

# **PROJECT REPORT**

## **EXPLORING TOP YOUTUBE CHANNELELS IN THE WORLD**

### **TEAM MEMBERS:**

**ANISH FATHIMA. A**

**ARCHANA. M**

**DEVI. K**

### **MENTOR:**

**C. RAMACHANDRAN**

**This project was all about how to use tableau software, which involved the following Steps:**

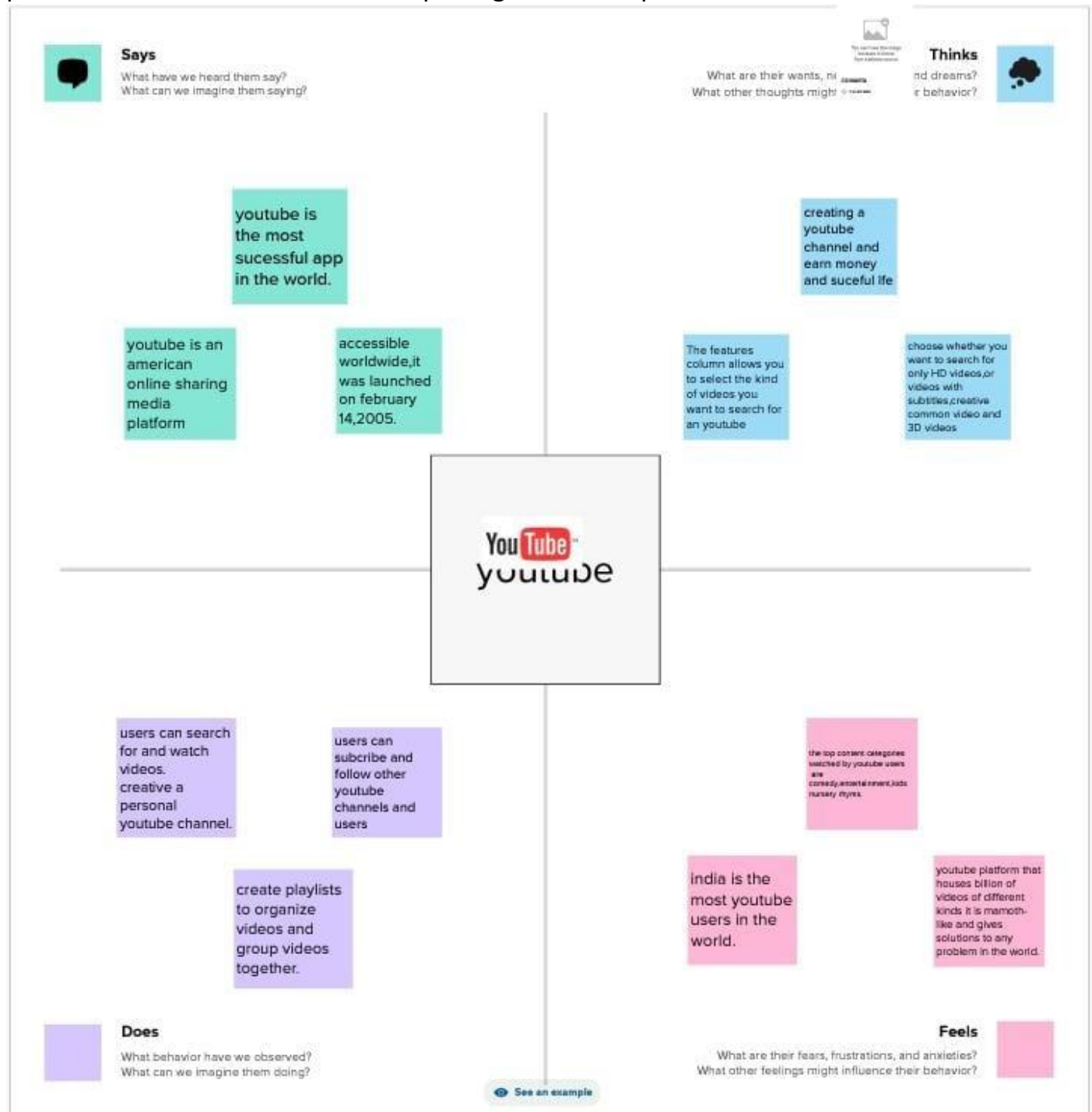
- **Empathy map**
- **Brainstorming map**
- **Collection and Connection of data set**
- **Preparation of Visualization sheets**
- **Dashboard**
- **Story**
- **Publishing in Tableau**

### **INDRODUCTION:**

A subscriber to a channel on the video sharing YouTube is a user who has chosen to receive the channel's constant 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.

