

# **PROJECT DOCUMENTATION**

# SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

## INTRODUCTION:

### OVERVIEW:

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 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.

### PURPOSE:

The purpose of you tube is to provide a platform where user can upload, and watch video. The users can also upload their own video and share them with others.

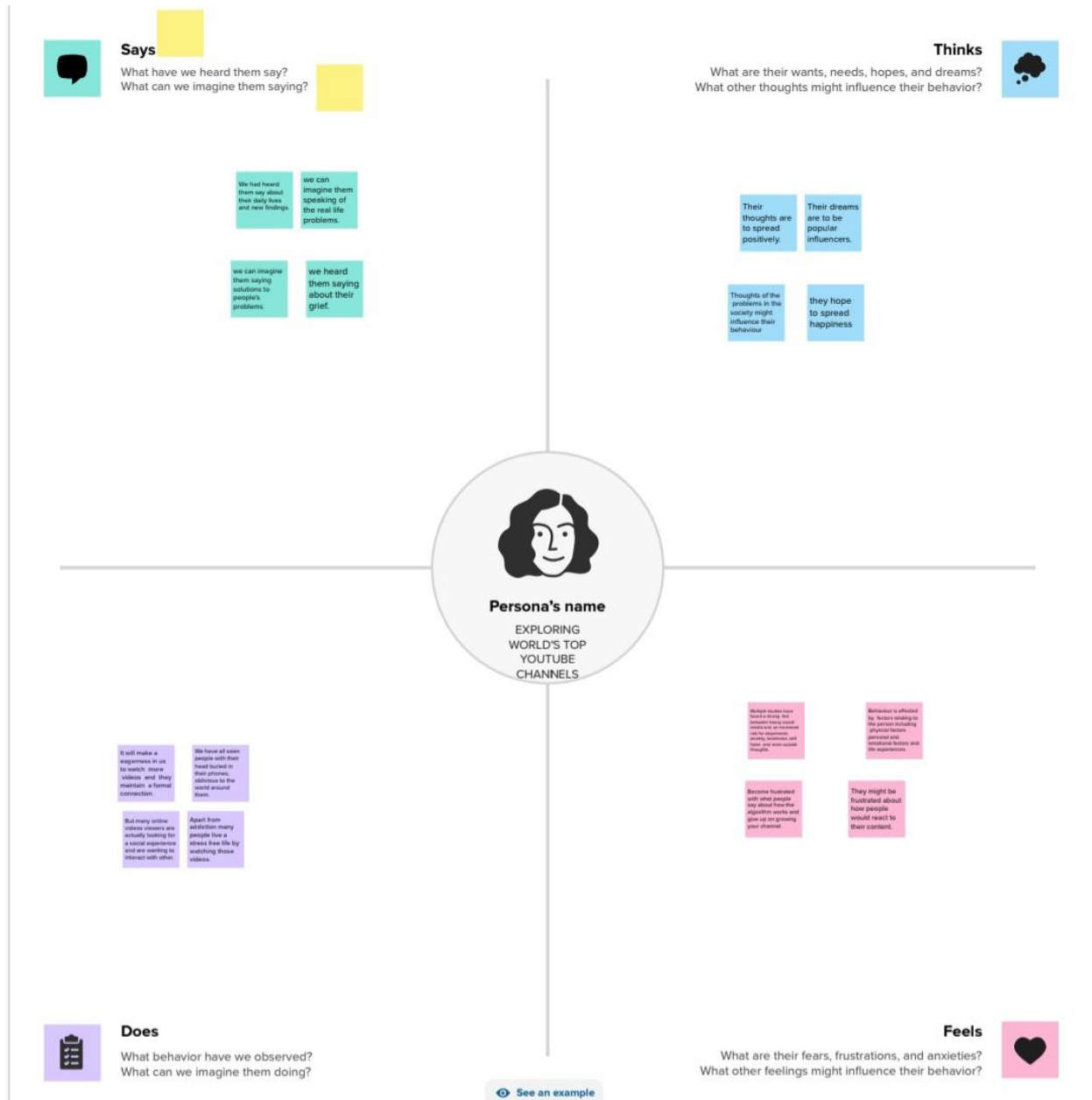
# **PROBLEM DEFINITION AND DESIGN THINKING:**

## **EMPATHY MAP:**

Creating empathy with your users is one of the most important things you can do from both a business and a user experience perspective.

