

Project report

On

Subscribers Galore

Exploring World's Top YouTube Channels

Based on the course

Fundamentals of Data Analytics with

Tableau - SMARTBRIDGE

Done and submitted by

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NAAN MUDHALVAN – SMART INTERNZ

DATA ANALYTICS UPSKILL PROGRAMMING



FUNDAMENTALS OF DATA ANALYTICS WITH

TABLEAU – SMARTBRIDGE

1) Introduction:-

“Subscribers Galore: Exploring the World’s Top YouTube Channels” is a YouTube series or content theme that delves into the most popular and influential YouTube channels across various categories. It provides in-depth analysis, reviews, and insights into these channels, discussing their content, creators, and the factors contributing to their success. The series aims to help viewers discover new content and creators, understand the dynamics of YouTube’s platform, and gain inspiration from the top channels. It often features interviews with the creators and explores the impact and trends within the YouTube community.

Subscribers Galore empowers individuals and businesses to achieve the following:

- *Subscriber Growth:* Learn proven strategies to attract and retain subscribers, resulting in a larger and more loyal customer base.
- *Monetization:* Discover how to generate revenue from your subscribers, whether through subscription fees, advertising, or other monetization methods.
- *Audience Engagement:* Understand how to keep your subscribers engaged and satisfied, leading to increased brand loyalty and word-of-mouth referrals.

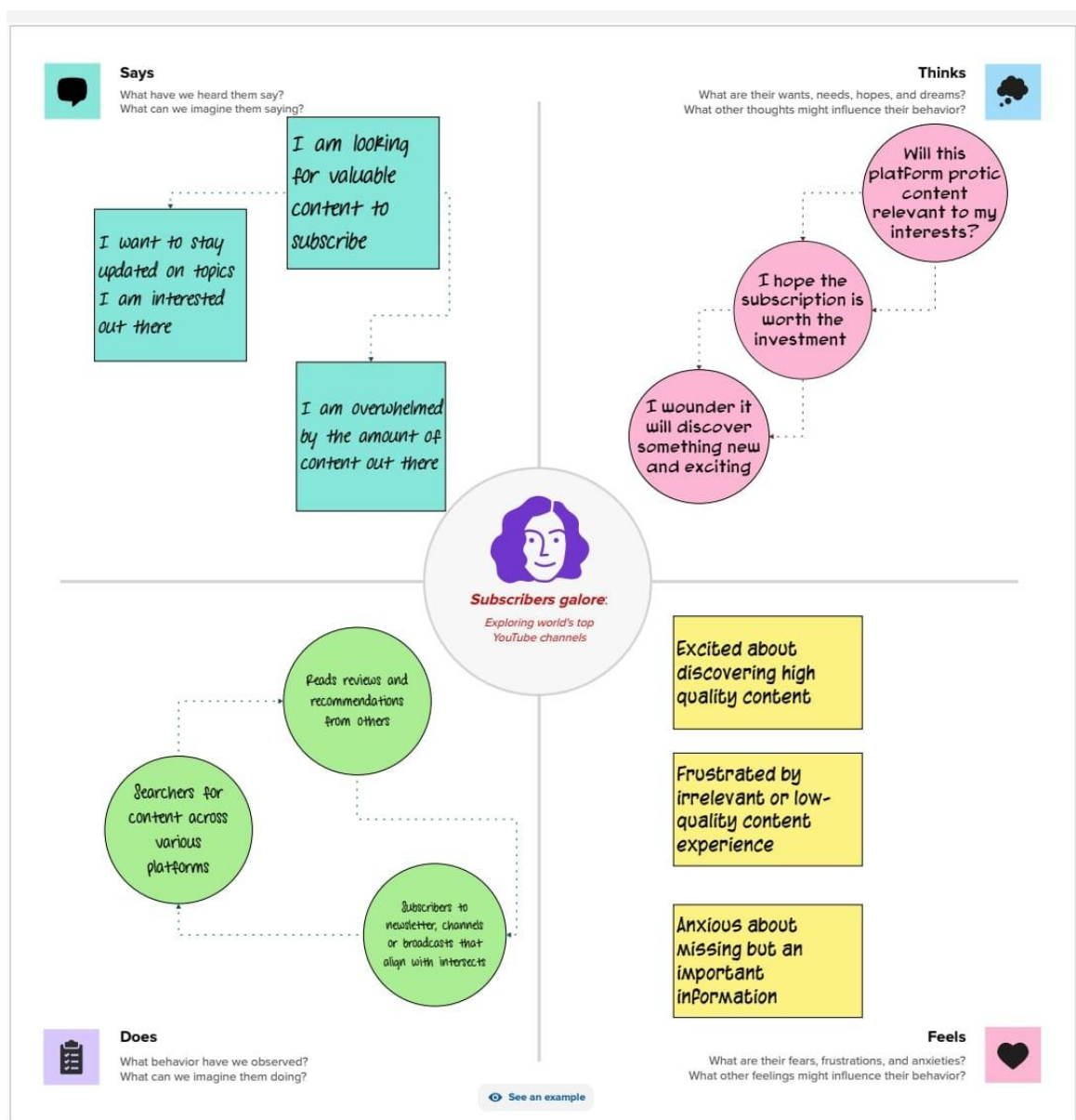
Subscribers Galore offers a versatile platform with a range of applications for content creators, business owners, marketing professionals, entrepreneurs, education and networking, and etc...

