



# YOUTUBE ANALYSIS REPORT

VIET TUAN DINH - LONDON 2024

## Overview



*Through a dataset comprising 995 top YouTube channels worldwide, analyze the factors contributing to the success of a YouTube channel and user category trends. Based on this analysis, provide effective recommendations for those looking to build a personal YouTube channel in the future.*



Welcome to **YouTube**, a social media platform specializing in video sharing that is widely used by users of all ages, especially the youth, who access and utilize it on a daily basis. Many also consider it as a channel for earning money, offering high income potential. According to statistics from Similarweb, Youtube.com ranks third in terms of views, just behind Google and Facebook. Globally, it stands at the second position, following only the "search engine giant" Google.

A compilation of the most successful individuals on YouTube, this dataset will provide profound and valuable insights through conducting in-depth analyses. With detailed information on subscriber counts, video views, posting frequency, countries of origin, income, and more of the top creators, this will serve as a valuable resource for those passionate about data in general and those intrigued by the evolving landscape of online content creation in particular.

## Business Objective/Problem

Through a dataset comprising **995 top YouTube channels worldwide**, analyze the factors contributing to the success of a YouTube channel and user category trends. Based on this analysis, provide effective recommendations for those looking to build a personal YouTube channel in the future.

1. Who are the top 10 YouTubers with the highest number of subscribers and the top 10 YouTubers with the highest views?
2. Does a YouTube channel with a higher number of subscribers imply higher views for the channel?

3. Does uploading more videos on a YouTube channel lead to increased subscribers and views?
4. Which types of YouTube channels have the highest number of uploaded videos?
5. What is the distribution of YouTube channels across each category?
6. What are the user trends on YouTube based on the number of subscribers and views in each category?
7. How is user interaction in these categories measured by views per subscriber?
8. Do the contents (characters) in the names of YouTube channels influence user views?
9. Where do the top YouTubers come from?
  - a. What is the unemployment rate in each country?
  - b. What is the college enrollment rate in each country?
  - c. What is the urban population rate in each country?
10. In which year were the most successful YouTube channels established?
11. What are the content creation trends over time for these channels?
12. What is the average monthly revenue potential for each category?
13. Does higher view count result in higher channel revenue?

# 1. Data Overview

## Key Features

- rank : Position of the YouTube channel based on the number of subscribers
- Youtuber : Name of the YouTube channel
- subscribers : Number of subscribers to the channel
- video\_views : Total views across all videos on the channel
- category : Category or niche of the channel
- Title : Title of the YouTube channel
- uploads : Total number of videos uploaded on the channel
- Country : Country where the YouTube channel originates
- Abbreviation : Abbreviation of the country
- channel\_type : Type of the YouTube channel (e.g., individual, brand)
- video\_views\_rank : Ranking of the channel based on total video views
- country\_rank : Ranking of the channel based on the number of subscribers within its country
- channel\_type\_rank : Ranking of the channel based on its type (individual or brand)
- video\_views\_for\_the\_last\_30\_days : Total video views in the last 30 days
- lowest\_monthly\_earnings : Lowest estimated monthly earnings from the channel
- highest\_monthly\_earnings : Highest estimated monthly earnings from the channel
- lowest\_yearly\_earnings : Lowest estimated yearly earnings from the channel
- highest\_yearly\_earnings : Highest estimated yearly earnings from the channel
- subscribers\_for\_last\_30\_days : Number of new subscribers gained in the last 30 days
- created\_year : Year when the YouTube channel was created
- created\_month : Month when the YouTube channel was created
- created\_date : Exact date of the YouTube channel's creation
- Gross tertiary education enrollment (%) : Percentage of the population enrolled in tertiary education in the country
- Population : Total population of the country
- Unemployment\_rate : Unemployment rate in the country
- Urban\_population : Percentage of the population living in urban areas
- Latitude : Latitude coordinate of the country's location
- Longitude : Longitude coordinate of the country's location

# 2.Data Cleaning using Python

- Raw data:

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 995 entries, 0 to 994
Data columns (total 28 columns):
 #   Column           Non-Null Count  Dtype  
--- 
 0   rank             995 non-null    int64  
 1   Youtuber         995 non-null    object  
 2   subscribers      995 non-null    int64  
 3   video views     995 non-null    float64 
 4   category         949 non-null    object  
 5   Title            995 non-null    object  
 6   uploads          995 non-null    int64  
 7   Country          873 non-null    object  
 8   Abbreviation     873 non-null    object  
 9   channel_type     965 non-null    object  
 10  video_views_rank 994 non-null    float64 
 11  country_rank    879 non-null    float64 
 12  channel_type_rank 962 non-null    float64 
 13  video_views_for_the_last_30_days 939 non-null    float64 
 14  lowest_monthly_earnings 995 non-null    float64 
 15  highest_monthly_earnings 995 non-null    float64 
 16  lowest_yearly_earnings 995 non-null    float64 
 17  highest_yearly_earnings 995 non-null    float64 
 18  subscribers_for_last_30_days 658 non-null    float64 
 19  created_year     990 non-null    float64 
 20  created_month    990 non-null    object  
 21  created_date     990 non-null    float64 
 22  Gross tertiary education enrollment (%) 872 non-null    float64 
 23  Population       872 non-null    float64 
 24  Unemployment rate 872 non-null    float64 
 25  Urban_population 872 non-null    float64 
 26  Latitude          872 non-null    float64 
 27  Longitude         872 non-null    float64
```

- Cleaning data steps:

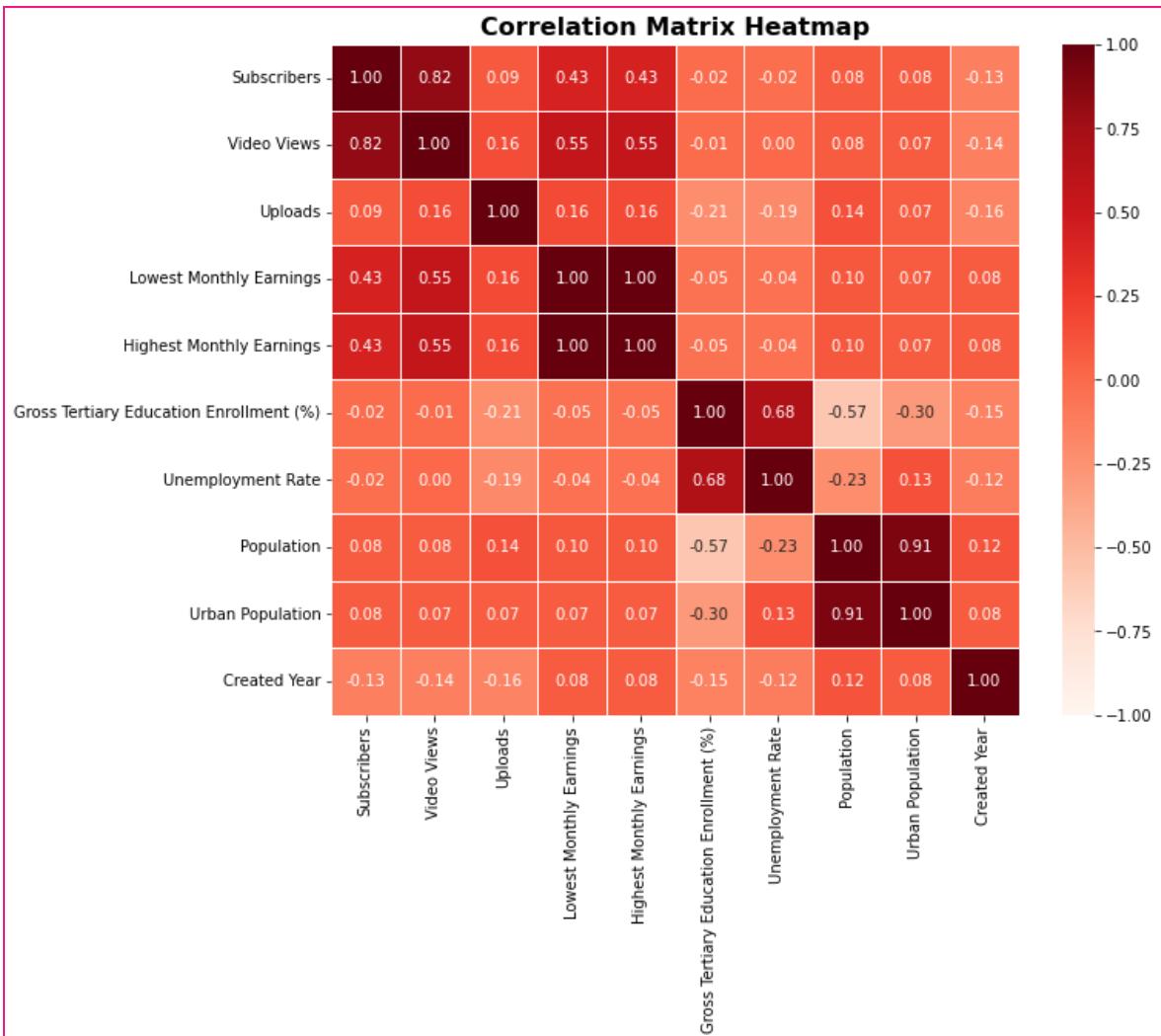
Step	Description
<b>Import libraries</b>	numpy, pandas, matplotlib.pyplot, seaborn, dataprep.datasets, dataprep.eda, spicy, warnings, dataprep.clean
<b>Read information basic dataset</b>	Using pandas
<b>Clean columns in the dataset</b>	Replace some characters
<b>Select Variables to analyst</b>	'Youtuber', 'Subscribers', 'Video Views', 'Uploads', 'Category', 'Country', 'Abbreviation', 'Lowest Monthly Earnings', 'Highest Monthly Earnings', 'Gross Tertiary Education Enrollment (%)', 'Unemployment Rate', 'Population', 'Urban Population', 'Created Year
<b>Remove special character in columns</b>	Apply lambda function to remove patterns
<b>Check Years before 2005 (YouTube was founded on February 14, 2005)</b>	Replace years before 2005 to 2005
<b>Remove blank name in column 'Youtuber'</b>	Remove Rows
<b>Check duplicate</b>	Delete duplicate values
<b>Check video with view equals to 0</b>	Delete these rows
<b>Check null data</b>	Replace missing value in the category variables = 'Other' Fill Null in Education Enrollment, Unemployment Rate, Population, Urban Population with their mean values

## 3. EXPLORATORY DATA ANALYSIS

### 1. Correlation Map:

Definition: correlation maps serve as invaluable tools in our analytical toolkit. These visual representations provide a succinct overview of the relationships between variables within a dataset. Utilizing color gradients to denote the strength and direction of correlations, correlation maps enable us to swiftly identify patterns and dependencies among the variables under examination.

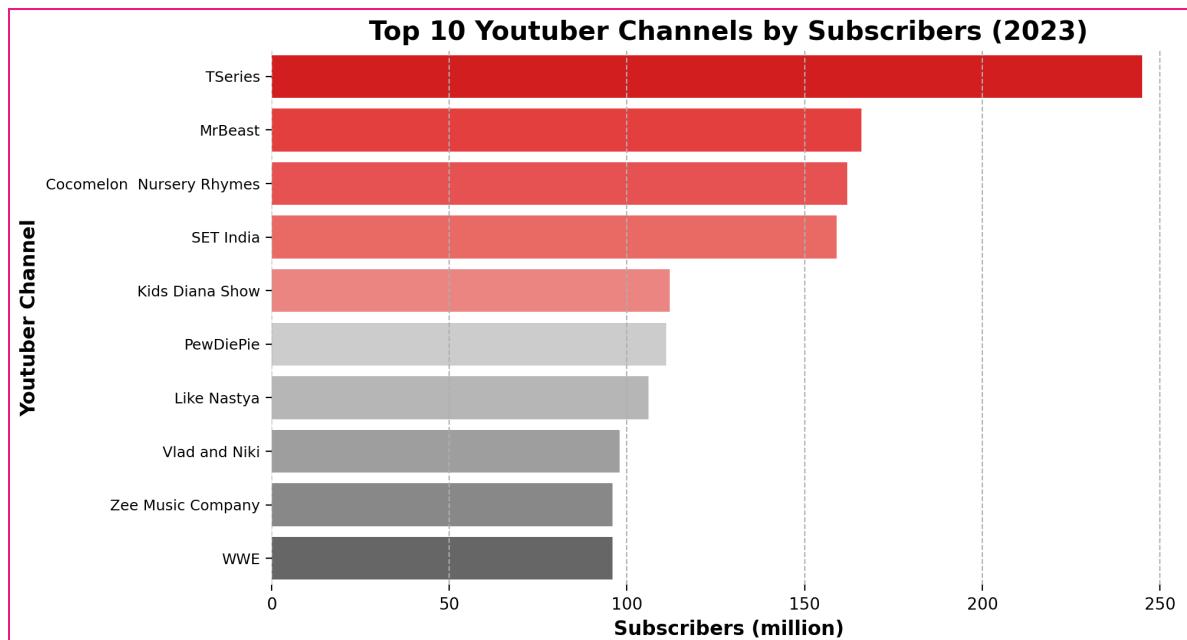
By employing correlation maps, we can efficiently explore the interconnectedness of various factors within our data.



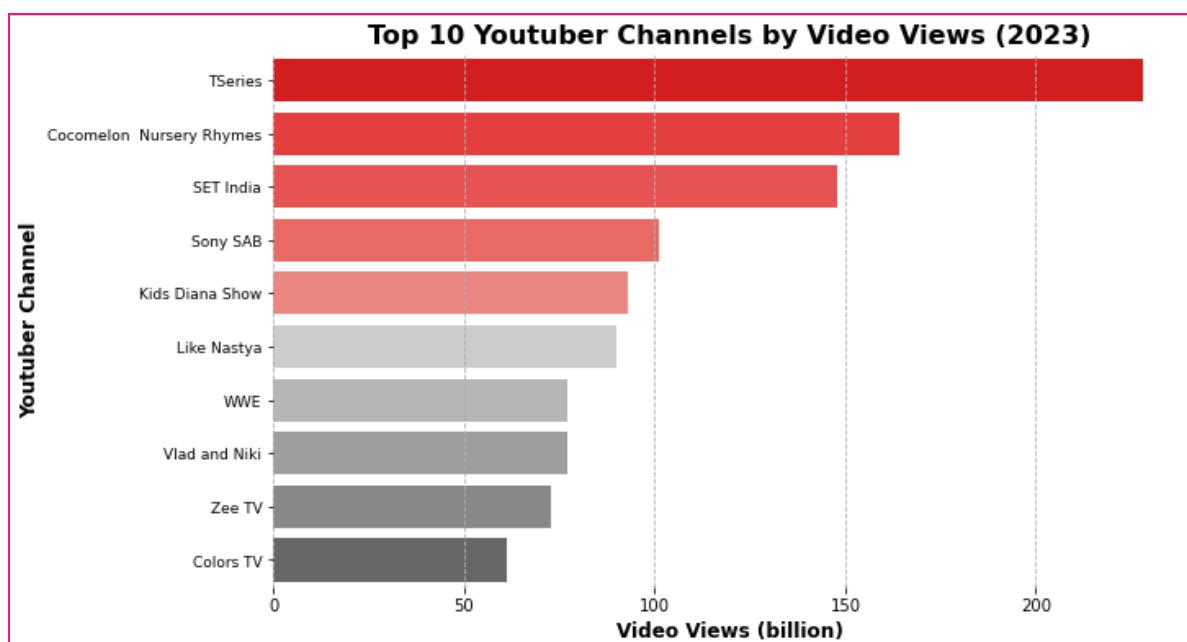
Through the heatmap illustrating the correlation between continuous variables, it can be observed that there is a relatively **high correlation between the variables `Subscribers` and `Video Views`**. The correlation of these two variables with the remaining variables is only moderately weak, with no correlation observed with the variable `Uploads`.

The variables `Lowest Monthly Earnings` and `Highest Monthly Earnings` exhibit a perfect correlation with each other (100%).

## Question 1. Who are the Top 10 YouTubers with the highest number of subscribers and the Top 10 YouTubers with the highest number of views?



And Top 10 Youtuber Channels by Video Views



Generally, looking at the two bar charts above, we can observe that **7 out of the top 10 channels with the highest number of subscribers are also present in the top 10 channels with the highest number of video views.**

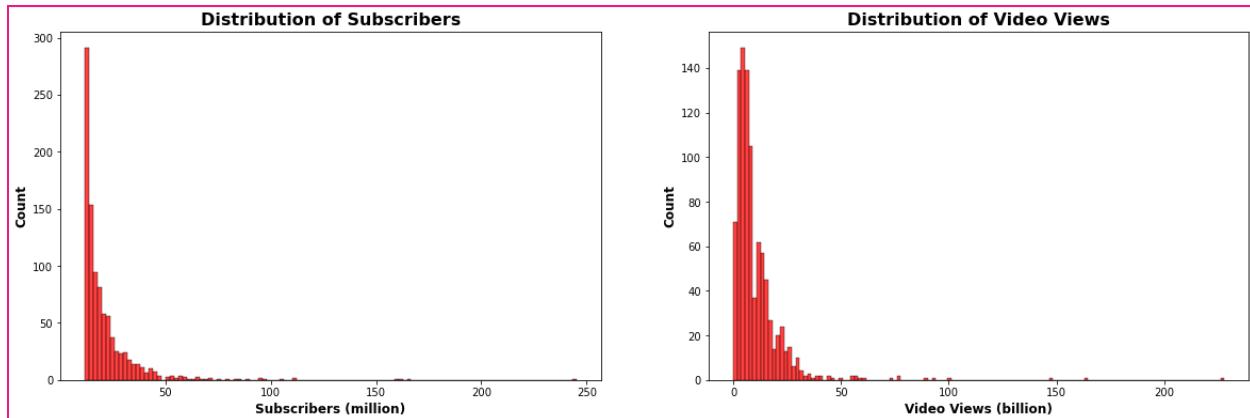
There is not much significant change in the rankings within the top 10 when transitioning from Subscribers to Video Views, except for the channel T-Series which maintains its top position in both categories.

So, is there any correlation between the number of subscribers and the number of views? Let's delve deeper into the relationship between these two variables in the next section.

