

# PROJECTREPORTTEMPLATE

## 1. Introduction

### 1.1 Overview

- o 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.
- o 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

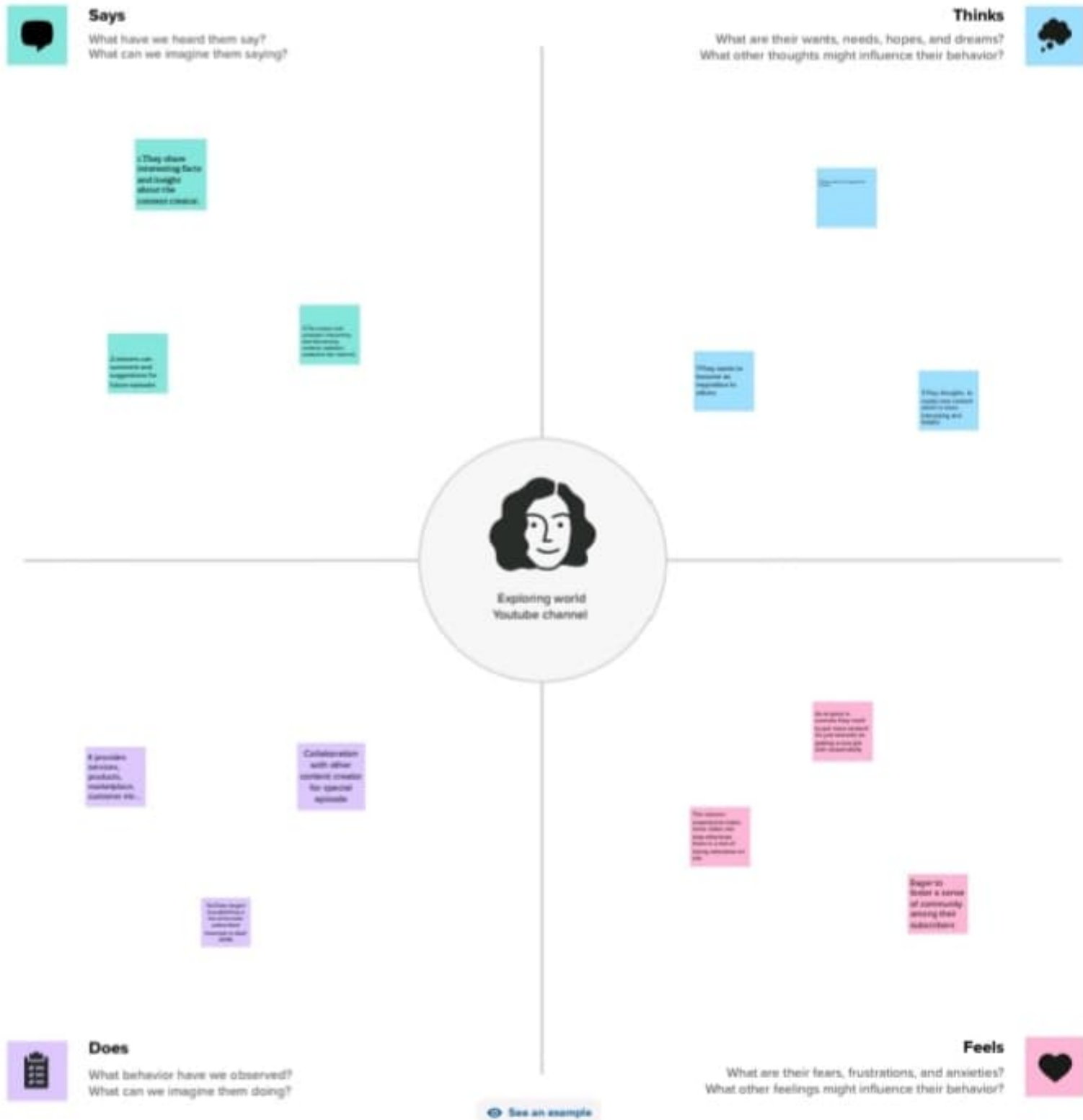
You can use youtube for learning and Youtube is a platform for learners.