2) Problem definition & design thinking :-

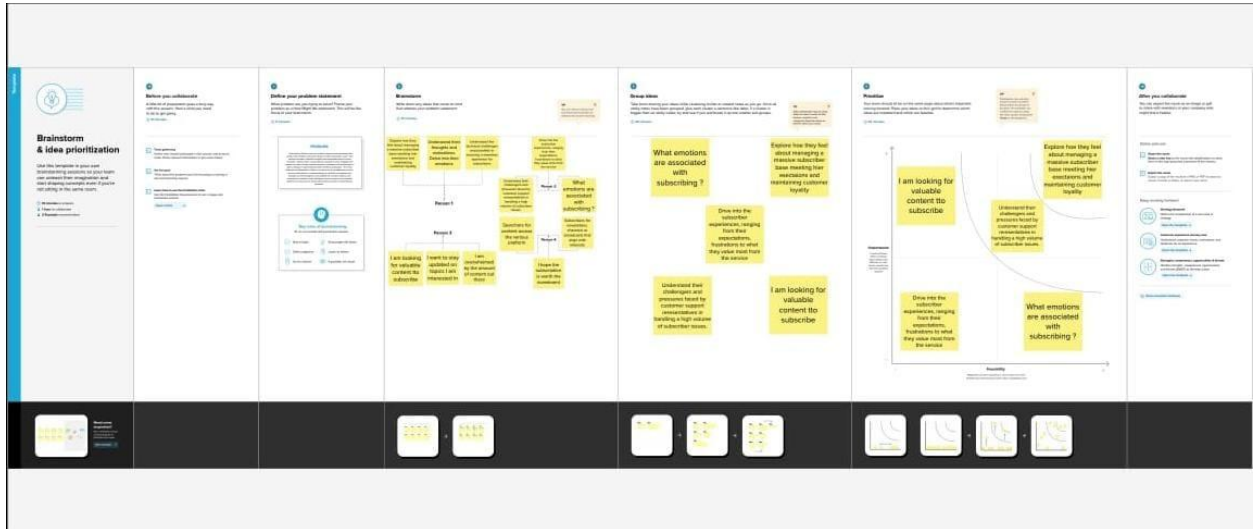
Subscriber’s Galore aims to analyze, explore and understand the world’s Top YouTube channels based on their subscriber count. This analysis provides valuable insights and information about there channels, such as their content genres, growth trends, engagement metrics in order to help content creators, marketers and enthusiasts to gain a deeper

understanding of the YouTube landscape. The main objective of Subscriber's Galore is to become a valuable resource for any one interested in understanding the YouTube ecosystem and provide recommendations and insights for content creators and marketers to enhance their strategies and to create a user-friendly platform for easy access to the data and to promote marketing and research

- Empathy mapping



- Brainstorming map



3) Result:-

Result for dashboard
Visualizations

List of branded channels dashboard

Rank Wise Channel

Channels	
T-Series	1
Cocomelon	2
Sony Entertainment Tel..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
BillionSurpriseToys	39
Infobells	40
JuegaGerman	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
SonyMusicIndiaVEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
A4	50

