

PROJECT REPORT TEMPLATE

1. INTRODUCTION

1.1 Overview

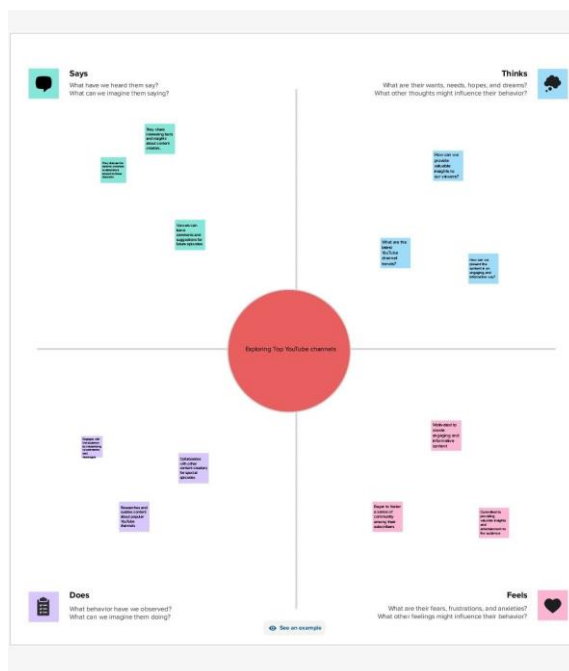
- YouTube is a diverse platform with a multitude of channels catering to various interests. From educational content to entertainment, here are some of the worlds top youtube channels, spanning genres like gaming, music, technology and lifestyle.
- A subscriber to a channel on the video-sharing Youtube 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.

1.2 Purpose

- You can use youtube for learning and Youtube is a platform for learners.
- Youtube is considered a social media platform because you can share content with “followers” and foster communities through interaction engagement.
- Youtube is now one of the most popular sites on the web, with visitors watching around six billion hours of video every month.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



2.2 Ideation and Brainstorming Map

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

CREATOR'S OBSTACLES

Type your paragraph. How might we gain insights into the strategies and content creation techniques employed by the world's top YouTube channels to attract and retain a massive number of subscribers?

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Content analysis:
Analyze the most popular videos from top channels to identify common themes, formats, and engagement strategies.

Trend analysis:
Monitor industry trends and adapt content strategies accordingly to stay relevant and appealing to viewers.

Learning from failures:
Analyze instances where top channels faced setbacks or changes in their strategy to understand the importance of adaptability and resilience.

Person 2

Content evolution:
Examine how top channels evolved their content over time while keeping their core audience engaged and attracting new viewers.

Conduct in-depth interviews:
Reach out to creators of top YouTube channels for interviews where they share their strategies, experiences, and tips.

Audience surveys:
Survey subscribers of top YouTube channels to understand what keeps them engaged and why they choose to follow these channels.

Person 3

Storytelling and personality:
Investigate how top creators infuse their unique personalities and storytelling into their videos to build a loyal following.

Community feedback:
Pay attention to how top channel creators respond to feedback from their audience to refine their content and engagement strategies.

Analyze tools to utilize:
Explore and test tools to track audience demographics, watch time, and engagement patterns to identify successful strategies.

Person 4

Consistency and scheduling:
Study how top channels maintain a consistent posting schedule and the effects it might have on viewer retention and subscriber numbers.

Collaborations and partnerships:
Investigate the collaborative efforts of top channels and how these partnerships contribute to subscriber growth.

Brand partnerships:
Investigate the ethical guidelines and transparency practices followed by top channels to maintain trust and credibility with their audience.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Content analysis:
Analyze the most popular videos from top channels to identify common themes, formats, and engagement strategies

Trend analysis:
Monitor industry trends and adapt content strategies accordingly to stay relevant and appealing to viewers

Learning from failures:
Analyze instances where top channels faced setbacks or changes in their strategy to understand the importance of adaptability and resilience

Content evolution:
Examine how top channels evolve their content over time while keeping their core audience engaged and attracting new viewers

Conduct in-depth interviews: Reach out to creators of top YouTube channels for interviews where they share their strategies, experiences, and tips

Audience surveys:
Survey subscribers of top YouTube channels to understand what keeps them engaged and why they choose to follow these channels

Storytelling and personality:
Investigate how top creators infuse their unique personalities and storytelling into their videos to build a loyal following

