

# YOUTUBE

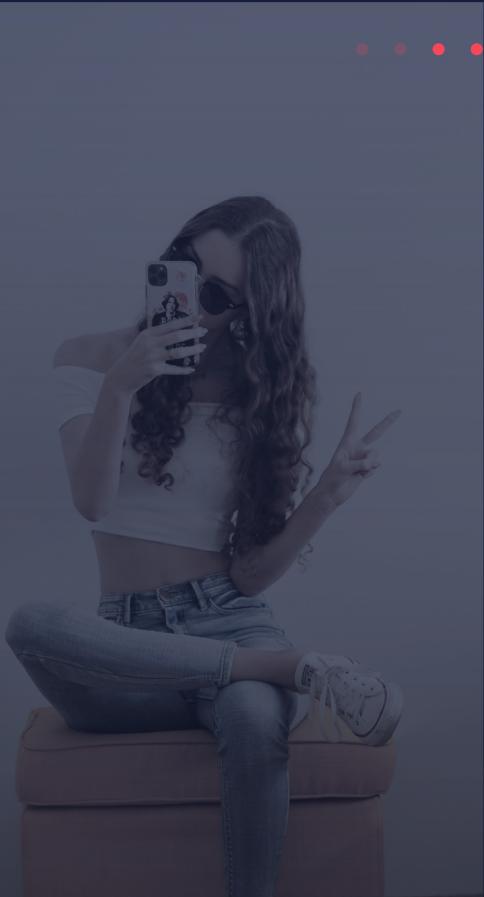
## 2023 Global Statistics

By Angie Xiao

# Executive Summary

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Only a **small handful** of channels could be considered as "**extraordinary**" by success metrics .

**Video Views in the last 30 days** has the strongest correlation to earnings.

**Uploads** are moderately related to the **earnings** but *NOT* to subscribers & views.

**US & Indian** creators and have the highest number of subscribers.

**“Dafuq!Boom”** grew at the highest velocity in the last 30 days, relative to his subscriber base.

The range between **lowest and highest monthly earnings** across all channels is huge – even after averaging – around **\$553M**.



# Preliminary EDA

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### Preliminary EDA

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Category

Channels

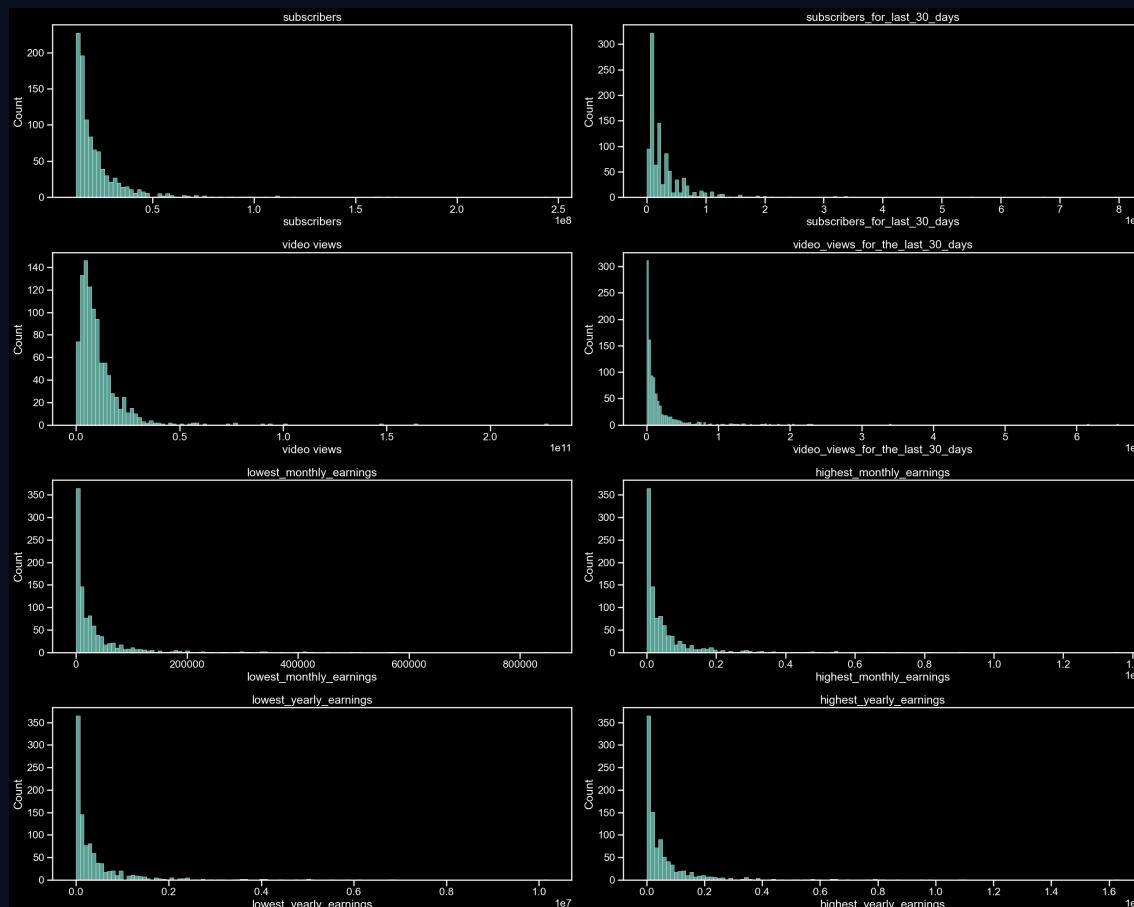
Growth

Expected Earnings

• • •

# All success metrics (*views*, *subscribers*, and *earnings*) follow a right-skewed distribution.

*Only a small handful YouTubers “made it”.*



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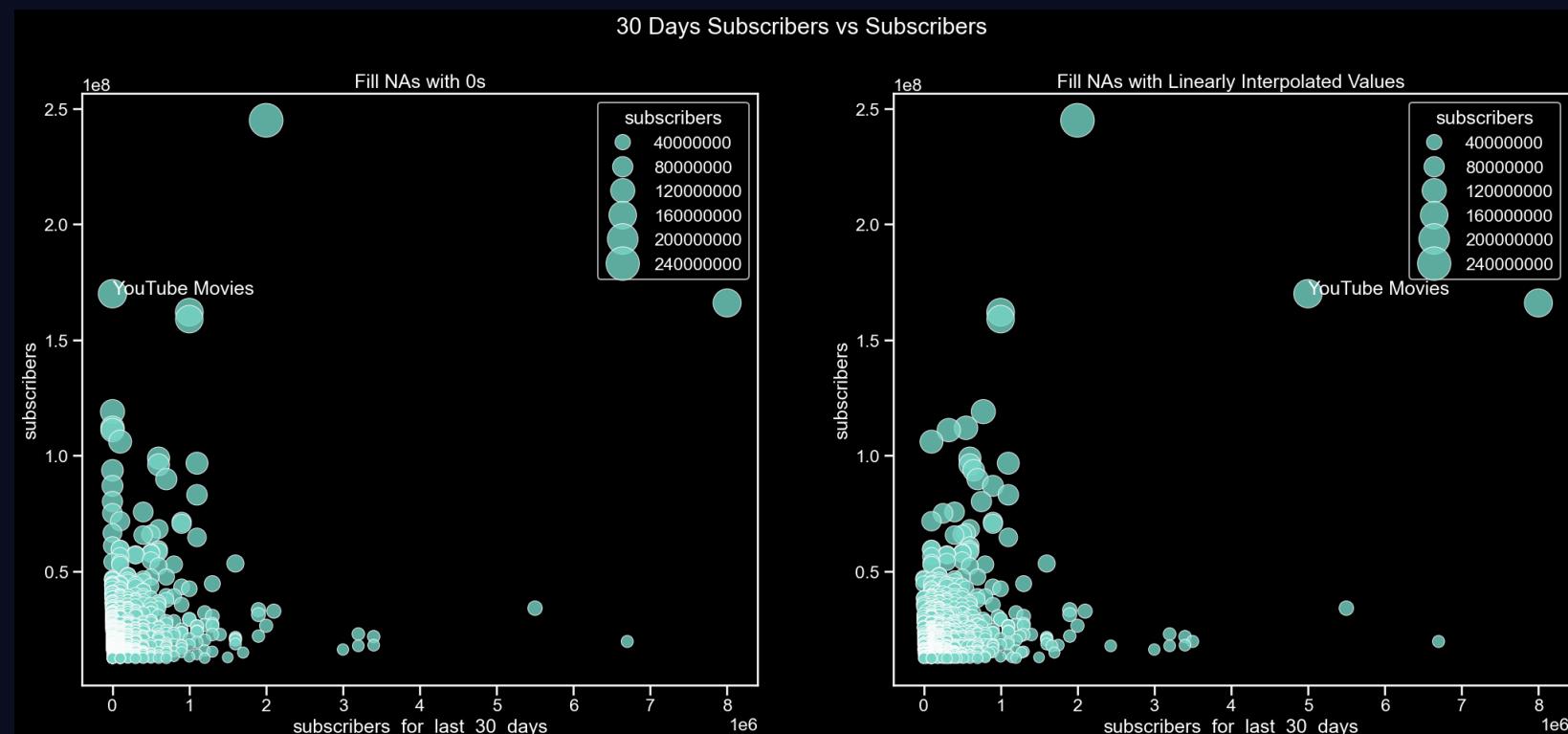
Channels

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*Subscribers for the last 30 days contained NA's.  
Linear interpolation seems to be a better solution,  
compared to filling them with 0's.*



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**Some channels have no available information on their earnings, which will be filtered out when we investigate the relationship between earnings and other factors.**

Youtuber	video_views_for_the_last_30_days	lowest_yearly_earnings	highest_yearly_earnings	lowest_monthly_earnings	highest_monthly_earnings
Khan GS Research Centre	351668500.0	0.0	0.0	0.0	0.0
Good Mythical Morning	304054500.0	0.0	0.0	0.0	0.0
Brave Wilderness	2989000.0	0.0	0.0	0.0	0.0
Official Pink Panther	41789500.0	0.0	0.0	0.0	0.0
Ajay Sharma	59877500.0	0.0	0.0	0.0	0.0
RCTI - LAYAR DRAMA INDONESIA	43878500.5	0.0	0.0	0.0	0.0
BigSchool	277521500.0	0.0	0.0	0.0	0.0
Mr DegrEE	151400500.0	0.0	0.0	0.0	0.0
VexTrex	379346000.0	0.0	0.0	0.0	0.0
1MILLION Dance Studio	337259000.0	0.0	0.0	0.0	0.0

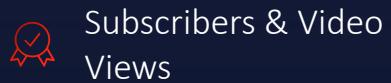
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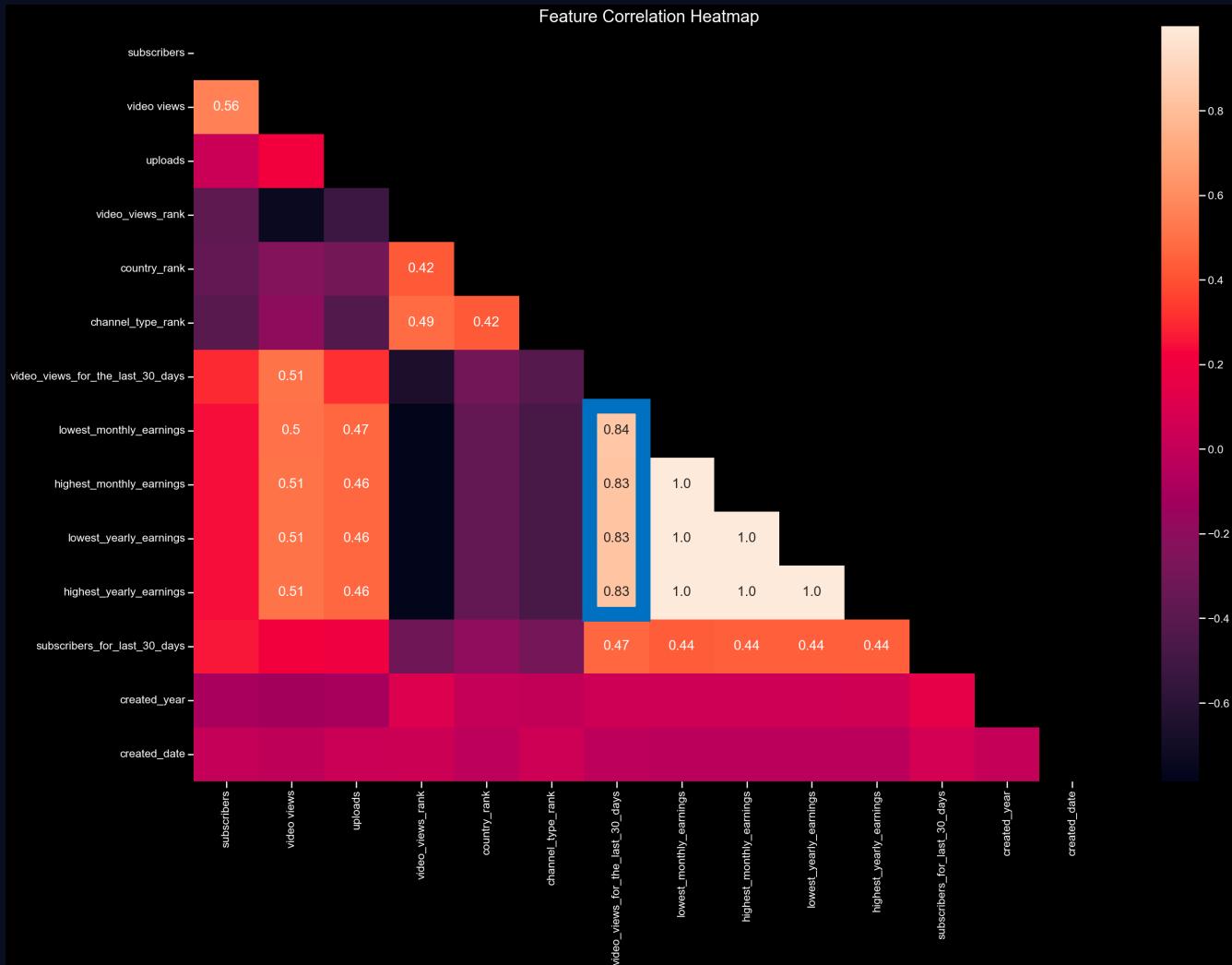