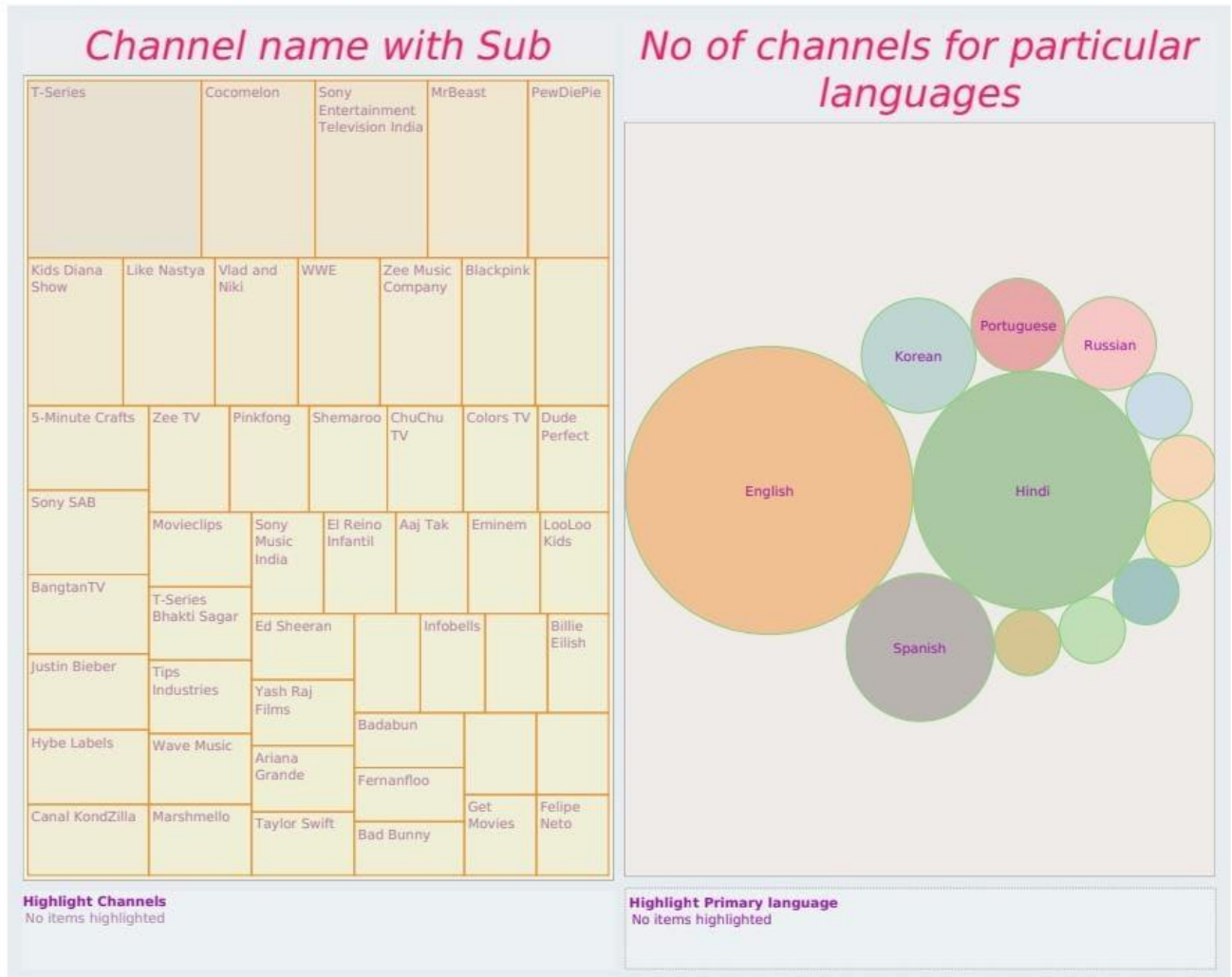
No of Channels with brand



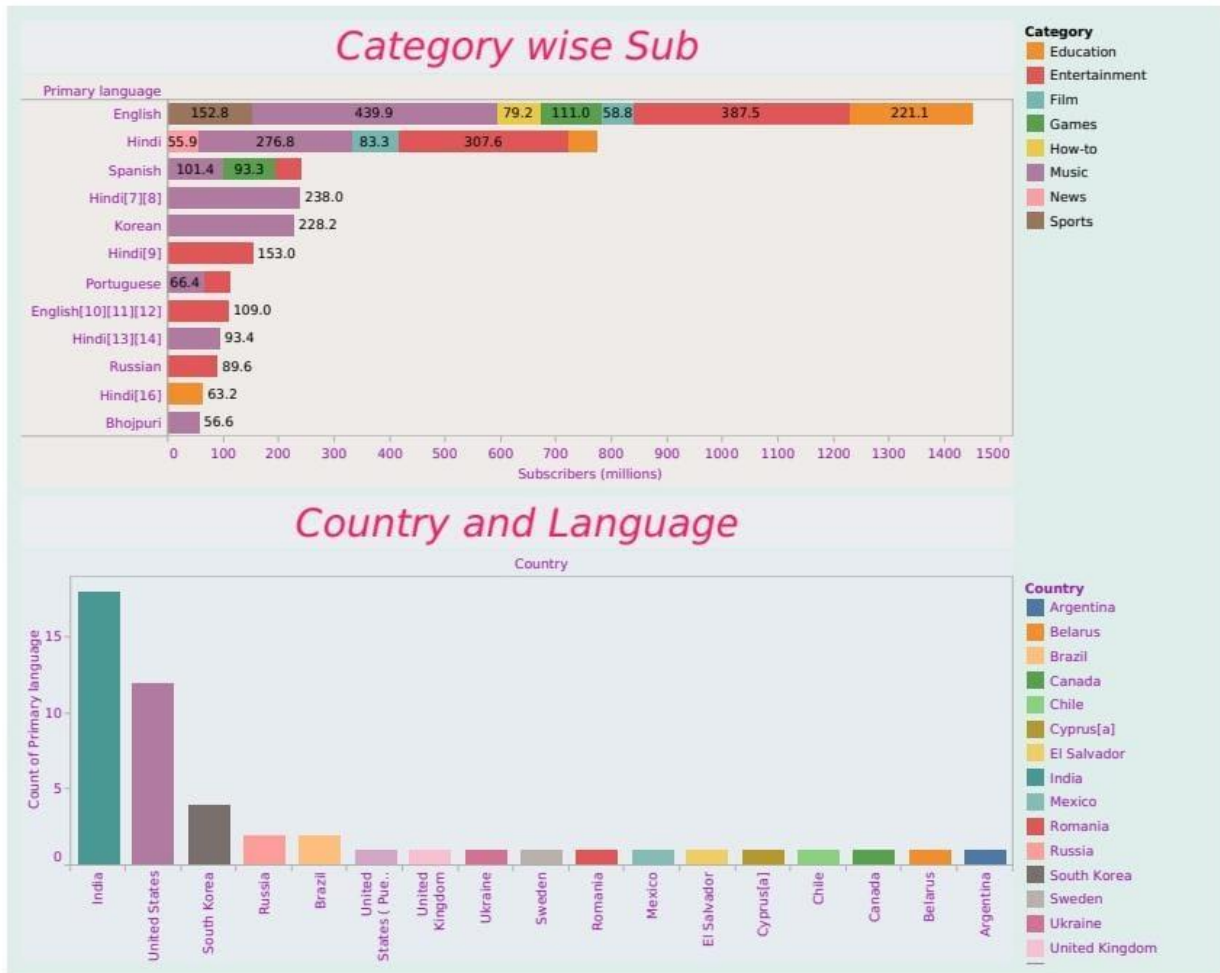
Channel brand

Channels	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
BillionSurpriseToys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	
Ed Sheeran	No	
El Reino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes
Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JuegaGerman	No	
Justin Bieber	No	
Kids Diana Show		Yes
Like Nastya	No	
LooLoo Kids		Yes