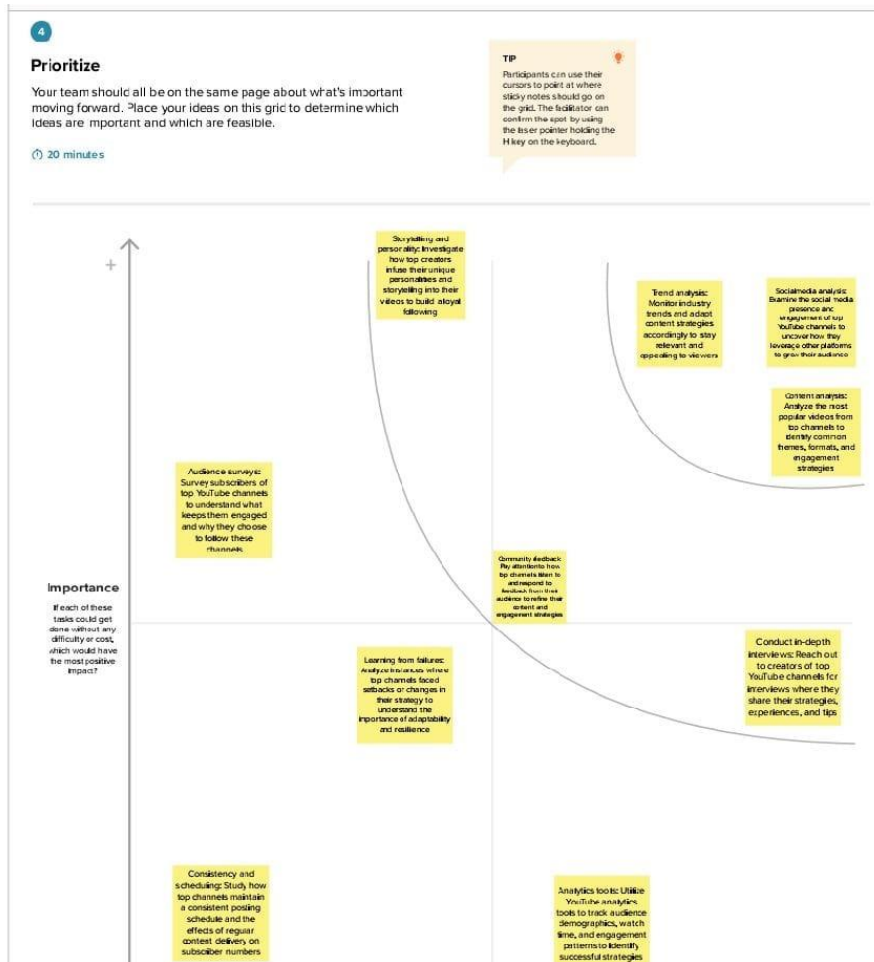
Community feedback:
Pay attention to how top channels listen to and respond to feedback from their audience to refine their content and engagement strategies

Analytics tools: Utilize YouTube analytics tools to track audience demographics, watch time, and engagement patterns to identify successful strategies

Consistency and scheduling: Study how top channels maintain a consistent posting schedule and the effects of regular content delivery on subscriber numbers

Collaborations and partnerships:
Investigate the collaborative efforts of top channels and how cross-promotions contribute to subscriber growth

Ethical considerations:
Investigate the ethical guidelines and transparency practices followed by top channels to maintain trust and credibility with their audience



