



GOVERNMENT ARTS COLLEGE (AUTONOMOUS), COIMBATORE – 18.

DEPARTMENT OF PHYSICS

A PROJECT REPORT ON

SUBSCRIBER'S GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

BASED ON THE COURSE

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

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NAAN MUDHALVAN – SMART INTERNZ
DATA ANALYTICS UPSKILL PROGRAMING



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**FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU -
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INTRODUCTION

1.1 OVERVIEW

"Subscribers Galore: Exploring the World's Top YouTube Channels" is a research project that dives into the fascinating realm of YouTube, the world's leading video-sharing platform. With its immense user base and diverse content, YouTube has transformed the way we consume media and has given rise to a new era of content creators. This project seeks to unravel the phenomenon of YouTube stardom by dissecting the most subscribed channels across various genres and uncovering the factors that contribute to their immense popularity. Through a comprehensive analysis, this project aims to shed light on the strategies, content quality, and engagement techniques employed by the top YouTube channels. It explores the stories of the creators behind these channels, their paths to success, and the impact they have on their audiences and the broader digital landscape. This project is a testament to the power of creativity, innovation, and connectivity in the digital age.

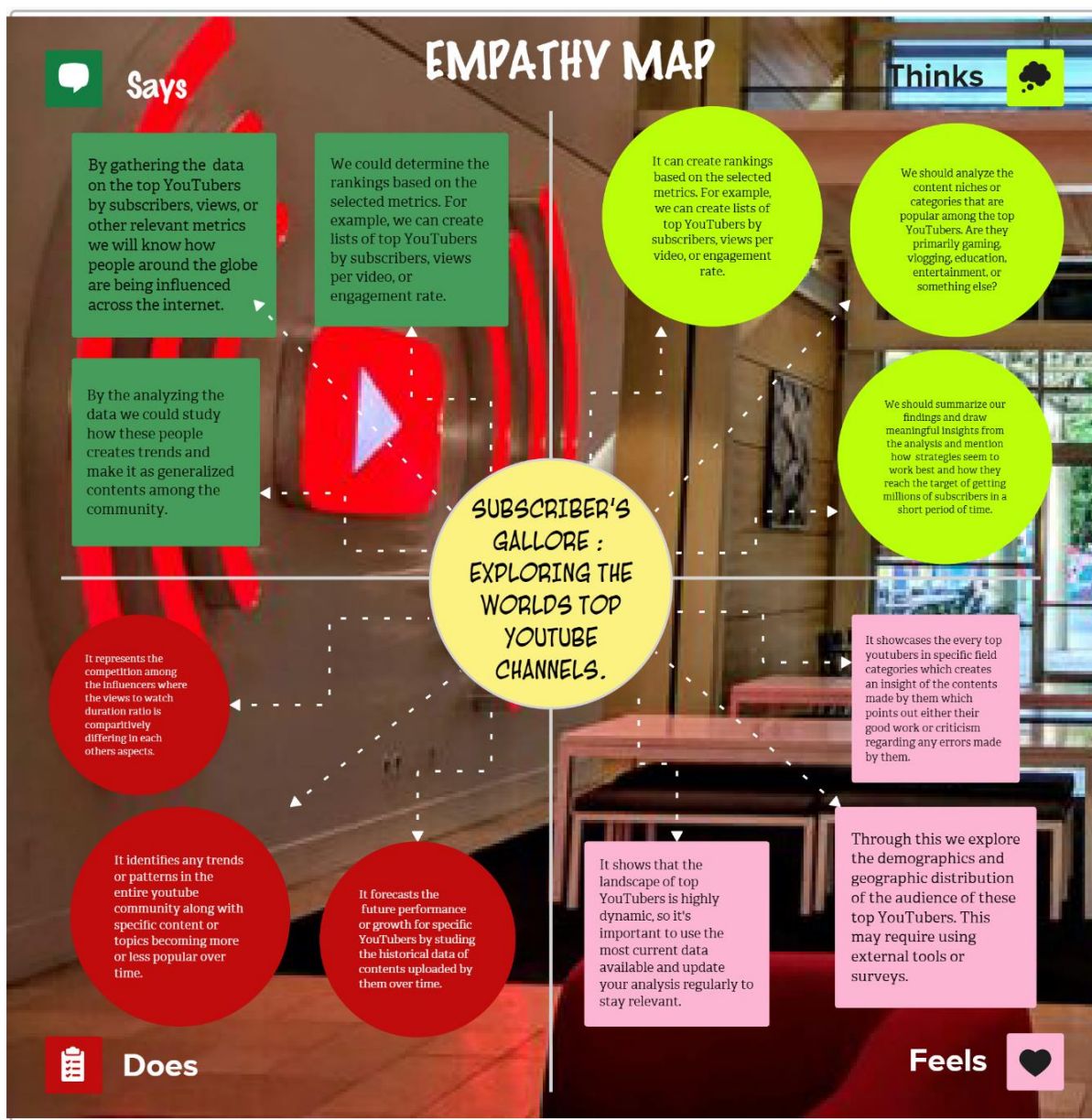
1.2 PURPOSE

The project "Subscribers Galore: Exploring the World's Top YouTube Channels using Tableau" serves a crucial purpose in the modern digital landscape. As YouTube continues to dominate the online video platform sphere, understanding the dynamics of its top channels is essential. This project leverages Tableau, a powerful data visualization tool, to dissect and present valuable insights about these channels. By analyzing factors like content type, frequency, engagement metrics, and growth patterns, the project provides a comprehensive view of what makes these channels successful. It aids content creators, marketers, and researchers in making informed decisions. Moreover, it fosters a deeper appreciation for the art and science of content creation in the digital age. Ultimately, "Subscribers Galore" bridges the gap between data and creativity, highlighting the importance of data-driven strategies in the pursuit of YouTube success. It's a testament to the evolving nature of the online media landscape and the need for data-driven insights to navigate it effectively.

PROBLEM DEFINITION & DESIGN THINKING

In order to fulfil the milestone **Empathy map** and **Brainstorming map** was created by group discussions. Those maps are uploaded in github and the links to access those files are hyperlinked here [empathy map](#) , [brainstorming map](#).