# ?

# Features



*Video views for the last 30 days are strongly correlated with earnings.*



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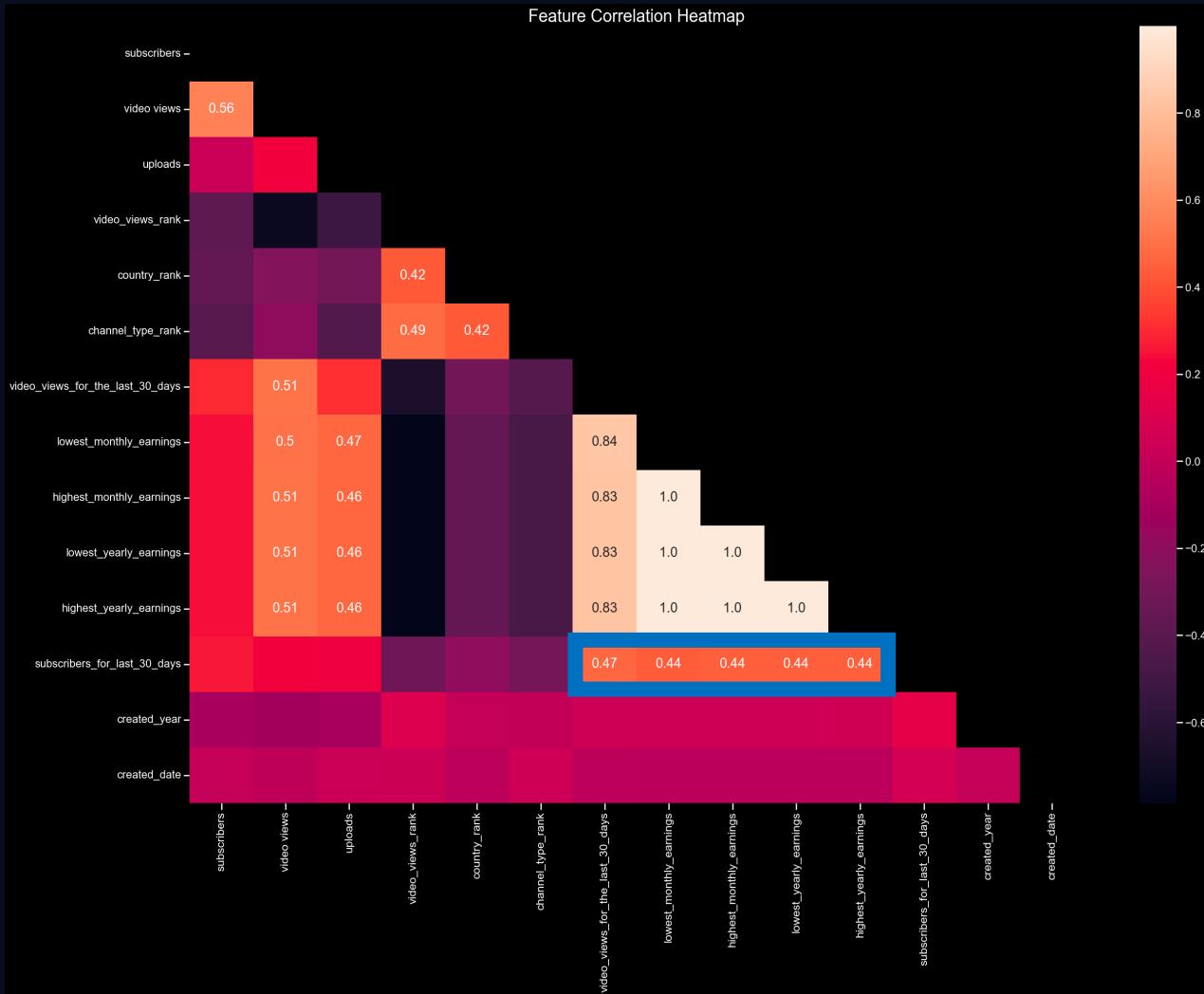


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# Features



*Subscribers for the last 30 days are moderately correlated with earnings.*



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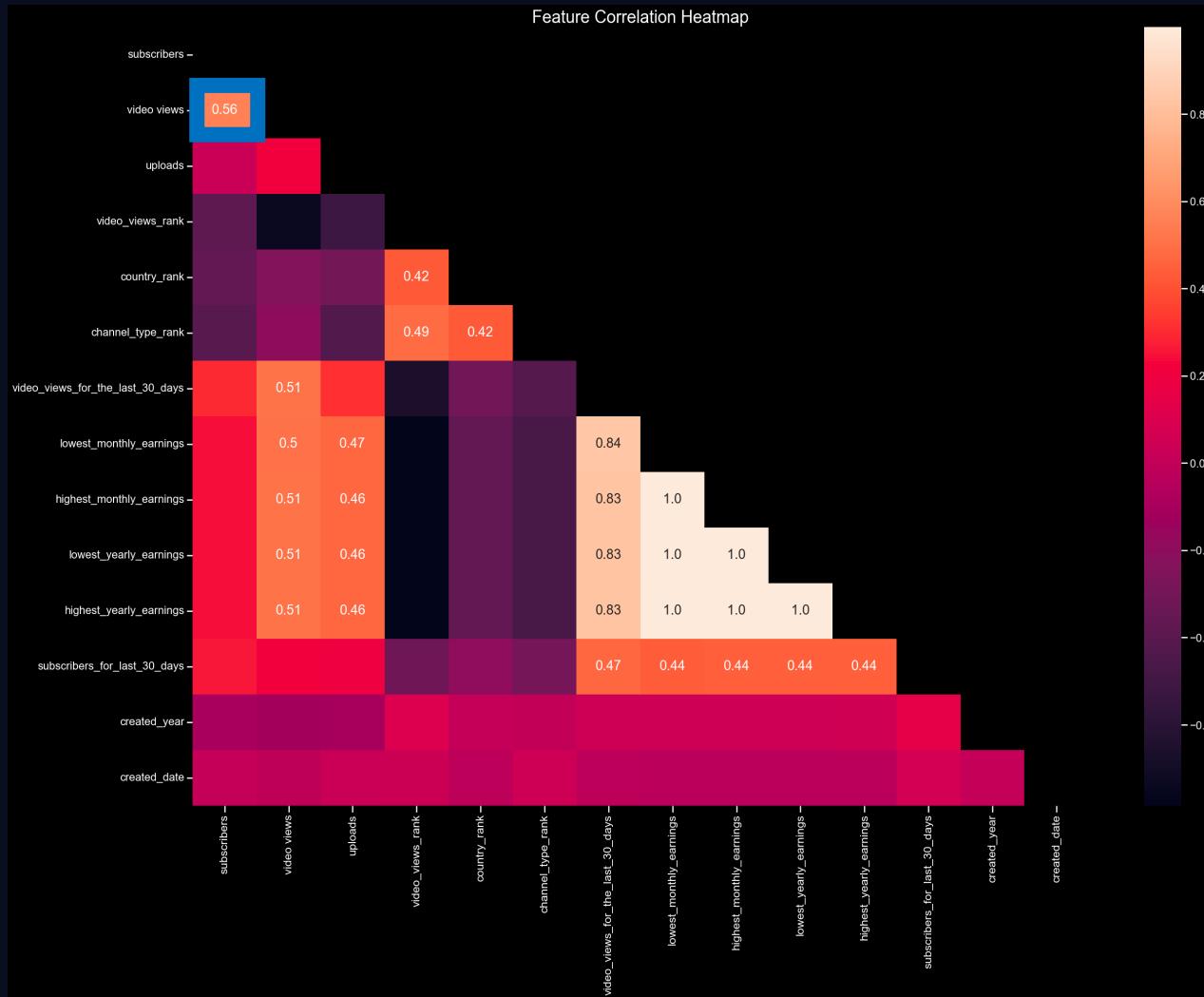
Screen icon Category

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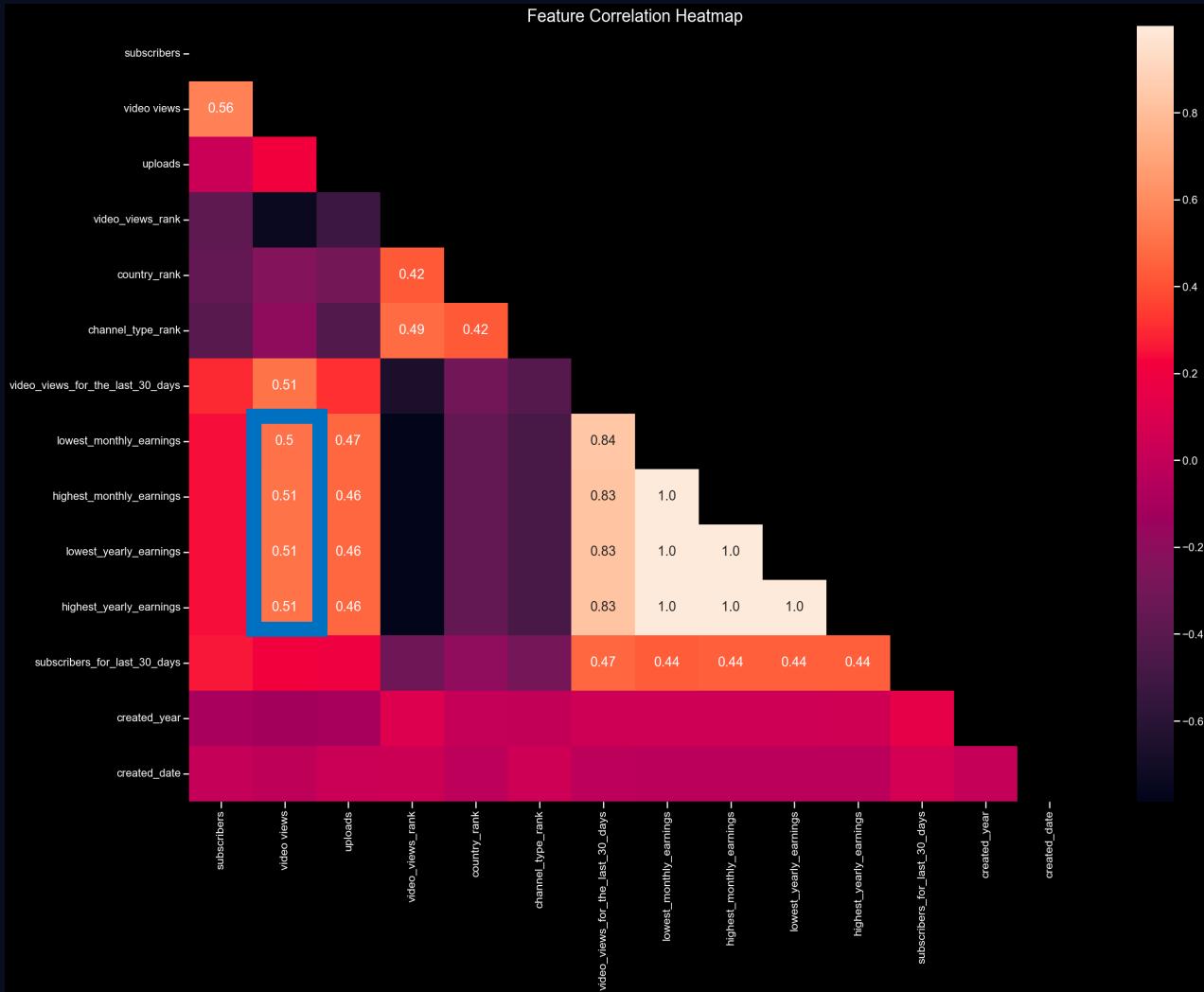
• • •  
*Video views and subscribers are moderately correlated.*



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**Video views are moderately related to monthly & yearly earnings.**



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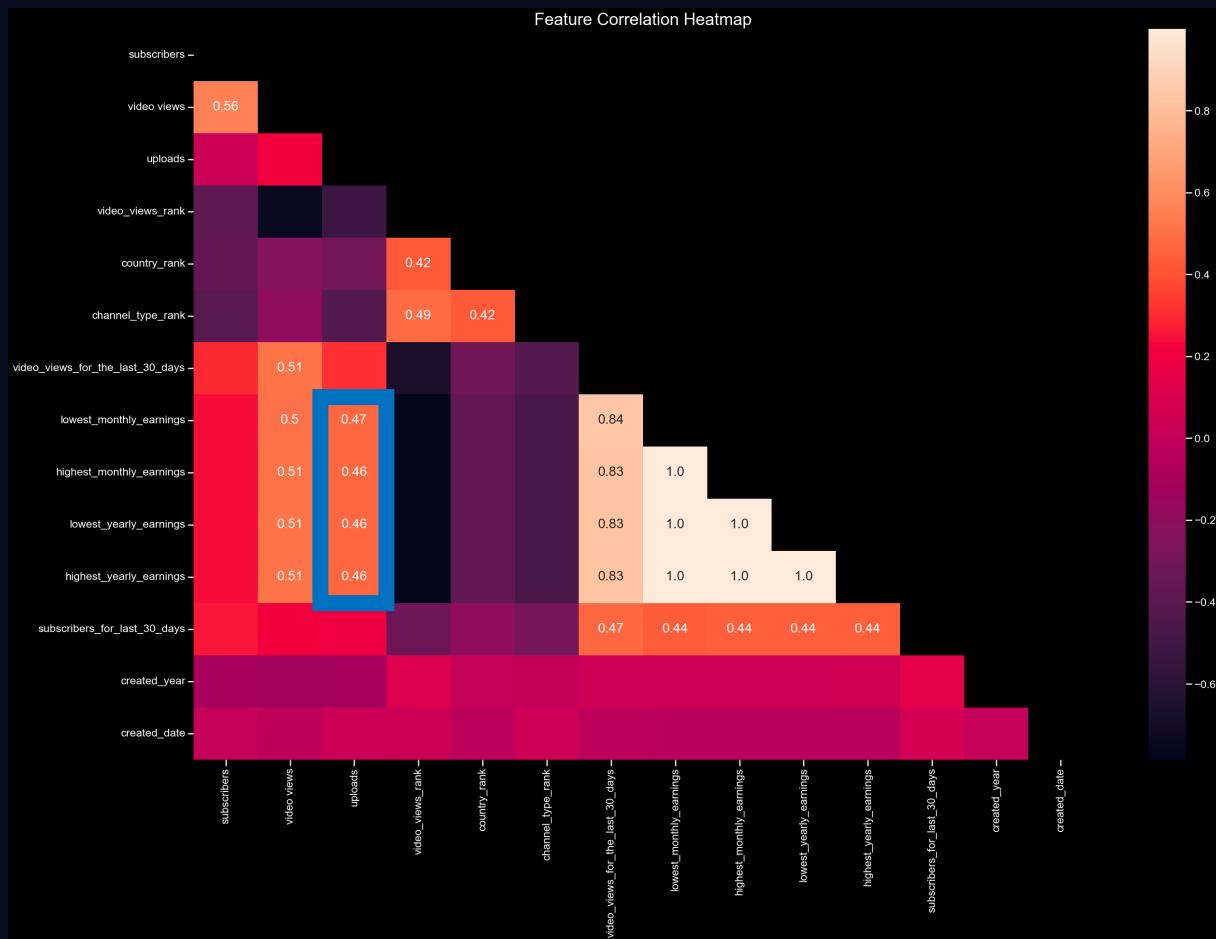
# Features

## Subscribers & Video Views



***Uploads are moderately related to monthly & yearly earnings.***

*Though the correlation is a bit weaker than that of video views and earnings.*



• • •

## Video views (last 30 days)

seem to be the most important fields determining the earnings of YouTube channels.

We'll explore these in further details in later sections.