Understanding the motivations, frustrations, and actions of your principal user is critical to targeting them effectively and providing sustainable solutions for their problems. Creating empathy, while not a trivial task, is easiest to accomplish via creating an empathy map. An empathy map is a template that organizes a user's behaviours and feelings to create a sense of empathy between the user and your team. The empathy map represents a principal user and helps teams better understand their motivations, concerns, and user experience. There are four quadrants to a traditional empathy map. These are: Does, Thinks, Says, and Feels. These quadrants will all ask unique questions about how you can analyse the perspective of the user and what they accomplish in their daily use. These can be completed in any order as long as they all take each other into consideration and are not chronological.

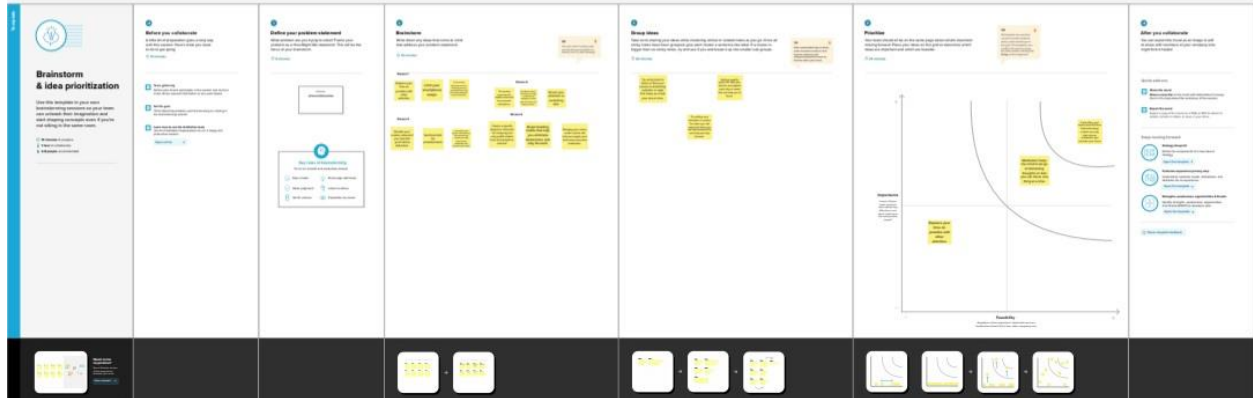
# EMPATHY MAP FOR EXPLORING WORLD'S TOP YOUTUBE CHANNEL



## IDEATION AND BRAINSTROMING MAP:

Ideation is the process of forming ideas from conception to implementation, most often in a business setting. Ideation is expressed via graphical, written, or verbal methods, and arises from past or present knowledge, influences, opinions, experiences, and personal convictions. Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge. Brainstorming combines an informal approach to problem-solving with lateral thinking, which is a method for developing new concepts to solve problems by looking at them in innovative ways. Some of these ideas can be built into original, creative solutions to a problem, while others can generate additional ideas. Common methods of brainstorming include mind mapping, which involves creating a diagram with a goal or key concept in the centre with branches showing subtopics and related ideas; writing down the steps needed to get from Point A to Point B; "teleporting" yourself to a different time and place; putting yourself in other people's shoes to imagine how they might solve a problem; and "super storming," or using a hypothetical superpower such as X-ray vision to solve a problem.