2.1 EMPATHY MAP



2.2 BRAINSTORMING MAP



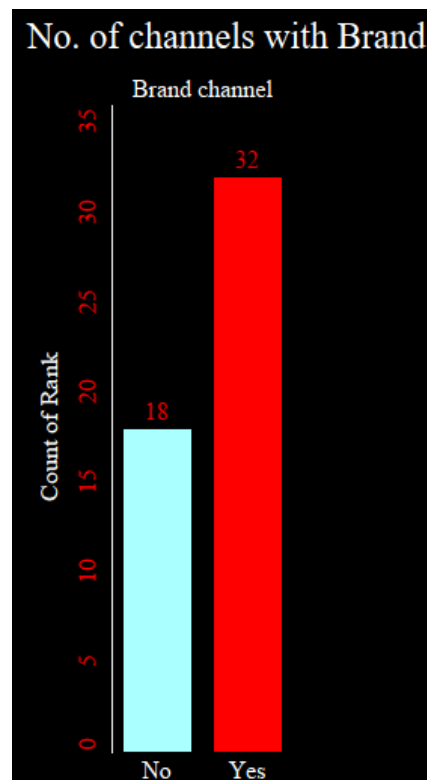
RESULT

VISUALIZATIONS OF SHEETS

1. Rank wise Channel

Rank wise Channel	
Channel	Rank
T-Series	1
Cocomelon	2
Sony Entertainment Tele..	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

2. No. of channels with Brand



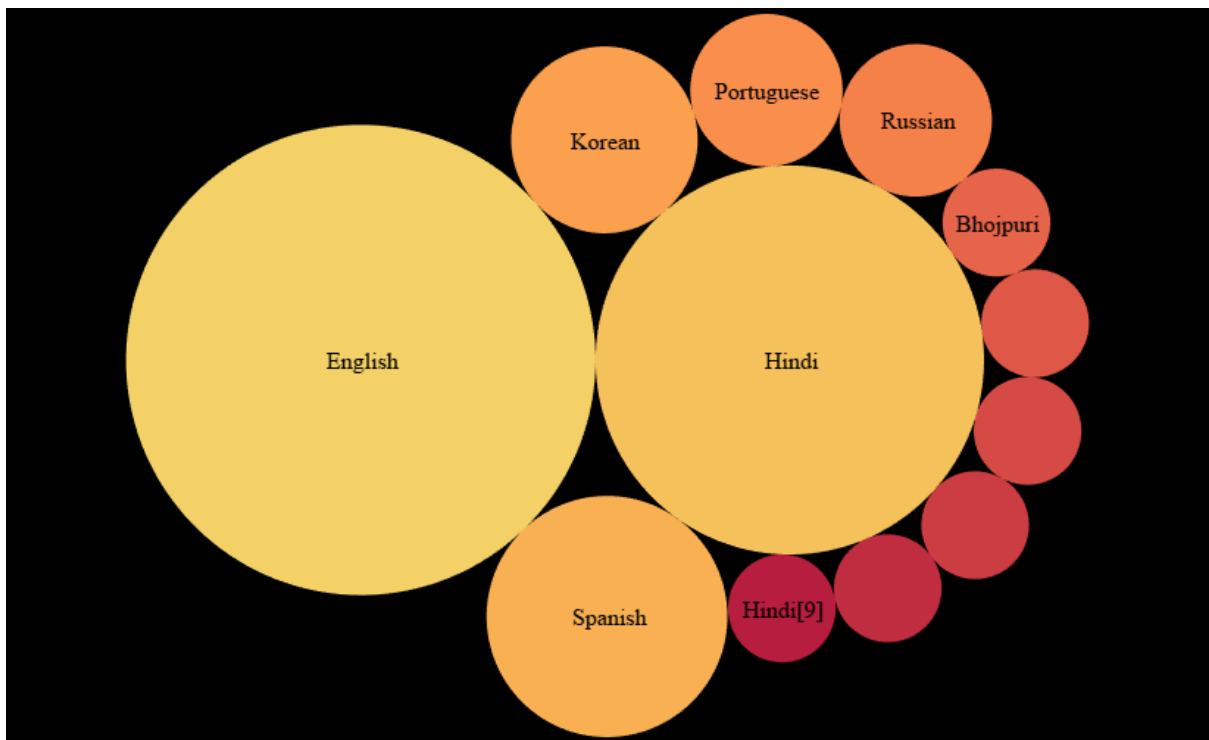
3. Brand Channel

Brand Channel	
Channel	Brand channel
5-Minute Crafts	Yes
A4	No
Aaj Tak	Yes
Ariana Grande	No
Bad Bunny	No
Badabun	Yes
BangtanTV	No
Billie Eilish	No
BillionSurpriseT..	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

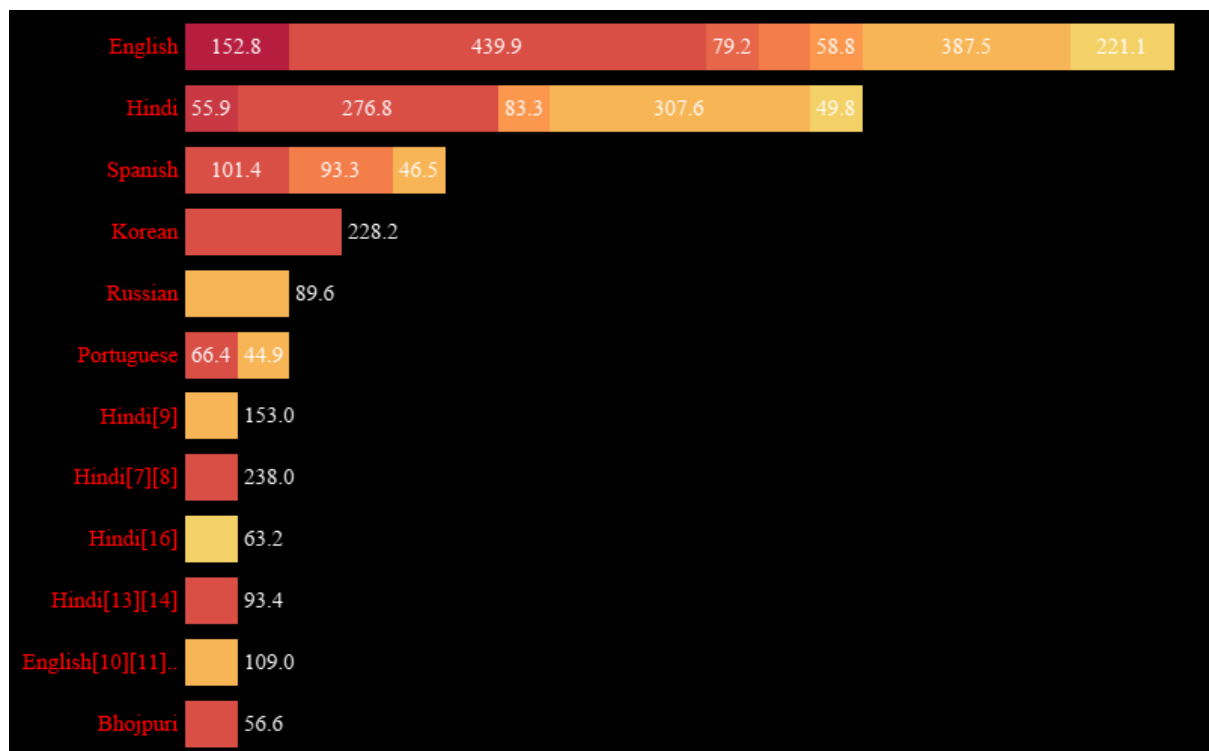
4. Channel name with subscribers

T-Series	Kids Diana Show	Goldmines	Zee TV				Colors TV	Dude
	Like Nastya	5-Minute Crafts		T-Series Bhakti Sagar	Tips	Wave Music		Sony Music India
Cocomelon	Vlad and Niki	Sony SAB		El Reino Infantil	Yash Raj Films			
Sony Entertainment Television India	WWE	BangtanTV	Aaj Tak					
MrBeast	Zee Music Company	Justin Bieber	Eminem					Get
		Hybe Labels	LooLoo Kids	Billie Eilish	Bad Bunny			Felipe Neto
PewDiePie	Blackpink	Canal KondZilla	Ed Sheeran	Badabun			A4	

