# Arignar Anna Govt Arts College, Musiri-621211.

## Subscribers Galore : Exploring World’s Top Youtube Channels

TEAM ID : NM2023TMID25483


Team leader:

B. ARASU - 85114F2E7F456848B4F4D5D6468B01C6

Team member:

ARISH KUMAR C-2B585D5C3865F77A5BA4EC5B284378A0

BHUVANASHWARI M -F1CE4CF7F8FF141AA3D49E8932A7862D

DEEPA M -AEBB59662A3EDD888824EEE30F02ECF1

Menter name :Dr.C.SIVAKUMAR


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.

Project Flow:

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
  - Specify the business problem
  - Business requirements o Literature Survey
- Data Collection & Extraction
  - Collect the dataset

- Connect Dataset with Tableau

- Data Preparation
  - Prepare the Data for Visualization
- Data Visualizations
  - No of Unique Visualizations
- Dashboard
  - Responsive and Design of Dashboard
- Story
  - No of Scenes of Story
- Performance Testing
  - Utilization of Data Filters
  - No of Visualizations/ Graphs
- Publishing
  - Publishing Dashboard & Story to Tableau Public
- Project Demonstration & Documentation
  - Record explanation Video for project end to end solution
  - Project Documentation-Step by step project development

## Milestone 1: Define Problem / Problem Understanding

## Activity 1: Specify the business problem

Refer Project Description

## Activity 2: Business requirements

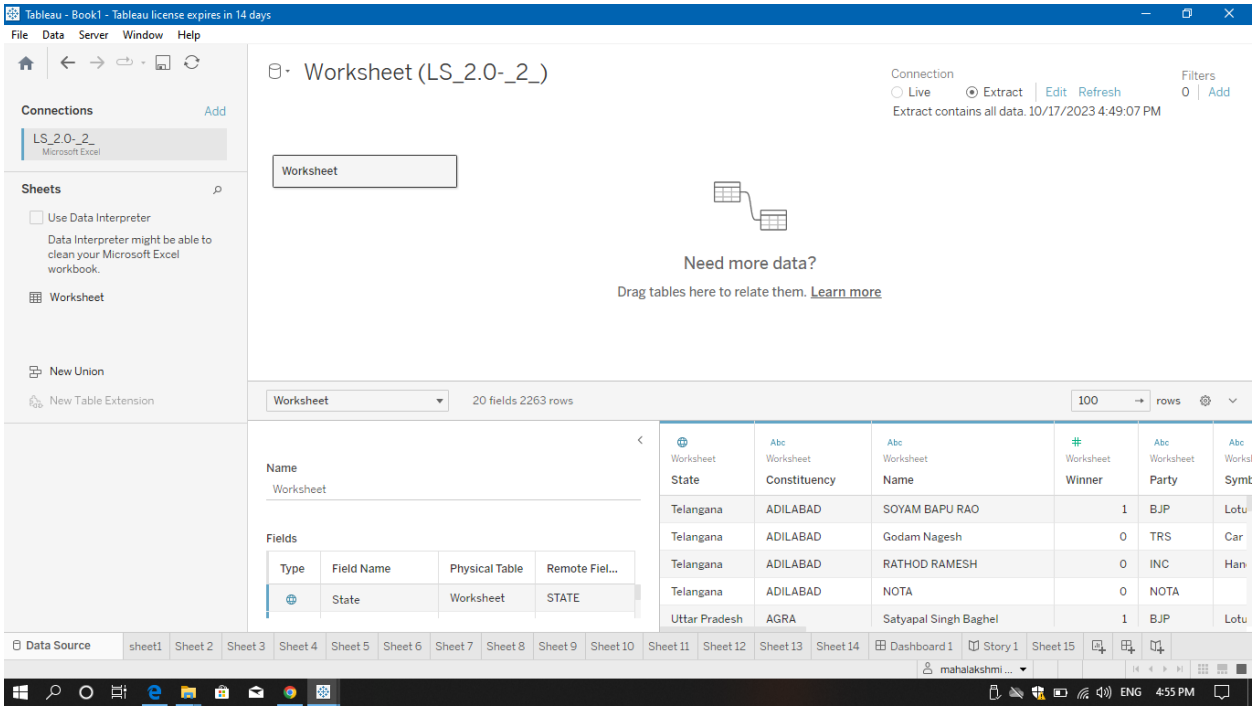
- Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics.

### Activity 3: Literature Survey (Student Will Write)

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic.