EDIT PROFILE



SHARE





# Subscribers and Video Views

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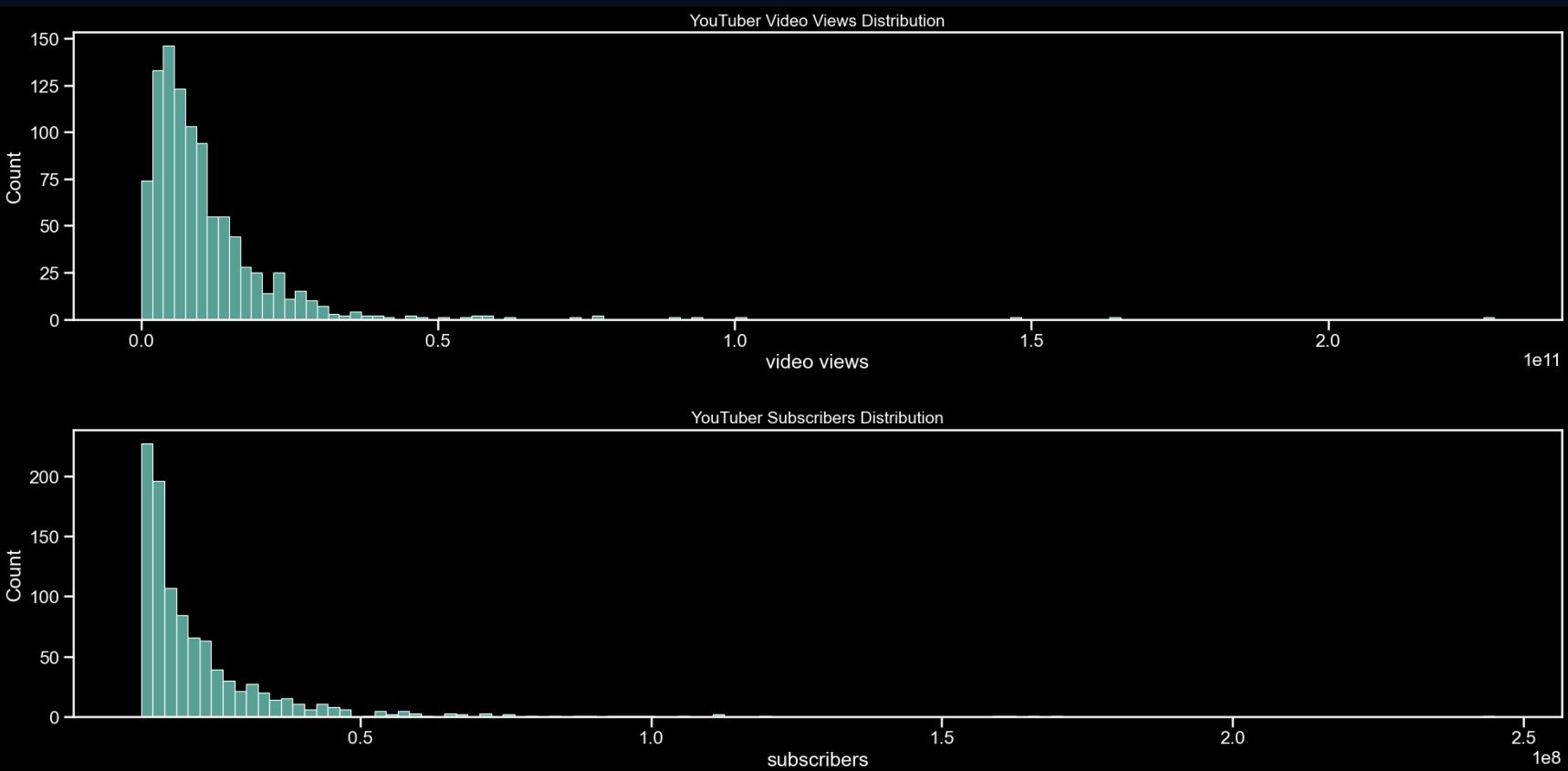
🔥 Growth

💰 Expected Earnings

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# YouTube views & subscribers both follow a right-skewed distribution.

*Only a small handful of videos made it to be “viral”.*



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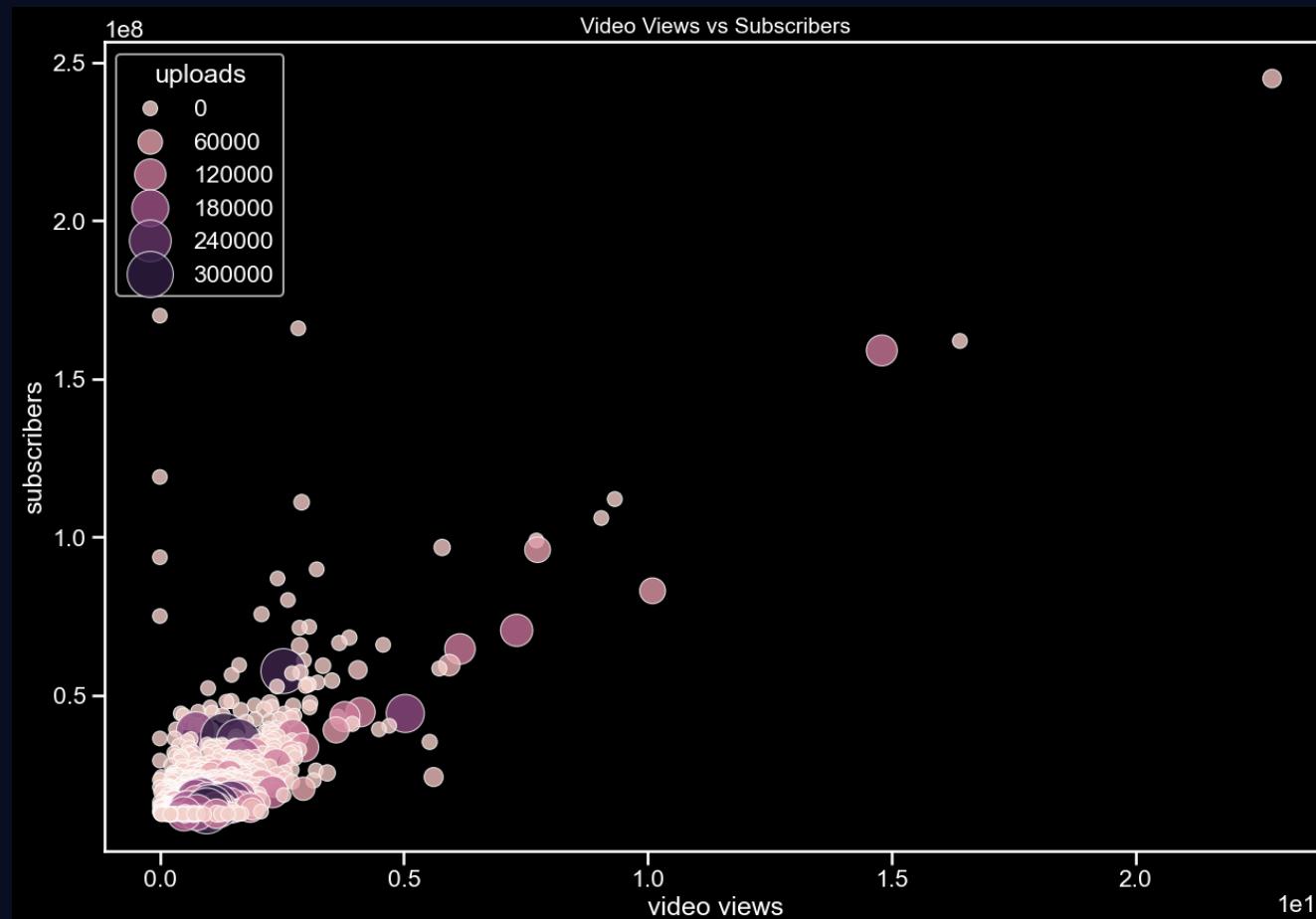
🔥 Growth

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# More uploads do NOT translate into more views and more subscribers.

*Though smaller channels tend to try harder.*



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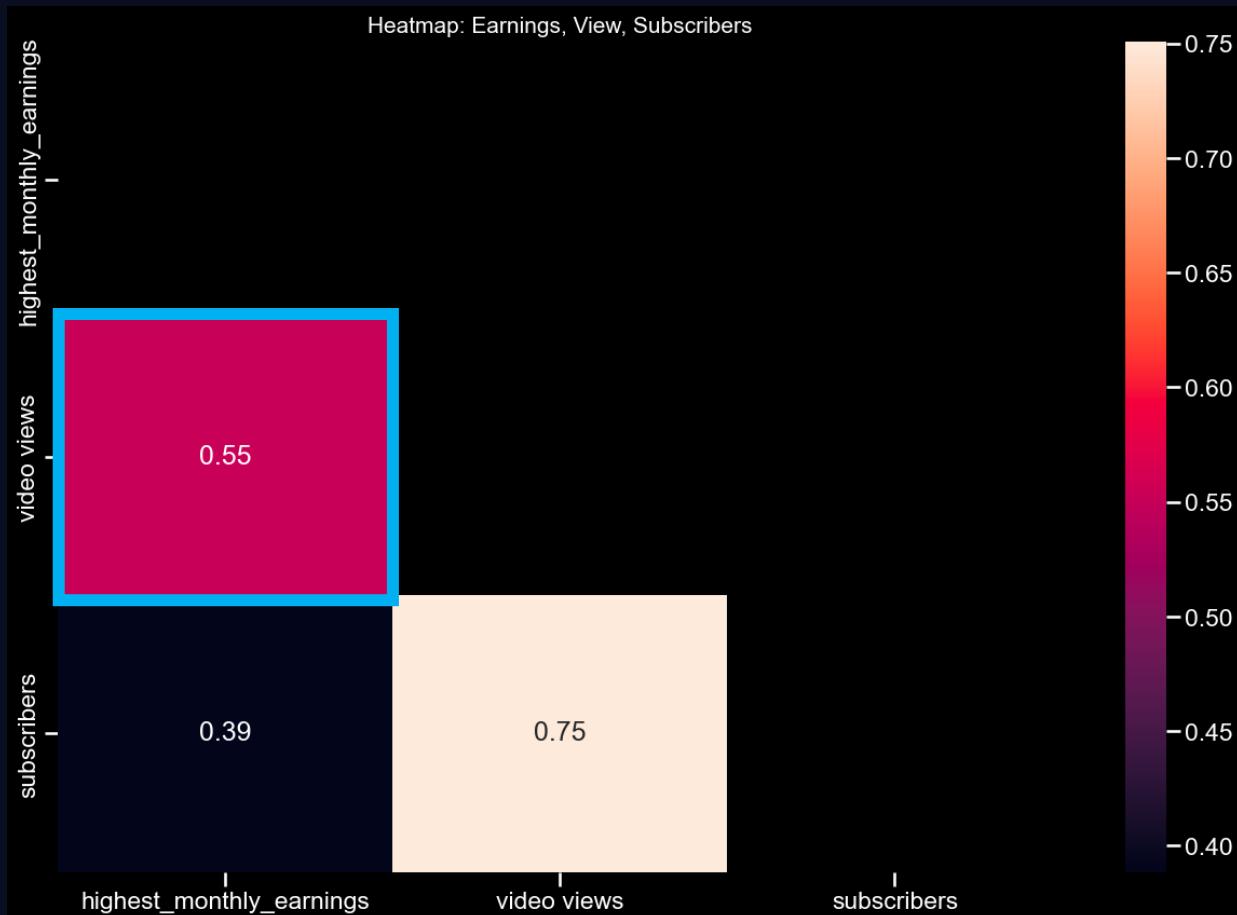
🔥 Growth

💰 Expected Earnings

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# Video views are more strongly related to YouTubers' highest monthly earnings.

*It's more useful to have unsubscribed views than a stale subscriber community.*





Region

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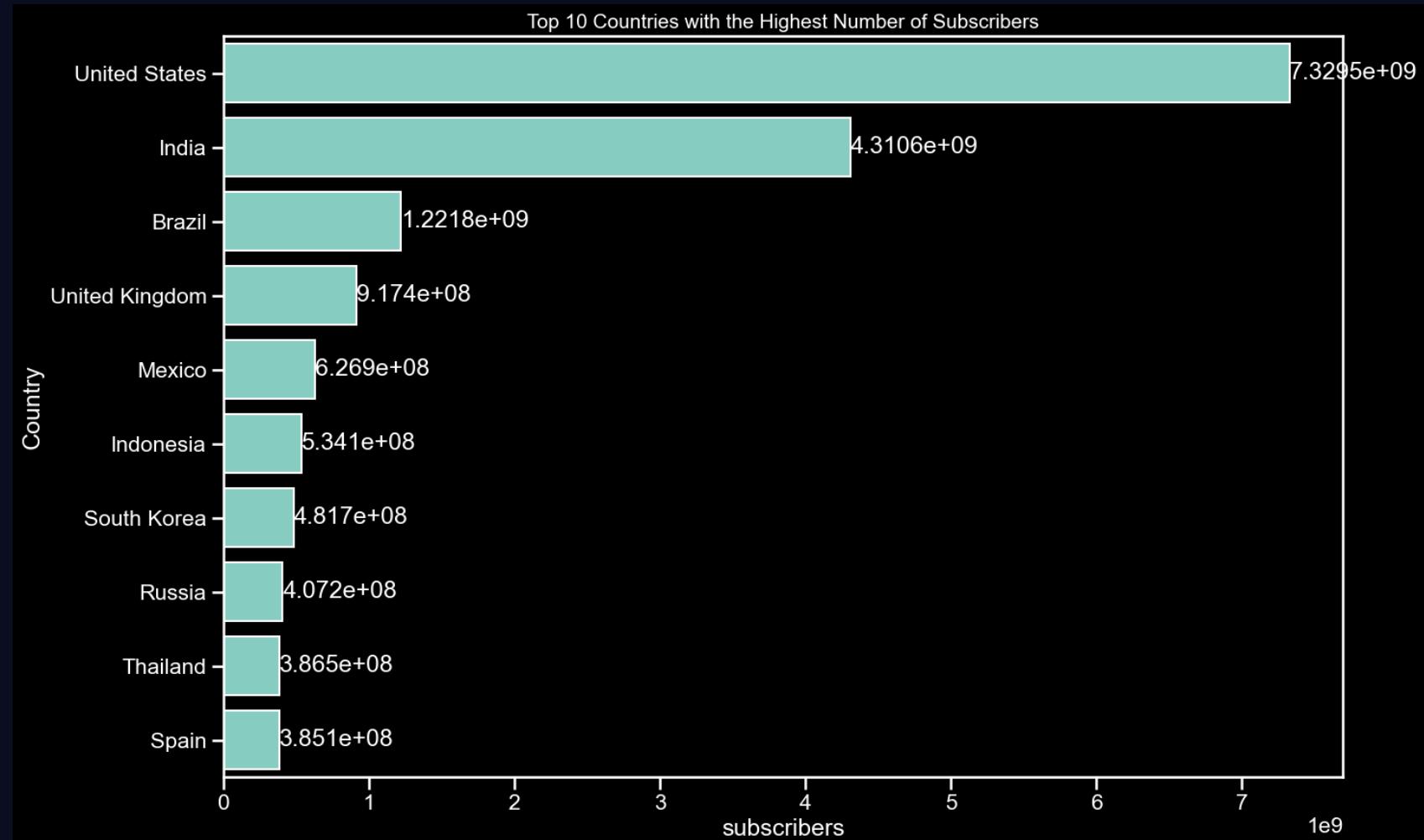
User Channels

Flame Growth

Cash Register Expected Earnings

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# Creators from the US and India have highest number of subscribers.