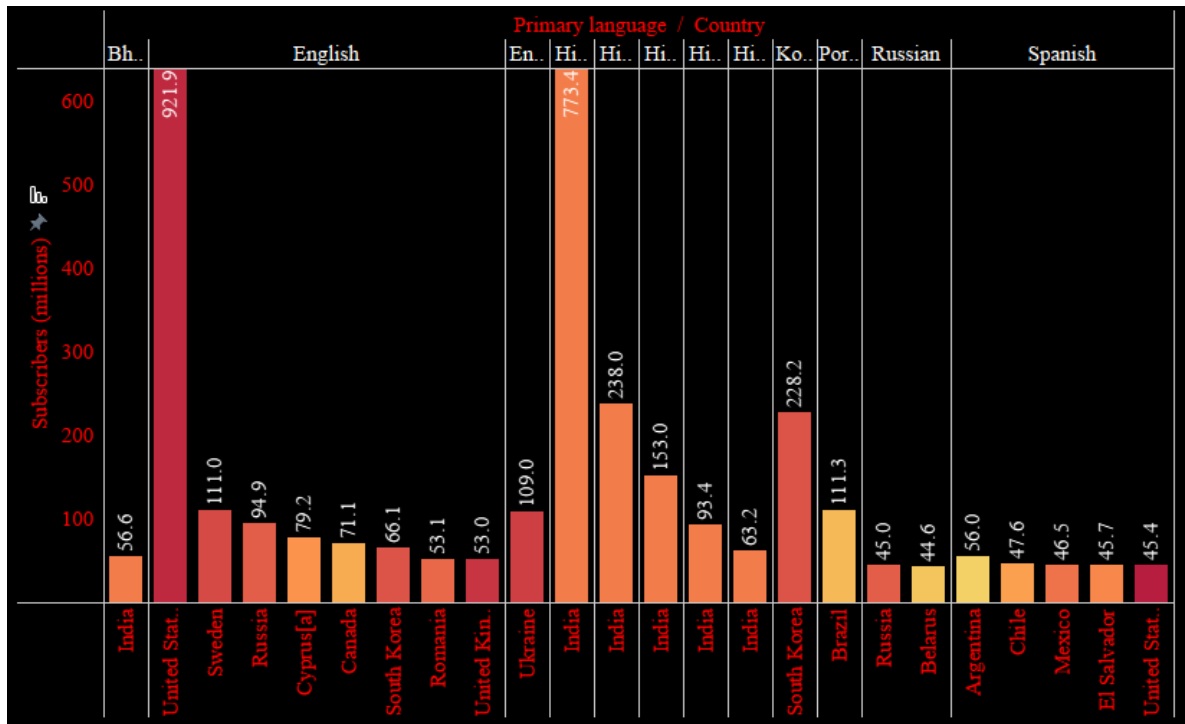
5. No. of channels of language



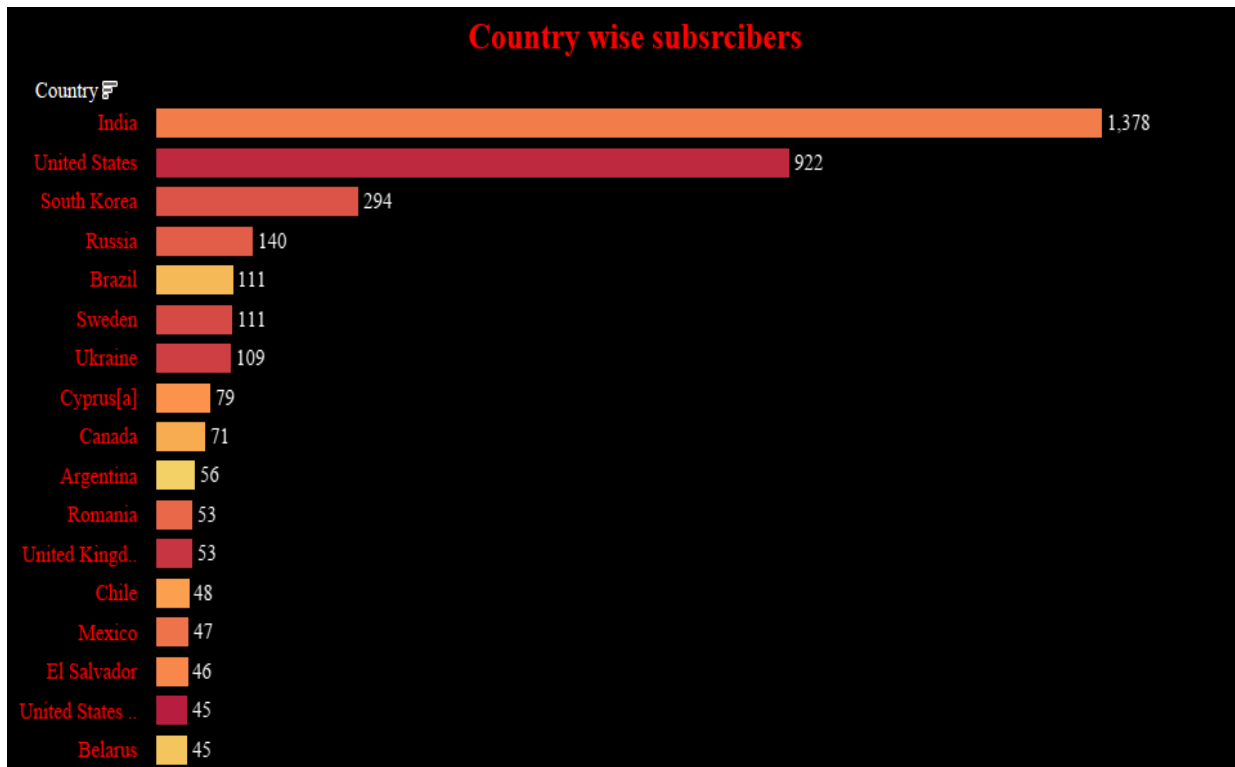
6. Category wise language



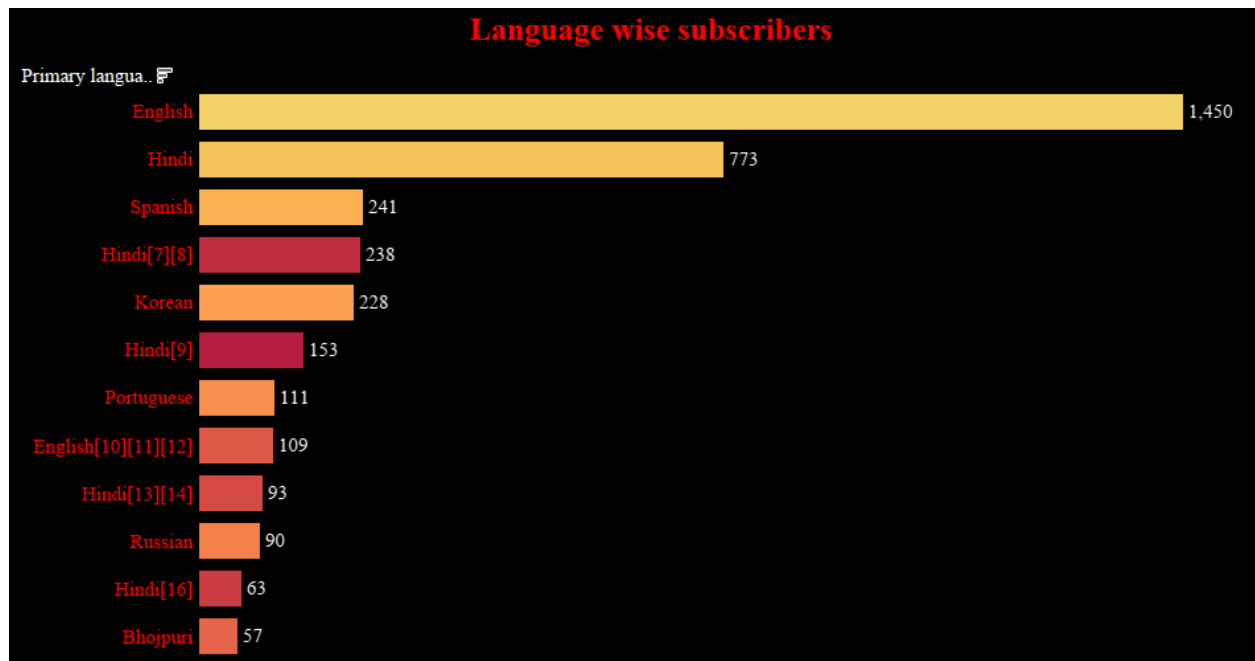
7. Country & Language



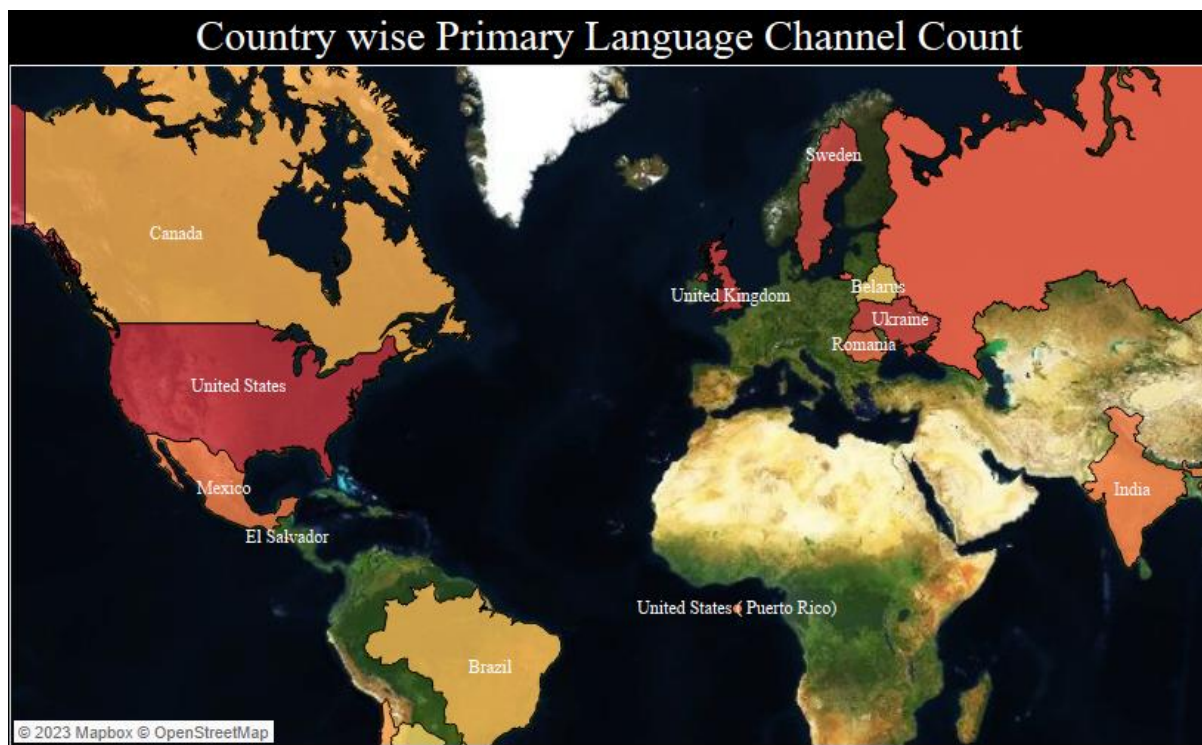
8. Country wise subscribers



9. Language wise subscribers



