

PROJECT REPORT

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

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MENTOR:

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This project was all about how to use Tableau software, Which involved the following steps:

- **Empathy Map**
- **Brainstorming Map**
- **Collection and Connection of data set**
- **Preparation of Visualization Sheets**
- **Dashboard**
- **Story**
- **Publishing in Tableau**

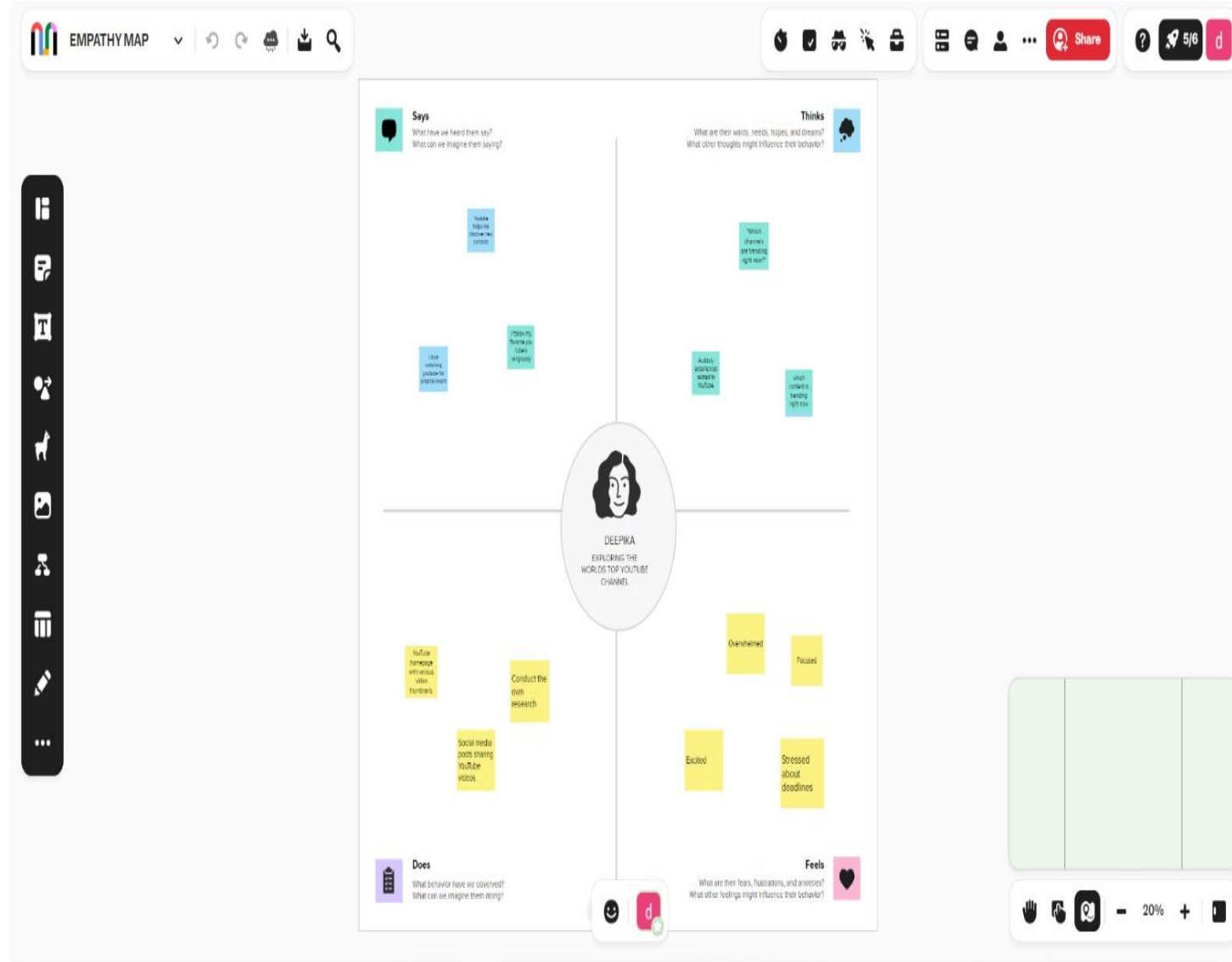
INTRODUCTION:

A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006.

The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel.

