Data Analytics with Tableau

Subscribers Galore:

Exploring the World's Top YouTube Channels

Project Report

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INTRODUCTION

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.

Overview

The Tableau Subscriber galore is a framework designed to measure and evaluate the world's Most top Youtube channels with an organization. It provides the top youtube channels and subscribers gator and Analyse the performance related to trending, contents, Back And development.

The Youtube consists of four main perspectives:

- The origin or cause for making the first video: It has very little with you as the creator you can be charismatic, funny, and smart but if you don't provide value, your videos are useless it's not about you or what you can gain. If you show up to YouTube looking to get something out of it, you probably won't be very successful. You need to focus on your audience. Not Yourself.

- The objectives that they achieve by continuing to make videos: When it comes to YouTube, video Keyword research is SUPER important. In fact, choosing the right keyword can Make or break the performance of your Video. For example, one video from my Channel ranks #1 in YouTube for "YouTube Views"

- The negative consequences of the experience: Community posts can include polls, quizzes, GIFs, text, images, and video. Community posts Can allow you to connect with your audience Outside of video uploads. They show on the community tab, and may show on Home or the Subscriptions feed.

- The perception of Community: YouTubers often deal with getting cancelled Sometimes it's for serious things, like harmful or Insensitive comments or actions. Or, it could be Because of silly things, like your opinions on the Latest Star Wars movie. Whatever the reason, you Have to know that a cancelation lurks around the Corner at any given moment.

1.2 PURPOSE

 The purpose of the "Subscribers Galore" data analytics project is to analyse and explore the top YouTube channels in the world, providing valuable insights and actionable information for Subscribers Galore and other stakeholders. The project aims to achieve several key objectives.

Firstly, the project seeks to identify the top YouTube channels globally based on various metrics such as subscriber counts, video views, and engagement data. By analysing this data, Subscribers Galore can gain a comprehensive understanding of the most successful channels and their strategies. Additionally, the project aims to uncover insights and trends within the YouTube landscape. By examining patterns, correlations, and performance metrics, the project can identify factors contributing to the success of these top channels. This information can be used to inform Subscribers Gaoler's marketing strategies, content creation, and collaboration efforts.

The use of Tableau for data visualization is crucial in this project. It allows for the creation of visually compelling and interactive dashboards that effectively communicate the performance of YouTube channels. These visualizations provide stakeholders with a clear understanding of key metrics, trends, and patterns, enabling them to make informed decisions.

Technical Architecture:

