Project submitted to the

Project Based Experimental learning Naan Mudhalavan smart internz

Submitted by

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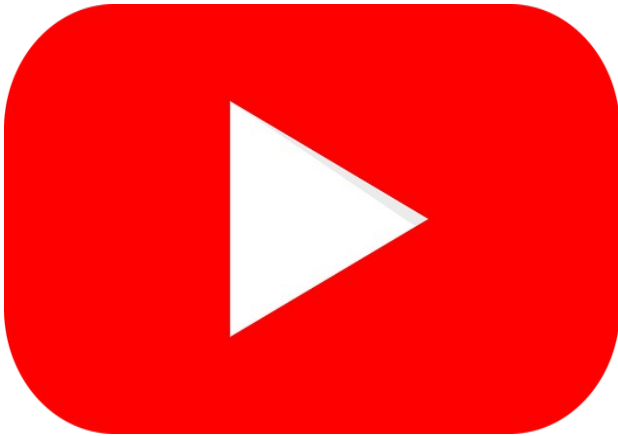
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Subcribers Galore : Exploring world's Top Youtube Channels

INTRODUCTION:

YouTube is an American online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. It is owned by Google and is the second most visited website in the world, after Google Search.

YouTube has more than 2.5 billion monthly users, who collectively watch more than one billion hours of videos every day. As of May 2019, videos were being uploaded to the platform at a rate of more than 500 hours of content per minute hours of content per minute.

What is Youtube?

Youtube is an online free video-sharing social media platform by Google. It was launched on February 14, 2005. The founder of youtube is Steve Chen, Chad hurley, and Javed Karim and the first-ever video shared on youtube was by Javed Karim. Youtube is a platform where people can upload videos and also can like, share, comment, follow and make their own channel, and subscribe also. This is one of the most used media and people can use it on their mobile phones and laptops. Youtube is the easiest way to upload videos online and watch videos with almost every type of content. We can share videos of any content like facts, cooking, daily vlogging, or totally study material. There is no limitation on the size or content of the video and also we can search for any type of video.

Comparison Table

Advantages

- Free of cost service
- Easy to use the service

  Good source to earn revenue
- Can connect with a wide audience
- Also used by students for educational videos

Disadvantages

- Inappropriate content also uploaded
- Bullying and defamation is easily done
- Little difficult to start earning
- Not easy to concentrate on a single topic
- Needs parental control set up

Youtube is important for your business

Why YouTube is important for your business

- 2nd Largest Search Engine
- 3rd Most Visited Site After Google FB.
- 400 Hours of Video Are Uploaded Per Min.
- 1 Billion Hours Daily Watched
- 50+ % Users From Mobile Devices.
- 40 Mins Average Session

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Most Subscribed YouTube Channels

Most Subscribed YouTube Channels

Countries:

 * India, United States, Sweden, Ukraine, Russia, South Korea, Cyprus, Canada, Brazil, Argentina, Romania, United Kingdom, Chile, Mexico, El Salvador, United States, Belarus.
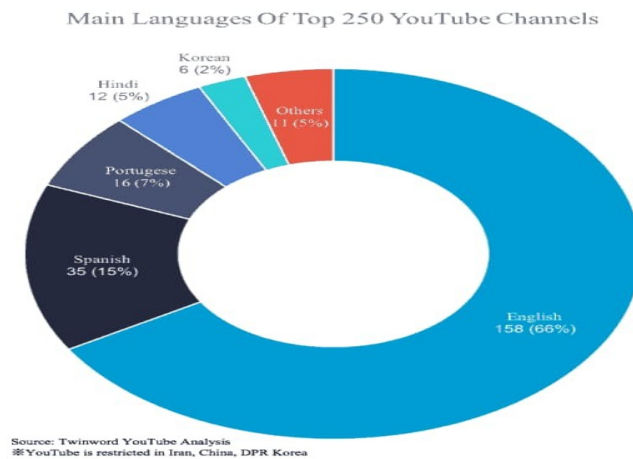
Categories:

Music, Education, Entertainment, Games, Sports, Film, News.

Primary Languages:

English, Hindi, Spanish, Korean, Portuguese, Russian, Bhojpuri.
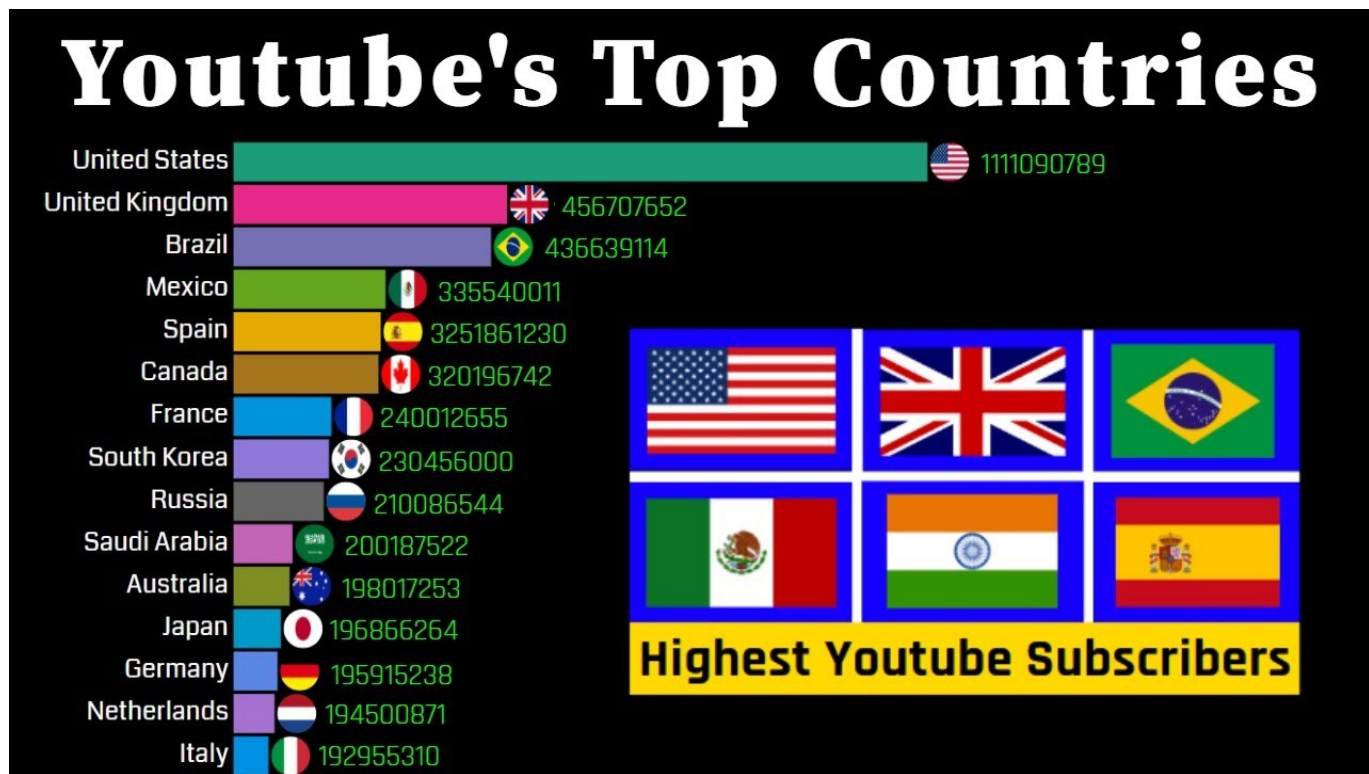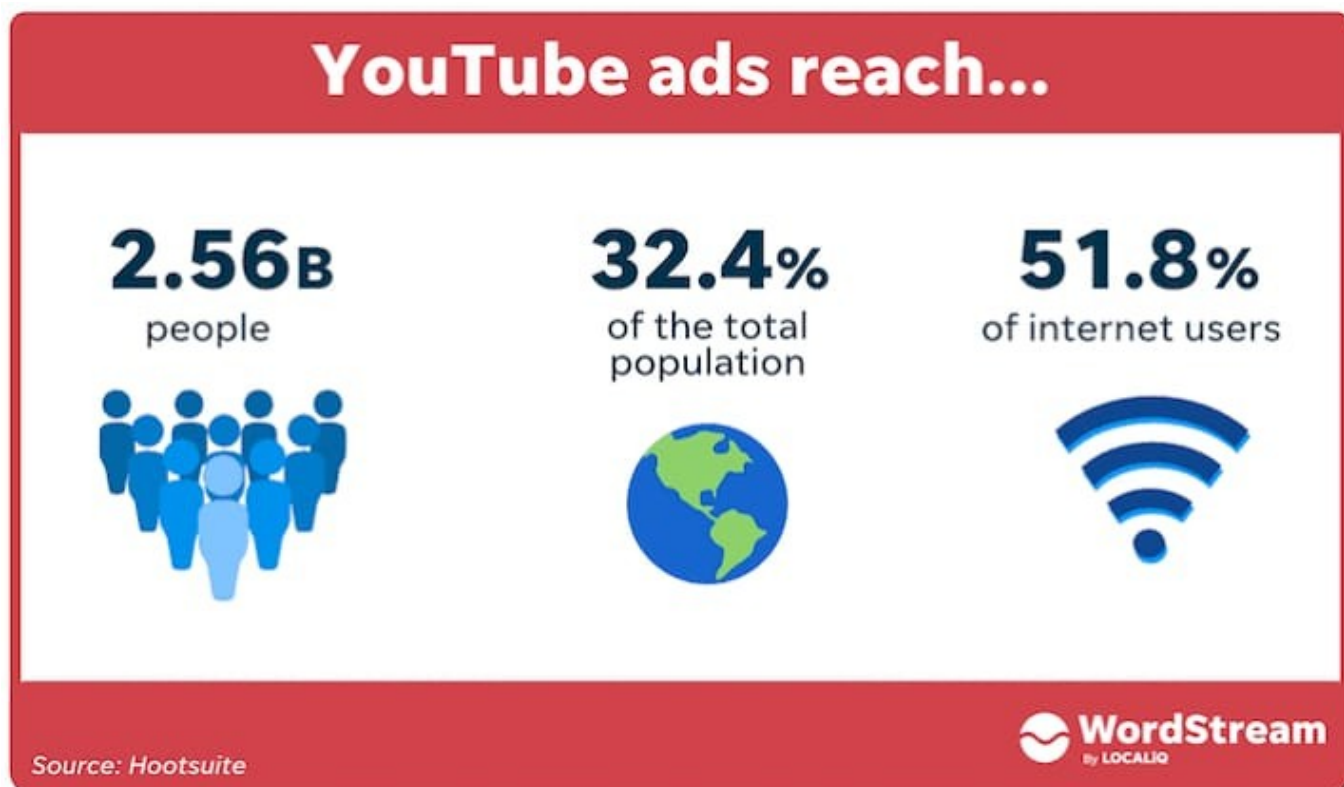
Main Languages of Top 250 YouTube Channels