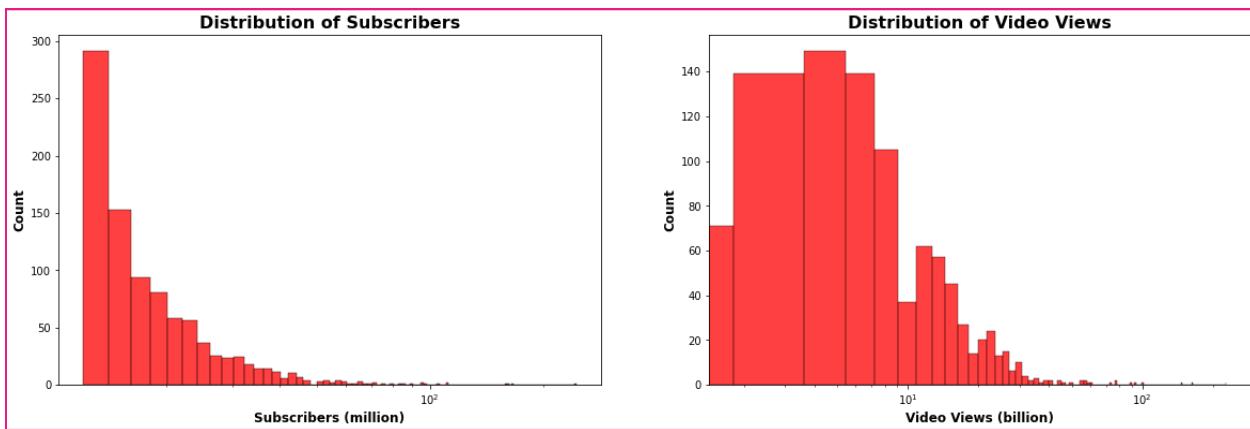
## Question 2: Does a YouTube channel with a higher number of subscribers correspond to a

# higher number of views?

Distribution Charts of Subscribers and Video Views:



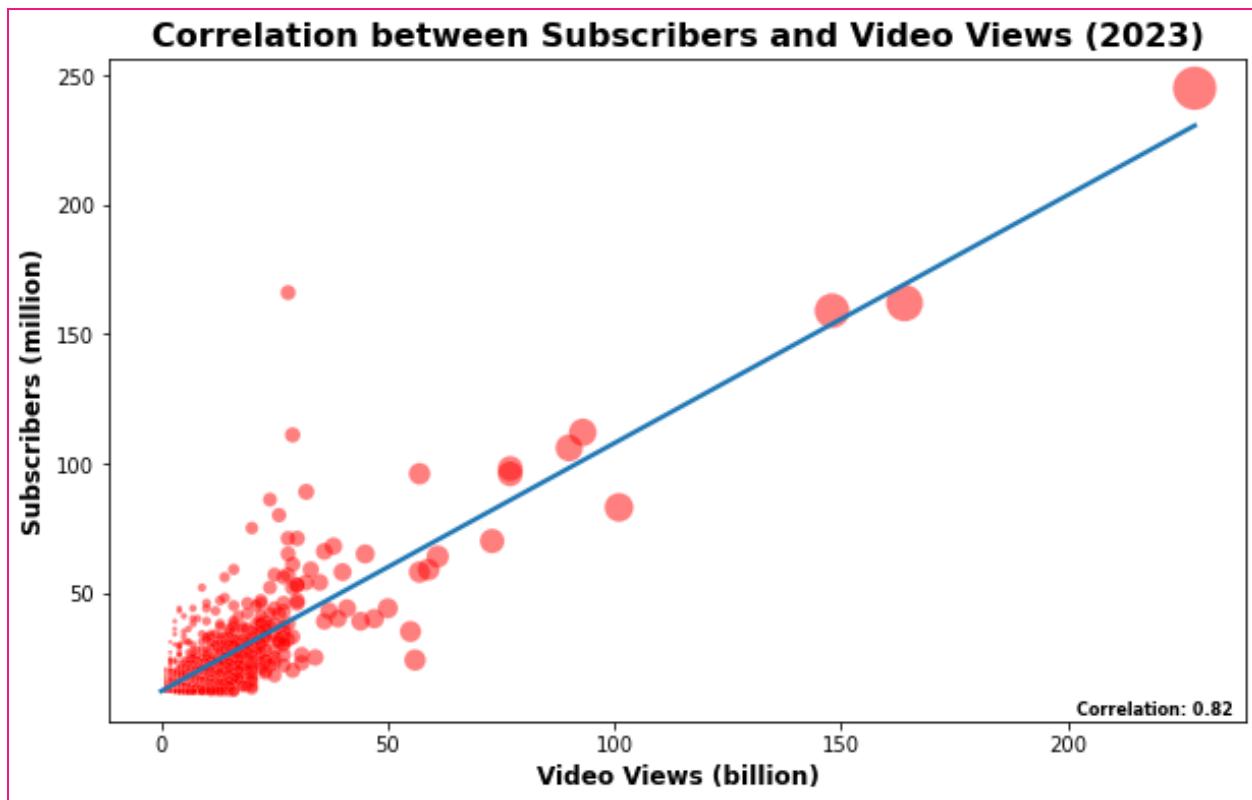
Distribution Charts of Subscribers and Video Views, in log version:



95% of YouTube channels have Subscribers below: 46 million

95% of YouTube channels have Video Views below: 28 billion

And the Correlation Between them:



From the results of the top 10 between subscribers and views with a correlation rate of up to 82%, we can observe a strong positive relationship between these two variables (a YouTube channel with more subscribers tends to have higher views).

Looking at the scatter plot, we notice that the majority of the data is concentrated in significantly lower ranges compared to the top 10 mentioned in the first question. Only a small portion of channels have significantly higher subscriber and view counts. Specifically, through the histplot, the data shows that up to 95% of YouTube channels have fewer than 46 million subscribers, and this percentage for views is under 28 billion.

This leads to the conclusion that:

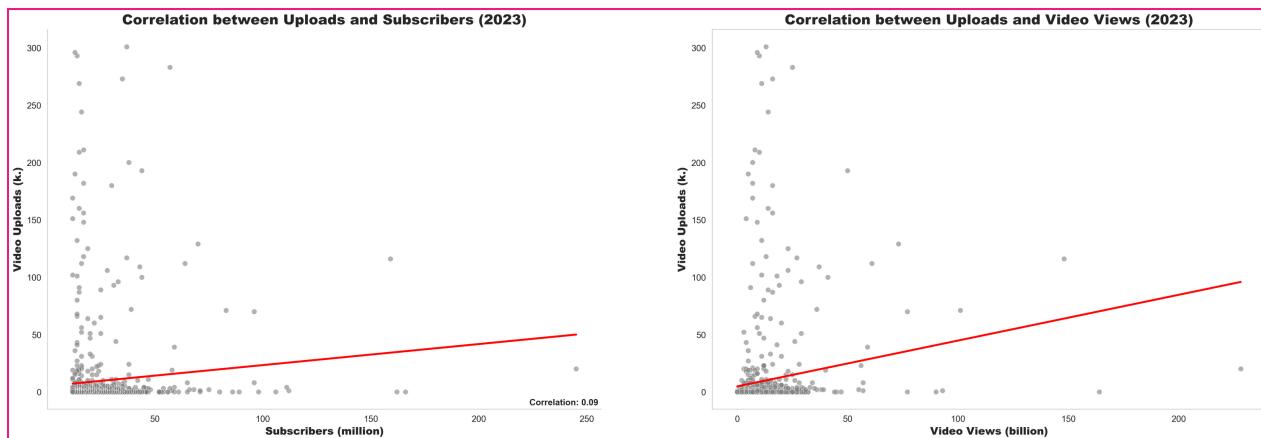
There is indeed a significant dependency between the number of subscribers and views. Moreover, the numbers indicate that only a few channels truly excel compared to the rest in terms of success (measured based on subscribers and views).

So, the question arises: what factors contribute to the success of a YouTube channel?

## Question 3. Does uploading more videos on a YouTube channel lead to a higher number of subscribers and views?

To answer this question, we can analyze the correlation between the number of uploads, subscribers, and views on YouTube channels. We'll examine whether there's a positive relationship between these

variables and if channels that upload more videos tend to have higher subscriber counts and view counts. We'll use statistical methods and visualization techniques to explore this relationship.



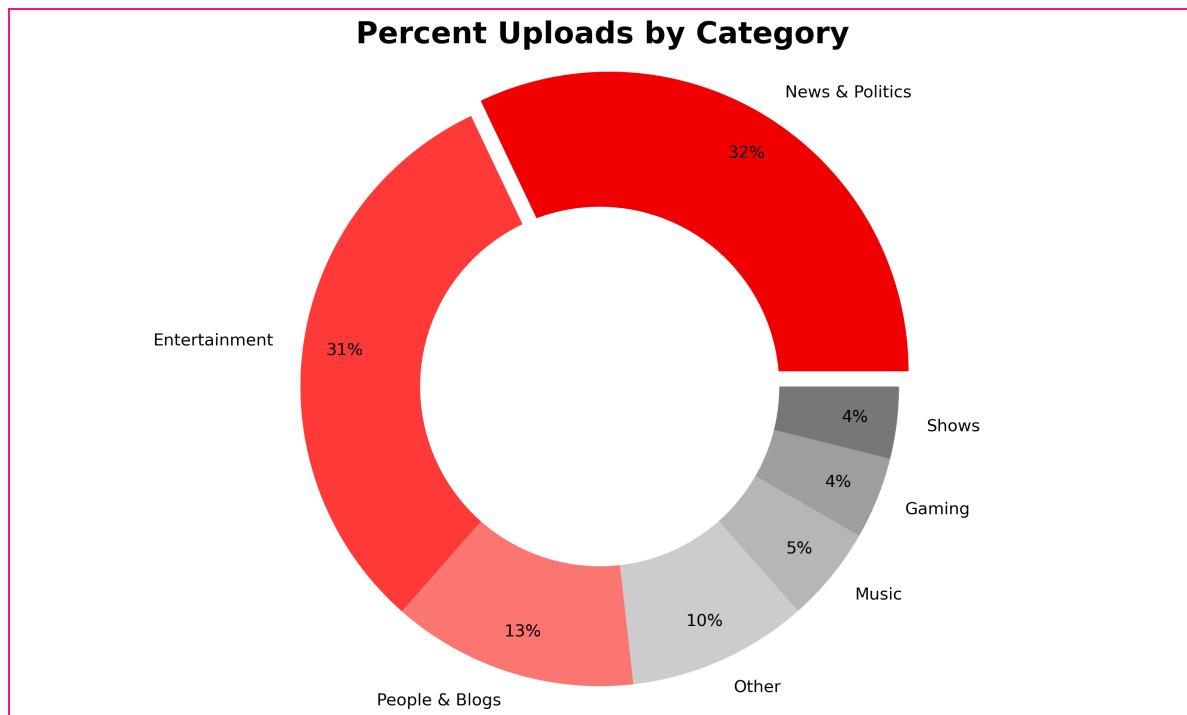
With extremely low correlation coefficients (0.9% and 17%, respectively) accompanied by inconsistent data dispersion, it can be concluded that a YouTube channel with **many uploaded videos does not necessarily equate to receiving a large number of subscribers and views**.

This implies that the **quality and content of the videos may play a more significant role** in attracting subscribers and viewers rather than focusing solely on the quantity of uploaded videos. Additionally, there is an exception indicated by the two scatter plots above, showing that a few channels exhibit a unique contrast where they have very low subscriber and view counts but significantly high numbers of uploaded videos. This could suggest the presence of a content niche being heavily exploited by organizations with ample resources and long-term operations.

It is more reasonable to speculate that these channels may belong to entertainment, news, or music categories known for uploading many short-duration videos on a 24-hour cycle, such as news headlines or interview excerpts.

=> So, **which categories are being heavily exploited?**

## Question 4: Which types of YouTube channels have the highest number of uploaded videos?



The predictions made earlier are valid: Nearly 2/3 (63.5%) of the total uploads are evenly distributed between the **News & Politics** and **Entertainment categories**. Leading the pack is the **News & Politics category** with 32.1% (2924K uploads) of the total uploaded videos (with a marginal difference from the second position, **Entertainment, at 31.4%**). The remaining categories have a very small share.

So, what distinguishes these two categories from the rest?

News & Politics is a category that specializes in uploading videos about news and politics, including news reports, documentaries, interviews, discussions, and other TV programs. The content in this category requires accuracy and constantly updated information, meaning it tends to avoid revisiting old news stories. In fact, the topics in this category often require substantial resources behind the scenes. These could be government-owned and managed organizations, high-ranking departments with influence over the public, aiming to provide useful information to viewers. This is one of the exceptions on YouTube where the highest number of uploads does not depend on views and subscribers.

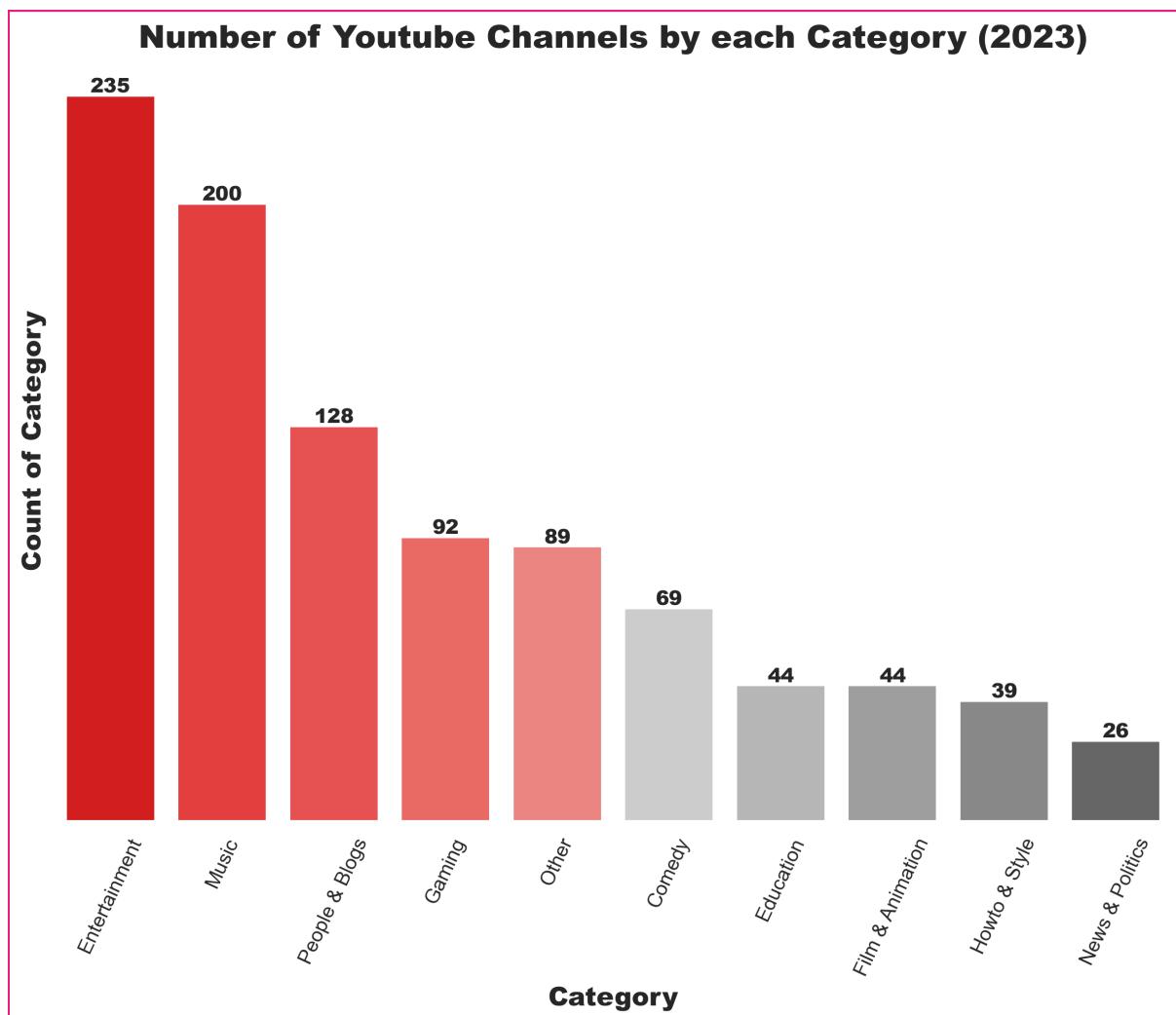
