



# NAAN MUDHALVAN

## Project Based Experimental Learning

SUBSCRIBES GALORE: EXPLORING WORLD TOP'S YOUTUBE CHANNELS

**Under the Guidance of**

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## **SUBSCRIBES GALORE: EXPLORING WORLD TOP'S YOUTUBE CHANNELS**

**Summited by**

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**Ms. S.Shalini**

**Ms. P.Ramya**

# PROJECT REPORT

## 1.INTRODUCTION

### 1.1Overview:

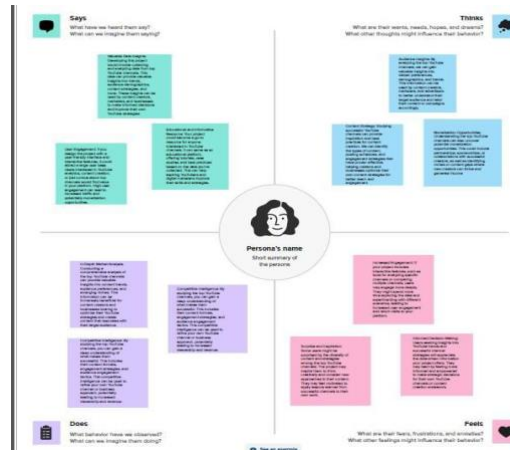
- ❖ In recent years, the digital realm has been evolving rapidly. With over 2 billion monthly active users and over 1 billion hours of video watched daily, YouTube is one of the most popular social media platforms on the internet. In YouTube, subscription is one way to measure a channel's success. The 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

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

File Home Insert Page Layout Formulas Data Review View

Clipboard Font Alignment Number Styles Cells Editing

Calibri 11 General

B I U Merge & Center

Conditional Formatting as Table Styles

AutoSum Fill Sort & Find & Filter Select

U20 fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1		Rank	Name	Link	Brand cha	Subscribe	Primary la	Category	Country												
2	0	1	T-Series	Link	Yes	238	Hindi[7]	8	Music	India											
3	1	2	Cocomelo	Link	Yes	155	English	Education	United States												
4	2	3	Sony Ente	Link	Yes	153	Hindi[9]	Entertainr	India												
5	3	4	MrBeast	Link	No	137	English	Entertainr	United States												
6	4	5	PewDiePi	Link	No	111	English	Games	Sweden												
7	5	6	Kids Diane	Link	Yes	109	English[10]	Entertainr	Ukraine												
8	6	7	Like Nasty	Link	No	105	English	Entertainr	United States												
9	7	8	Vlad and T	Link	No	94.9	English	Entertainr	Russia												
10	8	9	WWE	Link	Yes	93.8	English	Sports	United States												
11	9	10	Zee Music	Link	Yes	93.4	Hindi[13]	Music	India												
12	10	11	Blackpink	Link	Yes	84.8	Korean	Music	South Korea												
13	11	12	Goldmine	Link	Yes	83.3	Hindi	Film	India												
14	12	13	5-Minute	Link	Yes	79.2	English	How-to	Cyprus[a]												
15	13	14	Sony SAB	Link	Yes	78.2	Hindi	Entertainr	India												
16	14	15	BangtanTV	Link	No	73.9	Korean	Music	South Korea												
17	15	16	Justin Biel	Link	No	71.1	English	Music	Canada												
18	16	17	Hybe Labe	Link	Yes	69.5	Korean	Music	South Korea												
19	17	18	Canal Kon	Link	Yes	66.4	Portugues	Music	Brazil												
20	18	19	Zee TV	Link	Yes	66.3	Hindi	Entertainr	India												
21	19	20	Pinkfong	Link	Yes	66.1	English	Education	South Korea												
22	20	21	Shemaroc	Link	Yes	64.2	Hindi	Music	India												
23	21	22	ChuChu T	Link	Yes	63.2	Hindi[16]	Education	India												
24	22	23	Colors TV	Link	Yes	60.6	Hindi	Entertainr	India												
25	23	24	Dude Perf	Link	No	59	English	Sports	United States												

List of most-subscribed YouTube

Ready 100%

26°C 11:22 PM 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  
List of most-subscribed YouTube channels.csv

Fields

Type	Field Name	Physical Table	Rem...
#	F1	List of most-s...	F1

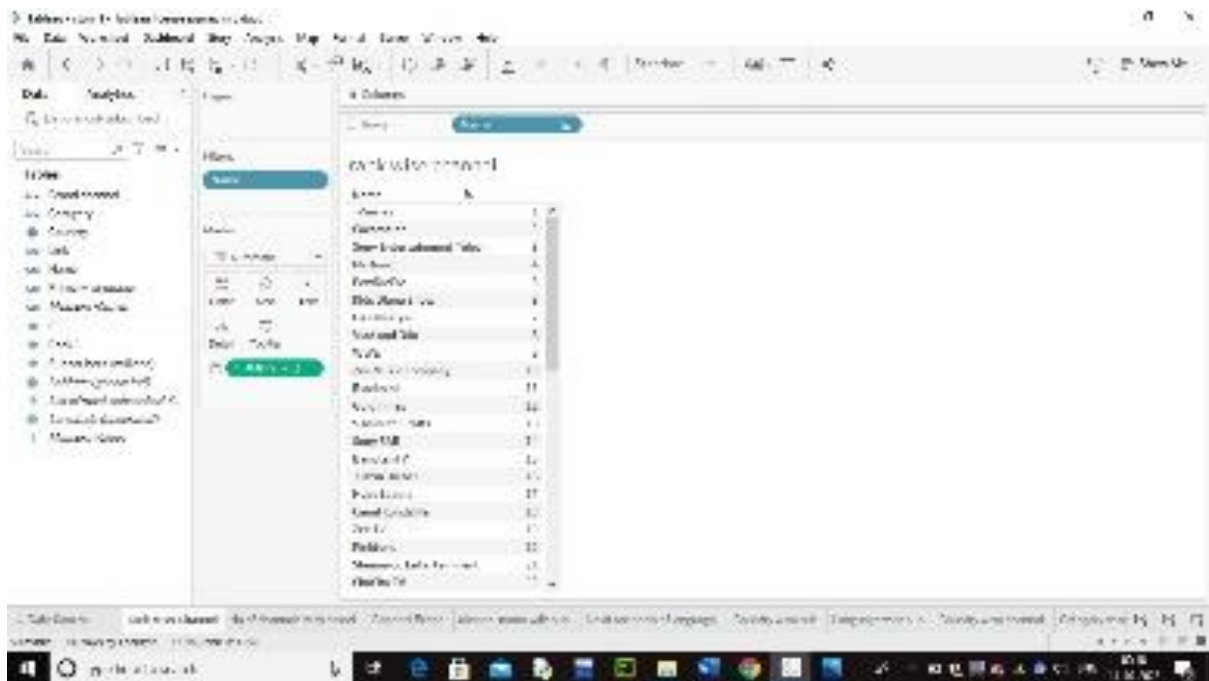
Rank	Name	Link
0	T-Series	Link
1	Cocomelon	Link
2	Sony Entertainment Televisio...	Link
3	MrBeast	Link
4	PewDiePie	Link

