

DEMYSTIFYING SUCCESS: A DATA-DRIVEN EXPLORATION OF TOP YOUTUBE CREATORS

Average of Subscribers

22.99M

Youtuber

All

Channel Type

All

Country

All

Category

All

Total Video Category

19

Total Youtubers

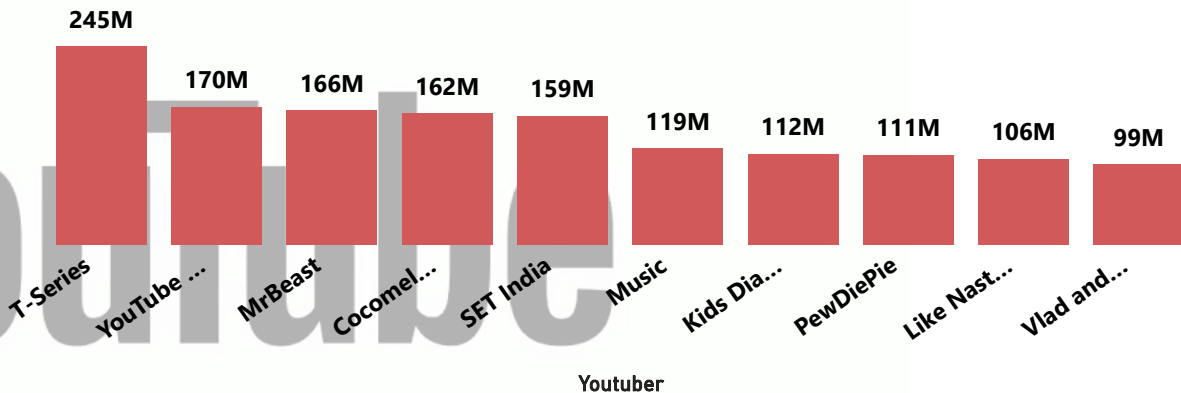
973

Total Countries

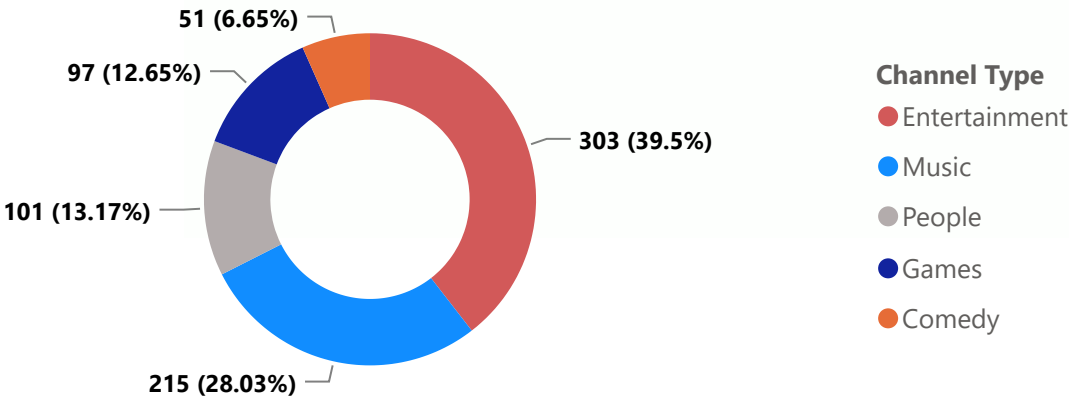
50

- The Top YouTubers collectively garnered an average of 22.99 million views each.
- A total of 19 distinct video categories are represented in the data set.
- The top YouTubers come from a wide range of backgrounds, with creators from 50 distinct countries.
- Our analysis reveals YouTube's subscriber royalty! T-Series took the crown with a whopping 245 million subscribers, followed closely by YouTube Movies at 170 million and MrBeast at 166 million.
- Entertainment channels reigned supreme on YouTube, boasting a staggering 303 channel types, while Music trails behind at 215, followed by People channels with 101.
- Among the top youtubers ,2014 recorded the highest number of account created at 98 channels created