The Importance of YouTube in Digital marketing

YouTube's Top countries:

Youtube's Top Countries

Country	Subscribers
United States	1111090789
United Kingdom	456707652
Brazil	436639114
Mexico	335540011
Spain	3251861230
Canada	320196742
France	240012655
South Korea	230456000
Russia	210086544
Saudi Arabia	200187522
Australia	198017253
Japan	196866264
Germany	195915238
Netherlands	194500871
Italy	192955310

Highest Youtube Subscribers

YouTube ads reach.

YouTube ads reach...

2.56B people

32.4% of the total population

51.8% of internet users

Source: Hootsuite

WordStream
By LOCALIQ

TOP 100 YOUTUBE CHANNALS

1st		T-Series
2nd		Cocomelon - Nursery Rhyr
3rd		MrBeast
4th		SET India
5th		❀ Kids Diana Show
6th		PewDiePie
7th		Like Nastya

8th	Vlad and Niki
9th	Zee Music Company
10th	WWE
11th	BLACKPINK
12th	Goldmines
13th	Sony SAB
14th	5-Minute Crafts
15th	BANGTANTV

16th	Justin Bieber
17th	HYBE LABELS
18th	Zee TV
19th	Pinkfong Baby Shark - Kid:
20th	Canal KondZilla
21st	ChuChu TV Nursery Rhyme
22nd	Shemaroo Filmi Gaane
23rd	Colors TV

24th		T-Series Bhakti Sagar
25th		Dude Perfect
26th		Movieclips
27th		Wave Music
28th		Aaj Tak
29th		Sony Music India
30th		EminemMusic
31st		Marshmello

32nd		YRF
33rd		LooLoo Kids - Nursery Rhy
34th		Ed Sheeran
35th		Ariana Grande
36th		Taylor Swift
37th		Infobells - Hindi
38th		JuegaGerman
39th		Get Movies

40th		Badabun
41st		Fernanfloo
42nd		A4
43rd		Felipe Neto
44th		Você Sabia?
45th		BRIGHT SIDE
46th		Katy Perry
47th		whinderssonnunes

48th		ABS-CBN Entertainment
49th		Alan Walker
50th		Shakira
51st		**Маша и Медведь**
52nd		Rihanna
53rd		Masha and The Bear
54th		Kimberly Loaiza
55th		Little Baby Bum - Nursery

56th		Luisito Comunica
57th		elrubiusOMG
58th		shfa2 – شفا
59th		LUCCAS NETO – LUCCAS T
60th		CarryMinati
61st		GR6 EXPLODE
62nd		Super Simple Songs – Kids
63rd		TEDx Talks

64th		shfa
65th		TheEllenShow
66th		One Direction
67th		Daddy Yankee
68th		Mikecrack
69th		Maria Clara & JP
70th		ABP NEWS
71st		Maroon 5

72nd		YouTube
73rd		La Granja de Zenón
74th		Total Gaming
75th		IndiaTV
76th		Markiplier
77th		Ryan's World
78th		Genevieve's Playhouse –
79th		VEGETTA777

79th		VEGETTA777
80th		Techno Gamerz
81st		Galinha Pintadinha
82nd		SSSniperWolf
83rd		Selena Gomez
84th		KHANDESHI MOVIES
85th		Jingle Toons
86th		CVS 3D Rhymes & Kids Sol

87th		MrBeast Gaming
88th		BabyBus – Kids Songs and
89th		The Weeknd
90th		rezendeevil
91st		Mr Bean
92nd		GENIAL
93rd		Dream
94th		Luis Fonsi

94th		Luis Fonsi
95th		MR. INDIAN HACKER
96th		ZAMZAM ELECTRONICS TI
97th		The Tonight Show Starring
98th		Peppa Pig – Official Chann
99th		TheDonato
100th		Round2hell

Top 6 Most Popular Types of Youtube Videos

Top 6 Most Popular Types of YouTube Videos
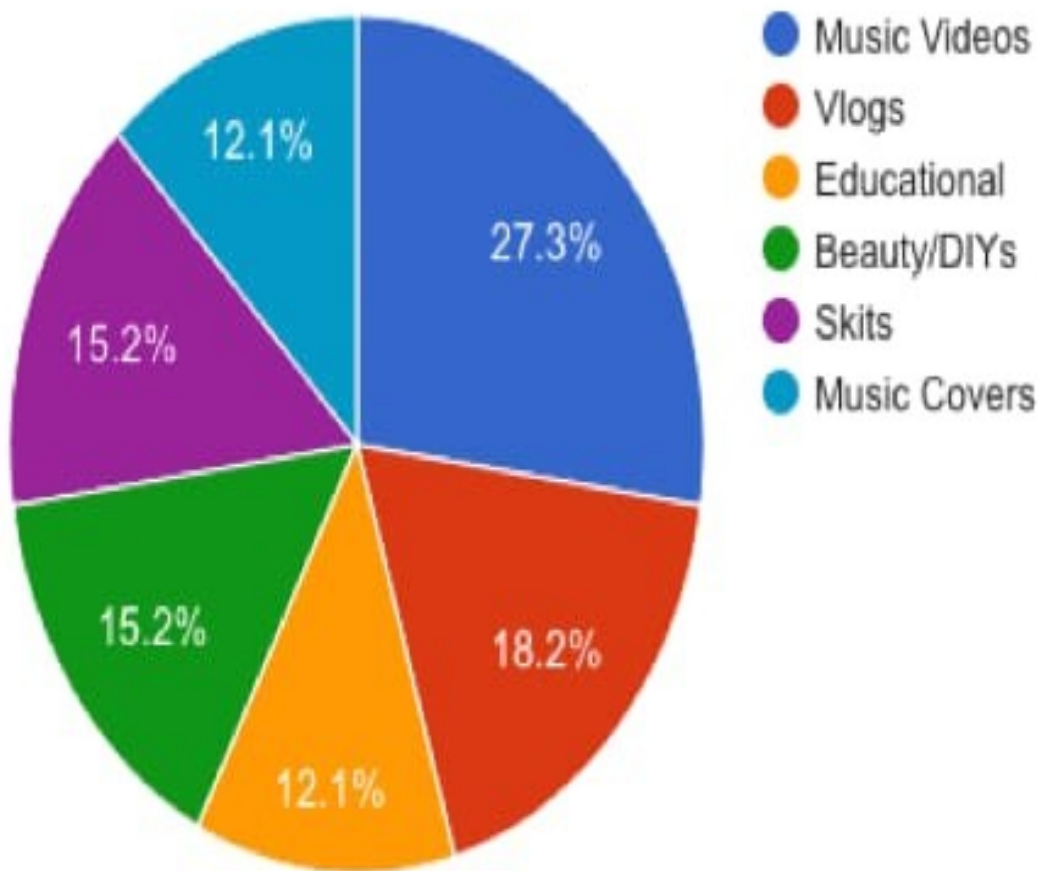
Cocomelon - Nursery Rhymes

Kids Diana Show

Like Nastya

Vlad and Niki

Pinkfong Baby Shark...

ChuChu TV Nursery Rhymes...