On the contrary, Entertainment is the leading entertainment category with diverse topics such as music, games, news-entertainment, movies-TV shows, etc. It's practically a category that can be utilized by almost anyone, regardless of size or type of organization, as it encompasses a wide range of topics, boosting the number of uploaded videos to nearly match the top position. YouTube channels in this category often rely heavily on views and subscribers, which are almost essential for driving and maintaining channel growth by individuals.

There is a growing trend of short-form video content being transmitted through platforms like TikTok, Instagram Reels, Facebook's Short-form videos, and YouTube Shorts. This model can generate a large number of uploads in a short period while still attracting a modern audience. Leading TikTokers, KOLs, etc., are at the forefront of producing short videos with minimal budgets, ranging from 30 seconds to 1 minute, yet still receiving significant interaction from multiple platforms, including YouTube.

So, is it true that the higher number of uploads in these two categories compared to others is because

many YouTubers are exploiting these categories?

## Question 5. What is the number of YouTube channels in each category?



We can see that with just 3 categories: **Entertainment (236 channels)**, **Music (202 channels)**, and **People & Blogs (129 channels)**, they have accounted for **nearly 60%** of the total number of YouTube channels.

At the top position, as previously evidenced, the Entertainment category has the second highest number of Uploads Videos due to the diverse content that can be exploited by any individual or organization. This category is a gold mine for all individuals with creative abilities to tap into the technological age.

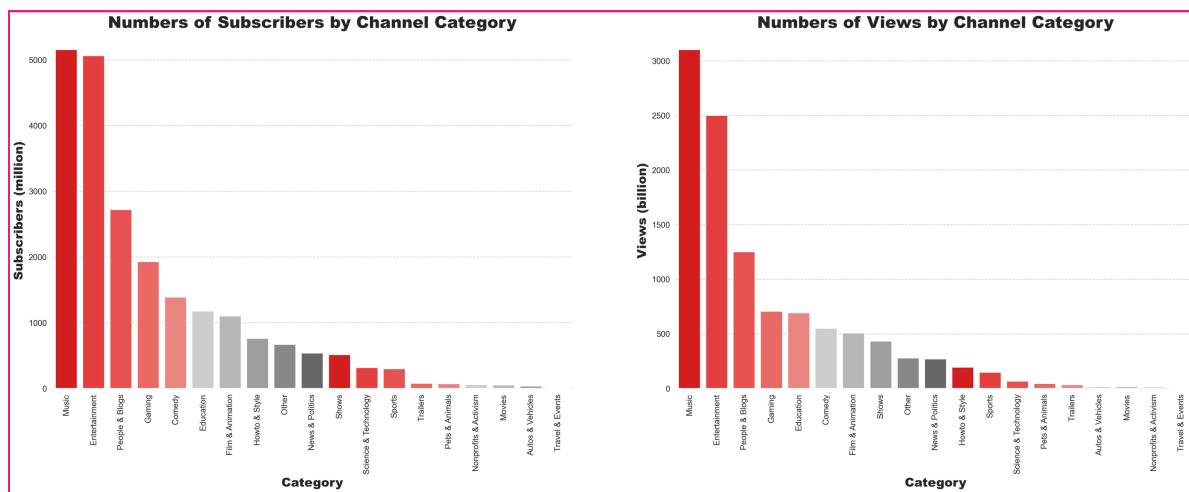
The diversity of music genres has created vast opportunities for music creators to reach a large audience. Along with its popularity, it is easy to create and share content with all users through various forms such as covers, self-composed videos, or content related to the music field they love. These are the reasons why Music has become the category with the second highest number of channels.

It is noteworthy that the Education, Howto & Style, and News & Politics categories are all at the bottom of the ranking. These categories convey useful content to viewers but have relatively limited numbers

of channels. Some typical reasons mentioned above include the case of the News & Politics category, which requires a lot of resources to maintain and develop, in addition to strict requirements for content accuracy, which only a few organizations can handle. Education and channels containing instructional content on a specific area of life require special knowledge and experience in the field they want to convey, which somewhat limits the scope of creative, developmental, and sustainable channels.

=> So besides the reasons above, is it true that only because of diversity, popularity, or the availability of easily exploitable content by any individual that nearly 60% of the most successful channels focus on the Entertainment, Music, and People & Blogs categories? Or is this also the trend of YouTube users?

## Question 6.Trends of YouTube users through the number of subscribers and views in each category?



With just 2 categories, **Music and Entertainment**, they accounted for 47% of the total subscribers and 52% of the total views.

Among them, **Music topped the rankings** in both metrics with approximately **5.2 billion subscribers** and over **3.1 trillion views**.

Overall, both categories are highly entertaining across all platforms, and on YouTube, they are even more amplified. The numbers above provide us with an overview of YouTube user trends.

Music:

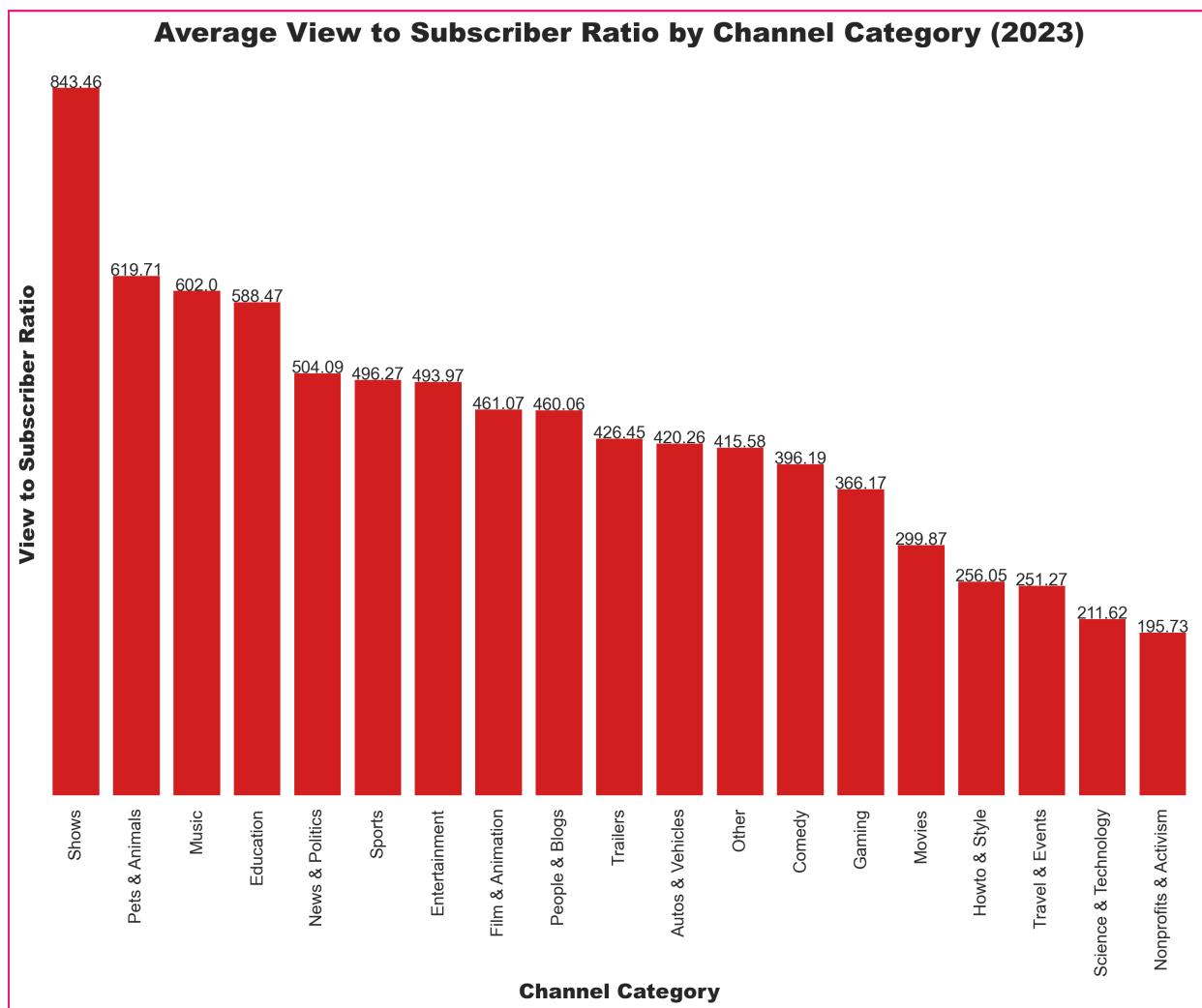
- Global popularity: Music is a universal language. People worldwide love music and search for it on YouTube.
- Famous artists: Many famous artists use YouTube to share their music, attracting a large fan base and viewership.
- High quality: Music videos often have high quality visuals and audio, providing a great experience for viewers.

## Entertainment:

- Diverse entertainment content: The "Entertainment" category on YouTube includes various types of entertainment content, from personal vlogs and funny videos to challenges, video games, movie reviews, and more.
- Creativity: Entertainment content is often diverse, promoting creative freedom for many individual YouTube channels.