Block Diagram:
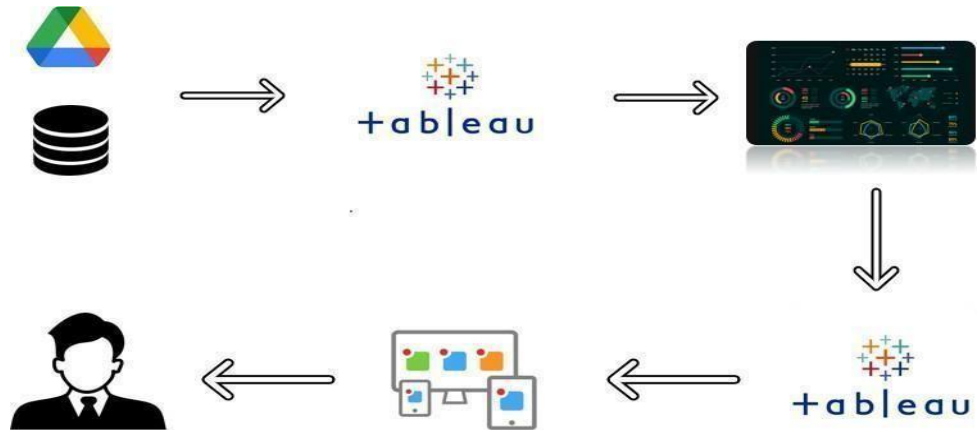
Empathy Map
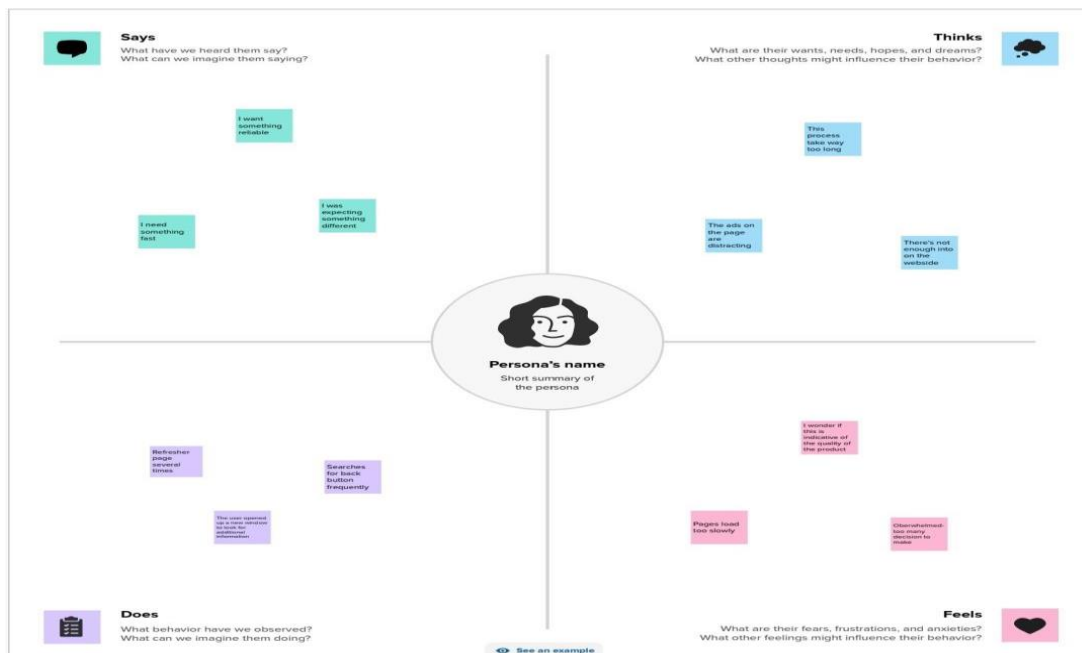
Certainly! When creating an empathy map focused on feelings, we aim to understand and Capture the emotional experiences and reactions of the individuals involved. Here's how it Might look for stakeholders in the context of the Subscribers Galore : Exploring World's Top Youtube Channels:

1. **Happiness**:

When talent management efforts yield positive outcomes and contribute to organizational success.

When their team members thrive, grow, and achieve their career goals.

When recognized for their achievements and provided with growth opportunities.

2. **Challenges**:

When struggling to gather and interpret relevant data for effective talent Management decisions.

When faced with talent-related issues and lack of insights to address them Adequately.

When feeling overlooked or undervalued despite putting in significant effort.

3. **Anxiety**:

When unsure about the effectiveness of implemented talent management Strategies.

When uncertain about making the right decisions regarding talent allocation and Development.

When uncertain about their career growth within the organization.

4. **Contentment**:

When seeing positive trends and improvements in talent retention, development, And satisfaction.

When their team members are content, engaged, and motivated, leading to better Productivity.

When feeling content with their work, growth, and contributions being acknowledged.

