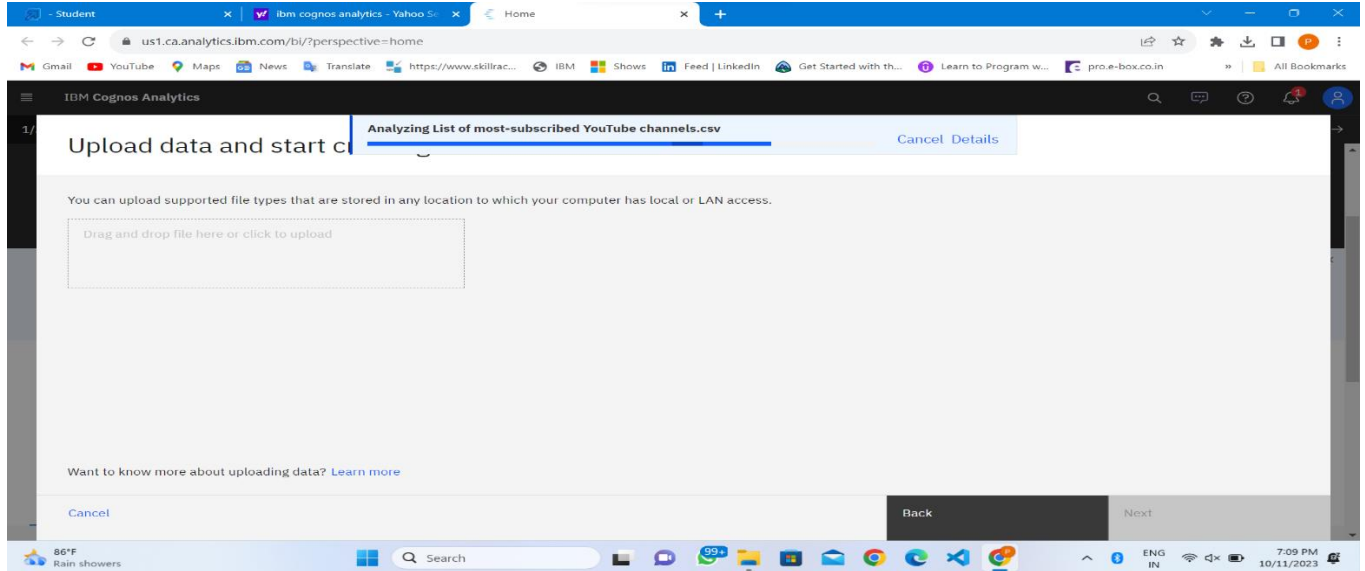


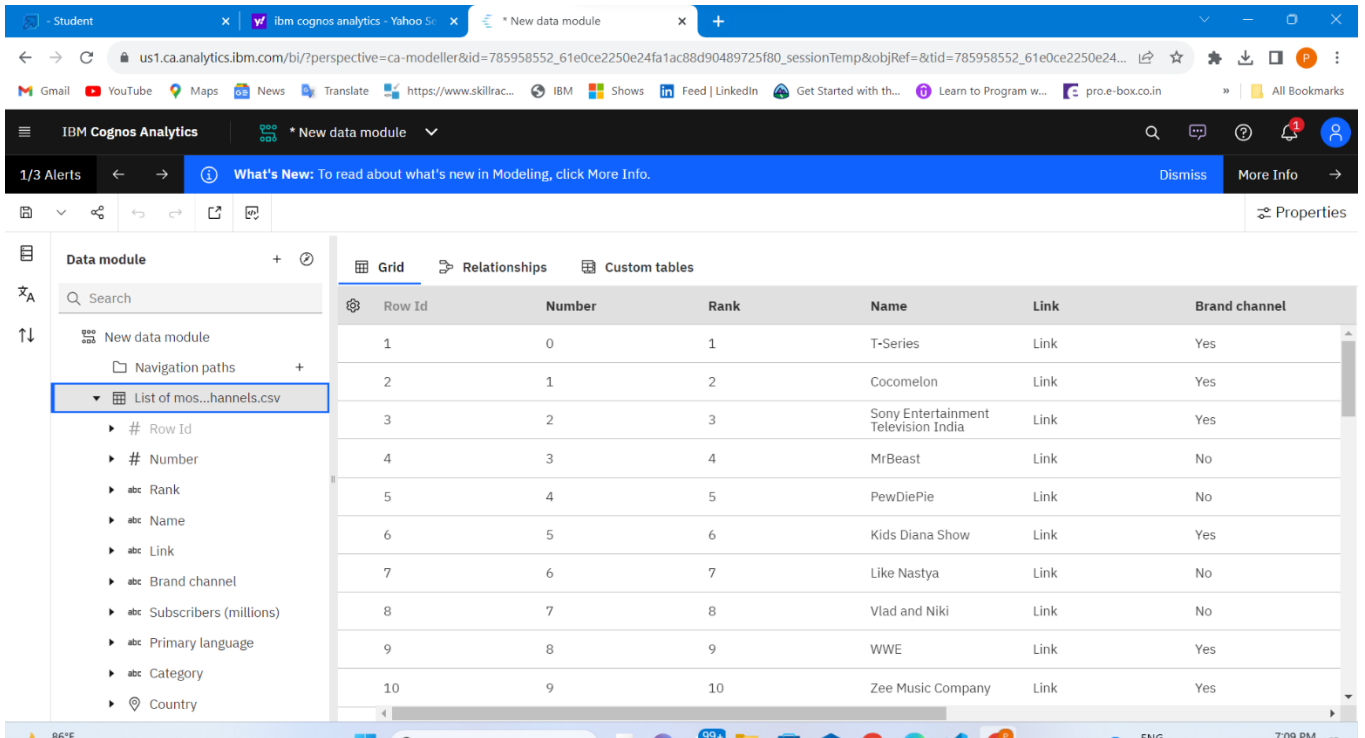
# Subscribers Galore: Exploring the World's Top YouTube Channels

TEAM ID: [NMTMID01980](#)

## 1: UPLOADING DATA SET



## 2: CREATING DATA MODULE



IBM Cognos Analytics interface showing a data module with a table of YouTube channels.

Rank	Name	Brand channel	Subscribers (millions)	Primary language	Category
1	T-Series	Yes	238	Hindi[7][8]	Music
2	Cocomelon	Yes	155	English	Education
3	Sony Entertainment Television India	Yes	153	Hindi[9]	Entertainment
4	MrBeast	No	137	English	Entertainment
5	PewDiePie	No	111	English	Games
6	Kids Diana Show	Yes	109	English[10][11][12]	Entertainment
7	Like Nastya	No	105	English	Entertainment
8	Vlad and Niki	No	94.9	English	Entertainment
9	WWE	Yes	93.8	English	Sports
10	Zee Music Company	Yes	93.4	Hindi[13][14]	Music
11	Blackpink	Yes	84.8	Korean	Music

### 3:DATA EXPLORATION

IBM Cognos Analytics interface showing a data exploration view with a pie chart titled "Brand channel by Brand channel".

