

Subscribers Galore: Exploring World's Top Youtube Channels

1. INTRODUCTION

A YouTube subscriber is an individual who has chosen to receive a channel's content by clicking the "Subscribe" button. This action adds the channel's videos to the user's subscription feed. The feature was introduced in October 2005, with YouTube publishing a list of its most-subscribed channels starting from April 2006. An early archive of this list dates back to May 2006.

The provided table presents the 50 most-subscribed YouTube channels, along with the primary language and content category for each. The channels are arranged by subscriber count, with channels having identical subscriber counts listed based on their growth rates. Channels generated automatically (e.g., Music and News) and those made obsolete by content transfer (e.g., Justin Bieber VEVO, Taylor Swift VEVO) are excluded.

As of February 2023, 21 channels primarily produce content in English, while 16 channels primarily produce content in Hindi. All 50 channels have surpassed 40 million subscribers, with 39 exceeding 50 million, 23 exceeding 60 million, 16 exceeding 70 million, 12 exceeding 80 million, 10 exceeding 90 million, and 7 surpassing 100 million subscribers. T-Series stands out as the only channel to exceed 200 million subscribers.

"Subscribers Galore" is an in-depth exploration of the world's top YouTube channels, delving into subscriber counts, primary languages, and content categories. Utilizing the powerful data visualization tool Tableau, this project aims to provide a comprehensive overview of the YouTube landscape, highlighting subscriber milestones, language preferences, and content diversity.

1.1 Overview

1.1.1 Objectives:

- **Top YouTube Channels Analysis:** Analyze the 50 most-subscribed YouTube channels, emphasizing subscriber counts and growth rates.
- **Language Distribution:** Explore the primary languages used by the top channels, providing insights into global content preferences.
- **Content Category Breakdown:** Break down the content categories of the top channels, showcasing the diversity of content available on YouTube.
- **Subscriber Milestones:** Highlight significant subscriber milestones, emphasizing the number of channels surpassing 40 million, 50 million, 60 million, and beyond.

1.1.2 Methodology:

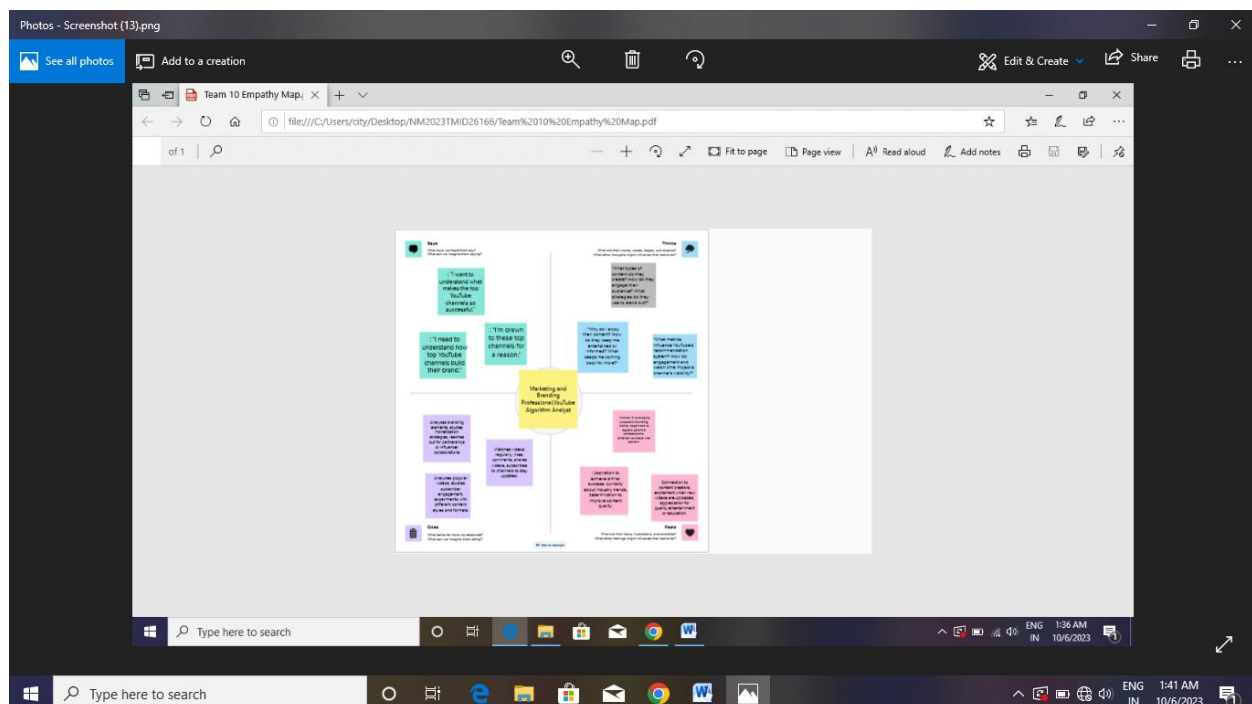
- **Data Collection:** Gathered data on the 50 most-subscribed YouTube channels, including subscriber counts, primary languages, and content categories.
- **Data Cleaning and Preparation:** Processed data to ensure accuracy and consistency, preparing it for visualization in Tableau.
- **Tableau Implementation:** Leveraged Tableau's features to create interactive dashboards and visualizations for comprehensive analysis.