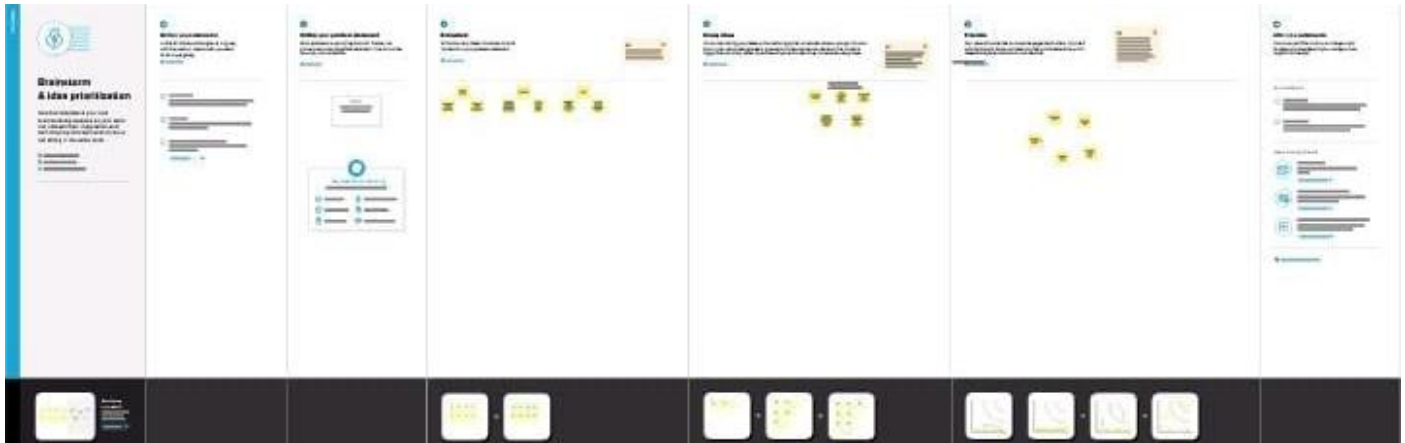
## EMPATHY MAP:

Our team started our project with the creation of Empathy Map. Firstly we collect the points about subscribers Galore: Exploring World's Top YouTube Channels.



## **BRAINSTORMING:**

In the brainstorming Map each contributed 3 points regarding the Subscribers Galore: world's Top YouTube Channels.

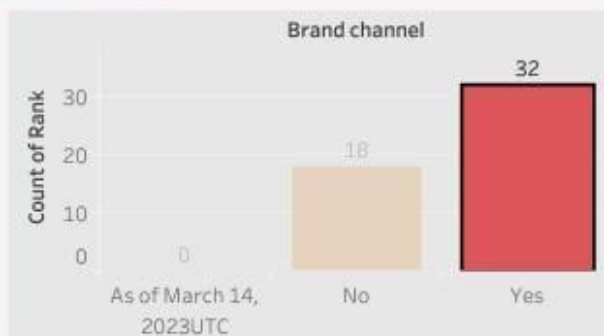


## RESULT:

### channel Brand

channel	Brand channel	
	No	Yes
S-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Rillia Filieh	No	