Understanding these emotional aspects helps in tailoring the Explore Youtube channels and associated Strategies to address and positively influence the feelings and experiences of all Stakeholders involved in talent management.
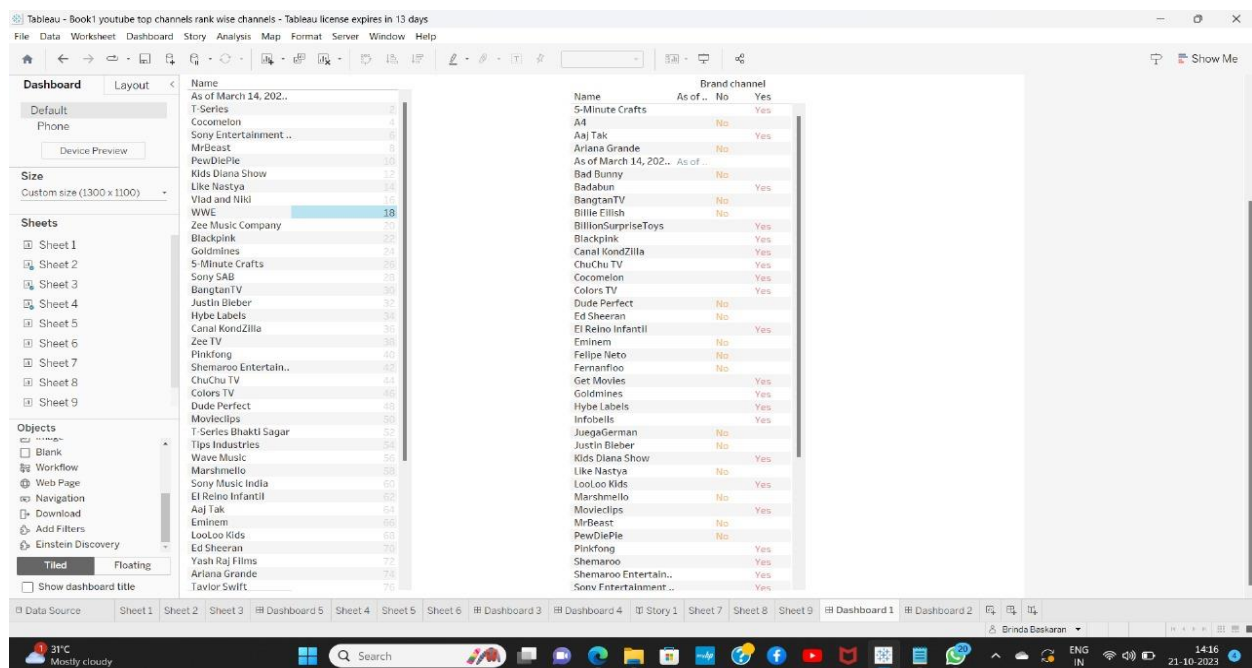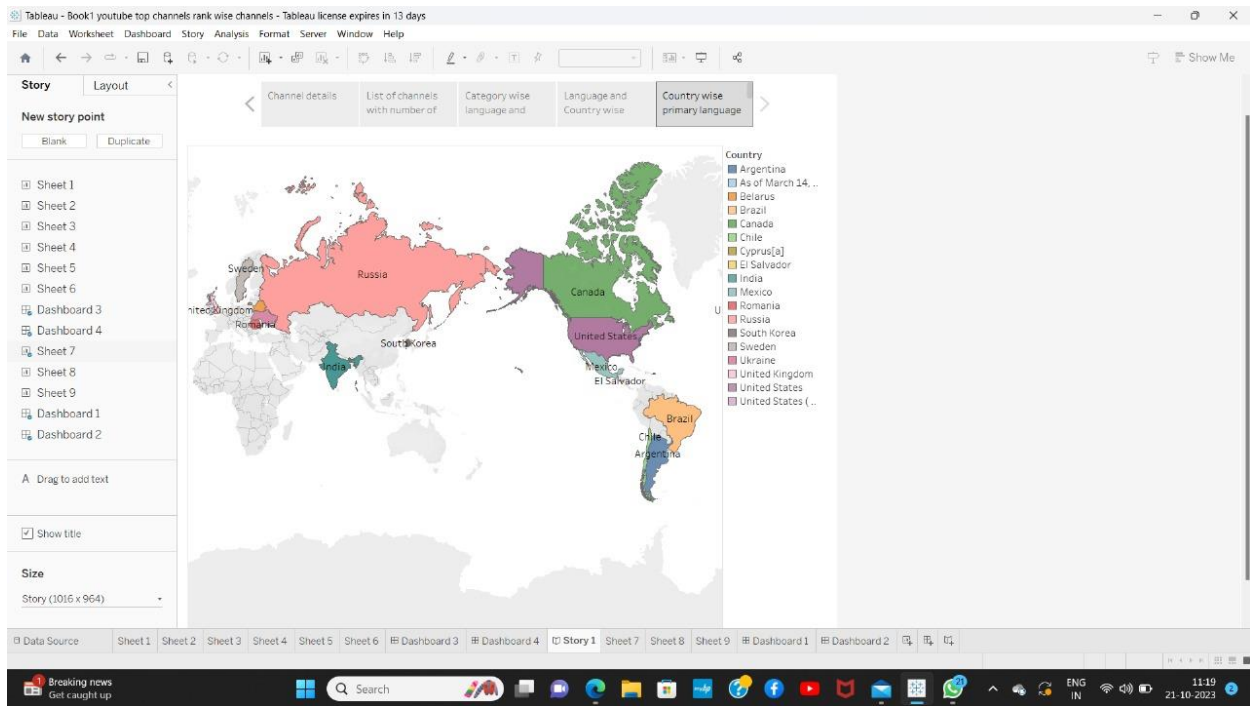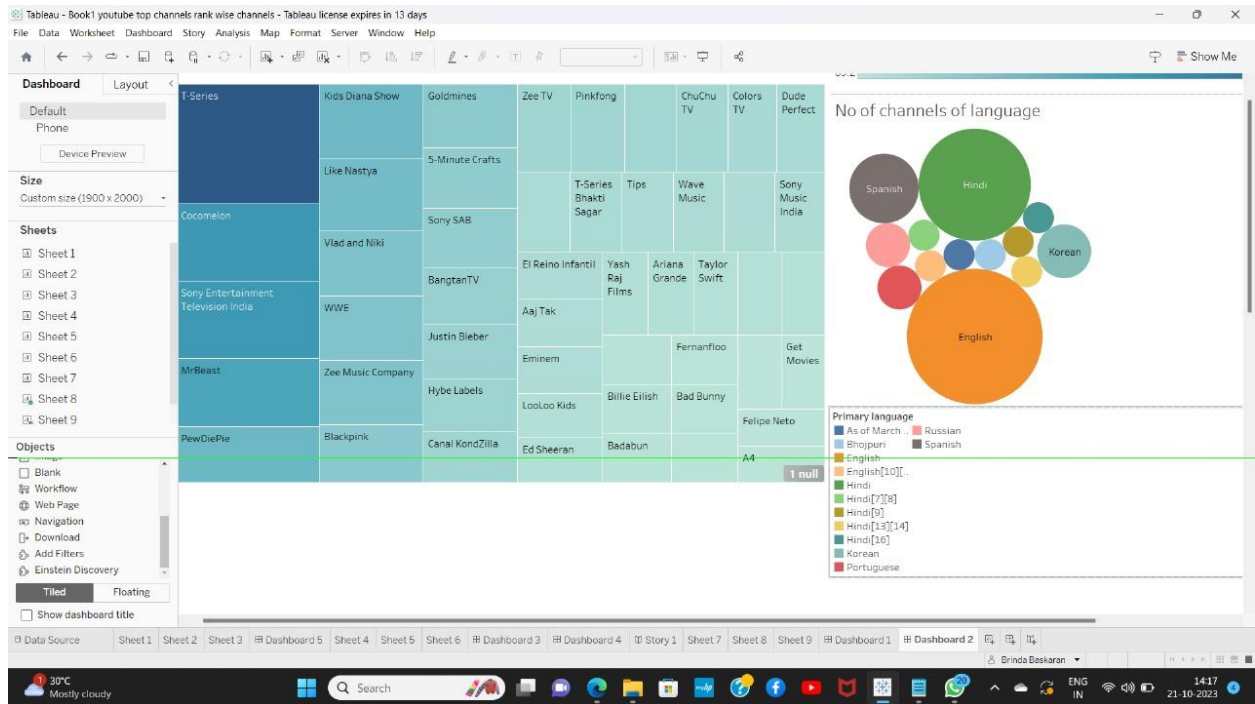
Ideation & Brainstorming
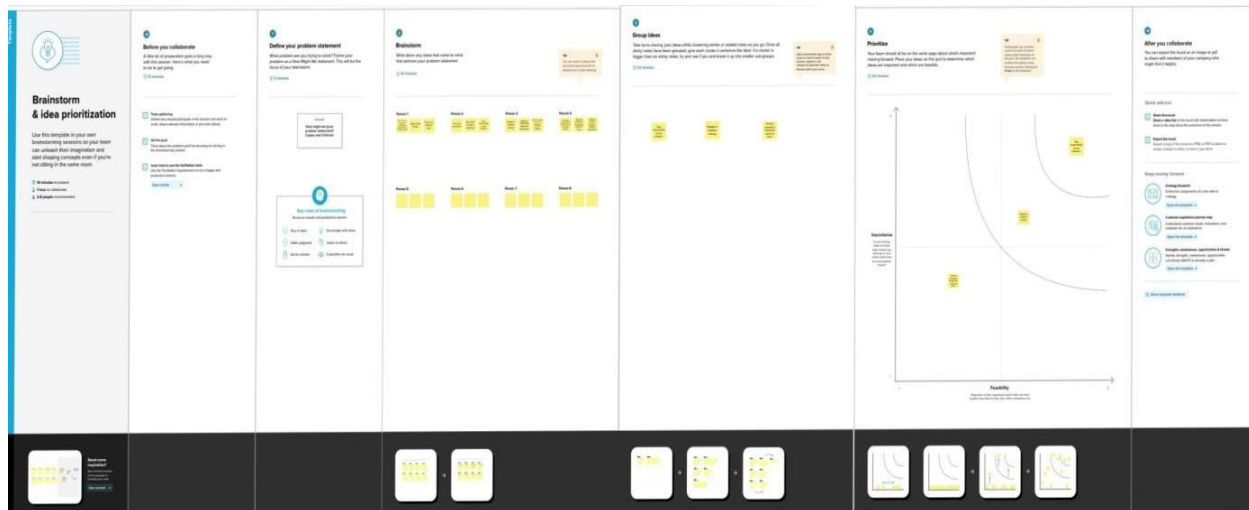
- Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.