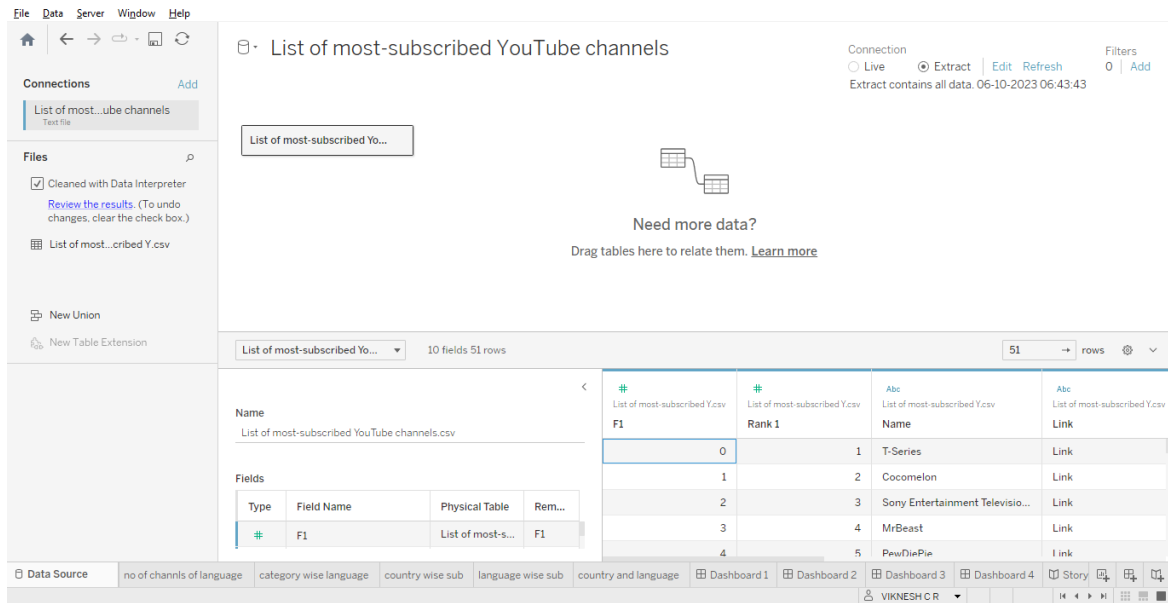
3. RESULT

3.1 Sheet Creation

i. List of most-subscribed YouTube channels

Name of this sheet is Data Source.

The list of most subscribed youtube channels are shown below:

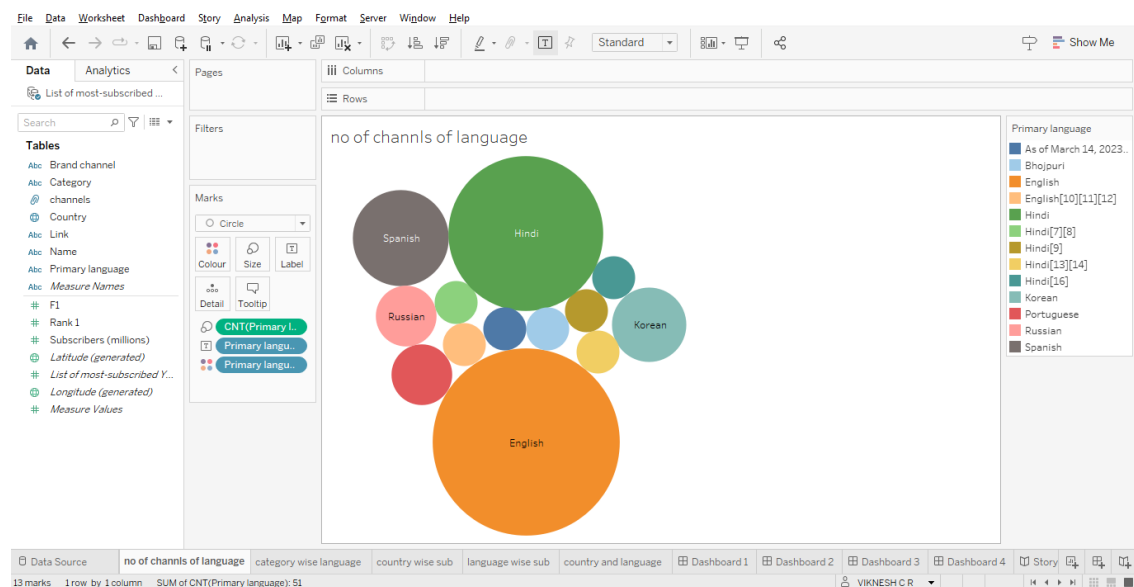


ii.No of channels of language

The number of channels of language is shown below.

Each language has a specific colours.