1.2 Purpose:

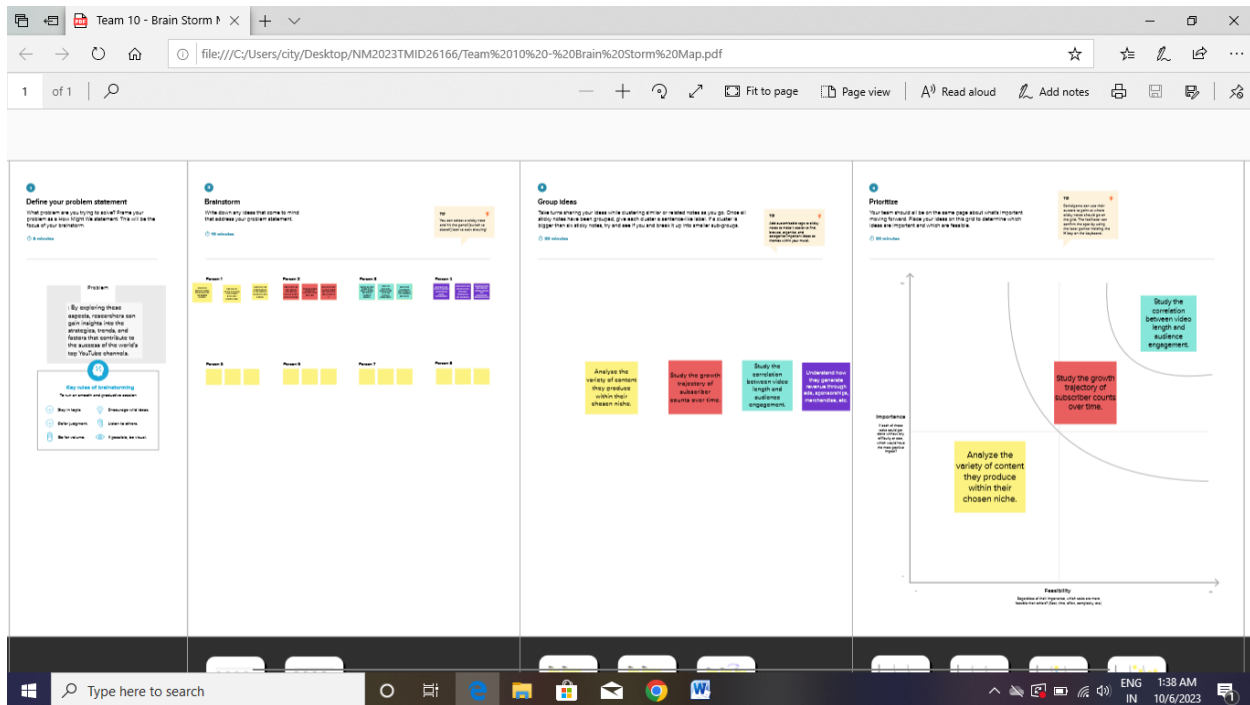
The "Subscribers Galore" project using Tableau can offer a detailed exploration of the world's top YouTube channels, providing stakeholders with data-driven insights into subscriber trends, content strategies, and the overall landscape of online video content creation.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