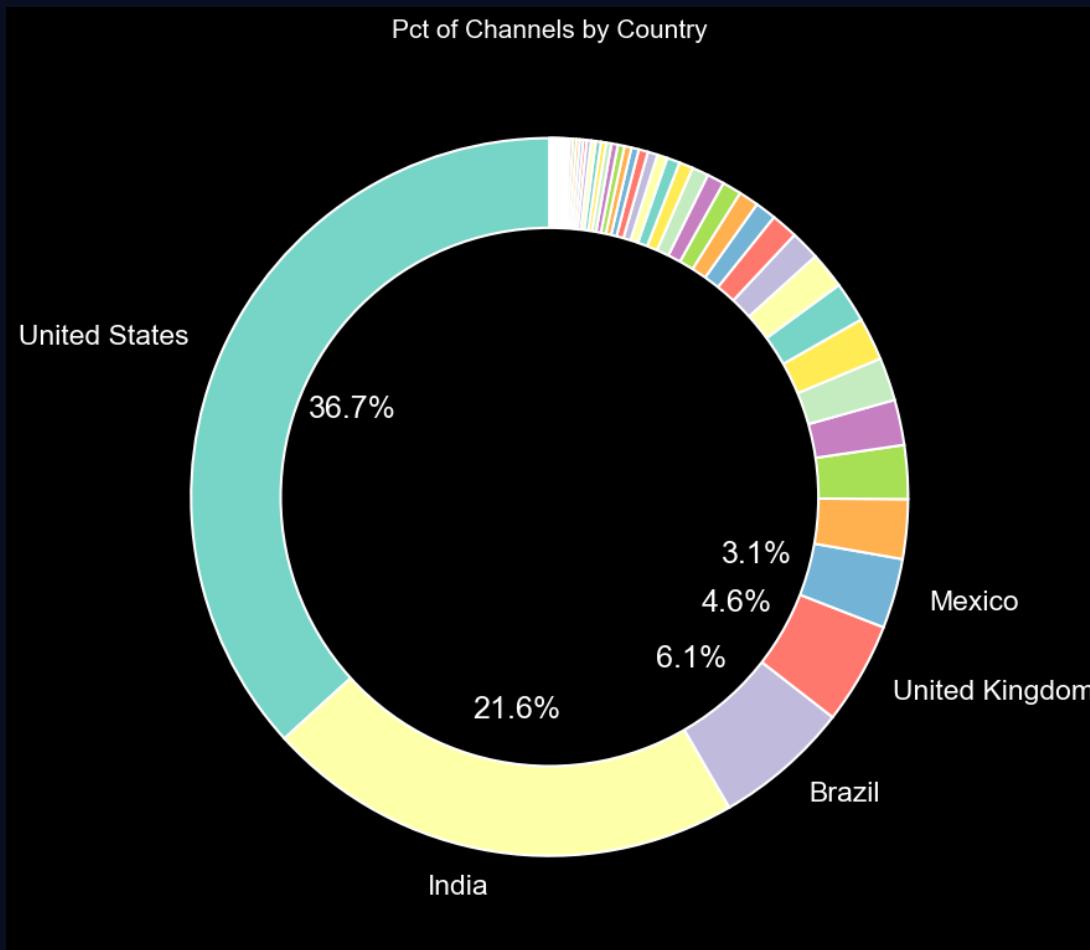


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**Creators from the US and India take up 58.3% of all subscribers.**

*If we don't exclude overlapping subscribers.*



# Category



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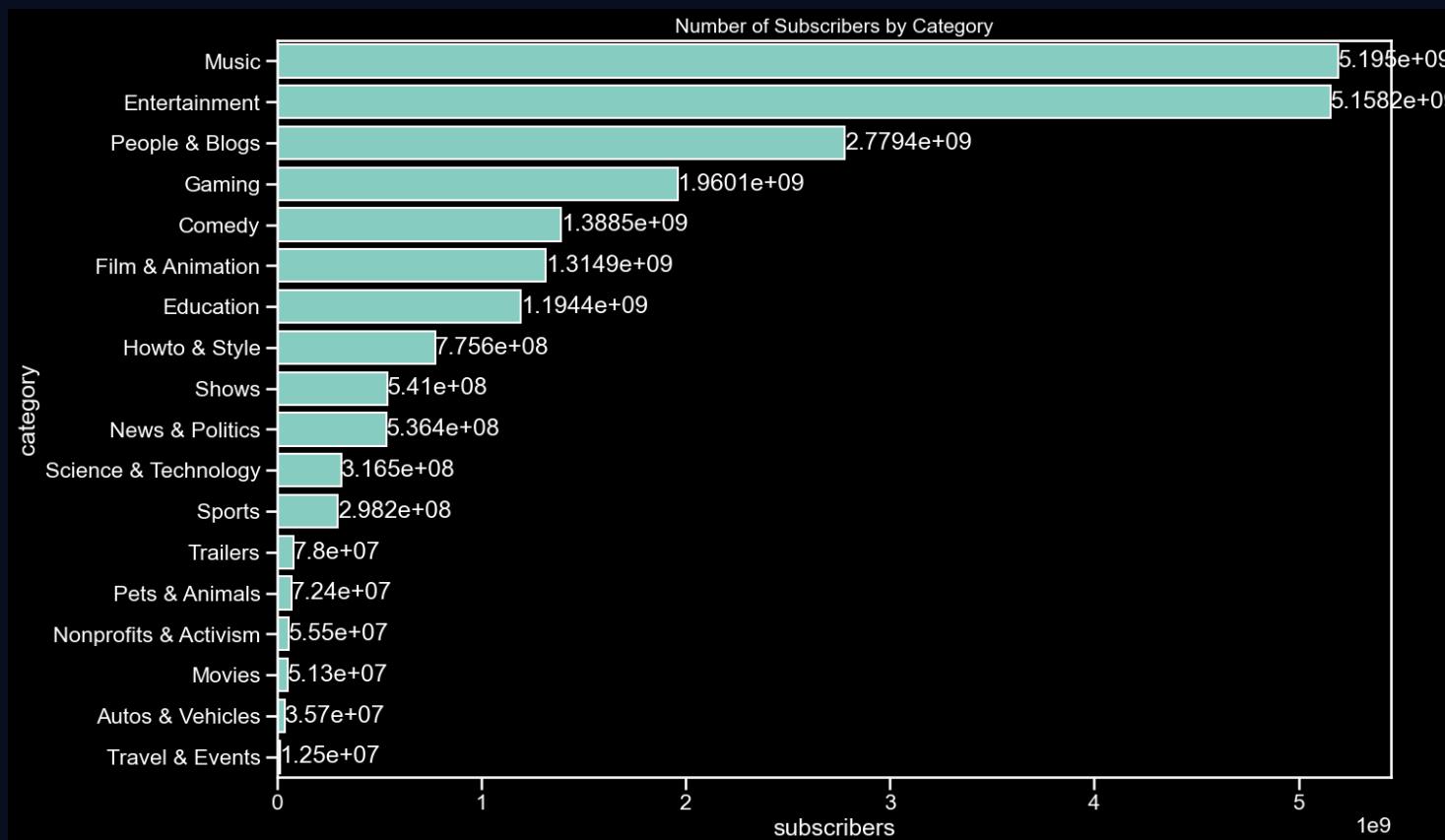
🔥 Growth

💰 Expected Earnings

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# Music & entertainment are the most popular types of YT channels.

*Followed by People & Blogs at almost ½ of its subscriber base.*



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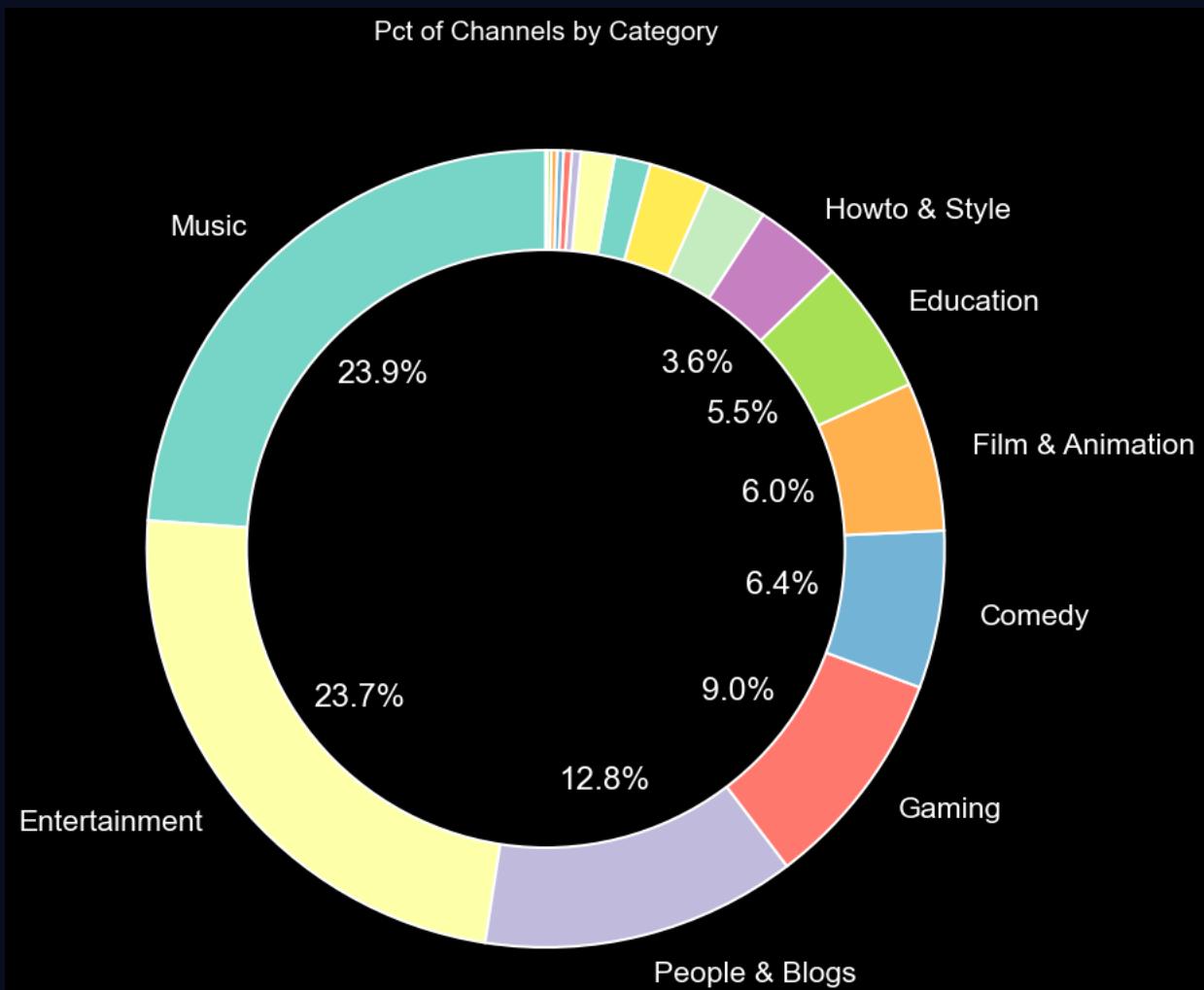
🔥 Growth

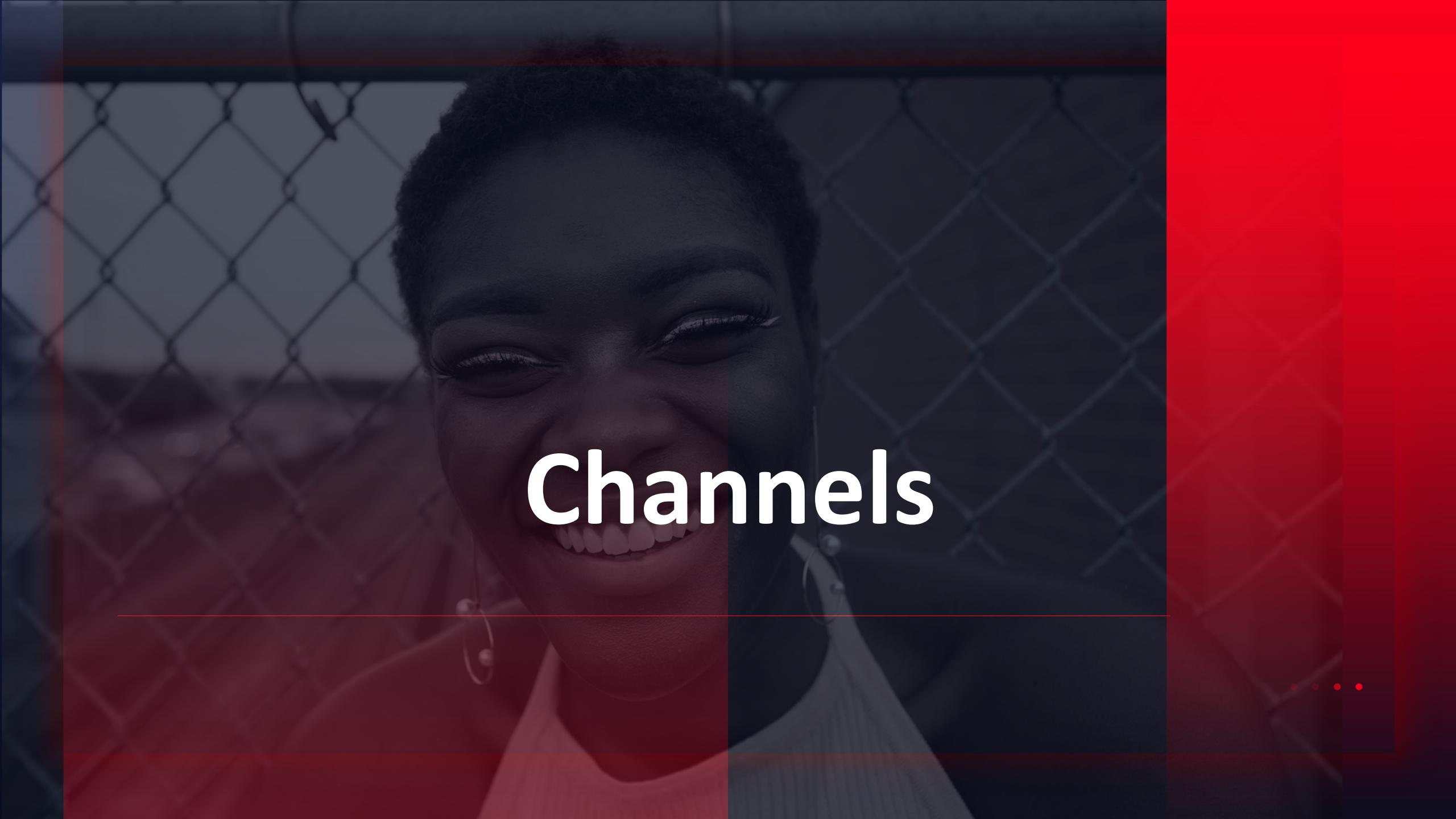
💰 Expected Earnings

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# Music & entertainment take up ~47.6% of the market.