**IDEATION AND BRAIN STORMING FOR WORLD'S  
TOP YOU TUBE CHANNEL**

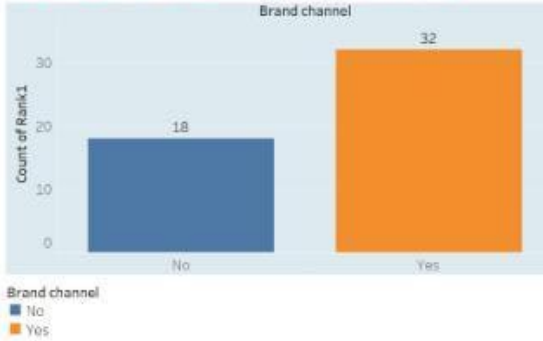


## RESULT:

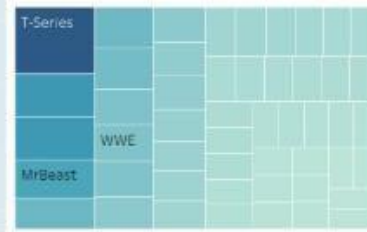
## OUTPUT OF MY PROJECT:

- 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.

## Number of channels with brand



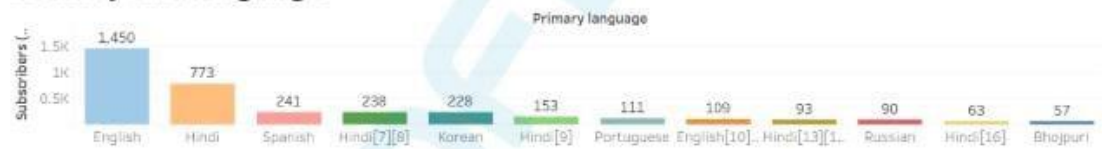
## Channel name with subscribers



## world map showing country wise channel



## Country and language



## Number of channels of a language



## Rank wise channel

Name	Rank
T-Series	1
Cocomelon	2
Sony Entertainment...	3
MrBeast	4
PewDiePie	5

## channel brand

Name	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	

## Category wise language

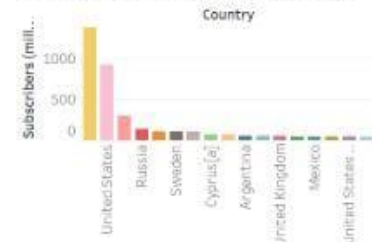


Tableau - tableau project - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout

New story point

Blank Duplicate

Rank wise ...

Number of ...

Channel brand

Channel name ...

Number of ...

Category wise ...

Country and

Drag to add text

Show title

Size

Story (1016 x 964)

Story 1

Rank wise channel

Number of channels with

Channel brand

Channel name with

Number of channels of a

Category wise language

Country and language

world map showing country wis...

Dashboard 1

Story 1

Name

T-Series

Cocomelon

Sony Entertainm..

MrBeast

PewDiePie

Kids Diana Show

Like Nastya

Vlad and Niki

WWE

Zee Music Comp..

Blackpink

Goldmines

5-Minute Crafts

Sony SAB

BangtanTV

Justin Bieber

Hybe Labels

Canal KondZilla

Zee TV

Pinkfong

Shemaroo Enter..

ChuChu TV

Colors TV

Dude Perfect

Movieclips

1

2

3

4

5

6

7

8

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23

24

25

Data Source

brand

Channel name with subscribers

Number of channels of a language

Category wise language

Country and language

world map showing country wis...

Dashboard 1

Story 1

80°F

Rain showers

Search

ENG IN

7:28 AM

9/14/2023

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File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout

New story point

Blank Duplicate

Rank wise ...

Number of ...

Channel brand

Channel name ...

Number of ...

Category wise ...

Country and

Drag to add text

Show title

Size

Story (1016 x 964)

Brand channel

Count of Rank1

18

32

Brand channel

No

Yes

Data Source

brand

Channel name with subscribers

Number of channels of a language

Category wise language

Country and language

world map showing country wis...

Dashboard 1

Story 1

80°F

Rain showers

Search

ENG IN

7:31 AM

9/14/2023



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File Data Worksheet Dashboard Story Analysis Format Server Window Help

Home Back Forward Refresh Save Print Export PDF Export CSV Export XLSX Show Me

Story Layout

New story point

Blank Duplicate

Rank wise ...

Number of ...