# Activity 1: Collect the dataset

Please use the link to download the dataset:




# Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV files. We have provided csv file.

# Column Description for Youtube_Channels.csv:

● (17) Countries: * India, United States, Sweden, Ukraine, Russia, South Korea, Cyprus[a], Canada, Brazil, Argentina, Romania, United Kingdom, Chile, Mexico, El Salvador, United States (Puerto Rico), Belarus.

● (8) Categories: Music, Education, Entertainment, Games, Sports, Film, How-to, News.

● (7) Primary Languages: English, Hindi, Spanish, Korean, Portuguese, Russian,Bhojpuri.

● (49)Name:

1. ● T-Series
2. ● Cocomelon
3. ● Sony Entertainment Television India
4. ● MrBeast
5. ● Kids Diana Show
6. ● Like Nastya
7. ● Vlad and Niki
8. ● WWE
9. ● Zee Music Company
10. ● Blackpink
11. ● Goldmines

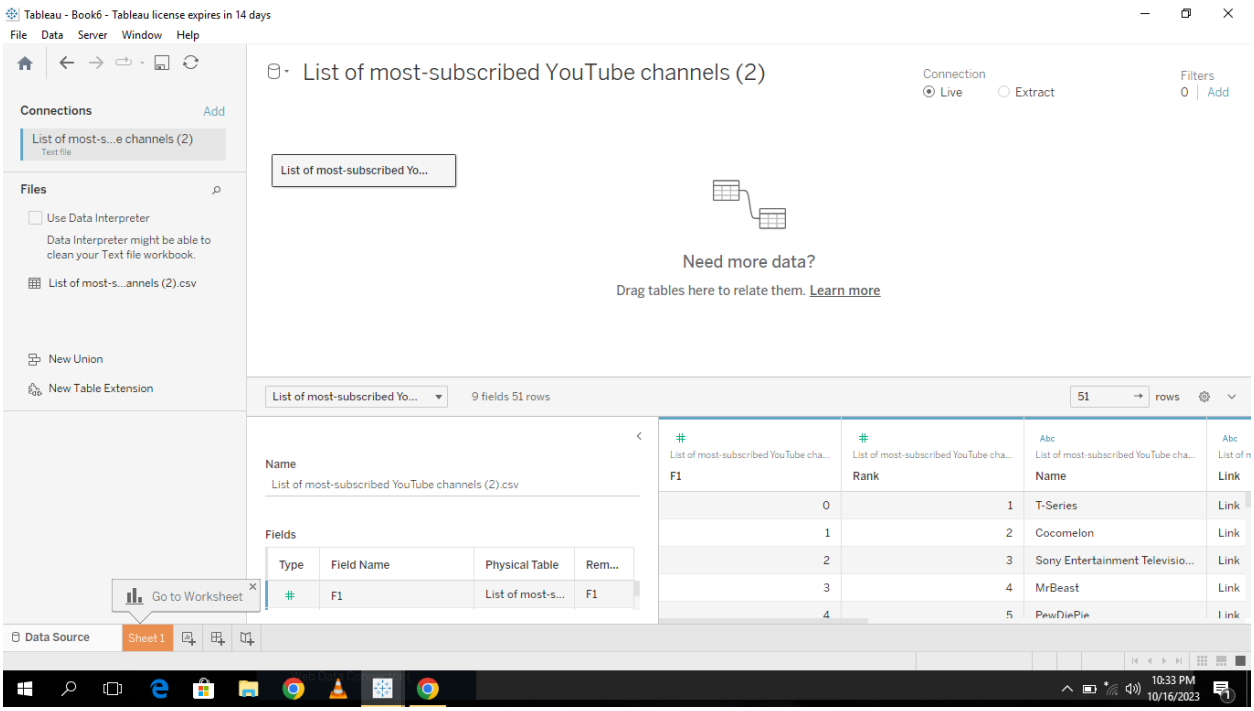
12. ● 5-Minute Crafts
13. ● Sony SAB
14. ● BangtanTV
15. ● Justin Bieber
16. ● Hybe Labels
17. ● Canal KondZilla
18. ● Zee TV
19. ● Pinkfong
20. ● Shemaroo Entertainment
21. ● ChuChu TV
22. ● Colors TV
23. ● Dude Perfect
24. ● Movieclips
25. ● T-Series Bhakti Sagar
26. ● Tips Industries
27. ● Wave Music
28. ● Marshmello
29. ● Sony Music India
30. ● El Reino Infantil
31. ● Aaj Tak
32. ● Eminem
33. ● LooLoo Kids
34. ● Ed Sheeran
35. ● Yash Raj Films
36. ● Ariana Grande

## Activity 2: Connect Dataset with Table

Explanation video link:

# MILESTONE 3 : Data preparation

Activity 1: Prepare the Data for Visualization Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis Milestone 4: Data Visualization Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data. Activity 1: No of Unique Visualizations The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables.




