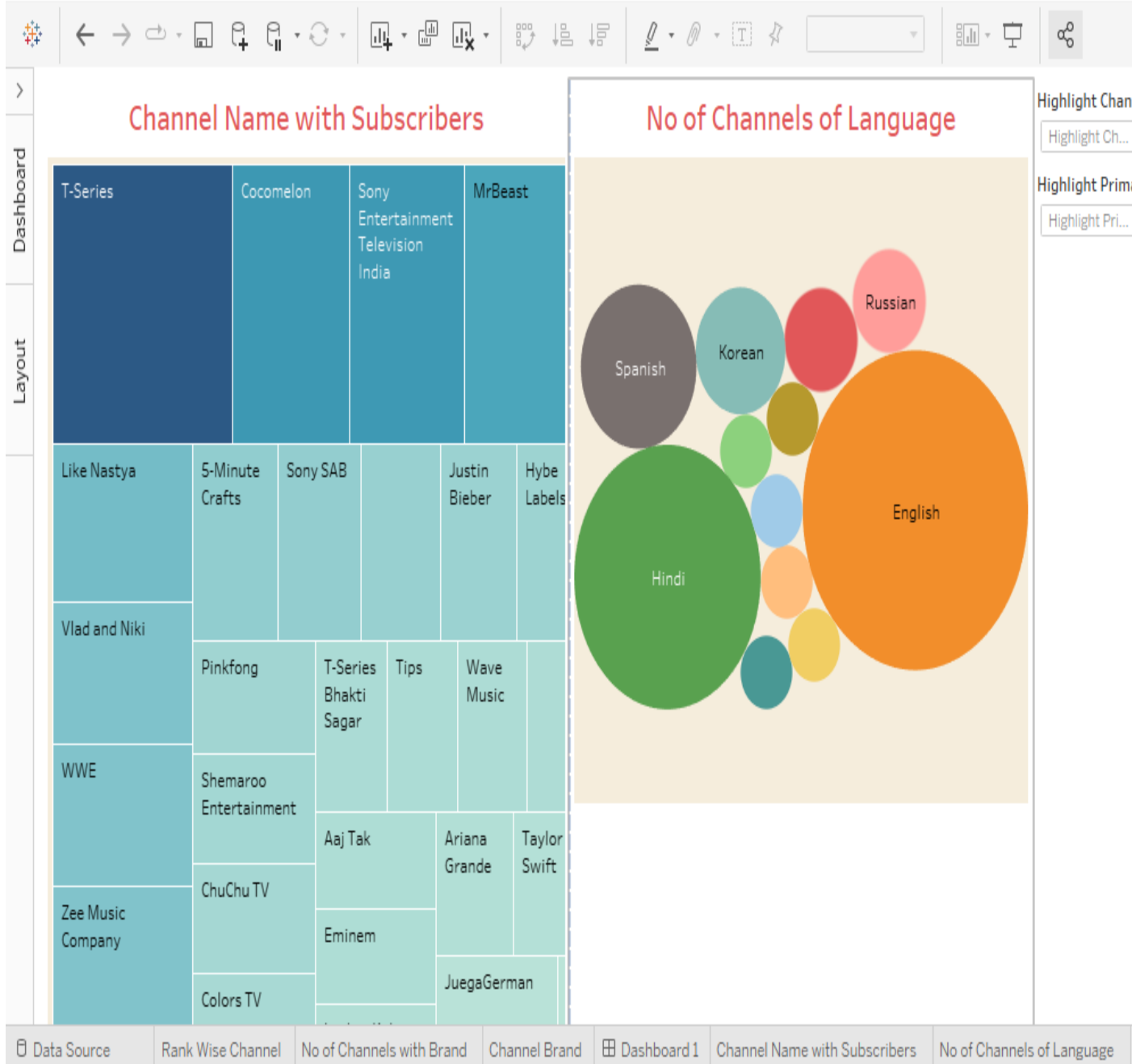
Dashboard 3

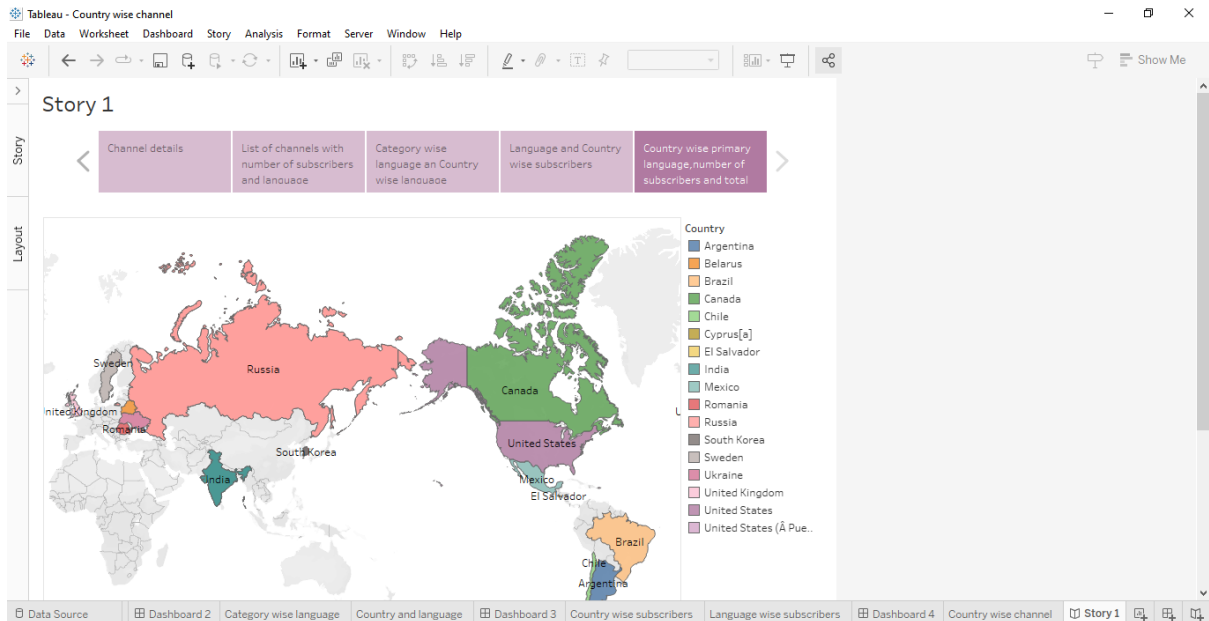
Country wise subscribers

Language wise subscribers

Dashboard







RESULT :

- THESE ARE THE ANALYSIS WHICH WE HAVE MADE SEPERATELY ON OUR DATA VISUALIZATION ON SUBSCRIBERS GALORE IN YOUTUBE.THESE DASHBOARDS AND THE ABOVE SHEETS COMPARE THE SUBSCRIBERS COUNT IN VARIOUS WAYS THROUGH TABLEAU.

THE ADVANTAGES AND DISADVANTAGES ARE

- 1) IT ALLOWS TO REACH A LARGE AND DIVERSE AUDIENCE WITH YOUR CONTENT.
- 2) YOU CAN MAINTAIN A REGULATION AND MONITOR THE ACTIVITIES.
- 3) YOU CAN UNDERSTAND THE FAVOURITES OF SUBSCRIBERS AND MAKE A CONTENT BASED ON IT.

AND SOME OF THE DISADVANTAGES ARE

- 1) YOU HAS MILLIONS OF CONTENT CREATORS WHO UPLOAD REGULARLY SO YOU MUST MAINTAIN REGULARITY OF UPLOAD SCHEDULE.
- 2) YOU NEED TO MAKE INTEREST ON YOUR CONTENT TO THE SUBSCRIBERS.
- 3) YOUTUBE MAY EXPOSE YOU TO NEGATIVE FEEDBACK AND CRITICISM FROM OTHERS.

SOME OF THE TIMES THESE ANALYSIS DOES NOT HELP IN THE INCREASE IN SUBSCRIBERS COUNT.

THEY CAN BE APPLIED IN

- 1) MARKETING AND CHANNEL MANAGEMENT AS IT IS VERY USEFUL SINCE IT GIVES A LOT OF DATAS TO ANALYSE.