*If we don't exclude overlapping subscribers.*





# Channels

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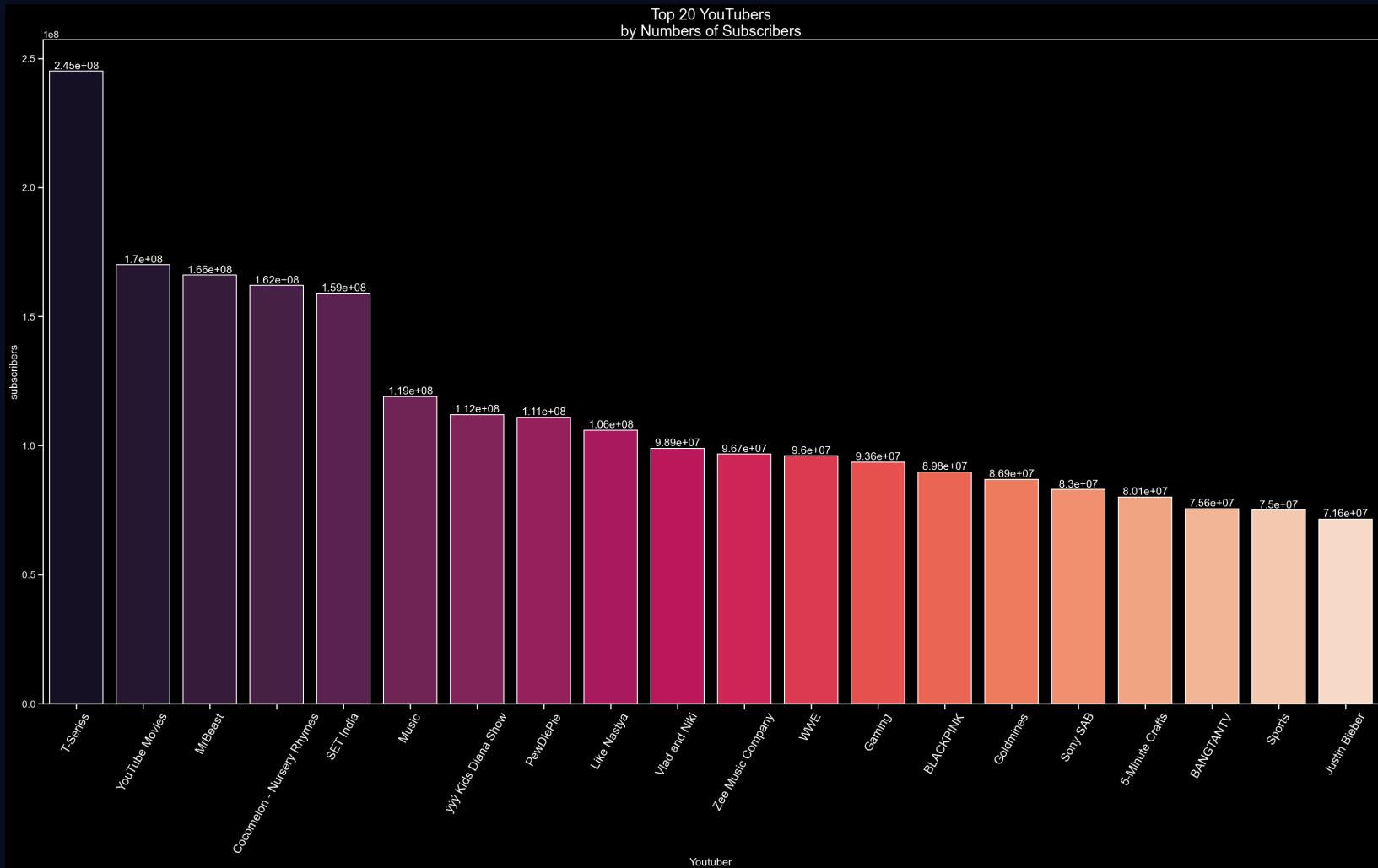
Speaker Channels

Flame Growth

Cash Register Expected Earnings

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The most subscribed channel, *T-Series*, has 1.45 times more subscribers than the second, *YT Movies*.



A close-up photograph of a person's hand holding a small, delicate green seedling with two leaves. The hand is positioned palm-up, with the seedling resting on the palm. The background is dark and out of focus, creating a strong contrast with the green of the plant.

# Growth

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The smaller the audience base, the higher the channel growth percentage tends to be.

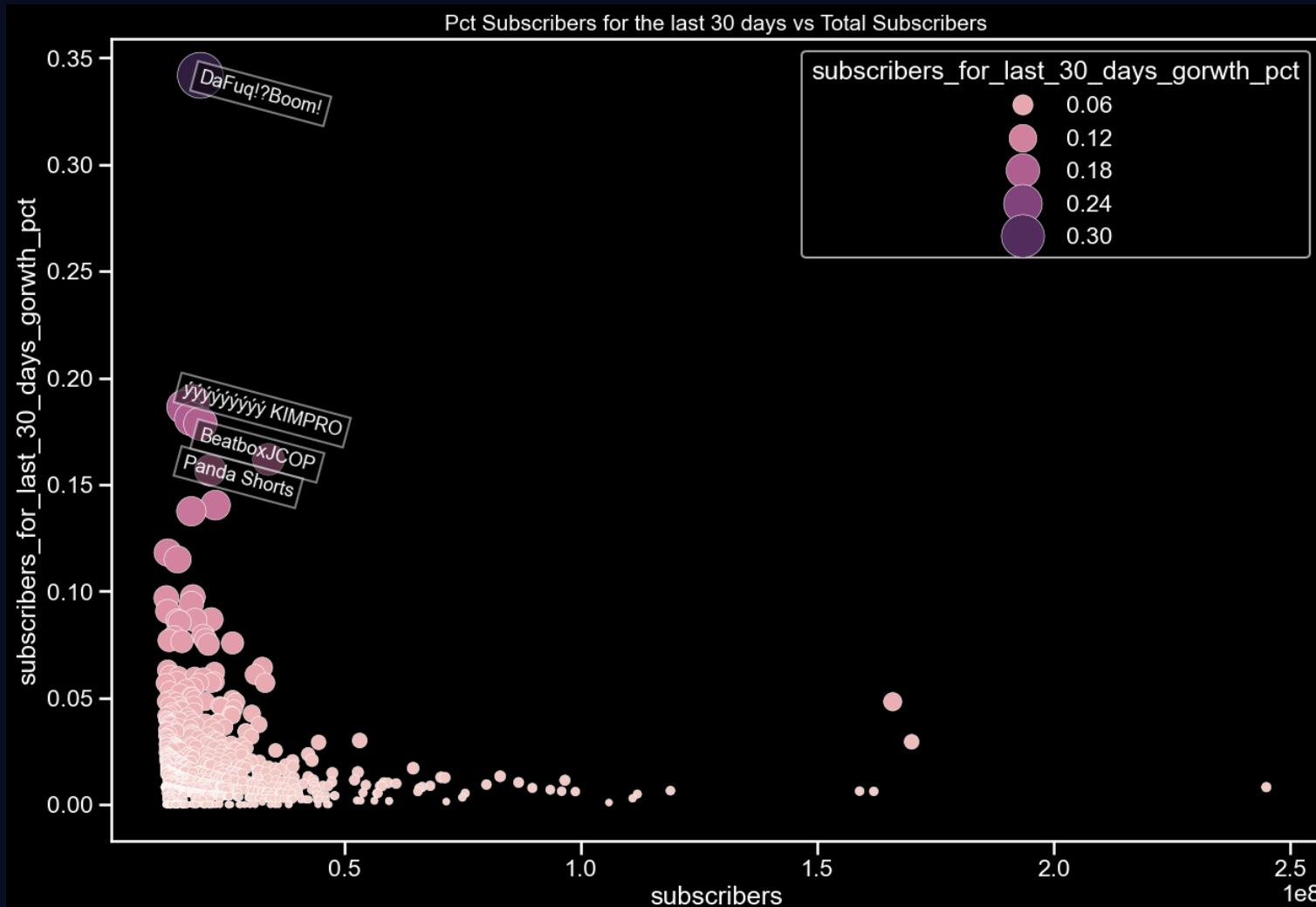
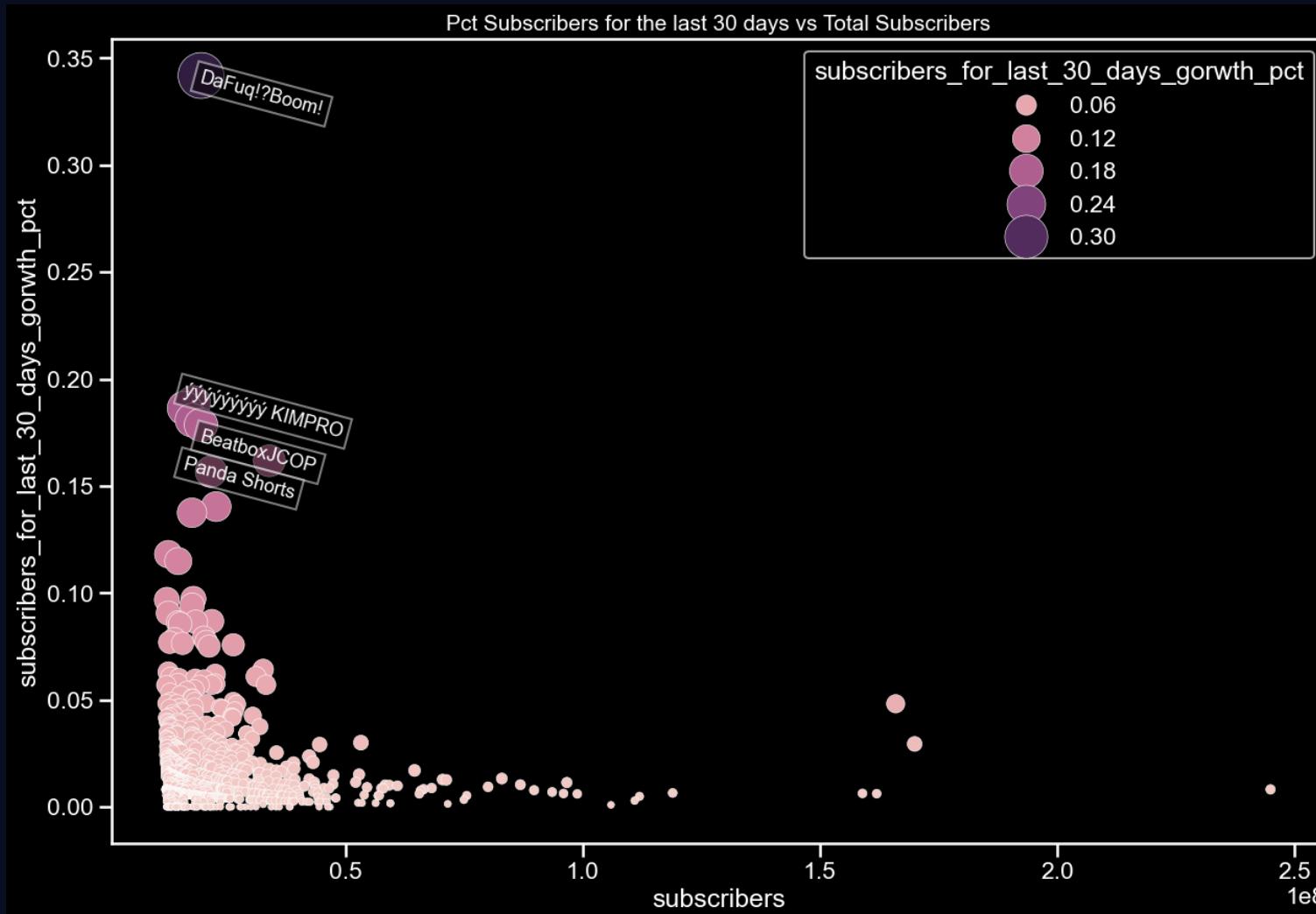


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**“Dafuq!?Boom” grew at the highest velocity in the last 30 days, relative to his subscriber base.**



# Expected Earnings

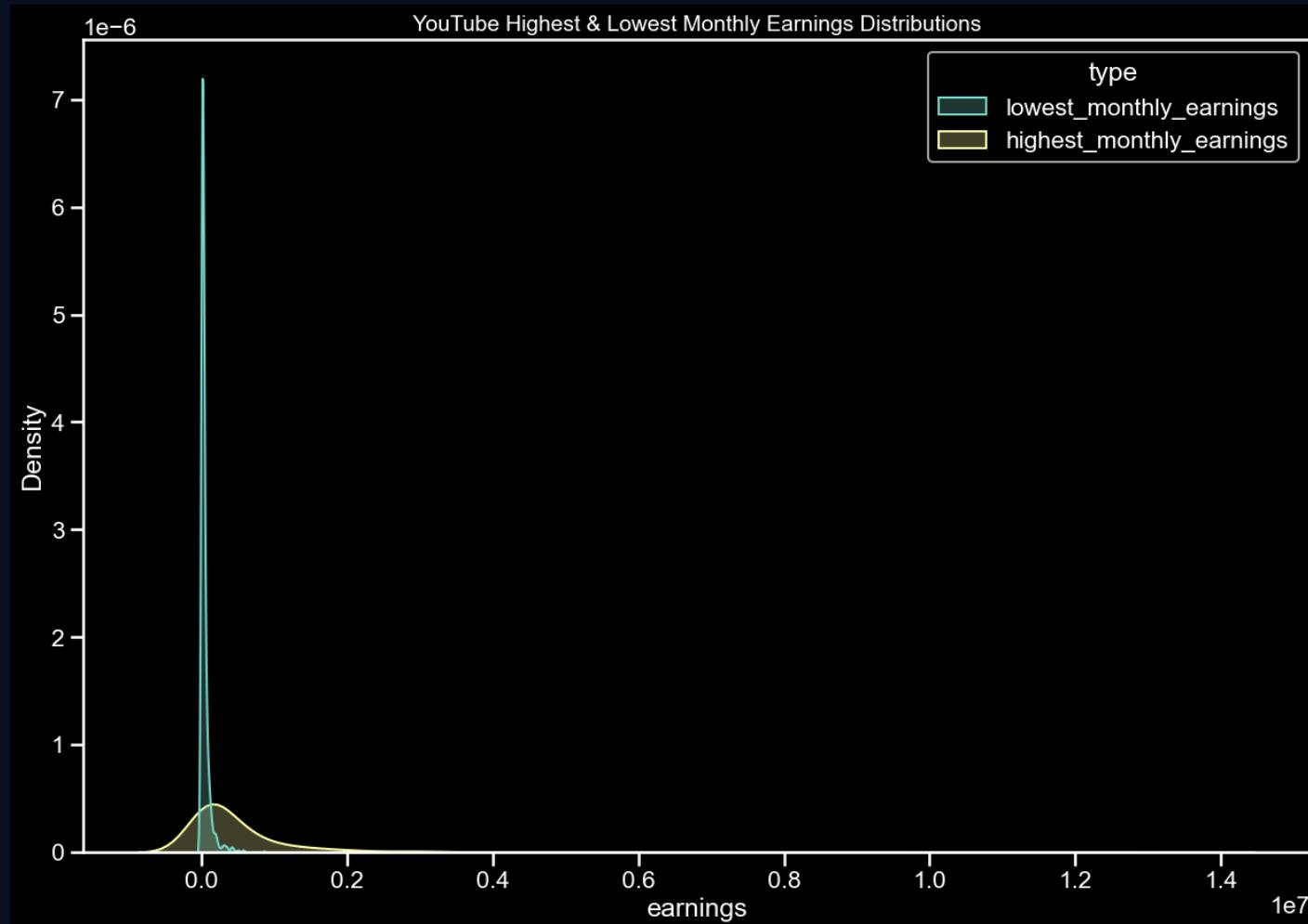
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# The lowest and highest monthly earnings are both very right-skewed.

