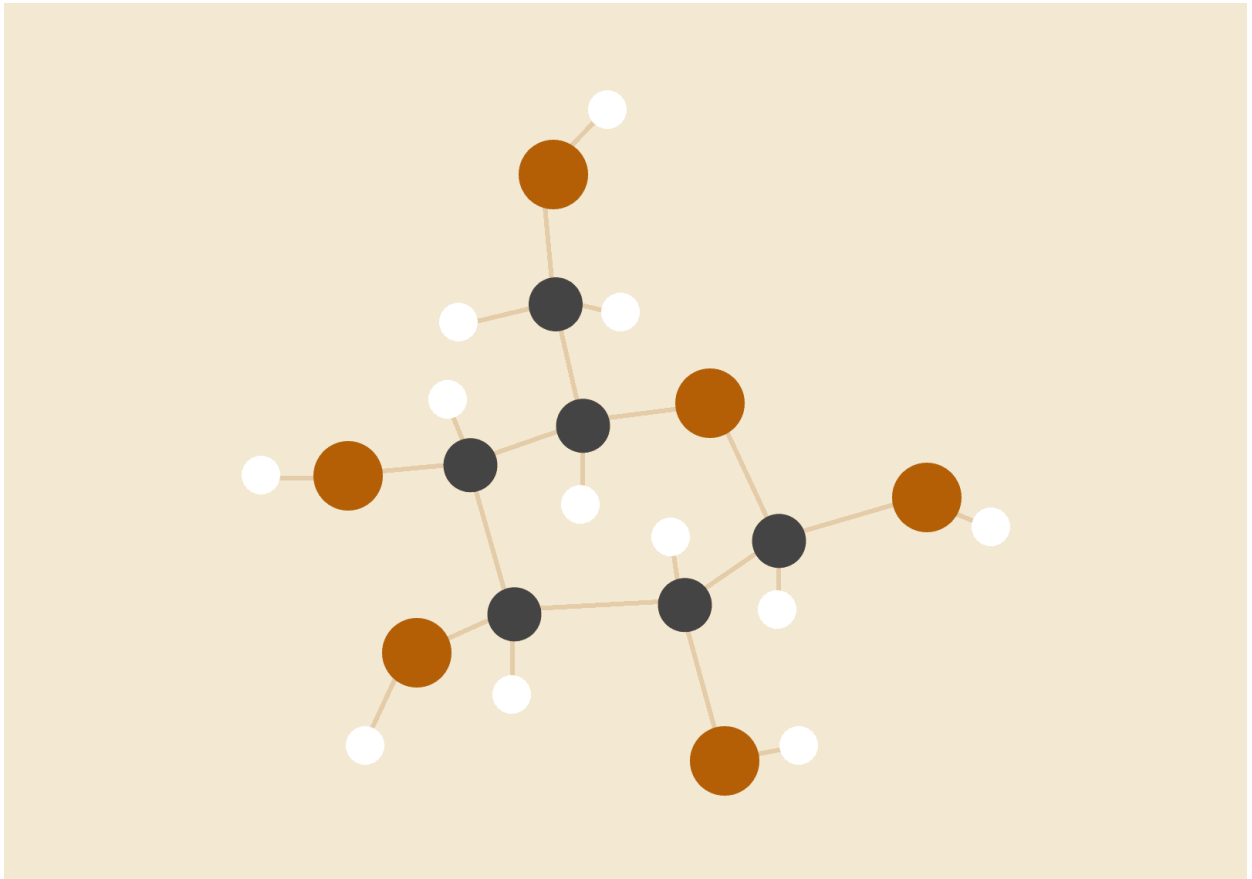


YouTube Category Insights 2023

A look into the performance of various categories of content in youtube.



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BCA 3rd Year

INTRODUCTION

In the ever-evolving realm of online video content, YouTube stands as a global giant, providing a platform for creators to share their creativity with a vast and diverse audience. This notebook is dedicated to the analysis of YouTube in the year 2023, with a particular focus on unraveling the mysteries of genre/category popularity.

As we journey through the data, we aim to discover which video genres have garnered the most attention and engagement from viewers in the past year. Through data-driven exploration and visualization, we will highlight the genres that have thrived and explore the factors contributing to their success.

Whether you're a content creator seeking inspiration or a data enthusiast intrigued by the YouTube landscape, this analysis aims to provide valuable insights into the content genres that have resonated with audiences in 2023.