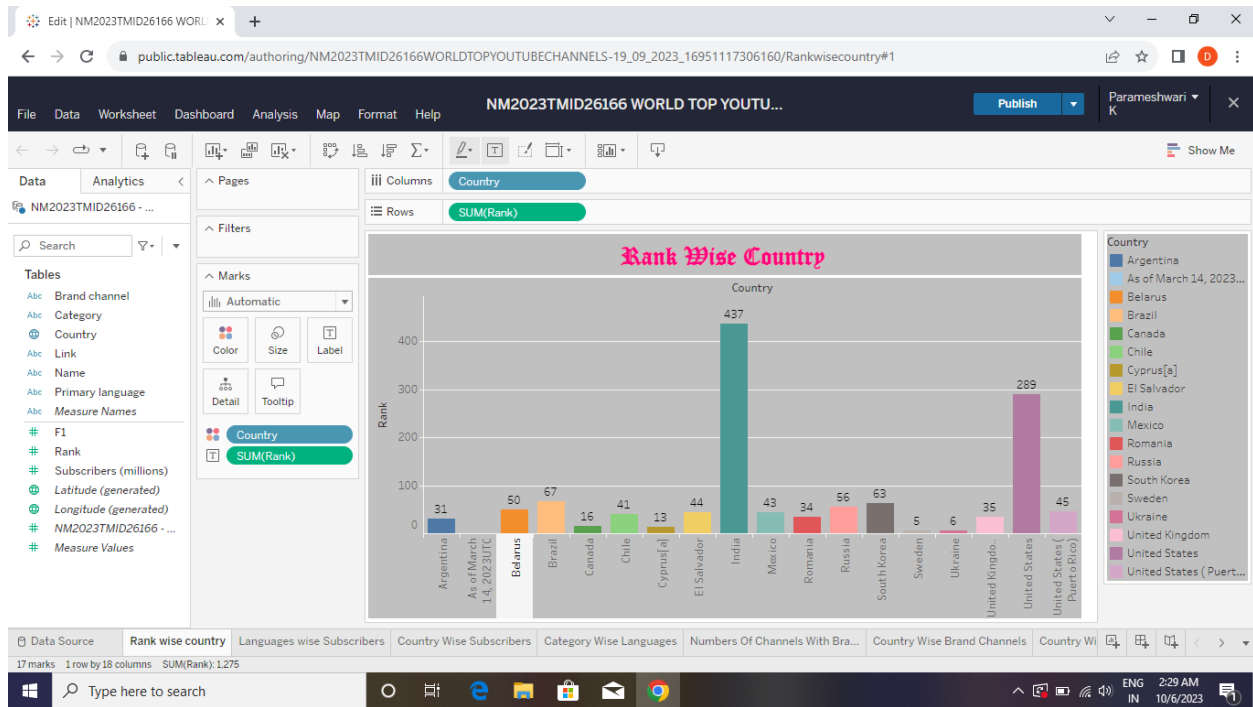
3. RESULT

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

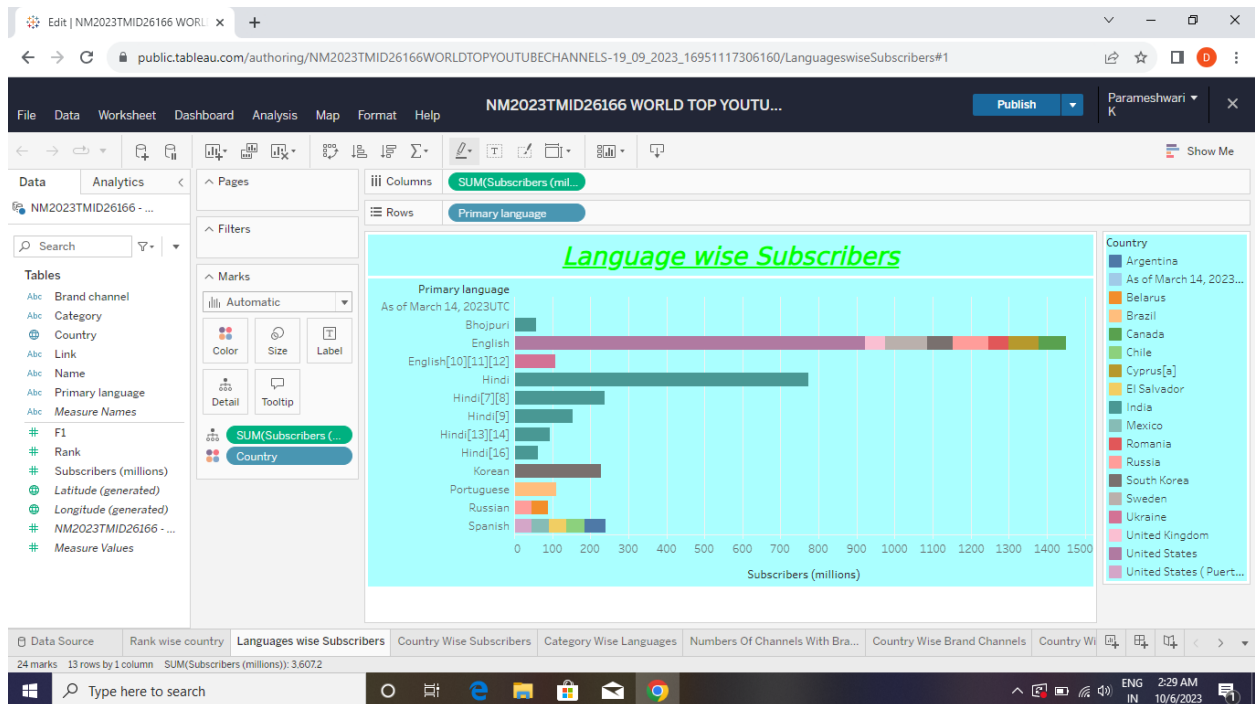
3.1 Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and efficiency of project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables.