Channel brand

Channel name ...

Number of ...

Category wise ...

Country and

Drag to add text

Show title

Size

Story (1016 x 964)

Brand channel

No Yes

Name

5-Minute Crafts

A4

Aaj Tak

Ariana Grande

Bad Bunny

Badabun

BangtanTV

Billie Eilish

BillionSurpriseT..

Blackpink

Canal KondZilla

ChuChu TV

Cocomelon

Colors TV

Dude Perfect

Ed Sheeran

El Reino Infantil

Eminem

Felipe Neto

Fernanfloo

Get Movies

Goldmines

Hybe Labels

Infobells

JuegaGerman

Justin Bieber

Vide Diana Show

Brand channel

No Yes

Data Source

brand

Channel name with subscribers

Number of channels of a language

Category wise language

Country and language

world map showing country wis...

Dashboard 1

Story 1

80°F Rain showers

Search

ENG IN

7:33 AM 9/14/2023

Tableau - tableau project - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Home Back Forward Refresh Save Print Export PDF Export CSV Export XLSX Show Me

Story Layout

New story point

Blank Duplicate

Rank wise ...

Number of ...

Channel brand

Channel name ...

Number of ...

Category wise ...

Country and

Drag to add text

Show title

Size

Story (1016 x 964)

Channel name with subscribers

Number of channels of a language

Category wise language

Country and language

world map showing country wis...