El Reino Infantil

0M   50M   100M   150M   200M

bloggingwizard

Source: SocialBlade

	0	100,000,000	200,000,000	
T-Series				243,000,000
MrBeast			161,000,000	
Cocomelon			160,000,000	
SET India			157,000,000	
✿ Kids Diana Show		112,000,000		
PewDiePie		111,000,000		
Like Nastya		106,000,000		
Vlad and Niki		97,700,000		
Zee Music Company		95,500,000		
WWE		95,200,000		

Now

Total: 1,338,400,000

TOP 10 COUNTRIES BY USERS

Users (in Million) by Country:

Country	Users (in Million)
India	467
USA	246
Brazil	142
Indonesia	139
Mexico	81.8
Japan	78.4
Pakistan	71.7
Germany	70.9
Vietnam	63
Turkey	57.9
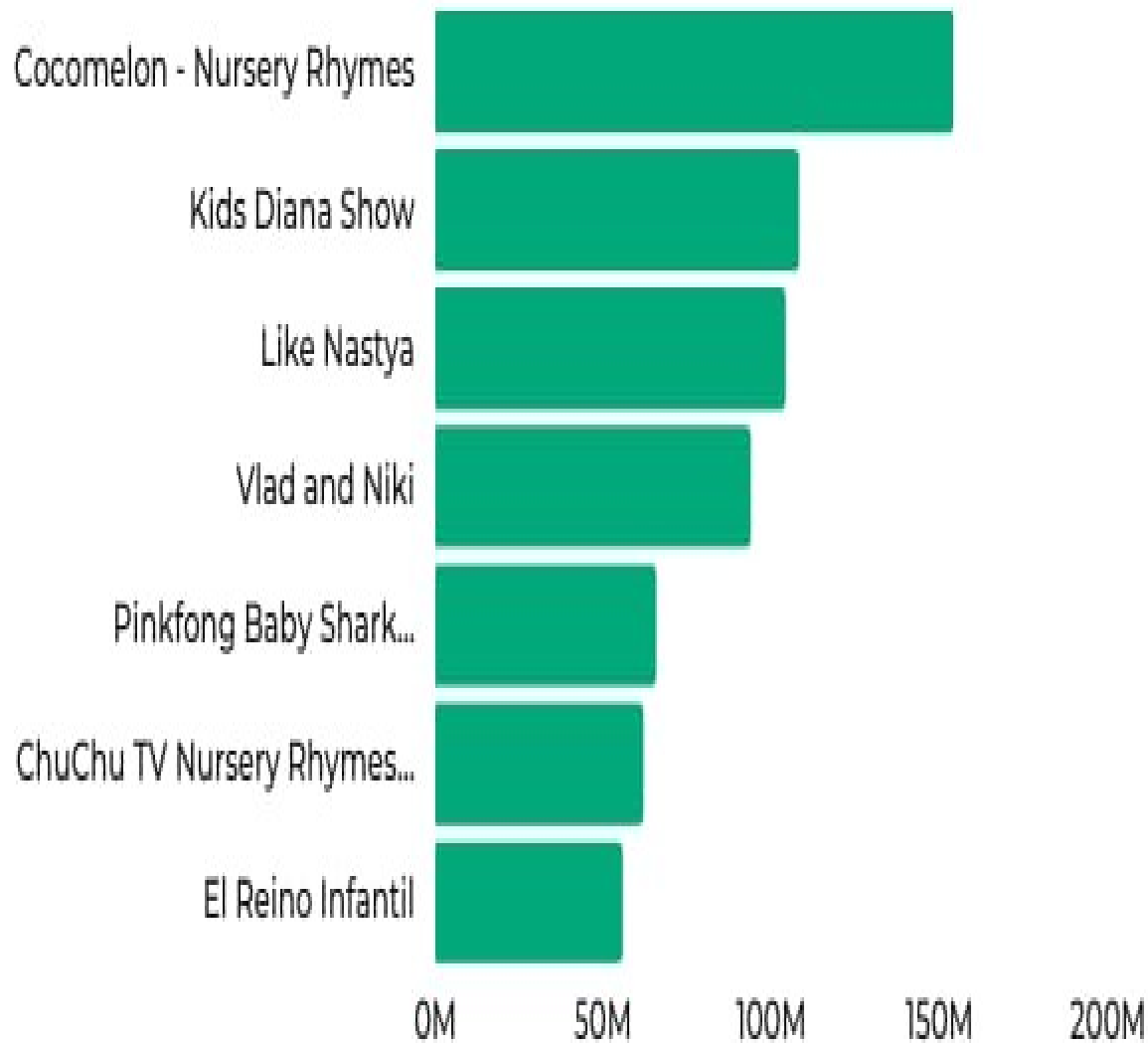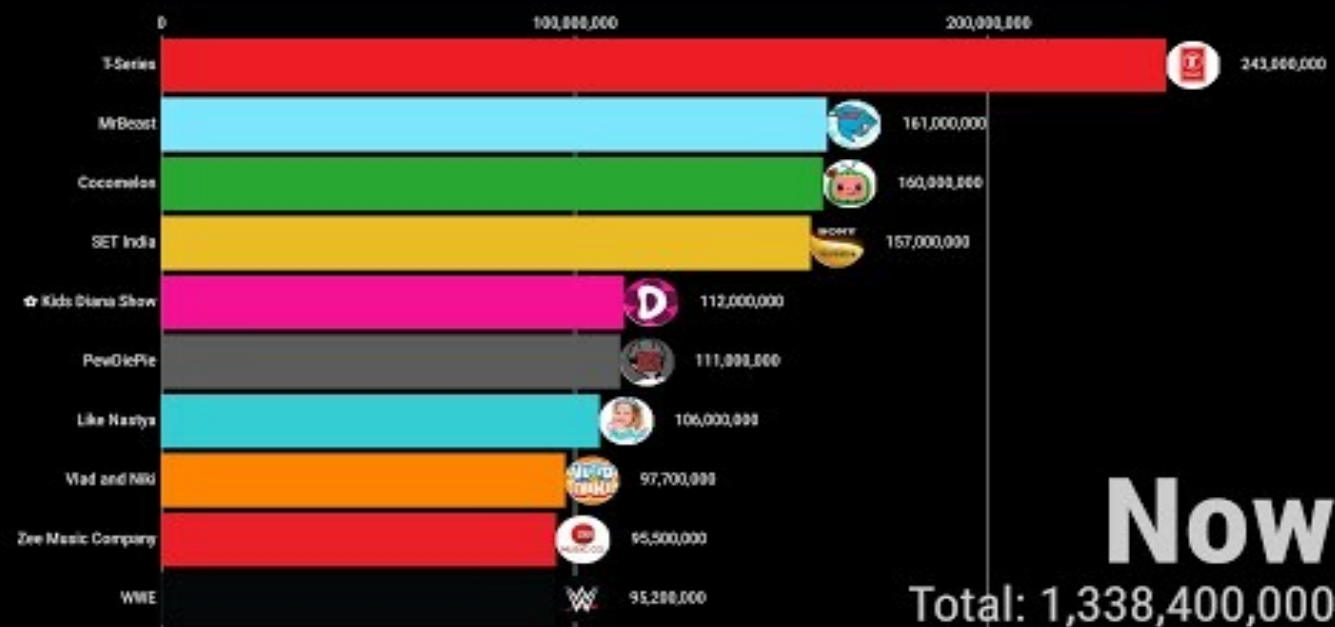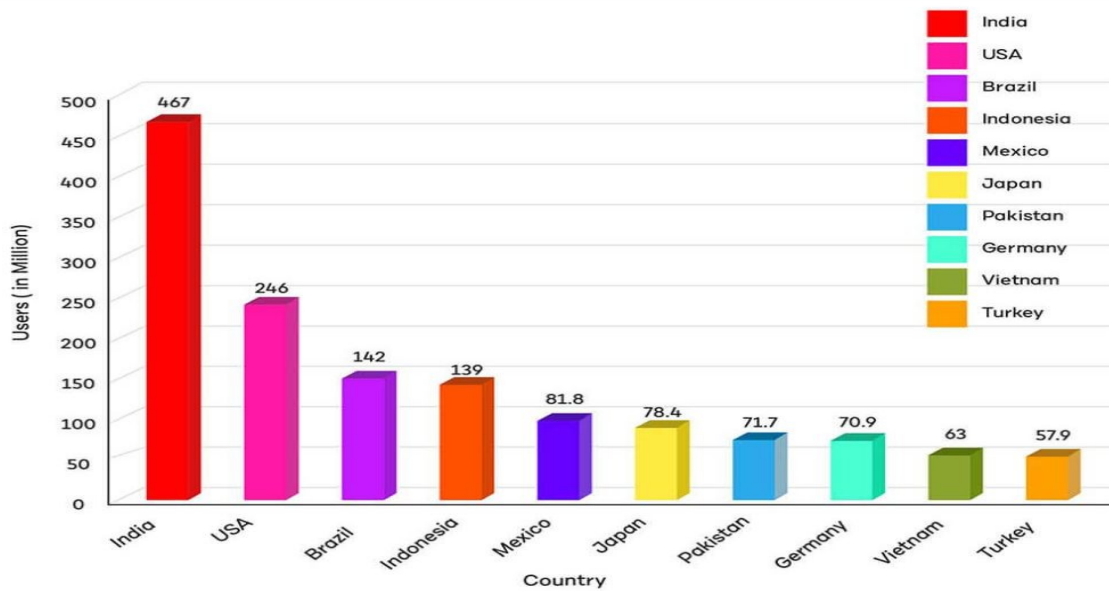
Most Subscribed channels 2023