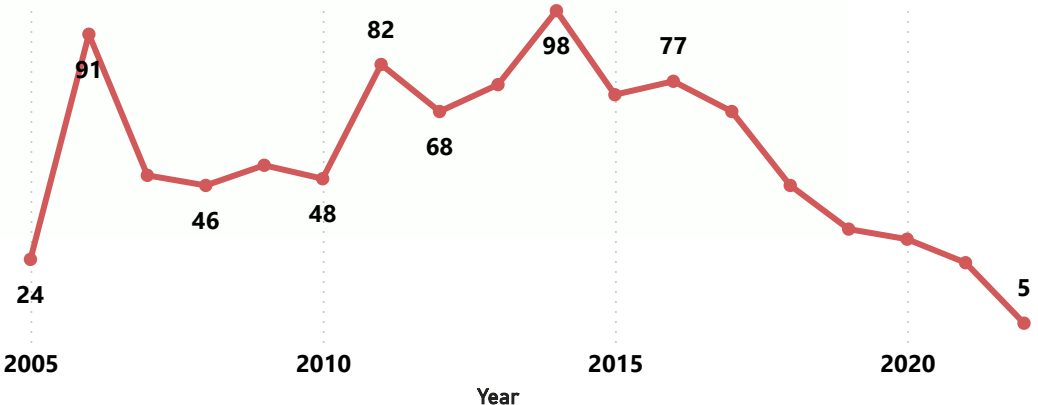
Top 10 Youtubers by Subscribers

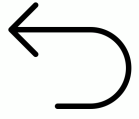


Youtuber by Channel Type



Youtuber Trend by Year





Youtuber



All



Channel Type



All



Country



All



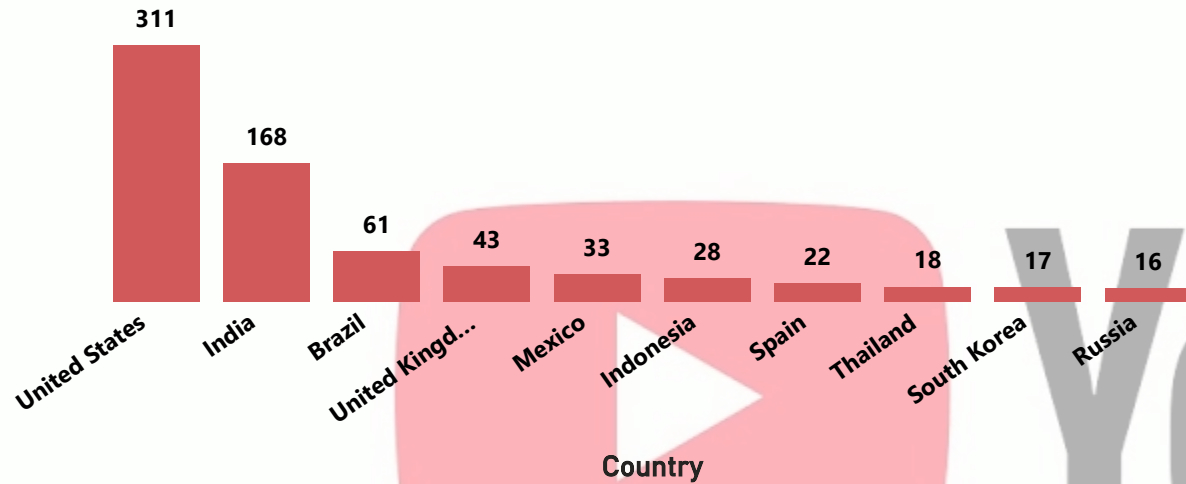
Category



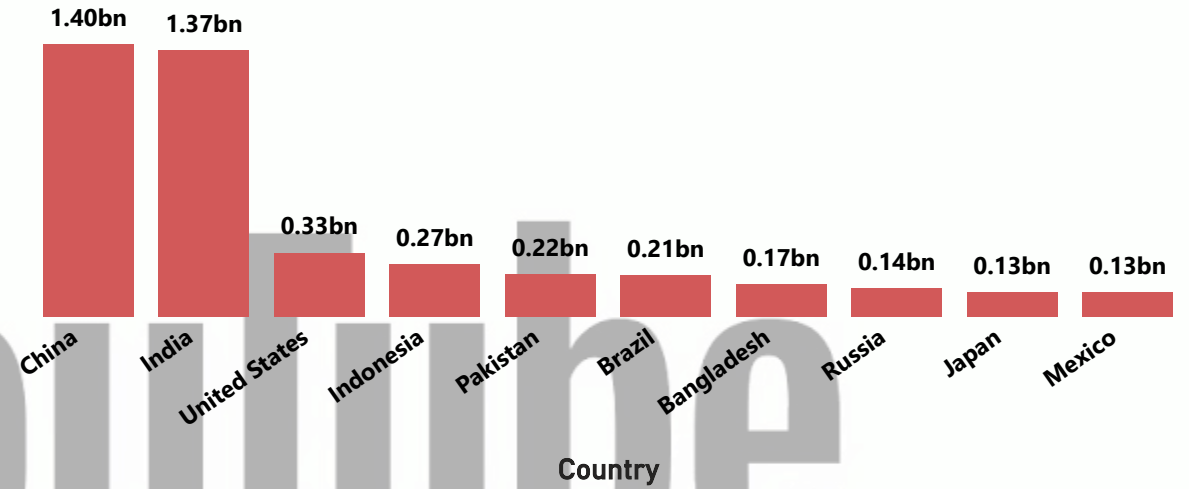
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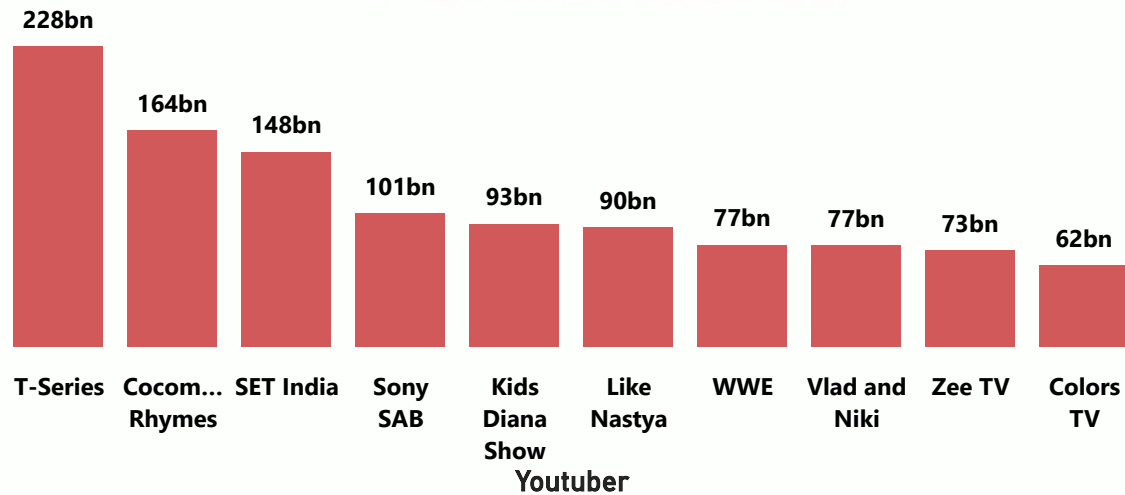
Top 10 Countries by Youtubers



Top 10 Countries by Population



Top 10 Youtubers by Video views

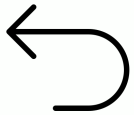



• The United States leads the pack with 311 YouTubers, followed by India with 168 and Brazil with 61

While China maintains its position as the world's most populous country with 1.4 billion people, India follows closely behind with a population of 1.37 billion, with the United States ranking third at 330 million.

• T-Series claims the throne for most-viewed YouTube channel, boasting a jaw-dropping 228 billion views! Cocomelon Nursery Rhymes follows closely behind with 164 billion views, while SET India takes the third spot at 148 billion views.