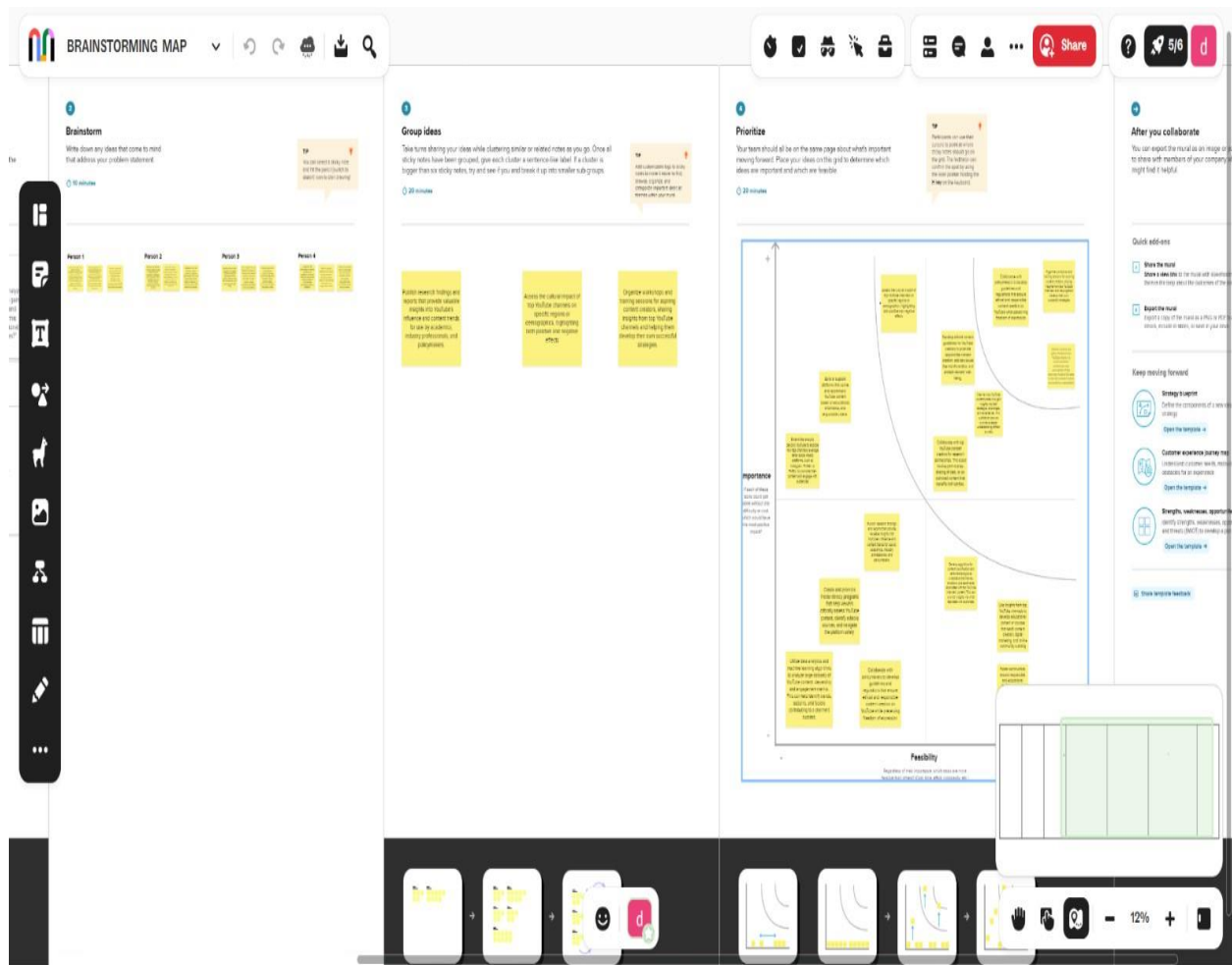
EMPATHY MAP:

Our team started our project with the creation of Empathy Map. Firstly we collected the points about subscribers galore: Exploring world's top youtube channel. We grouped the points under says, thinks, does and feels.

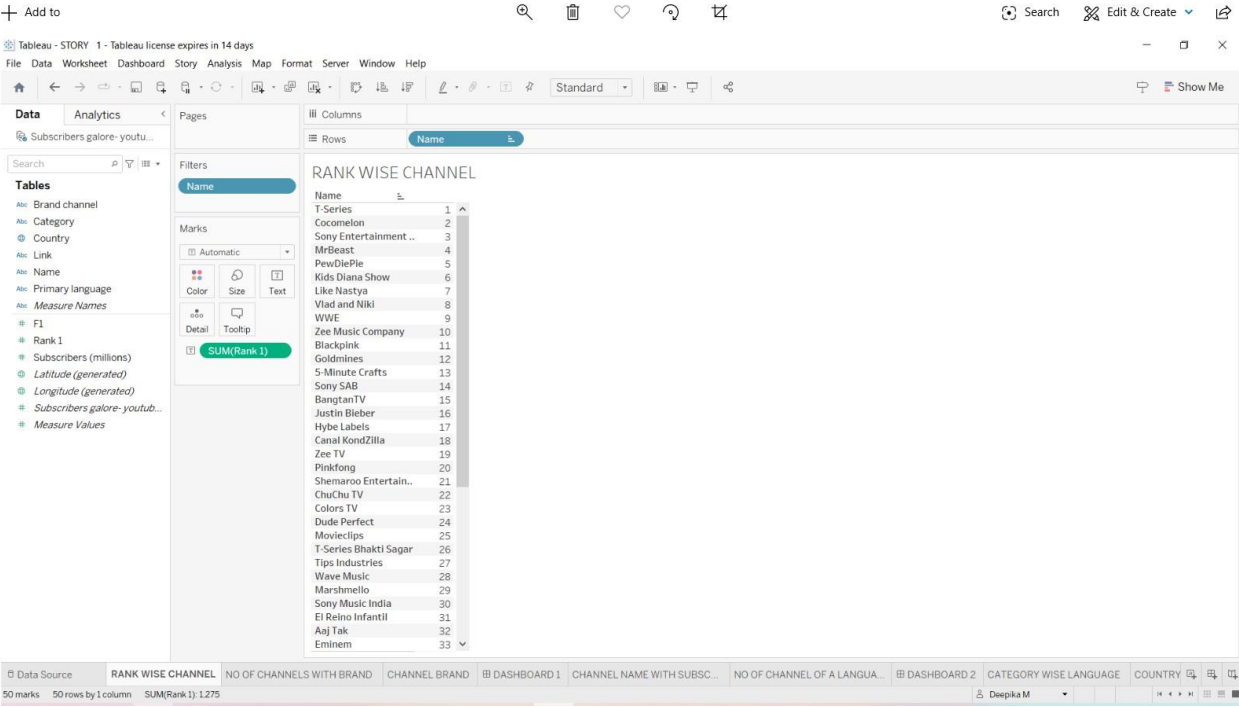


BRAINSTORMING MAP:

In the brainstorming Map, Each contributed 3 points regarding the subscribers galore: Exploring world's top youtube channel and grouped in Brainstorming Map



RESULTS:



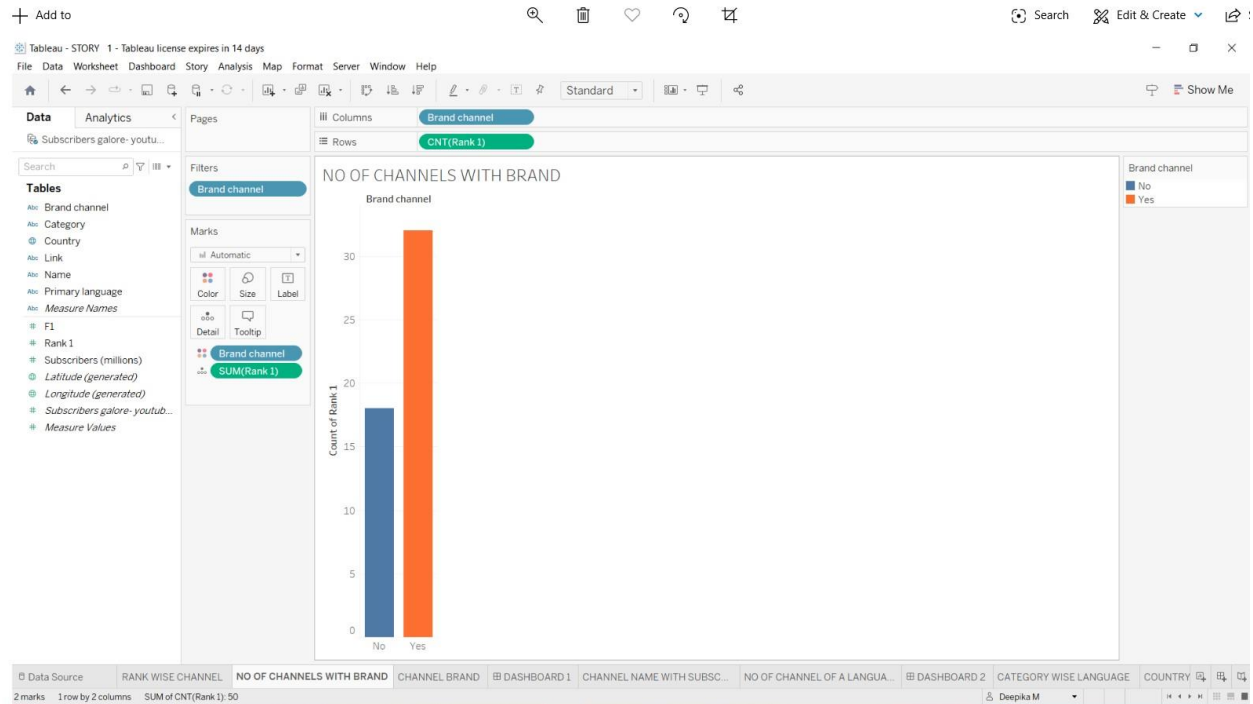


Tableau - STORY 1 - Tableau license expires in 14 days

FileDataWorksheetDashboardStoryAnalysisMapFormatServerWindowHelp

SearchEdit & CreateShow Me

DataAnalyticsPages

ColumnsBrand channel

RowsName

SearchSubscribers galore- you...

FiltersBrand channel

MarksAutomatic

ColorSizeText

DetailTooltip

Brand channel

Brand channel

Tables

Brand channel

Category

Country

Link

Name

Primary language

Measure Names

F1

Rank 1

Subscribers (millions)

Latitude (generated)

Longitude (generated)

Subscribers galore- youtub...

Measure Values

CHANNEL BRAND

Name	Brand channel	
	No	Yes
5-Minute Crafts	No	Yes
A4	No	Yes
Aaj Tak	No	Yes
Ariana Grande	No	Yes
Bad Bunny	No	Yes
Badabun	No	Yes
BangtanTV	No	Yes
Billie Eilish	No	Yes
BillionSurpriseToys	No	Yes
Blackpink	No	Yes
Canal KondZilla	No	Yes
ChuChu TV	No	Yes
Cocomelon	No	Yes
Colors TV	No	Yes
Dude Perfect	No	Yes
Ed Sheeran	No	Yes
El Reino Infantil	No	Yes
Eminem	No	Yes
Felipe Neto	No	Yes
Fernanfloo	No	Yes
Get Movies	No	Yes
Goldmines	No	Yes
Hybe Labels	No	Yes
Infobells	No	Yes
JuegaGerman	No	Yes
Justin Bieber	No	Yes
Kids Diana Show	No	Yes
Like Nastya	No	Yes
Looloo Kids	No	Yes
Marshmello	No	Yes
Movieclips	No	Yes
MrBeast	No	Yes

Brand channel

No

Yes

0Data Source

RANK WISE CHANNEL

NO OF CHANNELS WITH BRAND

CHANNEL BRAND

DASHBOARD 1

CHANNEL NAME WITH SUBSC...

NO OF CHANNEL OF A LANGUA...

