

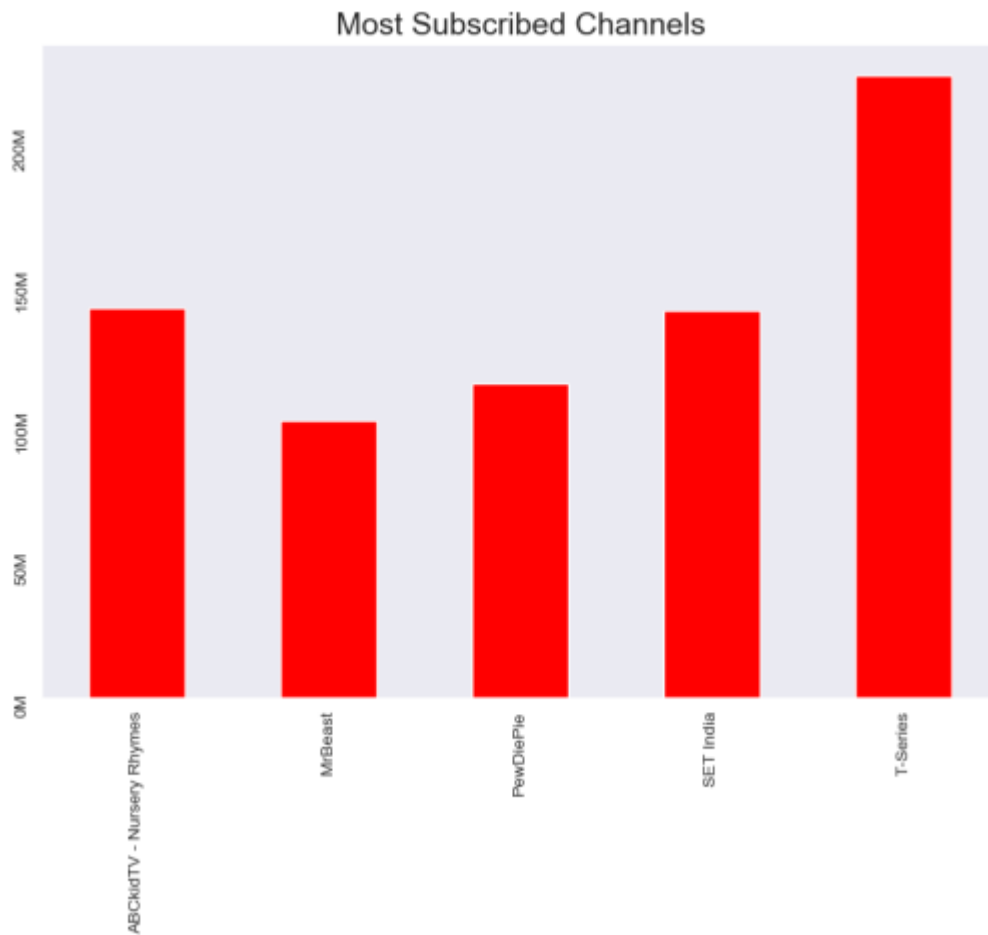
YouTube Data Analysis



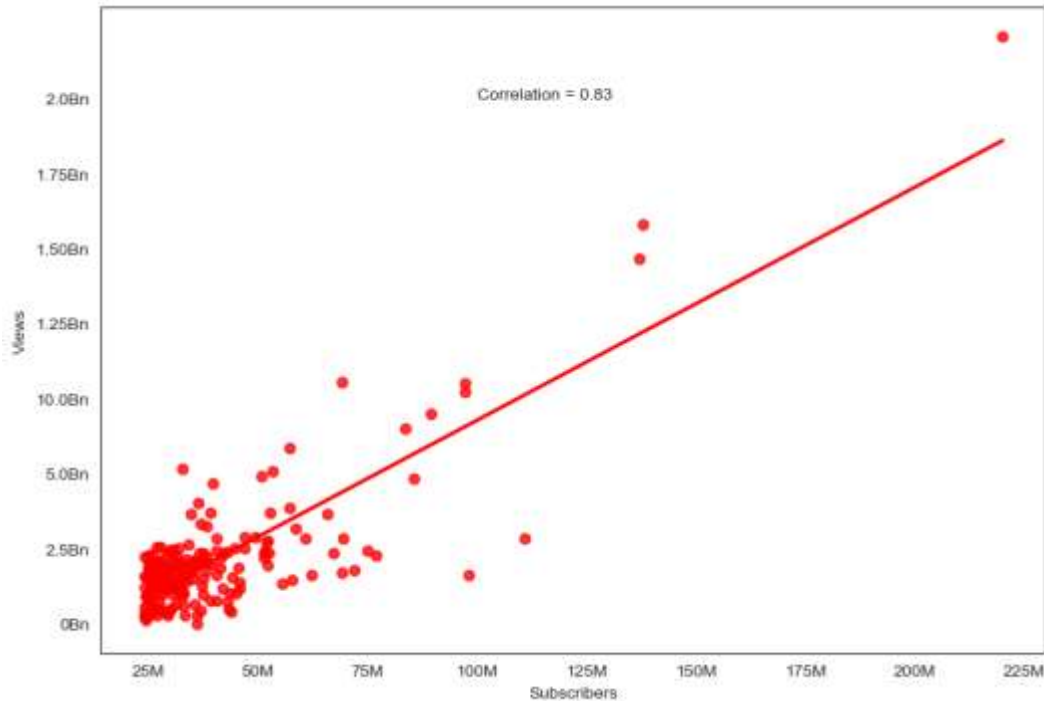
Youtube was created in early 2005 and was acquired by Google in 2006. It was initially created a video dating website. Today, Youtube is the largest video sharing platform with over 2 billion users. According to *thinkwithgoogle*, the top 4 most watched categories are Comedy, Music, Entertainment and “How-tos”.