YOUTUBE: MOST SUBSCRIBED CHANNELS 2023
*Source: Statista

Number of subscribers in millions

159
162
169
170
246
118
112
111
106
94.3

T-series
YouTube Movies
MrBeast
Cocomelon
SET India
Music
Kids Diana Show
PewDiePie
Like Nastya
Gaming
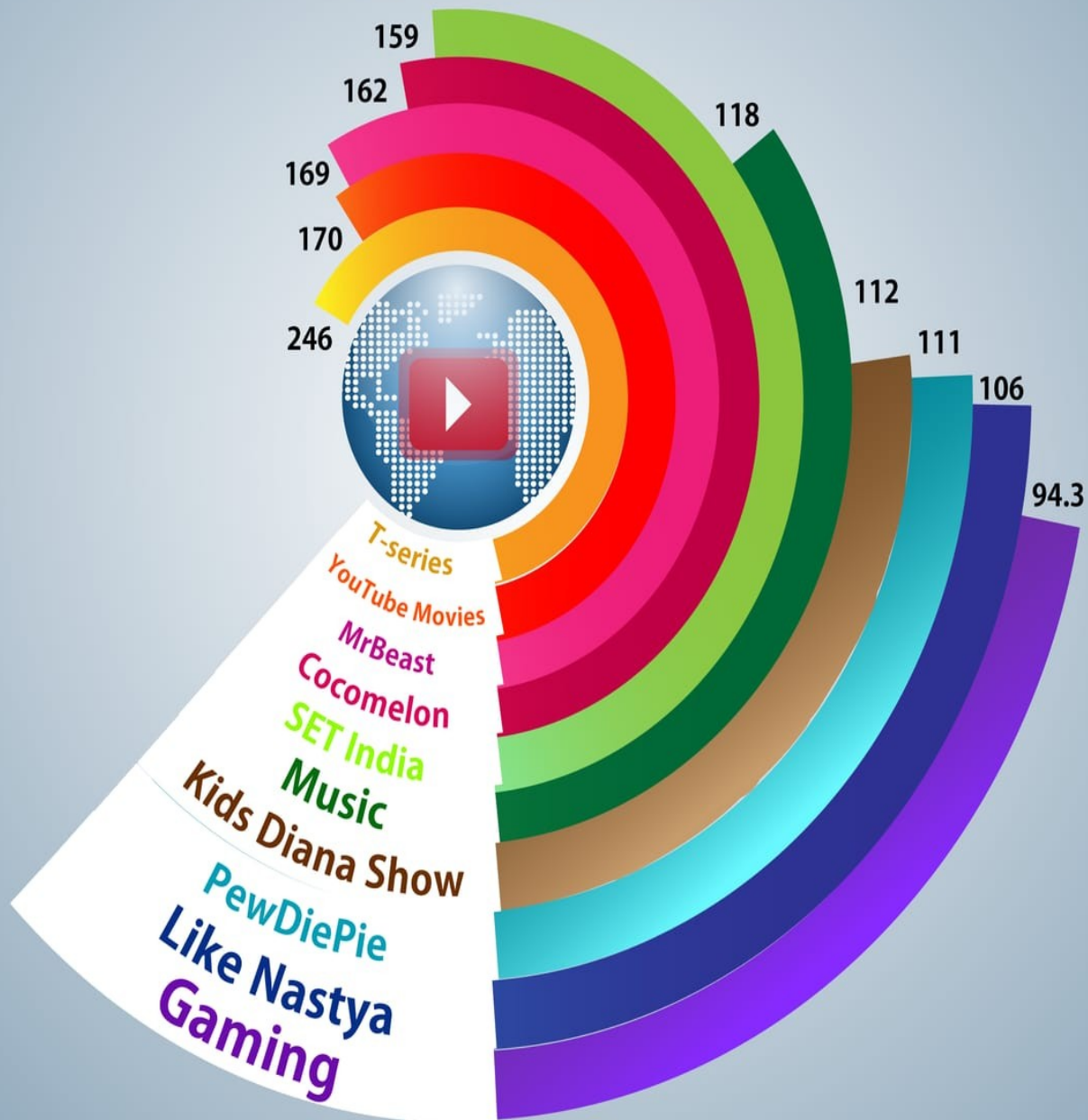
Connect Dataset with tableau

Data preparation

Data Visualization, Definition, Examples, And Learning Resources:

In our increasingly data-driven world, its more important than ever to have accessible ways to view understand data. After all, the demand for data skills in employees is steadily increasing each year. Employees and business owners at every level need to have an understanding of data and of its impact.

That's where data visualization comes in handy.With the goal of making data more accessible and under standable, data visualization in the form of dashboards is the go –tool for many businesses to analy and share information.

In the world of Big Data, data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions.
What are the advantages and disadvantages of data visualization
Something as simple as presenting data in graphic format may seem to have no downsides. But sometimes data can be misrepresented or misinterpreted when placed in the wrong style of data visualization. When choosing to create a data visualization, it's best to keep both the advantages and disadvantages in mind.

Advantages

Our culture is visual, including everything from art   and advertisements to TV and movies. Data visualization is another form of visual art that grabs our interest and keeps our eyes on the message. When we see a chart, we quickly see trends and outliers. If we can see something, we internalize it quickly. It's storytelling with a purpose. If you've ever stared at a massive spreadsheet of data and couldn't see a trend, you know how much more effective a visualization can be.

Some other advantages of data visualization include:

• Easily sharing information.

• Interactively explore opportunities.

• Visualize patterns and relationships.

Disadvantages

While thorn are many advantages

Como of

Advantages and Disadvantages of Youtube

Advantages

- Free of cost
- A simple way to share
- Can earn money
- Can connect more audience

Disadvantages

- Vulgarity
- Bullying and defamation
- Earning money is difficult
- Too much distraction

AplusTopper.com

YouTube

Advantages

- Gives access to huge video content.
- Gives the opportunity to earn money through video.
- Facilitates to store video offline.
- Easy to use and share content with others.
- Can be utilized for study purposes.

Disadvantages

- Some content has got paid access.
- A huge advertisement takes place.
- Some content is adult rated but still, the under-aged children can access it.
- There is no limit to view videos on YouTube.
- Pirated videos still operate on YouTube.

Disadvantages,

While there are many advantages, some of the disadvantages may seem less obvious. For example, when viewing visualization with many different data points, it's easy to make an inaccurate assumption. Or sometimes the visualization is just designed wrong so that it's biased or confusing.
Some other disadvantages include:

• Biased or inaccurate information.

• Correlation doesn't always mean causation.

• Core messages can get lost in translation.

Important of data visualization

The importance of data visualization is simple: it helps people see, interact with, and better understand data. Whether simple or complex, the right visualization can bring everyone on the same page, regardless of their level of expertise.

It's hard to think of a professional industry that doesn't benefit from making data more understandable. Every STEM field benefits from understanding data-and so do fields in government, finance, marketing, history, consumer goods, service industries, education, sports, and so on.

While we'll always wax poetically about data visualization (you're on the Tableau website, after all) there are practical, real-life applications that are undeniable. And, since

visualization is so prolific, it's also one of the top pest useful professional skills to develop.

Data visualization and big data

As the "age of big data " kicks into high gear, visualization is an increasingly key tool to make sense of the trillions of rows of data generated every day. Data visualization helps to tell stories by curating data into a form easier to understand, highlighting the trends and outliers. A good visualization tells a story, removing the noise from data and highlighting useful information.

However, it's not simply as easy as just dressing up a graph to make it look better or slapping on the "info" part of an infographic. Effective data visualization is a delicate balancing act between form and function. The plainest graph could be too boring to catch any notice or it make tell a powerful point; the most stunning visualization could utterly fail at conveying the right message or it could speak Different types of visualizations

When you think of data visualization, your first thought probably immediately goes to simple bar graphs or pie charts. While these may be an integral part of visualizing data and a common baseline for many data graphics, the right visualization must be paired with the right set of information. Simple graphs are only the tip of the iceberg. There's a whole

selection of visualization methods to present data in effective and interesting way
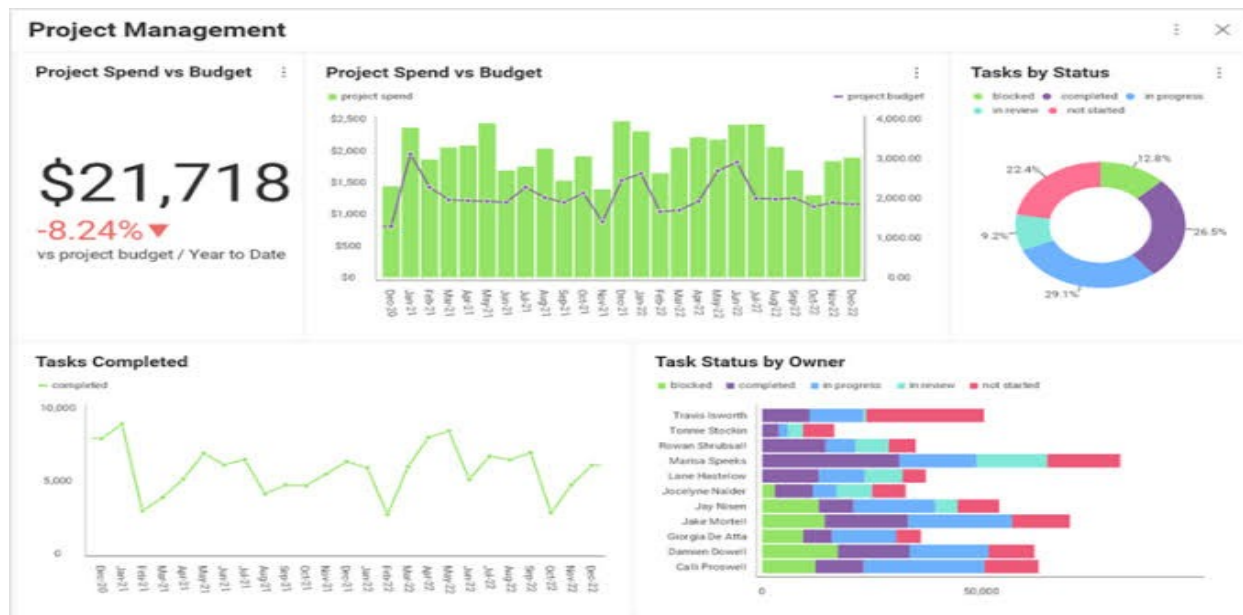
General types of visualizations:

Chart: Information presented in a tabular, graphical form with data displayed along two axes. Can be in the form of a graph, diagram, or map.

• Table:

A set of figures displayed in rows and columns. Learn more.