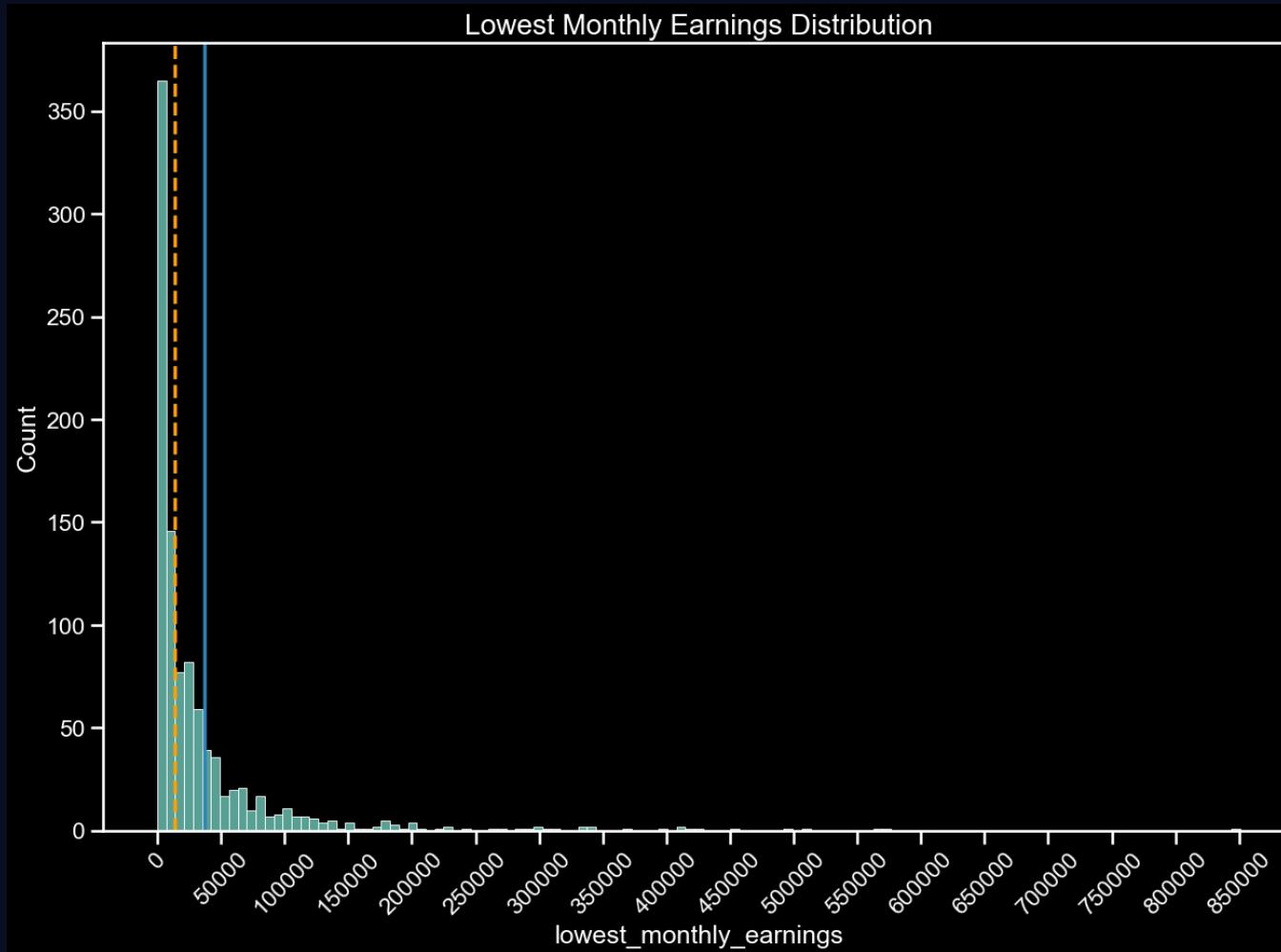


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The mean of the *lowest monthly earning* is around 37k and the median 13k.

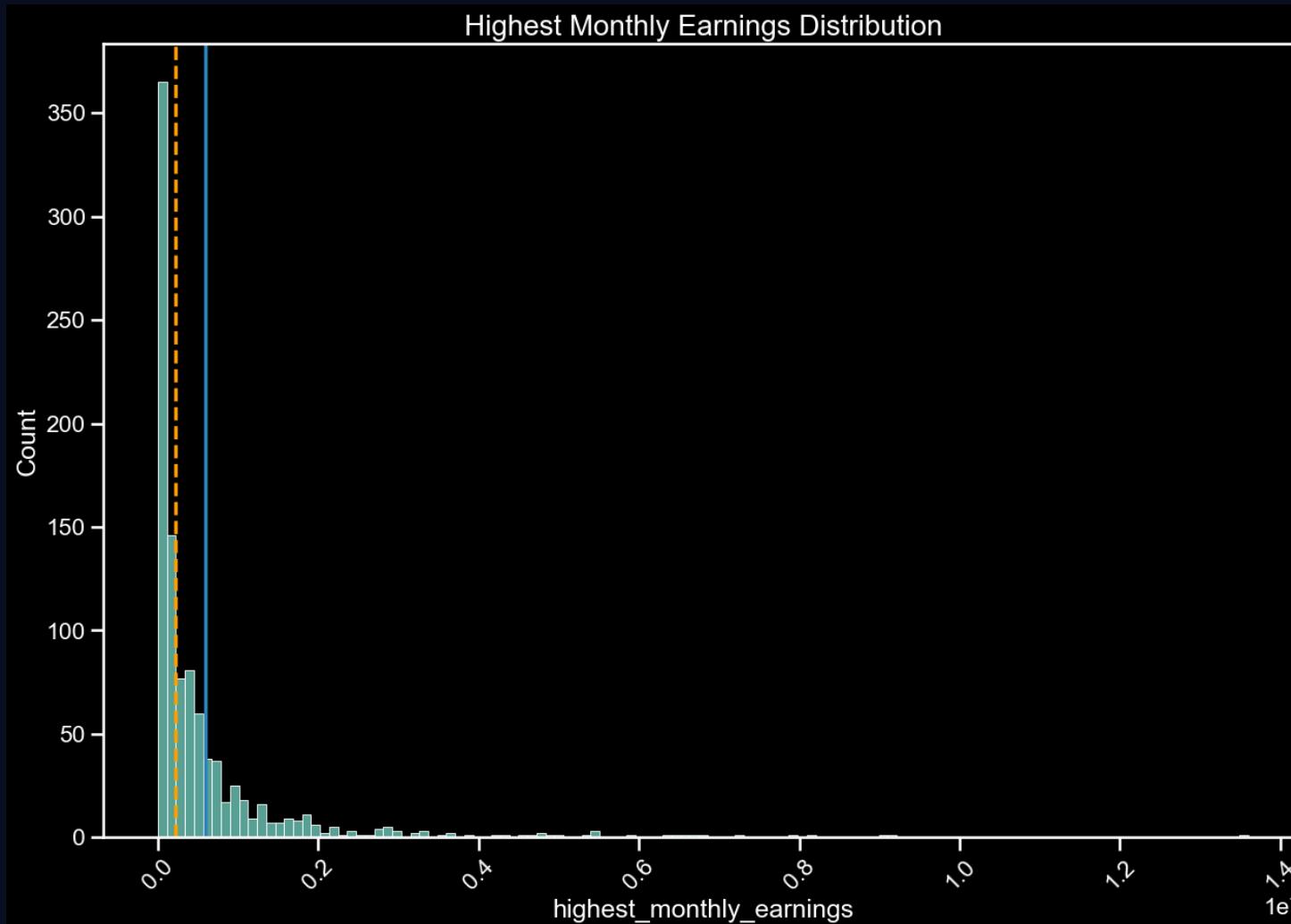


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The mean of the *highest monthly earning* is around 590k and the median 213k.

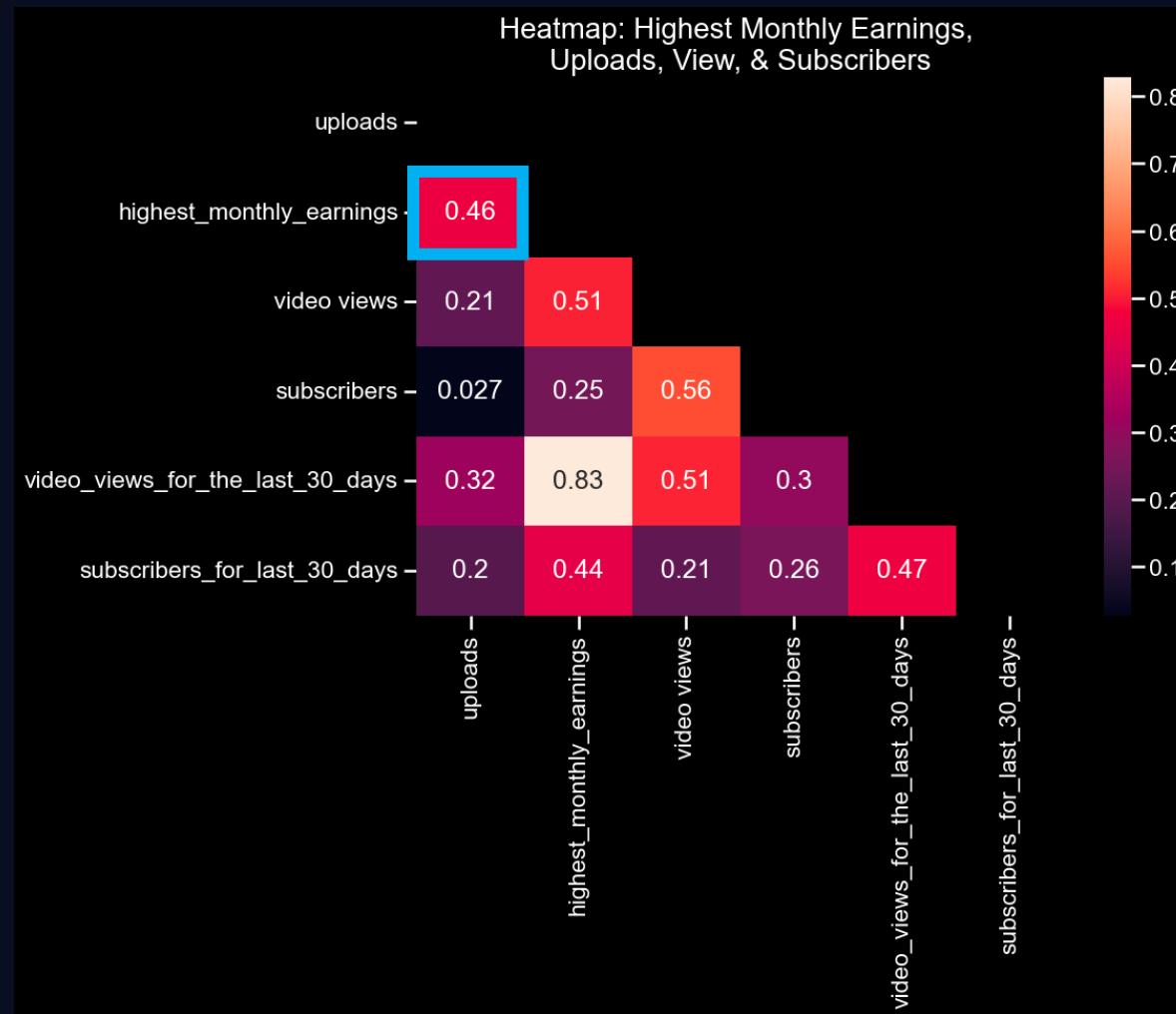


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**Remember that highest monthly earnings are moderately related to uploads.**



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# Uploads & earnings are moderately correlated.