**Brand channel by Brand channel**

Legend: Brand channel (No, Yes)

Pie chart data:

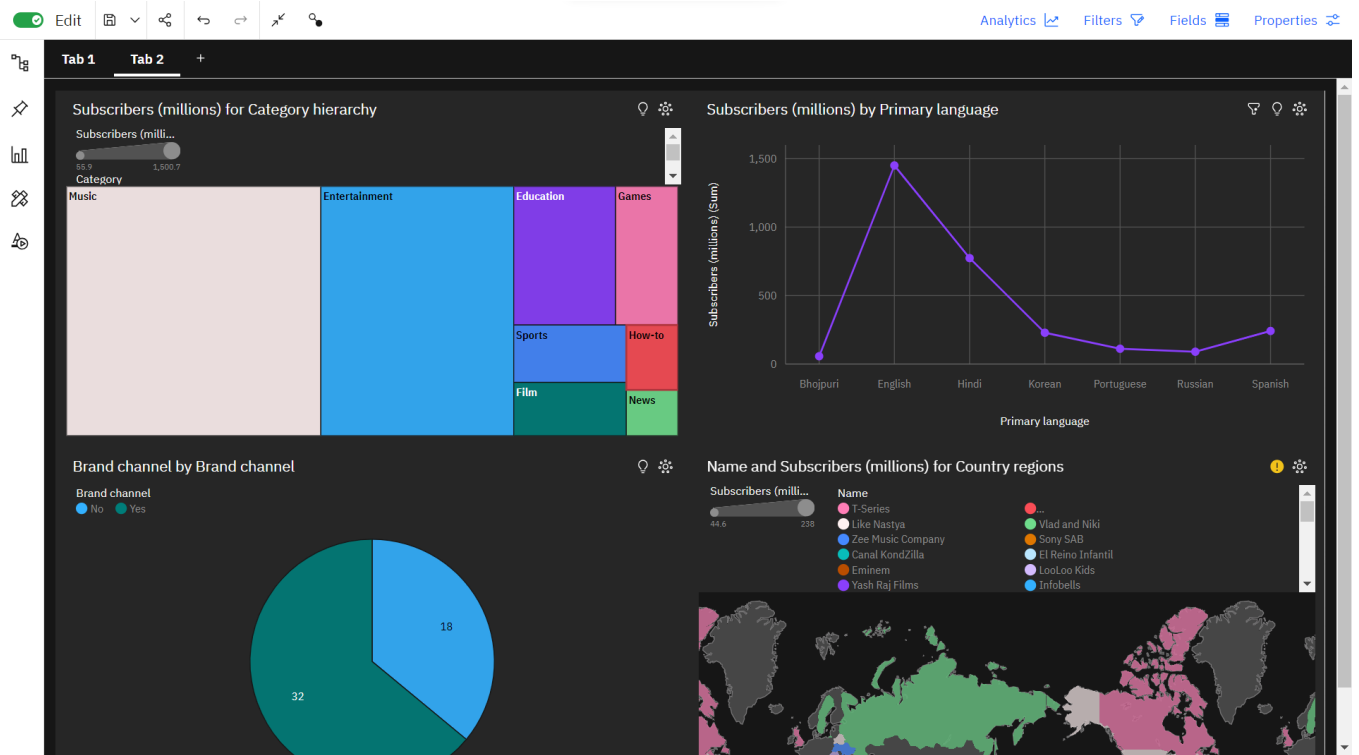
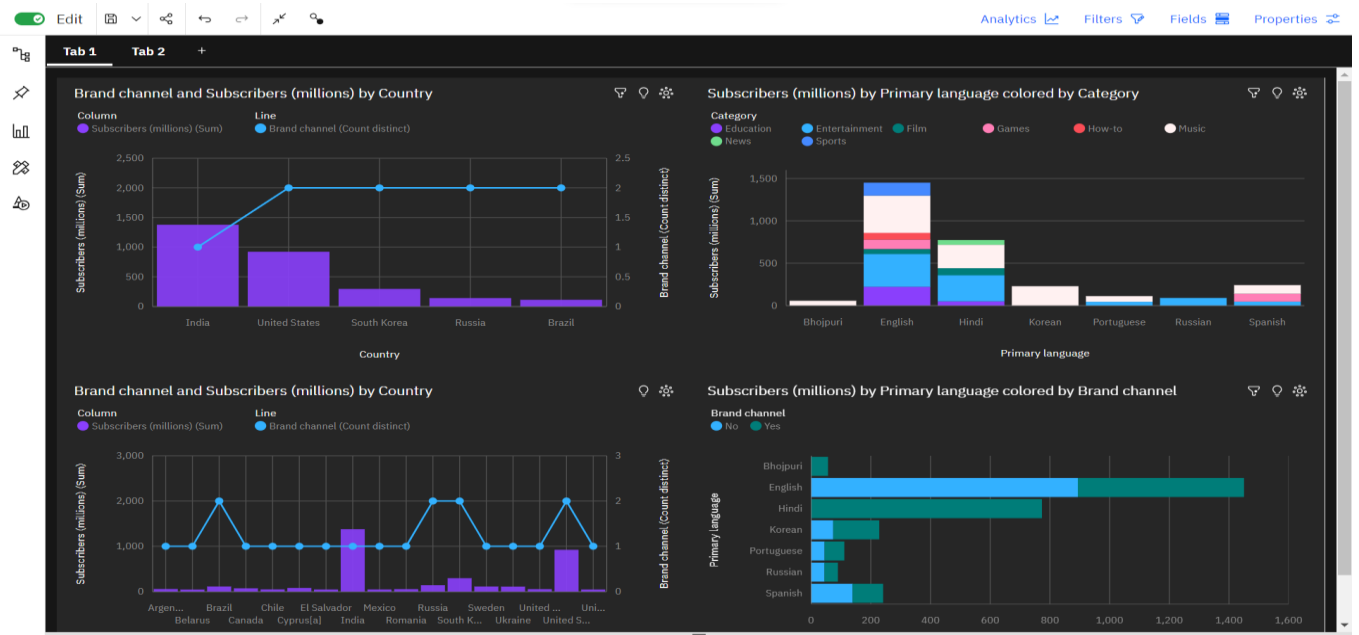
Brand channel	Count
No	32
Yes	18

Fields panel:

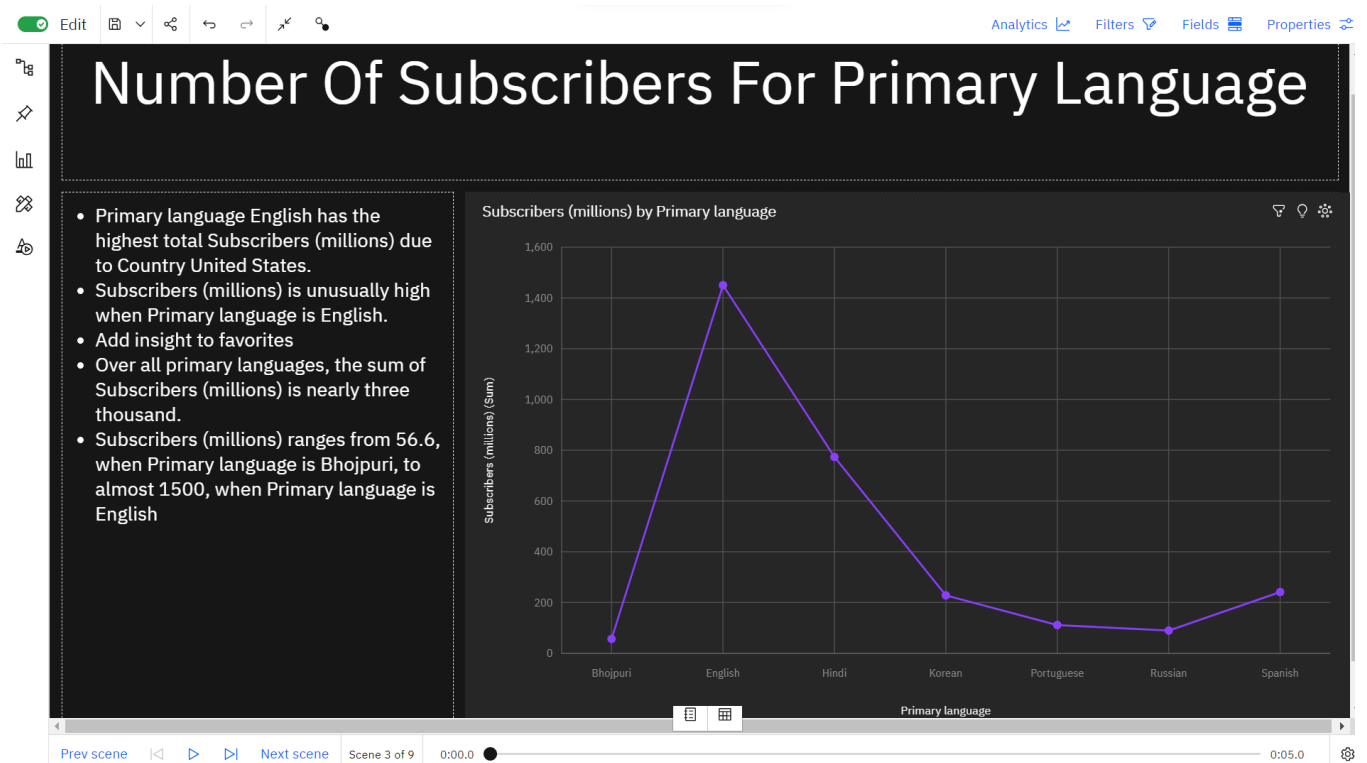
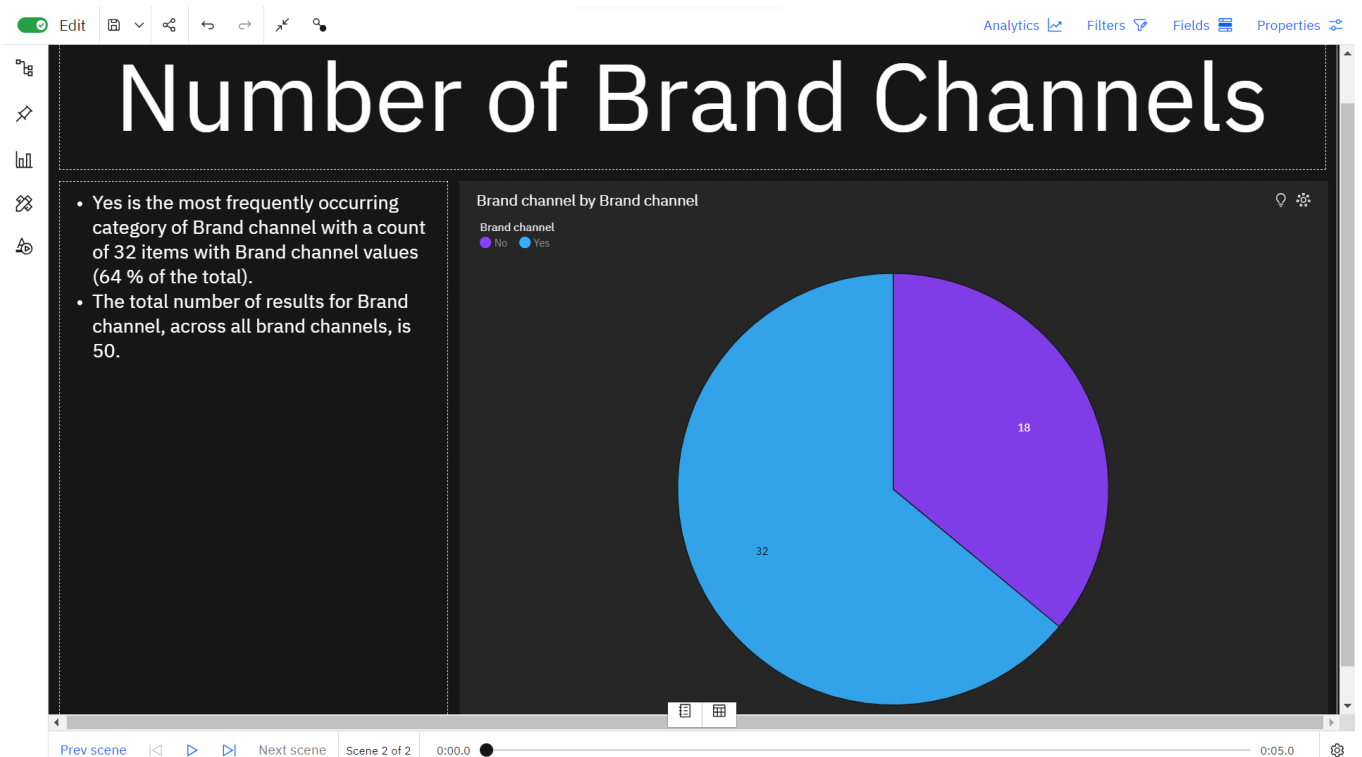
- Segments\*** (Required field): Brand channel
- Size\*** (Required field): Brand channel
- Repeat (column)**: Click or drag data here
- Repeat (row)**: Click or drag data here