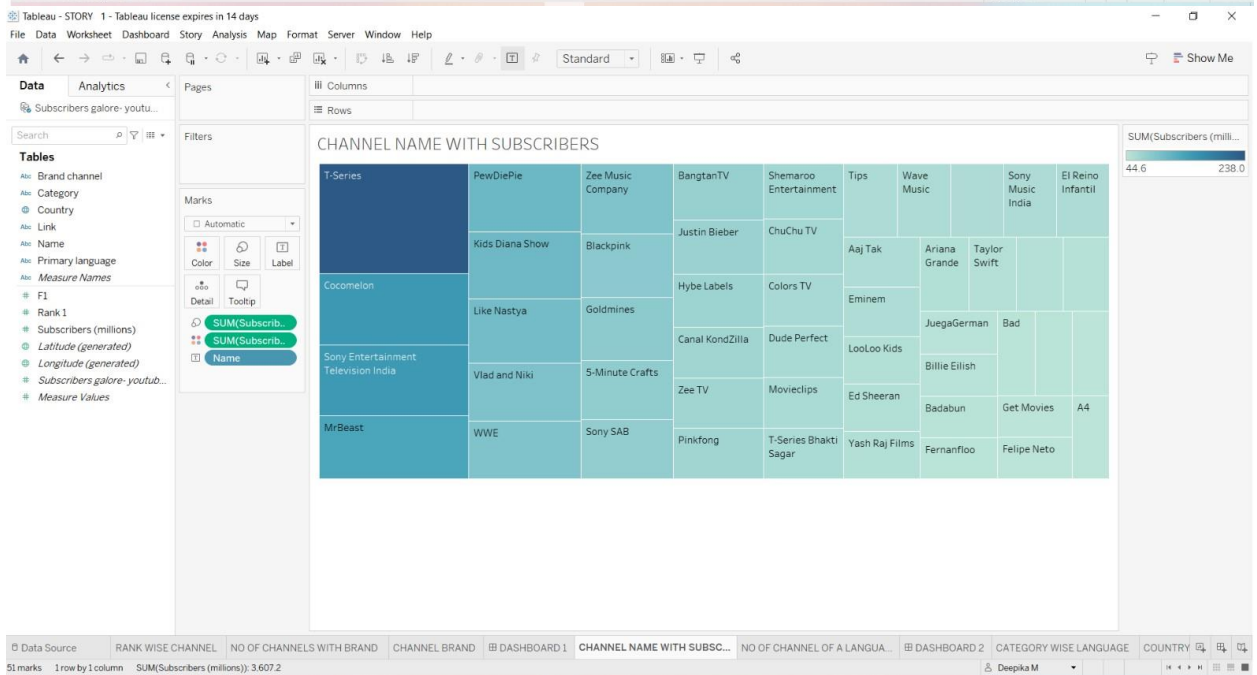
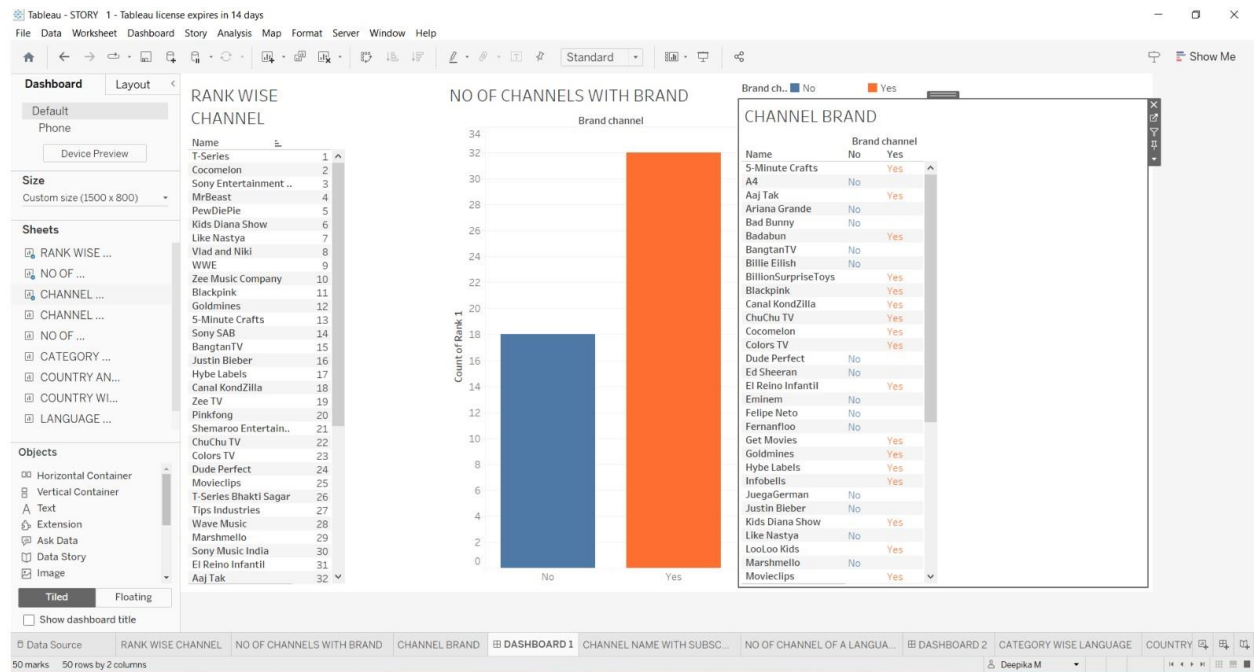
DASHBOARD 2