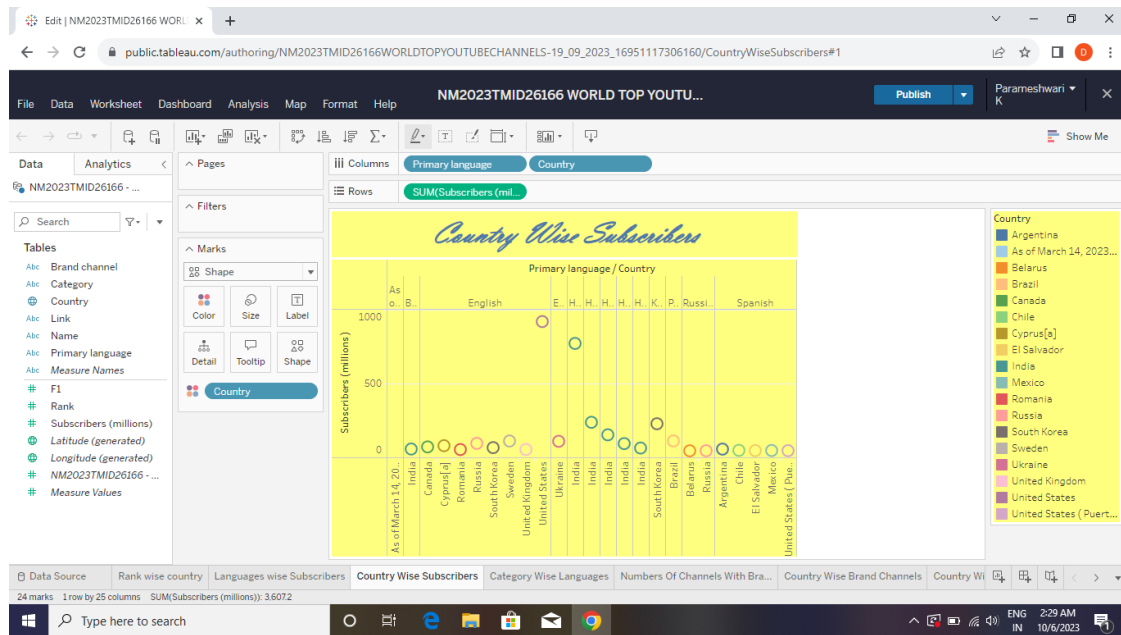
RankWiseCountry



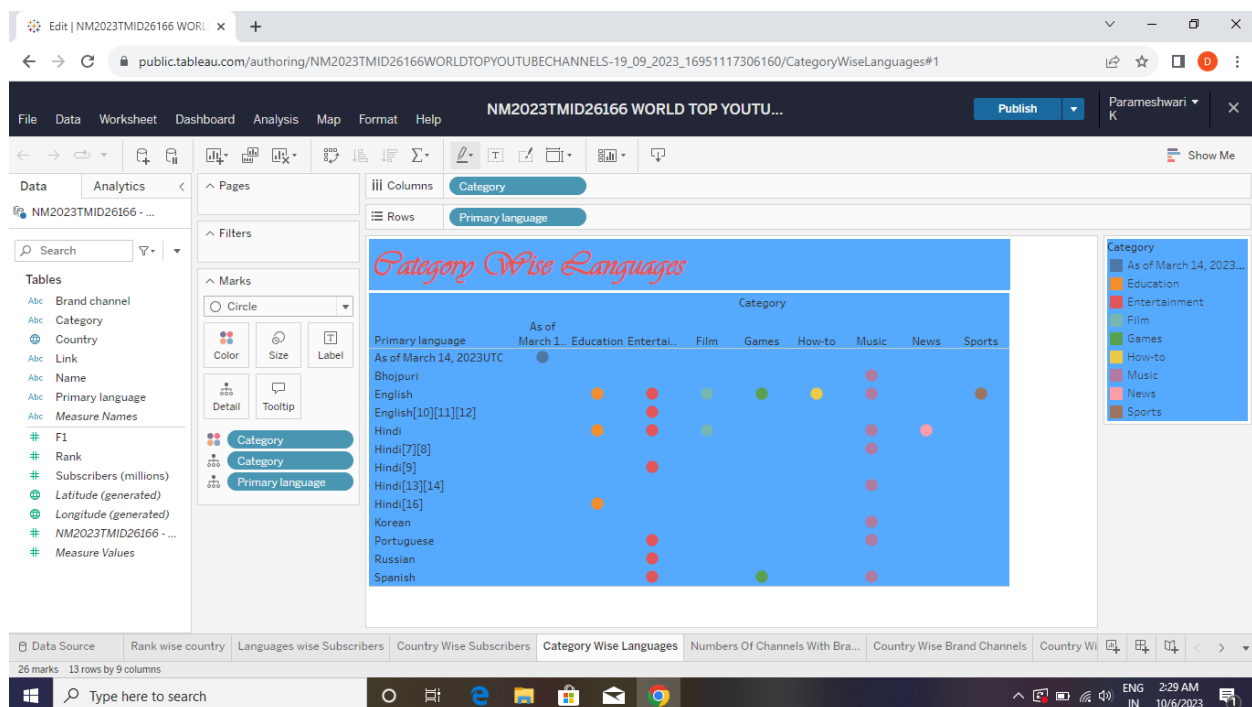
Language wise Subscribers