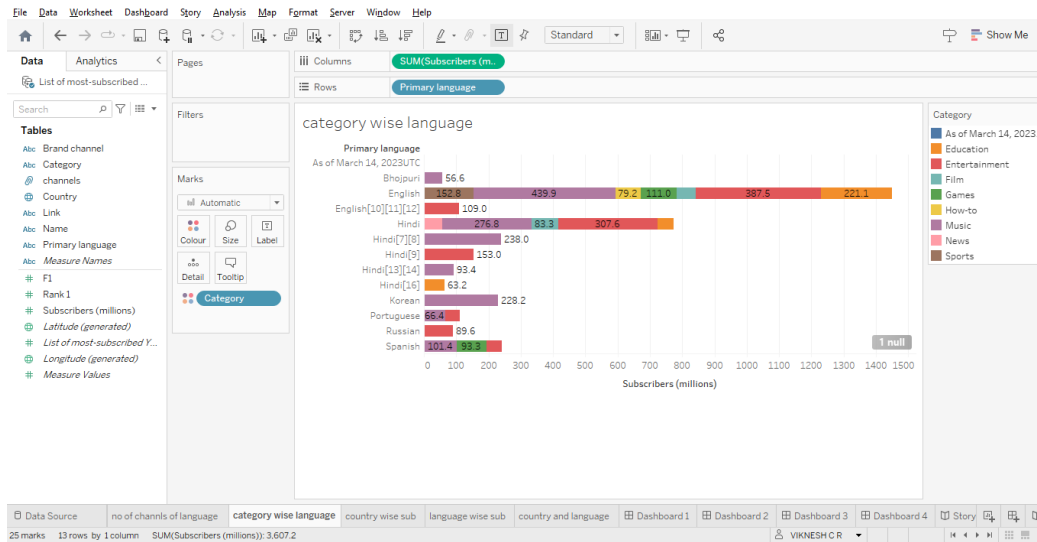
This is done by using bubble chart.



iii.Category wise language

Here we have to drag subscriber(million) to columns and primary languages to rows.

From the tables drag category to colours.

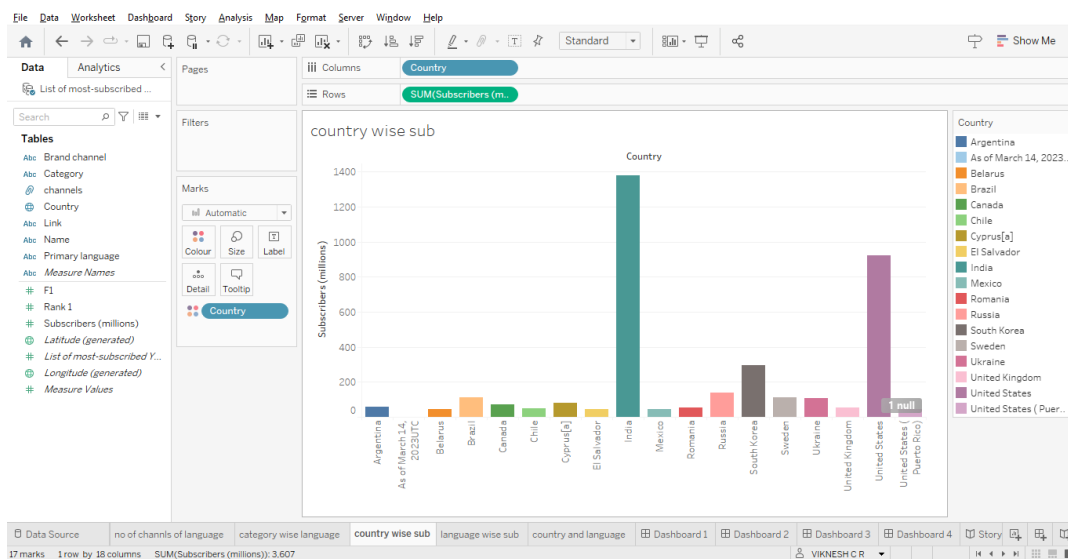


iv. Country wise sub

Click next sheet.

Drag **country** to **column** and **subscribers (millions)** to **row**.

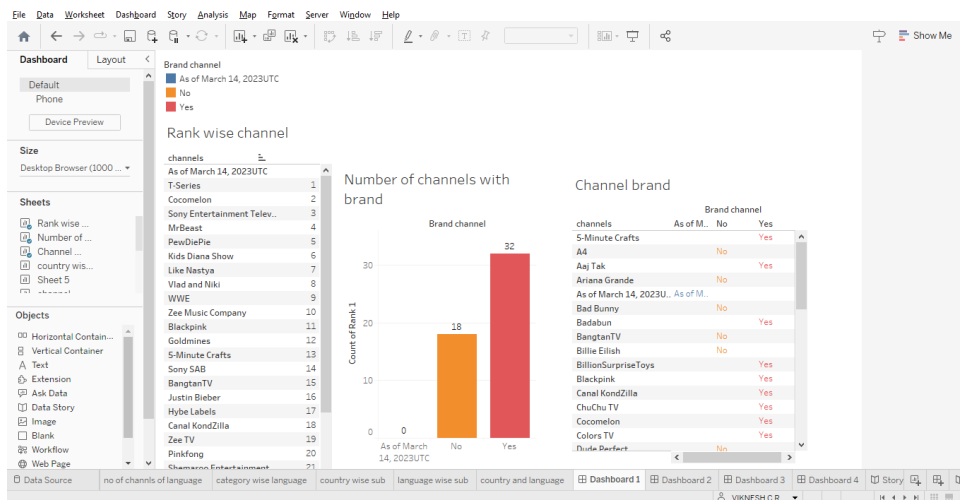
Drag **country** to **colours**.