Note: There is a lot more that can be found using the dataset which I have used. But my analysis is based on small questions as of now, to keep things simple.

We will have a basic comparison on the various categories of youtube channels and how they perform against each other. I will be comparing them on two metrics - views and subscribers. We will also have a look at which youtubers are leading the best performing categories near the end.

DATA SOURCES

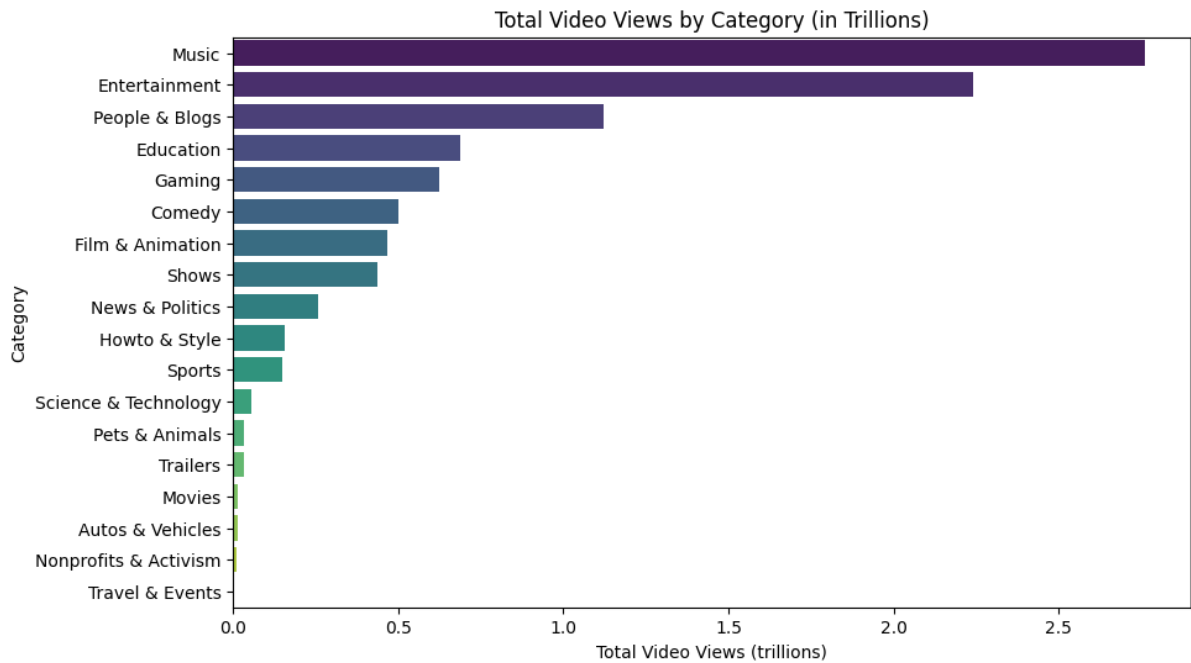
All my analysis is based on the dataset that I acquired from kaggle [here](#). This dataset is not my own and has been collected and compiled by the respective kaggle user.