10. Map



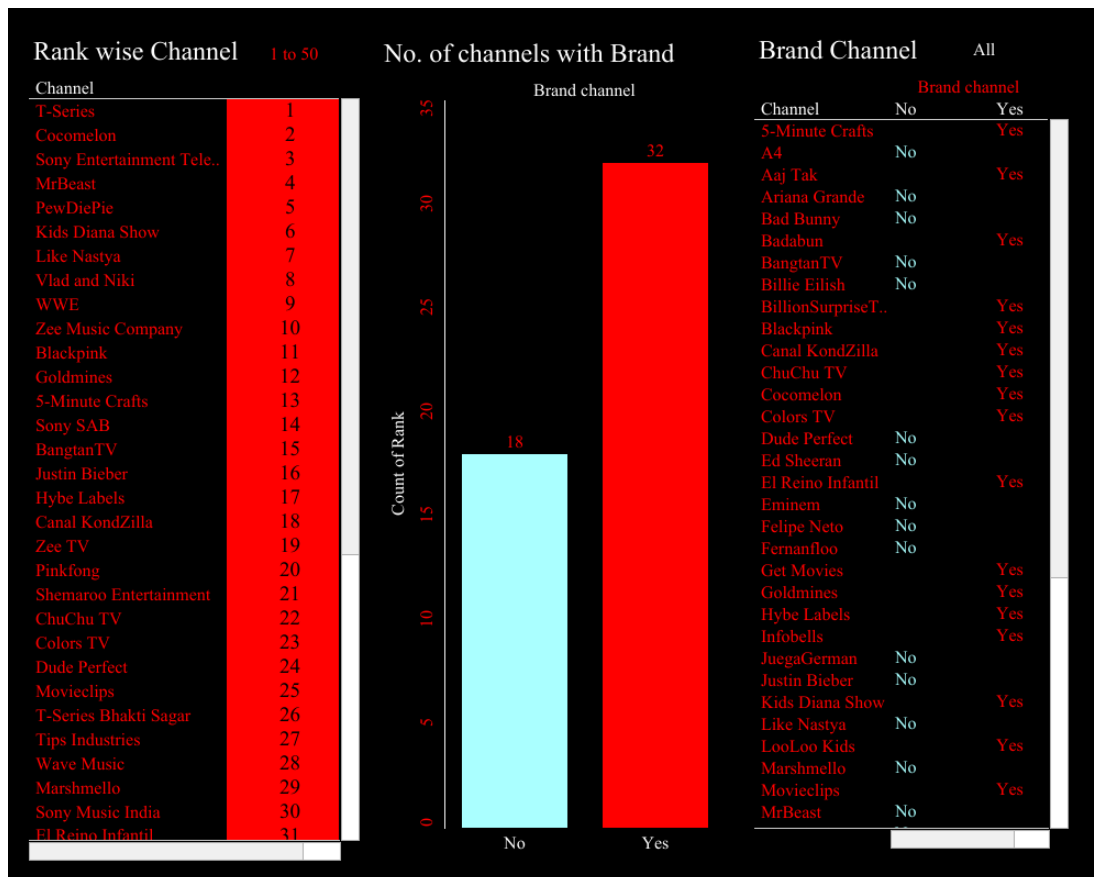
DASHBOARD

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

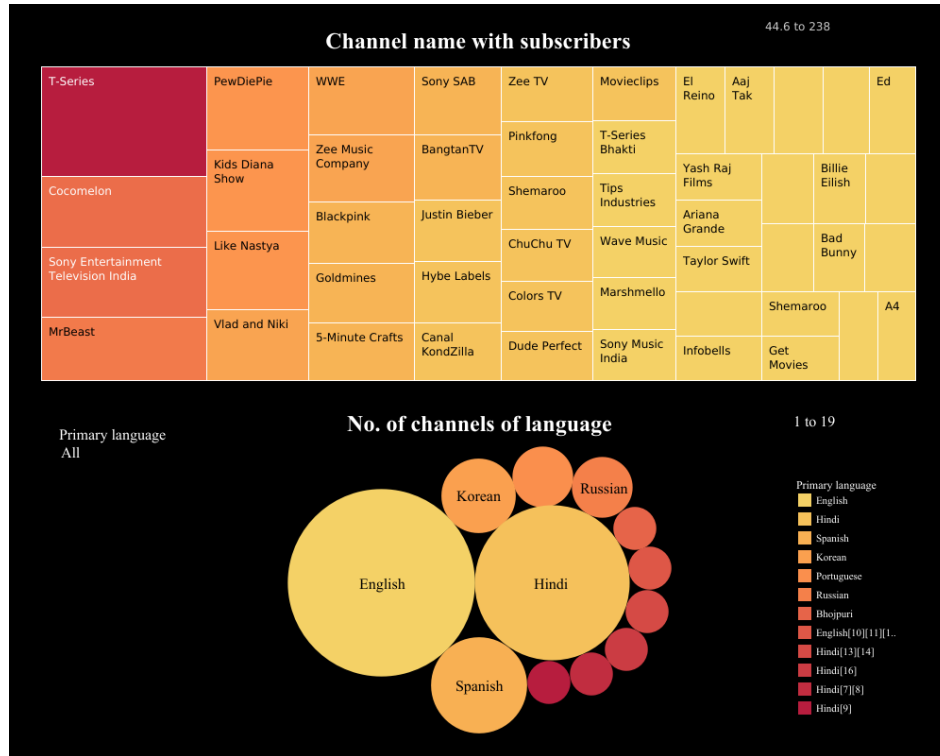
RESPONSIVE AND DESIGN OF DASHBOARD

The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

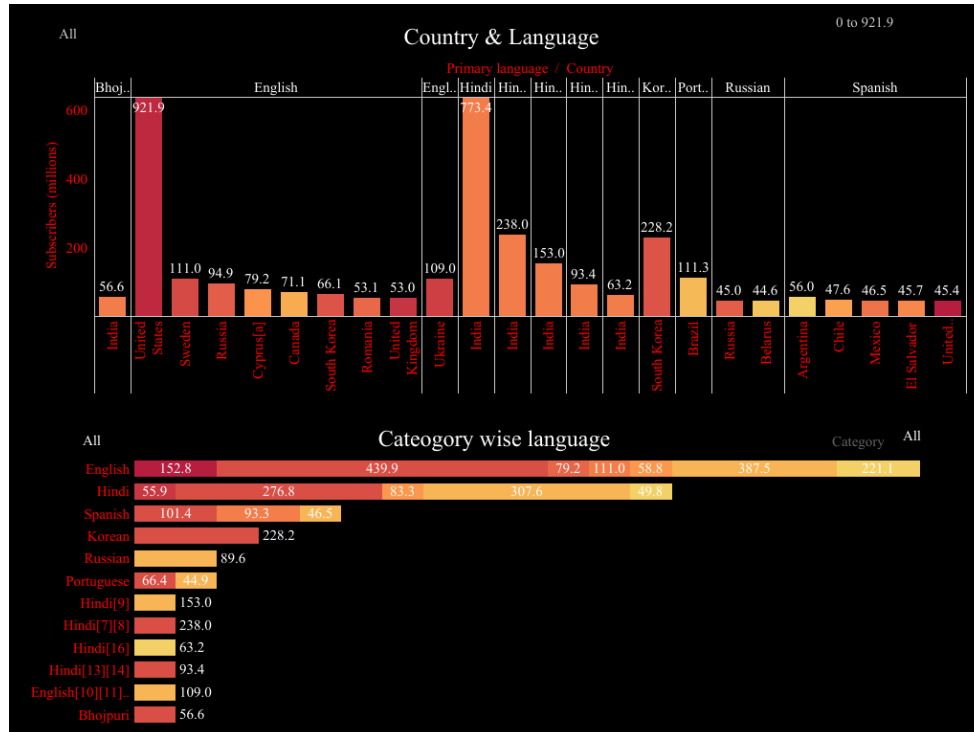
DASHBOARD 1



