

GLOBAL YOUTUBE STATISTICS 2023

The topic selected is based on the statistics of different YouTube channels up to the year 2023. It contains information about the most popular YouTube channels worldwide. There are a total of 28 attributes and 995 entries in this dataset. The attributes are –

NAME	TYPE	DESCRIPTION
Rank	Numeric	Rank of the YouTube channel
Youtuber	Nominal	Name of the channel
Subscribers	Numeric	Number of subscribers
Video views	Numeric	Number of views
Category	Nominal	Category of the YouTube channel
Title	Nominal	Name of the channel
Uploads	Numeric	Number of videos uploaded
Country	Nominal	Country of origin of the YouTube channel

Abbreviation	Nominal	Abbreviation of country name
channel_type	Nominal	Type of videos uploaded
Video_views_rank	Numeric	Rank based on number of views on videos
Country_rank	Numeric	Rank of channel in the respective countries
Channel_type_rank	Numeric	Rank of channel among channels of similar type
Video_views_for_the_last_30_days	Numeric	Number of views for the last 30 days
Lowest_monthly_earnings	Numeric	Lowest earnings in a month
Highest_monthly_earnings	Numeric	Highest earnings in a month
Lowest_yearly_earnings	Numeric	Lowest earnings in a year
highest_yearly_earnings	Numeric	Highest earnings in a year
Subscribers_for_last_30_days	Numeric	Number of subscribers in the last 30 days
Created_year	Nominal	Year the channel was created
Created_month	Nominal	Month the channel was created
Created_date	Numeric	Date the channel was created
Gross tertiary education enrollment (%)	Numeric	Tertiary education enrolment

		percentage of the country
Population	Numeric	Population of the country
Unemployment rate	Numeric	Rate of unemployment
Urban_population	Numeric	Population of urban areas
Latitude	Numeric	Latitude of location
Longitude	Numeric	Longitude of location

➤ A potential datamining application of the dataset is –

- **User Behaviour Analysis –**

Analysing user interactions on YouTube, such as views, likes, comments, and shares, to understand trends and preferences among different demographics. For example, it can be found that younger users are more inclined to like and share videos from certain content categories, while older users engage differently. It is also possible to asses which videos receive the most likes, comments, and shares, indicating high user engagement. It also helps to identify that content that fails to capture user attention, potentially require improvement or optimization.

- Some of the questions that can be answered after the data in the dataset is processed are –
1. What is the overall growth rate of YouTube users in 2023, and how does it compare to previous years?
 2. What percentage of YouTube users engage with the platform daily, weekly, or monthly?
 3. What is the distribution of video languages on YouTube, and how does it impact user engagement?
 4. Which YouTube channels or content creators have the largest subscriber base in 2023?
 5. What is the average watch time for YouTube videos, and how does it vary by category or region?