Marshmello	No	
Movieclips		Yes
MrBeast	No	
PewDiePie	No	
Pinkfong		Yes
Shemaroo		Yes
Shemaroo Enterta..		Yes
Sony Entertainme..		Yes
Sony Music India		Yes
Sony SAB		Yes
SonyMusicIndiaVE..		Yes
T-Series		Yes
T-Series Bhakti Sa..		Yes
Taylor Swift	No	
Tips Industries		Yes
Vlad and Niki	No	
Wave Music		Yes
WWE		Yes
Yash Raj Films		Yes
Zee Music Compa..		Yes
Zee TV		Yes

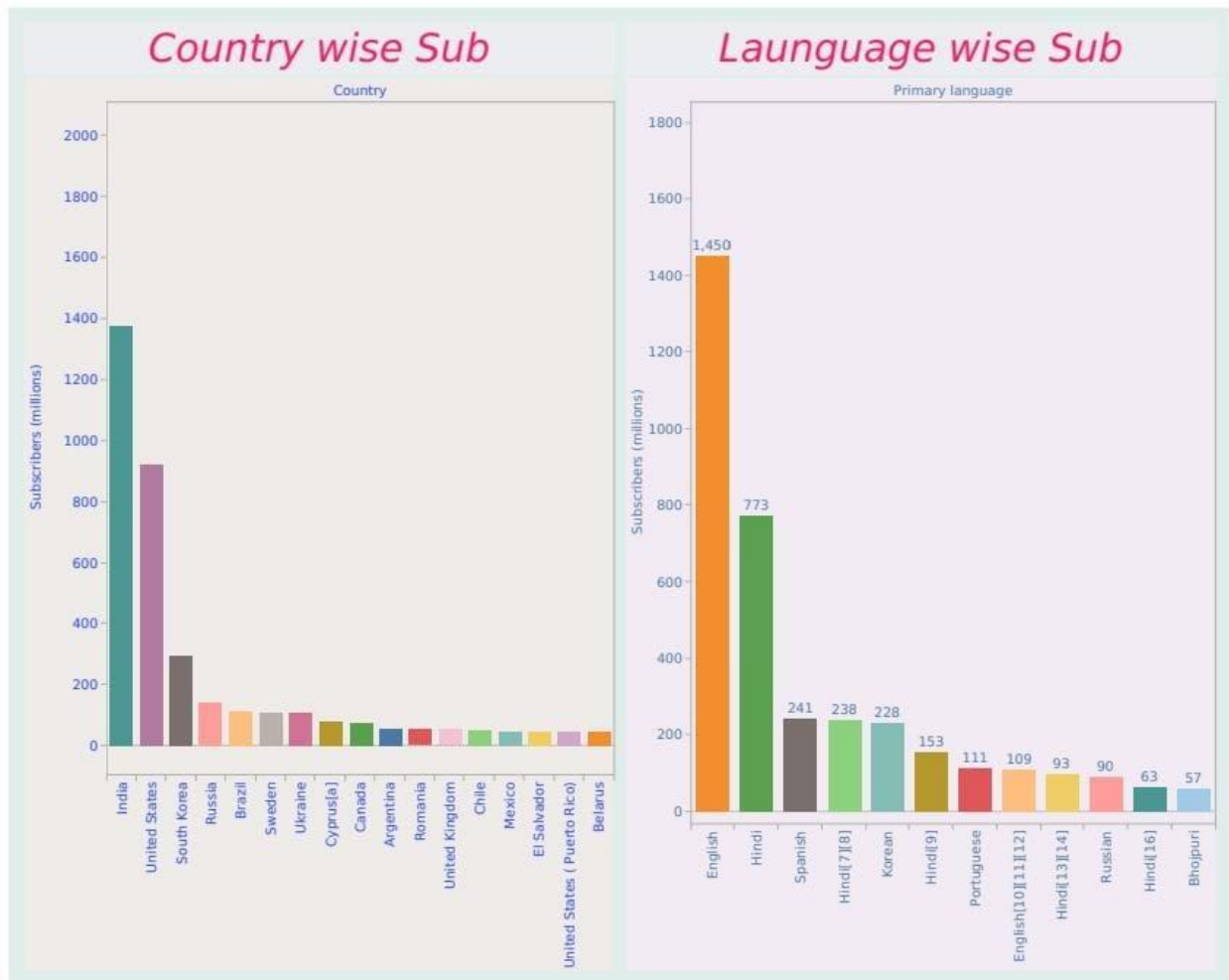
*Charts represent the number of
Subscribers for each channels dashboard*