DATA CLEANING

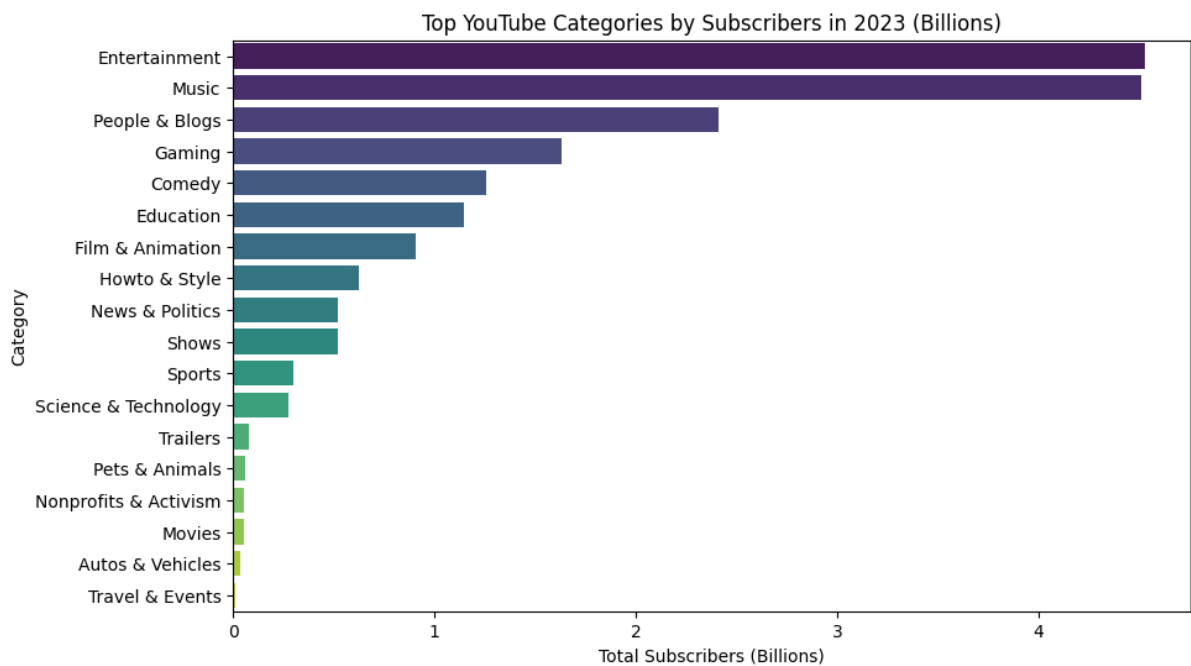
All the data cleaning has been done in the Jupyter notebook. I stored the dataset as a pandas dataframe and did all the cleaning on that dataframe. No cleaning has been done on the dataset itself, so it is left the way I acquired it.

ANALYSIS - SUMMARY

After having a look at the top categories by views (the first image below), we can visually confirm that the lead Music and Entertainment have over the other categories is significant. They greatly out-lead the rest of the pack.

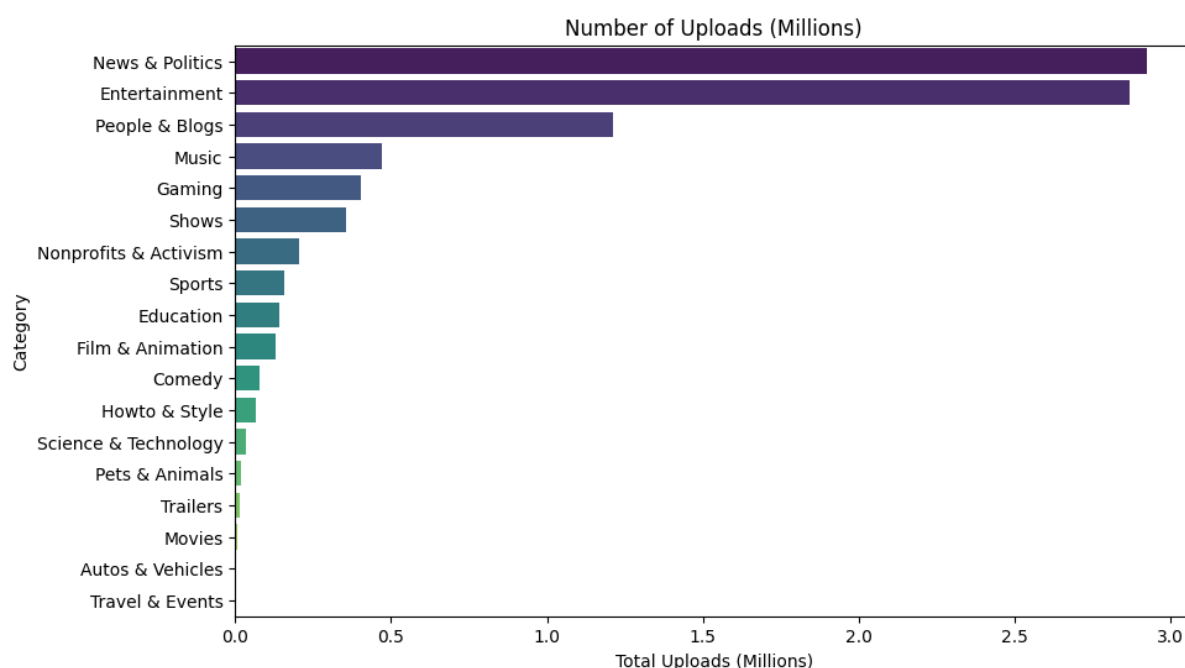


It is similar if we compare by subscribers as well:



The only significant difference being that Entertainment is first followed by Music, although the difference in subscribers between them is slight. Both of them are distinctly ahead of the pack with more than 4 billion subscribers in each category. People & Blogs which comes third, has around 2.5 billion subscribers, far away from the top two.

