# SUBSCRIBER GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

#### 1.Introduction:

#### 1.1 Overview

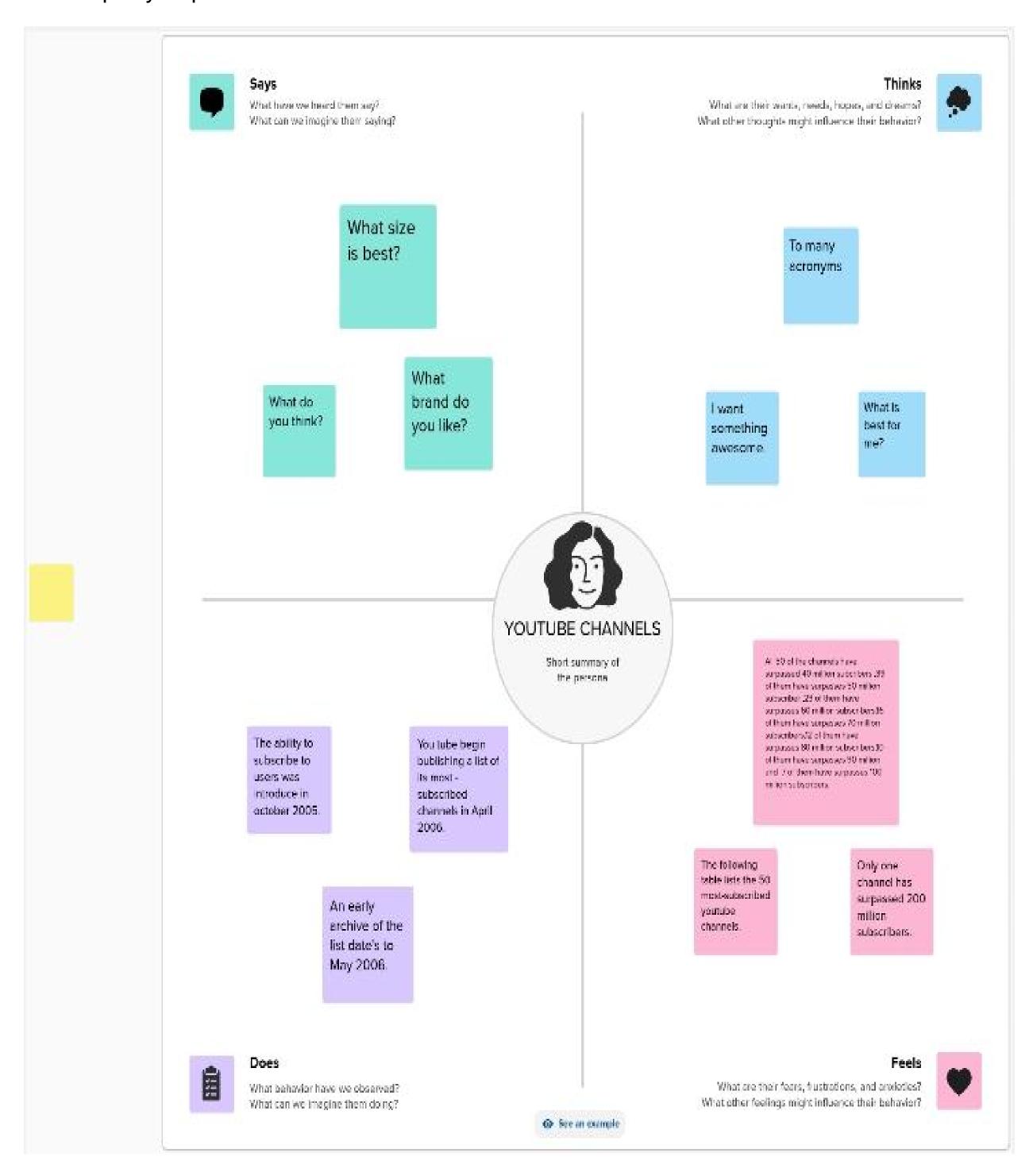
A subscriber to a channel on the video-sharing youtube is a user who has chosen to receive the channels content by clicking on that channels "subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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 that have been made effectively obsolete as a result of the transferal of their content (such as Justin 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, 12 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.