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. PROBLEMDEFINITIONANDDESIGNTHINKING

### 2.1 Empathy 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

Problems faced by  
youtubers during  
their content  
creation. Solution  
for their issues.



### Key rules of brainstorming

To run an smooth and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

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 (which is always) icon to start drawing!

Person 1



Person 2



Person 3



Person 4



Person 5



Person 6



Person 7



Person 8



## 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 color-coded tags to sticky notes to make it easier to find, review, organize, and categorize important ideas as themes within your board.

**Trends and Relevance:** Staying relevant and adapting to changing trends can be challenging, especially in fast-paced online spaces.

**Quality vs. Quantity:** Creators often need to balance the desire for high-quality content with the pressure to produce content regularly.

**Audience Engagement:** Building and maintaining an engaged audience can be difficult. It takes time to gain followers and keep them interested.

**Writer's Block:** Creativity doesn't always flow smoothly, and creators can struggle with finding new ideas or getting stuck in the creative process.

**Competition:** There's often intense competition in many content niches, making it harder for new creators to stand out.

**Monetization:** Earning money on YouTube can be tough, especially for small creators.

**Copyright and Legal Issues:** Creators must navigate copyright laws and avoid using copyrighted material without permission.

**Hate and Trolls:** Dealing with negative comments and online harassment can be emotionally taxing.

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**Technical Issues:** Technical problems like equipment malfunctions, software glitches, or slow internet can disrupt content creation.

**Content Creation:** Coming up with fresh, engaging content regularly can be challenging.

**Technical Challenges:** Editing, equipment, and software can be expensive and complex.

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

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**Content Creation:** Coming up with fresh, engaging content regularly can be challenging.

**Technical Issues:** Technical problems like equipment malfunctions, software glitches, or slow internet can disrupt content creation.

### 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:

The screenshot shows a Google Sheets interface. The title bar reads "List of most-subscribed YouTube channels". The left sidebar contains a "Connections" panel with a "Data source" section. Below it, a "Data" section shows a table with columns: "Rank", "Channel Name", "Number of Subscribers", and "Views". The table has 5 rows of data. The "Data source" section is currently empty, with a "Data source" button and a "Data source" dropdown menu. The "Data" section is currently empty, with a "Data" button and a "Data" dropdown menu.

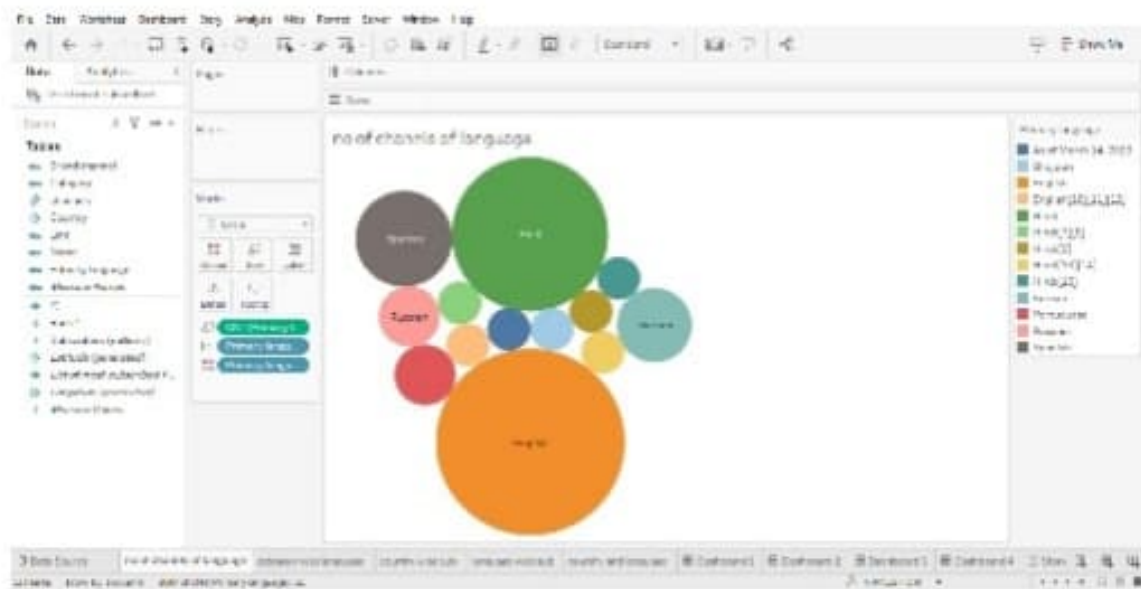
Rank	Channel Name	Number of Subscribers	Views
1	MrBeast	102M	1.2B
2	PewDiePie	101M	1.1B
3	Markiplier	35M	1.1B
4	Vanessa Hudgens	10M	1.1B
5	MrBeast Gaming	10M	1.1B