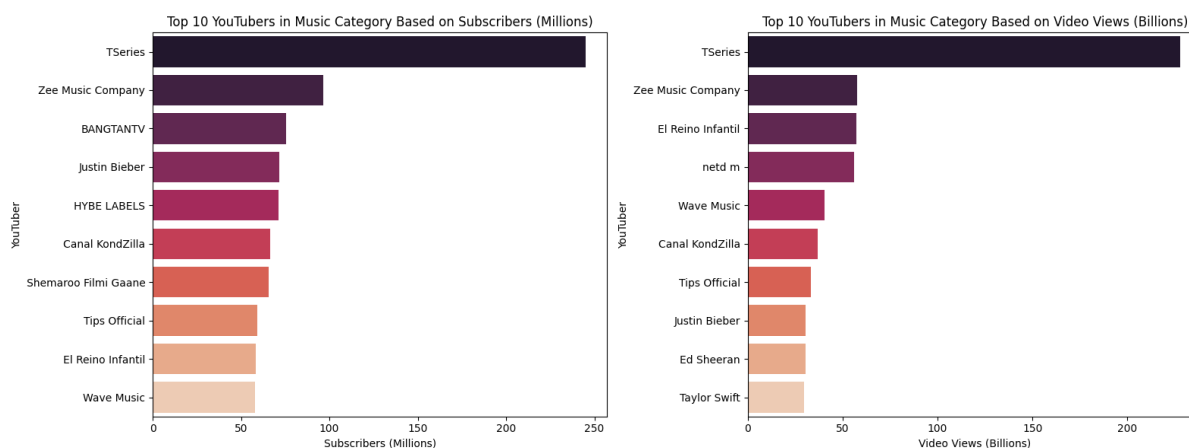
The number of uploads of News & Politics is almost around 3 Million. The low (see above graphs) number of views and subscribers this category has despite that astounding number of uploads indicates that the people of 2023 aren't that interested in News. Music on the other hand, is performing extremely well for the few uploads it has (as compared to the better categories), understandably so. Since music is often listened to over and over again by the same people.



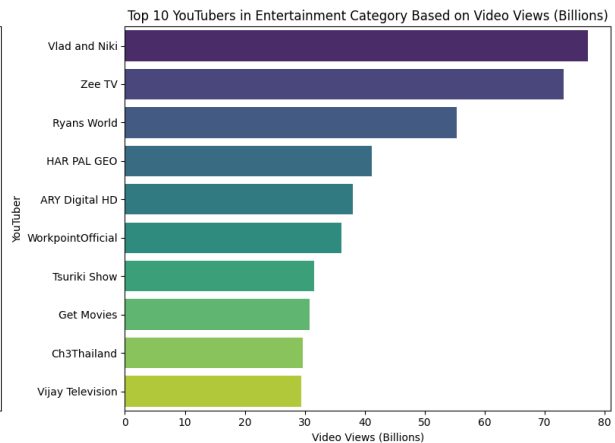
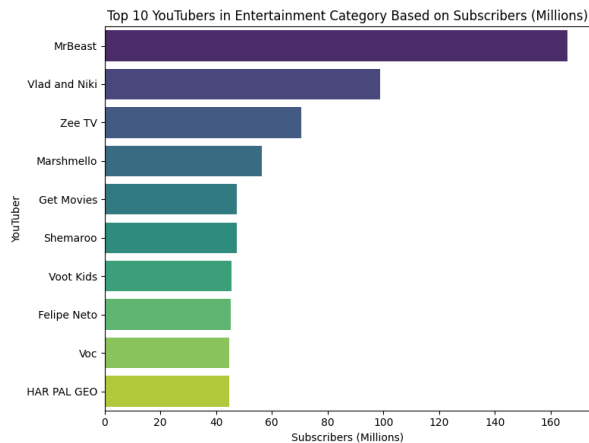
CONCLUSION

The categories Entertainment and Music are the most popular categories of 2023. The best youtubers of these categories are as follows:

Music



Entertainment



RECOMMENDATIONS

I suggest that youtube should focus on promoting its other genres of content like education, comedy, science & technology, to maintain a proper balance. This balance is what differentiates youtube from other platforms like spotify which is mostly music.