

PROJECT REPORT

1.INTRODUCTION

1.1Overview:

- ❖ In recent years, the digital realm has been evolving rapidly. With over 2 billion monthly active users and over 1 billion hours of video watched daily, YouTube is one of the most popular social media platforms on the internet. In YouTube, subscription is one way to measure a channel's success. The most popular YouTube channels have millions or billions of subscribers and views, making them incredibly influential content creators on the internet.

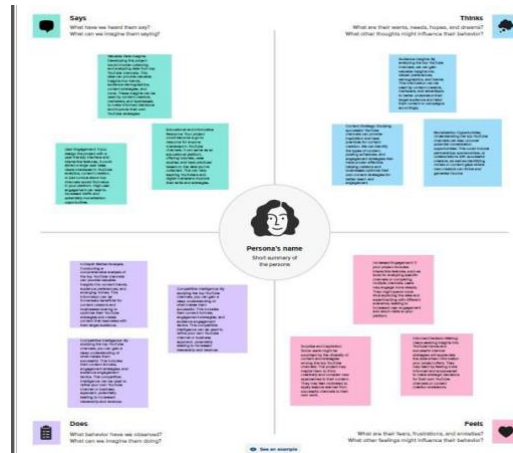
- ❖ Analysing the most popular YouTube channels can offer valuable insights into the online audience's trends and preferences. To get an overview, the csv dataset I selected from Kaggle named 'Most Subscribed YouTube Channels' contains 7 columns: rank, youtuber, subscribers, video views, video count, category, and started, which includes both quantitative dimensions and categorical dimensions and has a limitation in started years from 1970 to 2021.

1.2 Purpose

The purpose of exploring the world's top YouTube channels is typically for entertainment, education, inspiration, community engagement, business insights, and cultural awareness.

2.PROBLEMS DEFINITION & DESIGN THINKING

2.1 Empathy map



2.2 Ideation & Brainstorming map



3.DATASET

List of most-subscribed YouTube channels - Account Excel (Product Activation Failed)

Rank	Name	Link	Brand cha	Subscribe Primary la	Category	Country
0	1 T-Series	Link	Yes	238 Hindi[7]	[8] Music	India
1	2 Cocomelo	Link	Yes	155 English	Education	United States
2	3 Sony Ente	Link	Yes	153 Hindi[9]	Entertainr	India
3	4 MrBeast	Link	No	137 English	Entertainr	United States
4	5 PewDiePi	Link	No	111 English	Games	Sweden
5	6 Kids Diana	Link	Yes	109 English[1C]	Entertainr	Ukraine
6	7 Like Nasty	Link	No	105 English	Entertainr	United States
7	8 Vlad and P	Link	No	94.9 English	Entertainr	Russia
8	9 WWE	Link	Yes	93.8 English	Sports	United States
9	10 Zee Music	Link	Yes	93.4 Hindi[13]	[Music	India
10	11 Blackpink	Link	Yes	84.8 Korean	Music	South Korea
11	12 Goldmine	Link	Yes	83.3 Hindi	Film	India
12	13 5-Minute	Link	Yes	79.2 English	How-to	Cyprus[a]
13	14 Sony SAB	Link	Yes	78.2 Hindi	Entertainr	India
14	15 BangtanTV	Link	No	73.9 Korean	Music	South Korea
15	16 Justin Biel	Link	No	71.1 English	Music	Canada
16	17 Hybe Labe	Link	Yes	69.5 Korean	Music	South Korea
17	18 Canal Kon	Link	Yes	66.4 Portuguese	Music	Brazil
18	19 Zee TV	Link	Yes	66.3 Hindi	Entertainr	India
19	20 Pinkfong	Link	Yes	66.1 English	Education	South Korea
20	21 Shemaroc	Link	Yes	64.2 Hindi	Music	India
21	22 ChuChu T	Link	Yes	63.2 Hindi[16]	Education	India
22	23 Colors TV	Link	Yes	60.6 Hindi	Entertainr	India
23	24 Dude Perf	Link	No	59 English	Sports	United States

Ready | List of most-subscribed YouTube | 100% | ENG 11:22 PM IN 10/12/2023

4.VISUALIZATIONS

4.1 Data Sources

Tableau - story 1 - Tableau license expires in 8 days

File Data Server Window Help

Connections [Add](#)

List of most-subscribed YouTube channels
Text file

Files [Add](#)

☐ Use Data Interpreter
Data Interpreter might be able to clean your Text file workbook.

List of most-subscribed YouTube channels.csv
Subscribers ga...alysis (1).csv
Subscribers g...analysis.csv

New Union

New Table Extension

List of most-subscribed YouTube channels

Connection ☒ Live ☐ Extract

Filters 0 [Add](#)

List of most-subscribed Yo...

Need more data?
Drag tables here to relate them. [Learn more](#)

List of most-subscribed Yo... 9 fields 51 rows 51 rows

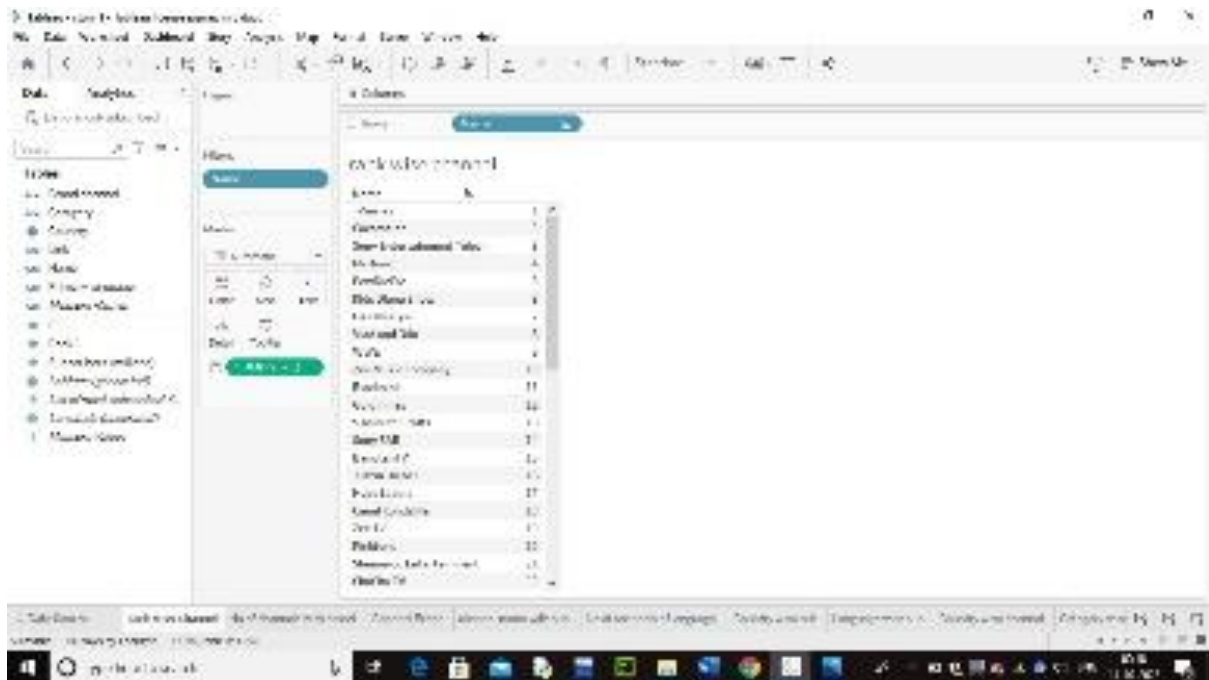
Name	Rank 1	Name	Link
List of most-subscribed YouTube channels.csv	0	T-Series	Link
	1	Cocomelon	Link
	2	Sony Entertainment Televisio...	Link
	3	MrBeast	Link
	4	PewDiePie	Link

Data Source rank wise channel No of channels with brand Channel Brand channel name with sub No of channels of language Country wise sub Language wise sub Country wise channel Category wise