## ii. Noofchannels of language

The number of channels of language is shown below.

Each language has a specific colours.

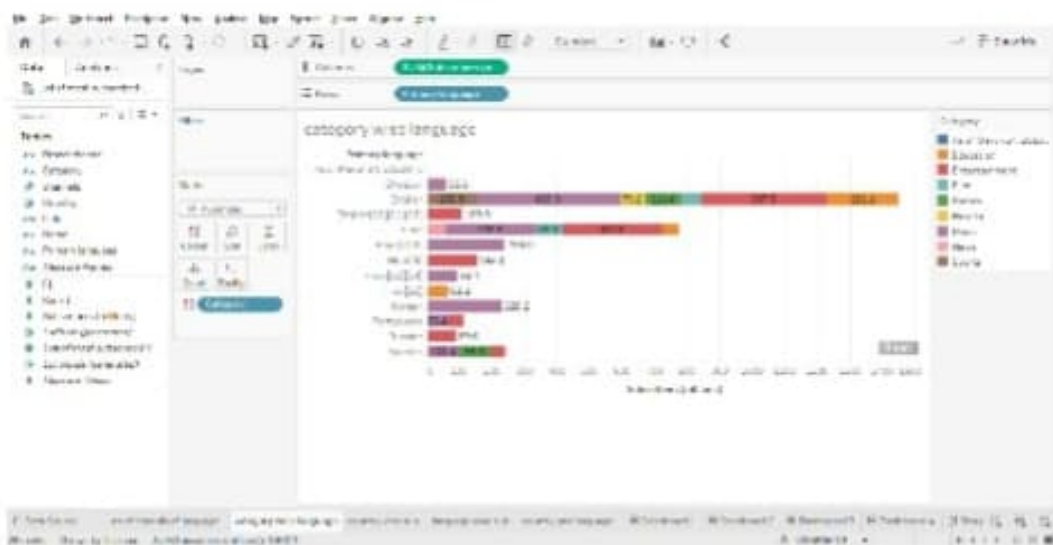
This is done by using bubble chart.