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

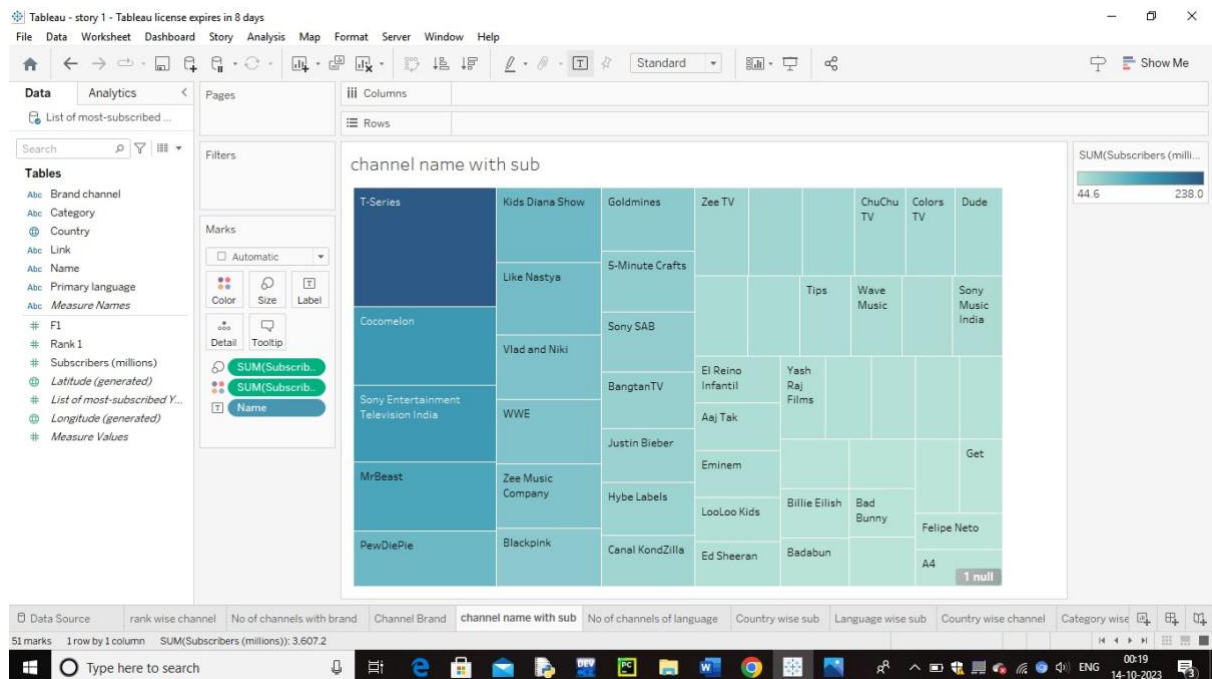
Type here to search

00:18 14-10-2023

### 4.2 Rank with channel

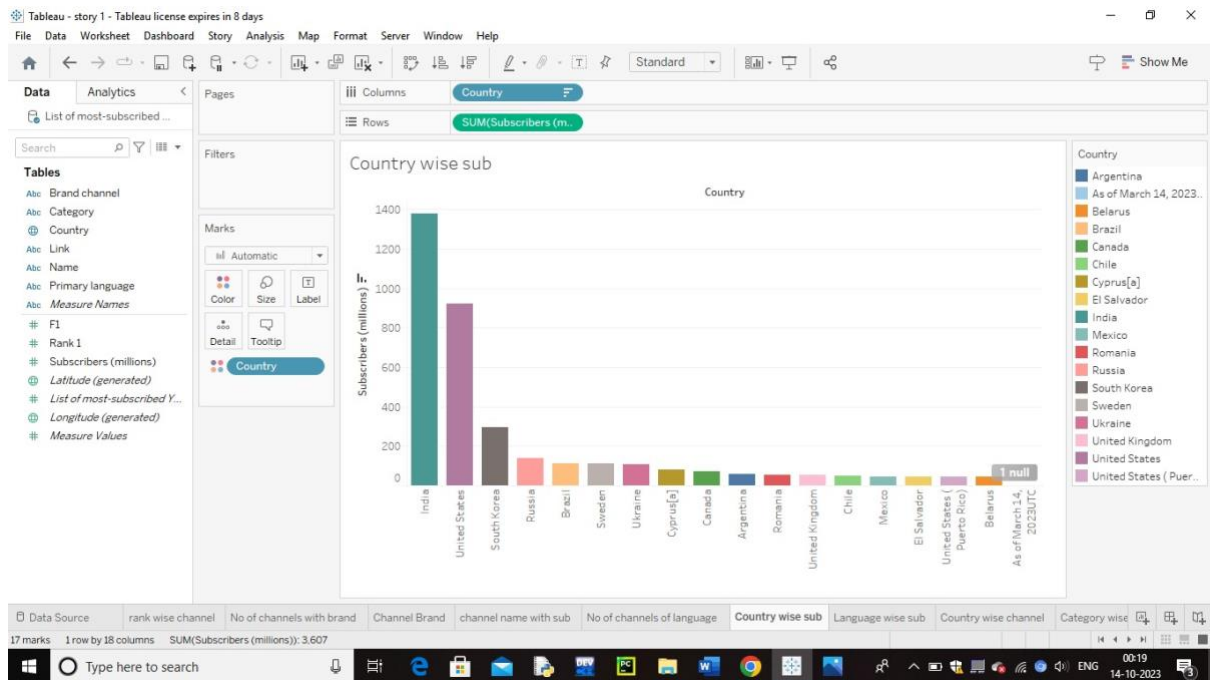


## 4.3 Channel Name With Subscriber's

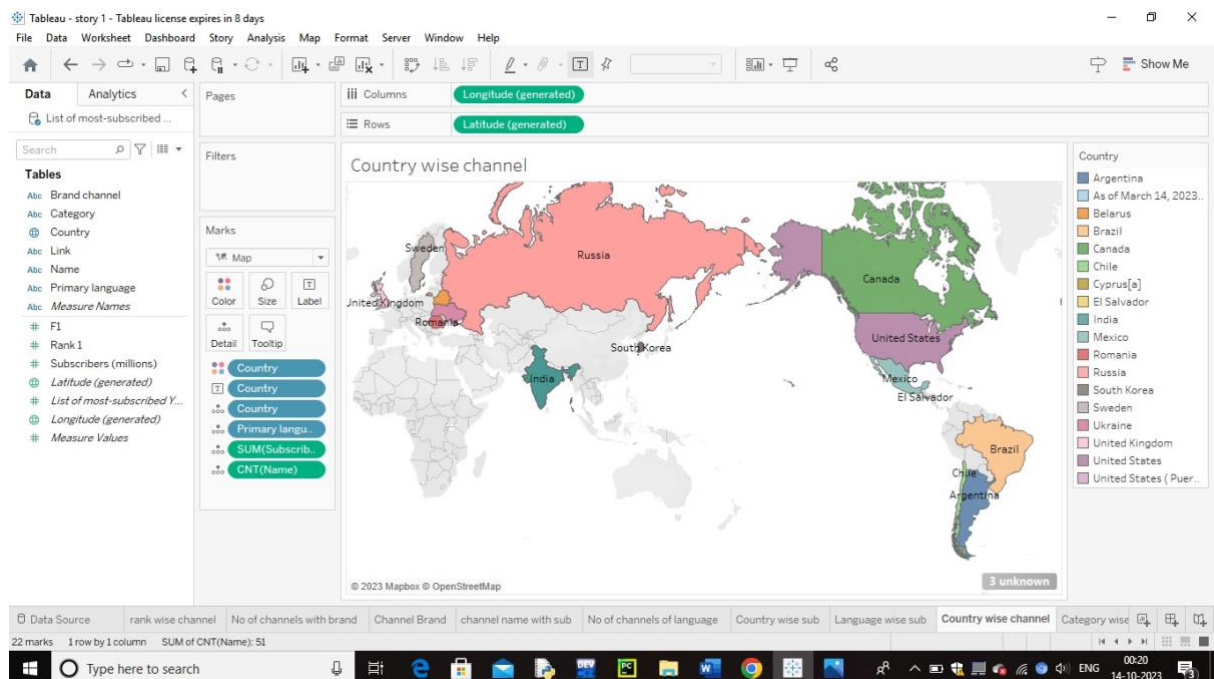


## 4.4 Country Wise Subscribers



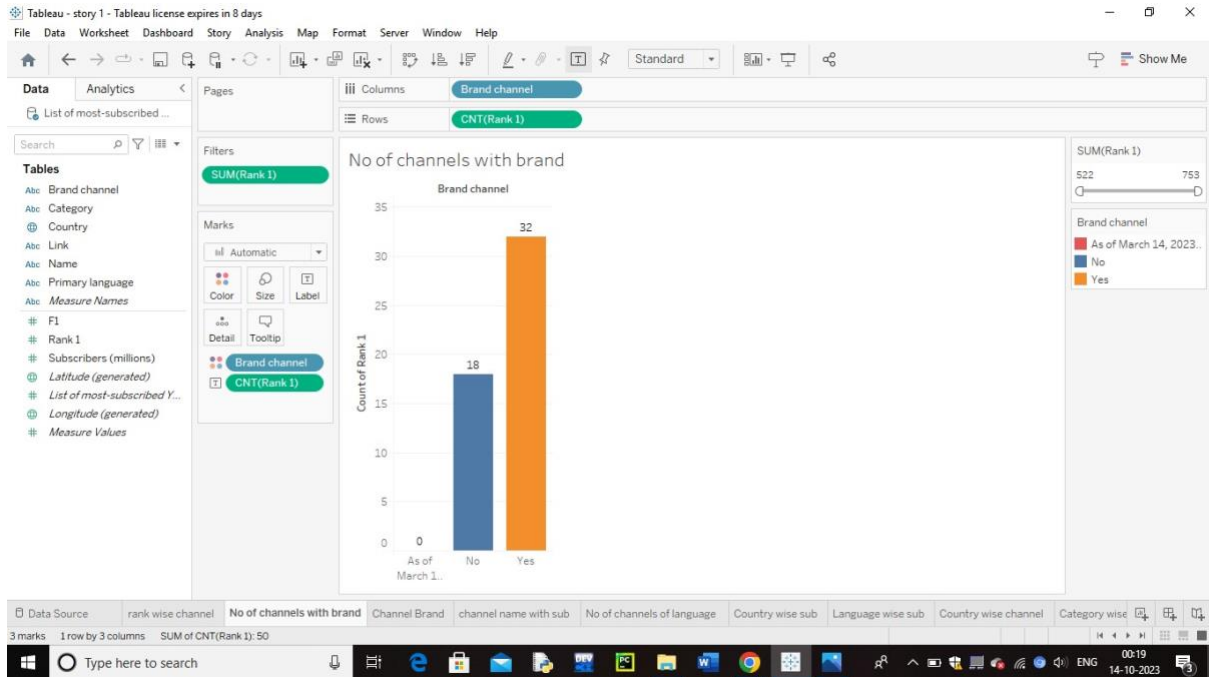


## 4.5 Country Wise Channel



## 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

Standard

Show Me

Data Analytics

Pages

Columns Brand channel