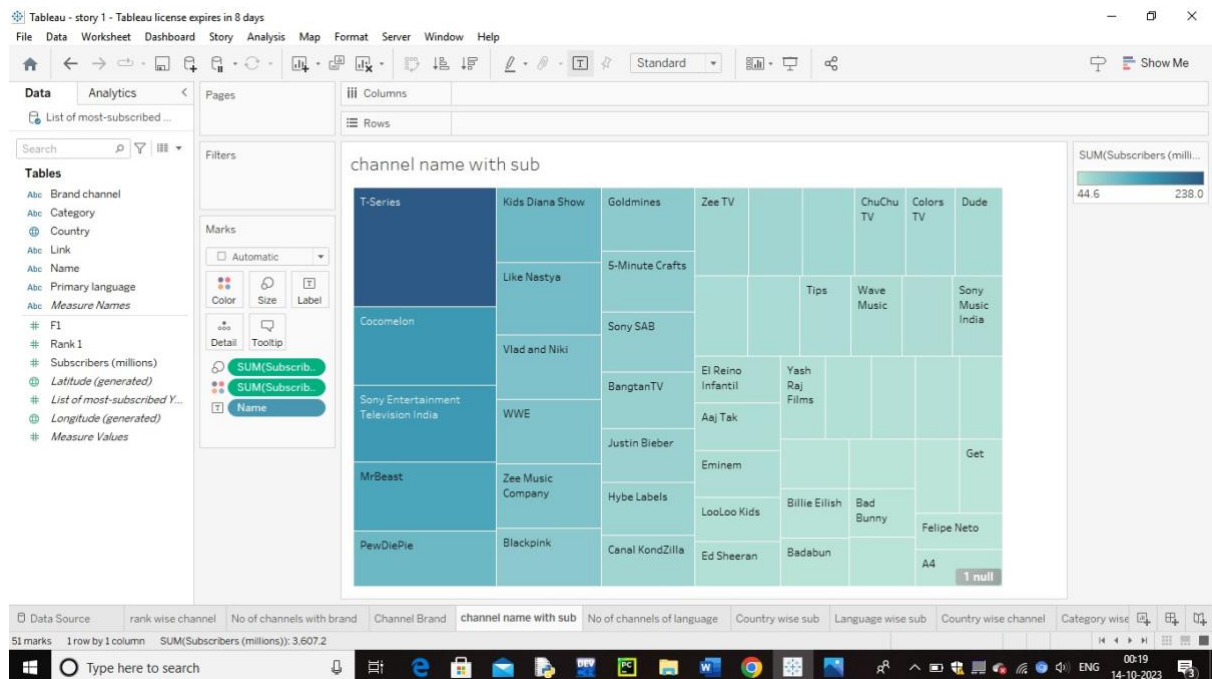
Type here to search

00:18 14-10-2023

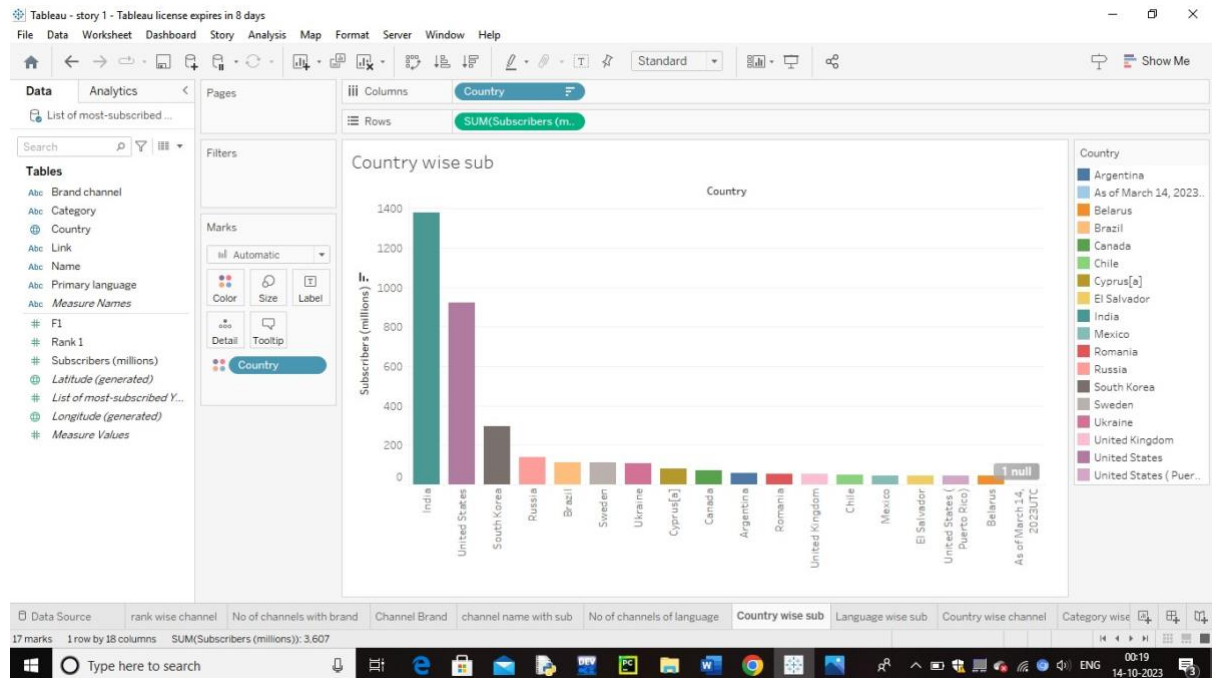
4.2 Rank with channel



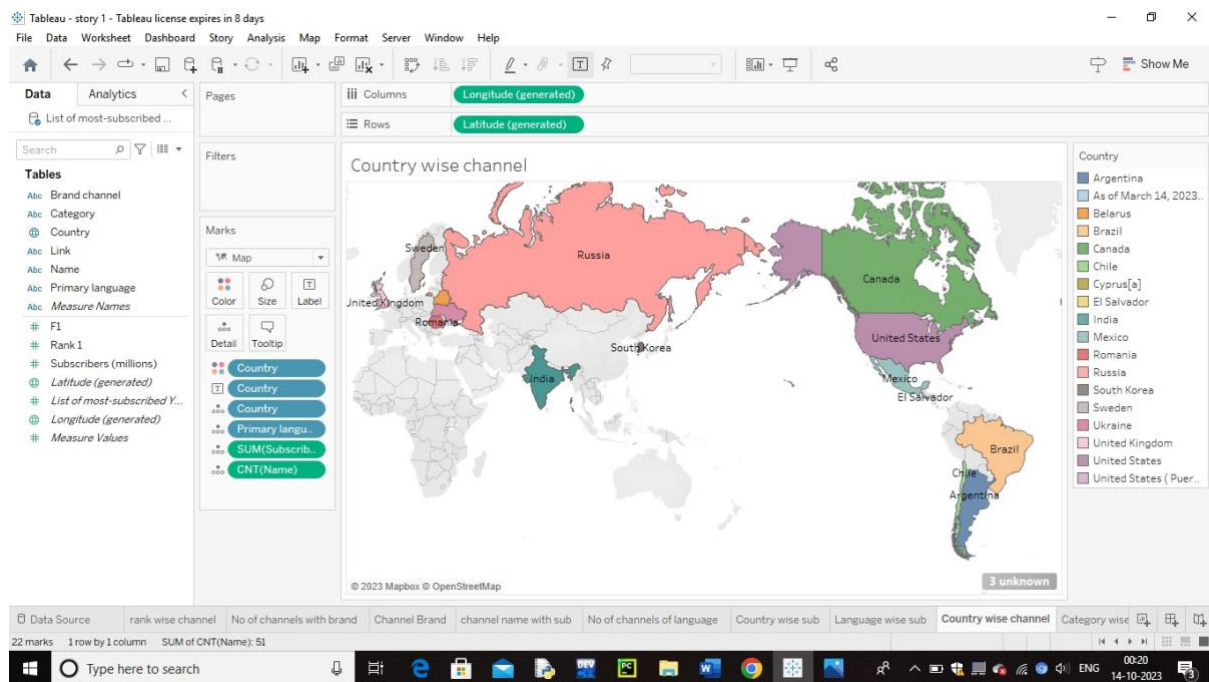
4.3 Channel Name With Subscriber's



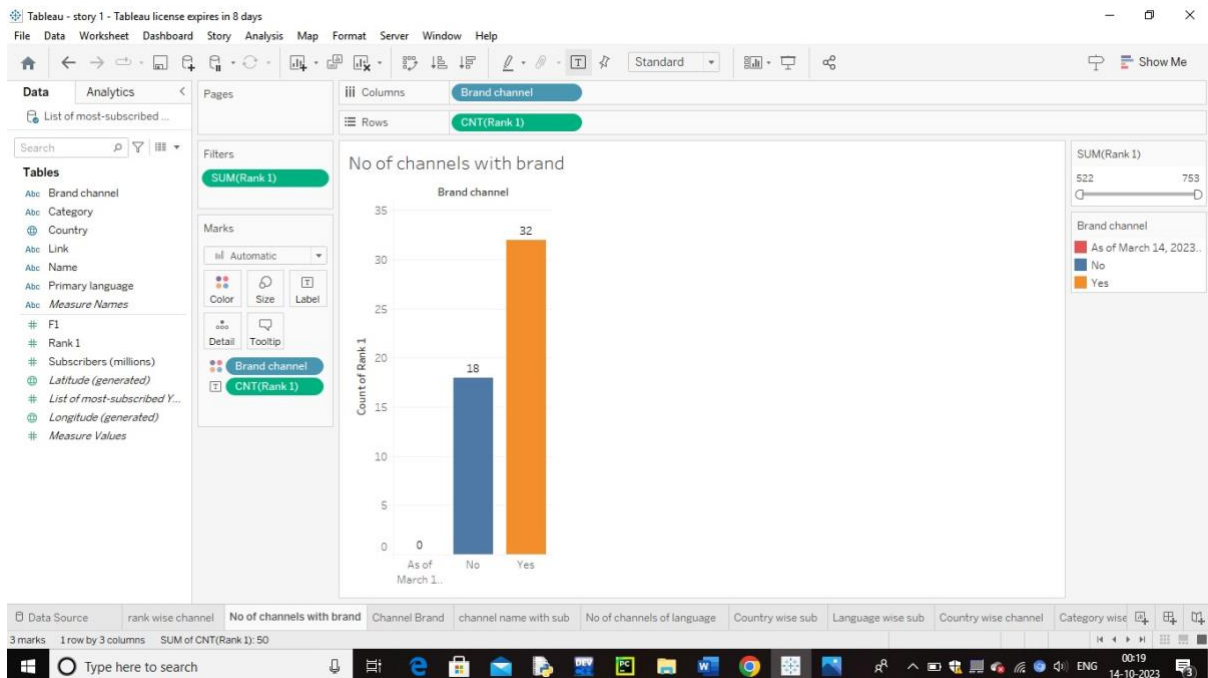
4.4 Country Wise Subscribers



4.5 Country Wise Channel



4.6 No of Channels with Brand



4.7 Channel Brand

Tableau - story 1 - Tableau license expires in 8 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Home Back Forward Refresh Download Print Copy Paste Undo Redo Bold Italic Text Color Fill Color Background Color Standard View Full Screen Share

Data Analytics Pages Columns Rows

Brand channel
Name

Search List of most-subscribed ...

Tables

- Brand channel
- Category
- Country
- Link
- Name
- Primary language
- Measure Names
- F1
- Rank 1
- Subscribers (millions)
- Latitude (generated)
- List of most-subscribed Y...