v. Language wise sub

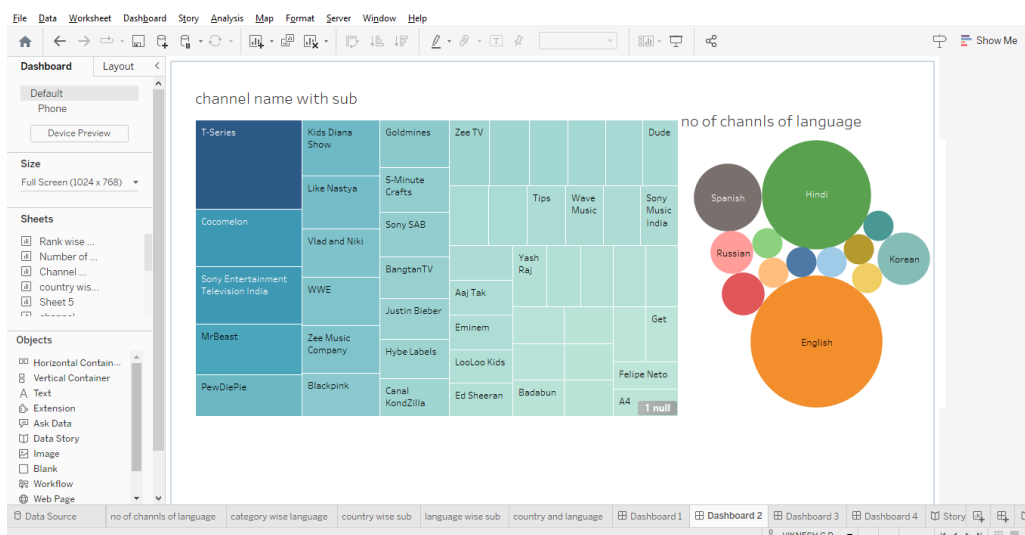
Put **primary language** to **column** and **subscriber (million)** to **row**.

Add colours and percentage.



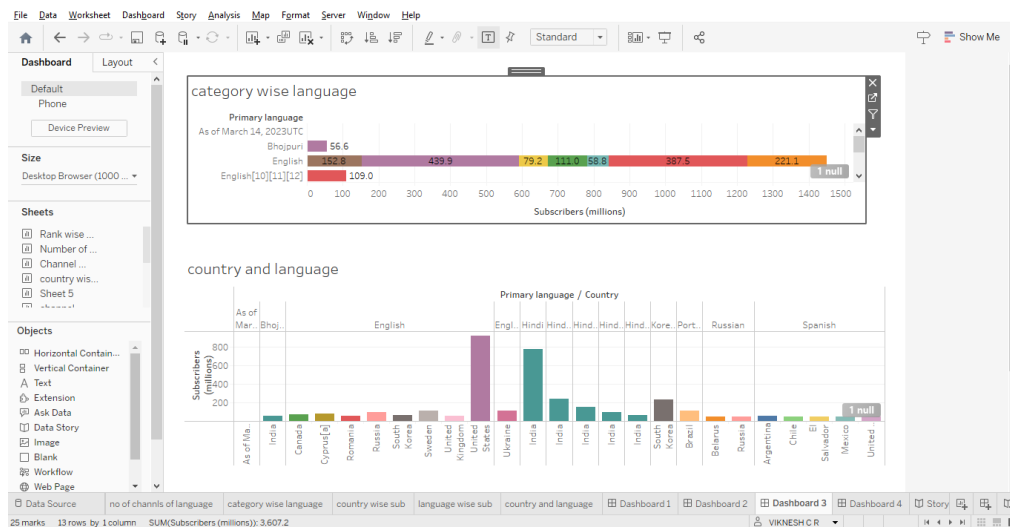
Dashboard 2

This dashboard contains Channel name with sub and number of channels of language.