Rows Name

Filters

Marks

Brand channel

Brand channel

As of M.. No Yes

Name

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

Brand channel

As of March 14, 2023.. No Yes

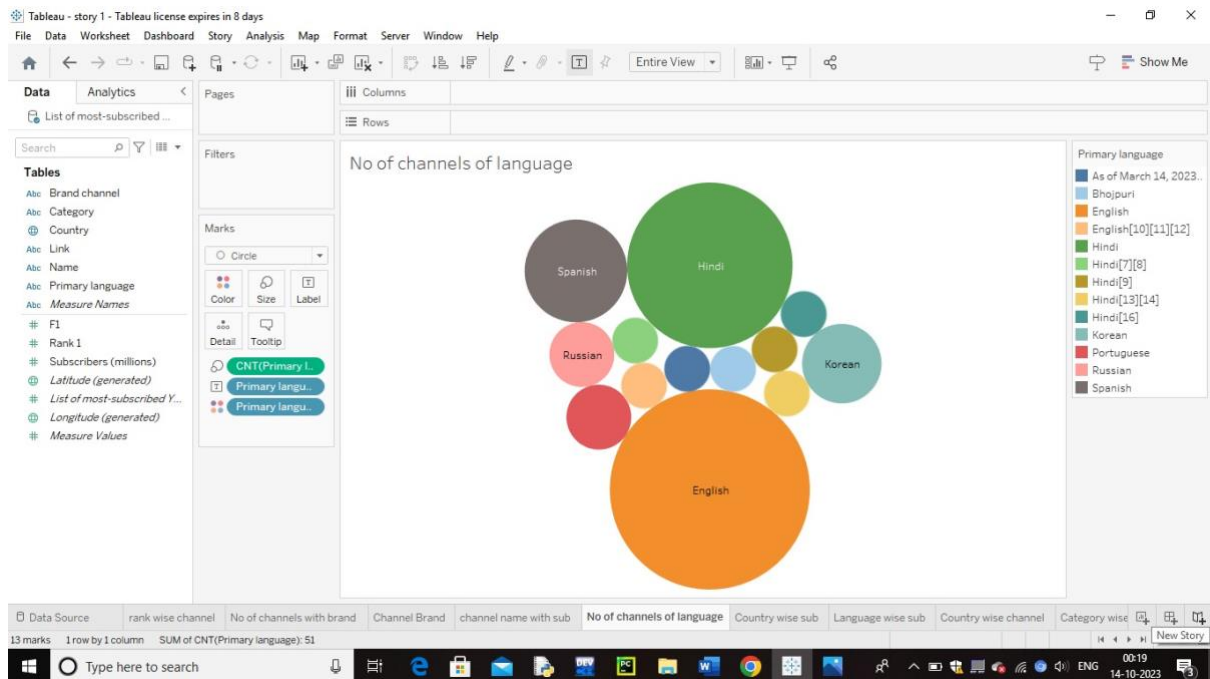
51 marks 51 rows by 3 columns

Type here to search

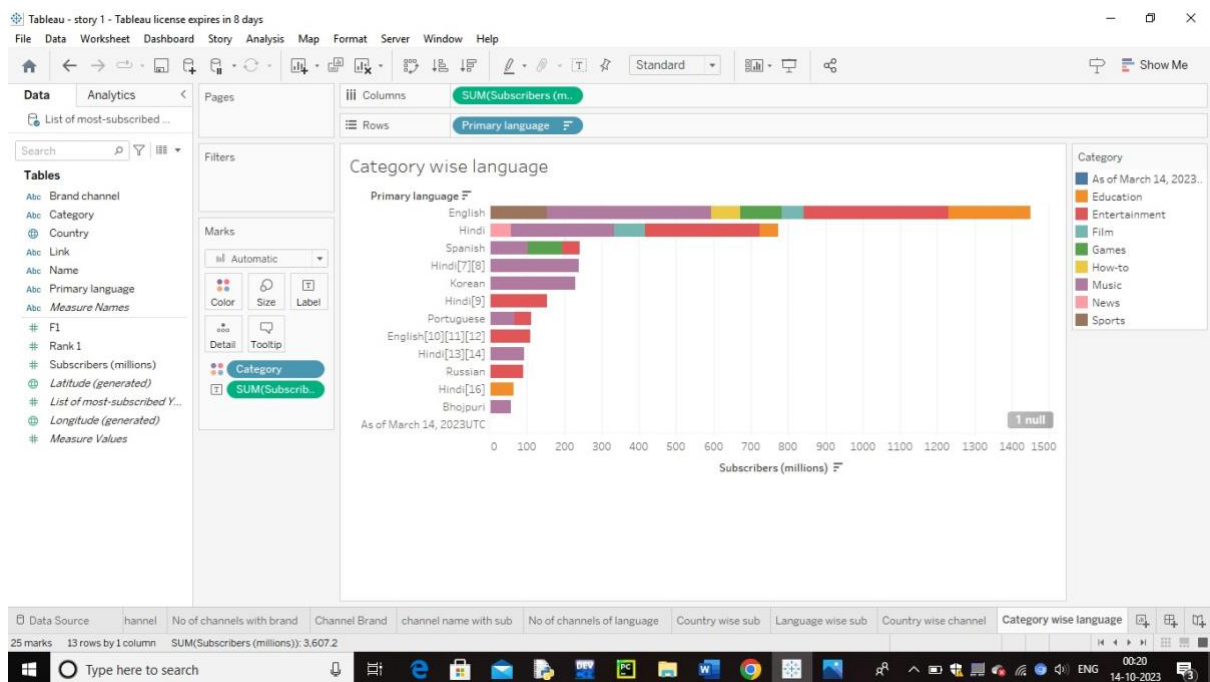
00:19 14-10-2023

Name	As of M..	Brand channel
S-Minute Crafts		Yes
A4	No	Yes
Aaj Tak		Yes
Ariana Grande	No	
As of March 14, 2023UTC	As of M..	
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	