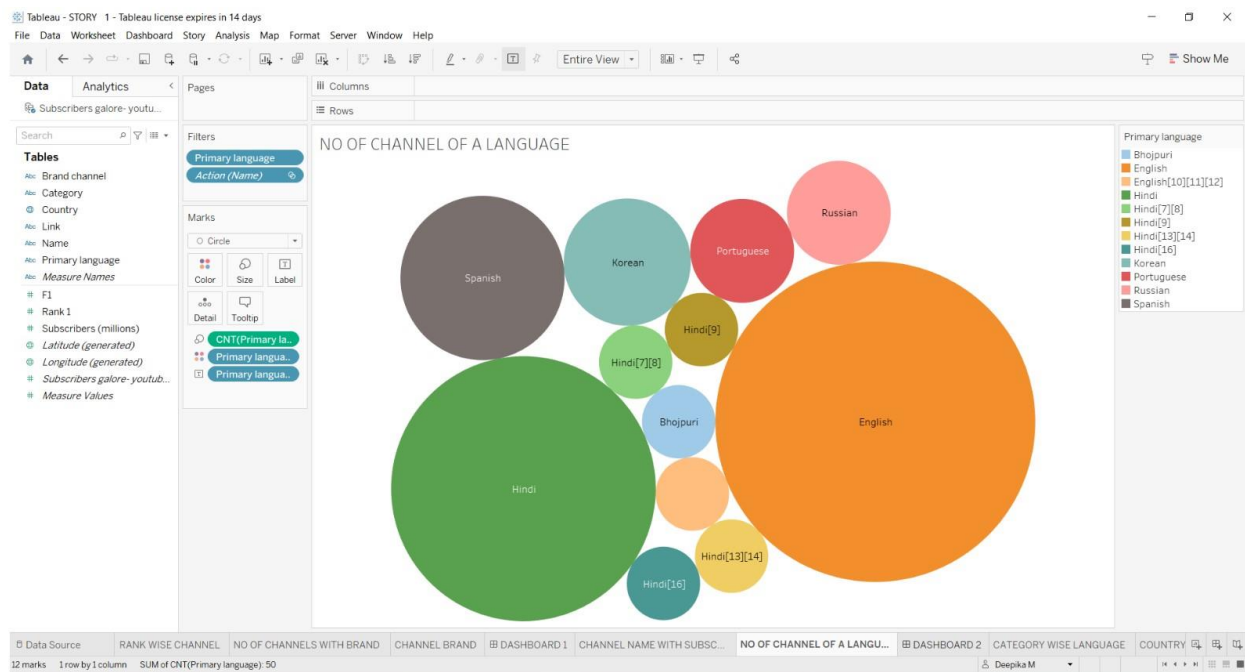
CATEGORY WISE LANGUAGE

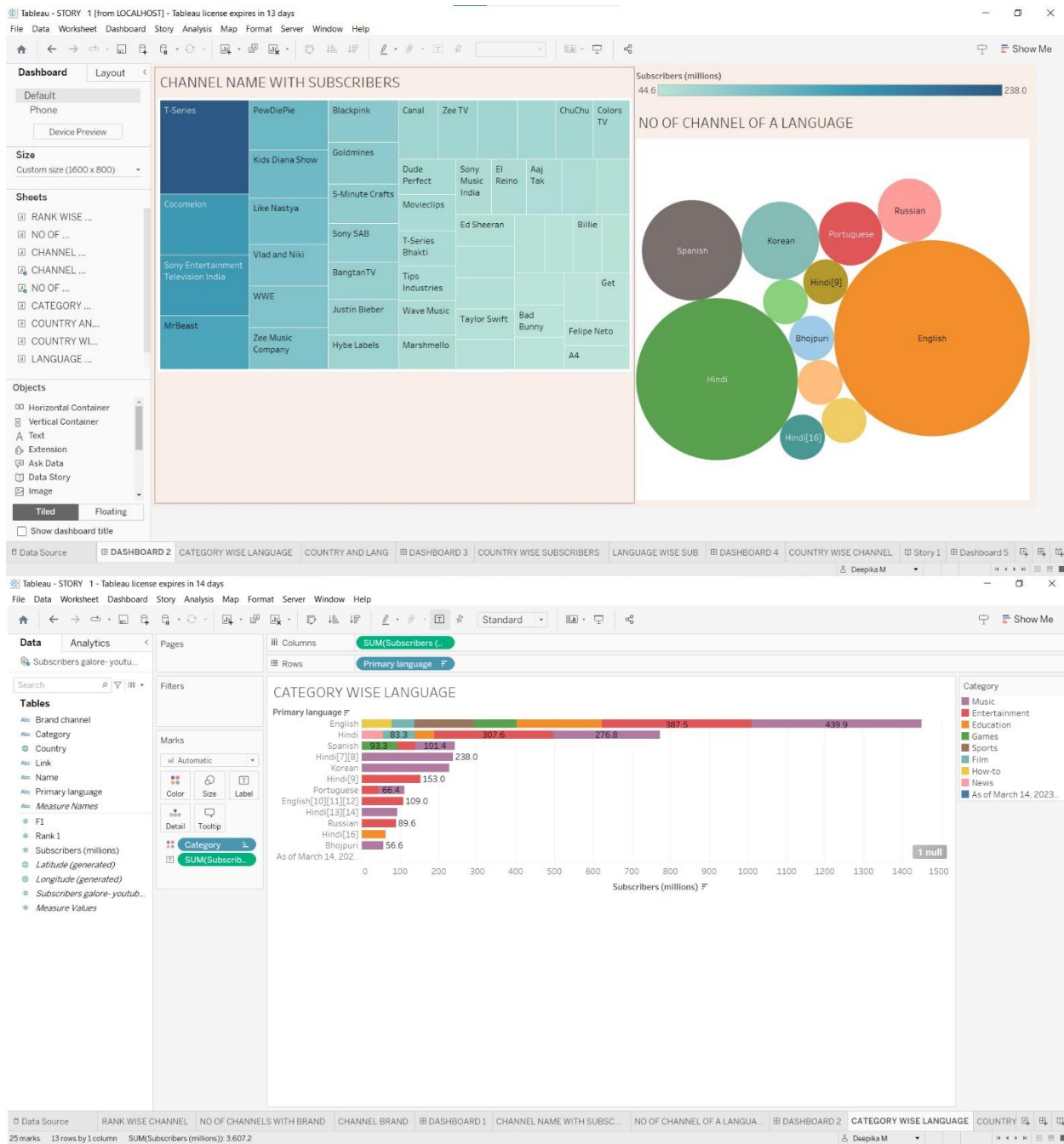
COUNTRY

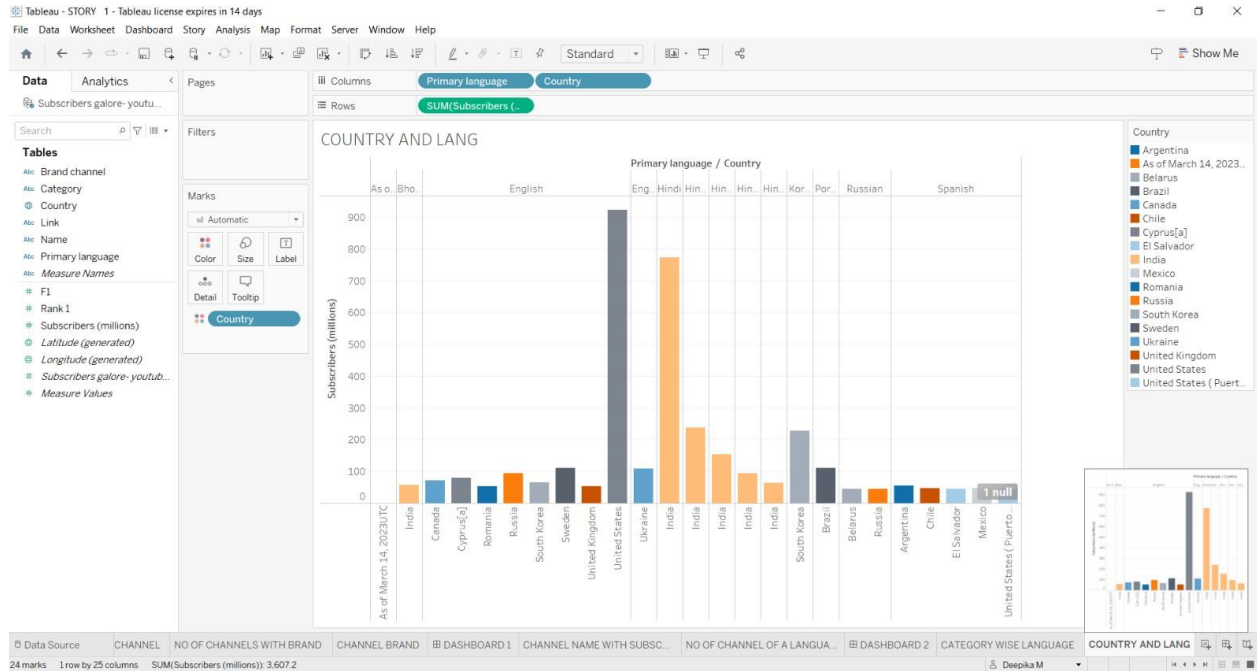