## iii. Categorywise language

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

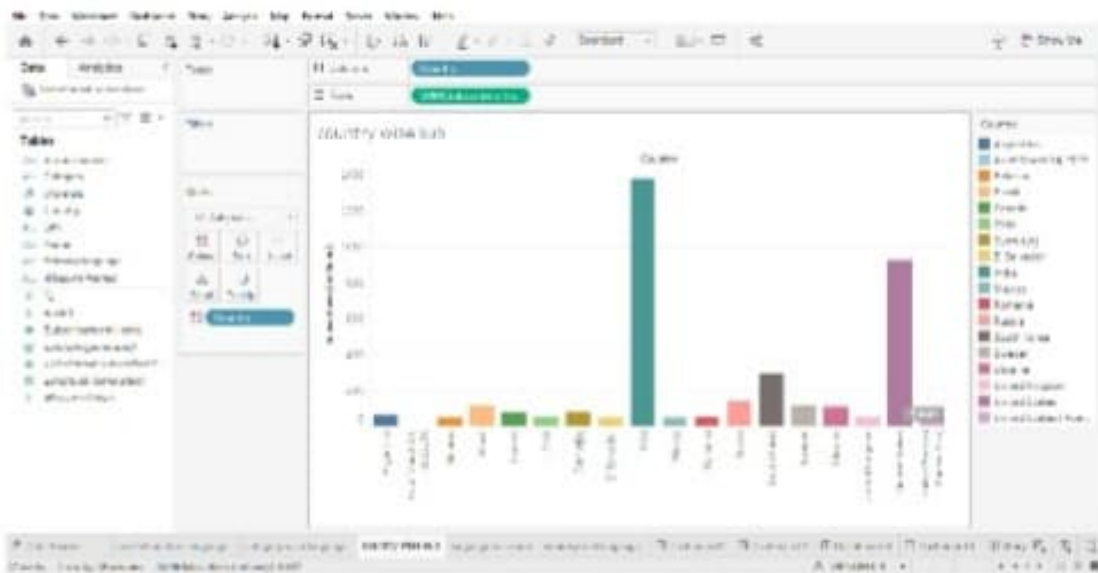
From the tables drag **category** to **colours**.



## iv. Countrywise sub

Click next sheet.





#### v. Language wise sub

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

Add colours and percentage.