Both categories provide viewers with a way to entertain, relax, and explore their interests, especially in the digital age when everything is changing rapidly, making the demand for entertainment increasingly prominent. This makes them the two most popular categories on YouTube.

## Question 7. How is user engagement in these categories measured (measured by views per subscriber)?



Average views per subscriber across all categories: 437.0

## Observations:

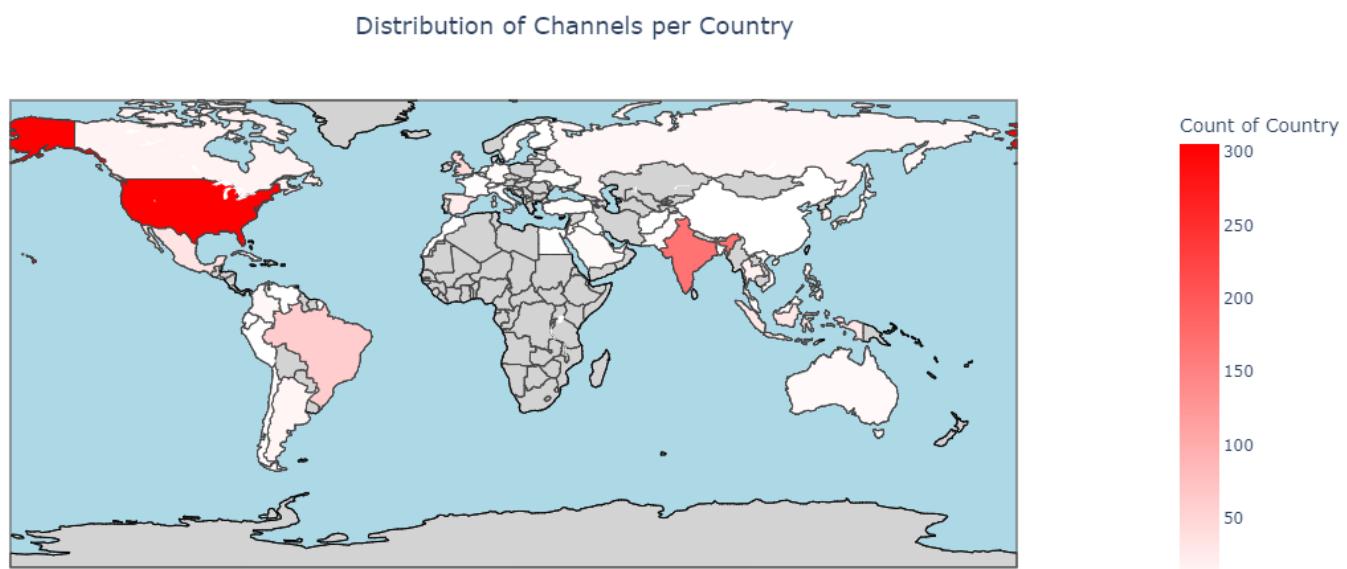
The **Show category leads with a 27% higher** average view-to-subscriber ratio compared to the adjacent Pets & Animals category. This is **truly surprising** considering that this category previously had very



The close correlation between the characters in YouTube channel names and channel categories may be due to several reasons:

- **Brand clarity:** Creators often want their channel names to reflect the type of content they produce. This helps potential users easily understand the focus of the channel. A suitable name aligned with the content can provide a clearer brand and set audience expectations.
- **Recognizability:** Channels with keywords in their names that also match the category keywords may improve the channel's visibility in search results.
- **Consistency between name and content:** If the channel name directly correlates with the category name, the channel will provide a consistent experience for viewers. For example, a channel named "Action Movies" in the Movies category would align with what users expect based on the name.

## Question 9. Distribution of YouTube Channels by Country (2023)



A notable part of this dataset is that up to **11% of channels lack specific country data**. This missing data could relatively affect the number of channels from top countries.

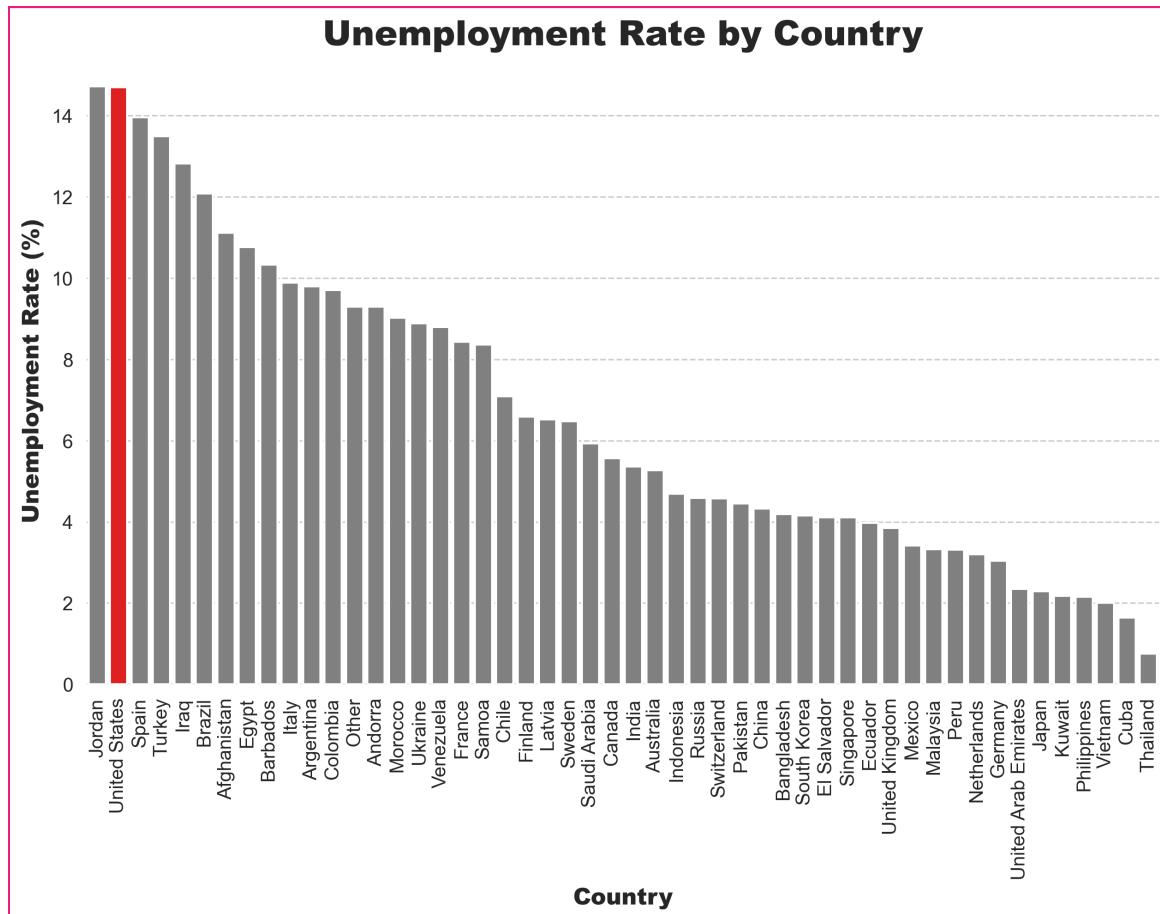
The **United States and India lead the world in the number of top YouTube channels in 2023**, accounting for **approximately 50% of the total channels in this dataset**. The United States holds the highest position with 32%, equivalent to 306 channels, followed by India with 17%, equivalent to 168 channels.

Both countries have large populations along with a booming media industry. With Hollywood in the United States and Bollywood in India being the top film capitals in the world, many creators have turned to YouTube to share entertainment content.

=> So what makes the United States outperform other countries in terms of the number of successful YouTube channels?

Let's explore this through some characteristics of the data for each country in this dataset.

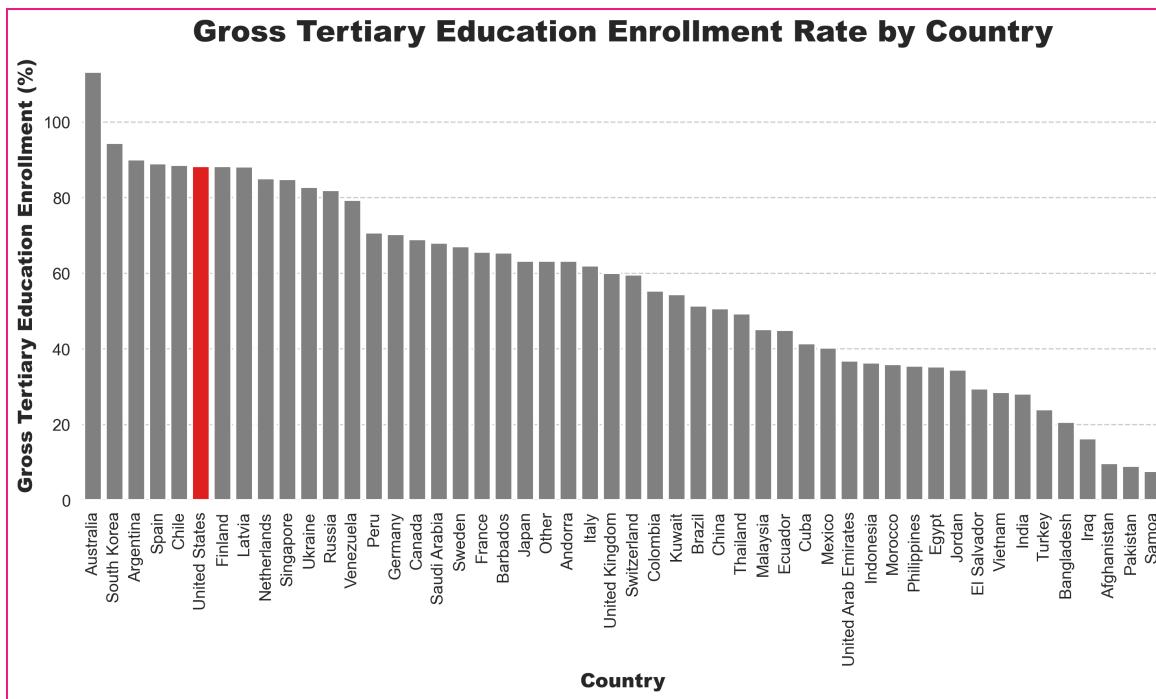
## 9.1. Unemployment rate in each country?



The impact of unemployment rate in a country on the success of YouTube channels:

- **Content creation opportunity:** YouTube provides an opportunity for unemployed individuals with high creativity to explore new avenues to improve their lives. Those who are creatively inclined have more time to focus on developing content and their channels during periods of unemployment.
- **Demand for educational and job-related content:** During times of unemployment, there is a high demand for educational content and guidance on job searching or career development. Content creators can capitalize on this trend by helping viewers learn about writing resumes, interviewing, or developing professional skills.

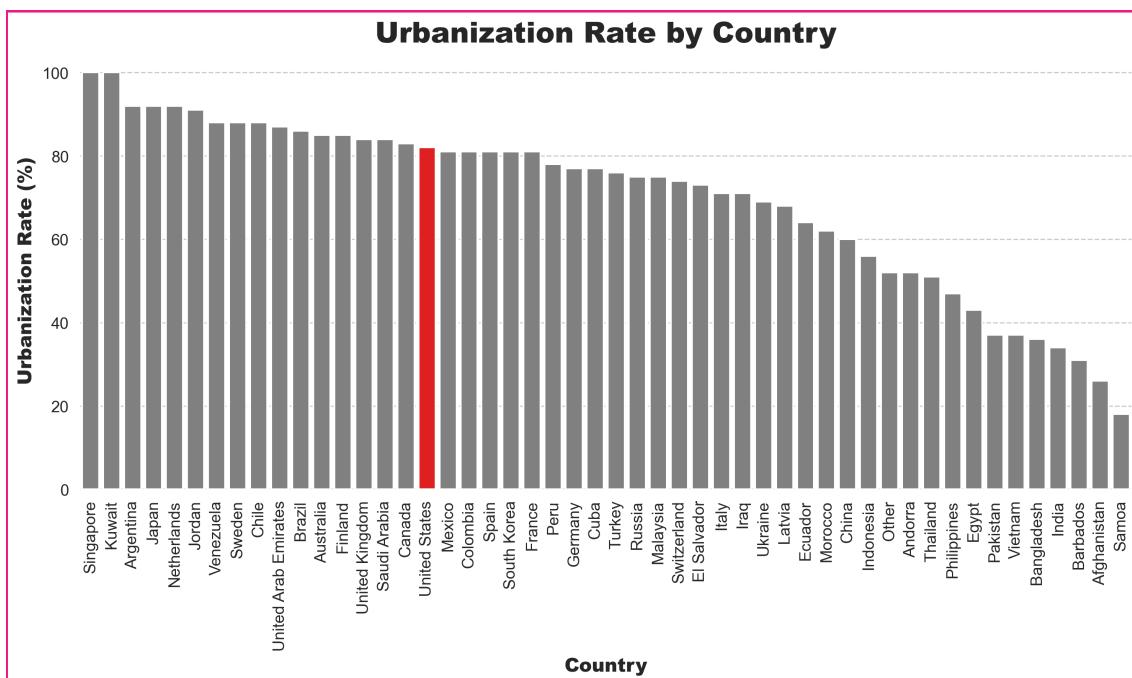
## 9.2 University Enrollment Rate by Country?



The Impact of Gross Tertiary Education Enrollment Rate (GTER) on the Success of YouTube Channels:

- **Content Quality:** YouTube channels created by individuals with higher levels of education (GTER) may produce educational content, research-related material, and other academic fields that are more engaging and of higher quality.
- **Communication and Teaching Ability:** Individuals with higher education levels may possess better teaching and communication skills, leading to more effective online learning methods.
- **Target Market:** The tertiary education enrollment rate of a country indicates a potential market for educational content categories on YouTube in that country. Countries with high GTER may experience higher demand for educational and instructional content.

## 9.3 Urban Population Rate of Each Country?



The impact of urban population rate on the success of YouTube channels:

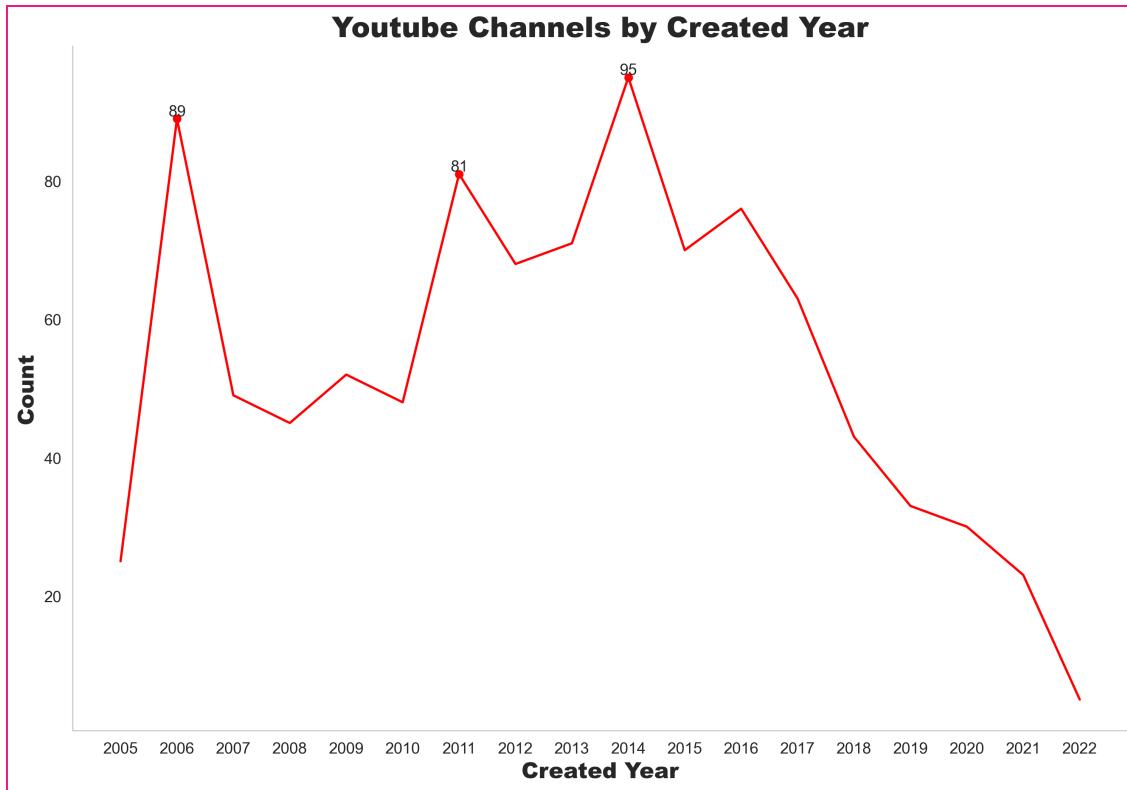
- **Internet Accessibility:** Urban areas typically have better internet infrastructure and connectivity compared to rural areas. Therefore, urban residents have faster and more stable internet access, making it easier for them to access and consume content on YouTube.