Activity 1.1 Rank wish Channel, No of Channels with Brand And Channel Brand Explanation video link:

Activity 1.2: Channel name with subscribers and No of channels for particular language. Explanation video link:

Activity 1.3: Country and Language wise subscribers Explanation video

Activity :1- Responsive and Design of Dashboard The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

Explanation videMilestone 6: Story A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the

context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.o link:

Activity 1.4: Country wish Channel

Milestone 5: Dashboard

Activity:1- Responsive and Design of Dashboard

Milestoine 6: Story

Activity:1-No of Scenses of Story

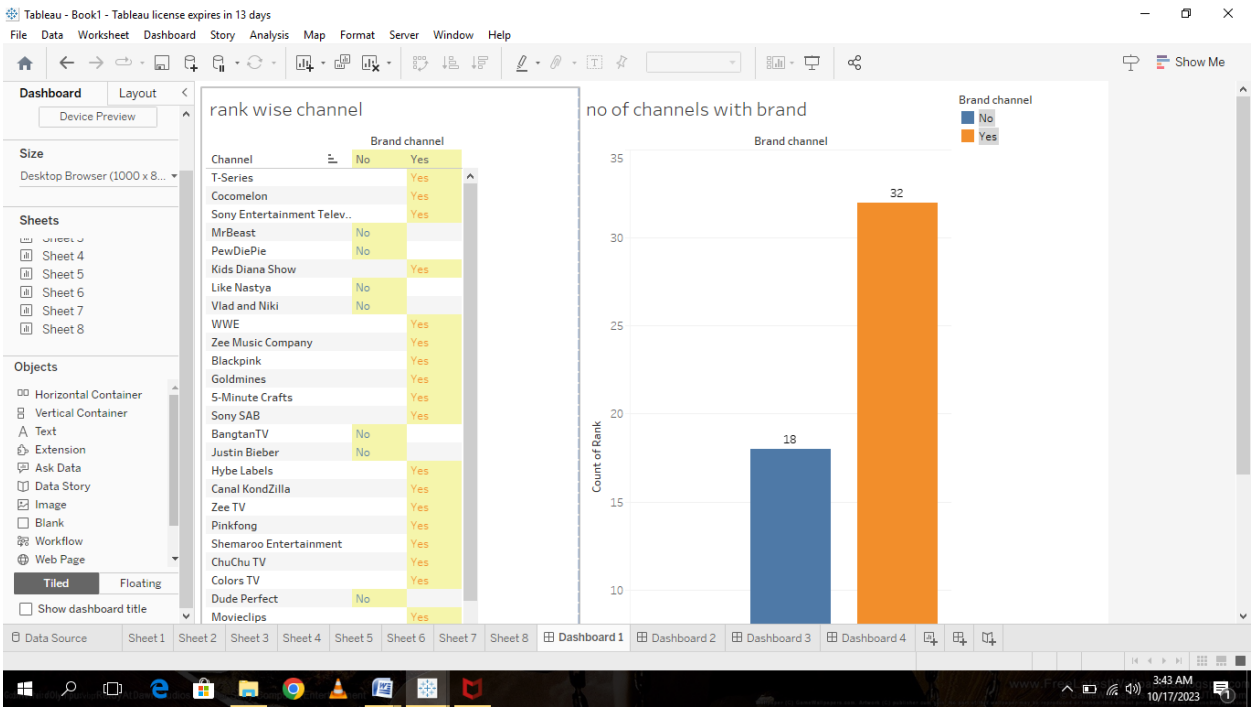
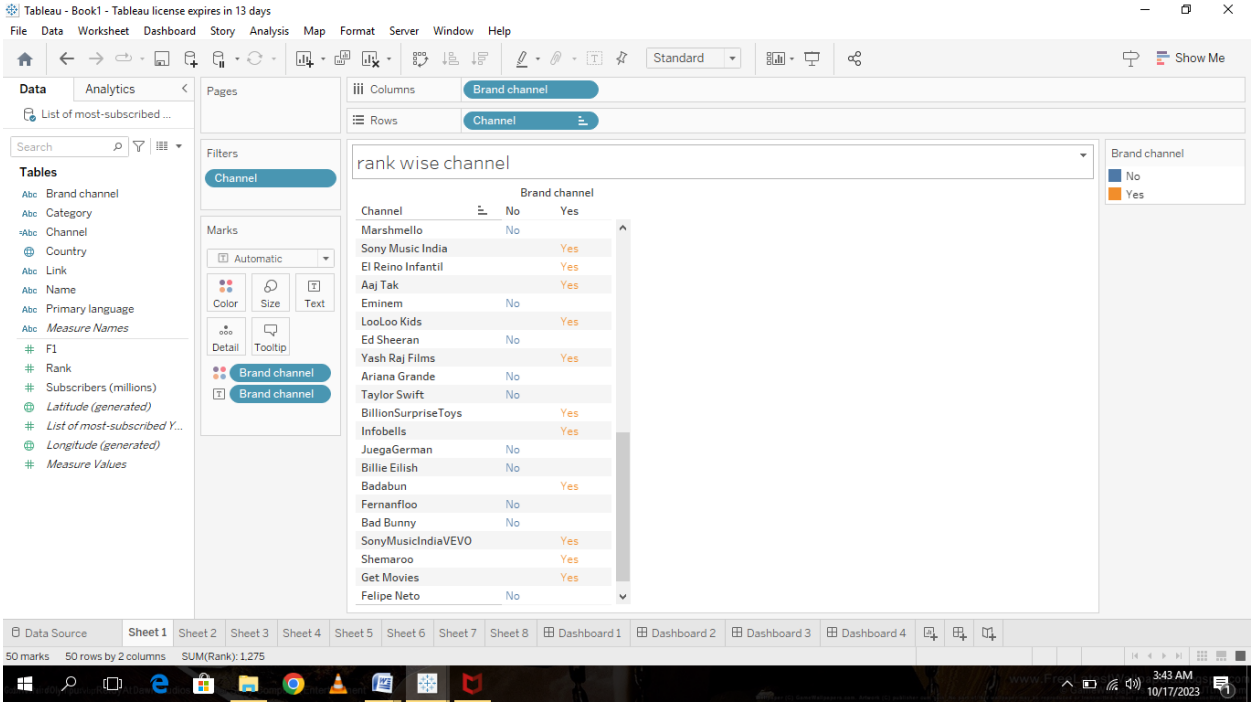