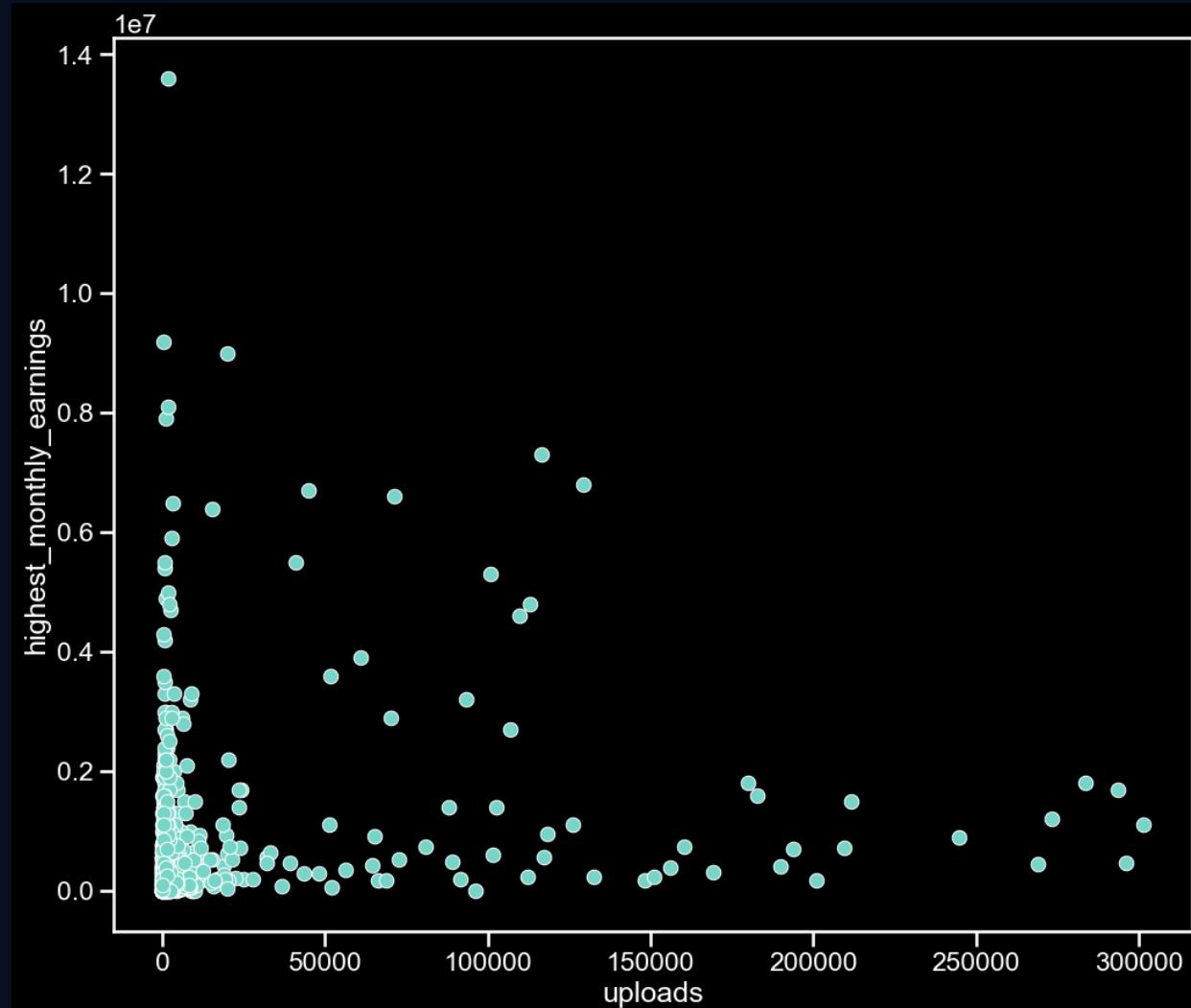


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The highest & lowest monthly earnings are almost perfectly correlated.

*Makes sense – since they're paired data of the same creators.*

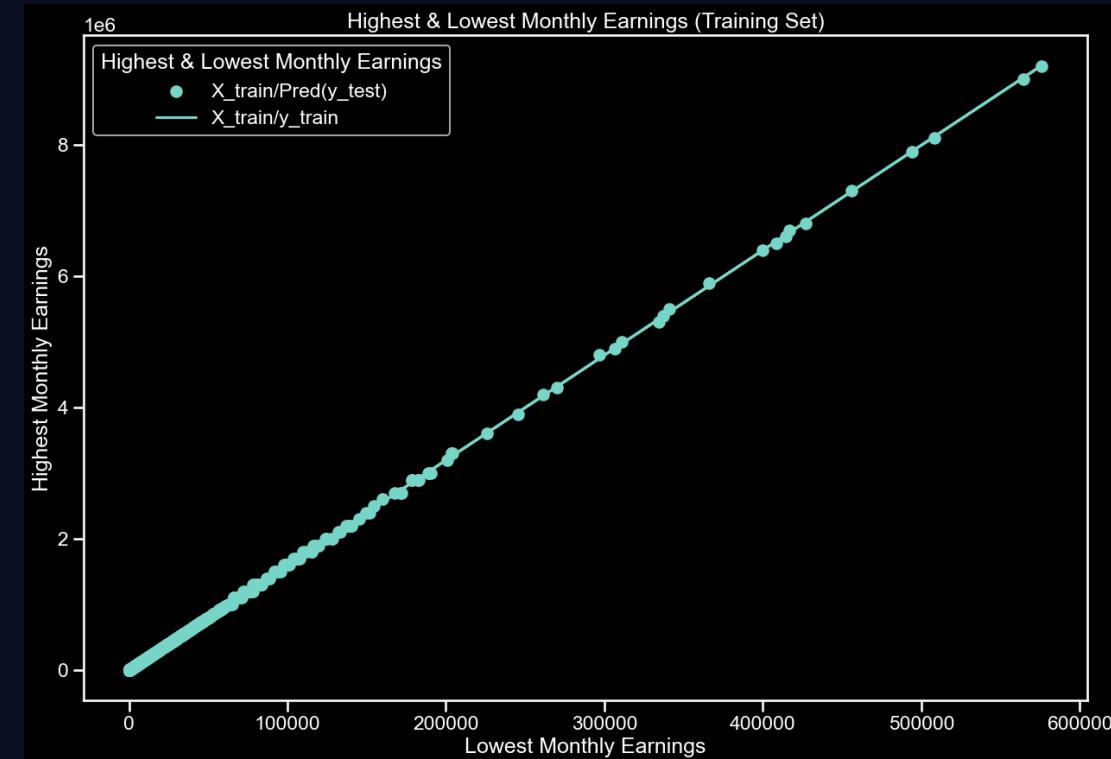


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The **coefficient between the IV, lowest monthly earnings, and the DV, the highest monthly earnings, are found to be 15.988 according to the linear regression model.**

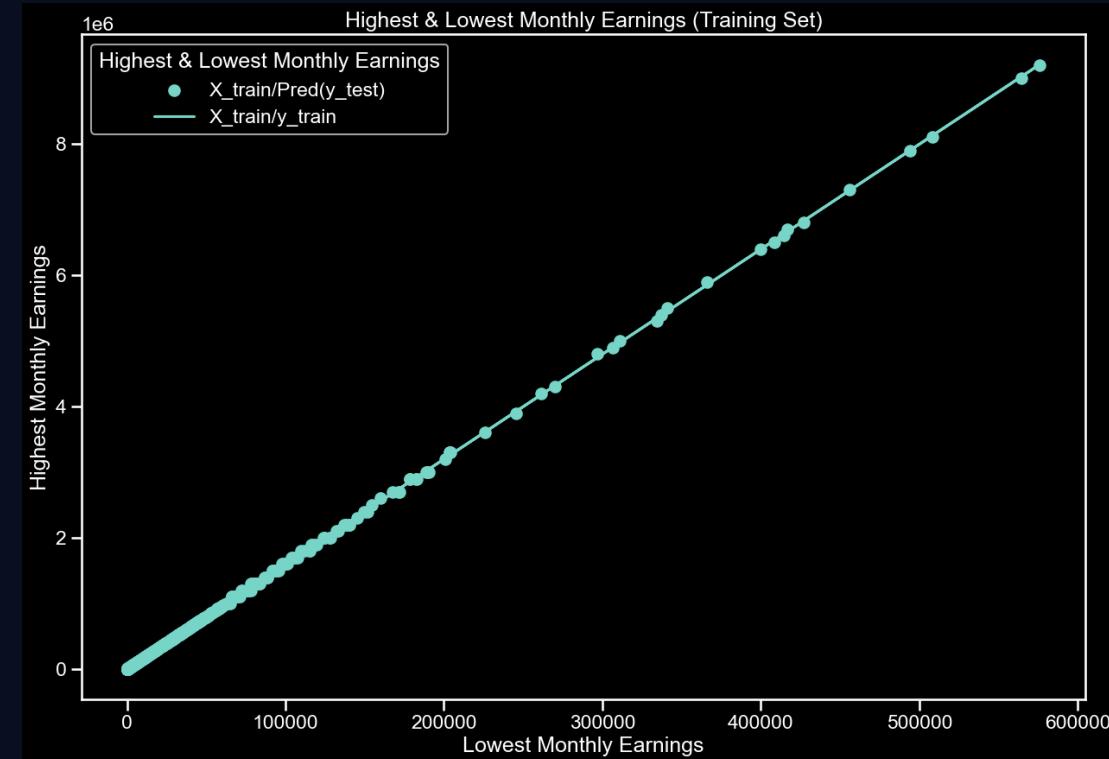
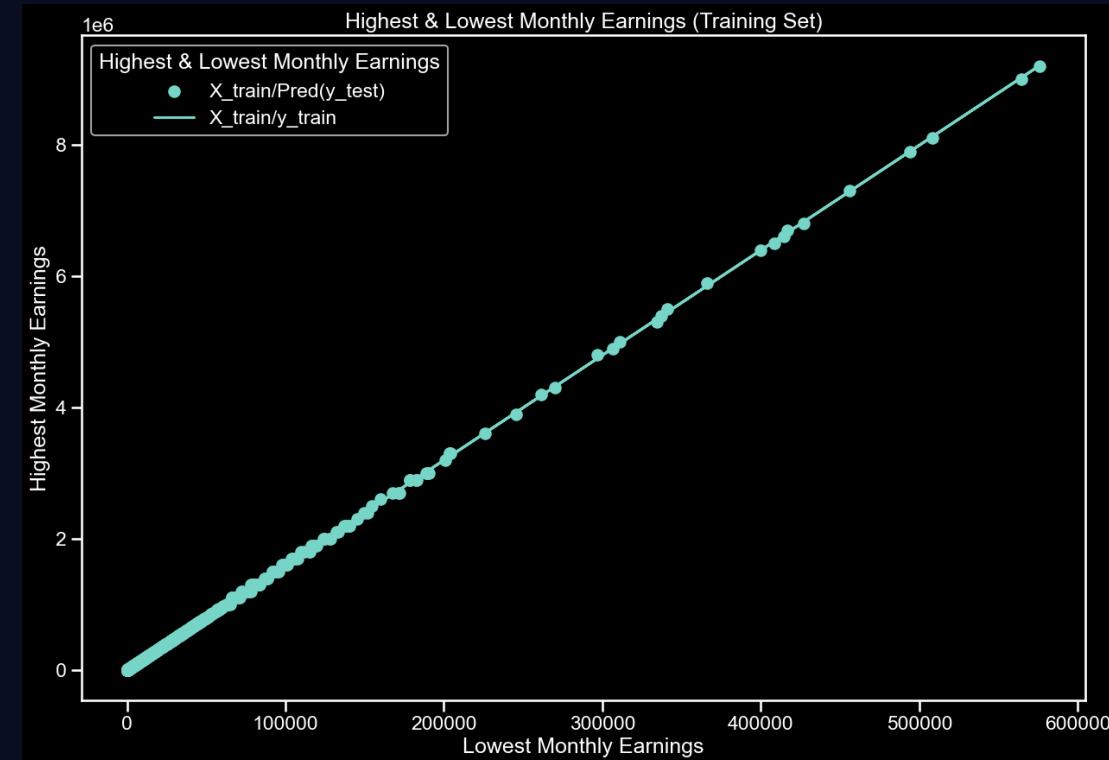


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**Meaning that the higher end of a creator's monthly earnings on average is expected to increase by about \$16k with every additional \$10k on that of the lower end.**



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*Video views for the last 30 days have the strongest correlation to highest monthly earnings.*

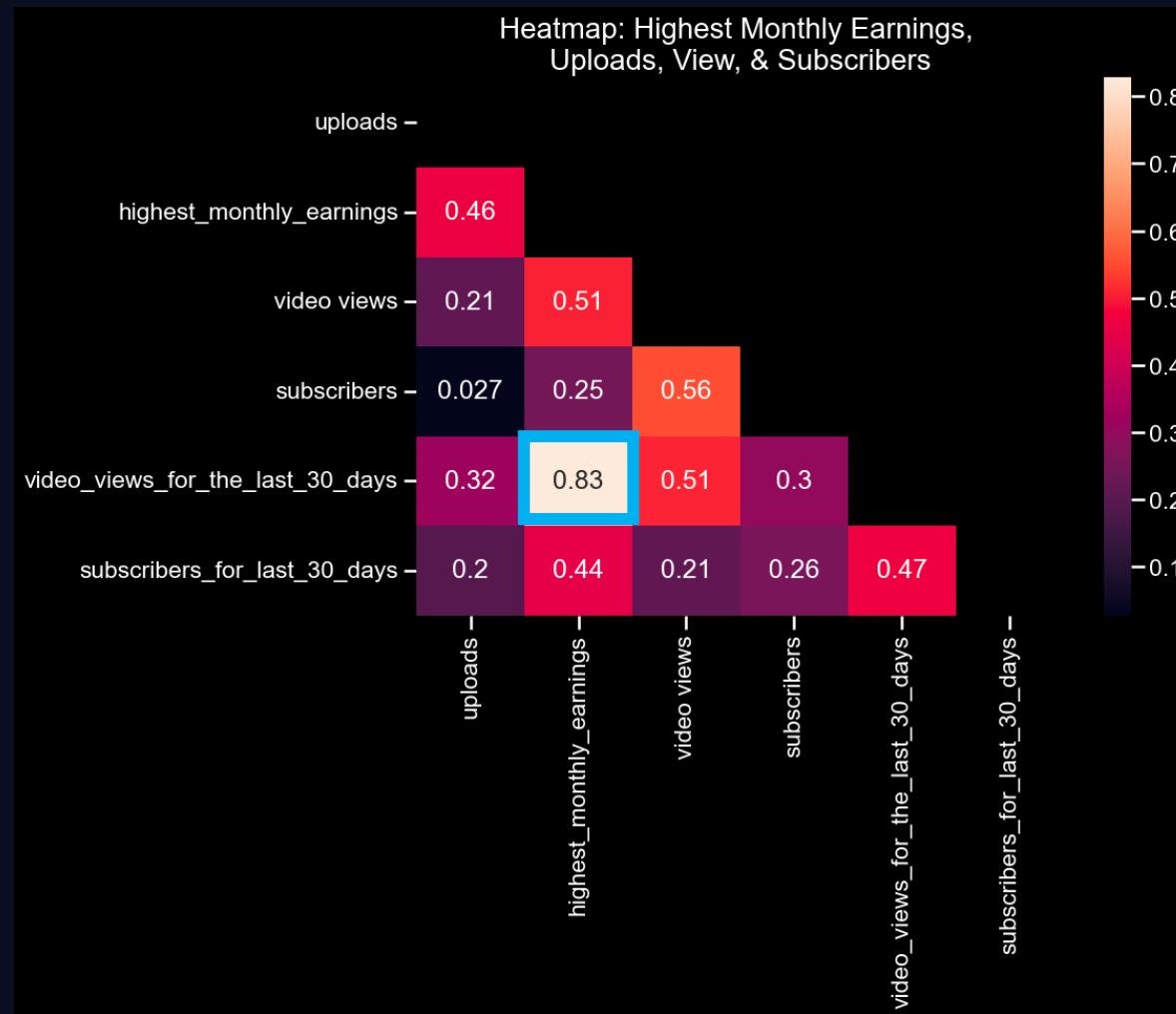


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**Another almost perfectly linear relationship observed between the *highest monthly earnings & video views for the last 30 days.***