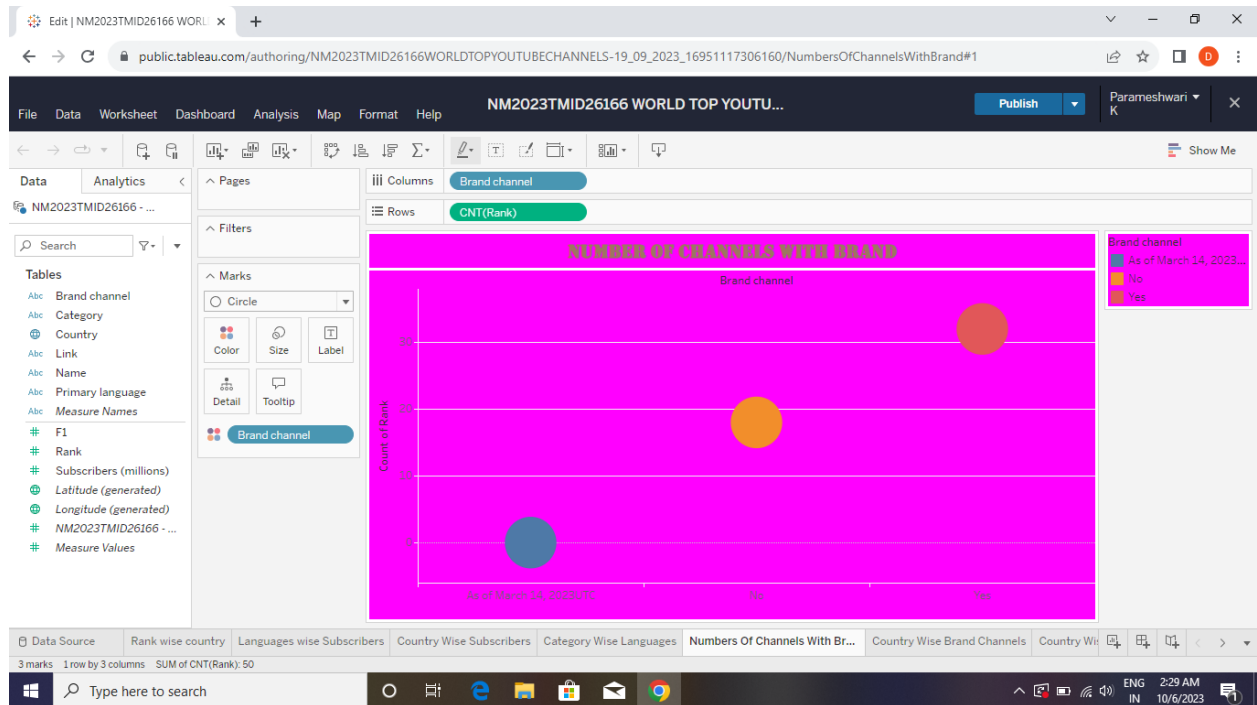
Country wise Subscribers



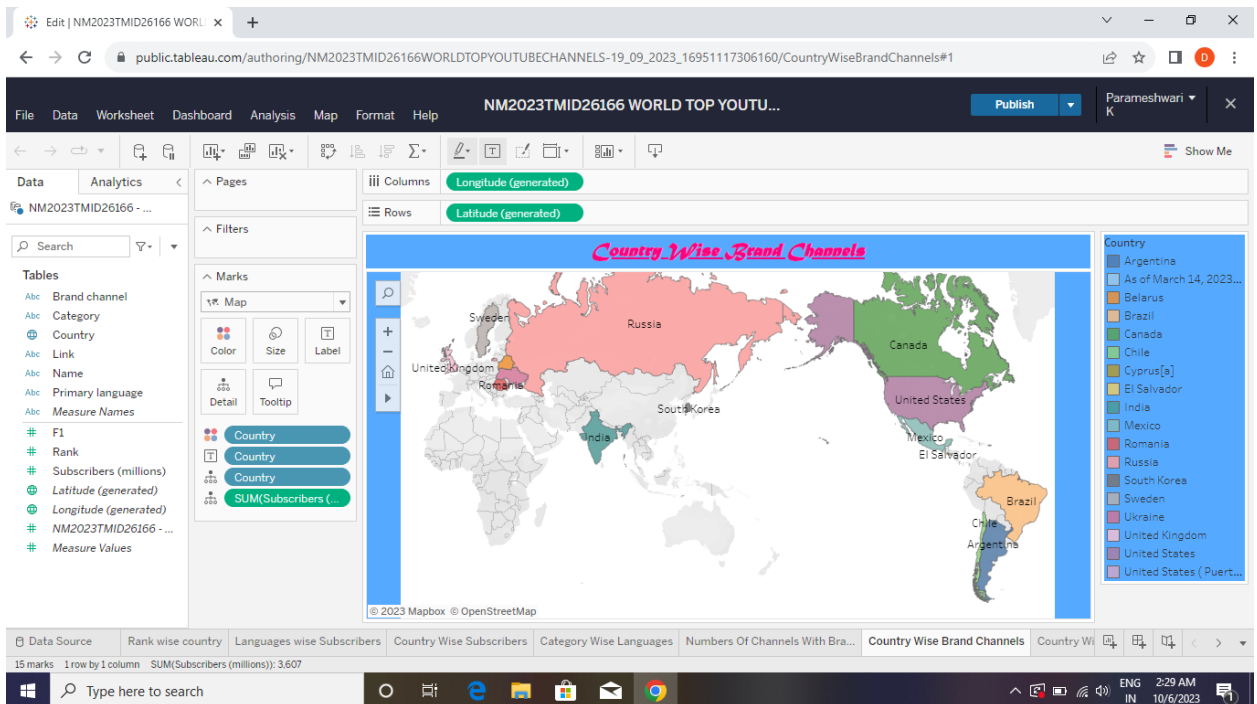
Category wise Languages