Tableau - Book1 - Tableau license expires in 13 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
Dashboard Layout
Device Preview
Size
Desktop Browser (1000 x 8...
Sheets
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Objects
Horizontal Container
Vertical Container
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Web Page
Tiled
Floating
Show dashboard title
rank wise channel
Brand channel
Channel No Yes
T-Series Yes
Cocomelon Yes
Sony Entertainment Telev.. Yes
MrBeast No
PewDiePie No
Kids Diana Show Yes
Like Nastya No
Vlad and Niki No
WWE Yes
Zee Music Company Yes
Blackpink Yes
Goldmines Yes
5-Minute Crafts Yes
Sony SAB Yes
BangtanTV No
Justin Bieber No
Hybe Labels Yes
Canal KondZilla Yes
Zee TV Yes
Pinkfong Yes
Shemaroo Entertainment Yes
ChuChu TV Yes
Colors TV Yes
Dude Perfect No
Movieclips Yes
no of channels with brand
Brand channel
No
Yes
Count of Rank
35
30
25
20
15
10
18
32
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Dashboard 1
Dashboard 2
Dashboard 3
Dashboard 4
3:43 AM
10/17/2023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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data Analytics
List of most-subscribed ...
Search
Tables
Abc Brand channel
Abc Category
Abc Channel
Country
Abc Link
Abc Name
Abc Primary language
Abc Measure Names
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Rank
Subscribers (millions)
Latitude (generated)
List of most-subscribed Y...
Longitude (generated)
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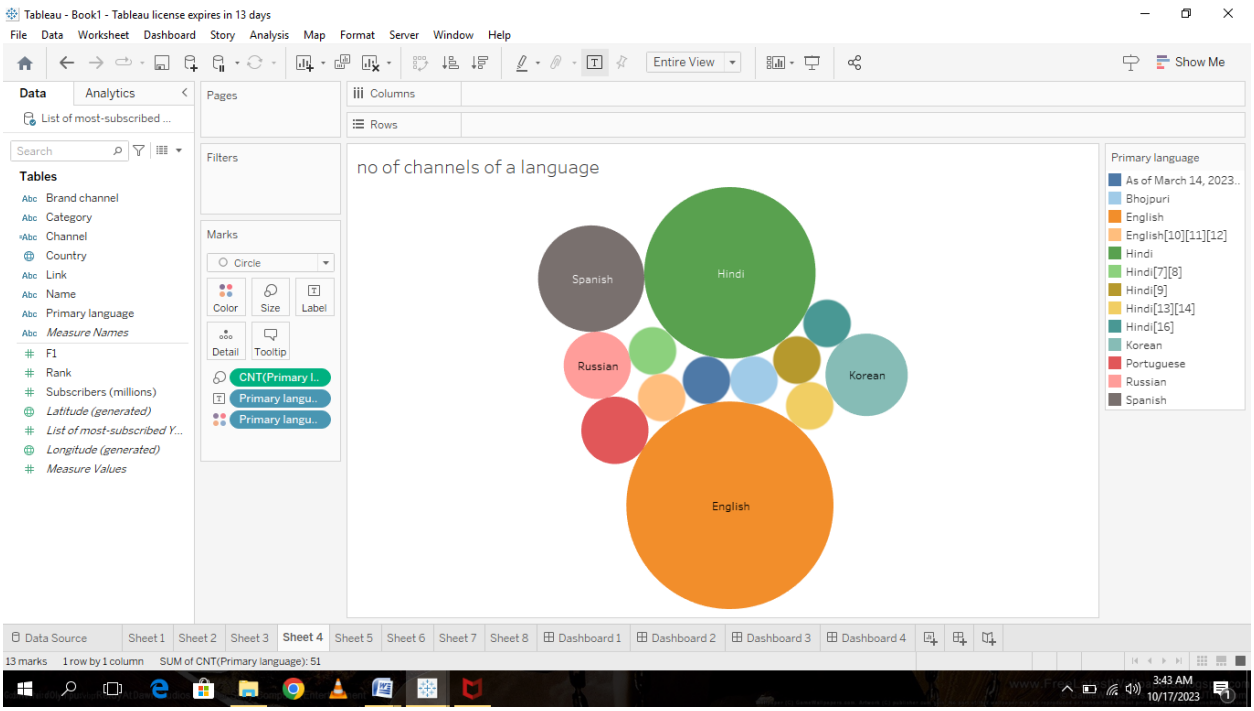
Pages
Filters
Channel
Marks
Automatic
Color
Size
Text
Detail
Tooltip
Brand channel
Brand channel
Columns
Brand channel
Rows
Channel
rank wise channel
Brand channel
Channel No Yes
Marshmello No
Sony Music India Yes
El Reino Infantil Yes
Aaj Tak Yes
Eminem No
LooLoo Kids Yes
Ed Sheeran No
Yash Raj Films Yes
Ariana Grande No
Taylor Swift No
BillionSurpriseToys Yes
Infobells Yes
JuegaGerman No
Billie Eilish No
Badabun Yes
Fernanfloo No
Bad Bunny No
SonyMusicIndiaVEVO Yes
Shemaroo Yes
Get Movies Yes
Felipe Neto No
Brand channel
No
Yes
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Dashboard 1
Dashboard 2