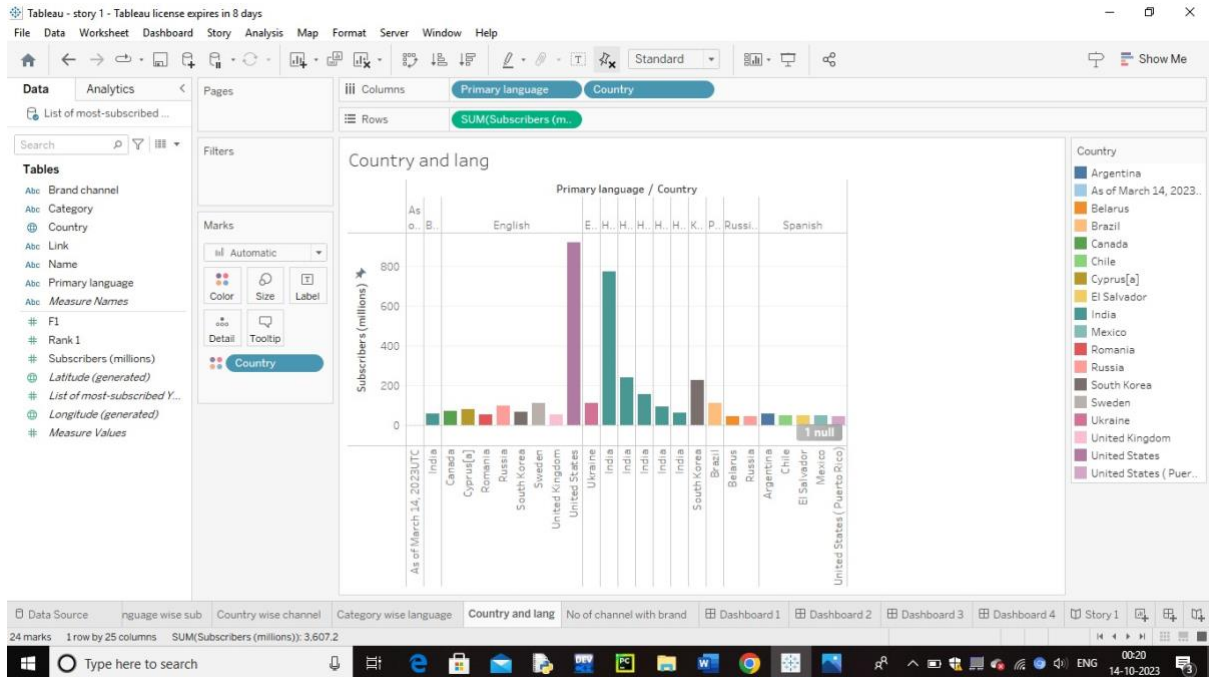
## 4.8 No of Channels of Language



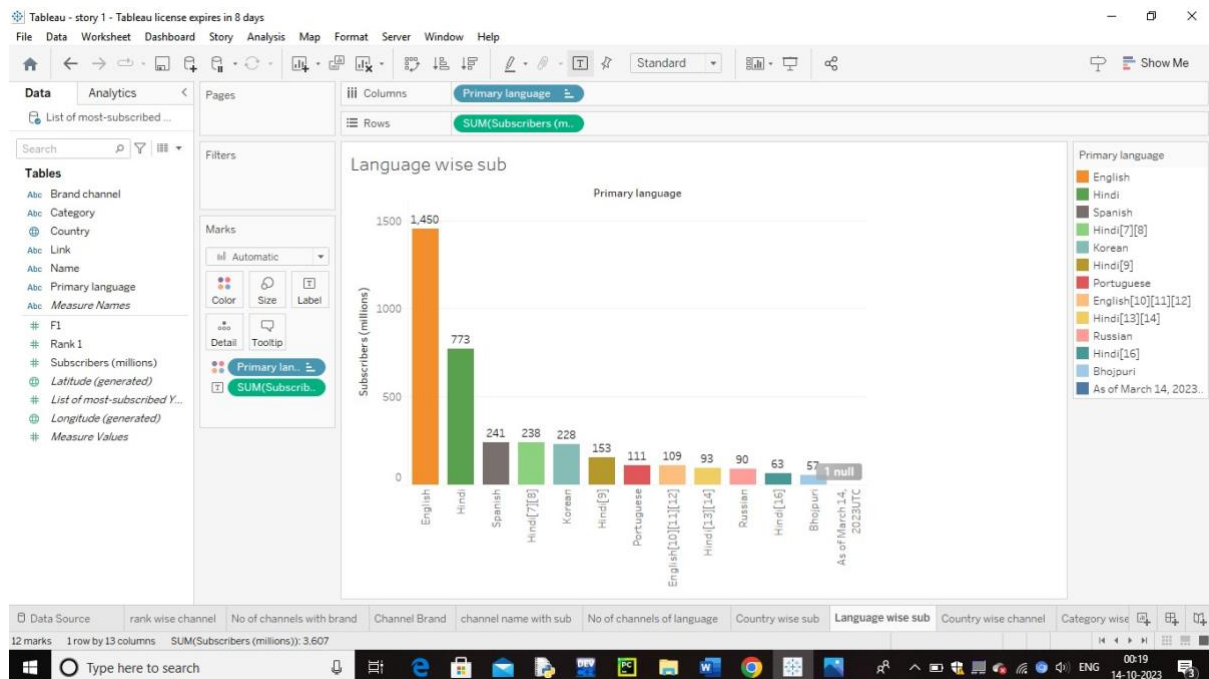
## 4.9 Category Wise Language



## 4.10 Country and Language