For this analysis, the data for the top youtubers, in terms of followers, was collected from [Kaggle](#) and has its original source from Youtube.

Subscribers



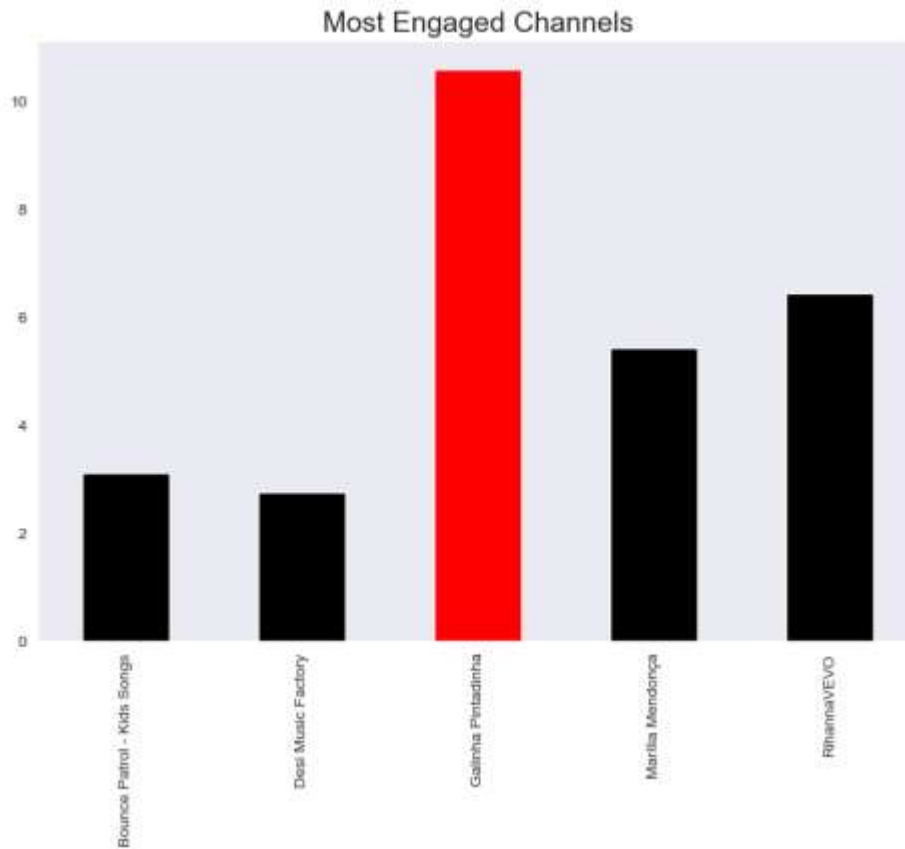
T- Series, an Indian-based music platform on Youtube. It has the highest number of subscribers with over 220 million subscribers and almost 200 billion likes across all their youtube videos. The other YouTubers are ABCKidTv, SET India, PewDiePie and Mr Beast