Dashboard 3
Dashboard 4
50 marks
50 rows by 2 columns
SUM(Rank): 1,275
3:43 AM
10/17/2023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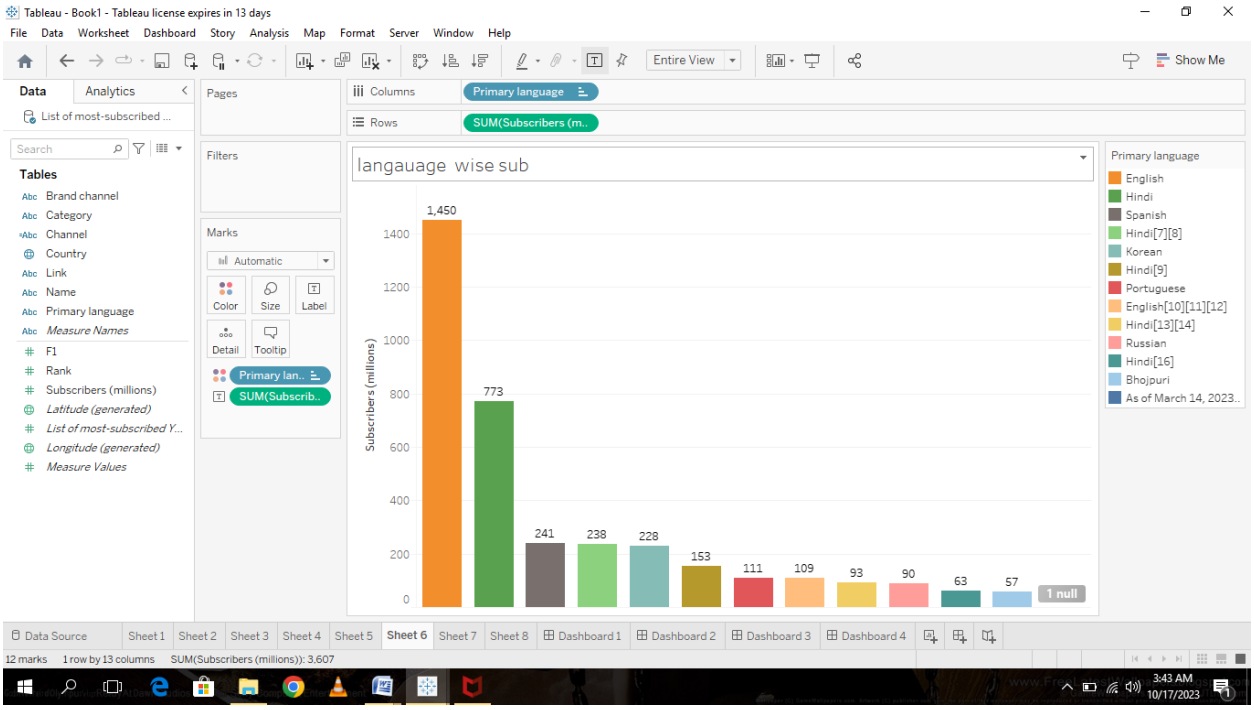
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Show Me
Data Analytics
List of most-subscribed ...
Search
Tables
Abc Brand channel
Abc Category
Abc Channel
Country
Abc Link
Abc Name
Abc Primary language
Abc Measure Names
F1
Rank
Subscribers (millions)
Latitude (generated)
List of most-subscribed Y...
Longitude (generated)
Measure Values
Pages
Filters
Marks
Circle
Color
Size
Label
Detail
Tooltip
CNT(Primary l..
Primary langu..
Primary langu..
Columns
Rows
no of channels of a language
Spanish
Hindi
Russian
Korean
English
Primary language
As of March 14, 2023..
Bhojpuri
English
English[10][11][12]
Hindi
Hindi[7][8]
Hindi[9]
Hindi[13][14]
Hindi[16]
Korean
Portuguese
Russian
Spanish
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Dashboard 1
Dashboard 2
Dashboard 3
Dashboard 4
13 marks
1 row by 1 column
SUM of CNT(Primary language): 51
3:43 AM