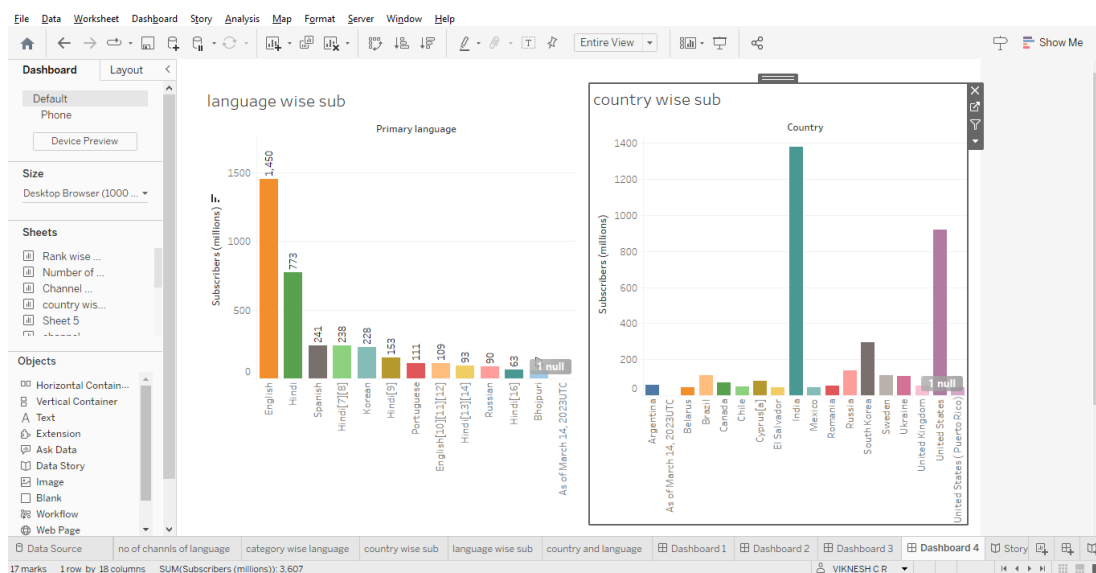
Dashboard 3

This dashboard contains of Category wise language and Country and language.