- Longitude (generated)
- Measure Values

Filters

Automatic Color Size Text Detail Tooltip

Brand channel

Channel Brand

Name

Brand channel

As of M... No Yes

5-Minute Crafts Yes

A4 No

Aaj Tak Yes

Ariana Grande No

As of March 14, 2023UTC As of M... Yes

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

Data Source rank wise channel No of channels with brand Channel Brand channel name with sub No of channels of language Country wise sub Language wise sub Country wise channel Category wise

51 marks 51 rows by 3 columns

Type here to search

[illegible]

Category wise language

Primary language

Subscribers (millions)

As of March 14, 2023UTC

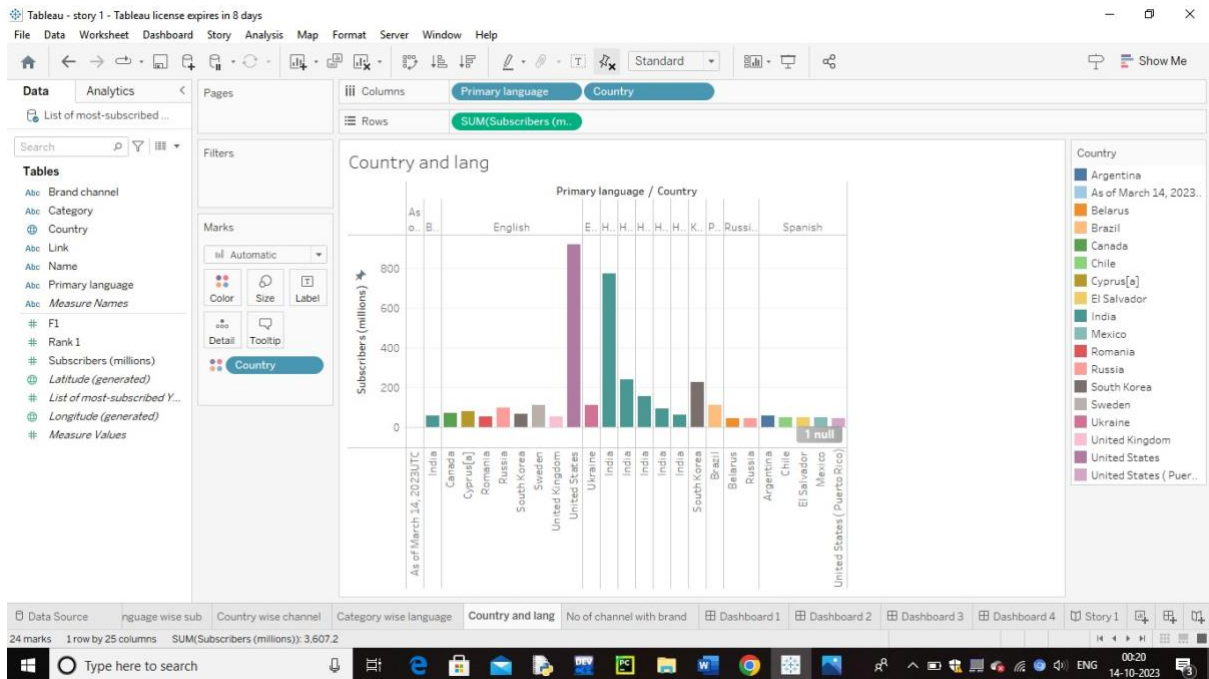
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Category

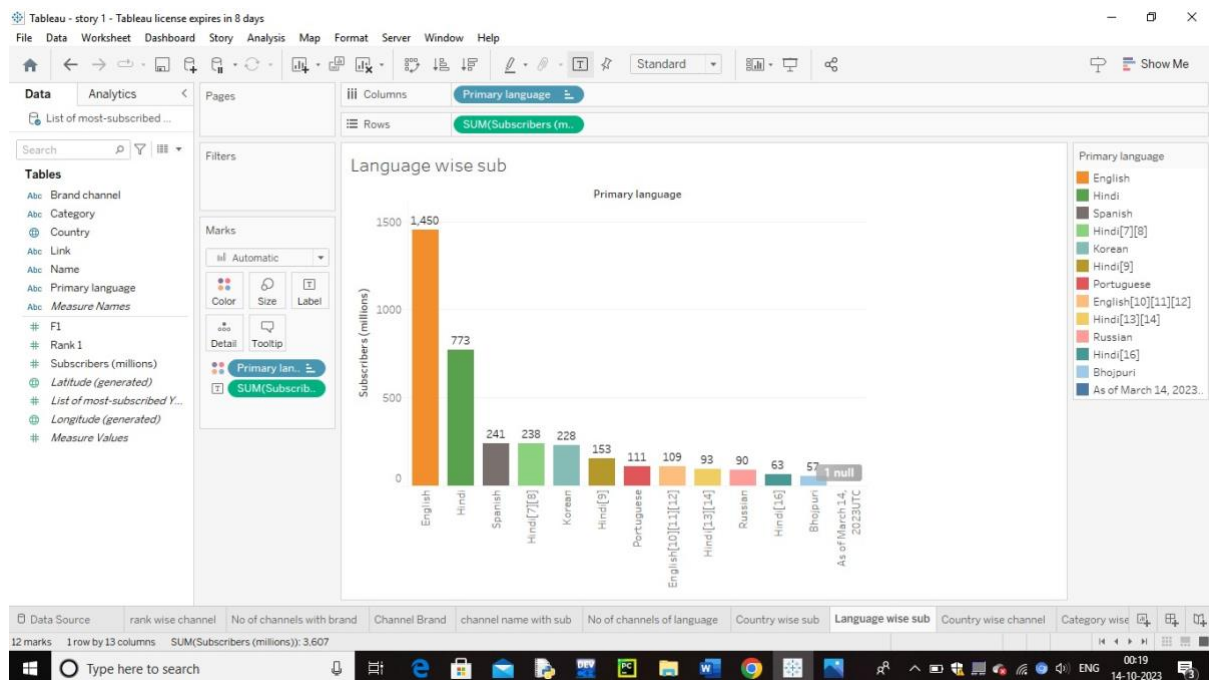
- As of March 14, 2023.
- Education
- Entertainment
- Film
- Games
- How-to
- Music
- News
- Sports