Dashboard 1

Story 1

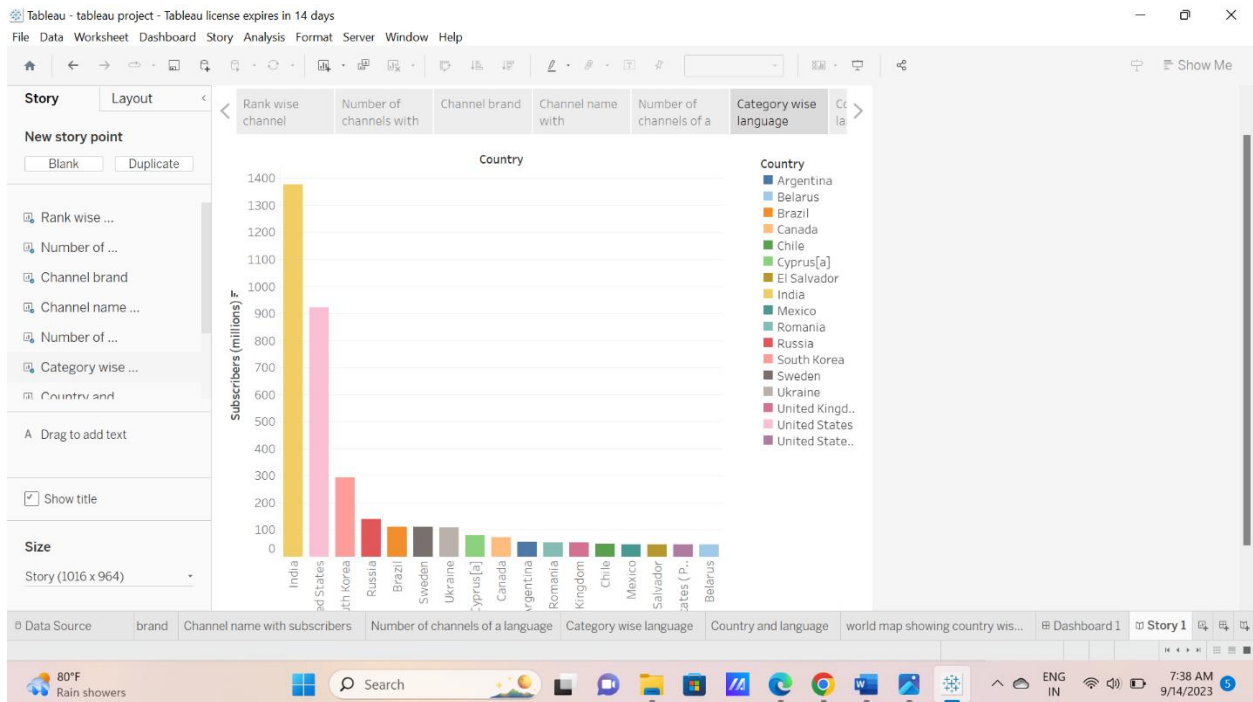
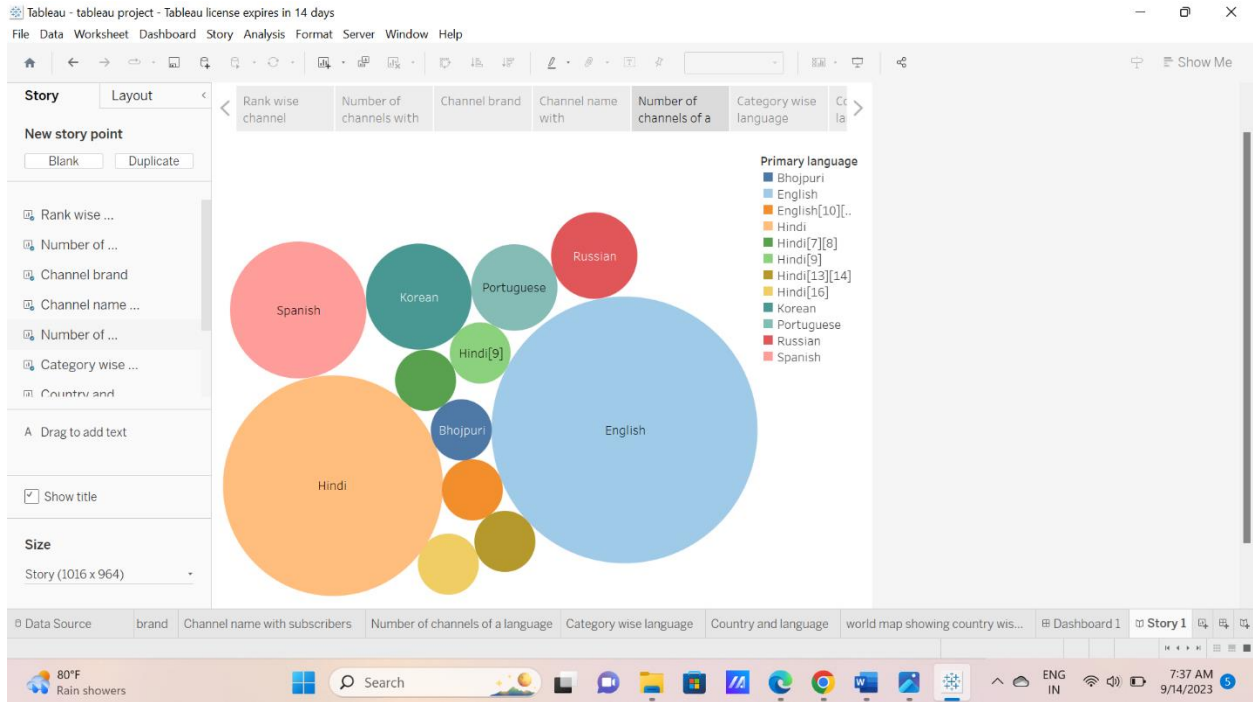
80°F Rain showers