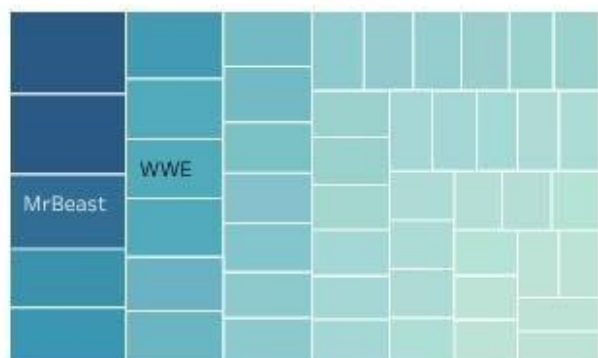
### No of channels with Brand



### Rank wise channel

channel	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7

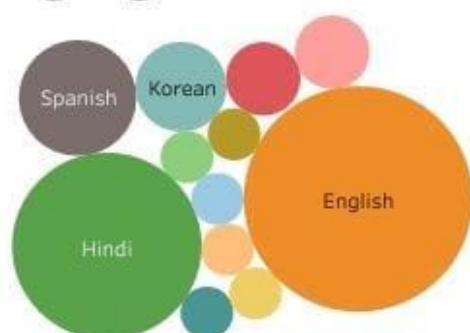
## Channel with Sub



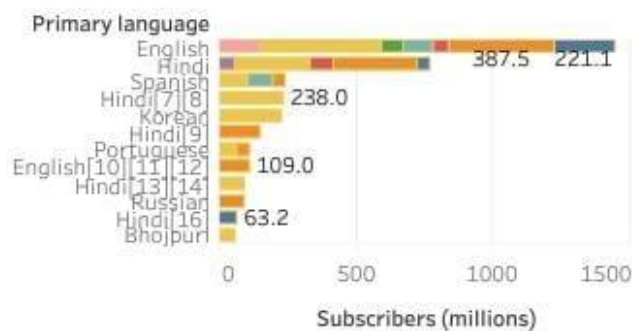
Subscribers (millions)

44.6 155.0

## No of Channels of Language



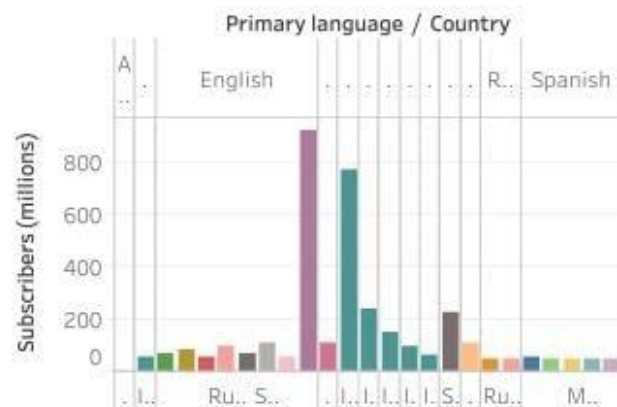
## Category wise Language



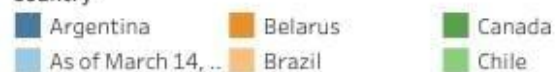
### Category



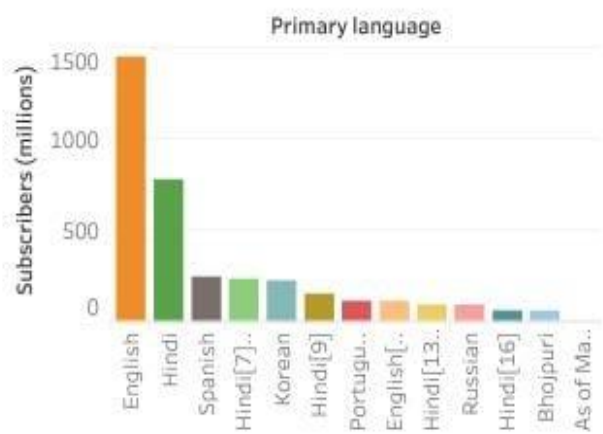
## Country and Language



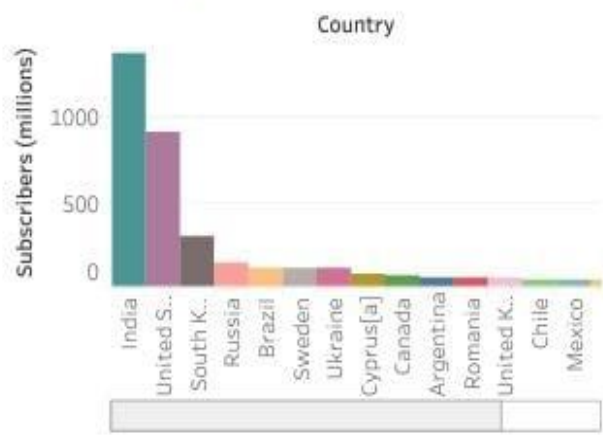
### Country



# Language wise Sub



# Country wise Sub



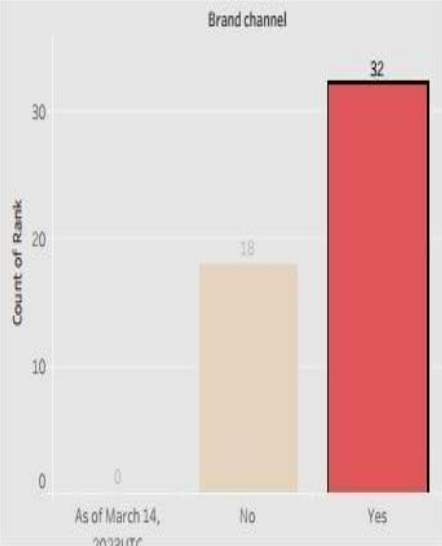
Story 1

channel details	List of channels wit..	Category wise langua..	language and country wis..	country wise primary lang..
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Rank wise channel