- **Demand for Urban Content:** Urban residents often have a demand for content related to urban life, urban culture, and social issues related to urban areas. YouTube channels creating content on these topics can attract a large audience in urban areas.
- **Better Advertising Market:** Urban areas usually have a more developed advertising market, and content creators living in urban areas may have better opportunities to collaborate with advertisers and earn money from advertising on YouTube.
- **Targeting a Larger Audience:** Urban areas typically have larger populations, meaning YouTube channels have the potential to reach a larger target audience.

## • **Conclusion:**

From the observations above, we can provide some evidence as to why the United States has become the country with the most successful YouTube channels:

- According to Wikipedia and MS News, the United States is the third most populous country in the world with 336 million people. Of these, the unemployment rate is up to 14.7%, equivalent to 49 million people, a significant number.
- With the difficulties in unstable employment, some alternative paths may become relatively ideal choices, including building a personal YouTube channel. In the United States, a country with diverse topics in life, where anyone with their creativity can find content to exploit on the YouTube platform.
- Furthermore, the United States has the highest education system globally. With an 88.2% participation rate in higher education, this is a significant advantage as the workforce here has a very high level of education. From those with high levels of education, they can create higher quality, more engaging content in areas related to education, research, etc. Moreover, these individuals will have excellent communication skills, helping viewers easily access knowledge.
- In a country where the education system ranks at the top globally, continuous learning is essential. Currently, learning is not limited to the classroom but has expanded to various platforms thanks to the strong transformation of the Internet. And the Education category on YouTube is evidence of this, always ranking in the top 5 categories with the highest number of followers and views, with 588 views per subscriber, showing this is a potential category that highly educated individuals can exploit strongly.
- Finally, the location is a condition for the development of the two points mentioned above. With 82% of the population living in urban areas, where people have easy access to the Internet and can use multiple platforms, including YouTube. When the urban population is high, the content trend of users is also broader. Along with that is a good opportunity to increase collaboration and advertising with companies or brands through sponsorship contracts, helping urban YouTube channels have the potential to earn more money.

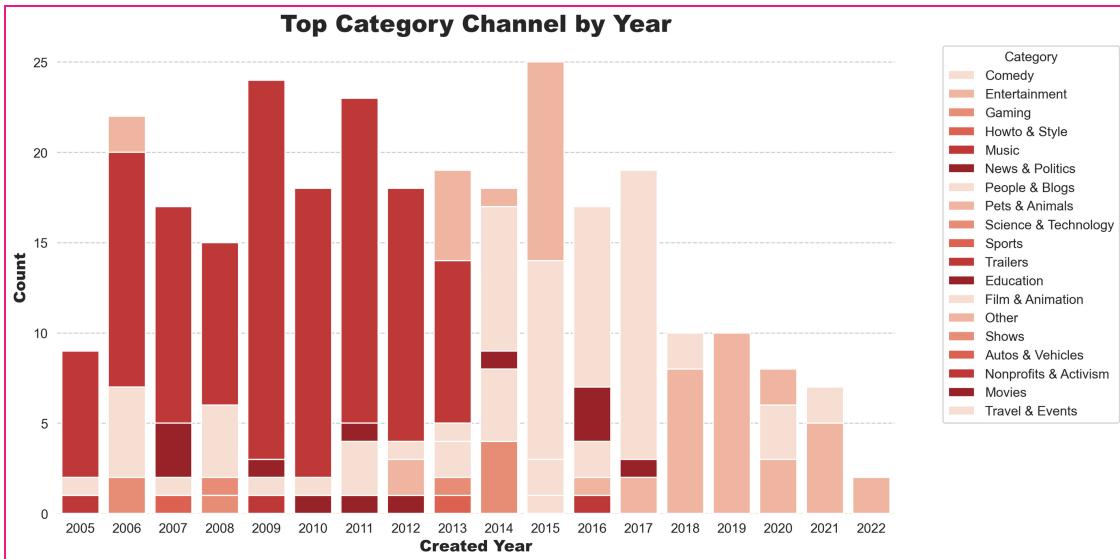
# Question 10.The most successful YouTube channels were established in which year?



It can be seen that the milestones for the emergence of the most successful YouTube channels are concentrated in 3 years: 2006, 2011, and 2015.

- **The emergence of YouTube:** Founded and publicly launched in 2005, but it was not until 2006 that YouTube truly began to attract widespread attention and significant development. During this period, the YouTube platform was still new, and the competition was not too fierce, allowing many channels to quickly emerge and build a loyal fan base in the early days.
- **Platform's growth drive:** According to Wikipedia, there were over three billion views per day and 48 hours of footage uploaded per minute in 2011. The platform grew rapidly and became an indispensable part of people's daily lives. The Google+ social network was directly integrated with YouTube and the Chrome web browser, laying the foundation for interaction between viewers and content creators. Additionally, 2011 saw the emergence of various content genres including entertainment, tutorials, vlogs, gaming, etc., opening up many opportunities for content creators on YouTube.
- **Social media integration:** In 2015, the explosion of social media platforms such as Facebook and Twitter along with the integration of YouTube brought a large number of viewers to the channels. Furthermore, the development of smartphones and mobile apps diversified the YouTube user base. Along with the growth of online advertising, many YouTube channels attracted investment from advertising companies, thereby generating stable income streams. This led to the emergence of many YouTube channels during this period, viewed as a lucrative profession.