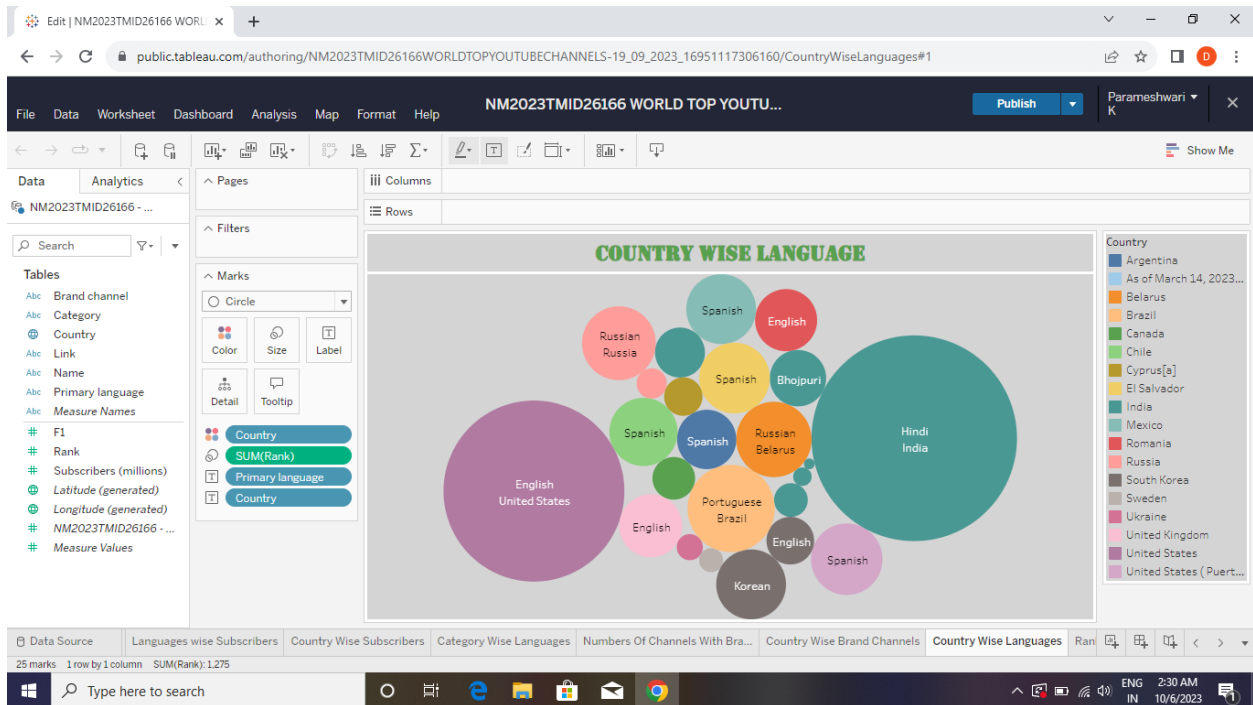
Number of Channels with Brand



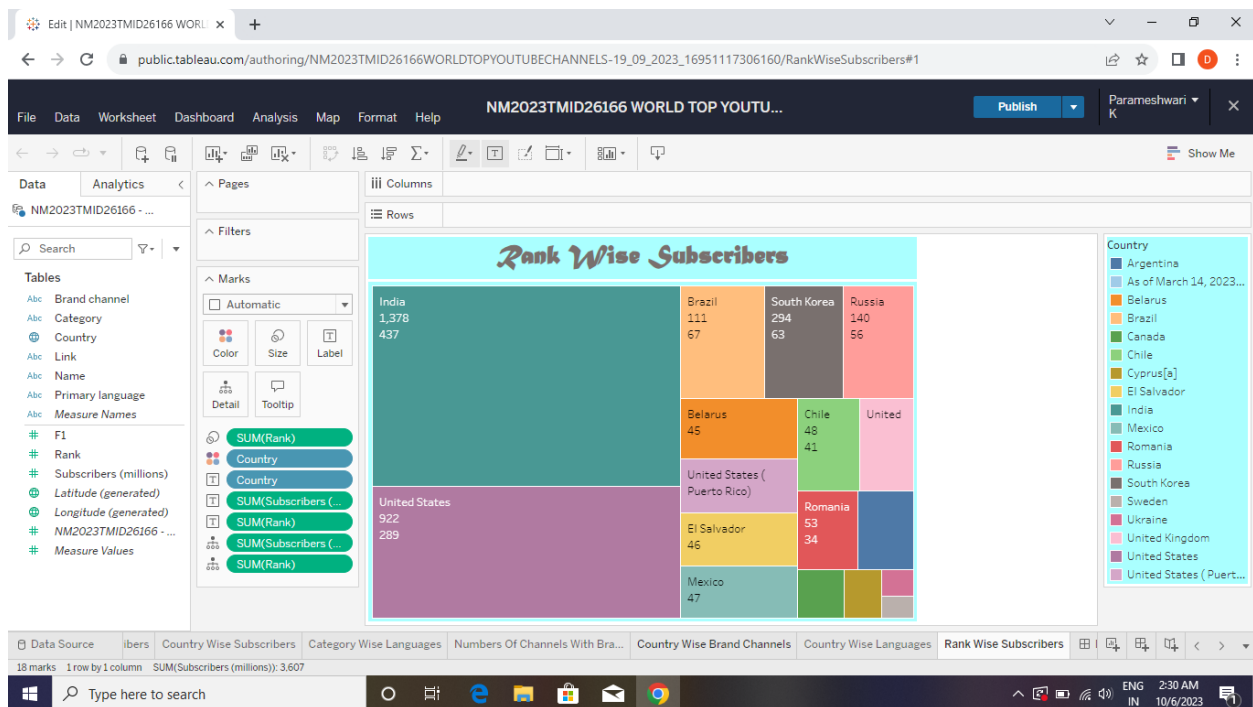