10/17/2023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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Show Me
Data Analytics
List of most-subscribed ...
Search
Tables
Abc Brand channel
Abc Category
Abc Channel
Country
Abc Link
Abc Name
Abc Primary language
Abc Measure Names
F1
Rank
Subscribers (millions)
Latitude (generated)
List of most-subscribed Y...
Longitude (generated)
Measure Values
Pages
Filters
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Size
Label
Detail
Tooltip
Primary lan..
SUM(Subscrib..
Columns
Primary language
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SUM(Subscribers (m..
langauage wise sub
Subscribers (millions)
1400
1200
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800
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400
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241
238
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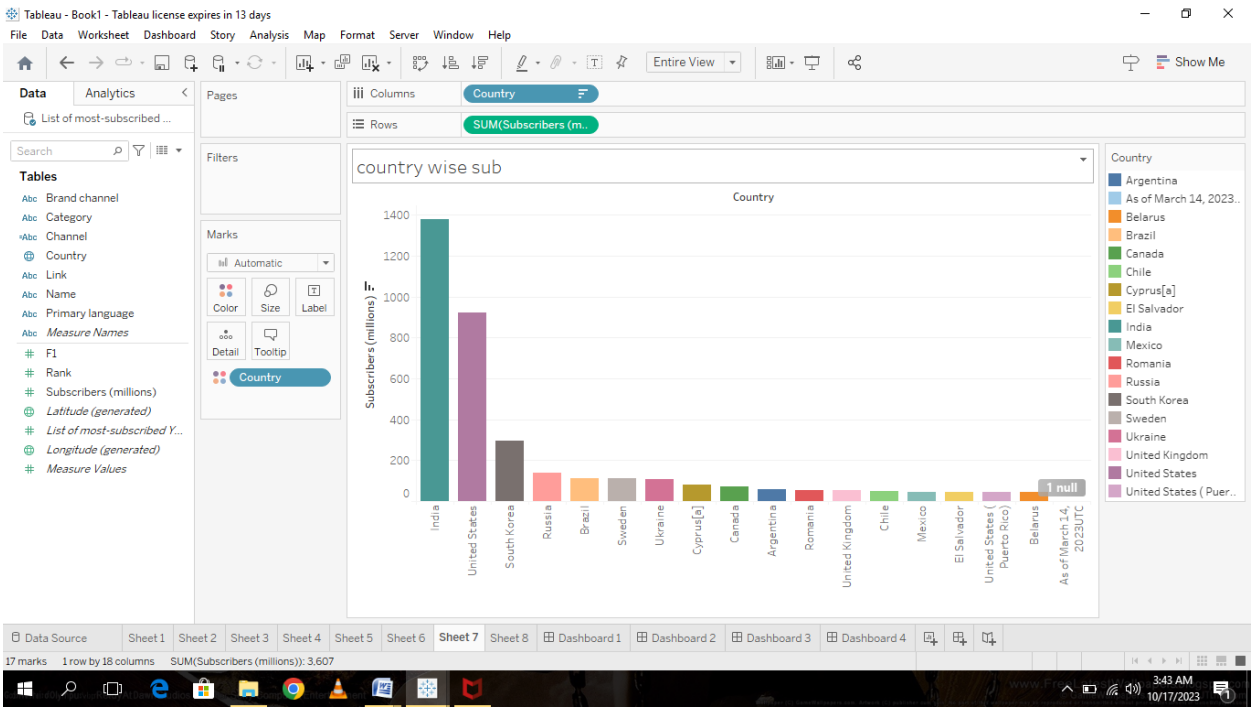
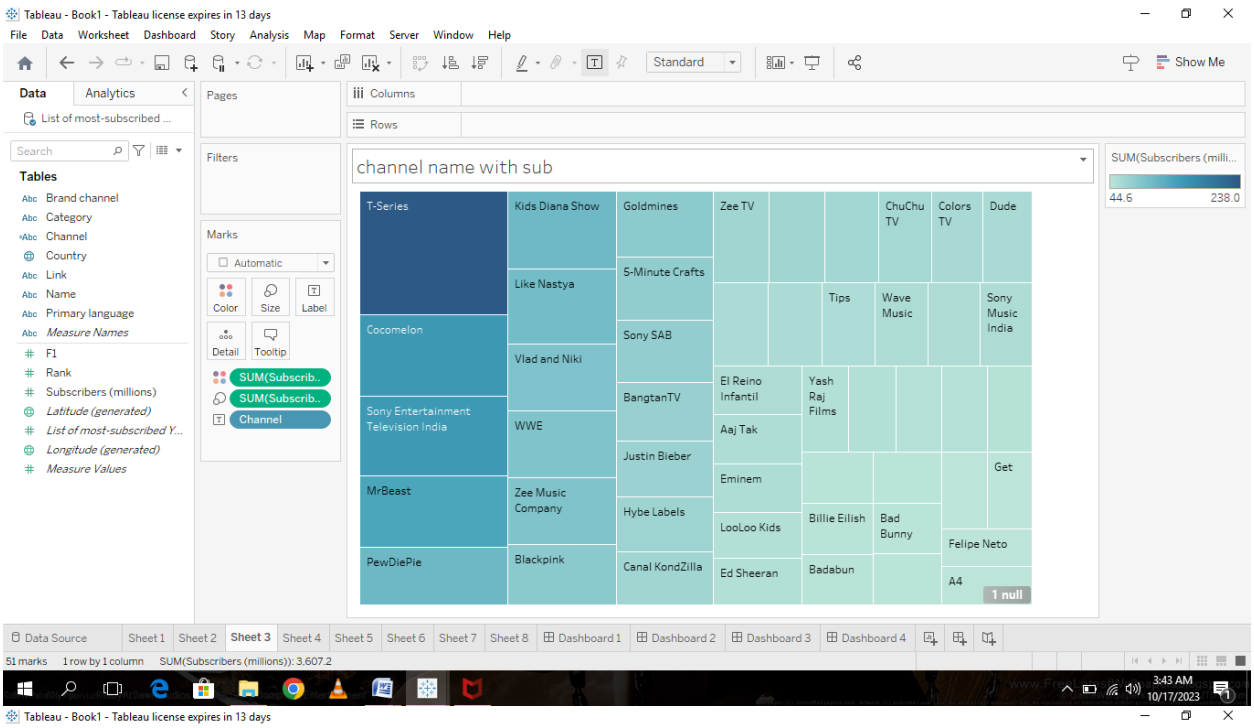
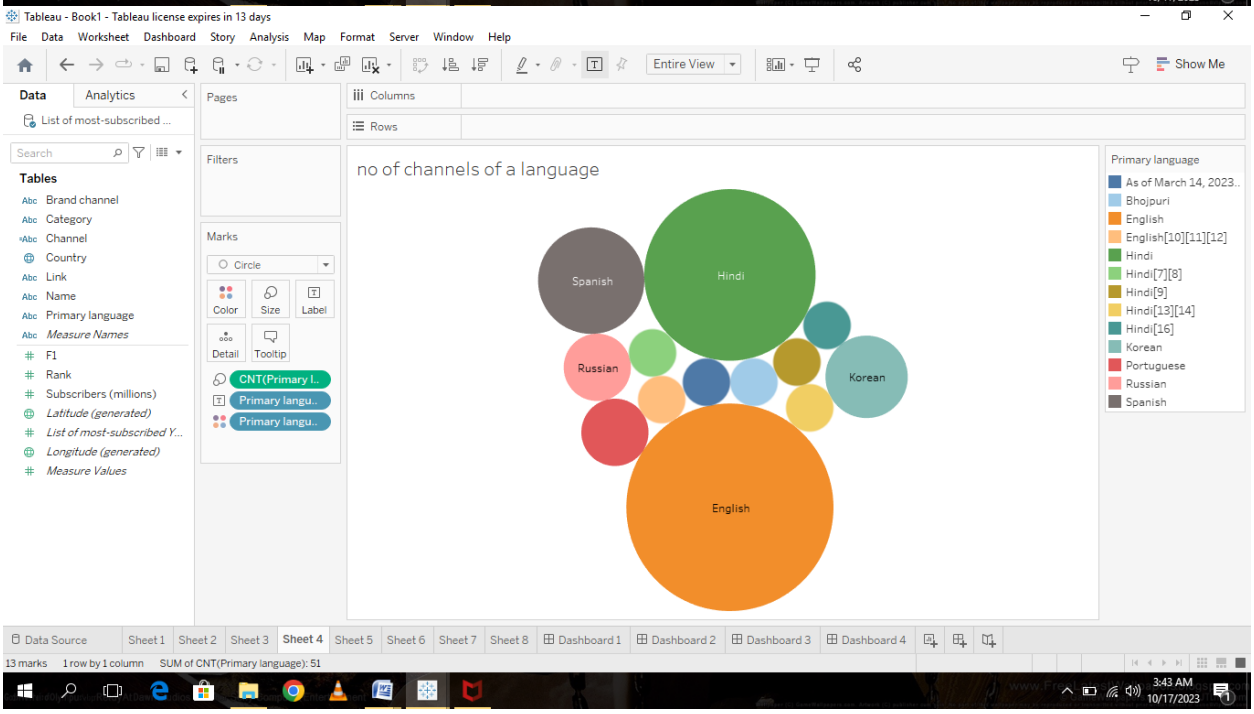
153
111
109
93
90
63
57
1 null
Primary language
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