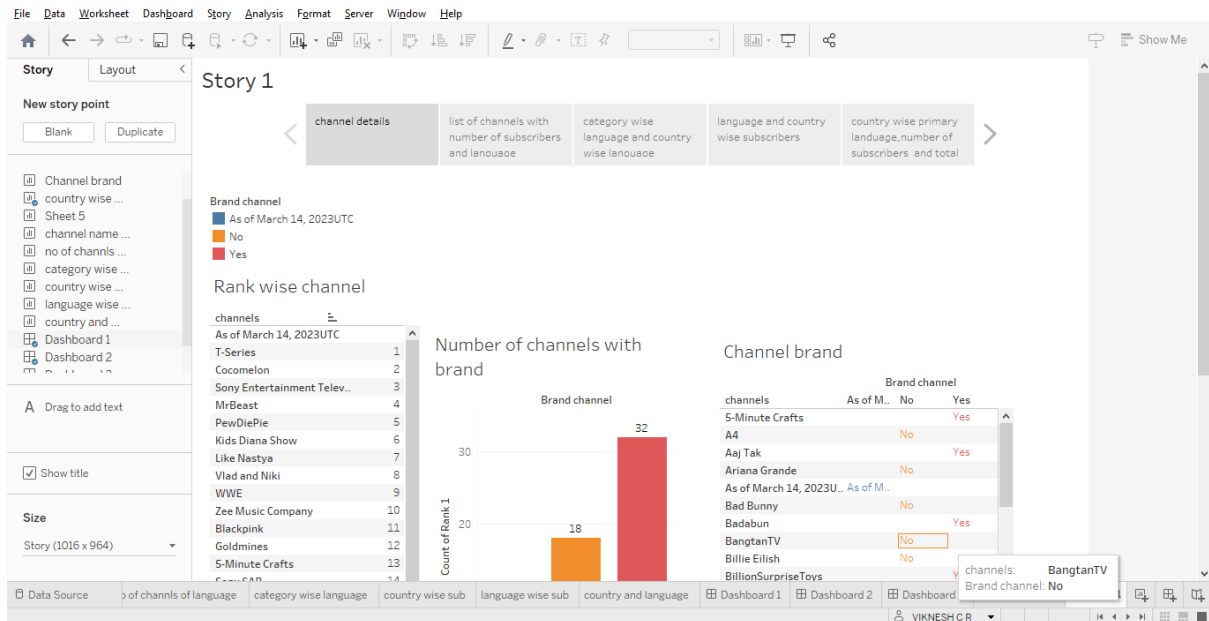
Dashboard 4

This dashboard contains of Language wise sub and country wise sub.



Story

Combine all dashboard together to create story



4. Advantages and Disadvantages

a) Advantages

- Free of cost service.
- Easy to use the service.
- Good source to earn revenue
- Also used by students for educational videos.
- Gives the opportunity to earn money through video.
- Can be utilized for study purpose.

b) Disadvantages

- Inappropriate content also uploaded
- Bullying and defamation is easily done
- Little difficult to start earning
- Not easy to concentrate on a single topic.
- Needs parent control set up.
- Some content is adult rated but still, the under-aged children can access it.

5. Applications

- Since after its launch, YouTube has been the go-to platform for entertainment. Whether you're in the mood for funny moments, news updates, or educational content, YouTube has it all.

- Regarding capturing viewers' interest, some YouTube channels have stood out and secured a spot in the world's top 10 most subscribed YouTube channels. In this article, we find out all about these most subscribed channels on YouTube.
- Exploring top YouTube channels provides insights into content trends, audience preferences, and successful strategies for creators and businesses.
- By analyzing successful channels, aspiring content creators can learn valuable techniques for audience engagement, production quality, and content variety.
- Marketers can leverage this knowledge to tailor their strategies and collaborations, aligning with popular themes and reaching wider audiences.
- Additionally, understanding diverse content genres can inspire new ideas and creativity for those looking to make a mark in the competitive landscape of online content creation.

Rank & Channel	Subscribers (millions)	Primary Language & Country
#1 T-Series	250	Hindi & India
#2 MrBeast	189	English & United States
#3 Cocomelon	166	English & United States
#4 Sony Entertainment Television	163	Hindi & India
#5 Kids Diana Show	114	English & Ukraine - United States
#6 PewDiePie	111	English & Sweden
#7 Like Nastya	108	English & Russia - United States
#8 Vlad and Niki	101	English & Russia

#9 Zee Music Company	100	Hindi & India
#10 WWE	97.4	English & United States

6. Conclusion

The project is the “EXPLORING THE WORLD’S TOP YOUTUBE CHANNELS”. Our goal is to analyse the world’s top youtube channels, specifying various channels, findings the solutions for the problems etc.

This project is made with different colours, filters and we use different charts or different marks such as **line bar chat, pie chart, bubble chart maps, maps, simple maps, stacked bars, Horizontal bar, Tree maps, packed bubbles, Highlighting tables, etc.**

These charts are built with many colours, **labels** which is convenient to the user to use. Label is used to get more information about those countries when we point it on a particular country it shows its features.

The **size icon** is used to differentiate the size or area of the specific country.

The **colours icon** is used to differentiate the colours to identify the various countries. We can adjust the borders, add filters, etc.

Bubble chart shows the number of channels of language. **Horizontal bar** shows the category wise language, language wise sub. **Symbol maps** shows country wise sub, country and language.

The subscription of various channels, languages, percentage of subscribers are compared.

The world's top YouTube channels cover diverse content, from entertainment and gaming to education and lifestyle.

Channels like T-Series, PewDiePie, and SET India have massive subscriber bases, showcasing the global appeal of music, gaming, and Indian entertainment.

Educational channels like TED-Ed and National Geographic engage audiences with informative content.

Overall, YouTube's diverse landscape caters to a wide range of interests, reflecting the platform's global impact on entertainment and knowledge-sharing.

7. Future scope

- ❖ In the YouTube career, individuals generally work for themselves and don't need to join a specific organization or company to get employed.
- ❖ Subscribers play a pivotal role in a YouTuber's career as more subscribers come with more views on content, followed by more money-making.
- ❖ Yes it's a good sector for passive income and better future if someone continue with his passion where he\she want to contribute and make sure about the quality video to your audience whatever the topic you want to work.