Graph:

A diagram of points, lines, segments, curves, or areas that represents certain variables in comparison to each other, usually along two axes at a right angle.
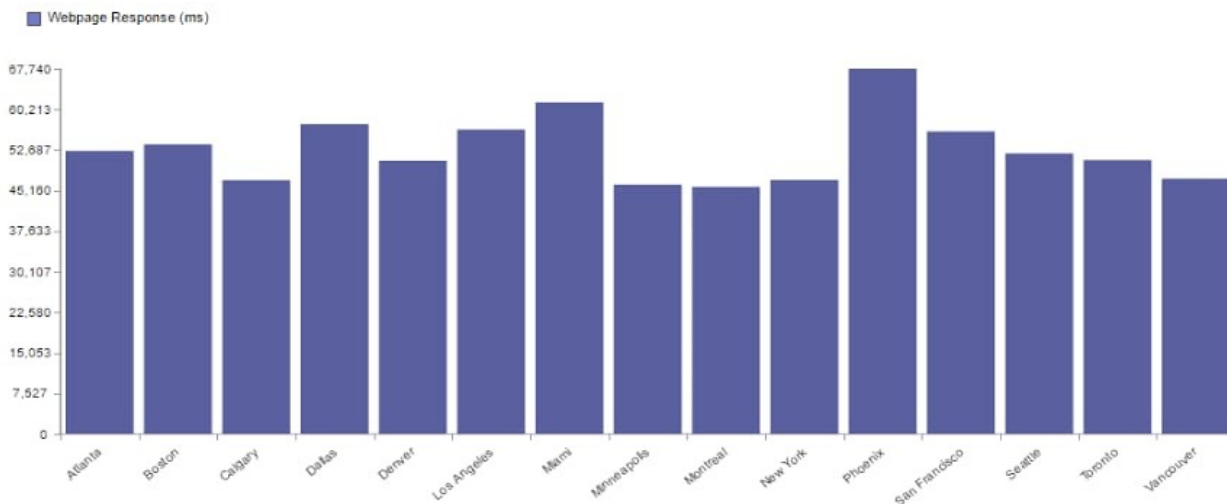
• Geospatial:

 A visualization that shows data in map form using different shapes and colors to show the relationship between pieces of data and specific

locations.

• Infographic: A combination of visuals and words that represent data. Usually uses charts or diagrams about data visualization

About data visualizatoion

If you're feeling inspired or want to learn more, there are tons of resources to tap into. Data visualization and data journalism are full of enthusiastic practitioners eager to share their tips, tricks, theory, and more.

Blogs about data visualization

See our list of great data visualization blogs full of examples, inspiration, and educational resources. The experts who write books and teach classes about the theory behind data visualization also tend to keep blogs where they analyze the latest trends in the field and discuss new vizzes. Many will offer critiques on modern graphics or write tutorials to create effective visualizations. Others will collect many different data visualizations from around the web in order to highlight the most intriguing ones. Blogs are a great way to learn more about specific subsets of data visualization or to look for relatable inspiration from well-done projects.

Brand Ranking Visual

I'm trying to show a Brand Ranking visual so I can show how a brand compares to the top x brands across different categories- I need the ability to change the top x number of brands. So for example, in the attached, I want to show the top 5 brands within each sub-category compared to the brand selected. The problem is it's counting the top 5 regardless of sub-category.

I need 5 brands plus the brand selected to be displayed for each subcategory, not just the top 5 brands regardless of sub-category (which is what it is doing here).

Rank unique main topics for each brand based on number of Negative and Positive count. Not a normal rank but comparing between Negative and Positive Count Rank main topics based on that.

I have 4 columns Main Topics, Sentiment, Sentence and Brand. To get number of unique sentences for each sentiment i took out 2 clean branches after filtering statentment   for each (pos and neg). Took an aggregate and got the Negative count and Positive count.

Now have 3 columns, Main Topic, Neg/Pos Count and Brand. I ranked the Main topics based on Neg/Pos count Desc by partitioning Brand. Key Top 3 ranks.

For each brand I got 3 Main topics for each brand. Here i am stuck.

Dashboard:

Responsive and Design of Dashboard:

The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user- centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard

that is user-friendly, interactive, and data-driven, providing actionable insights.

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables
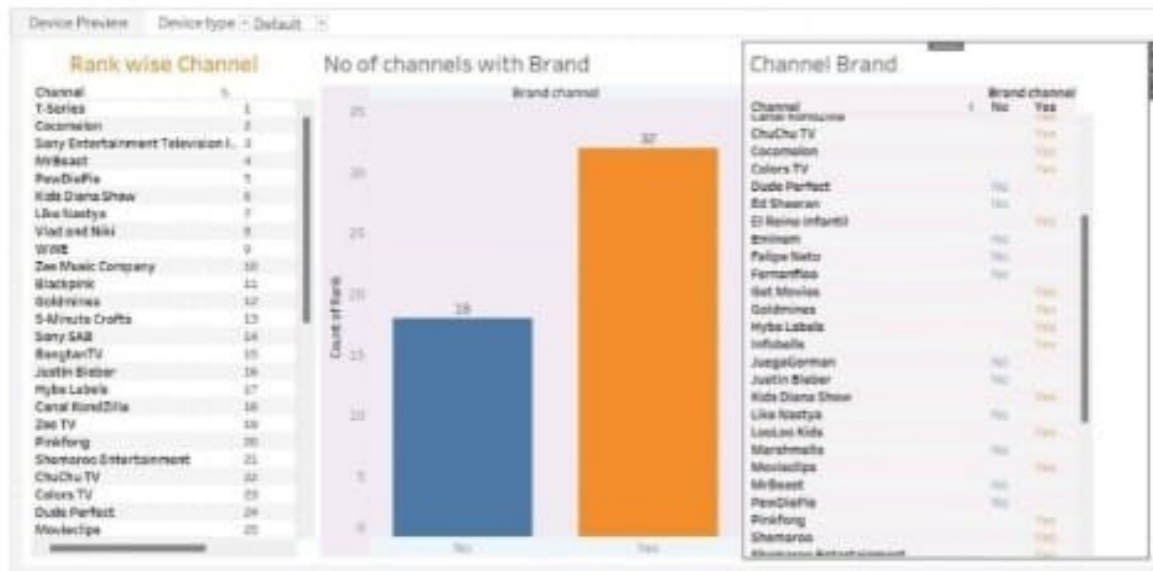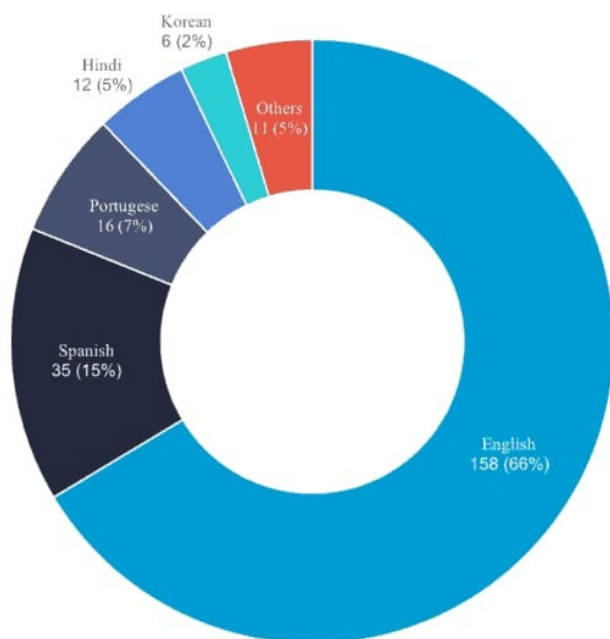
Supply And Demand Of Videos On YouTube By Categories