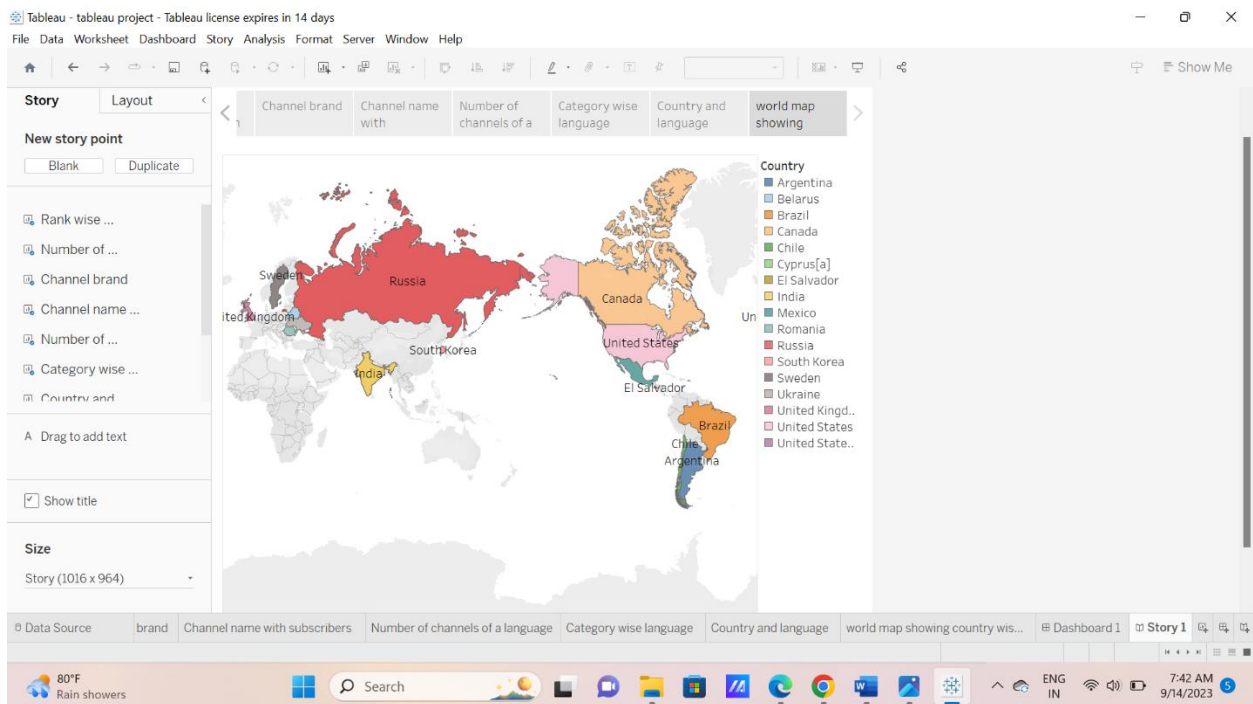
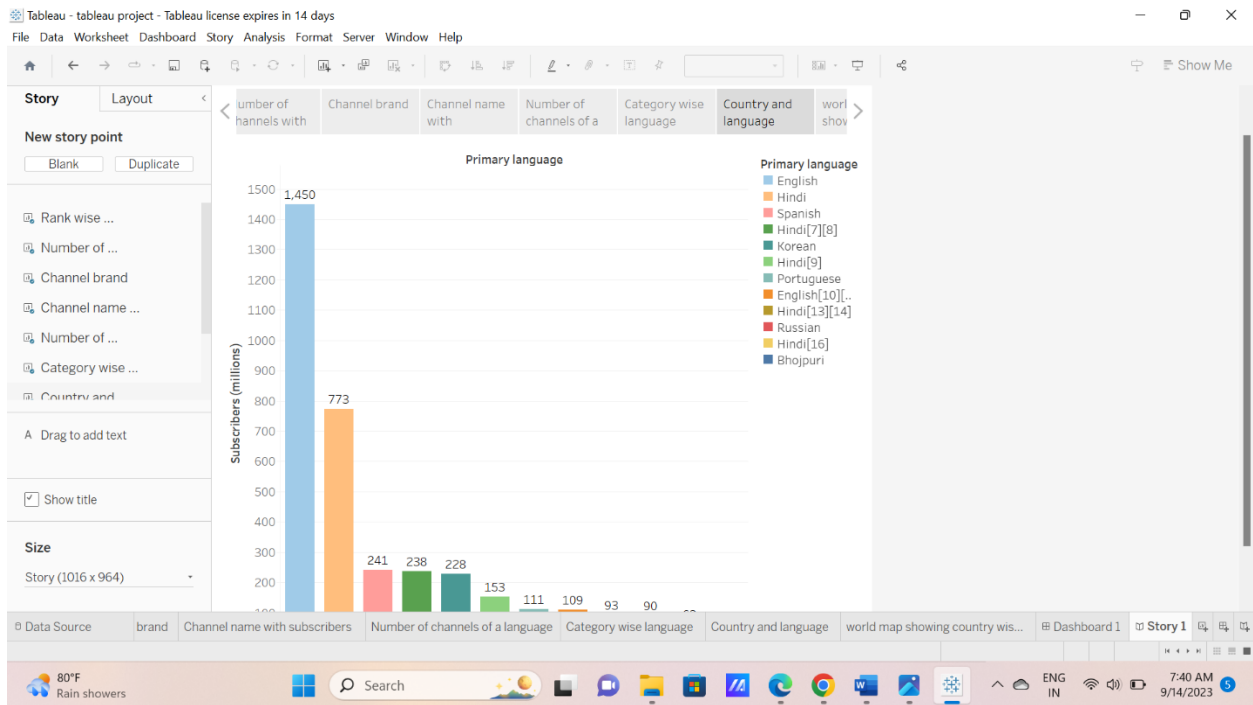
Search