Language	Subscribers (millions)
English	~1450
Hindi	~350
Spanish	~250
Hindi[7][8]	~250
Korean	~200
Hindi[9]	~150
Portuguese	~100
English[10][11][12]	~100
Hindi[13][14]	~100
Russian	~100
Hindi[16]	~100
Bhojpuri	~50

4.10 Country and Language

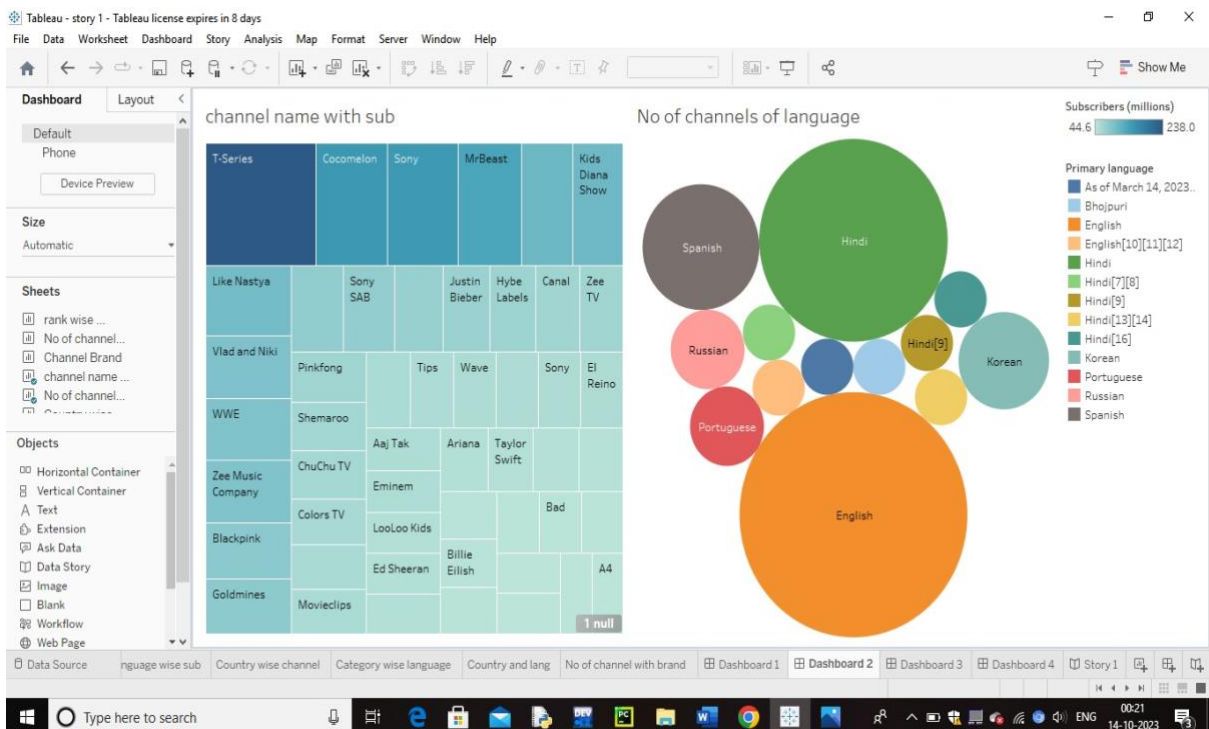
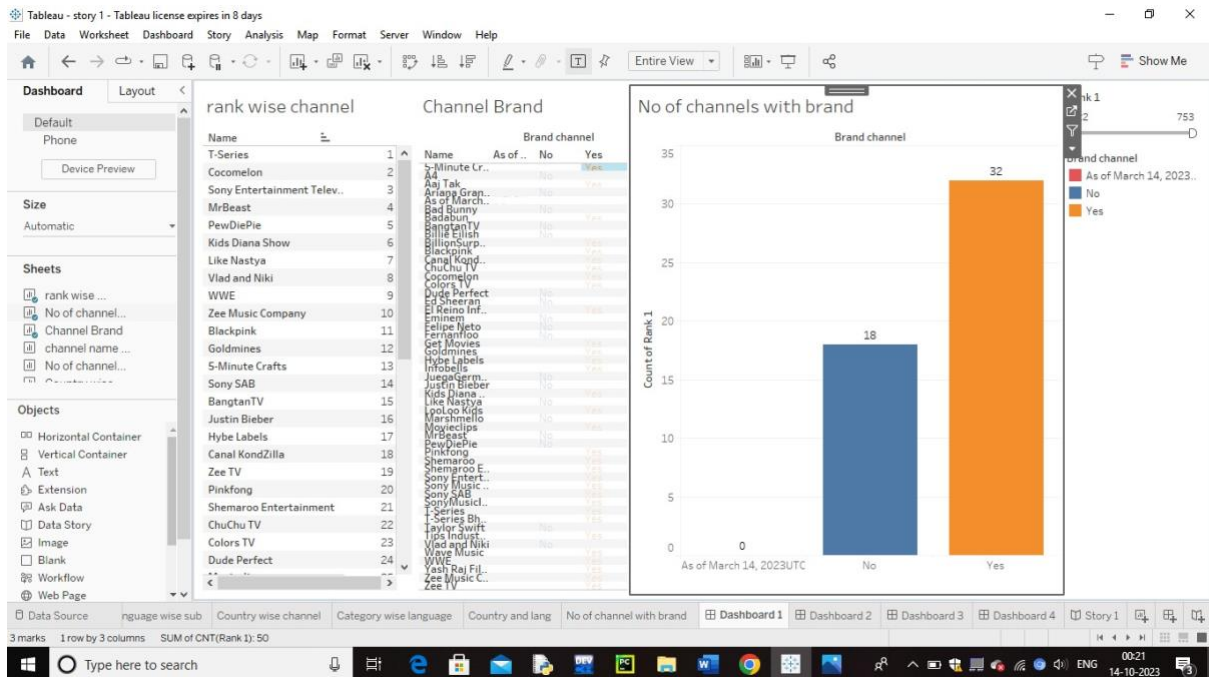