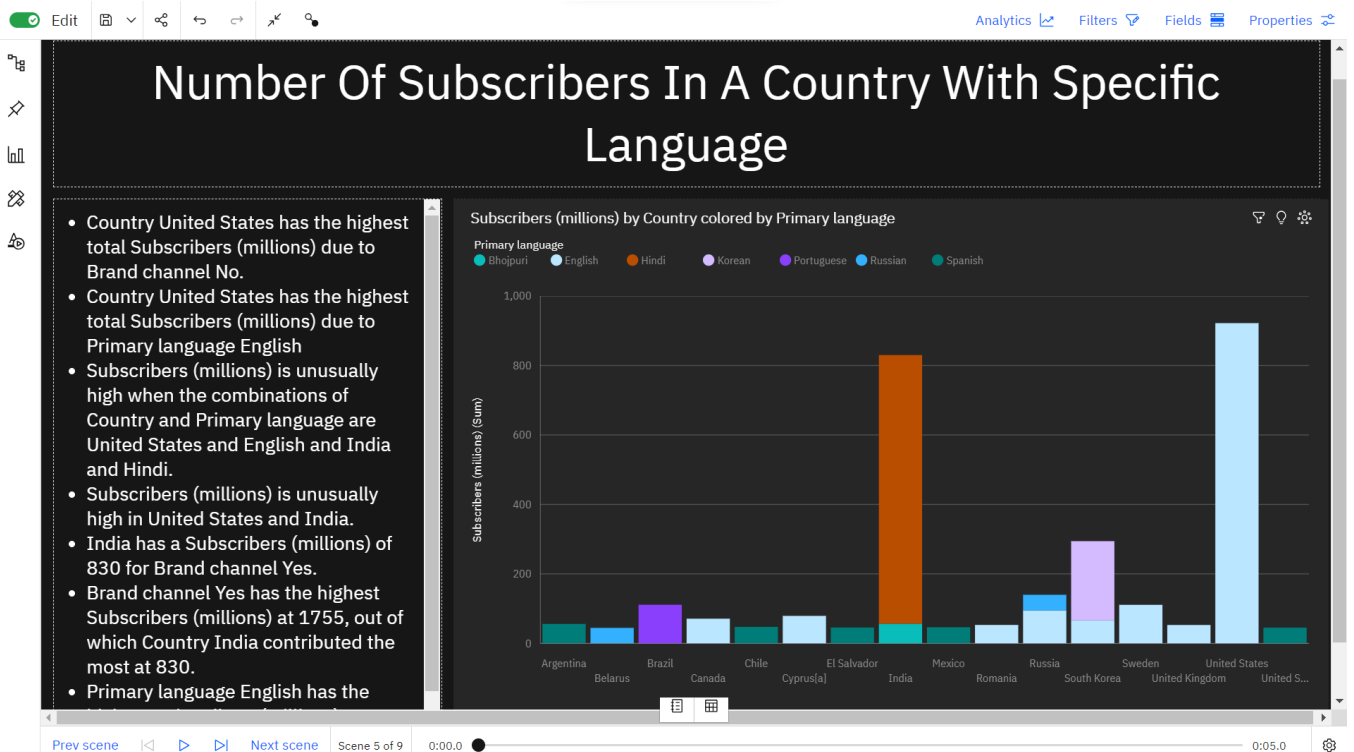
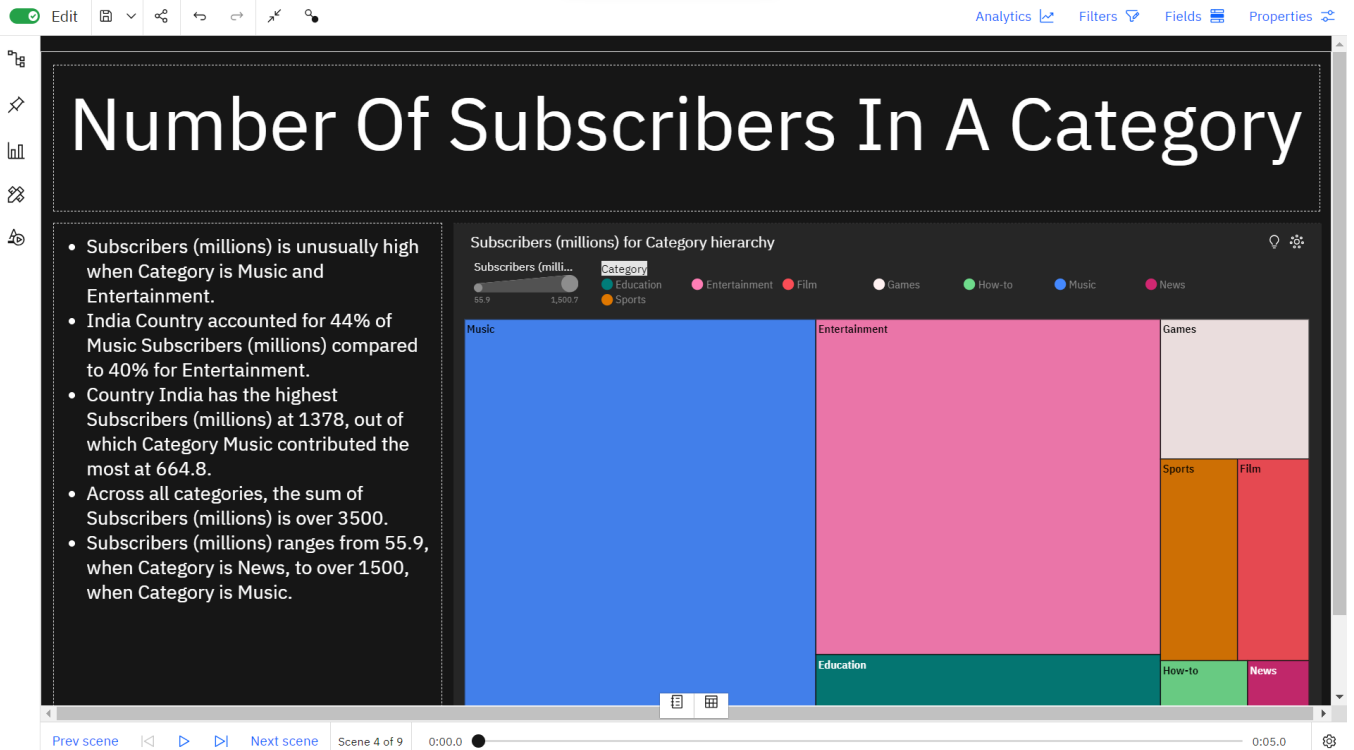
### 4:DATA VISUALIZATION