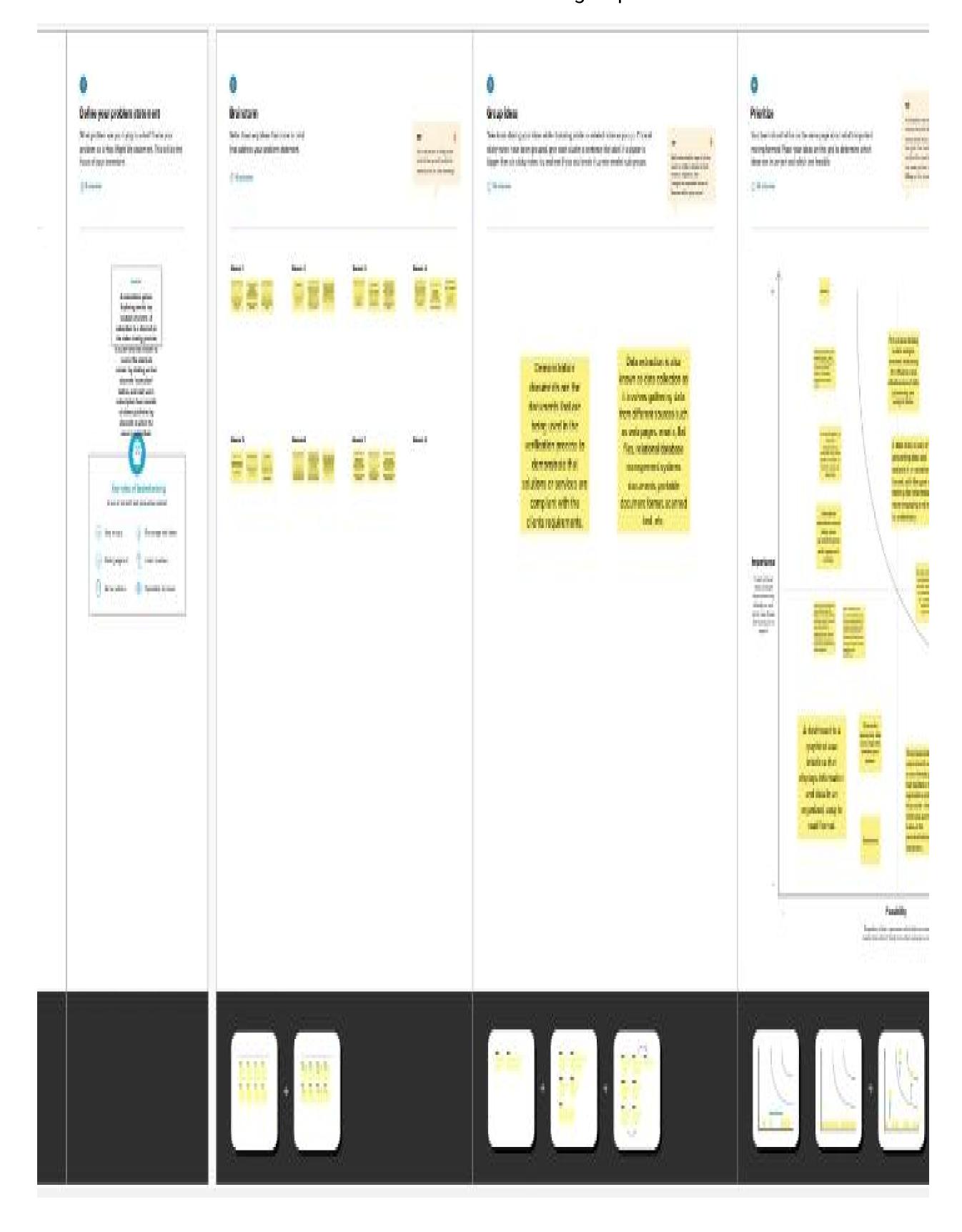
# 1.2.Purpose

- Define Problem / Problem Understanding
  - o Specify the business problem
  - o Business requirements
  - o Literature Survey
- Data Collection & Extraction
  - o Collect the dataset
  - Connect Dataset with Tableau
- Data Preparation
  - o Prepare the Data for Visualization
- Data Visualizations
  - No of Unique Visualizations
- Dashboard
  - Responsive and Design of Dashboard
- Story
  - o No of Scenes of Story
- Performance Testing
  - o Utilization of Data Filters
  - o No of Visualizations/ Graphs
- Publishing