Channel name with Sub

No of Channels of a language

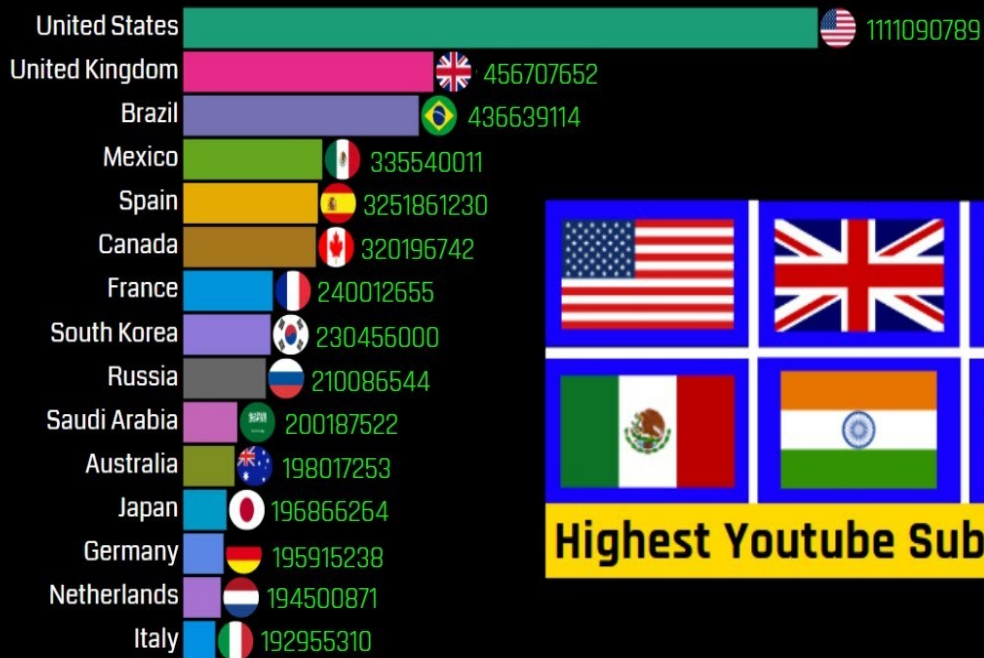Category wise language

Country and Lang
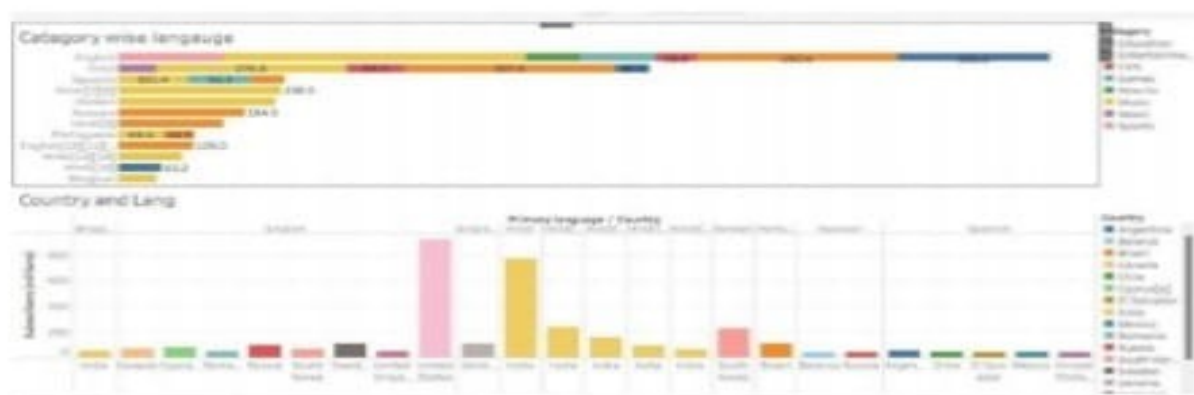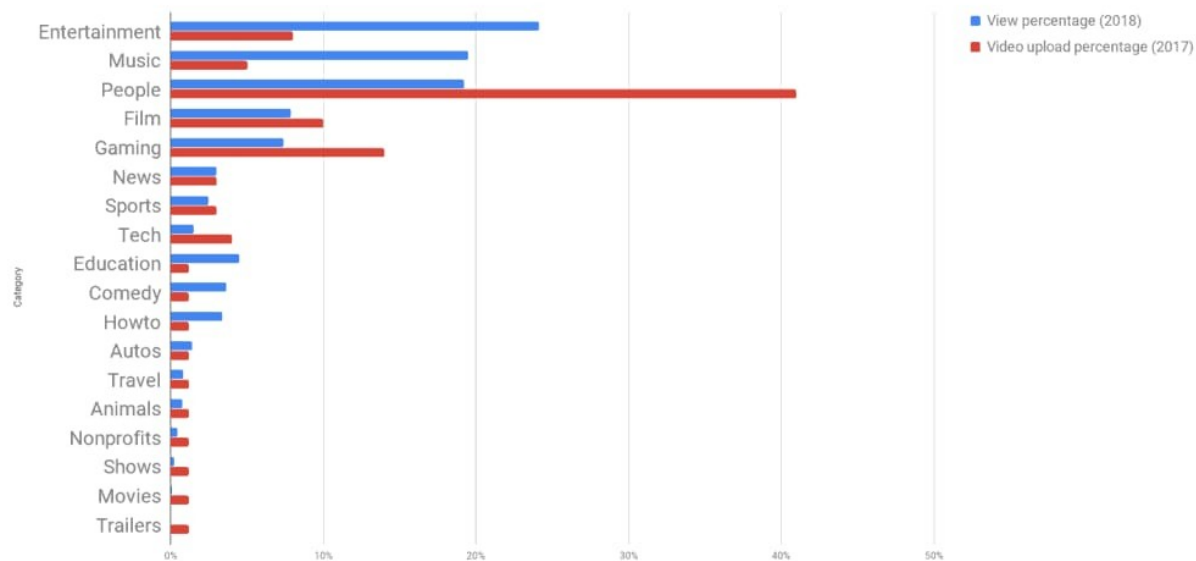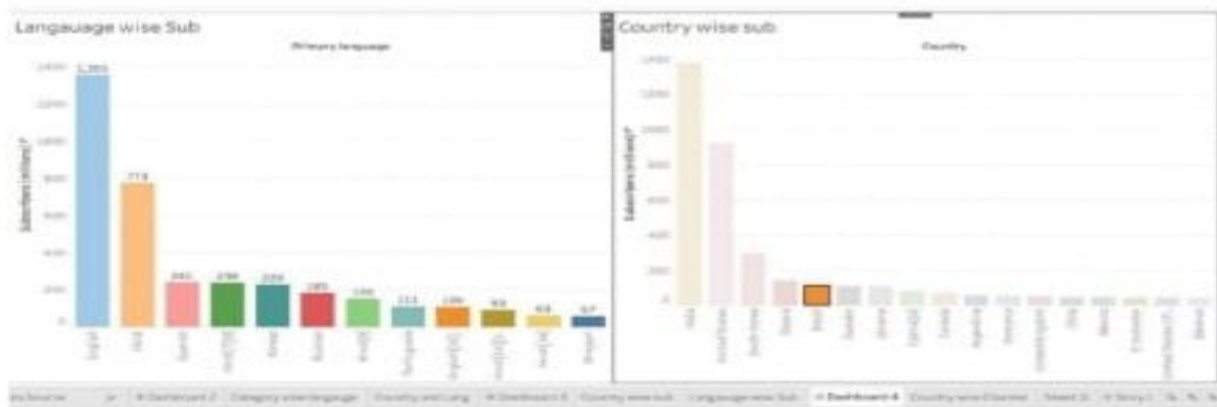
Main Languages Of Top 250 YouTube Channels

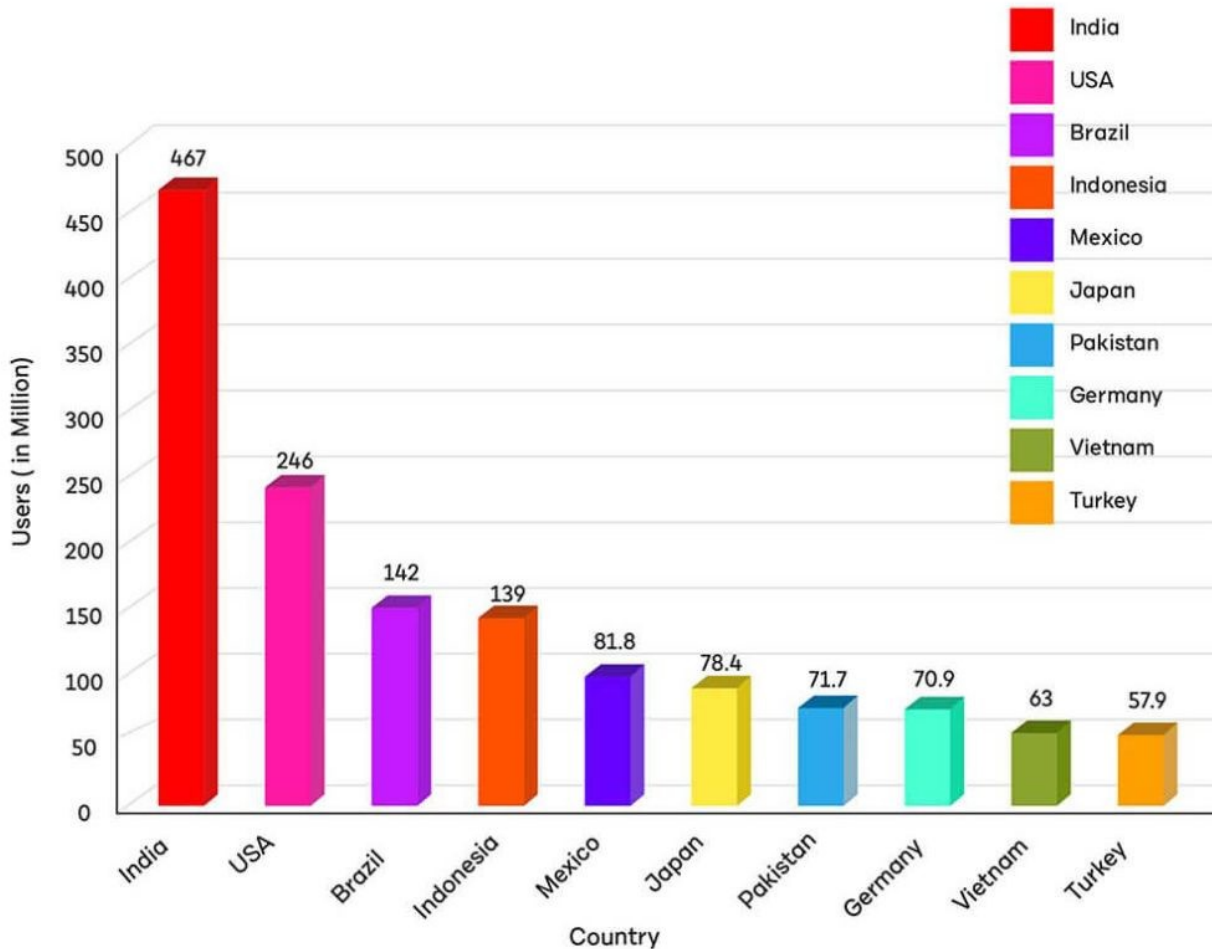Source: Twinword YouTube Analysis
※YouTube is restricted in Iran, China, DPR Korea

Youtube's Top Countries

Country	Subscribers
United States	1111090789
United Kingdom	456707652
Brazil	436639114
Mexico	335540011
Spain	3251861230
Canada	320196742
France	240012655
South Korea	230456000
Russia	210086544
Saudi Arabia	200187522
Australia	198017253
Japan	196866264
Germany	195915238
Netherlands	194500871
Italy	192955310

Highest Youtube Subscribers

TOP 10 COUNTRIES BY USERS

Legend:
- India
- USA
- Brazil
- Indonesia
- Mexico
- Japan
- Pakistan
- Germany
- Vietnam
- Turkey

Values (Users in Million): India 467, USA 246, Brazil 142, Indonesia 139, Mexico 81.8, Japan 78.4, Pakistan 71.7, Germany 70.9, Vietnam 63, Turkey 57.9

Stories

Applies to: Tableau Cloud, Tableau Desktop, Tableau Server

In Tableau, a story is a sequence of visualizations that work together to convey information. You can create stories to tell a data narrative, provide context, demonstrate how decisions relate to outcomes, or to simply make a compelling case.