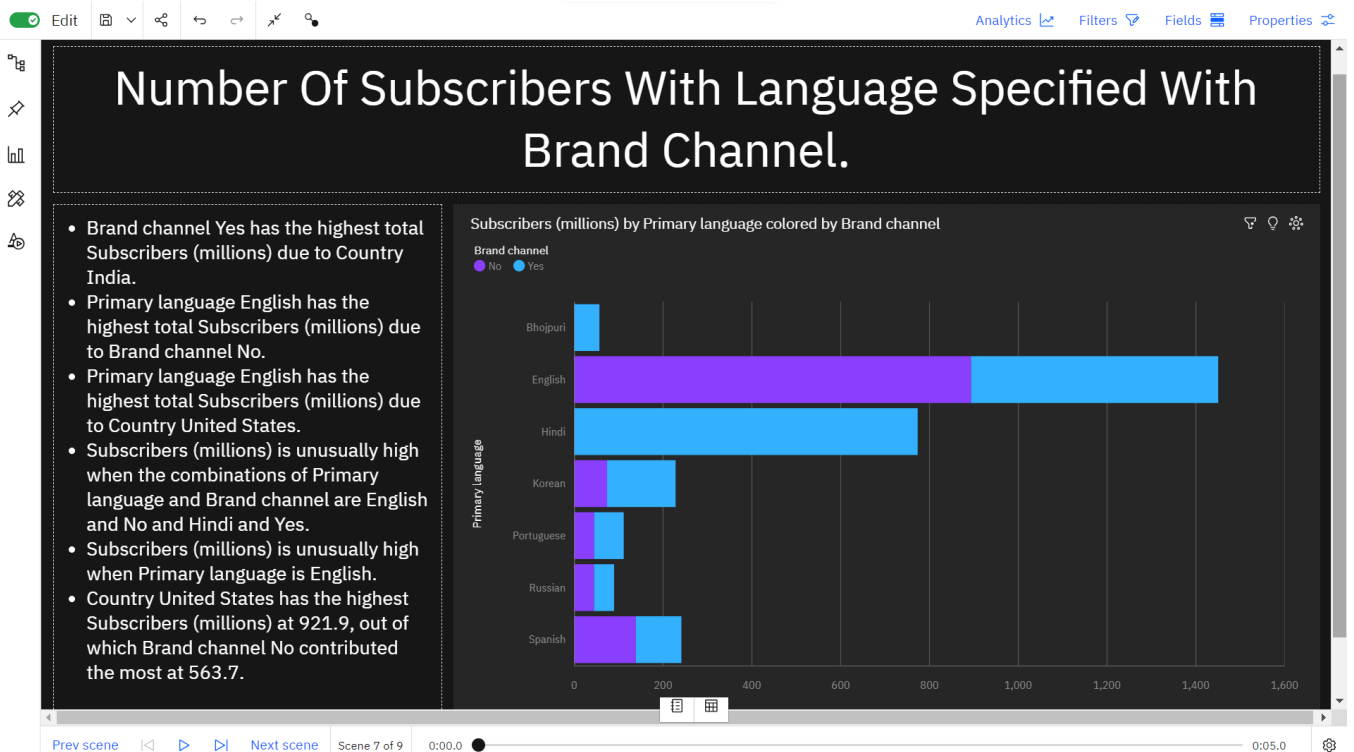
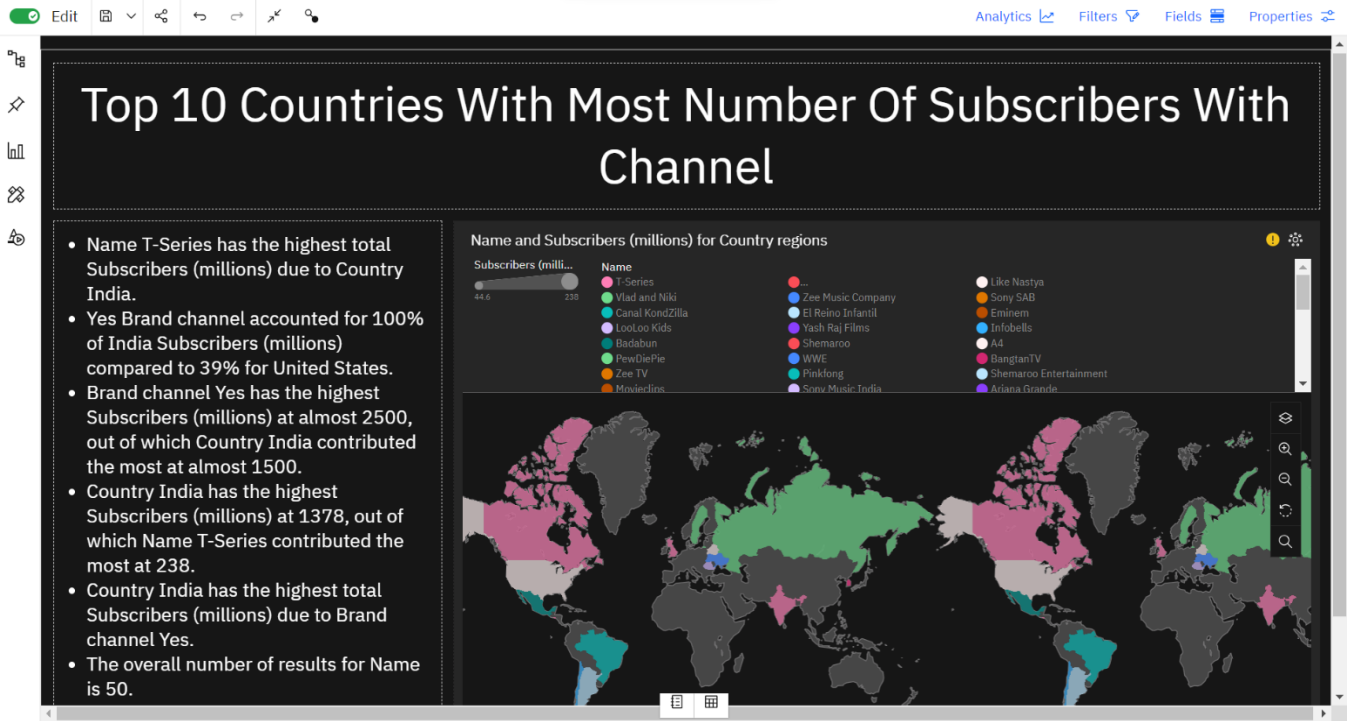
## A) DASHBOARD:



STORY



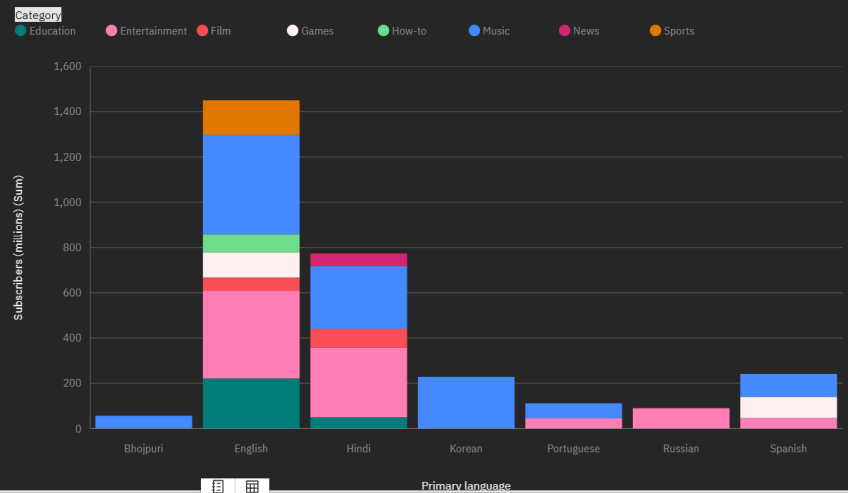




# Number Of Subscribers With Language Specified With Category

- Primary language English has the highest total Subscribers (millions) due to Country United States.
- Subscribers (millions) is unusually high when Category is Music and Entertainment.
- Subscribers (millions) is unusually high when Primary language is English.
- Country United States has the highest Subscribers (millions) at 921.9, out of which Category Entertainment contributed the most at 292.6.
- Category Music has the highest Subscribers (millions) at 1169, out of which Primary language English contributed the most at 439.9.
- Category Music Subscribers (millions) from Country India is 333.4, whereas Entertainment is only 307.6.
- Primary language English Subscribers

Subscribers (millions) by Primary language colored by Category

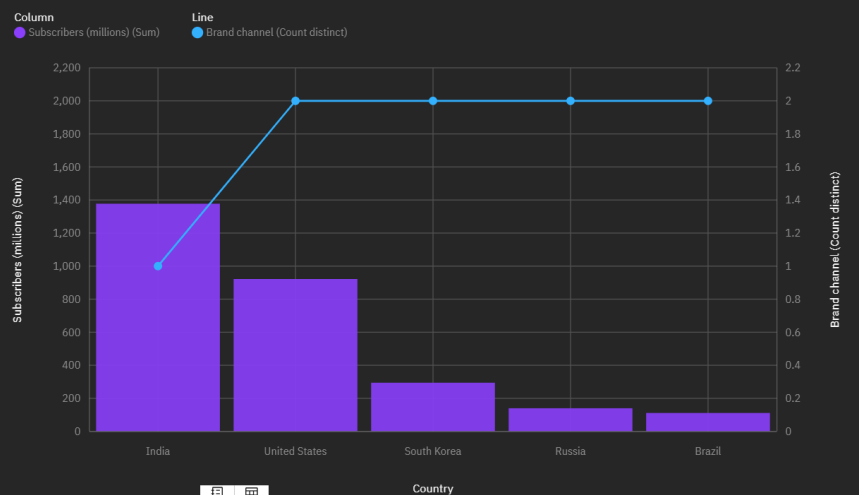


Prev scene Next scene Scene 8 of 9 0:00.0

# Countries With More Number Of Brand Channels

- Subscribers (millions) is unusually high in India.
- Yes Brand channel accounted for 100% of India Subscribers (millions) compared to 39% for United States.
- Brand channel Yes has the highest Subscribers (millions) at over 2 thousand, out of which Country India contributed the most at almost 1500.
- Country India has the highest total Subscribers (millions) due to Brand channel Yes.
- Over all countries, the sum of Subscribers (millions) is nearly three thousand.
- Subscribers (millions) ranges from 111.3, in Brazil, to almost 1500, in India.
- For Subscribers (millions), the most significant values of Country are India and United States, whose respective