# 2.1 Empathy map

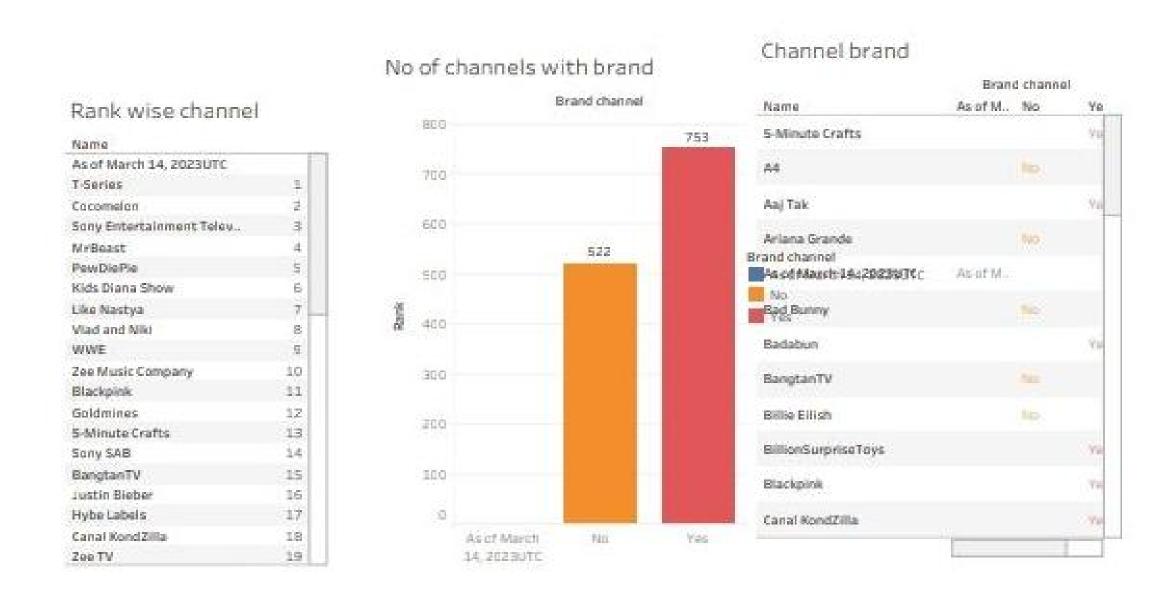


# 2.2 Ideation & Brainstorming Map

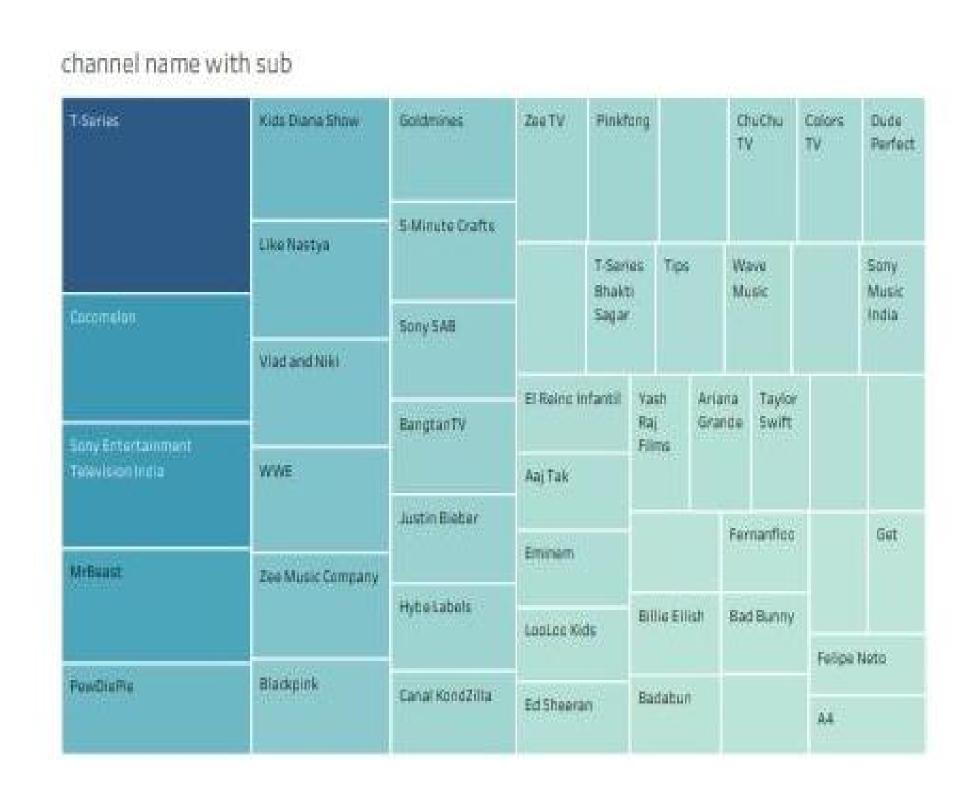


## 3. Result

## Dashboard 1

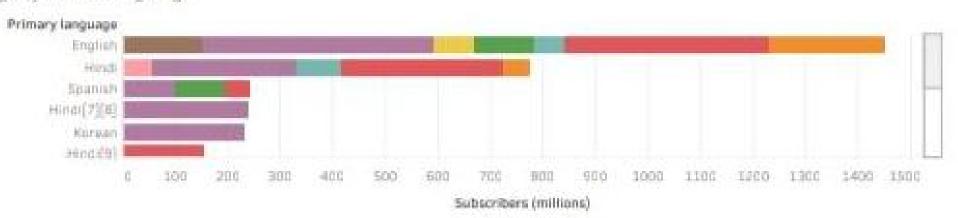


# Dashboard 2



# Dashboard 3

## category wise language

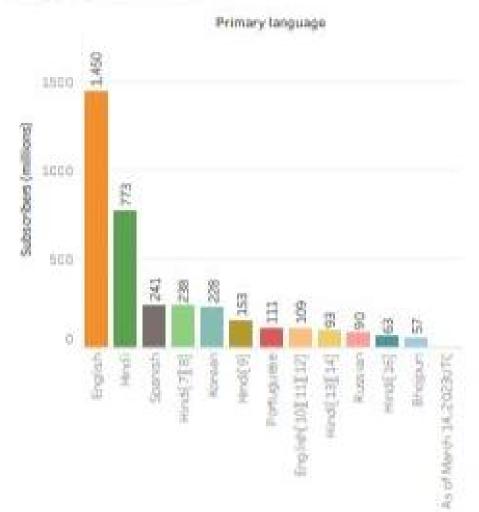


## country and language

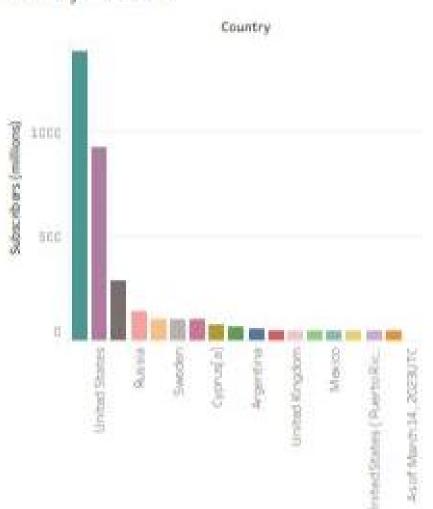


# Dashboard 4

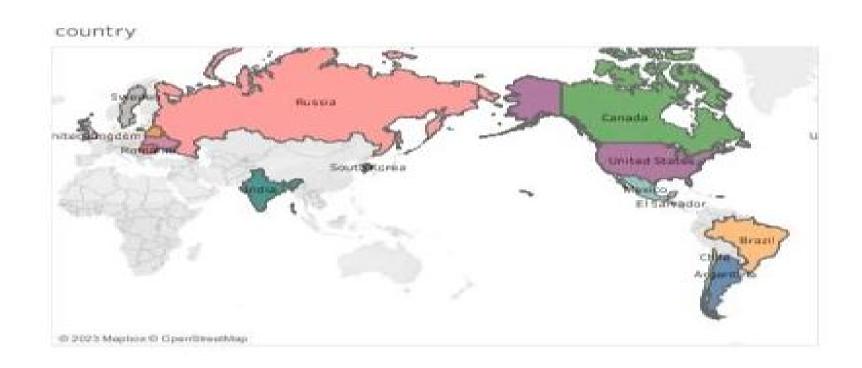
### language wise sub



# country wise sub

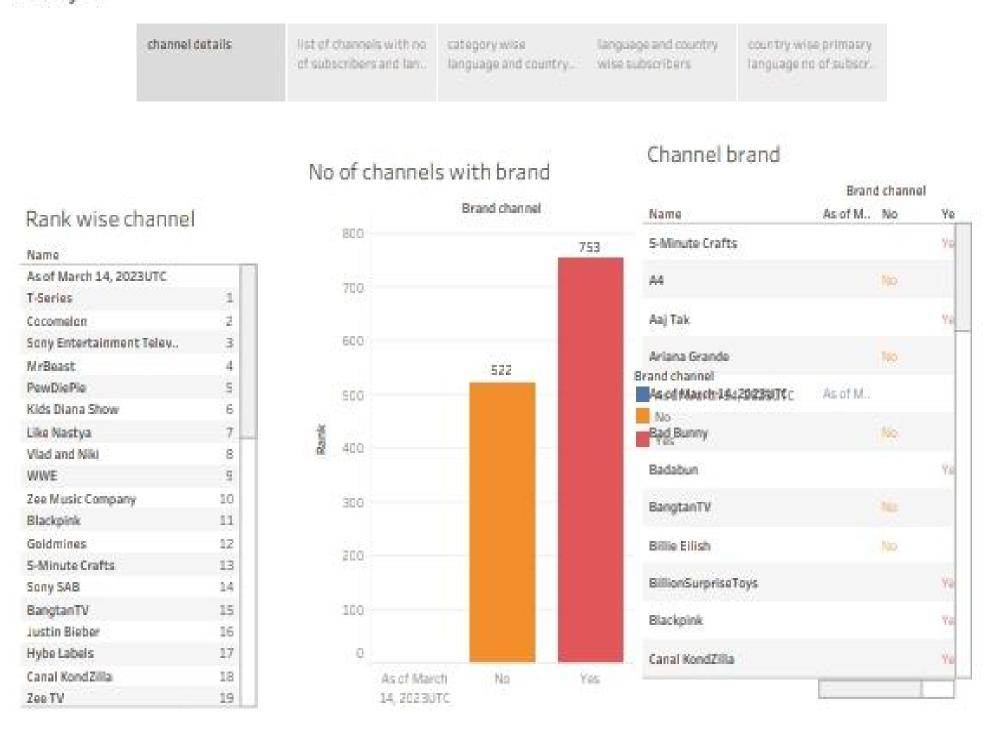


# Dashboard 5



# **STORY**

# Story 1



			list of channels with no of subscribers and lan		category wise tanguage and country			language and country wise subscribers			country wise prim language no of sub	
channe	l name wit	h sub										
T-Saries		Kids Diana Show	Goldmines	Goldmines		Pinkfa	ng		ChuChu TV	Colors TV	Dude Parfec	
		Like Nastya	5 Minute Crafts Sony SAB			T-Saria	s Tp	4	Wave Music		Sony Music India	
Cocomelon						Bhakti Sagar						
		Viad and Niki			El Reino Infanti		Yash	Arian	THE RESERVE OF THE PARTY OF THE			