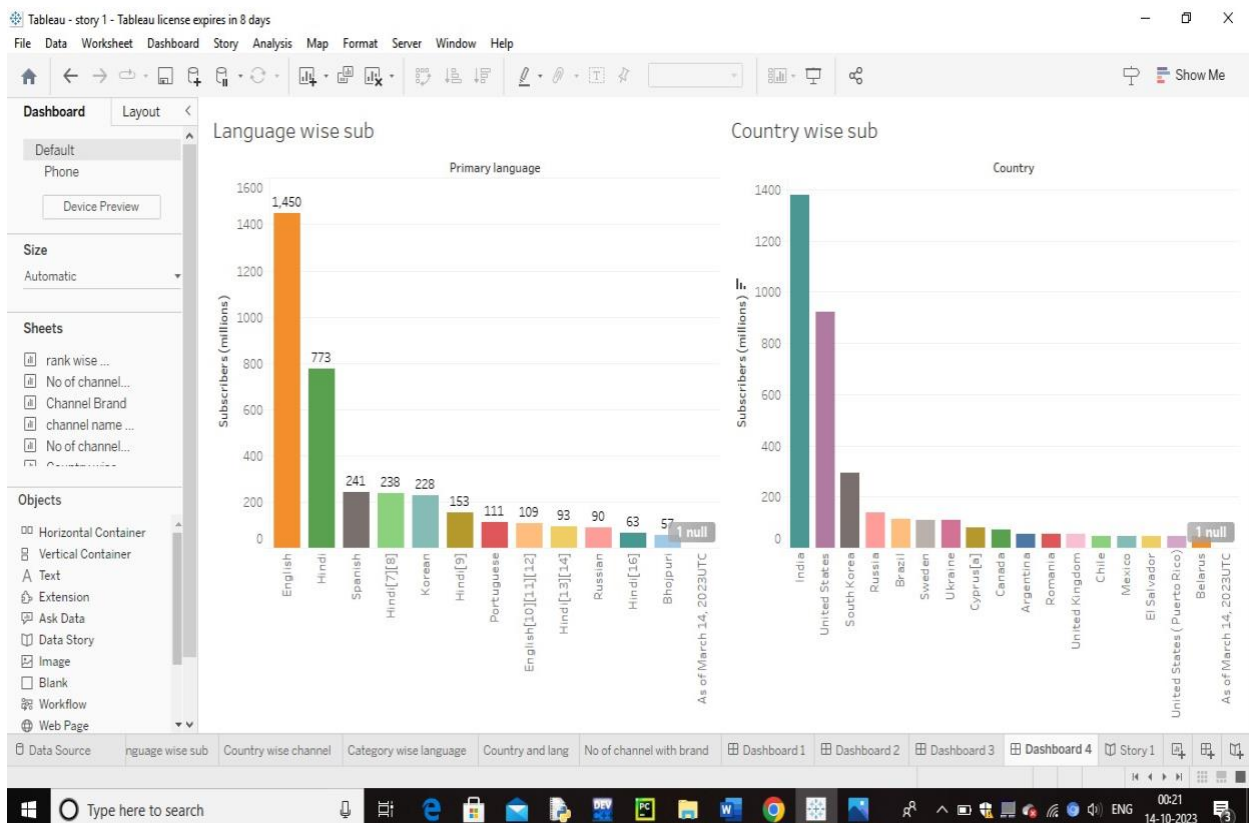
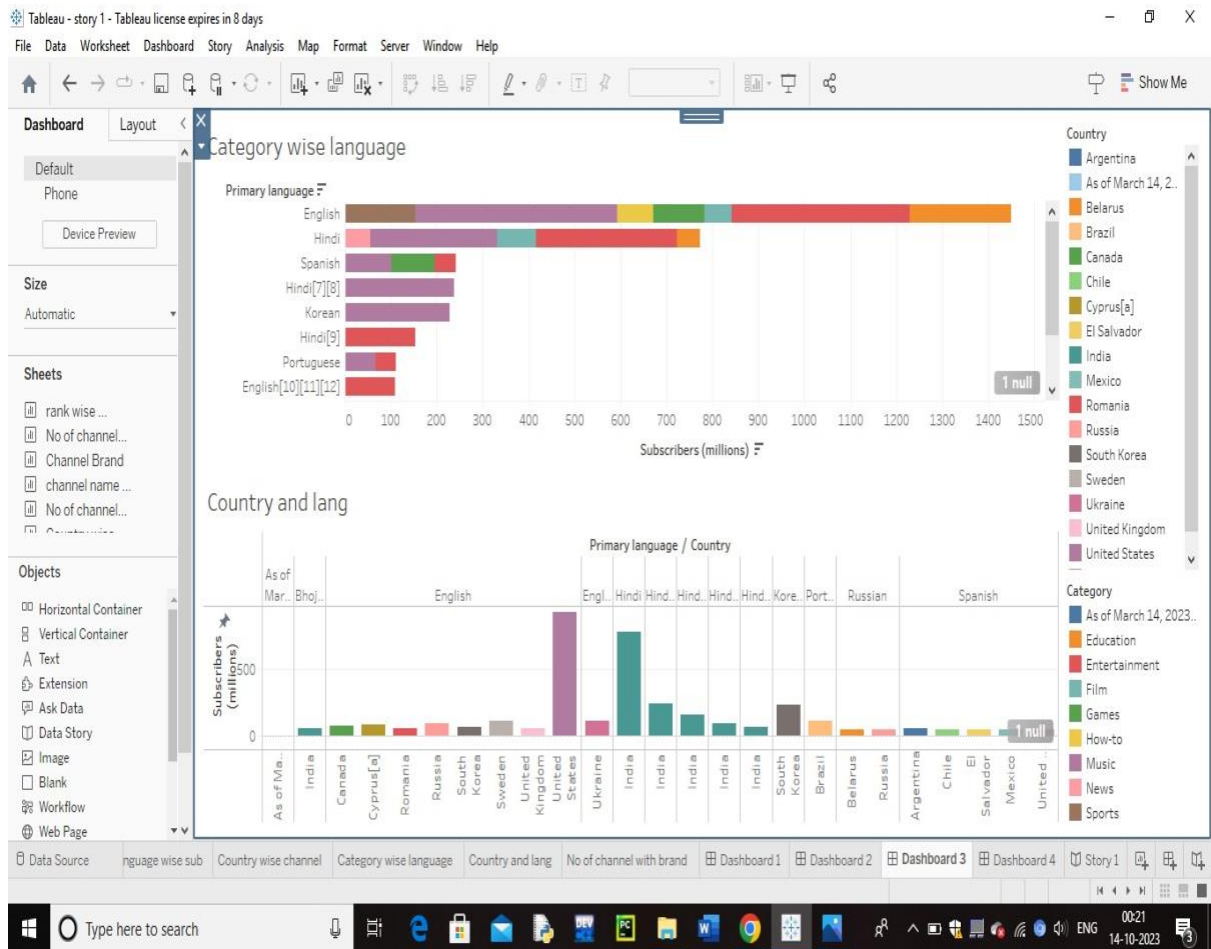
4.11 Language Wise Subscriber



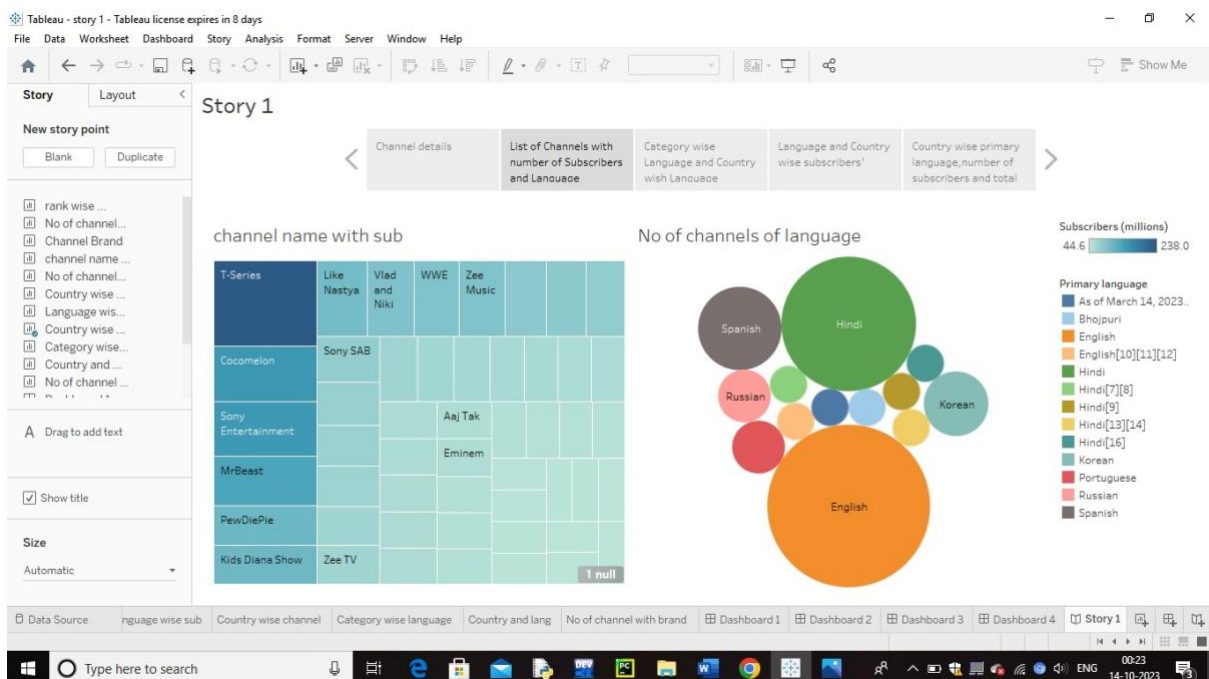
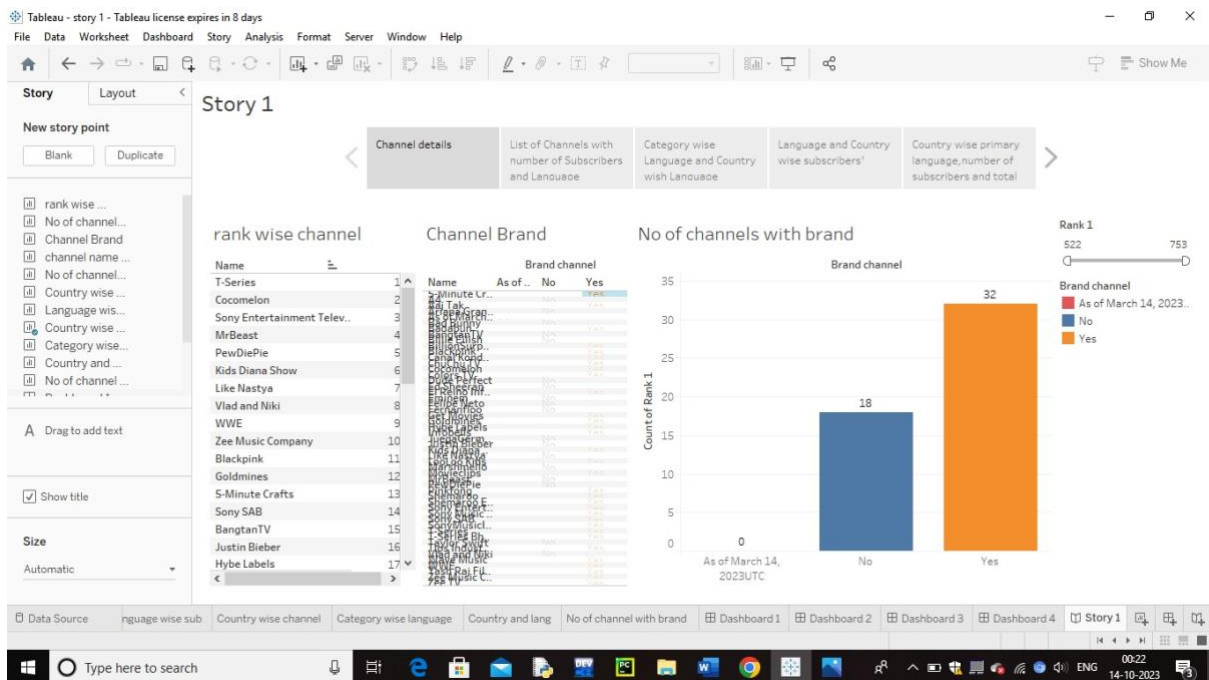
5.RESULT:

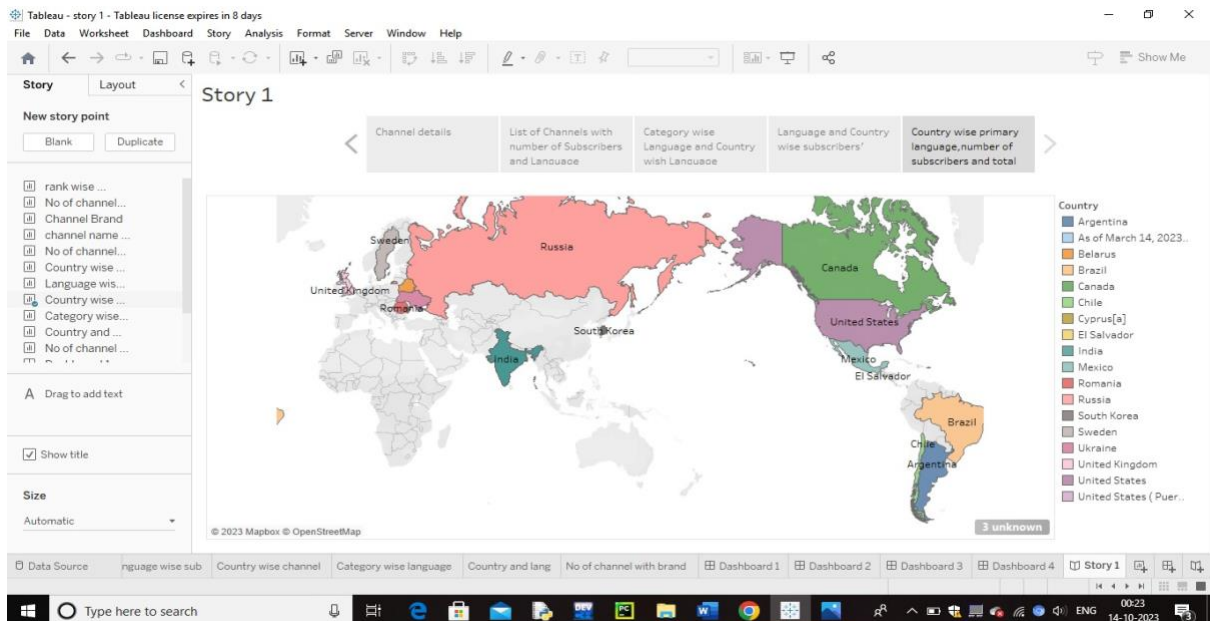
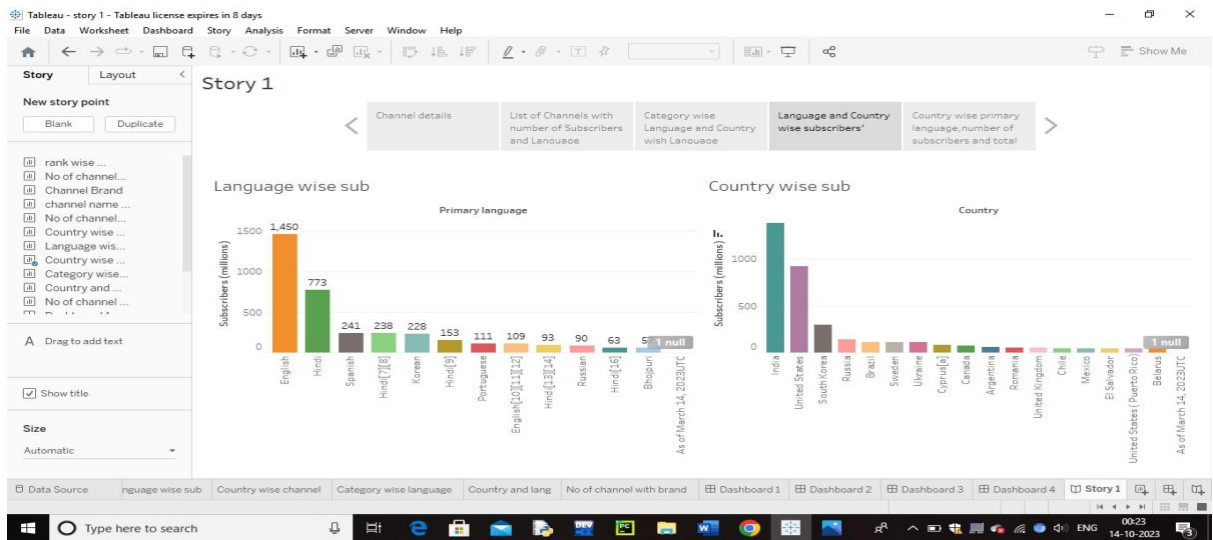
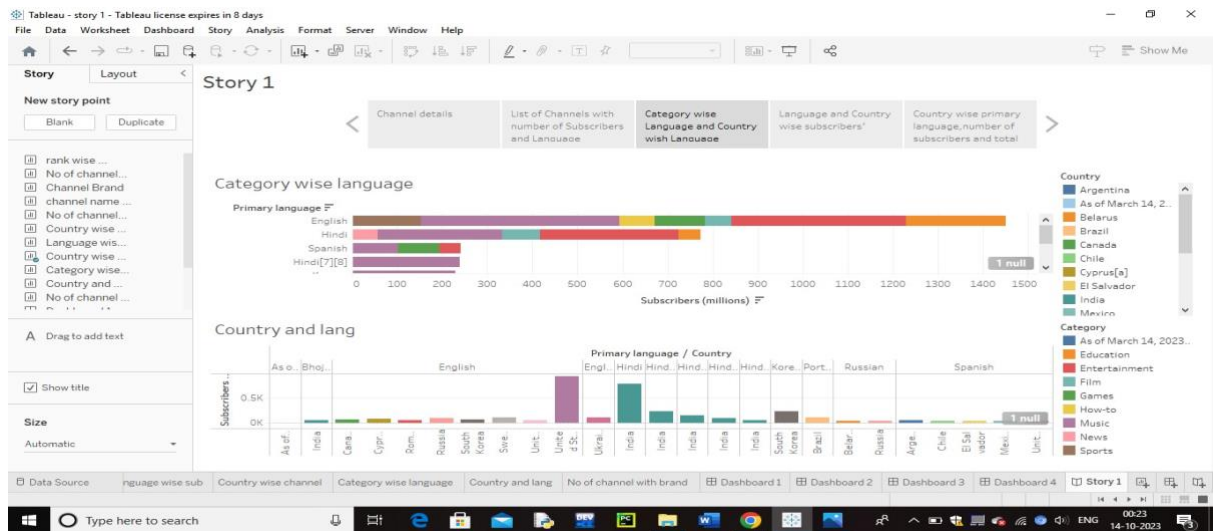
5.1 DASHBOARD