Youtuber

All

Channel Type

All

Country

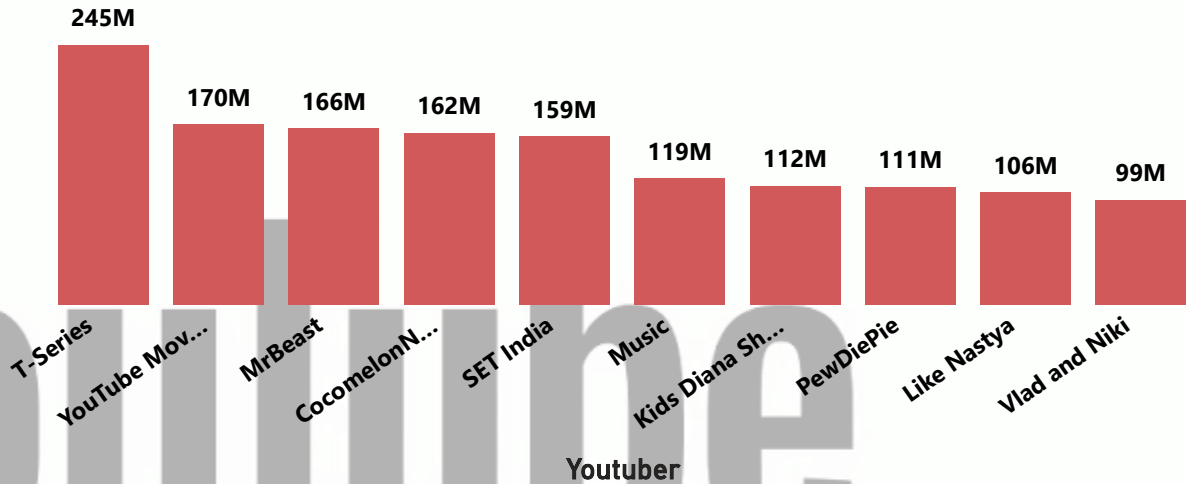
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Category

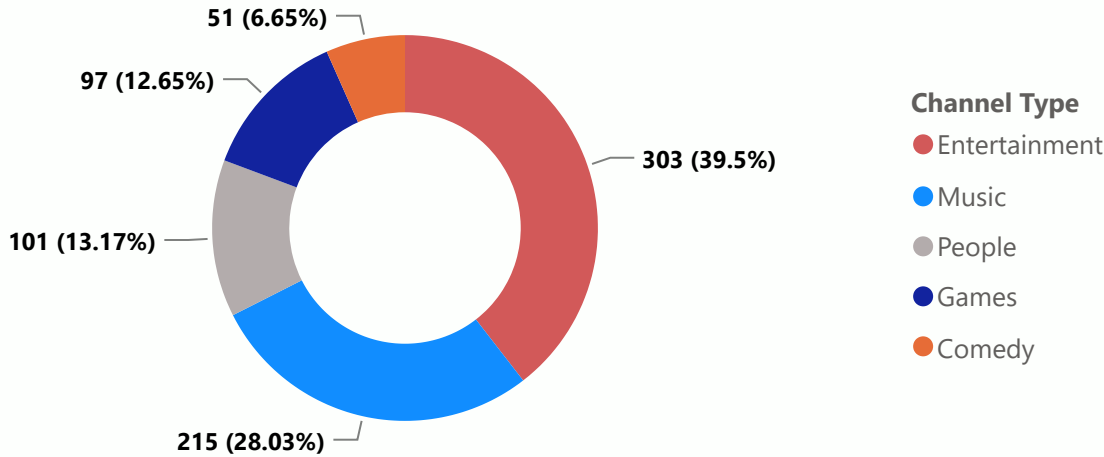
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Top 10 Youtubers by Subscribers