A story is a sheet, so the methods you use to create, name, and manage worksheets and dashboards also apply to stories (for more details, see
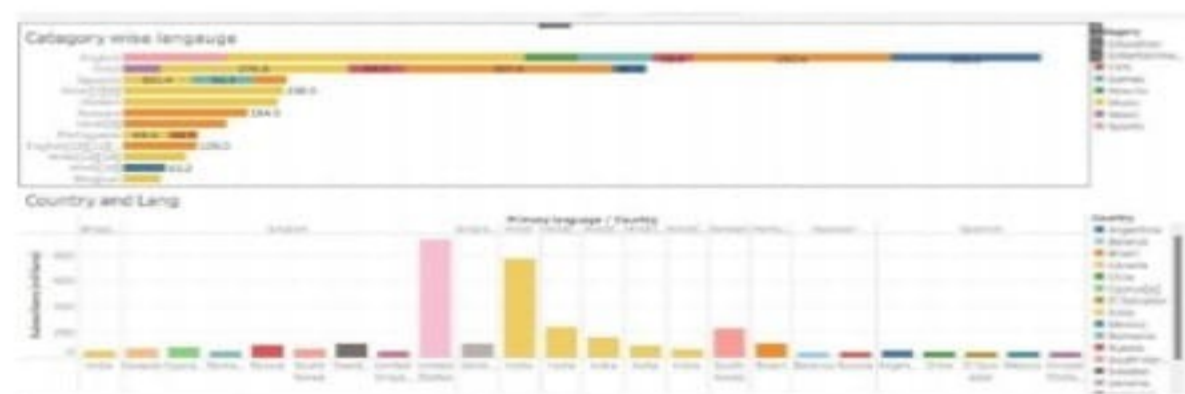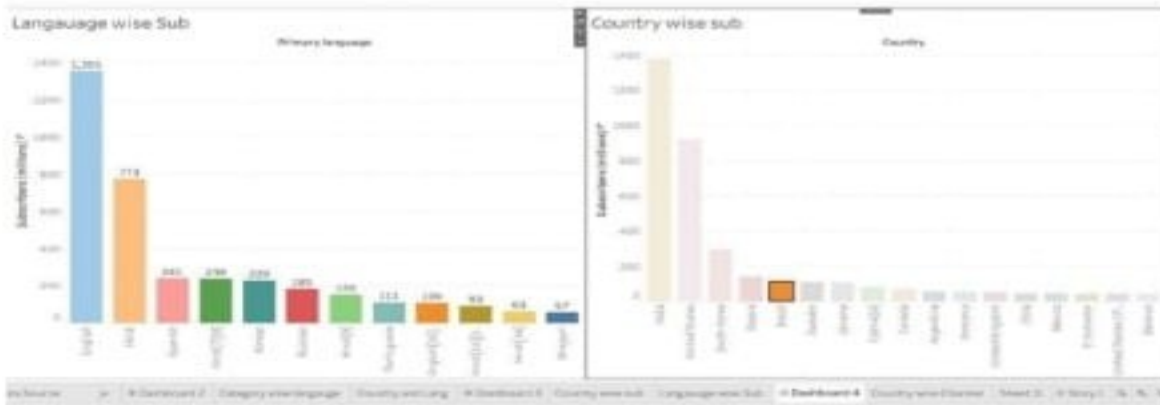
Story point.

When you share a story-for example, by publishing a workbook to Tableau Public, Tableau Server, or Tableau Cloud-users can interact with the story to reveal new findings or ask new questions of the data

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.
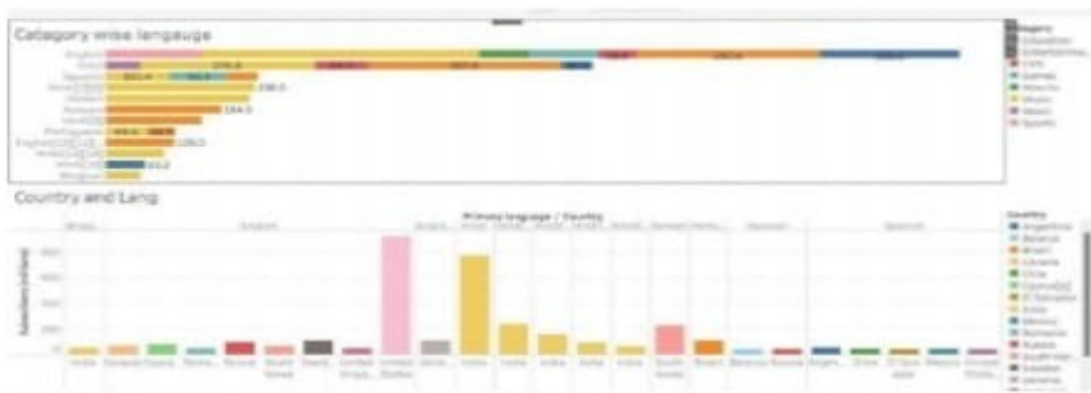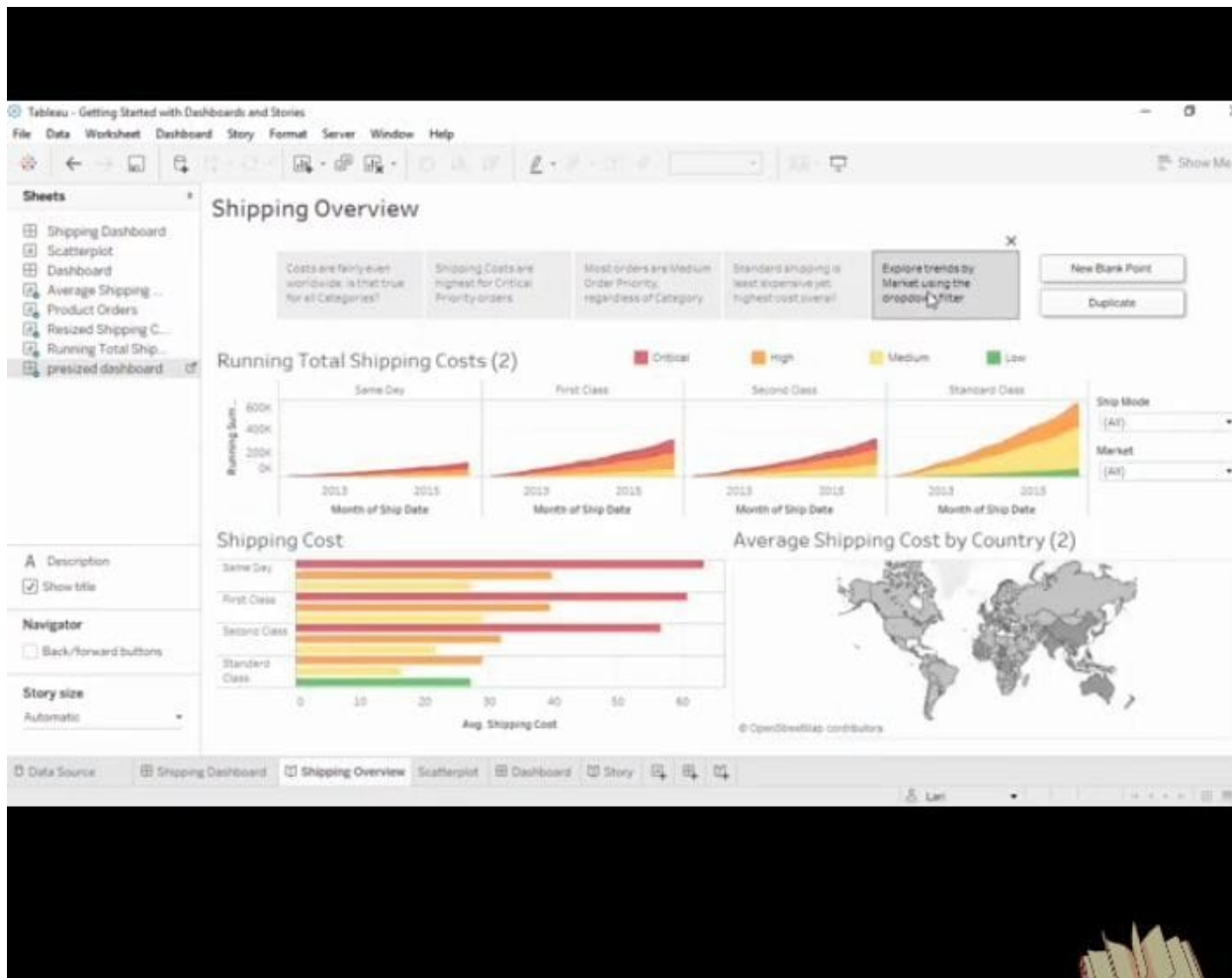
 No of Scenes of Story