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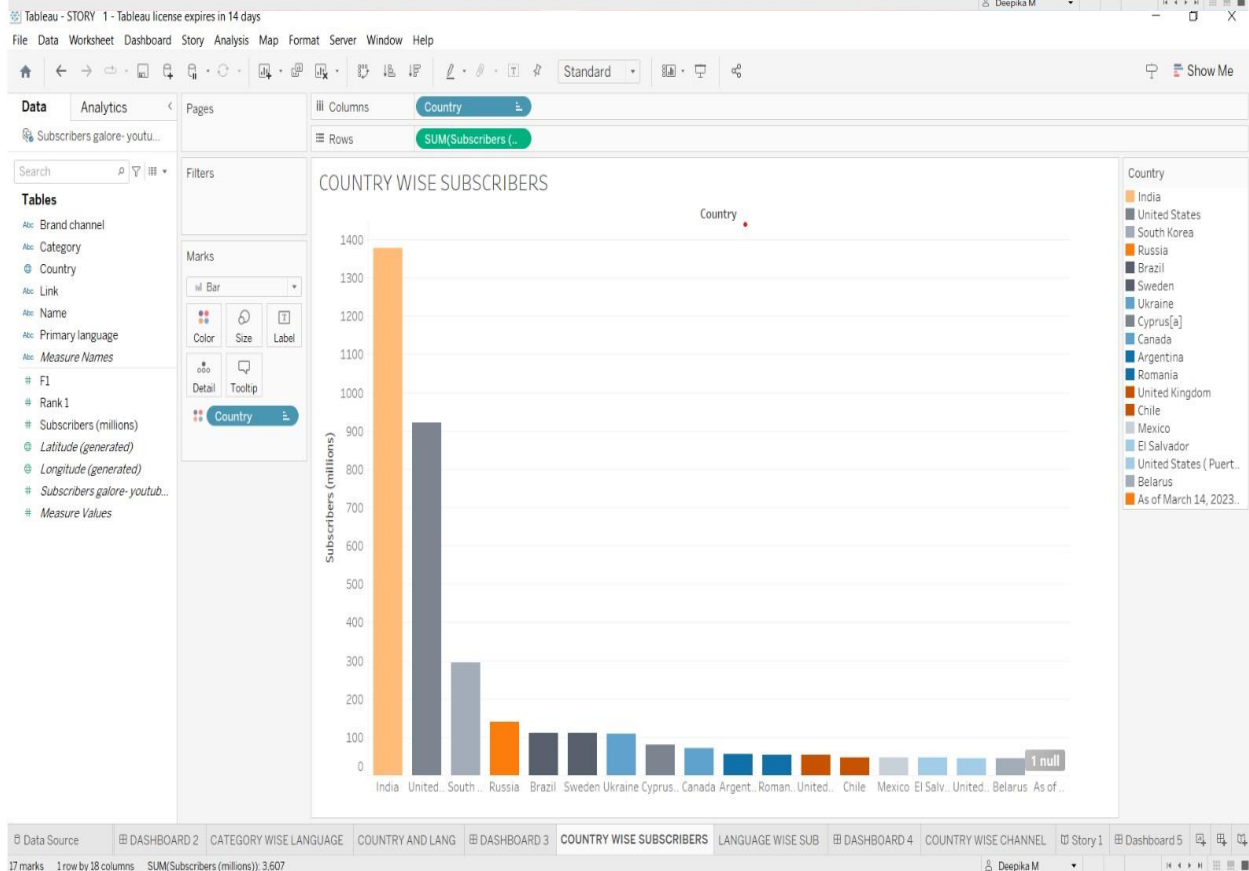
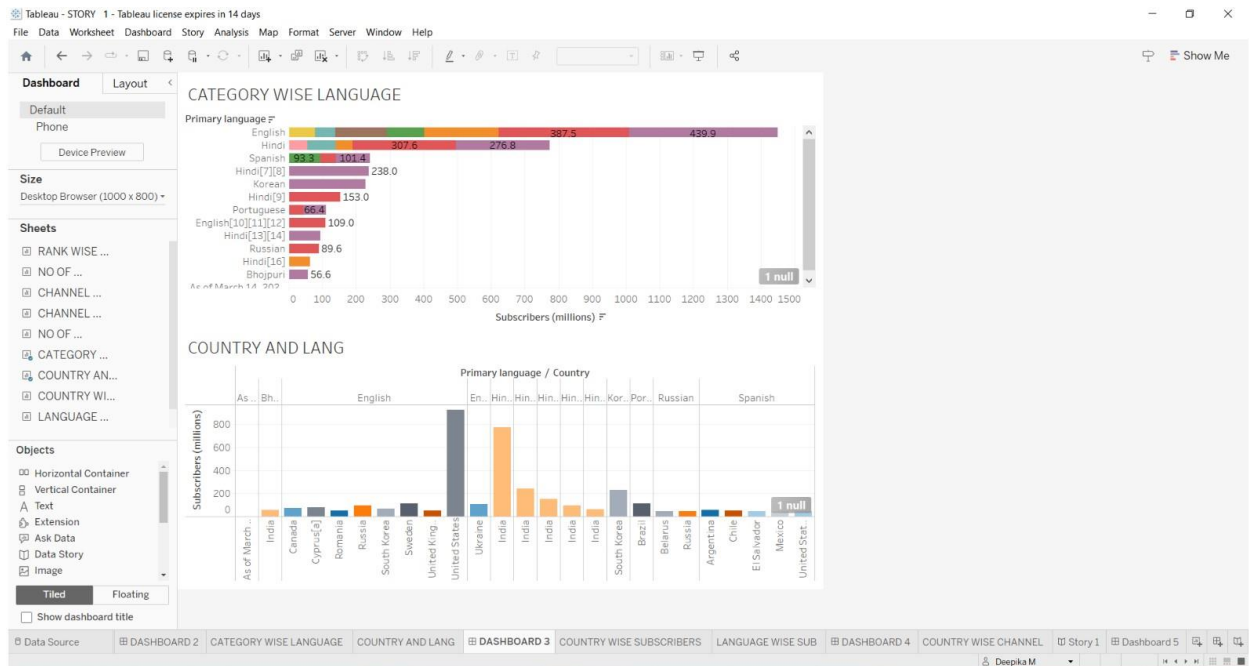
Deepika M