Count of subscribers based on their category and languages dashboard



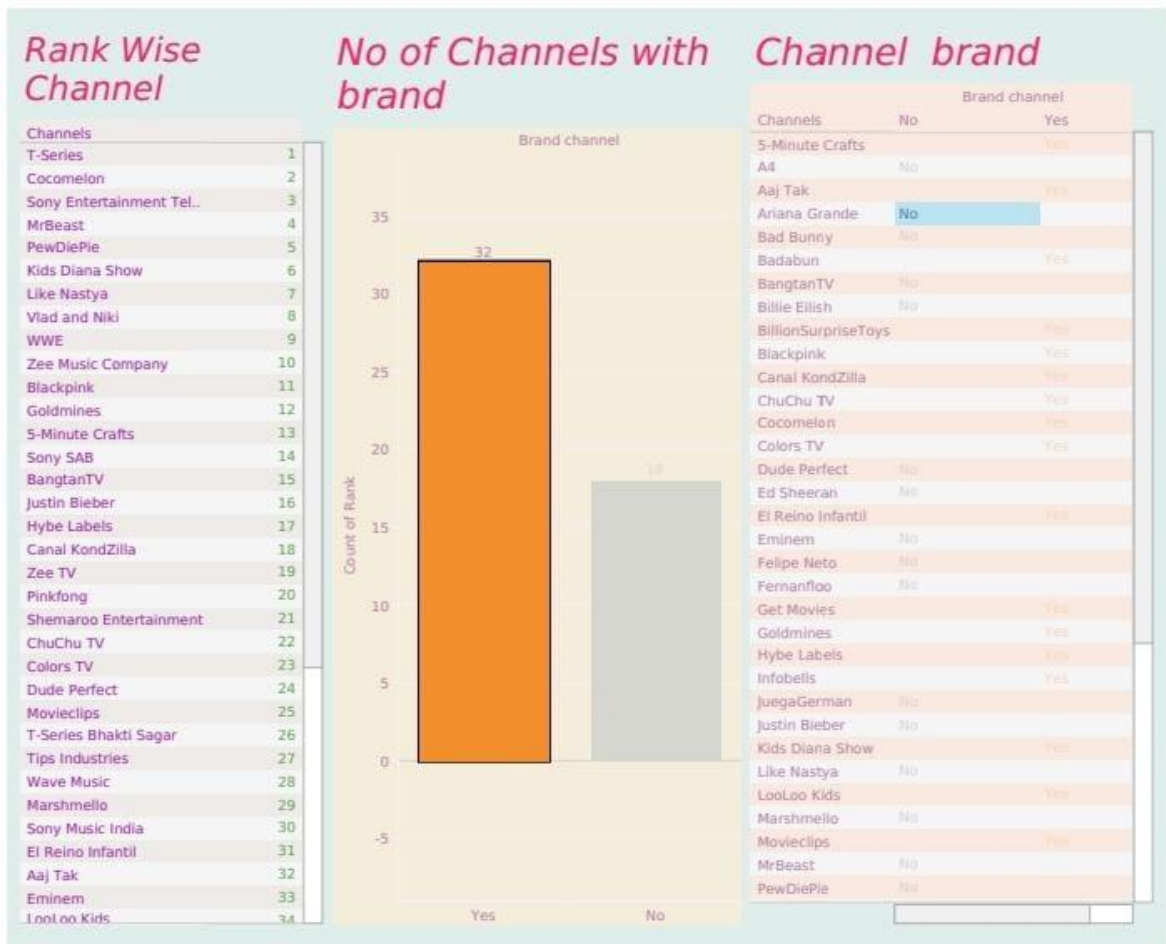
*Count of subscribers based on their
country and its primary languages*