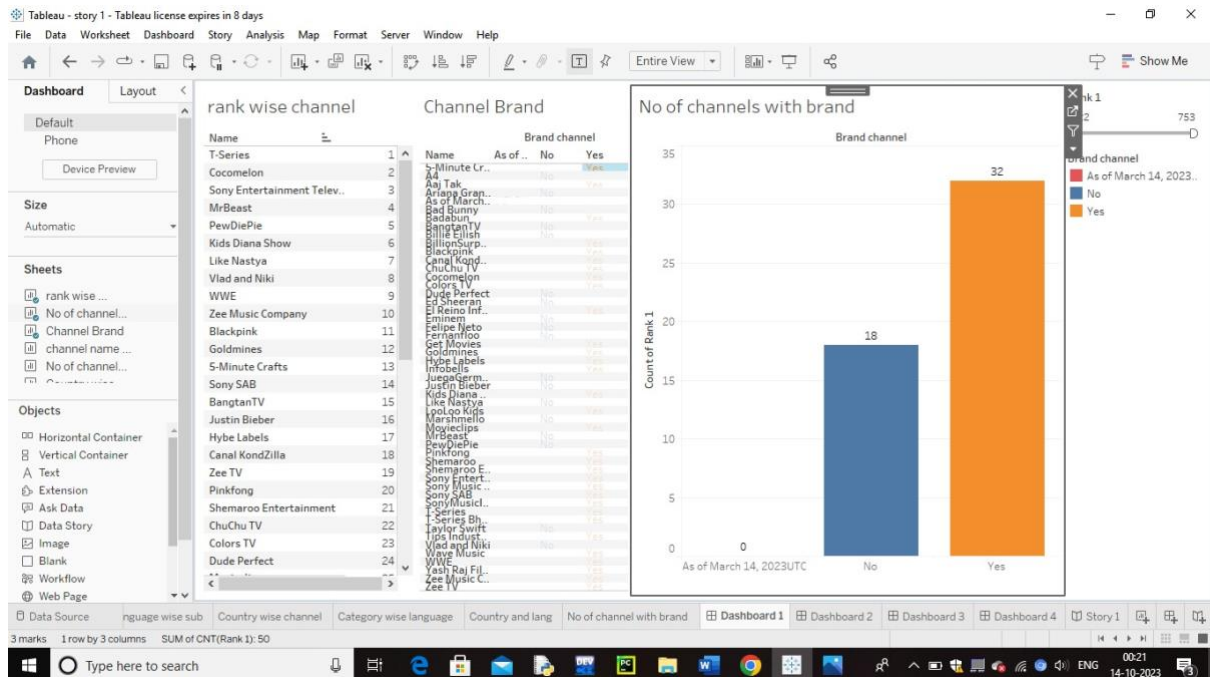


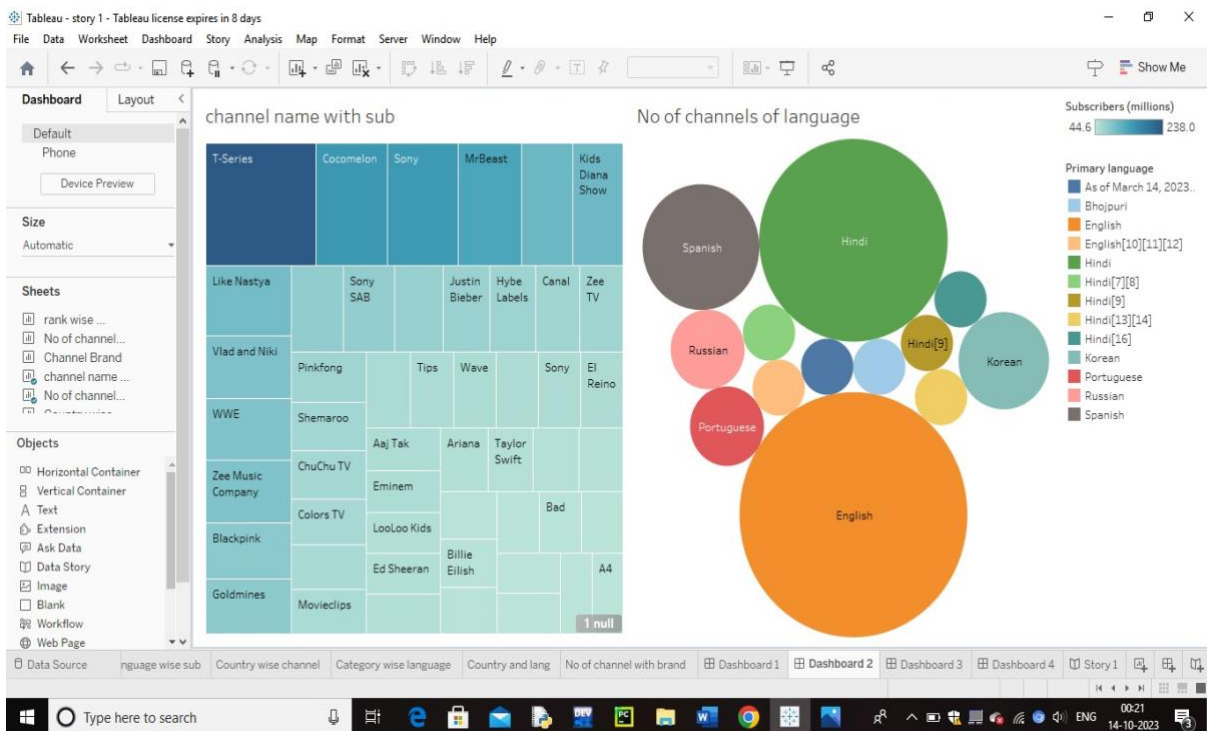
## 4.11 Language Wise Subscriber



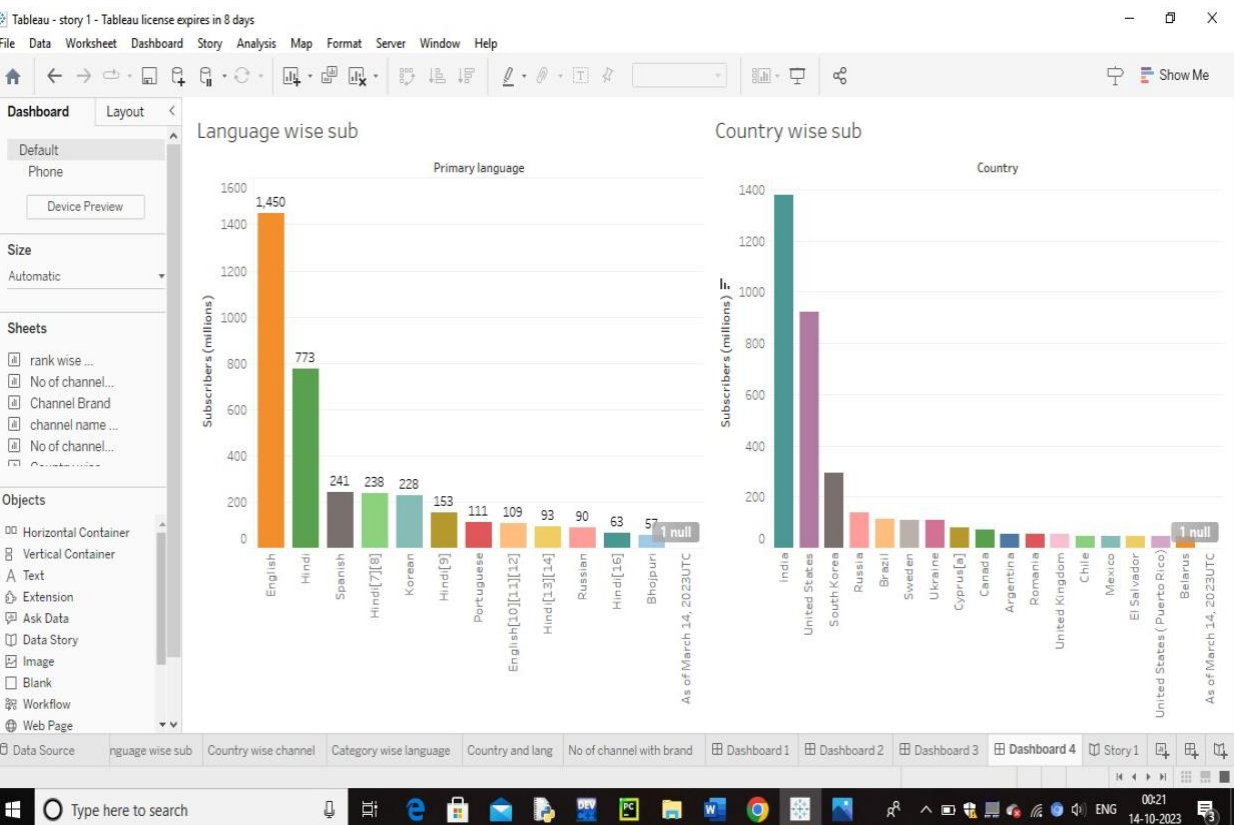
## 5.RESULT:

### 5.1 DASHBOARD







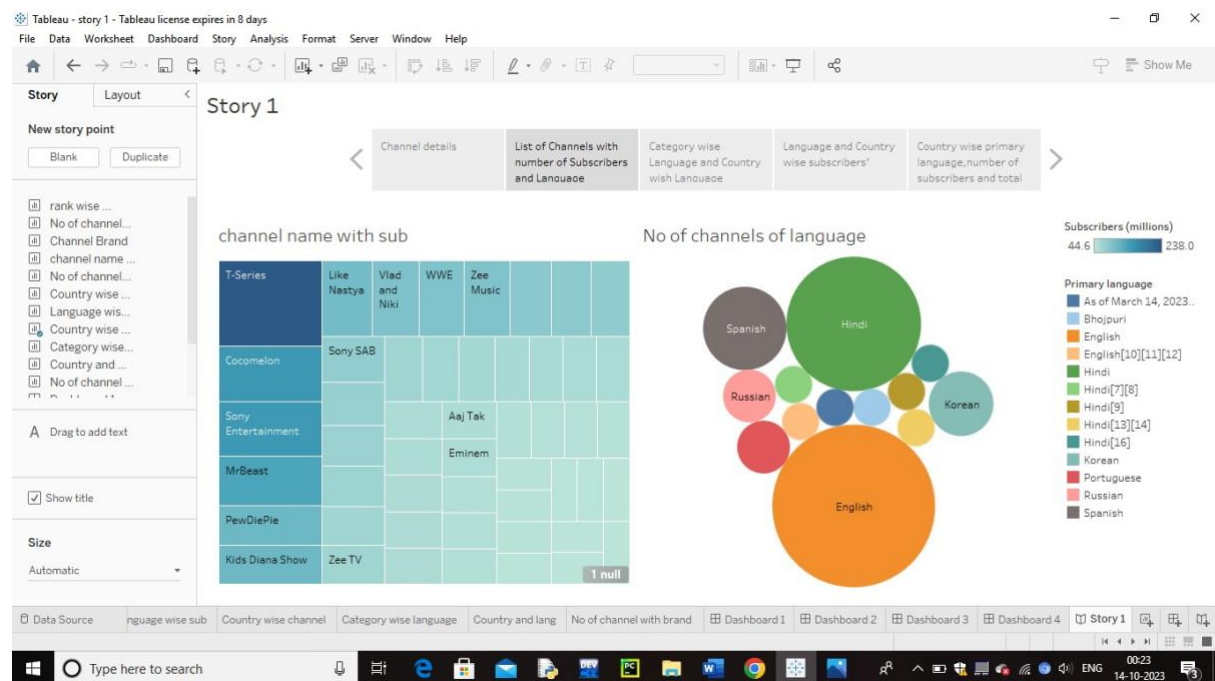


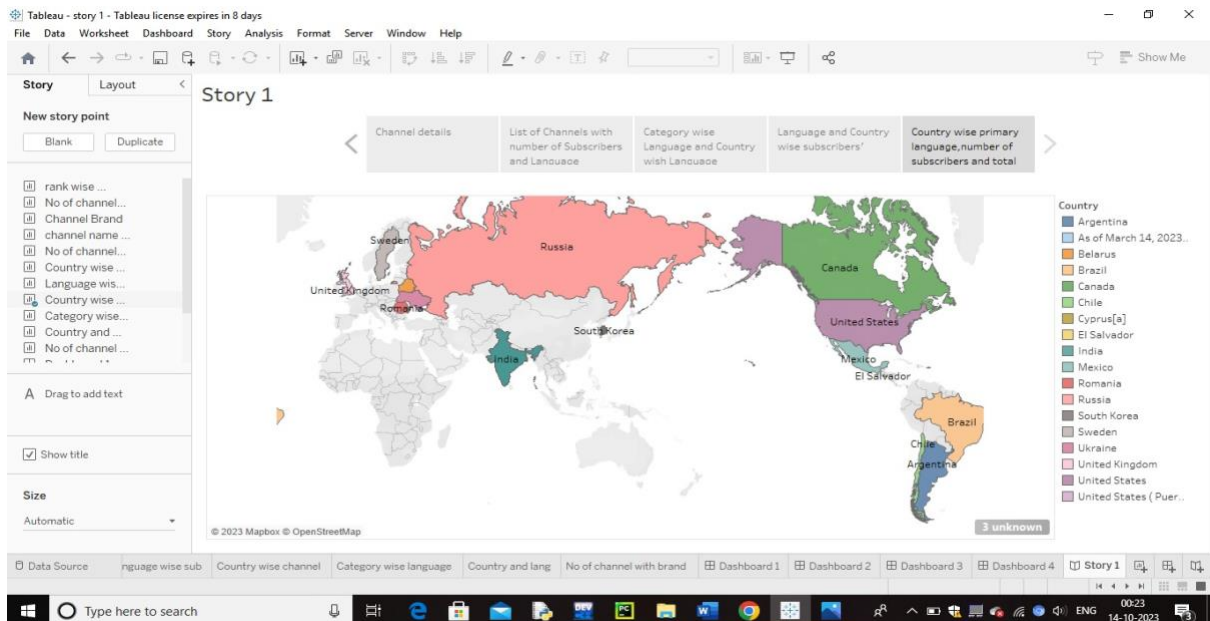
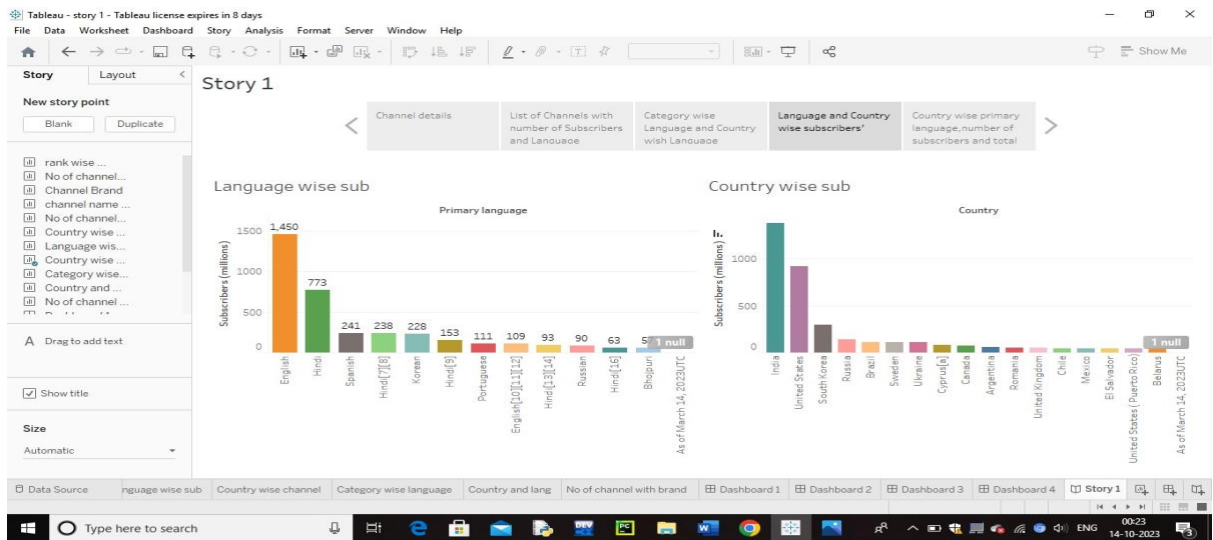
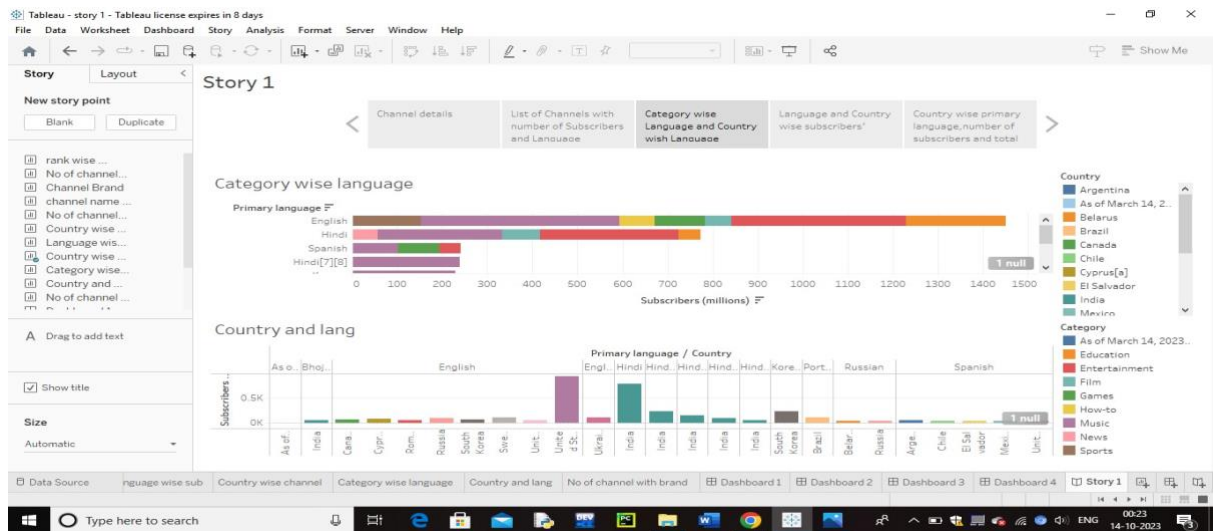