Country wise Brand Channels



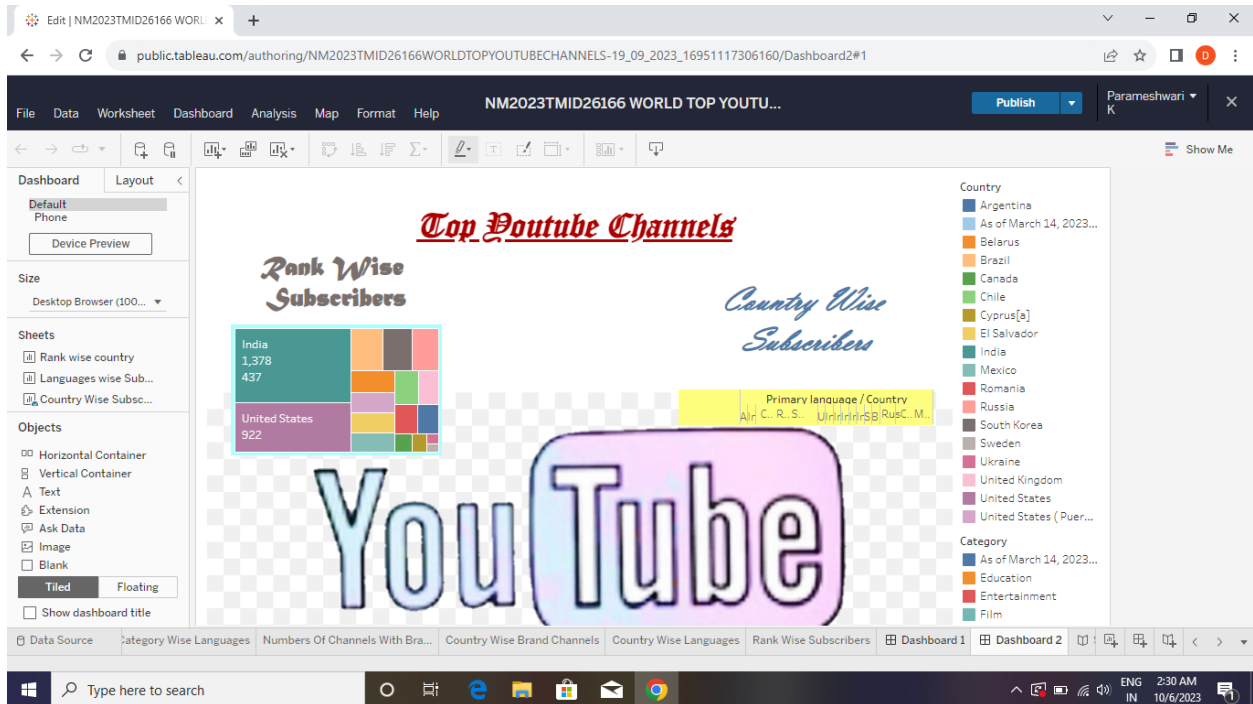
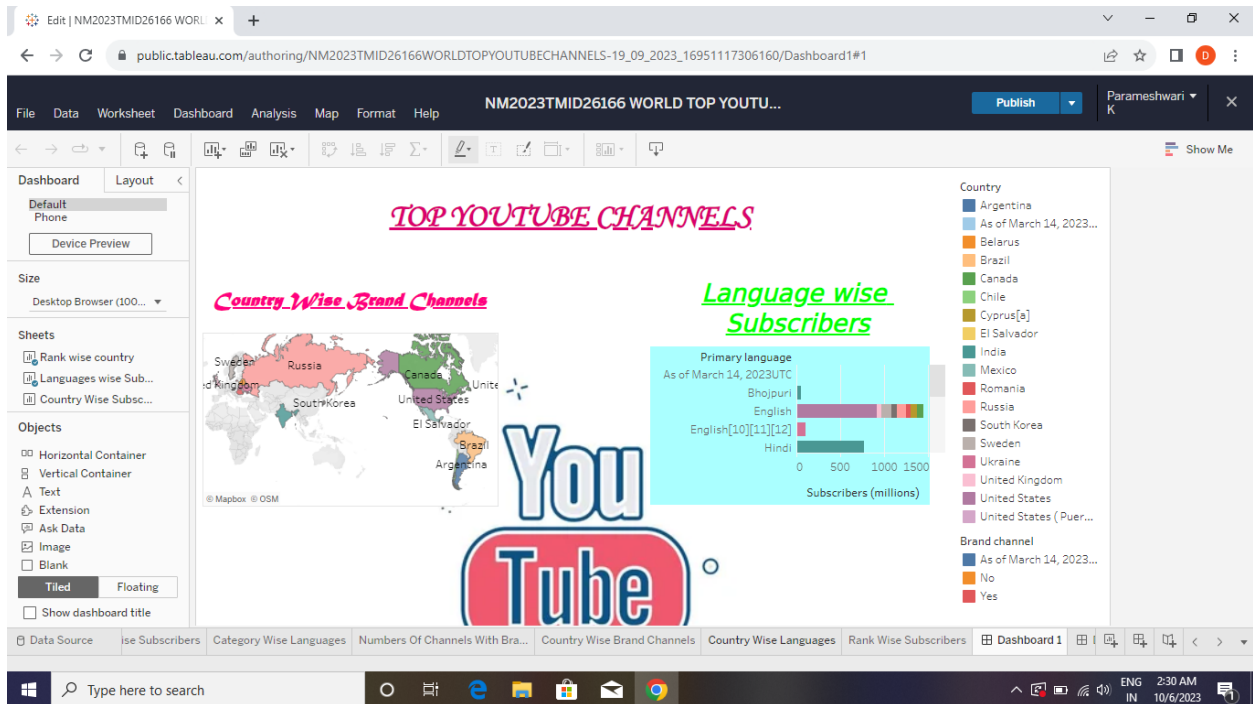
Country wise Languages