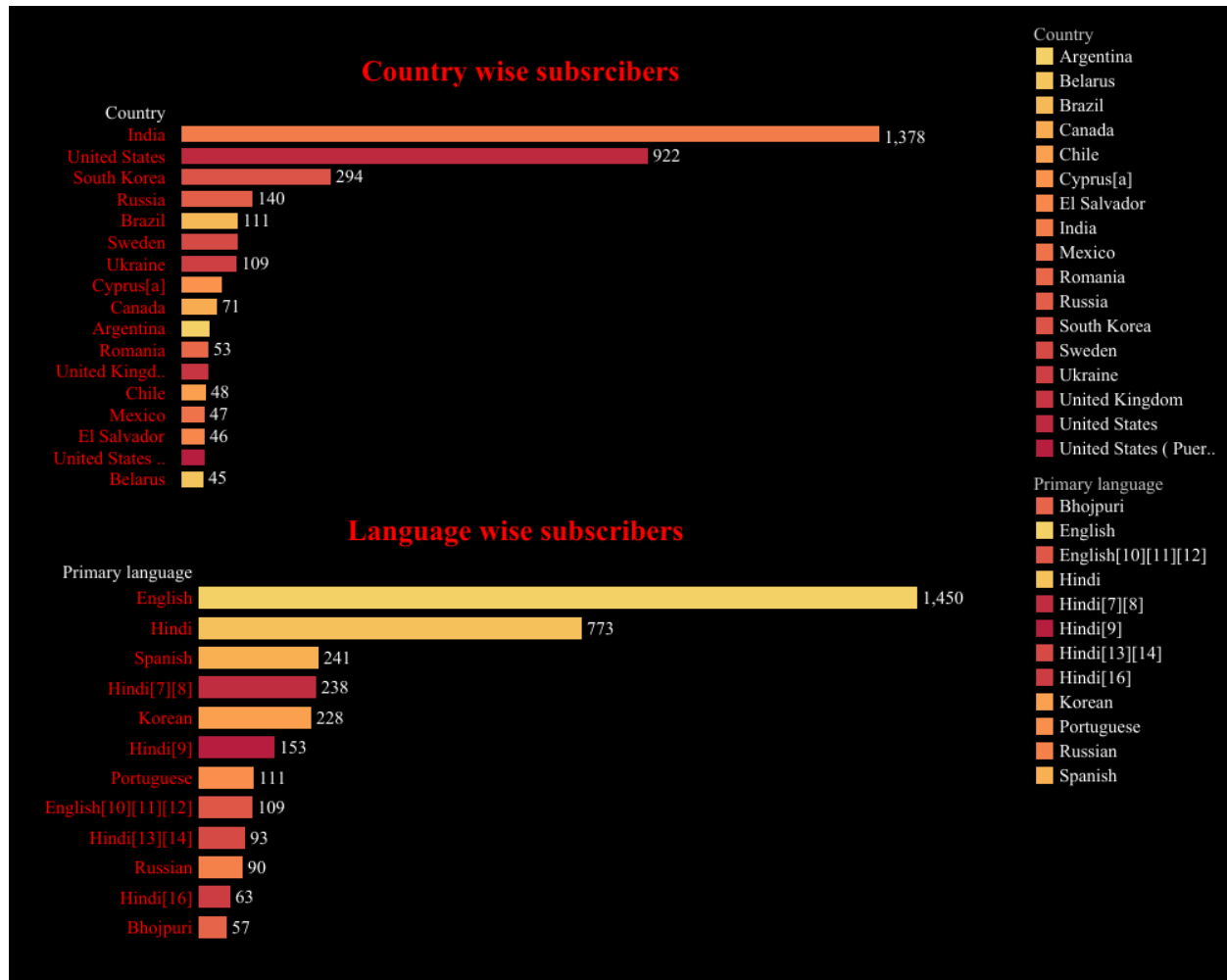
DAHBOARD 2



DASHBOARD 3



DASHBOARD 4



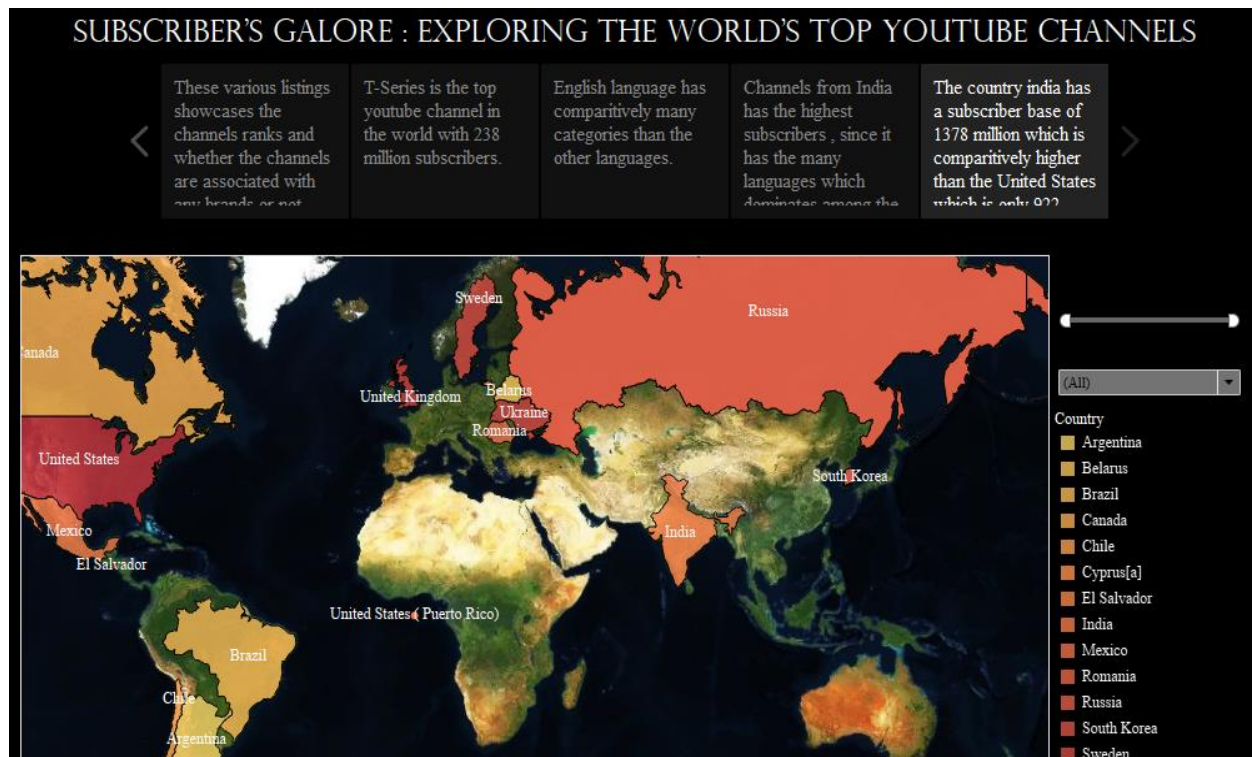
STORY

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

NUMBER OF SCENES OF STORY

The number of scenes in a storyboard for a data visualization analysis vehicle collisions