## Question 11. What are the content creation trends over time for these channels?



The categories **Music** and **Entertainment** are the top two content creation trends of the most successful YouTube channels, appearing in 14 out of 18 years of the platform's formation and development.

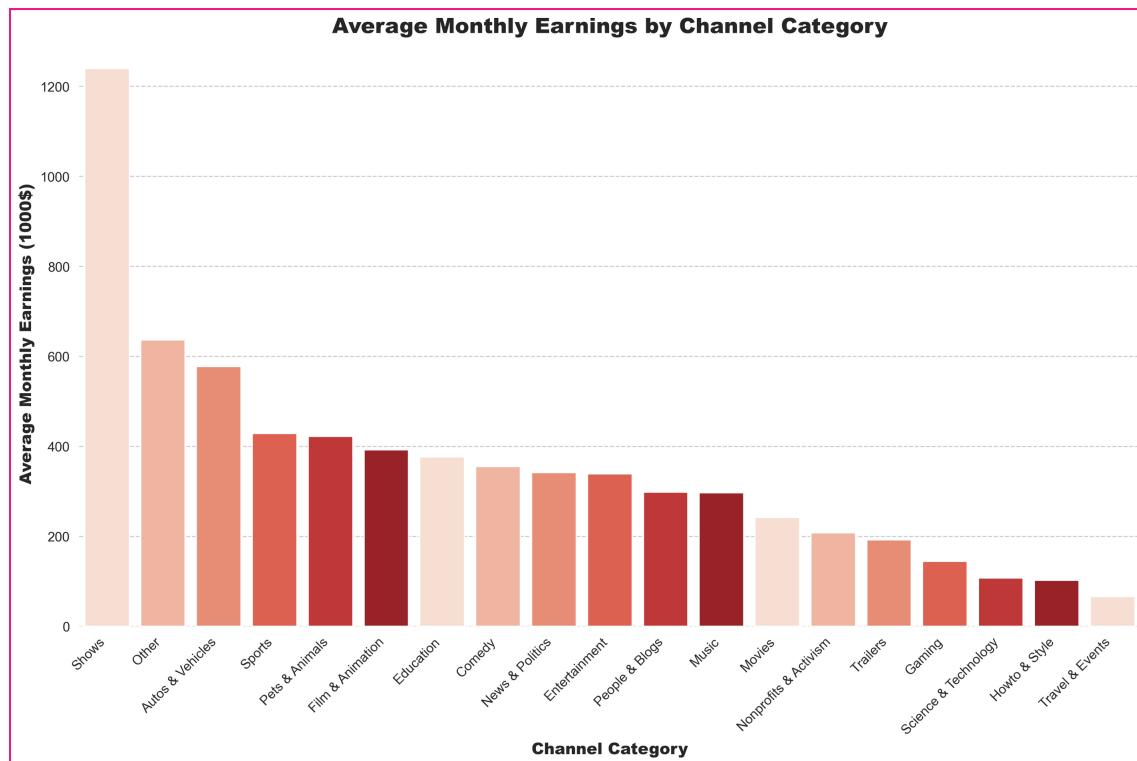
We can easily observe a clear trend of channel establishment shifting from the music field to entertainment. Specifically:

- During the period from 2007 to 2012: The trend in channel creation focused on the music category. During this period, as the internet was booming, music also rapidly evolved from traditional formats like CDs and tapes to online music platforms such as Apple's iTunes in 2003 and Spotify in 2006. In 2005, YouTube emerged as a historic milestone for the music industry, where people could enjoy videos tailored to their individual preferences anywhere with an internet connection. Video content with both audio and visuals, provided for free by YouTube, directly competed with previous music streaming platforms.
- During the period from 2013 to 2022: The trend in channel creation mainly focused on the Entertainment category, although not as dominant as the previous music trend. In the following three years after the development of the music trend, YouTube started gaining popularity. Increasing user numbers drove creative content on this platform beyond just music development. Entertainment emerged as an essential need in people's daily lives. The robust development of entertainment content on YouTube began in 2013 and peaked in the number of successful channels in 2015.

As time progressed, user trends became more diverse. In the period of strong entertainment trend development, the People & Blogs theme emerged as a trend. From 2016 to 2017, the development of social networks and integrated video content propelled the growth of People & Blogs content channels. Content about daily life, vlogs, and personal conversations attracted millions of views and followers worldwide.

Regarding the average monthly revenue potential for each category, it would depend on various factors such as the number of subscribers, views, engagement rates, and monetization strategies employed by creators within each category. Analyzing revenue potential would require access to specific channel data and metrics related to monetization, which may not be readily available without further analysis.

## Question 12.What is the average monthly revenue potential for each category?

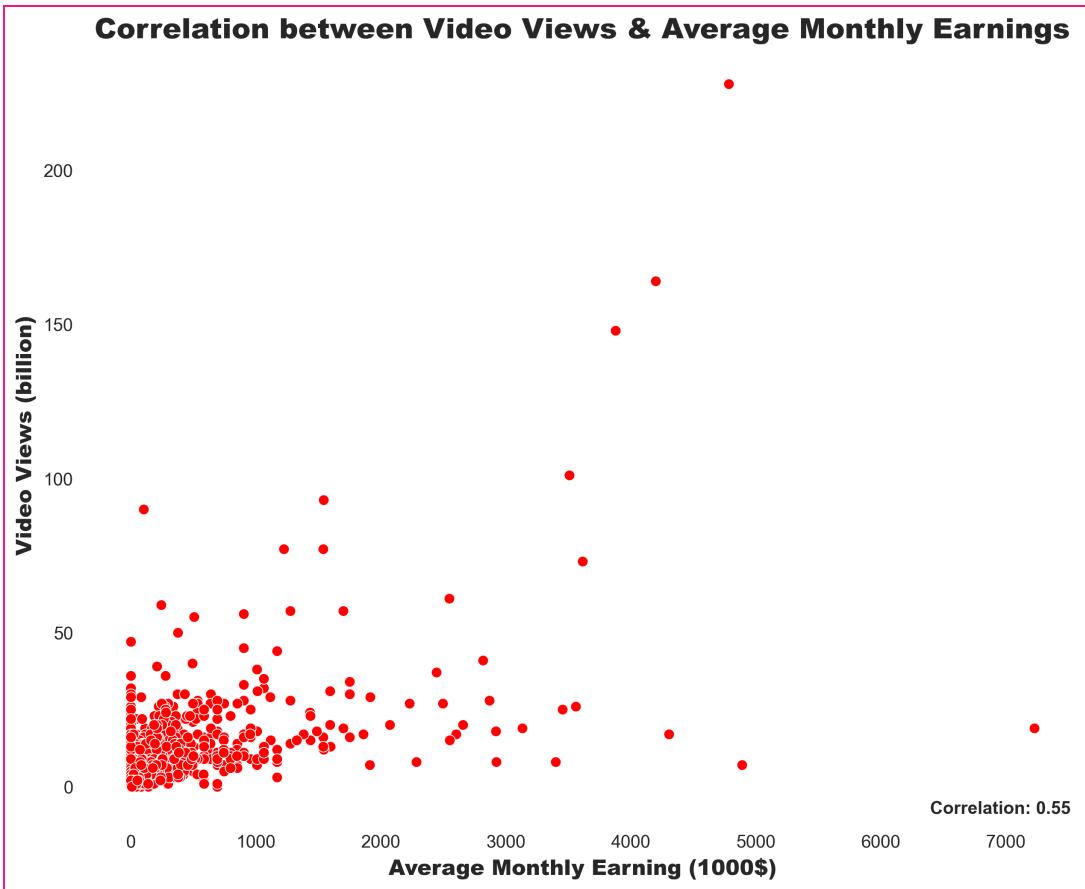


Some channels unable to determine the category have their average monthly earnings incorrectly placed at the second position on the ranking table. This anomaly is due to the lack of category data. It does **not significantly impact** other categories, as it only accounts for **about 3% of the data** and may be considered negligible in the analysis of the chart.

Shows stand out as the most lucrative category for channel monetization, ranking first with an average monthly earnings exceeding \$1.2 million. This figure is more than double compared to the adjacent category. The characteristic of shows is their ability to collaborate with production companies or other commercial partners to create advertising content, thereby attracting sponsorship from third parties and significantly increasing revenue.

Despite previous analyses indicating that Music and Entertainment are the top popular categories, it is surprising that they rank lower in terms of earning potential. This difference raises questions about the relationship between viewership, popularity, and revenue potential on this platform. A YouTube channel with high income does not necessarily depend solely on user views but may come from a variety of other income sources.

## Question 13: Does higher viewership lead to higher channel revenue?



While there is a positive relationship, the **correlation is not extremely strong**. This suggests that **high viewership alone does not guarantee corresponding high income**. Other factors such as video duration, user engagement, or ad placement location may influence channel revenue.

The **quality of the video may be more important than the absolute number** (e.g., viewer retention rate, click-through rate). Channels focusing on creating engaging, high-quality content to attract loyal users may generate higher average monthly earnings even with fewer views.