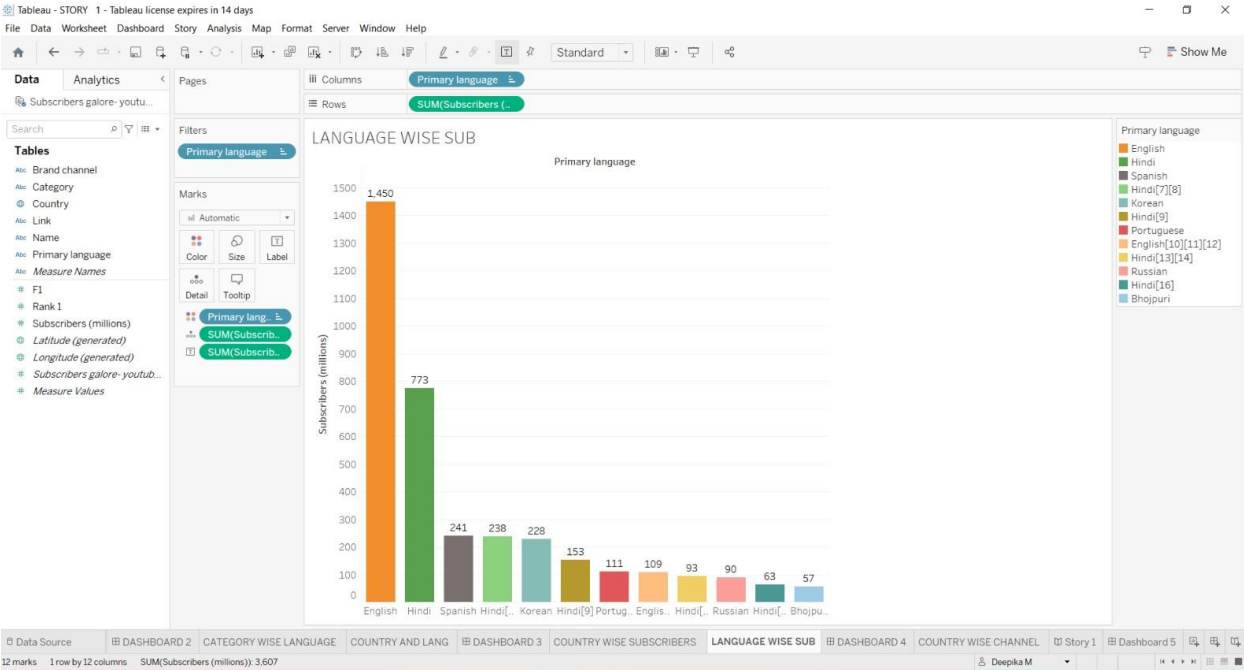


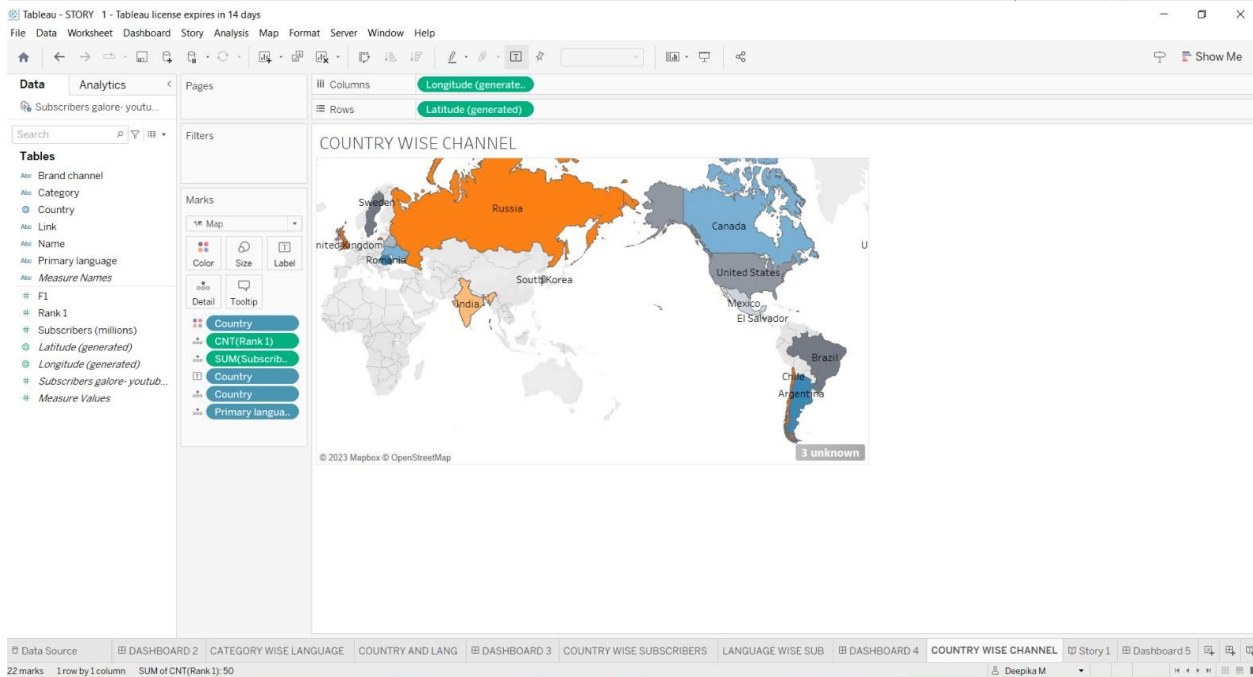


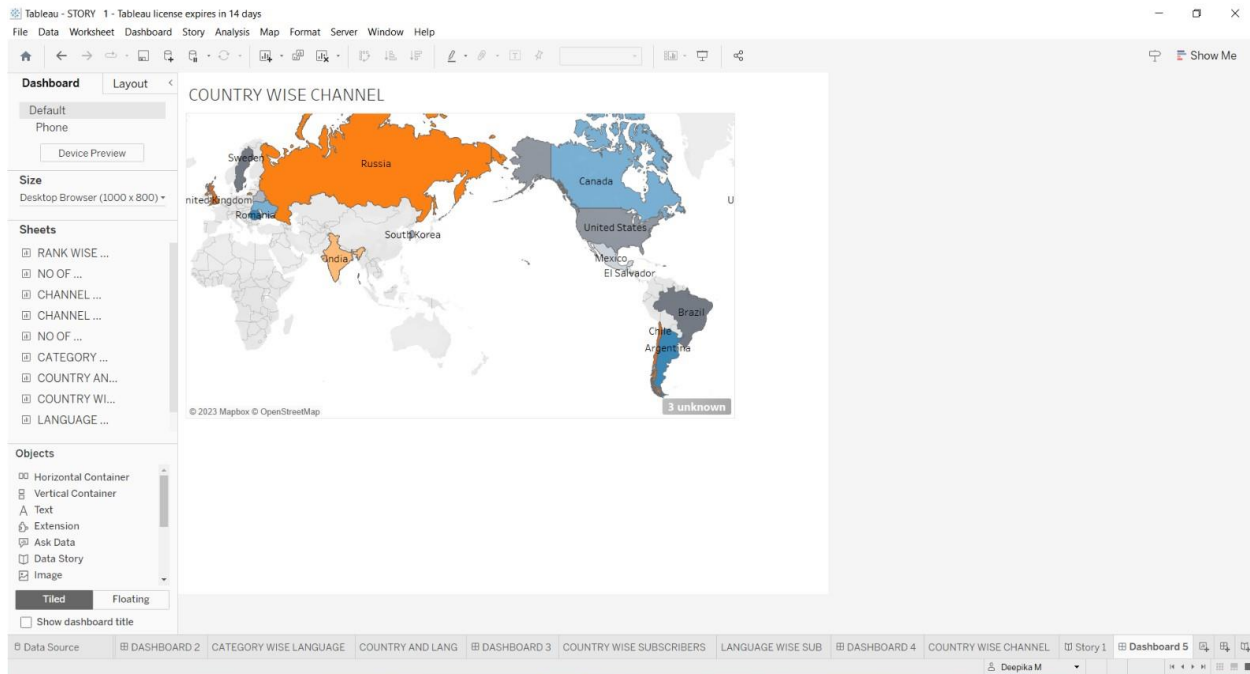












ADVANTAGES &DISADVANTAGES:

Advantages of the proposed solution for "Subscribe Galore: Exploring World's Top YouTube Channels":

Advantages:

1. **Content Variety:** It offers a wide range of content, allowing users to discover diverse YouTube channels from different niches and genres.
2. **Convenience:** Subscribers can easily access and subscribe to top YouTube channels in one place, saving time and effort.
3. **Curation:** The solution curates high-quality channels, ensuring users find engaging and relevant content.
4. **Discovery:** It promotes the discovery of lesser-known channels, supporting content creators.

5. User Engagement: Users can engage with a community of like-minded subscribers, enhancing their YouTube experience.

6. Updates: The solution can provide regular updates on new and trending YouTube channels.

Disadvantages:

1. Subjectivity: Channel curation may be subjective, leading to potential bias in the selection of channels.

2. Content Exclusivity: It might focus on popular channels, excluding smaller creators who produce valuable content.

3. Dependence on Updates: The service's usefulness depends on the frequency and accuracy of updates, which may vary.

4. Data Privacy: Users might have concerns about the privacy of their subscription data when using the platform.

5. Overwhelm: The abundance of channel recommendations could overwhelm users, making it challenging to choose.

6. Monetization: The solution's business model, if not carefully managed, may prioritize profit over user satisfaction.

The success of "Subscribe Galore" will depend on how these advantages are maximized and these disadvantages are mitigated in its implementation.

APPLICATIONS:

The "Subscribe Galore: Exploring World's Top YouTube Channels" solution can be applied in the following areas:

1. Content Discovery: Users can explore and discover popular YouTube channels across various genres, helping them find content that aligns with their interests.