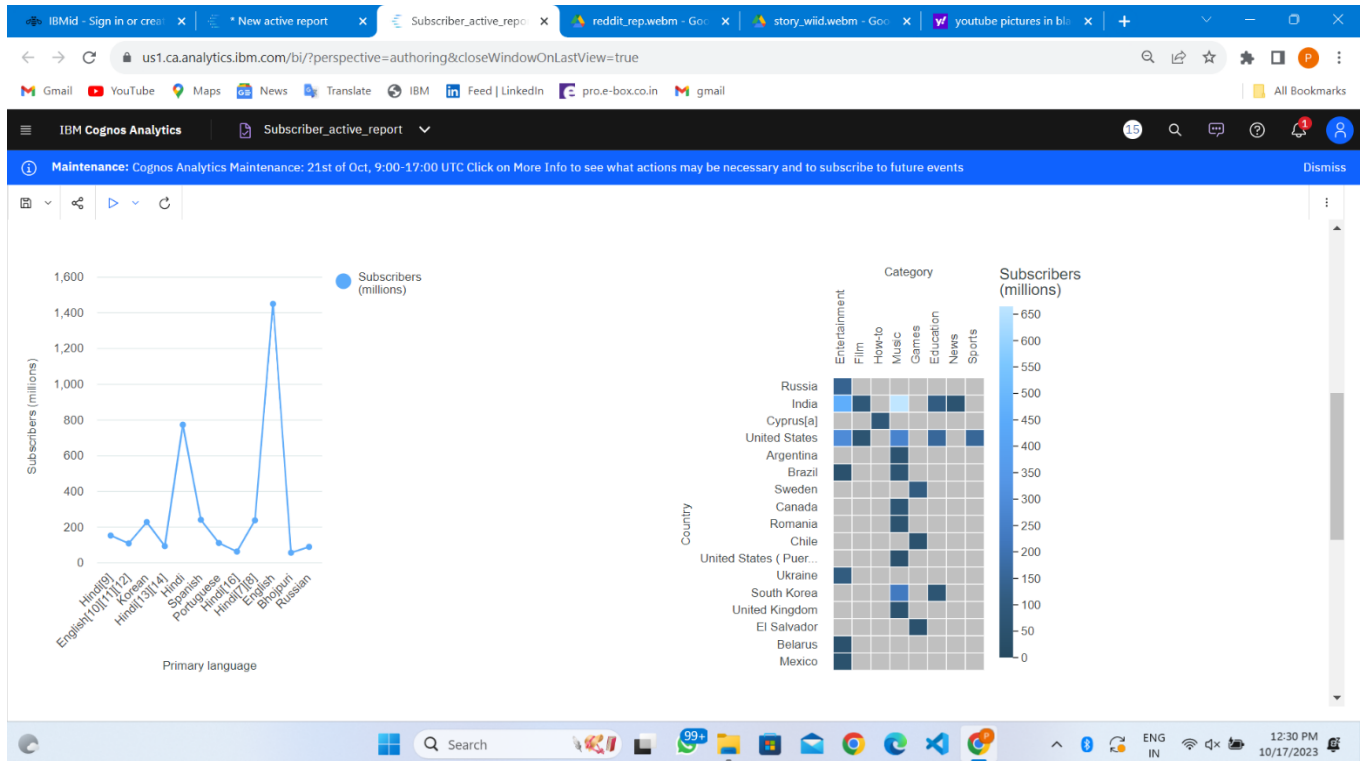
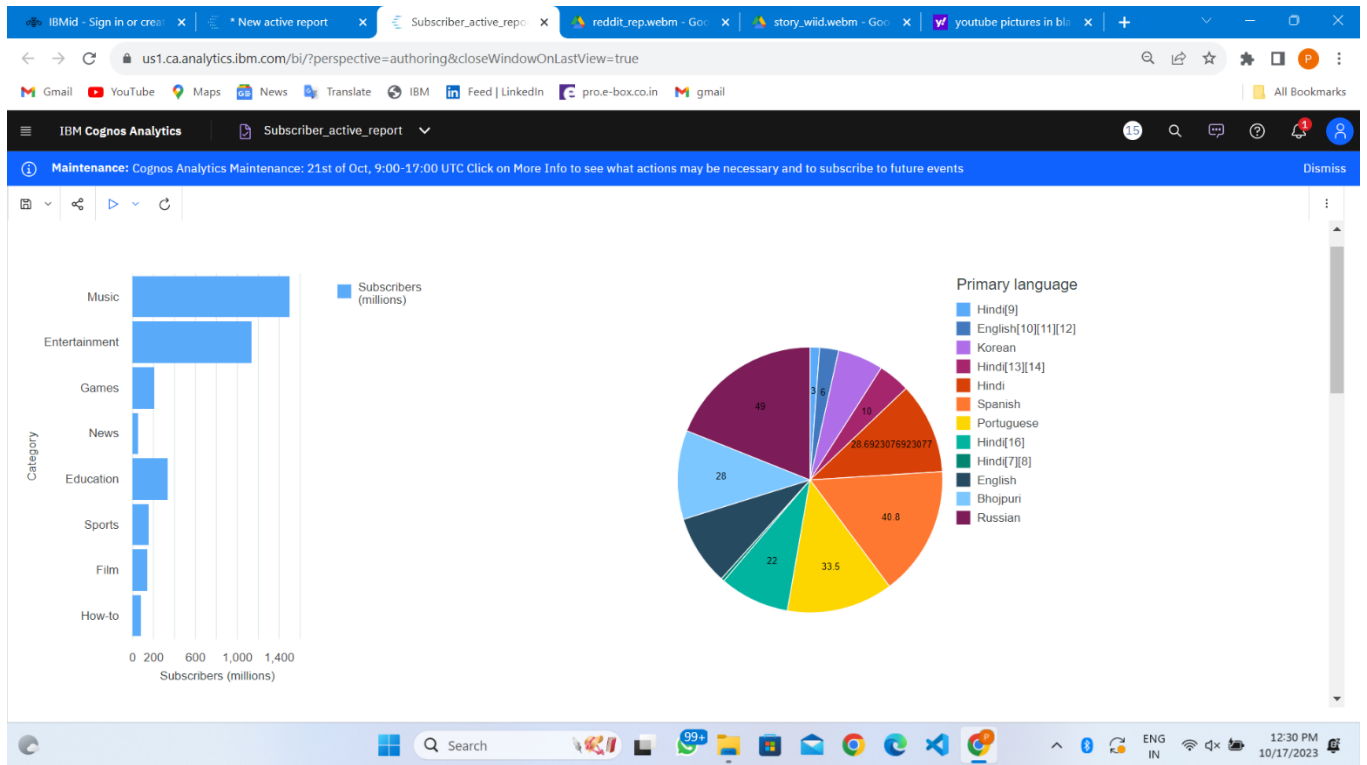
Brand channel and Subscribers (millions) by Country