Result for Story visualization :-

Subscribers Galore

Channel details	List of channels with number of subscribers and lan...	Cateory wise languages and country wise langua...	Language and country wise subscribers	Country wise primary launuage, number of subscribers and tota...
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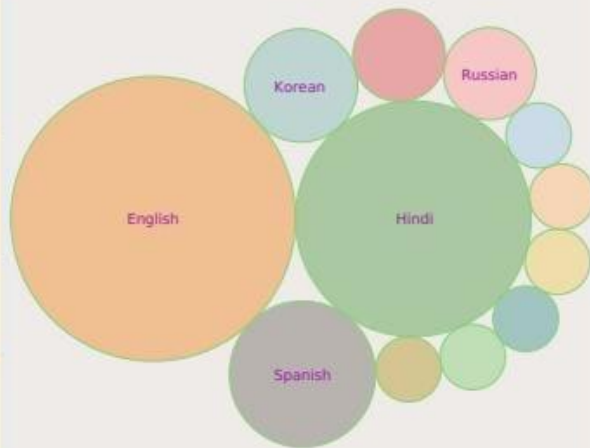
Channel details	List of channels with number of subscribers and lan...	Cateory wise languages and country wise langua...	Language and country wise subscribers	Country wise primary launuage, number of subscribers and tota...
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Channel name with Sub

T-Series	Cocomelon	Sony	MrBeast			
Kids Diana Show	Like Nastya	Vlad and Niki	WWE	Zee Music		
5-Minute Crafts	Zee TV				Dude	
Sony SAB	T-Series Bhakti	El Reino Infantil	Yash Raj Films			
BangtanTV	Tips Industries	Aaj Tak				
Justin Bieber	Wave Music	Eminem	Infobells		Bad	
Hybe Labels	Marshmello	LooLoo Kids	Billie Eilish	Shemaroo		
Canal KondZilla	Sony Music India	Ed Sheeran	Badabun	Get Movies		

Highlight Channels
No items highlighted

No of channels for particular languages



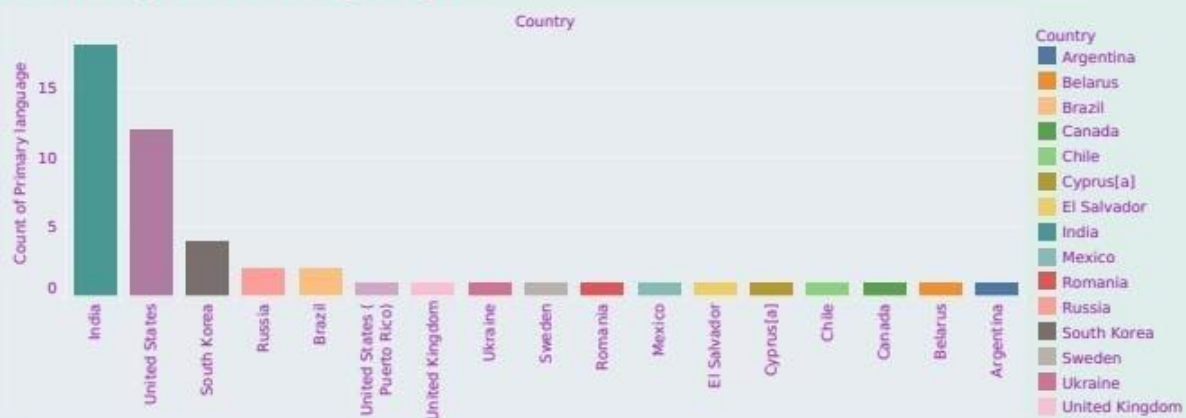
Highlight Primary language
No items highlighted

Channel details	List of channels with number of subscribers and lan...	Category wise languages and country wise langua...	Language and country wise subscribers	Country wise primary language, number of subscribers and tota...
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Category wise Sub