will depend on the complexity of the analysis and the specific insights that are trying to be conveyed.

A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.



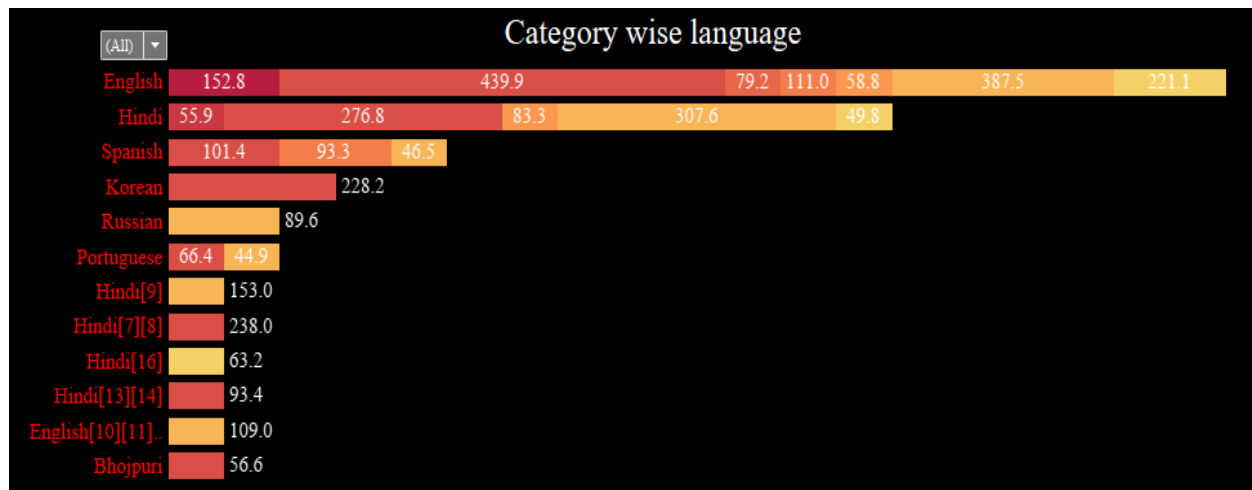
In the created story line we have a total of 5 scenes showcasing the details of created worksheets.