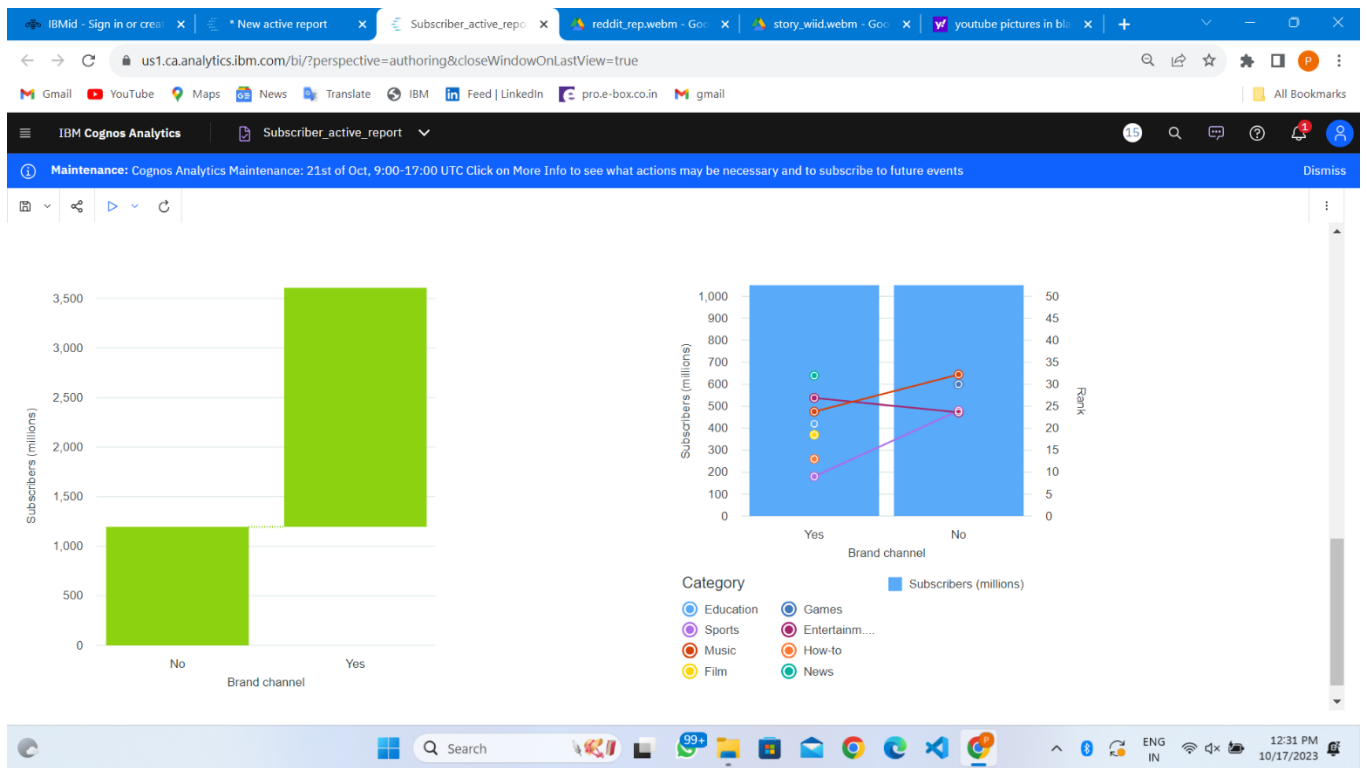
Prev scene Next scene Scene 9 of 9 0:00.0