There is a very high relationship (a correlation of 0.83) between the total number of views and the number of subscribers. Youtube channels with higher number of views tend to also have a high number of subscribers.

The top 3 channels with the highest number of subscribers: T-Series, ABCKids and SET India are also the top 3 channels with the highest number of total views

Engagement

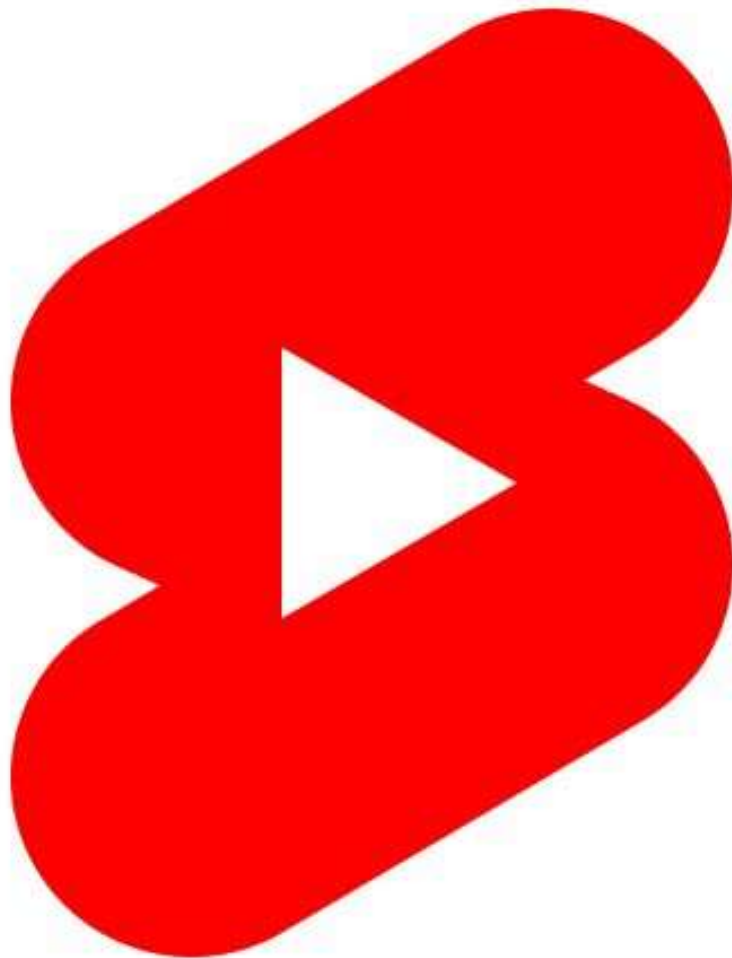


Engagement Rate is a Youtube metric that shows how many times a channel has been interacted with. It is calculated as the total of the number of likes, dislikes and comments for a channel divided by the total number of subscribers. For this data, none of the channels with the highest number of subscribers were one of the most engaged.

Content Category



YouTube is home to a lot of content creators and bloggers and houses several categories such as Music, Entertainment, Gaming, How-tos, Education etc. For the top YouTubers, most of their content falls in the category of Music, Entertainment, Gaming and Comedy.



As a video-sharing platform, YouTube has witnessed rapid growth since its inception in 2005. The top YouTubers are majorly from 2 nationalities: The United States and India with focus on Music, Entertainment, Gaming and Comedy. In July 2021, YouTube Shorts was released, globally as a short form of the video sharing platform.