

YouTubers Data Analysis Report

Introduction

YouTube is one of the most influential digital platforms globally, with creators generating massive audiences and revenue streams. Understanding which channels dominate the platform provides insights into audience preferences, content trends, and regional reach. This project uses a dataset of top global YouTube channels to analyze subscriber and video view rankings and uncover key patterns.

Abstract

This project explores a dataset of 995 YouTube channels to identify the most prominent creators globally. The analysis focuses on subscriber counts and video views to understand which channels have the widest reach. Using Python and data visualization libraries, we generate insights into content trends, creator dominance, and global reach across countries and categories.

Tools used

- Python: Main programming language
- pandas: Data cleaning and manipulation
- matplotlib / seaborn/Power BI: Data visualization
- Jupyter Notebook: Development environment
- SQL Workbench: perform SQL queries
- CSV File: Source dataset (Global YouTube Statistics)

Steps involved

1. Data Loading
 - Read the dataset using pandas with appropriate encoding.
2. Data Exploration
 - Checked dataset shape, null values, and data types.
 - Identified key columns: Youtuber, subscribers, video views, country, category.
3. Top Youtubers by Subscribers
 - Sorted dataset by subscribers.
 - Extracted top 10 YouTubers.
 - Visualized using a horizontal bar chart.

4. Top Youtubers by Video Views

- Sorted dataset by video views.
- Extracted top 10 YouTubers.
- Created a bar chart for comparison.

5. Insights and Interpretation

- Identified dominant content categories and countries.
- Noted discrepancies (e.g., high views but fewer subscribers).

Conclusion

The analysis highlights that a few large channels (e.g., T-Series, MrBeast, Cocomelon) dominate global YouTube presence. Music and entertainment categories are especially influential, and India and the U.S. lead in global reach. These findings offer a foundational understanding of what drives success on YouTube, and future work could involve analyzing earnings, engagement growth, or country-specific trends.