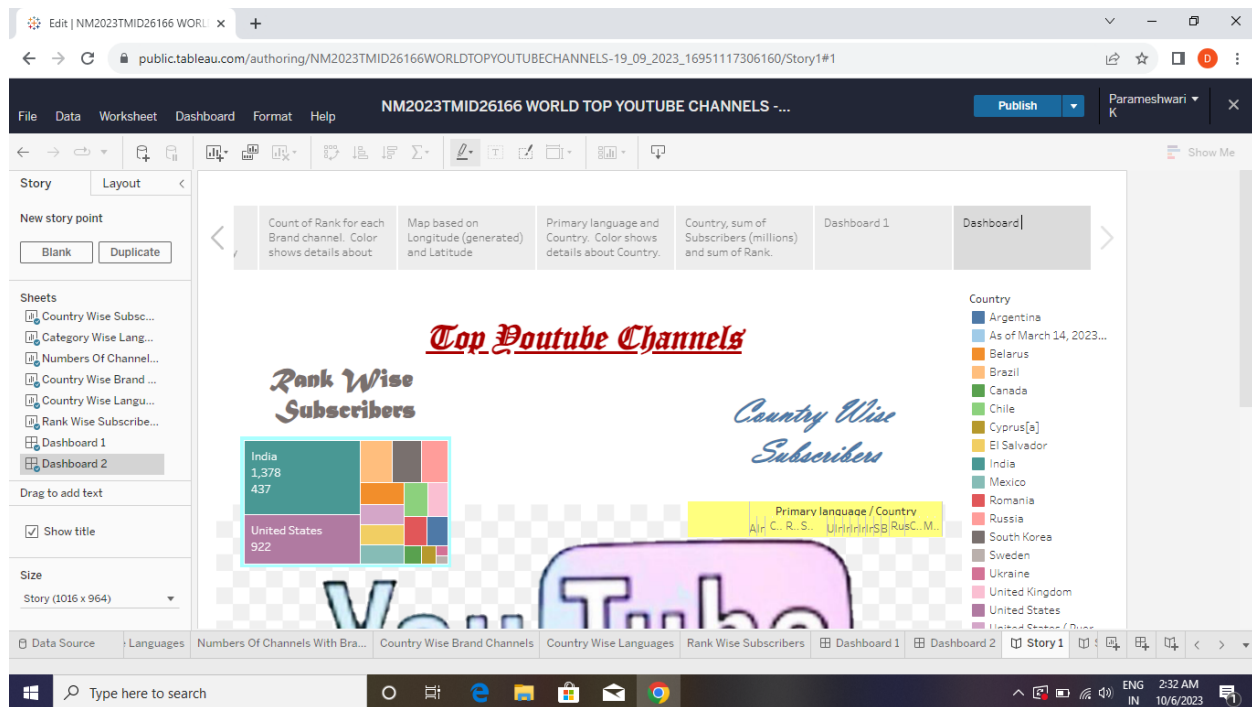
Rank Wise Subscribers



3.2 Dashboard



3.3 Story



3.4 Performance Testing

❖ Amount of Data Rendered to Tableau:

The volume of data presented in Tableau is directly influenced by the dimensions of the dataset.

❖ No of Visualizations/ Graphs:

1. Rank Wise Country
2. Language Wise Subscribers
3. Country Wise Subscribers
4. Category Wise Languages
5. Number Of Channels With Brand
6. Country Wise Brand Channels
7. Country Wise Language
8. Rank Wise Subscribers

4. ADVANTAGES & DISADVANTAGES

4.1 Advantages

- **Comprehensive Visualizations:** Utilizes Tableau for creating comprehensive and interactive visualizations, enhancing the understanding of YouTube channel data.
- **Data-Driven Insights:** Offers data-driven insights into subscriber distribution, language preferences, and content categories, aiding informed decision-making.

- **Strategic Decision Support:** Provides a basis for strategic decisions in content creation and audience engagement by identifying trends among top YouTube channels.
- **User-Friendly Dashboards:** Tableau dashboards are user-friendly, allowing stakeholders to easily navigate and interpret complex data.
- **Global Perspective:** Offers a global perspective by exploring language diversity, enabling content creators to tailor their strategies to diverse audiences.

4.2 Disadvantages

- **Resource Intensive:** Implementing and maintaining Tableau dashboards can be resource-intensive, requiring expertise and computing power.
- **Learning Curve:** Stakeholders not familiar with Tableau may face a learning curve, affecting the ease of collaboration and interpretation.
- **Dependency on Data Quality:** The accuracy and reliability of insights heavily depend on the quality of input data, and inaccuracies may impact decision-making.
- **Privacy Concerns:** Handling subscriber data and content categories may raise privacy concerns, necessitating careful handling and compliance with regulations.
- **Dynamic Nature of YouTube:** The YouTube landscape is dynamic, and trends can change rapidly, potentially making some insights less relevant over time.

5. APPLICATIONS

- ❖ **Global Audience Engagement:** Recommend strategies for channels to engage global audiences by considering language preferences.
- ❖ **Content Diversification:** Encourage channels to diversify content to appeal to a broader audience and potentially reach new subscriber milestones.

6. CONCLUSION

"Subscribers Galore" successfully leveraged Tableau to explore and visualize key aspects of the world's top YouTube channels. The insights derived from this project offer a valuable perspective on subscriber dynamics, language preferences, and content diversity. As YouTube continues to evolve, this project provides a foundation for understanding and adapting to the preferences of a diverse and global audience.

7. FUTURE SCOPE

"Subscribers Galore" demonstrates the power of Tableau in exploring YouTube channel data, with potential future enhancements focusing on real-time analytics, predictive insights, and deeper collaboration with content creators. Careful consideration of disadvantages and continuous adaptation will be essential for the sustained success of this exploration project.

8. APPENDIX

VIDEO LINK:

<https://drive.google.com/file/d/1pdt2165iEVyZ1qy8wVYKzzkOPu5kTu38/view?usp=sharing>

DATA SET LINK:

<https://drive.google.com/file/d/1KIPwtNPfbcmAKgsbFOKQTH8wELpq1u0N/view?usp=sharing>

TABLEAU LINK:

https://public.tableau.com/views/NM2023TMID26166WORLDTOPYOUTUBECHANNELS-19_09_2023_16951117306160/Story1?:language=en-US&:display_count=n&:origin=viz_share_link