The story is uploaded to tableau public server.

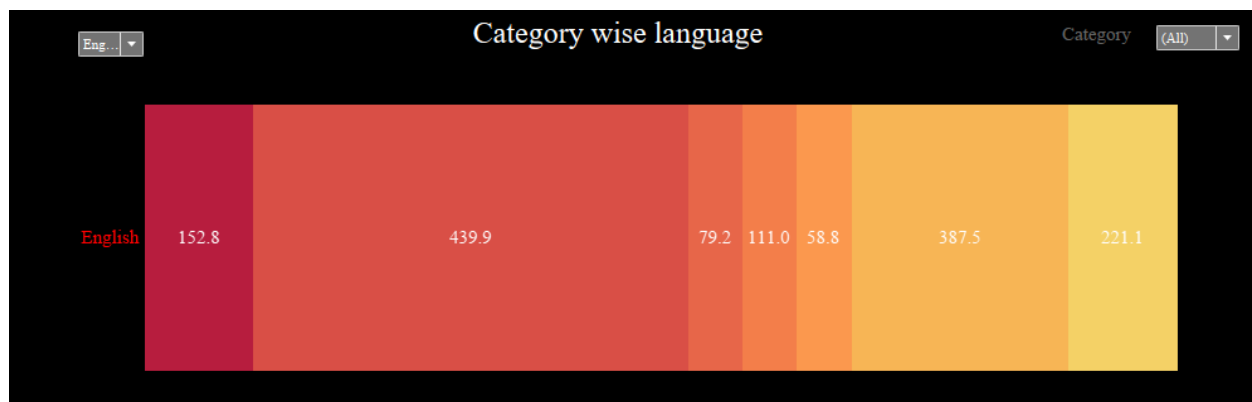
UTILIZATION OF DATA FILTERS

In every worksheet we can apply general or action filters based on input data provided to create visualisations. Based on these action filters the visualisations can be changed in certain aspects of categorisations (i.e., country, primary language, rank, category etc.).

For an example, the below dashboard represents data without any filters.

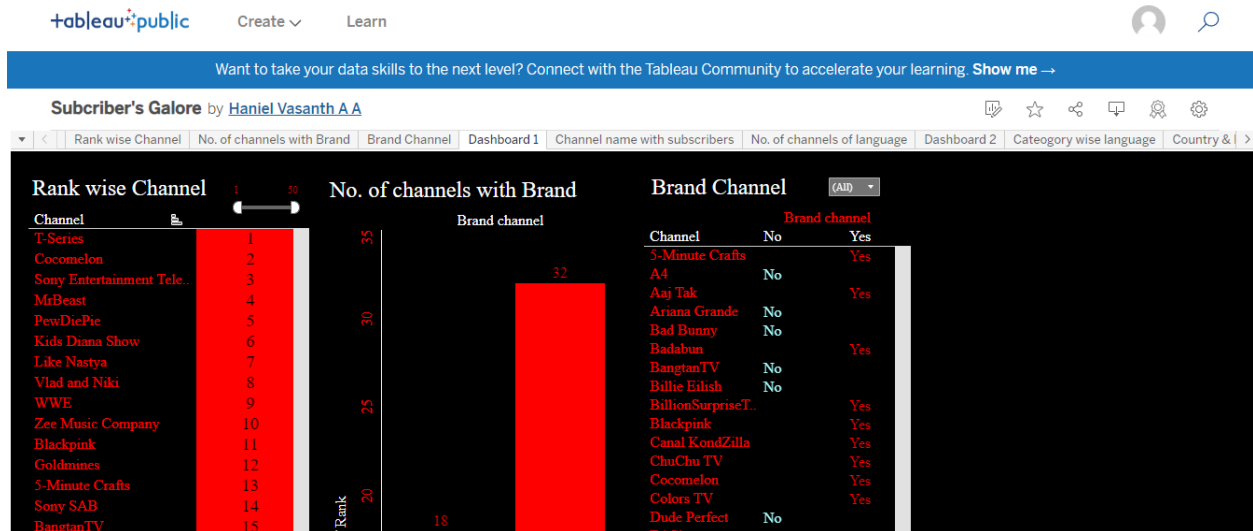


Now if we apply an action filter based on the primary language, we can get data in accordance with the type of filter applied. The below dashboard represents data when filter is applied.



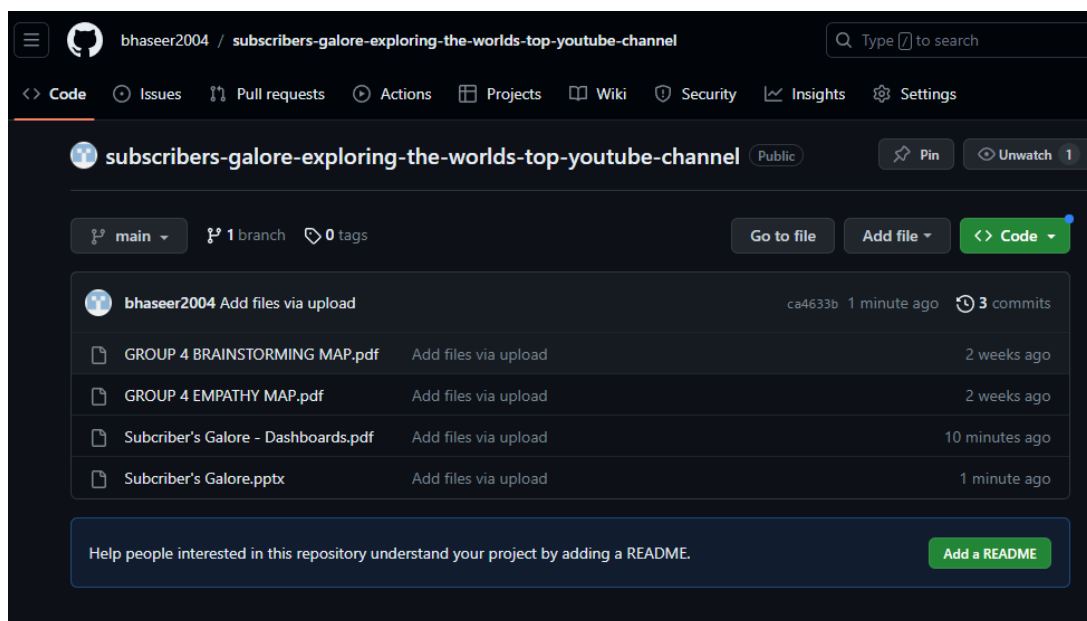
Now we can see that, our dashboard's visualisations have been changed when we apply a filter in the primary language from all to only English language. This is one of the example for utilisation of filters.