- 2) CONTENT CREATION AS IT IS AN IMPORTANT KEY TO BUILD A SUCESSFUL YOUTUBE CHANNEL.
- 3) AUTOMATION AS IT HELPS YOU TO SAVE TIME AND FOCUS ON CREATING GREAT CONTENT.

THESE ARE SOME OF THE AREAS WHERE THEY CAN BE APPLIED.

CONCLUSION:

THUS WE CAN CONCLUDE THAT THE ANALYSATIONS CAN BE USEFUL FOR VARIOUS FIELDS AS MARKETING AND CHANNEL MANAGEMENT, YOUTUBE PARTNER PROGRAMME, CONTENT CREATION, ANALYTICS AND AUTOMATION. THESE ARE VERY HELPFUL AS IT IS ESSENTIAL TO INCREASE THE COUNT OF SUBSCRIBERS AND ALSO HELPFUL FOR INDUSTRIES TO CATEGORISE IT INTO DIFFERENT CATEGORIES SUCH AS LANGUAGES, ENTERTAINMENT OR SPORTS ETC.

FUTURE SCOPE :

- 1) AS THE BARRIERS BETWEEN TRADITIONAL BROADCASTING AND ONLINE VIDEO TOPPLE, YOUTUBE WILL EMERGE AS A PARTNER FOR SPORTS LEAGUES TO RETAIN THEIR RIGHTS AND GO DIRECT TO FANS .
- 2) THE PLATFORM WILL BE AT THE CENTER OF A NEW DEMOCRACY OF CONTENT WHERE CONTENT CREATORS AND CONSUMERS CAN EDIT AND CURATE CONTENT THAT IS OF INTEREST TO THEM

3)AND ALSO YOUTUBE WILL CONTINUE TO
BE A POPULAR PLATFORM FPR
INFLUENCER MARKETING

THE SCOPES OF YOUTUBE MAY ALSO
CHANGE ACCORDING TO THE YOUNGSTERS
OF THE UPCOMING YEARS .