Channel	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
Bad Bunny	45
Badabun	43
BangtanTV	15
Billie Eilish	42
BillionSurpriseToys	39
Blackpink	11
Canal KondZilla	18
ChuChu TV	22

No of channels with Brand



channel Brand

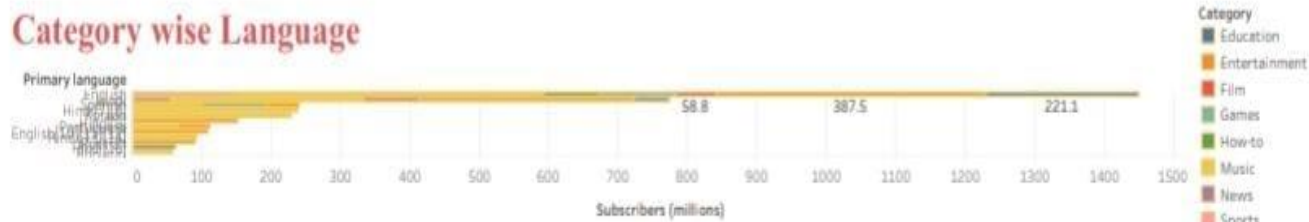
Channel	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes



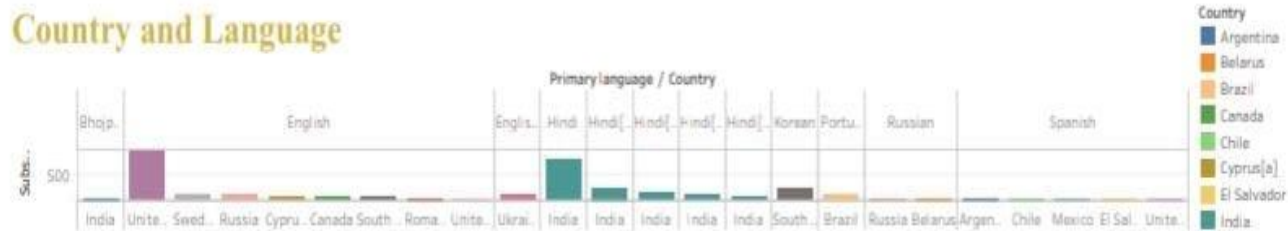
Story 1

channel details	List of channels with	Category wise language	language and country wise	country wise primary lang.
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Category wise Language