- Brainstorming combines an informal approach to problem-solving with lateral thinking, which is a method for developing new concepts to solve problems by looking at them in innovative ways. Some of these ideas can be built into original, creative solutions to a problem, while others can generate additional ideas.

- Some experts believe that brainstorming is better than conventional group interaction, which might be hindered by group think. Group think is a phenomenon that occurs when the team's need for consensus overshadows the judgment of individual group members.

- Although group brainstorming is frequently better for generating ideas than normal group problem-solving, several studies have shown that individual brainstorming can produce better ideas than group brainstorming. This can occur because group members pay so much attention to others' ideas that they forget or do not create their own ideas. Also, groups do not always adhere to good brainstorming practices.

- During brainstorming sessions, participants should avoid criticizing or rewarding ideas in order to explore new possibilities and break down incorrect answers. Once the brainstorming session is over, the evaluation session (which includes analysis and discussion of the aired ideas) begins, and solutions can be crafted using conventional means.

- Common methods of brainstorming include mind mapping, which involves creating a diagram with a goal or key concept in the centre with branches showing subtopics and related ideas; writing down the steps needed to get from Point A to Point B; "teleporting" yourself to a different time and place; putting yourself in other people's shoes to imagine how they might solve a problem; and "superstorming," or using a hypothetical superpower such as X-ray vision to solve a problem.

RESULTS

Dashboard showing "Country wise subscribers" and "Language wise subscribers" bar charts in Tableau.

Dashboard showing "Rank wise Channels", "Number of channels with brand", "Channel brand", "Channel name with sub", "Language wise subscribers", "Country wise subscribers", and "Country wise channel" in Tableau.

Link:

ADVANTAGES &DISADVANTAGES

ADVANTAGES

- User-friendly interface for easy access to data insights

- Ability to identify popular content themes and topics among top subscribers.

- Potential to uncover correlations between metrics such as views, subscribers, and video count.

- Facilitation of data-driven marketing strategies and content optimization

- Improved understanding of audience behaviours and preferences

- Potential for discovering emerging trends and influencers in the YouTube ecosystem.

- Integration with Flask allows for seamless deployment and scalability of the system.