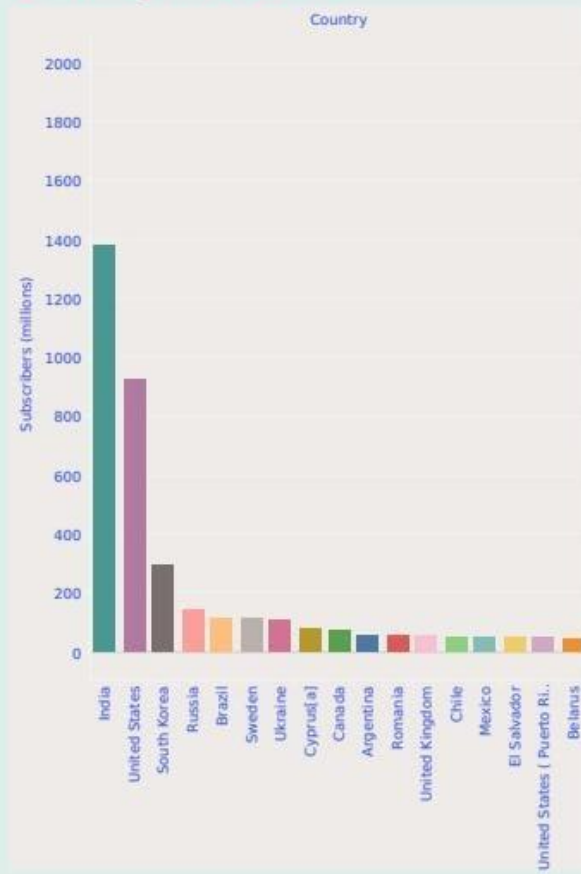


Country and Language

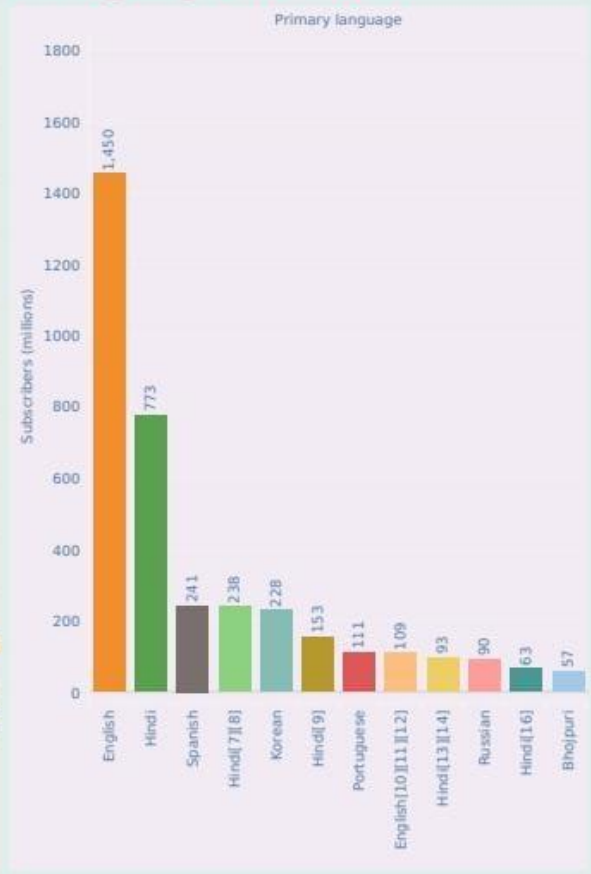


Channel details	List of channels with number of subscribers and lan...	Category wise languages and country wise langua...	Language and country wise subscribers	Country wise primary language, number of subscribers and tota...
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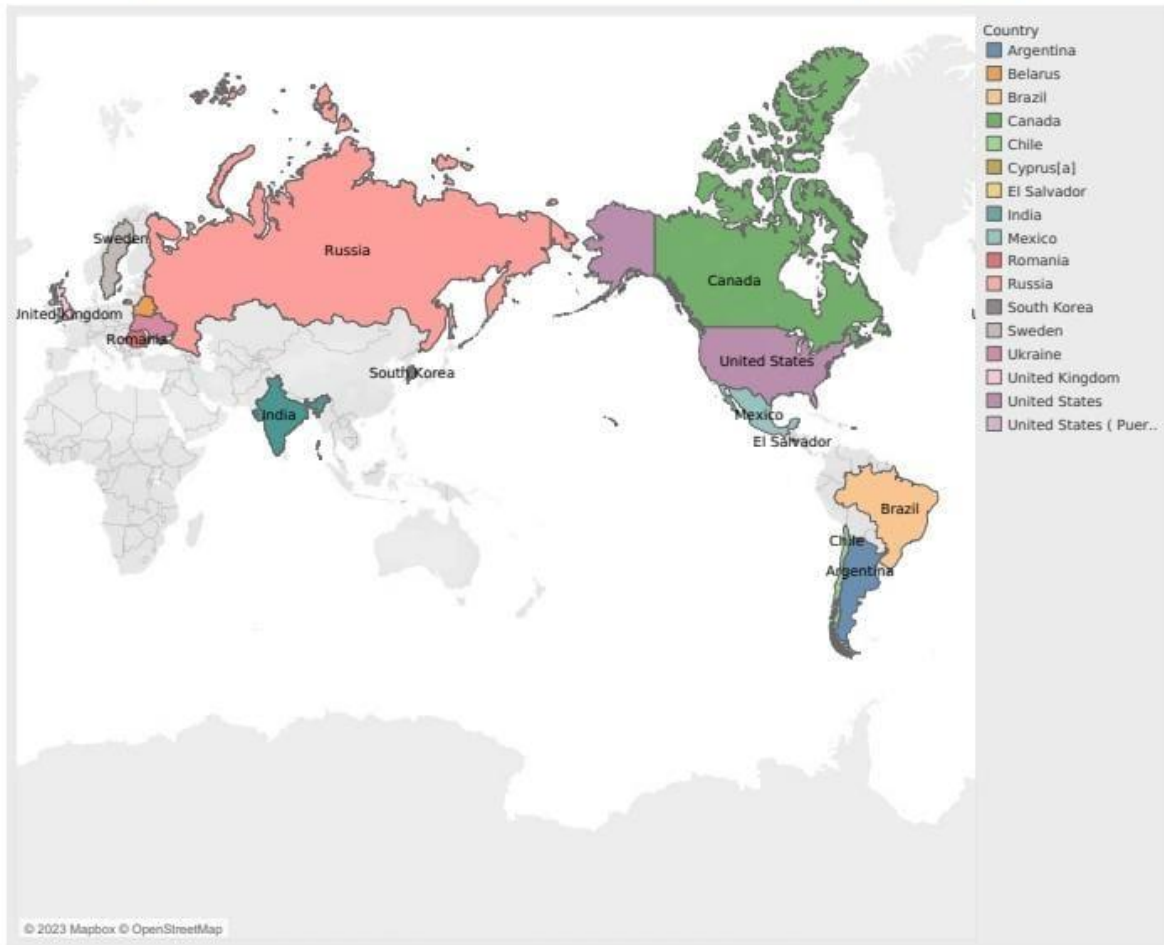
Country wise Sub