Hindi[13][14]
Russian
Hindi[16]
Bhojpuri
As of March 14, 2023..
Data Source
Sheet 1
Sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 7
Sheet 8
Dashboard 1
Dashboard 2
Dashboard 3
Dashboard 4
12 marks
1 row by 13 columns
SUM(Subscribers (millions)): 3,607
3:43 AM
10/17/2023




## Milestone 7: Performance Testing

## Activity 1: Utilization of Filters




Activity 2: No of Visualizations\Graphs

Milestone 8: Publishing

Milestone 9: Project Demonstration & Documentation

Publishing:

https://public.tableau.com/app/profile/arish.kuamr.c/viz/exploringworidstopyoutubechannels/Dashboard1?publish=yes

https://public.tableau.com/app/profile/arish.kuamr.c/viz/exploringworidstopyoutubechannels/Dashboard2?publish=yes

https://public.tableau.com/app/profile/arish.kuamr.c/viz/exploringworidstopyoutubechannels/Dashboard3?publish=yes

https://public.tableau.com/app/profile/arish.kuamr.c/viz/exploringworidstopyoutubechannels/Dashboard4?publish=yes

https://public.tableau.com/app/profile/arish.kuamr.c/viz/exploringworidstopyoutubechannels/Dashboard4?publish=yes