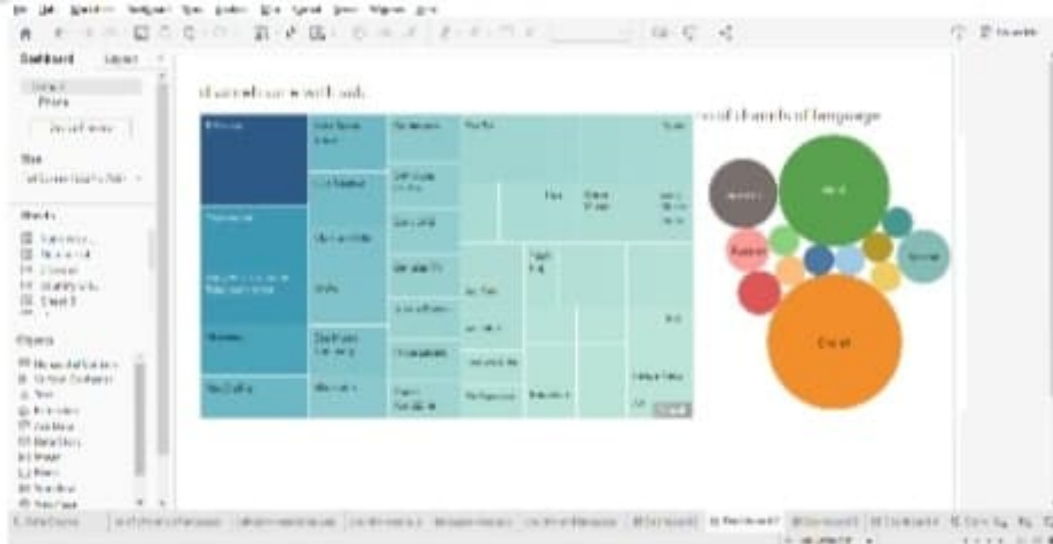


#### vi. Country and Language

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



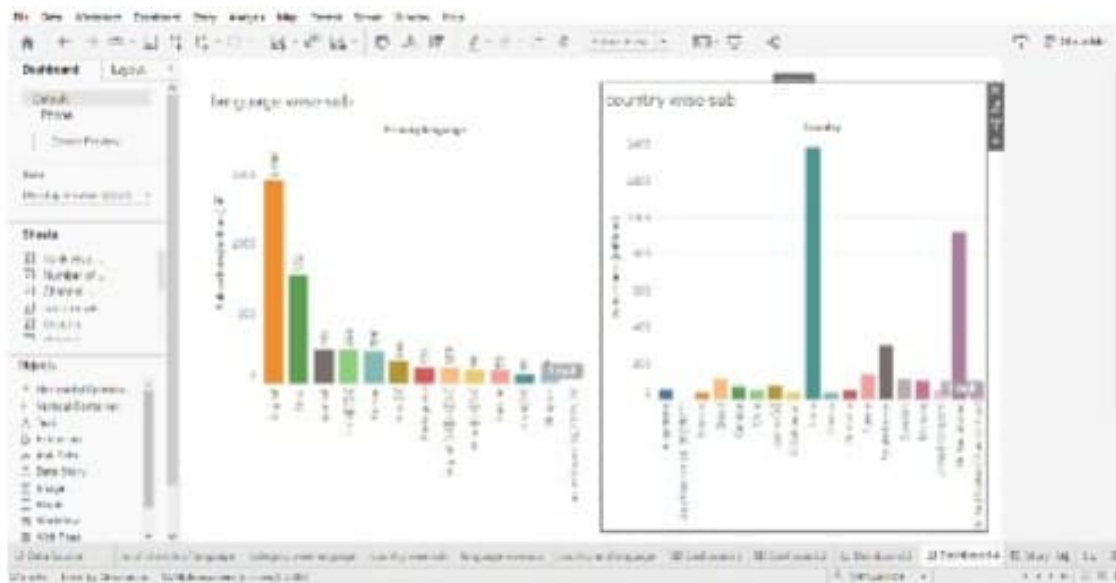




## Dashboard3

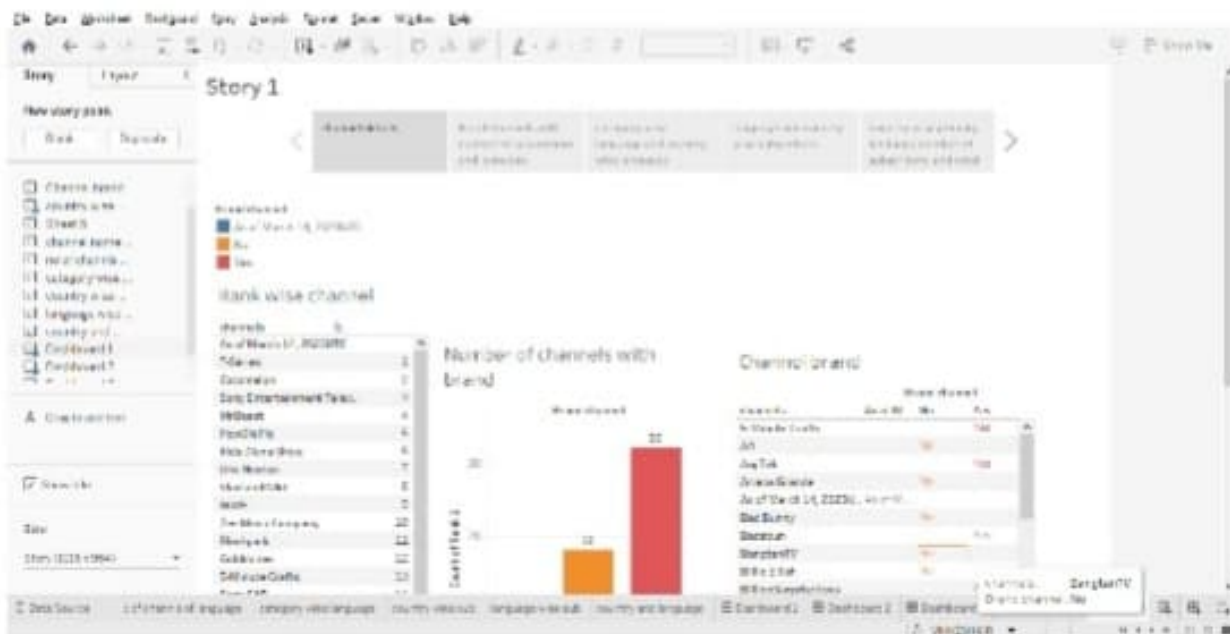
This dashboard contains of Category wise language and Country and language.





## 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.

## 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. Futurescope

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.