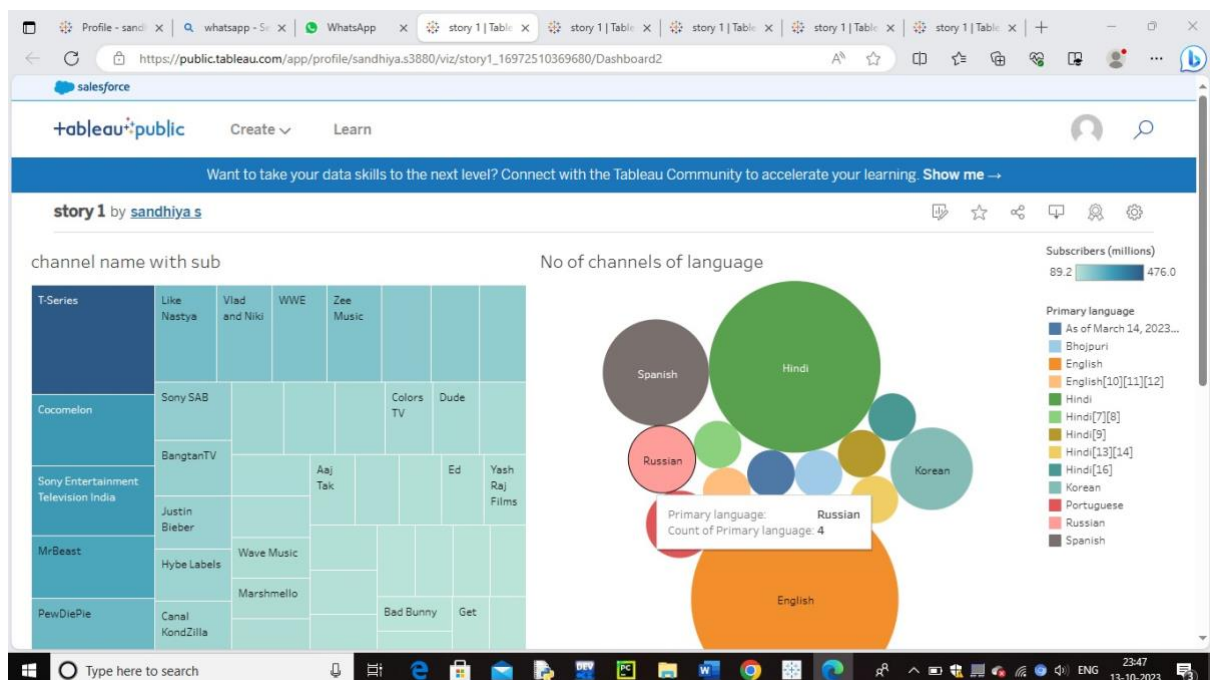


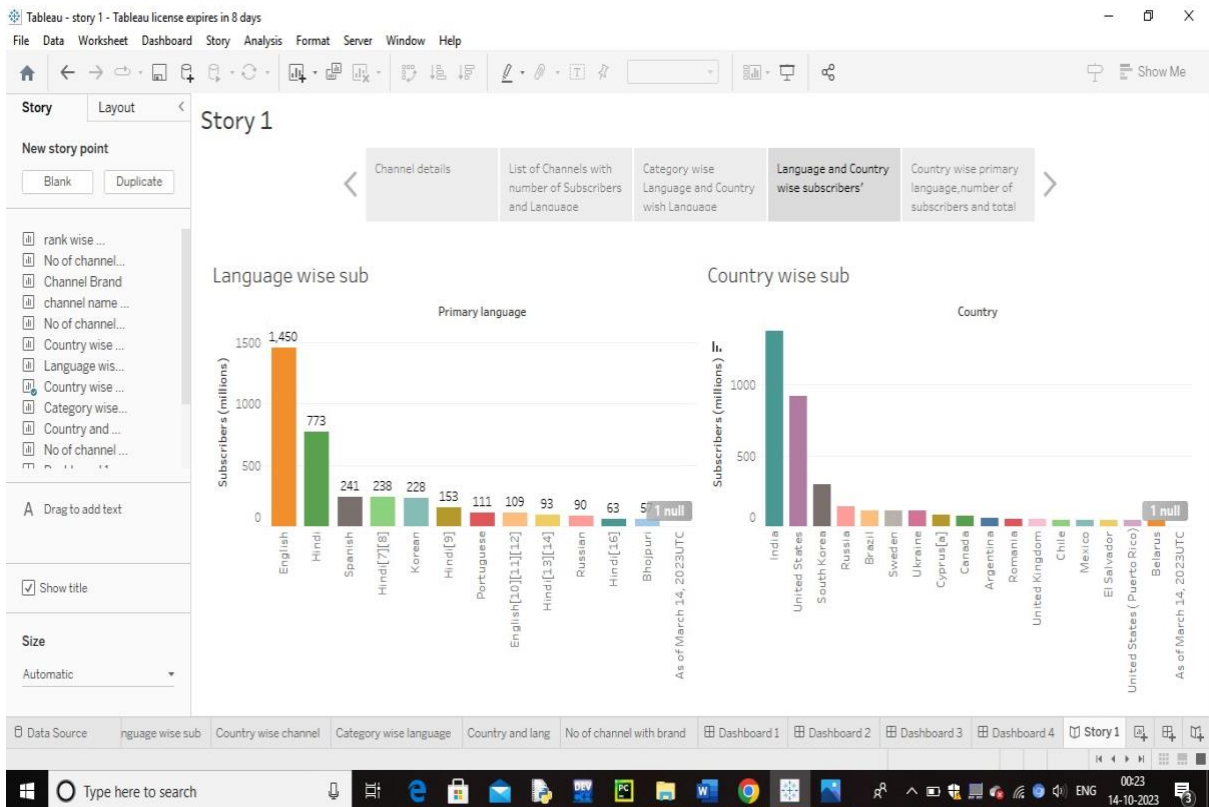
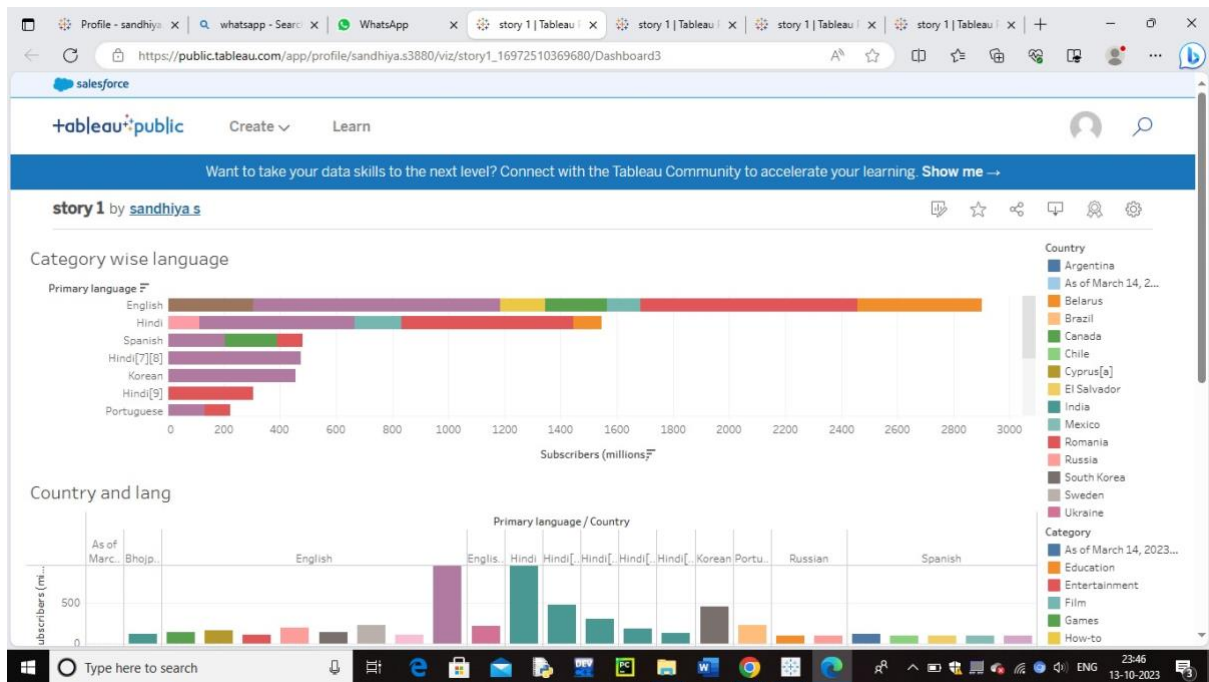
5.2 Story