2. Entertainment: It can serve as an entertainment platform, allowing users to watch and enjoy videos from top YouTube channels.

3. Education: Some YouTube channels offer educational content, and this solution can help users discover channels that provide valuable information and learning resources.

4. Marketing and Promotion: Marketers can use this solution to identify popular channels for advertising or collaboration opportunities.

5. Research and Analysis: Researchers can utilize the data and insights from this solution to analyze trends and audience preferences on YouTube.

6. Trend Spotting: Stay updated on the latest trends and viral content by exploring top YouTube channels.

7. Influencer Selection: Brands and businesses can use it to find potential influencers or brand ambassadors on YouTube.

8. Audience Engagement: Content creators can gain insights into what types of videos are popular and engage with their target audience more effectively.

9. Recommendations: Provide personalized channel recommendations based on user preferences and viewing history.

10. User-Generated Content: Encourage users to share their favorite channels and engage in discussions and reviews.

These are just a few of the potential applications for "Subscribe Galore" in exploring the world's top YouTube channels.

COLLECTION AND CONNECTION OF DATA SET:

Regarding our Project Title, A dataset is been collection from the Naan Mudhalvan,Smartinternz platform and connected the dataset to the Tableau.

PREPARATION OF VISUALIZATION SHEETS:

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chart and histogram.

DASHBOARD:

We created a dashboard placing all the visualization sheets in single dashboard.

STORY:

After the completion our dashboard,We have created a story section in which we extracted the observation from the visualization sheets.

PUBLISHING IN TABLEAU:

We have published our dashboard and story in our team leader's Tableau public ID.

CONCLUSION:

From this project we learned to analyze a dataset and the usage of Tableau software.