0:05.0

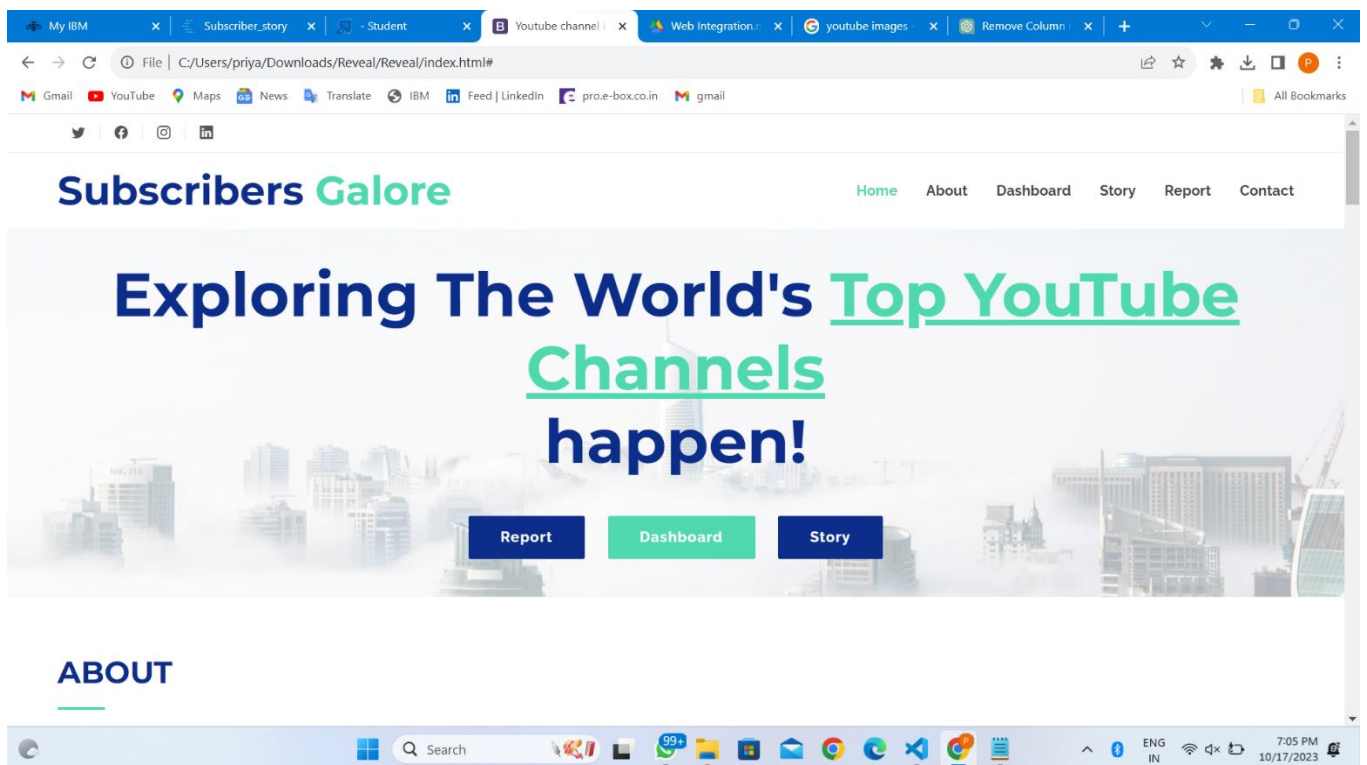
# REPORT





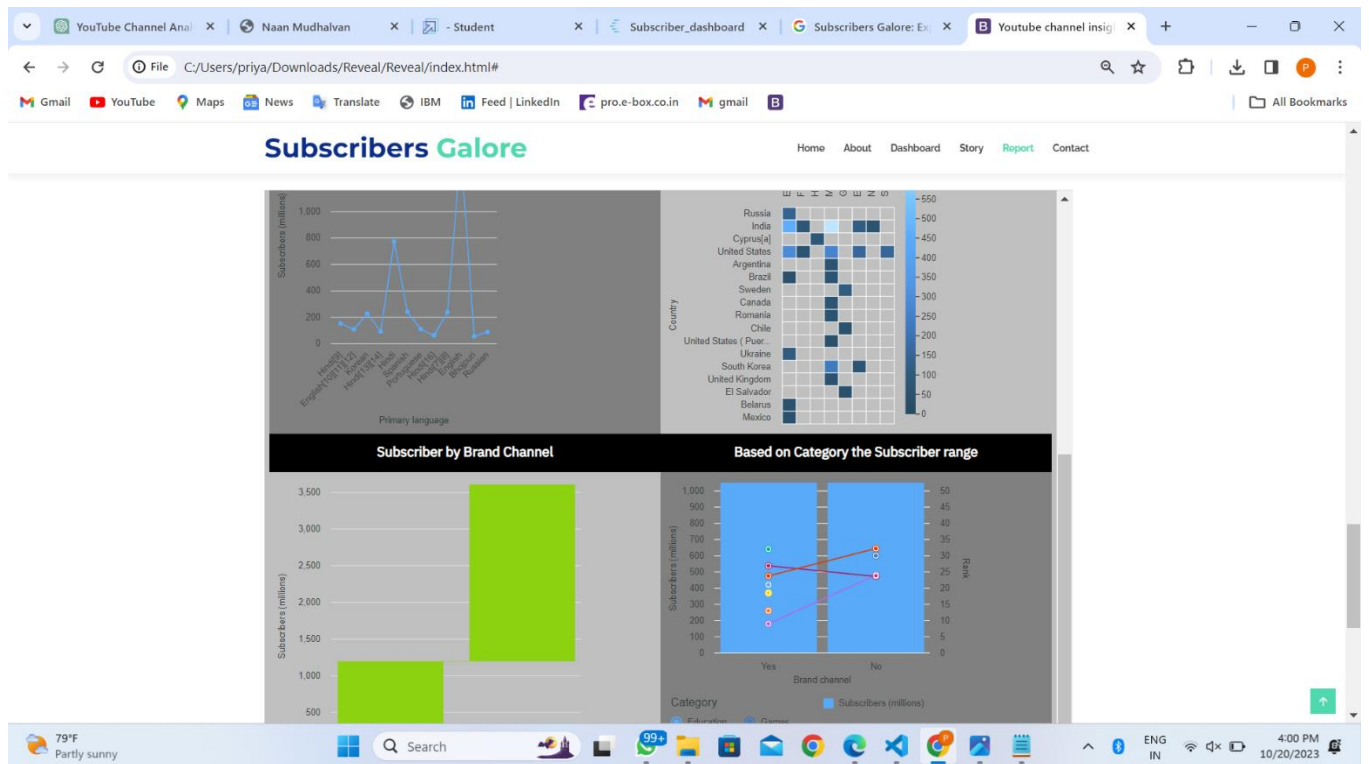
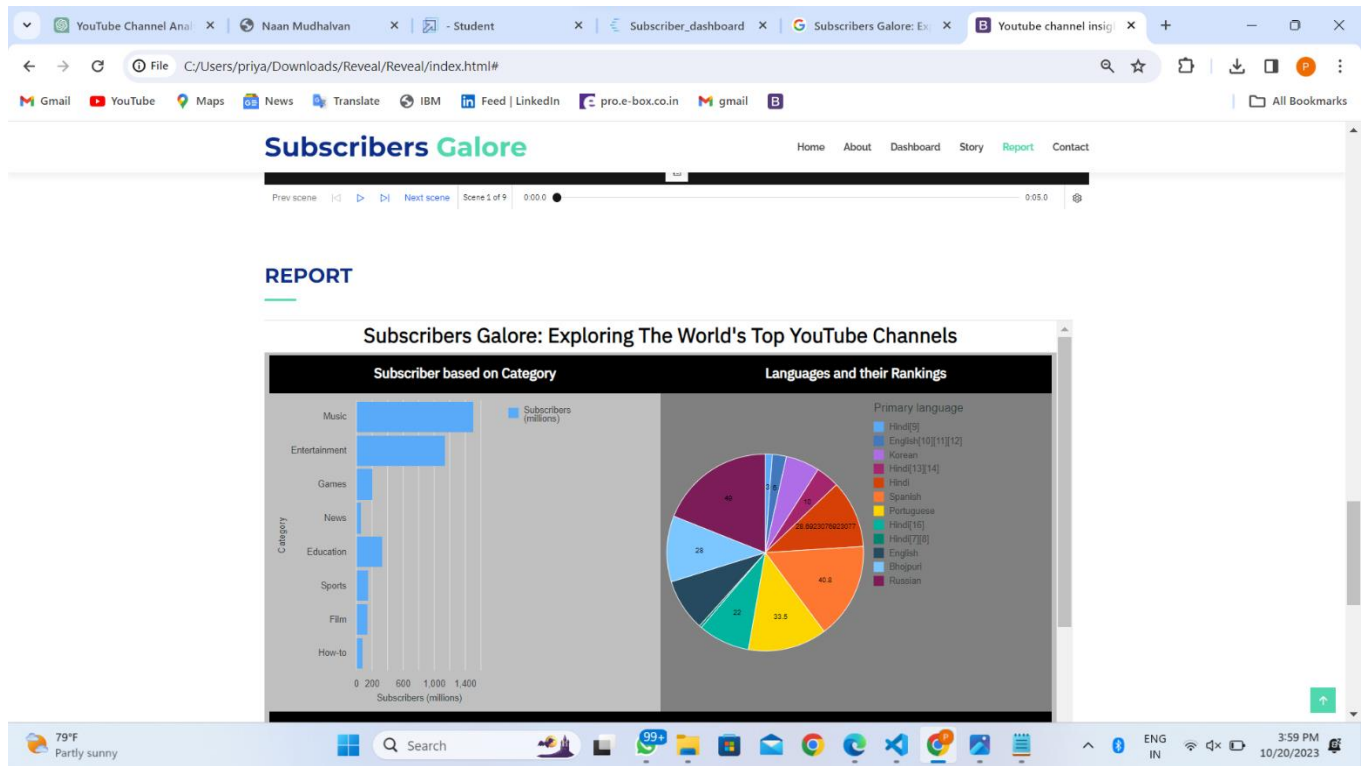


## UI INTEGRATION









YouTube Channel Anal xNaan Mudhalvan x- Student xSubscriber\_dashboard xSubscribers Galore: ExYouTube channel insig x

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All Bookmarks

# Subscribers Galore

HomeAboutDashboardStoryReportContact

Subscribers (millions)

No

Yes

Brand channel

Subscribers

Brand channel

Category

Subscribers (millions)

## CONTACT US

Your Name

Your Email

Subject

Message

Send Message

79°F  
Partly sunny

Search

99+

ENG  
IN

4:00 PM  
10/20/2023