Laanguage wise Sub



Channel details	List of channels with number of subscribers and lan...	Cateory wise languages and country wise langua...	Language and country wise subscribers	Country wise primary launauge, number of subscribers and tota...
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4) Advantages & Disadvantages:-

Advantages:-

- *Cost Savings:* Subscribers often enjoy discounted prices or bundled packages, saving money compared to one-time purchases.
- *Exclusive Content:* Many subscriptions provide access to exclusive content, such as streaming platforms with original shows and movies.

- *Convenience:* Subscriptions can simplify your life by automating services like grocery deliveries or streaming music.
- *Early Access:* Subscribers may get early access to products, sales, or events, giving them a competitive advantage.
- *Personalization:* Some subscriptions use data to tailor experiences, like personalized playlists or product recommendations.

Disadvantages :-

- *Cost Accumulation:* Multiple subscriptions can add up quickly, leading to higher monthly expenses.
- *Subscription Fatigue:* Managing numerous subscriptions can be overwhelming and lead to subscription fatigue, causing stress and decision fatigue.
- *Unused Services:* Subscribing to too many services may result in underutilized or forgotten subscriptions, wasting money.
- *Contractual Commitment:* Some subscriptions require long-term contracts or cancellation fees, making it difficult to switch or terminate services.
- *Privacy Concerns:* Some subscription services collect personal data, raising privacy and security concerns.

5) Applications:-

Managing multiple subscriptions efficiently can be challenging, but there are several applications that can help you stay organized and make the most of your subscriptions. Here are some applications for handling subscribers galore:

- *Truebill:* Truebill helps you track and manage your subscriptions, providing insights into your spending and assisting with cancellation.
- *Trim:* Trim analyzes your spending and identifies opportunities to save on subscriptions. It can also assist in canceling unwanted services.
- *SubscriptMe:* SubscriptMe is a subscription tracker that helps you monitor all your recurring payments in one place and set up alerts for upcoming charges.

- ***Bobby:** Bobby is an iOS app that helps you keep track of subscriptions and recurring expenses, allowing you to budget more effectively.*
- ***Clarity Money:** Clarity Money offers subscription tracking, expense analysis, and budgeting tools to help you gain control over your finances.*

6) Conclusion:-

The world of subscriptions, with its myriad services and offerings, presents both advantages and disadvantages. Subscribing to various services can provide cost savings, exclusive content, convenience, and access to a range of products and experiences. However, it's important to manage subscriptions wisely to avoid overspending, subscription fatigue, and privacy concerns. Utilizing subscription management apps can help individuals organize, track, and optimize their subscriptions, ultimately leading to a more efficient and cost-effective subscription experience. Balancing the benefits and drawbacks of subscribers galore requires thoughtful consideration of one's needs and priorities to make informed subscription choices.

7) Future scope :-

The future scope for subscribers galore is likely to continue evolving and expanding in various ways:

- ***Personalization:** Subscriptions will become even more tailored to individual preferences. AI and data analytics will play a significant role in curating content and services for subscribers.*
- ***Bundling and Integration:** Companies may offer comprehensive bundles that combine multiple services into one subscription, creating convenience and cost savings for consumers.*

Thank you!!