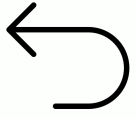


Youtuber by Channel Type



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Youtuber



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Channel Type



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Country



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Category

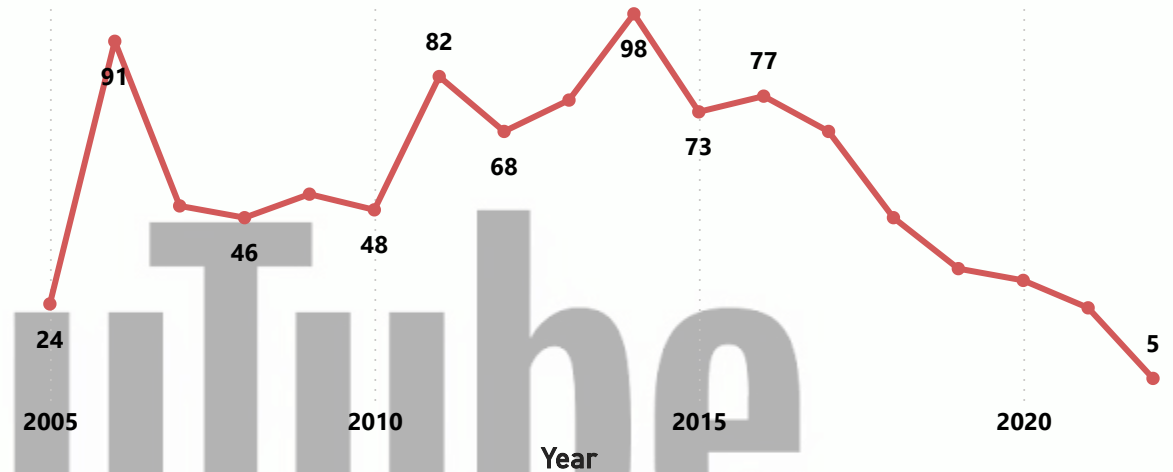


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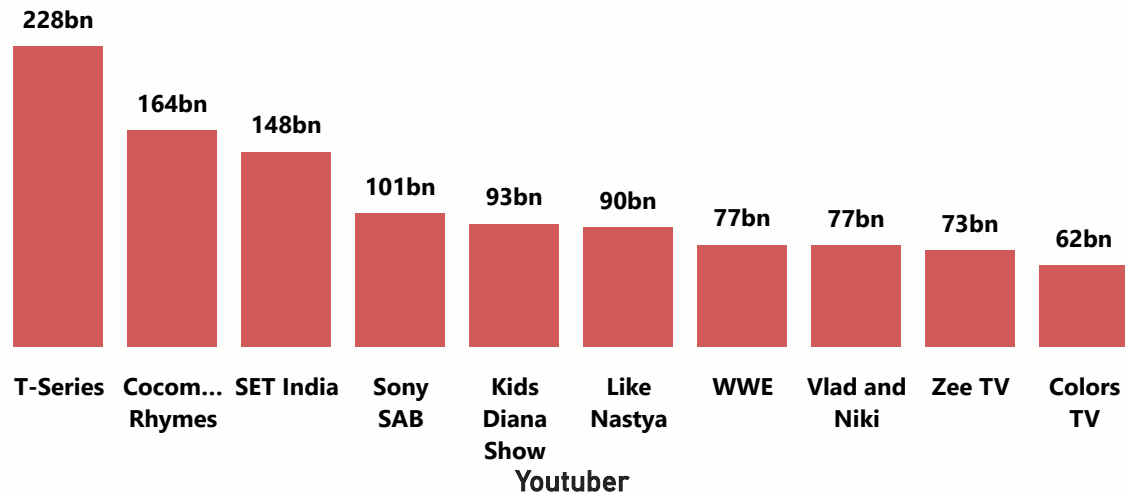


. In 2014, YouTube experienced a significant trend increase with 98 counts (9.91%), largely due to the introduction of YouTube Music, which improved user experience and expanded music streaming capabilities. However, the trend declined to 30 counts in 2020, primarily because of the COVID-19 pandemic, which disrupted content production, and the rise of other platforms such as TikTok.