DISADVANTAGES

- Reliance on publicly available data, which may have limitations in terms of accuracy and completeness.
- Lack of real-time data updates, limiting the system's ability to capture the latest trends and changes.
- Complexity in handling and analysing large volumes of data, potentially leading to longer processing times.
- Challenges in ensuring data privacy and compliance with YouTube's terms of service.
- Dependence on stable and reliable internet connectivity for accessing and utilizing the system.

APPLICATIONS

Main Functions of YouTube

- **Users can search for and watch videos**
- **Create a personal YouTube channel**
- **Upload videos to your channel**
- **Like/Comment/share other YouTube videos**
- **Users can subscribe/follow other YouTube channels and users**
- **Create playlists to organize videos and group videos together**

Applications of the System: -

The system has a wide range of potential applications in various domains. Here are four paragraphs highlighting some key application areas:

The system's data analytics capabilities provide valuable insights for content creators and digital marketers. By analysing metrics such as views, subscribers, and video count, content creators can identify popular content themes, topics, or formats that resonate with their target audience. This information can help optimize their content strategy, ensuring they create content that has a higher chance of attracting and engaging viewers. Additionally, the system can assist in identifying gaps in the market, allowing content creators to explore niche areas and differentiate themselves from competitors.

Influencer Marketing Campaigns: With the rise of influencer marketing, brands and marketers can leverage the system to identify top-performing YouTube channels and influencers with a significant subscriber base. By analysing metrics such as engagement rates, video count, and audience demographics, brands can make informed decisions when selecting influencers for their marketing campaigns. The system's visualizations can help identify influencers who align with the brand's target audience and content niche, ensuring effective collaborations and maximizing the return on investment for influencer marketing initiatives.

The system's ability to analyse and compare the performance of different channels provides valuable insights for competitive analysis. Businesses and marketers can gain a deeper understanding of their competitors' strategies and audience engagement levels. By identifying trends and patterns in the data, they can benchmark their own performance against industry leaders and adapt their strategies accordingly. This application allows businesses to stay informed about the latest market dynamics and make data-driven decisions to maintain a competitive edge

CONCLUSION

In conclusion, the Tableau Explore Youtube channels emerges as a powerful tool in the realm of Talent management, offering a comprehensive approach to measure success. Its Strengths lie in advanced data visualization, real-time monitoring, customization, and Seamless integration, facilitating informed decision-making and strategic alignment. However, challenges such as implementation costs, a learning curve, and potential data Complexities need consideration. Caution is warranted to prevent an overemphasis on Quantitative metrics, potentially overshadowing qualitative aspects.

Overall, this project has showcased the significance of data analytics and visualization in understanding YouTube's top subscribers and their behaviours. The findings and visualizations can serve as a valuable resource for content creators, marketers, and businesses aiming to optimize their strategies, engage their target audience, and make informed decisions based on data-driven insights. By harnessing the power of data, this project contributes to the advancement of knowledge and practices in the field of YouTube analytics**.**

FUTURE SCOPE

The future scope of this project holds immense potential for further advancements and improvements in understanding YouTube's top subscribers. One area of future exploration involves enhancing data collection. Expanding the scope to include additional metrics such as engagement rates, audience demographics, and geographic distribution can provide a more comprehensive understanding of the subscribers' behaviours and preferences. This enriched dataset can enable deeper analysis and more accurate insights.

Expanding the analysis beyond YouTube to include data from other social media platforms, such as Instagram, Twitter, or TikTok, presents an exciting opportunity. By integrating data from multiple platforms, a holistic view of influencers and their cross-platform reach can be obtained. This can provide valuable insight s into audience behaviours, content preferences, and influencer marketing strategies.

APPENDIX
Reference

DASHBOARD 1:

https://public.tableau.com/views/Book1youtubetopchannelsrankwisechannels/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

DASHBOARD 2:

https://public.tableau.com/views/Book1youtubetopchannelsrankwisechannels/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

DASHBOARD 3:

https://public.tableau.com/views/Book1youtubetopchannelsrankwisechannels/Dashboard3?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

DASHBOARD 4:

https://public.tableau.com/views/Book1youtubetopchannelsrankwisechannels/Dashboard4?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

STORY:

https://public.tableau.com/shared/88PCDDSYC?:display_count=n&:origin=viz_share_link