This correlation somewhat reinforces the previous argument that **successful YouTube channels may have diverse revenue sources**. Revenue from merchandise sales, sponsored content, affiliate marketing, and fan contributions make them less reliant on traditional advertising revenue or user views.

## Conclusion:

There are many factors determining the success of a YouTube channel, and while this analysis is based on the provided variables, more data is needed to provide deeper and more useful insights for those looking to engage with this platform.

Some determinants of a YouTube channel's success and the main trends that can be drawn from this dataset include:

## Determinants of Success:

- **Loyal Subscribers:** Channels with a strong subscriber base tend to attract more video views. Building a loyal subscriber base takes time and requires effective content from channel creators. This is why channels built at critical milestones tend to succeed. Overall, it's a process of persistence and continuous creativity.
- **Appropriate Content Selection:** Categories like Entertainment, Music, Gaming, or Comedy have an advantage in popularity. Channels creating content from these categories often attract more viewers, especially in entertainment and music. Education and How-to & Style are relatively high-ranking categories, though not as high, indicating their importance to the audience. Shows have the highest view ratio per subscriber, implying loyal channel followers and high-quality content. However, some categories with viral or search-friendly content are not very effective, as seen with the Travel & Events category.
- **Revenue Sources Beyond Views:** While views have a positive correlation with income, it's not particularly strong. Channel revenue may depend on factors like interaction level, video duration, or ad placement, limiting the dataset's ability to discern effective income sources. However, overall, Shows are offering significant earning potential, despite music and entertainment being more popular.
- **Quality Over Quantity:** As seen in the previous analysis, uploading many videos does not necessarily result in more subscribers or corresponding views. Top YouTubers prioritize quality content because content is the most critical factor. Videos must provide value to viewers, be engaging, and satisfy the target audience's needs.
- **Consistency:** There's always a close connection between video content, channel category, and channel name. This connection makes it easier for viewers to find the content they need, increasing the chances of recommendations when there's a search query, helping channels reach a wide audience.

## User Trends Through Most Successful YouTube Channels:

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### **Recommendations for Building an Effective YouTube Channel in the Future:**

- **Identify Content and Build a Suitable User Group:** In a rapidly changing world with increasingly diverse topics, finding suitable content for your creative abilities and then identifying related target groups is the first step when stepping into this platform.
- **Quality Content:** As mentioned throughout the analysis, content is always the top priority. A channel with engaging and audience-satisfying videos will have the ability to convert views into subscriptions.
- **Interaction with Viewers:** Comment responses, social media interaction, and building a supportive community are crucial in building loyal subscribers.
- **Share Across Linked Platforms:** Through several platforms linked to YouTube, sharing videos and content (release schedule, video demos, teasers, etc.) on social media pages can help increase recognition and reach the target audience.
- **SEO (Search Engine Optimization):** Optimize both video content and descriptions to increase the likelihood of appearing in search results on YouTube.
- **Building Personal Branding:** Continuously updating and supplementing necessary knowledge to develop deep knowledge of the main content your channel is exploiting. Try to leverage your creativity to create unique, standout content compared to other channels.
- **Time and Patience:** Building a channel and creating a large number of loyal users is a long-term process. Persistence, relentless effort to keep up with the times, is something every YouTuber needs to have.

## **Appendix**

Please click [here](#) to see all the code!

## **Contact**

For further information, please reach out to me at [dinhviettuan240296@gmail.com](mailto:dinhviettuan240296@gmail.com)

**THANKS FOR READING!**