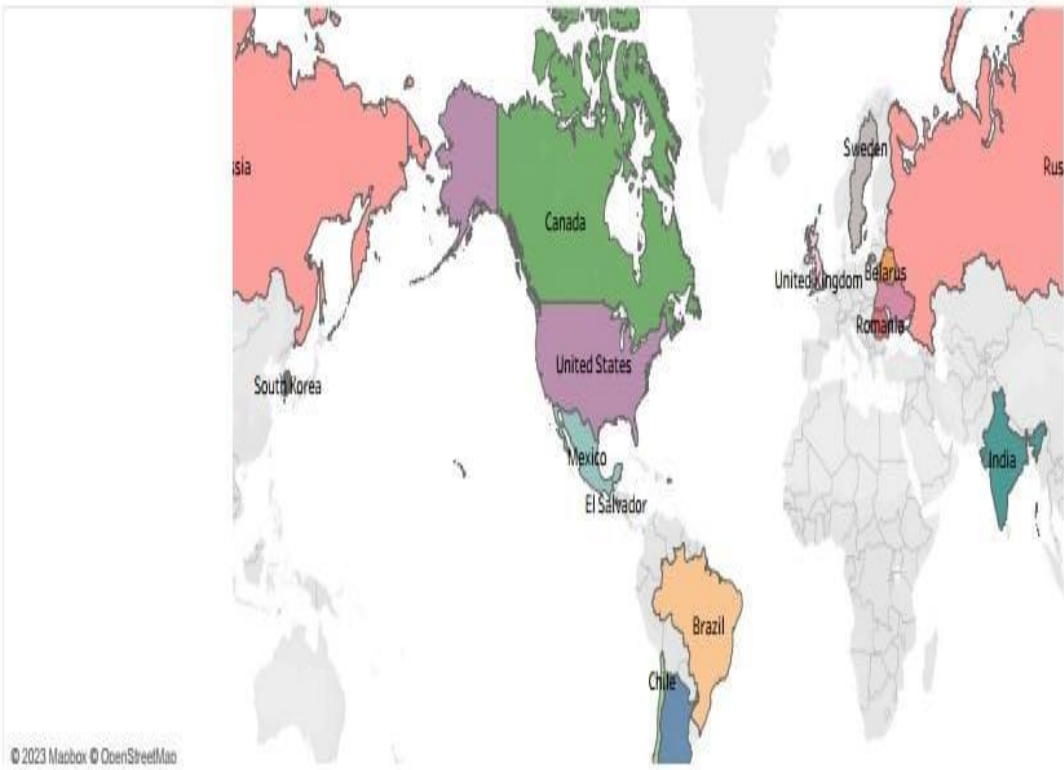


Country and Language



Story 1

channel details	List of channels wit..	Category wise langua..	language and country wis..	country wise primary lang..
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## **ADVANTAGES:**

### **INSPIRATION AND CREATIVITY:**

Top YouTube channels often showcase innovative content, providing inspiration and ideas for individuals and content creators.

### **ENTERTAINMENT AND EDUCATION:**

These channels frequently offer entertaining and educational content, catering to a wide range of interests and hobbies.

### **COMMUNITY ENGAGEMENT:**

Viewers of these channels can engage with a large community, fostering a sense of belonging and connection.

### **REVENUE GENERATION:**

Top YouTube channels often generate significant revenue through advertising, sponsorships, and merchandise, providing creators with a lucrative income stream.

### **GLOBAL OUTREACH:**

These channels have a massive global reach, enabling content creators to connect with audiences worldwide.

## **DISADVANTAGES:**

### **HIGH COMPETITION:**

The high number of top YouTube channels leads to intense competition, making it challenging for new creators to gain visibility.

### **PRSSURE AND BURNOUT:**

Maintaining a successful YouTube channel can be demanding, leading to stress, burnout, and a constant need for fresh and engaging content.

### **ALGORITHM CHANGES:**

YouTube's algorithms frequently change, impacting the visibility and reach of channels, which can affect a channel's growth and viewership.

### **CONTENT QUALITY EXPECTATIONS:**

Viewers expect high-quality content from top YouTube channels, which can increase the pressure on creators to continually produce polished and engaging videos.

## **APPLICATIONS:**

### **T-SERIES:**

Indian music label and film production company.

Cocomelon - Nursery Rhymes: Animated videos for children's songs and stories.

### **SET INDIA:**

Indian entertainment television channel known for its Hindi serials and reality shows.

### **WWE:**

World Wrestling Entertainment, featuring professional wrestling matches and related content.

### **5-MINUTE CRAFTS:**

DIY and crafting videos showcasing various life hacks and craft projects.

### **KIDS DIANA SHOW:**

A channel featuring a young girl's adventures, toy reviews, and playtime activities.

Like Nastya: Vlogs and adventures of a young Russian girl and her family.

### **ZEE MUSIC COMPANY:**

Indian music label featuring Bollywood songs and music videos.

### **VLAD AND NIKI:**

A channel featuring the adventures and imaginative play of two young brothers.

### **JUSTIN BIEBER:**

The official YouTube channel of the Canadian pop singer, Justin Bieber, featuring his music videos and performances.

## **COLLECTION AND CONNECTION OF DATA SET:**

Regarding our project Title, A dataset is been collection from the Nan Mudhalvan, Smartinternz platform and connected the dataset to the Tableau.

## **PREPARTION OR VISUALIZATION SHEETS:**

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chat and histogram.

## **DASHBOARD:**

We created a dashboard placing all the visualization sheets in single dashboard.

## **STORY:**

After the completion our dashboard, we have created a story section in which we extracted the observation from the visualization sheets.

## **PUBLISHING IN TABLEAU:**

We have published our dashboard and story in our team leader's Tableau public ID.

## **CONCULSION:**

From this project we learned to analyse a dataset and the usage of Tableau software.