ENG IN

7:34 AM 9/14/2023

Channel name with subscribers	Number of channels of a language	Category wise language	Country and language	world map showing country wis...	Dashboard 1	Story 1
T-Series	Kids Diana Show	Goldmines	Zee TV		Dude	Subscribers (mil.)
	Like Nastya	5-Minute Crafts		Tips	Wave	Sony
Cocomelon	Vlad and Niki	Sony SAB				
	BangtanTV		Yash Raj			
Sony Entertainment Television India	WWE	Aaj Tak				
MrBeast	Zee Music Company	Justin Bieber	Eminem			Get
PewDiePie	Blackpink	Hybe Labels				
					A4	





# ADVANTAGES AND DISADVANTAGES

## Advantages:

- An easy way to share information
- Gives you the opportunity to earn money through your videos
- Platform popularity
- Organic marketing capabilities
- Audience expansion

## Disadvantage:

- Inappropriate content also uploaded
- Bullying and defamation is easily done
- Little difficult to start earning
- Not easy to concentrate on a single topic
- Needs parental control setup

## Applications:

The solution can be applied in

- A free video sharing website
- Creative self- expression
- Add captions to videos and fun sound bites
- Improve their listening and punctuation abilities
- You can use you tube for learning
- Encourages creativity
- Provide a unique opportunity to get your message in front of a captive audience in a fun, interactive, and entertaining medium
- The main goal of you tube is to give everyone a voice and show them the world
- Improved user experience you get by making it easier and faster to find information within a video

## Conclusions:

Our project title is “Subscribers Galore: Exploring Worlds’s Top YouTube Channels”. I am Abisha S (Team leader) and my team member are Ashly J G ,Arsha S Jayan and Sharanya B S. Our first task is Empathy map . We done this with the Mural App and with the idea of myself and my team members. Our next task is brainstorm, we done this with the help of mural app. It is a group solving method and as a group we have done this by providing solutions to the problems .Third task is dataset. We are provided with certain dataset by world’s Top YouTube channels. Installing tableau on laptop. The next step is data visualization. The number of unique visualizations that we created with a given dataset are Number of channels with brand, channel name with subscribers, country and language, rank wise channel, number of channels of a language, channel brand, category wise channel and world map showing country wise channel. Once we created views on different sheets in tableau, we pull them into a dashboard. Like wise we done story too. After creating store and dashboard we published it into a tableau public and downloaded it as a pdf.

## Future scope:

You tube will provide viewers with new ways to experience video content from different perspectives, such as a TV reporter, politician, or another participant in the event. A variety of book catalogs and RSS feeds for those future books could be offered on the you tube platform to broaden the interest and reach of the best new titles. YouTube will be so sussessful in creating content that they will have a chance to receive licensing payments and residual revenue for their content.

DOCUMENTATION BY

Abisha S

Sharanya B S

Arsha S Jayan

Ashly J G