The screenshot displays a Tableau dashboard titled 'Story 1' with three views:

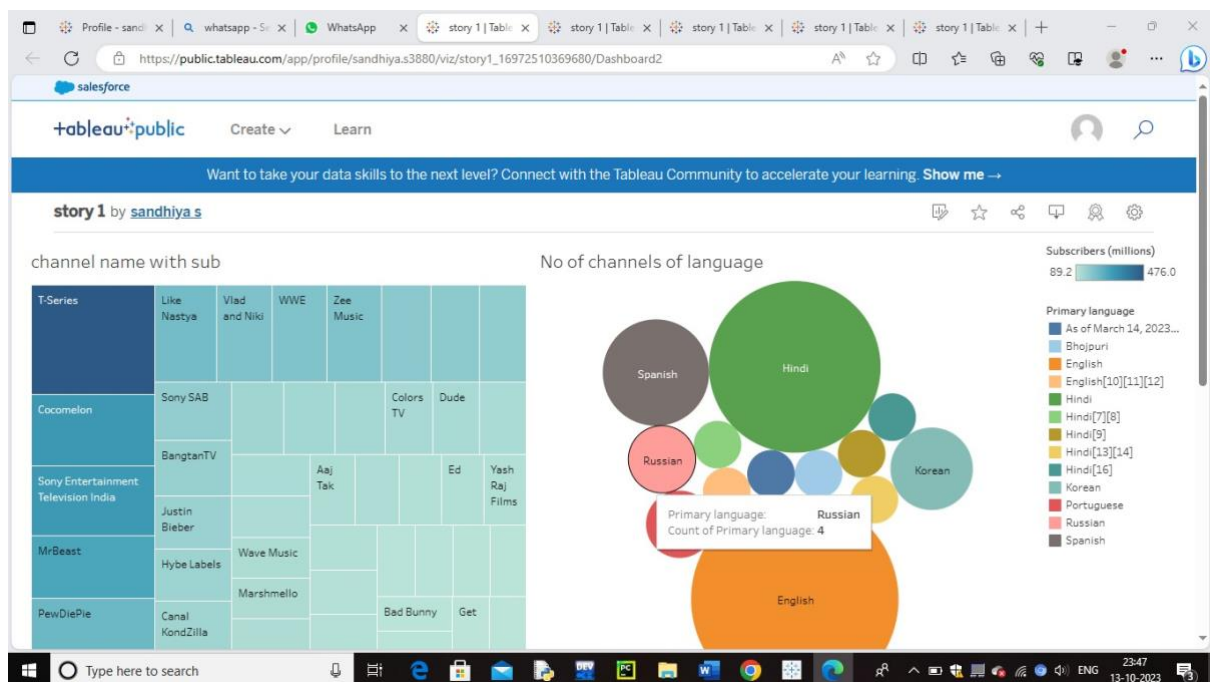
- rank wise channel:** A list of channels ranked by the number of subscribers. The top channels are T-Series, Cocomelon, Sony Entertainment Telev., MrBeast, and PewDiePie.
- Channel Brand:** A table showing the brand status for each channel. The columns are Name, As of March 14, 2023, and Yes/No.
- No of channels with brand:** A bar chart showing the count of channels with and without a brand. The 'Yes' bar has a count of 32, and the 'No' bar has a count of 18.