Sany Enter Television I		WWE	BangtanTV		Aaj Tak		Raj Films	Grani	de Swift			
			Justin Bieb	ar	Eminen				Fernantico		Get	
MrBeast		Zee Music Company	Hytrotabol		NAMES.		Billig Eilish		Bad Bunny			
			THE LABOR.		LooLoo Kids		Billie Eilish		Bad Bunny		Felipe Neto	







#### **4 ADVANTAGE & DISADVANTAGE**

# Advantage:

- ► It's free to use: you can watch and upload videos on youtube.
- ▶ Wide selection of content: There is a wide variety of content available on youtube.
- ► Accessibility: you can access youtube from any device with an internet connection, including your computer.
- ► Environmental sustainability: youtube has made efforts to reduce its carbon footprint by using renewable energy sources.

# Disadvantage:

- Quality and Copyright: The quality of videos on youtube can vary significantly as not all videos create professionally.
- Misinformation: Some videos on youtube contain misinformation or false information.
- Inappropriate content: While youtube has strict policies to remove inappropriate content.

#### 5. APPLICATIONS

Problem understanding also known as problem definition or problem identification, is the initial and critical phase of any data analysis or problem-solving process. It involves gaining a clear and comprehensive understanding of the problem at hand, its context, scope, and objectives.

#### 6. CONCLUSION

Subscribers are also important because youtube will send them notifications about your new videos and feature them on their homepage, helping generate more views. Subscribers also watch twice as much video as non-subscribers, so the more subscribers you have, the more watch time your videos will collect.

# 7. FUTURE SCOPE:

Indian record label T-Series is the most-subscribed channel, with over 250 million subscribers as of October 2023. American youtube personality MrBeast is the most-subscribed individual and second most-subscribed channel overall, with 192 million subscribers as of October 2023.

Unsurprisingly, product reviews are at the top of our list. The #1 most watched video type on youtube, product reviews can attracts a lot of new subscribers who otherwise might not have found your channel.