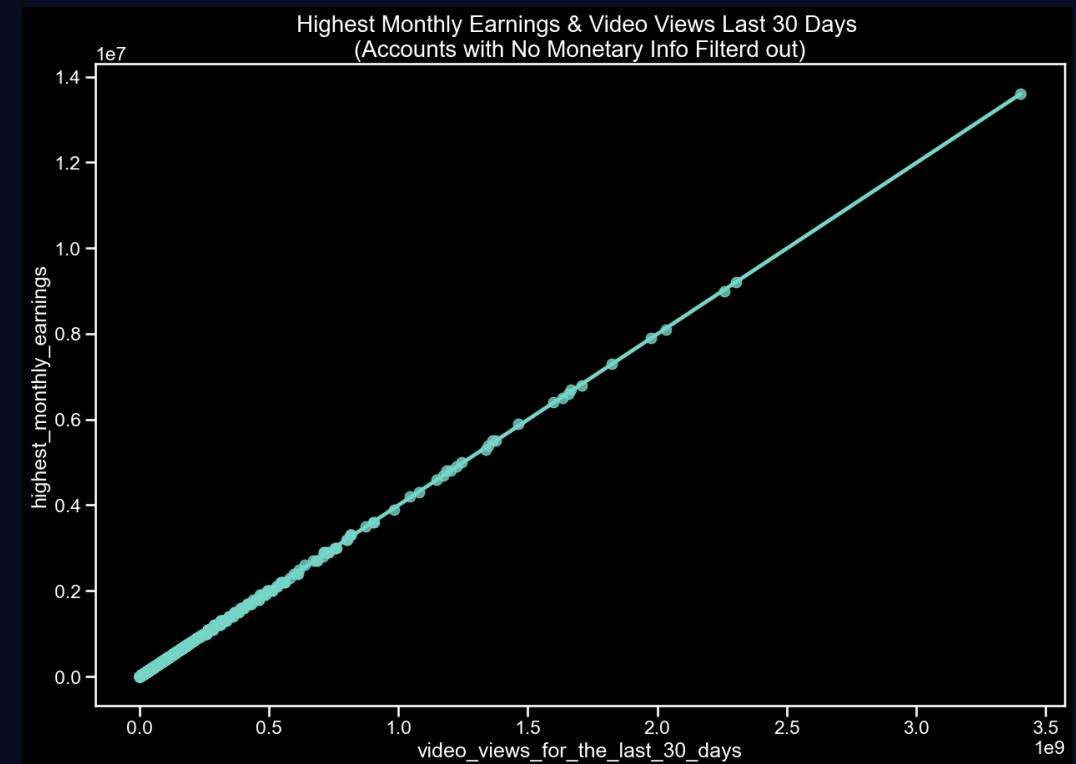


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Linear regression estimates the *coefficient* to be **0.003996** and *intercept* **536.14**.

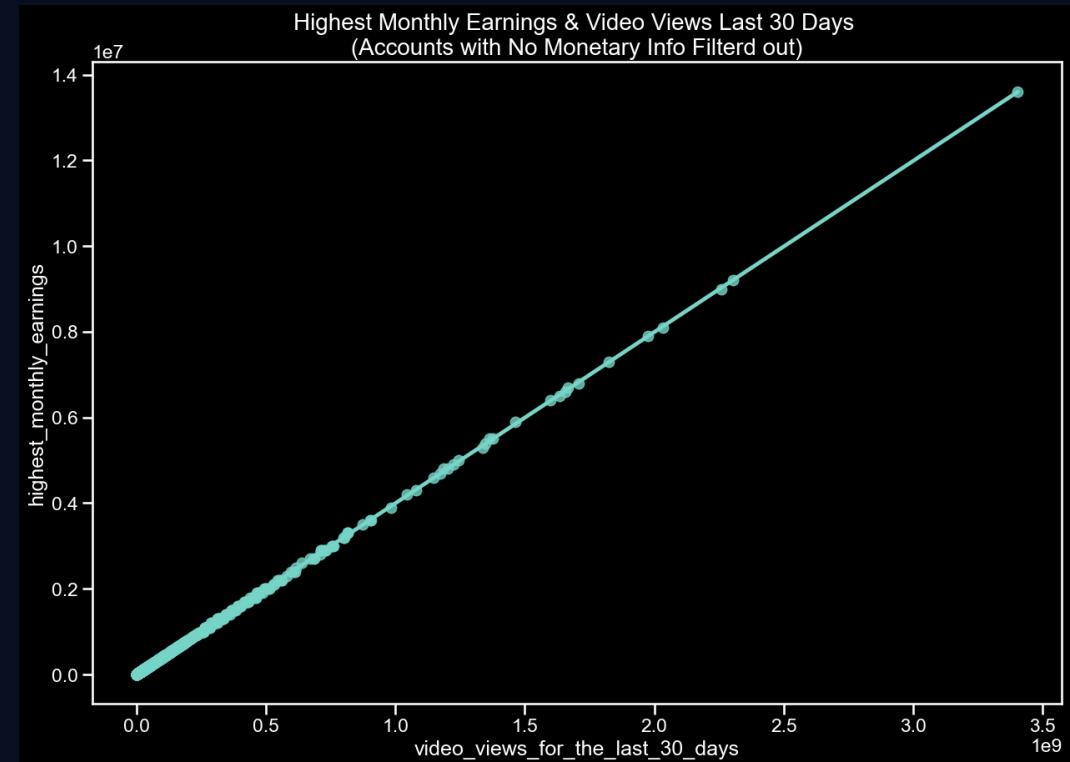


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**Meaning that for every 1k video views, the ‘extra’ highest monthly earnings for a channel is estimated to increase by around \$4 on top of the \$536 ‘baseline’.**

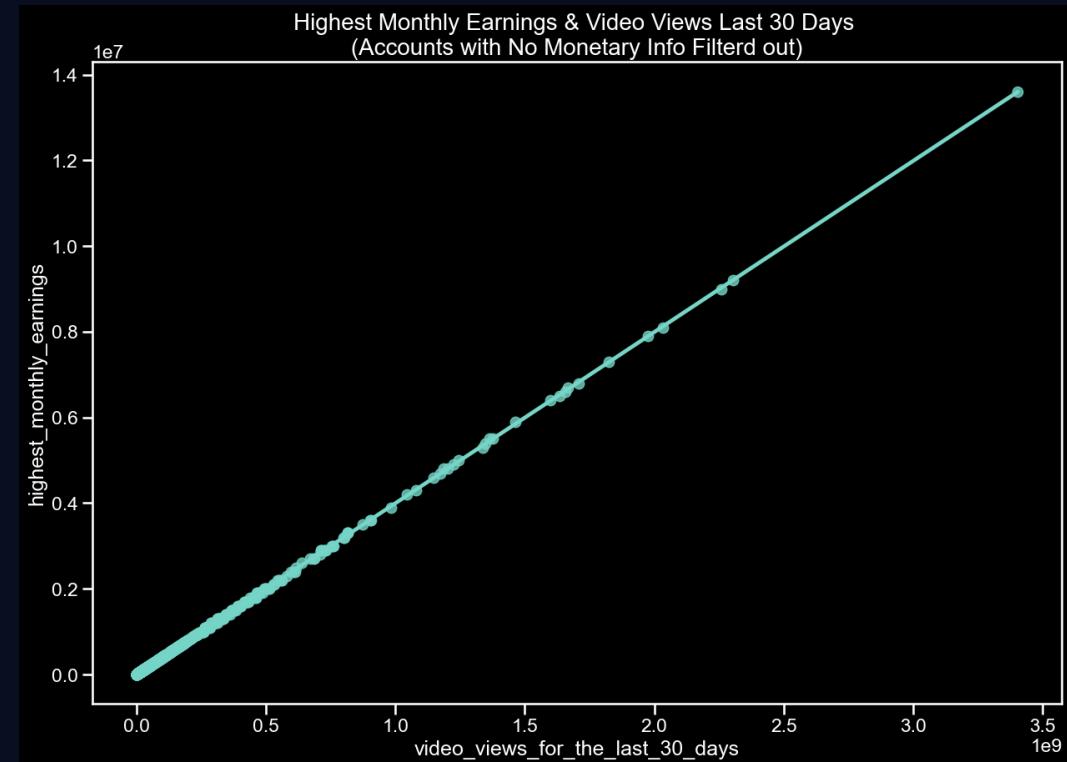


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**Let's take this Mr.  
Beat's 562M-view  
video as an example.**

*Assuming that this is the video contributing to the highest monthly income for his channel.*



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- (Expected Earnings)**

On average, this video gets **~21.6M views** and **\$87k earnings per month.**

*As of Nov 2024, this video has been around for 26 months since its published day (Nov 2021).*

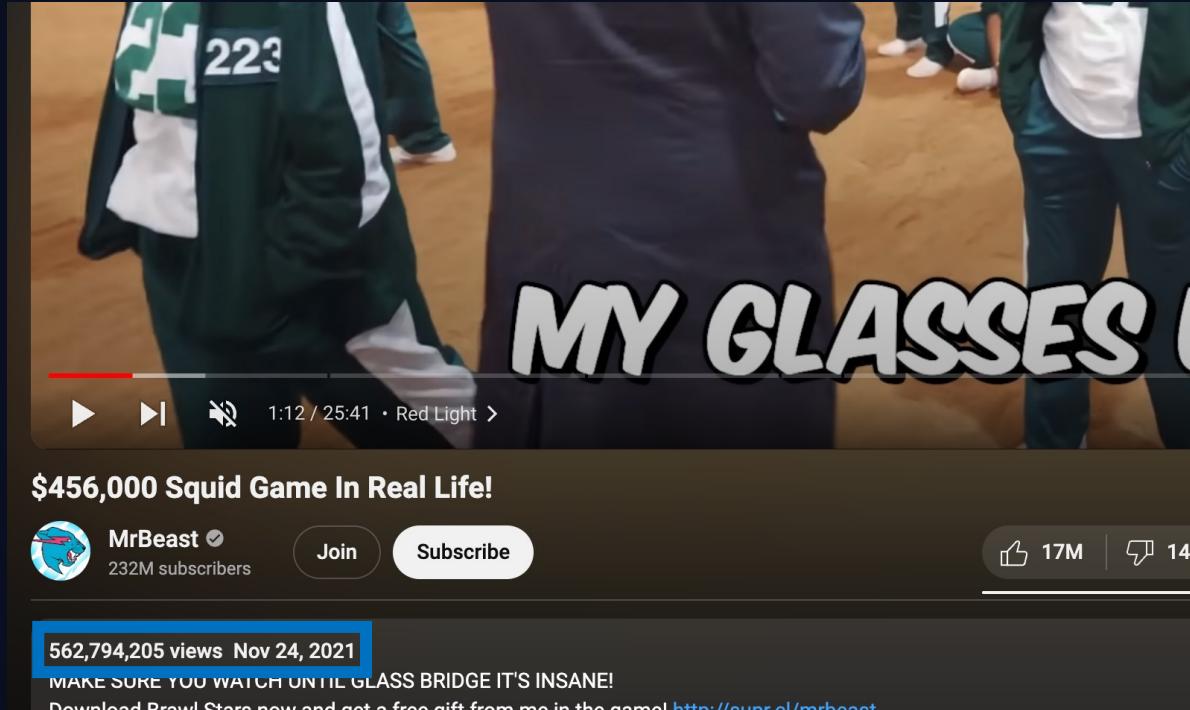


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However, the range between average lowest and highest monthly earnings across all channels is also big - around **\$553M**.

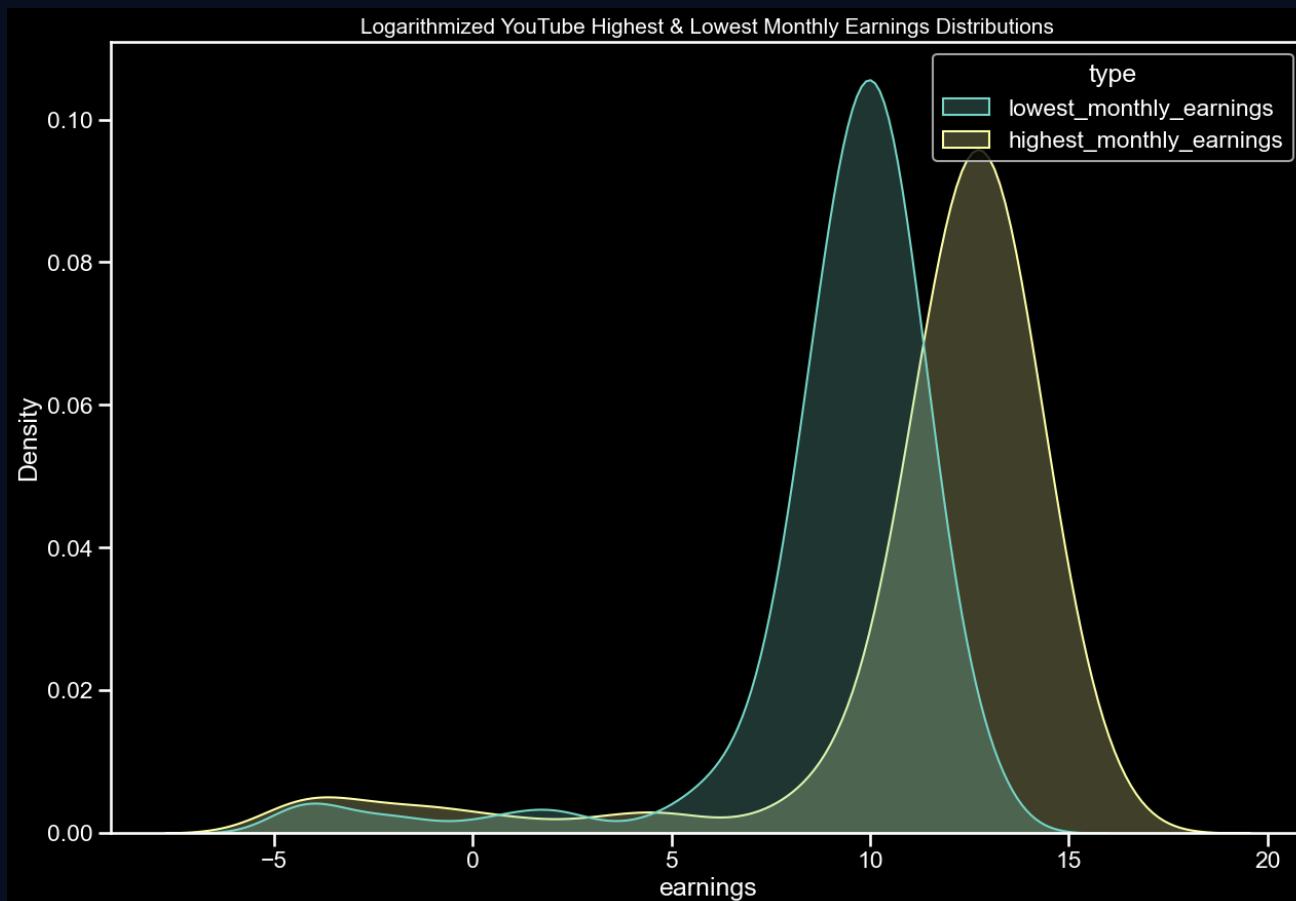


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**So have realistic  
expectations and plan wisely  
before you quit your day job  
in an effort to become the  
next Mr. Beast!**



EDIT PROFILE



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# THANK YOU

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