The story and dashboard are published in the tableau public server. The link for visiting the site is hyperlinked here - [Subscribers Galore: Exploring the World's Top YouTube Channels](#).



LINKS TO ACCESS PROJECT FILES :

1. [Github Repository.](#)
2. [Brainstorming Map.](#)
3. [Empathy Map.](#)
4. Tableau Public server – [Subscribers gallore.](#)
5. [Visualisation of Sheets.](#)
6. [Map.](#)
7. [Story & Dashboards.](#)



ADVANTAGES

"Subscribers Galore: Exploring the World's Top YouTube Channels using Tableau" offers numerous advantages in the realm of digital media analysis and decision-making.

Firstly, it provides a data-driven approach to understanding the top YouTube channels. By using Tableau's powerful visualization tools, it enables users to easily comprehend complex data, making it accessible even to those without advanced data analysis skills. Secondly, the project offers insights into content trends and audience preferences. This knowledge is invaluable for content creators and marketers looking to optimize their strategies and create more engaging content. Additionally, Subscribers Galore allows for benchmarking and competitive analysis. By comparing top channels, it helps users identify gaps in their own content or marketing strategies. Furthermore, it contributes to academic research by offering a comprehensive dataset for studying the dynamics of YouTube stardom.

In conclusion, Subscribers Galore is a valuable resource for a wide range of stakeholders in the digital media landscape, facilitating better decision-making, content creation, and research within the YouTube ecosystem.

DISADVANTAGES

While "Subscribers Galore: Exploring the World's Top YouTube Channels using Tableau" offers valuable insights, it also has its disadvantages.

Firstly, it may oversimplify complex factors contributing to a channel's success. Tableau's visualizations might not capture the nuanced elements like unique content, charisma of creators, or market trends, which play pivotal roles. Secondly, the project could inadvertently promote a fixation on quantity over quality. Focusing solely on subscriber counts might encourage content creators to prioritize clickbait or sensationalism rather than delivering meaningful content. Additionally, the data used might be outdated, as YouTube trends evolve rapidly. Relying on historical data could lead to misguided strategies. Lastly, there's a risk of privacy concerns, especially if personal or sensitive information about creators or subscribers is included in the analysis.

In conclusion, while "Subscribers Galore" is a useful tool, it should be employed alongside a more holistic approach to understand the full picture of YouTube success, encompassing both quantitative and qualitative factors.

APPLICATIONS

"Subscriber's Galore: Exploring the World's Top YouTube Channels" is an exciting project that utilizes Tableau to unlock valuable insights from the vast YouTube ecosystem. This project has numerous applications:

1. **Audience Analysis:** It allows marketers and content creators to gain a deep understanding of their target audience by analyzing the demographics, interests, and geographic locations of subscribers to top YouTube channels. This information can guide content strategy and advertising efforts.
2. **Competitive Intelligence:** By comparing subscriber growth, engagement metrics, and content trends across channels, businesses can gain a competitive edge. This helps them identify market gaps and potential collaboration opportunities.
3. **Content Strategy Optimization:** Content creators can use this project to identify successful content formats and topics, enabling them to tailor their content to the preferences of their target audience.
4. **Ad Campaign Targeting:** Advertisers can refine their targeting strategies by leveraging data on the subscribers of top YouTube channels. This ensures that ad spend is allocated effectively to reach the most relevant audience.
5. **Industry Insights:** Researchers and analysts can use this project to study trends in the YouTube ecosystem, providing valuable insights into the evolution of online video consumption and emerging content genres.

In conclusion, "Subscriber's Galore" empowers businesses, content creators, advertisers, and researchers to harness the power of data-driven decision-making in the dynamic world of YouTube, leading to improved strategies, better-informed decisions, and a competitive edge in the digital landscape.

CONCLUSION

In conclusion, "Subscriber's Galore: Exploring the World's Top YouTube Channels" has been an enlightening journey into the dynamic and ever-evolving landscape of online content creation. Through our exploration of some of the most popular YouTube channels, we've gained valuable insights into the diverse range of content, creativity, and dedication that defines the platform. Our project has showcased the global reach of YouTube, with channels hailing from various corners of the world, transcending language and cultural barriers to connect with millions of viewers. These channels have not only entertained but also educated, inspired, and fostered a sense of community among their subscribers.

Furthermore, we've witnessed how YouTube has democratized content creation, empowering individuals and groups to share their passions and stories with a worldwide audience. As the platform continues to evolve, we can expect new trends, creators, and content formats to emerge, further enriching the YouTube experience for both creators and subscribers. "Subscriber's Galore" has highlighted the boundless potential of YouTube and serves as a testament to the power of creativity, innovation, and connection in the digital age.

FUTURE SCOPE

"Subscriber's Galore: Exploring the World's Top YouTube Channels" could be a fascinating project or content idea, but its future scope and success would depend on various factors. Here are some considerations for its potential future:

1. Content Depth and Variety: To maintain the interest of your audience, you would need to provide in-depth and varied content. This might include in-depth analyses of top YouTube channels, interviews with popular content creators, behind-the-scenes looks at YouTube production, and more.

2. Evolving YouTube Landscape: The YouTube landscape is constantly evolving. To stay relevant, you'd need to adapt to changes in algorithms, trends, and the emergence of new channels and content formats.

3. Monetization and Business Model: Consider how you would monetize this content. Options include advertising revenue, affiliate marketing, sponsorships, or even selling premium content or merchandise related to top YouTube channels.

4. Copyright and Licensing: Ensure that your use of content from top YouTube channels complies with copyright and licensing laws. This can be a complex issue, so legal guidance may be necessary.

5. Collaboration Opportunities: Collaborate with top YouTube creators to gain more insights and access to their audiences. This can also help you grow your own subscriber base.

6. Community Building: Building a community around your content can be essential for long-term success. Engage with your audience through social media, live Q&A sessions, or forums related to your content.

7. Analytics and Data: Use analytics tools to understand your audience better. This can help you tailor your content to their interests and preferences.

8. Stay Ethical and Authentic: In the world of YouTube, authenticity and ethics matter. Be transparent with your audience and avoid engaging in unethical practices or drama.

9. Future-Proofing: Anticipate future trends in online content consumption. For example, consider how emerging technologies like virtual reality or augmented reality might impact the YouTube experience.

10. Market Competition: Keep an eye on the competition. Many platforms and channels are vying for viewers' attention. You'll need a unique selling point to stand out.

11. Content Distribution: Explore multiple distribution channels, such as YouTube, other social media platforms, and even your website or app, to reach a wider audience.

12. Legal and Ethical Considerations: Stay updated on legal and ethical guidelines related to content creation and distribution. This includes issues like privacy, defamation, and misinformation.

13. Feedback and Improvement: Continuously seek feedback from your audience and adapt your content based on their suggestions. This can help you refine your content and keep viewers engaged.

Remember that the success of a project like "Subscriber's Galore" depends on your dedication, ability to adapt, and the value you provide to your audience. The YouTube ecosystem is competitive, but with the right approach, you can carve out a niche and build a loyal following.