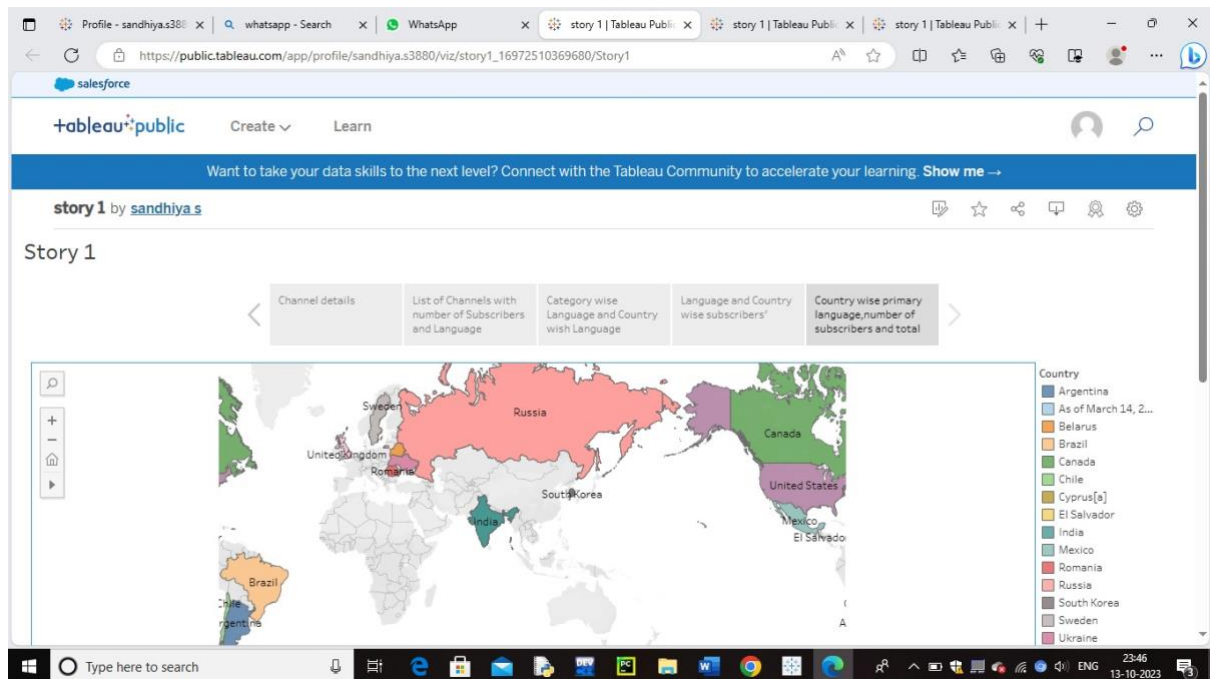


6.1 Publication of Dashboard





6.2 Publication of Story



7.ADVANTAGES AND DISADVANTAGES

Advantages:

- **Diverse Content :** You can find a wide variety of content, from educational videos to entertainment, vlogs, tutorials, and more.
- **Entertainment:** Many top channels produce high-quality, engaging content that can provide hours of entertainment.
- **Learning Opportunities:** Educational channels can help you acquire new skills, knowledge, and insights on various subjects.
- **Inspiration:** Top YouTubers often share their success stories, motivating and inspiring viewers
- **Community:** You can connect with like-minded individuals through comments and discussions on popular channels.
- **Trends and Culture:** YouTube channels often reflect current trends and cultural phenomena, helping you stay up to date.
- **Potential for Collaboration:** Discovering top creators can open doors for collaborations and networking in the YouTube community.
- **Supporting Creators:** By watching and engaging with top channels, you support content creators and help them continue producing content.

- **Broadened Perspective:** Exposure to diverse content can broaden your perspective and introduce you to new ideas and viewpoints.

Disadvantages:

- **Time Consumption:** It's easy to spend excessive time on YouTube, which can be unproductive and lead to procrastination.
- **Distractions:** YouTube can be a source of distractions, diverting your attention from important tasks.
- **Privacy Concerns:** YouTube collects user data, which can raise privacy concerns if you're uncomfortable with the platform's data practices.
- **Misinformation:** Not all content on YouTube is accurate or reliable, making it crucial to be discerning about the information you consume.
- **Addiction:** Excessive use of YouTube can lead to addiction and negatively impact other aspects of life.
- **Copyright Infringement:** Some YouTube channels may use copyrighted material without permission, potentially leading to copyright issues.
- **Negative Content:** YouTube also hosts content that may be harmful, offensive, or promote negative behaviors.
- **Online Harassment:** In the comments sections, you may encounter online harassment and hate speech.
- **Commercialization:** Many top channels are heavily commercialized, and content may be biased or influenced by sponsorships and endorsements.

- Filter Bubbles: Watching the same channels can create filter bubbles, limiting exposure to diverse perspectives . It's essential to use YouTube mindfully, set boundaries, and critically evaluate the content you consume to avoid these potential disadvantages.

8.FEATURES

- ❖ Creator studio
- ❖ Virtual Reality (VR)
- ❖ Mobile apps
- ❖ Trending section
- ❖ Accessibility
- ❖ Youtube Premium
- ❖ Creator subscriptions
- ❖ Monetization
- ❖ Sharing
- ❖ Analytics
- ❖ Live Streams
- ❖ Community tab
- ❖ Playlists
- ❖ Diverse content

9.CONCLUSION

Exploring the world's top YouTube channels reveals a diverse and ever-evolving landscape of content. Content creators from various genres have achieved immense success, amassing large audiences and revenue through advertising, sponsorships, and merchandise sales. While it's challenging to make a blanket conclusion due to the dynamic

nature of YouTube, it's clear that the platform has democratized entertainment and information dissemination, allowing individuals to build global followings and redefine the traditional media landscape. As trends continue to change, staying innovative and adapting to audience preferences remain critical for sustained success on YouTube.

10.FUTURE SCOPE

- **Content Diversity:** YouTube will continue to expand with a wide array of content genres, from education and entertainment to niche and specialized content. Creators will have more opportunities to find their niche and build dedicated audiences
- **Globalization:** As YouTube's global reach continues to grow, we can expect to see more creators from diverse regions and cultures gaining recognition. This will foster cross-cultural exchange and understanding.
- **Virtual Reality (VR) and Augmented Reality (AR):** Advancements in VR and AR technology will open up new possibilities for immersive content on YouTube, providing unique experiences for viewers.
- **Live Streaming:** Live streaming will continue to be a popular format, enabling real-time interaction between creators and their audience. This could lead to more collaborative and interactive content.
- **Monetization:** Creators will explore new revenue streams, such as NFTs, memberships, and innovative advertising models, to diversify their income sources.

- Regulation and Policies: YouTube's policies and content moderation may continue to evolve, impacting the way creators produce and monetize content.
- Sustainability and Responsibility: Creators may focus more on sustainability and social responsibility, addressing environmental concerns and promoting positive messages.