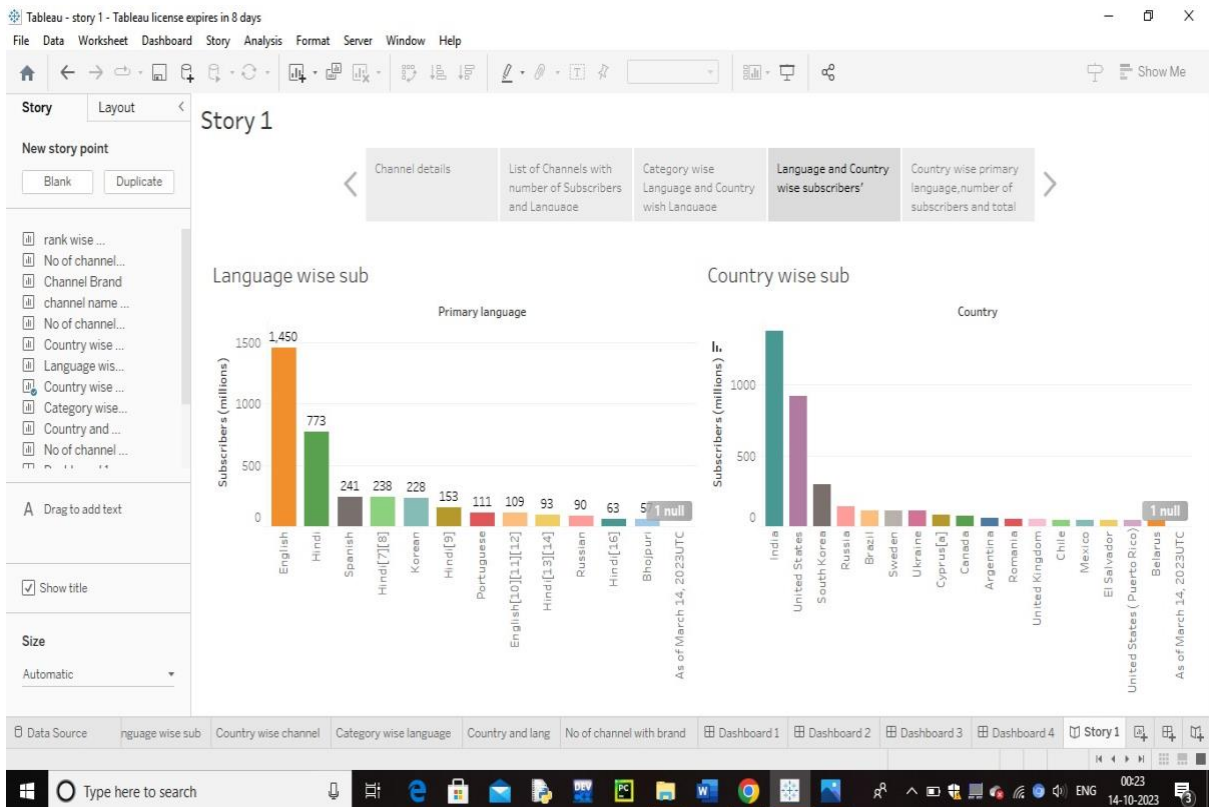
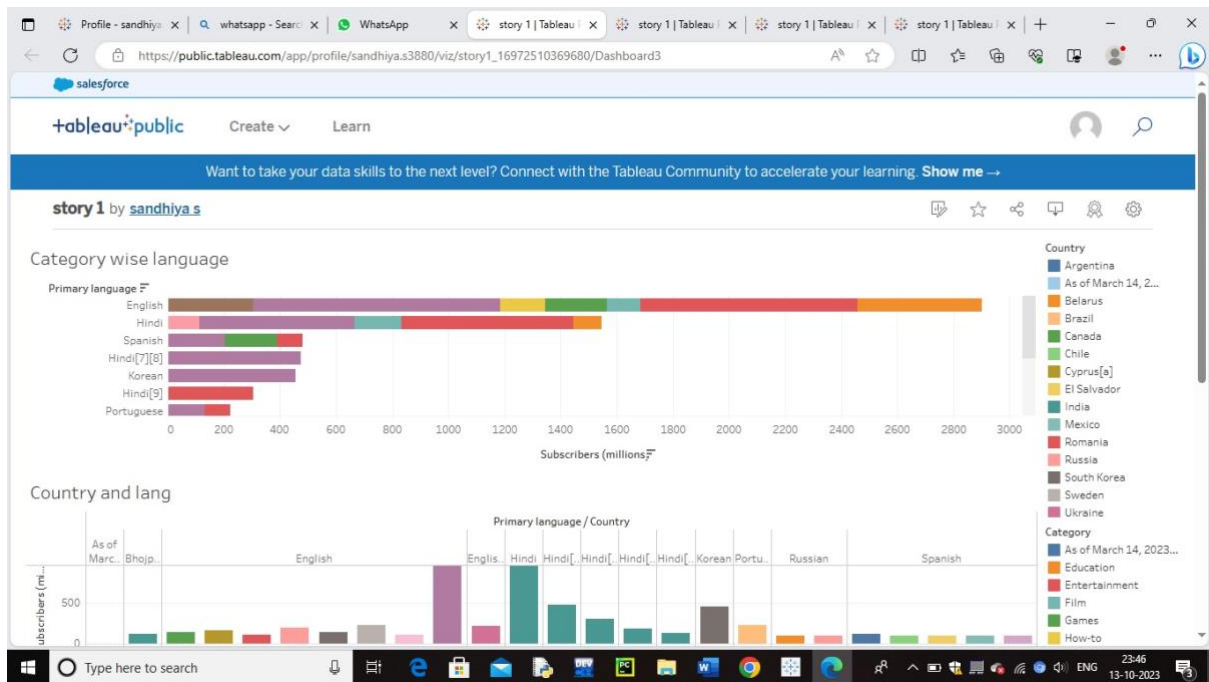
The dashboard includes a sidebar with a list of channels and a top navigation bar with tabs for Data Source, Language wise sub, Country wise channel, Category wise language, Country and lang, No of channel with brand, and Dashboard 1 through 4.



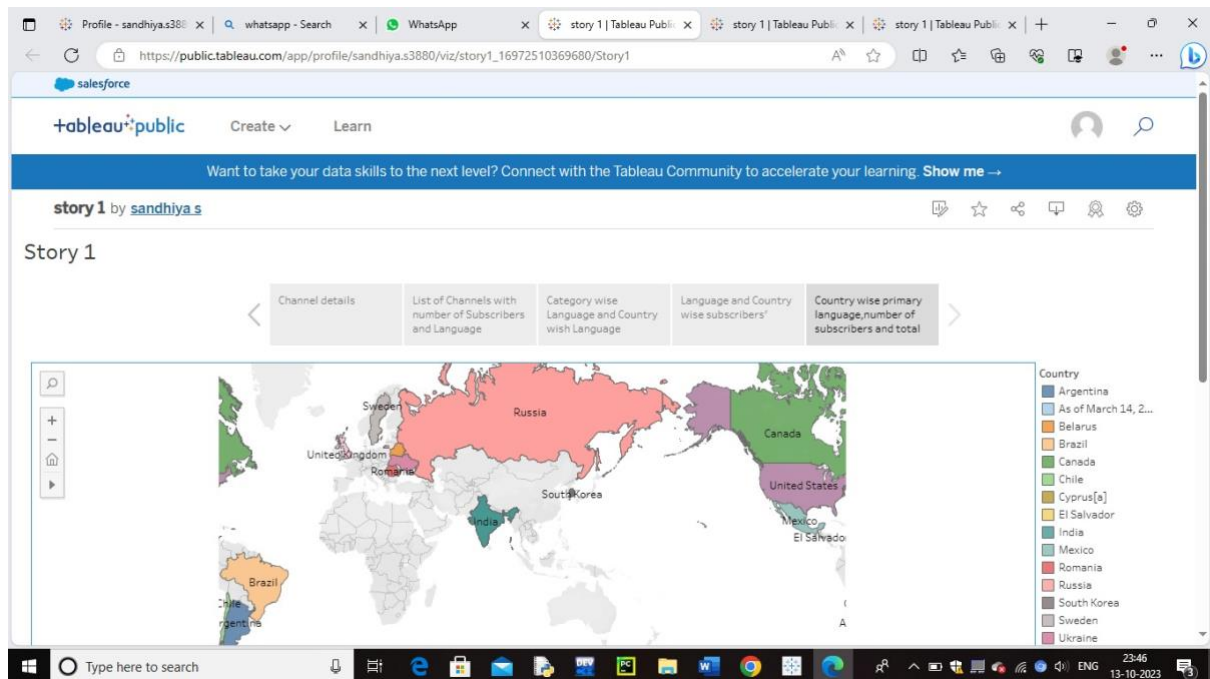


## 6.1 Publication of Dashboard





## 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.