Youtuber Trend by Year

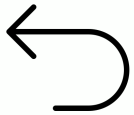



Top 10 Youtubers by Video Views



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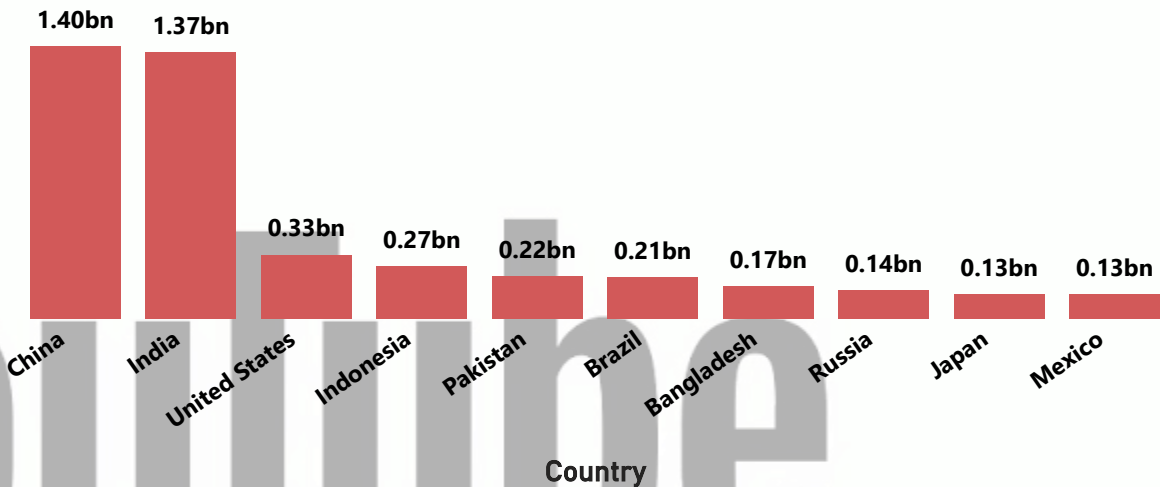
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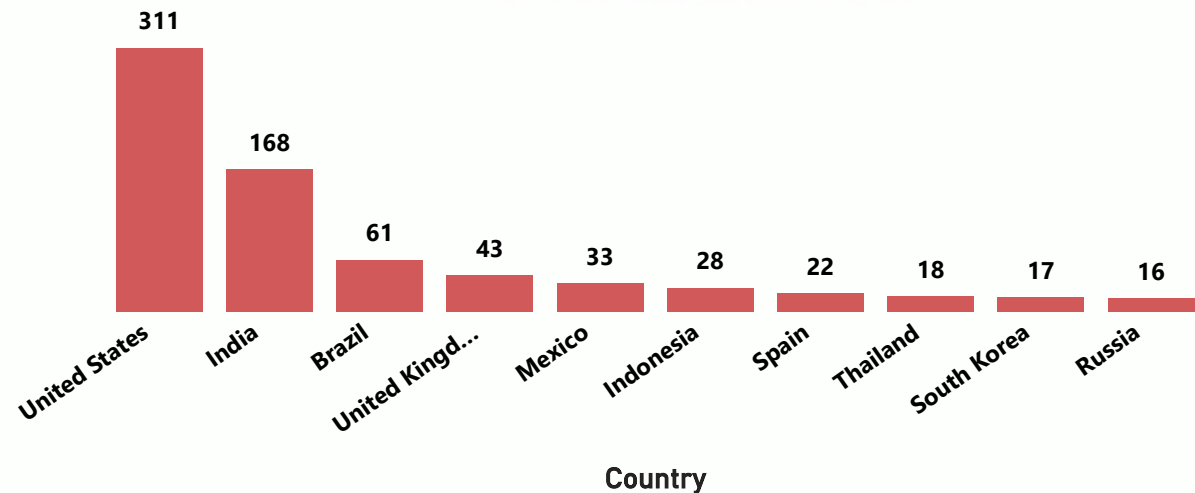
China boasts the world's largest population at 1.4 billion, followed by India with 1.37 billion and the United States at 330 million.



Top 10 Countries by Population



Top 10 Countries by Youtubers



- At 311, United States had the highest number of youtubers, and was 1,843.75% higher than Russia, which had the lowest number of youtubers at 16.
- United States accounted for 43.38% of Total youtubers