The number of scenes in a storyboard for Data-Driven insights on YouTube channels Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.
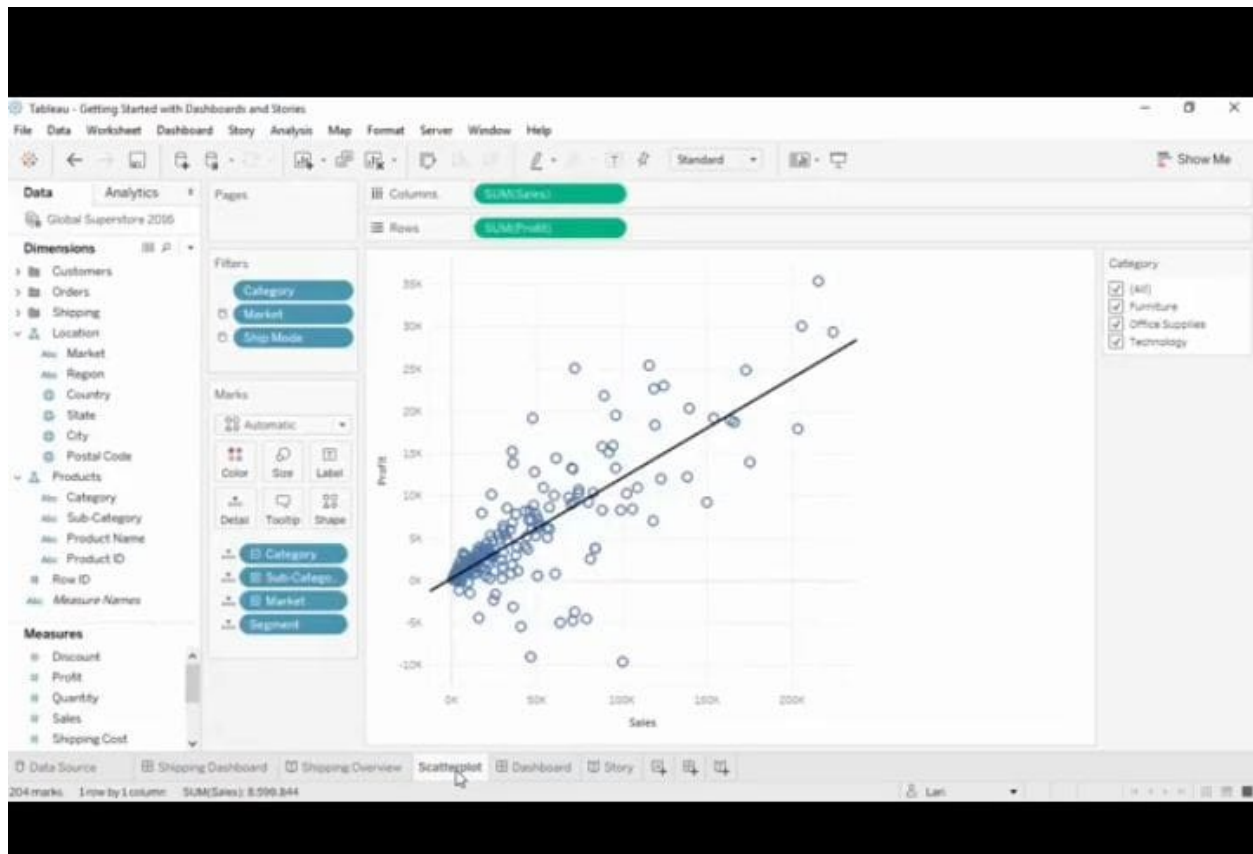
Rank wise Channel

Channel	%
T-Series	1
Cocomelon	2
Sony Entertainment Television I...	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25

No of channels with Brand

Channel Brand

Channel	Brand channel No	Brand channel 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	
Fernanflloo	No	
Hot Movies		Yes
Goldmines		Yes
Hybe Labels		Yes
Infobells		Yes
JuegaGerman	No	
Justin Bieber	No	
Kids Diana Show		Yes
Like Nastya	No	
LooLoo Kids		Yes
Marshmello	No	
Movieclips		Yes
MrBeast	No	
PewDiePie	No	
Pinkfong		Yes
Shemaroo		Yes
Shemaroo Entertainment		

Channel name with Sub

No of Channels of a language

Category wise language

Country and Lang

Performance testing

No of Visualizations/ Graphs

1.   Table shows Rank wish channel.

2.   Bar graph shows the number of channels with Brand.

3.   Table shows Brand

4.   Heatmap shows channel name with subscribers

5.   Circle shows a number of channels with a particular language.

6.   Bar graph shows category wise language

7.   Bar graph shows the Country with its primary language and number of subscribers.

8.   Bar graph shows language wise subscribers.

9.   World map showing Country wise channel.

Milestone

Publishing

Publishing helps as to track and monitor key performance metrics, to communicate results and progress. Help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

 Step 1Go to data Source and Select Extract so that .hyper extension files are created and save it at your desktop.

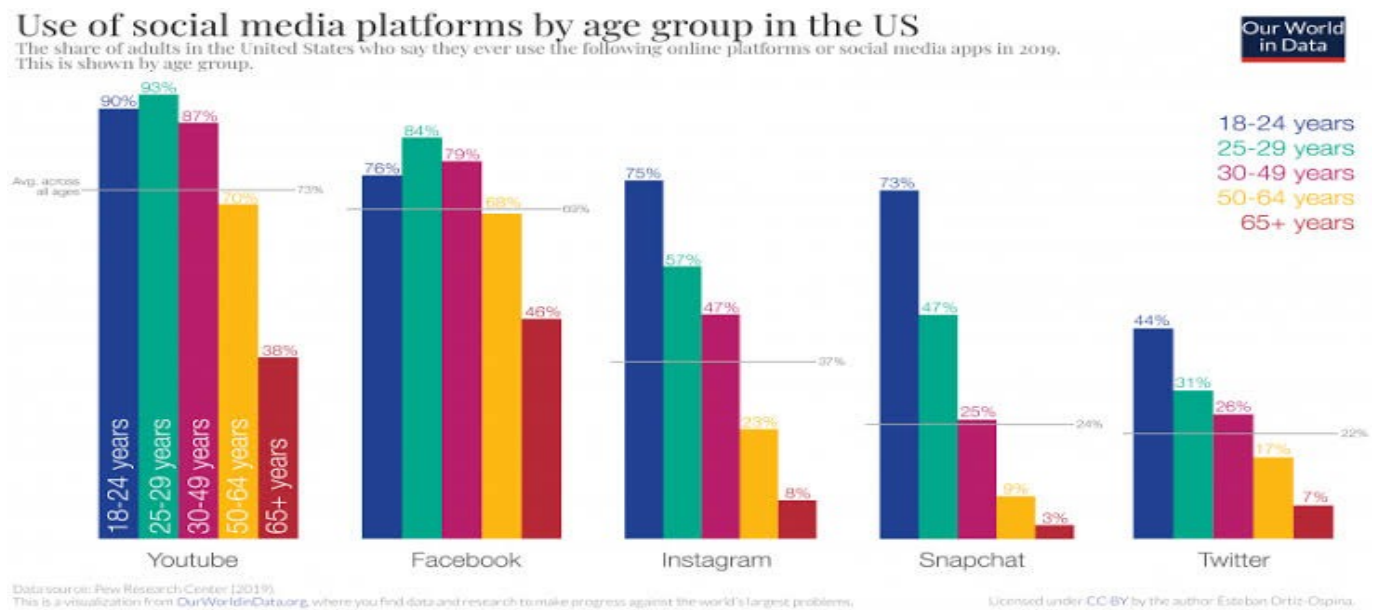## Total Video Virws Over Time
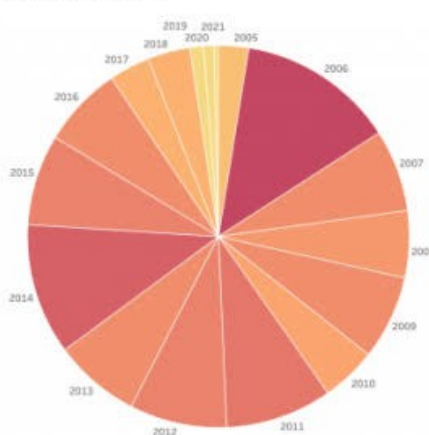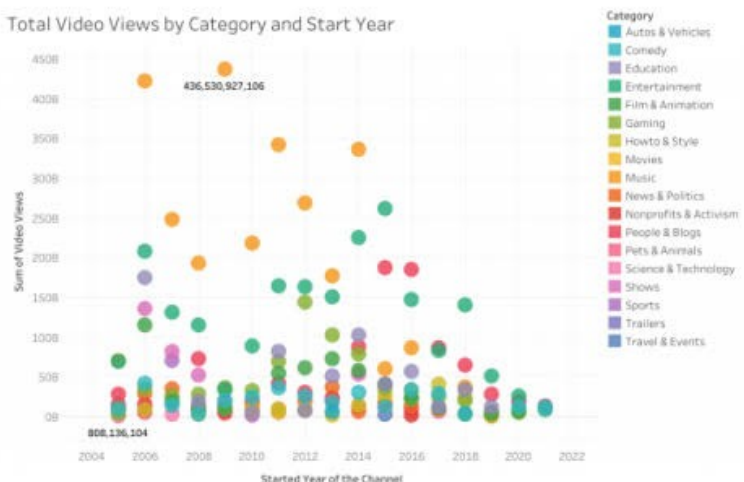
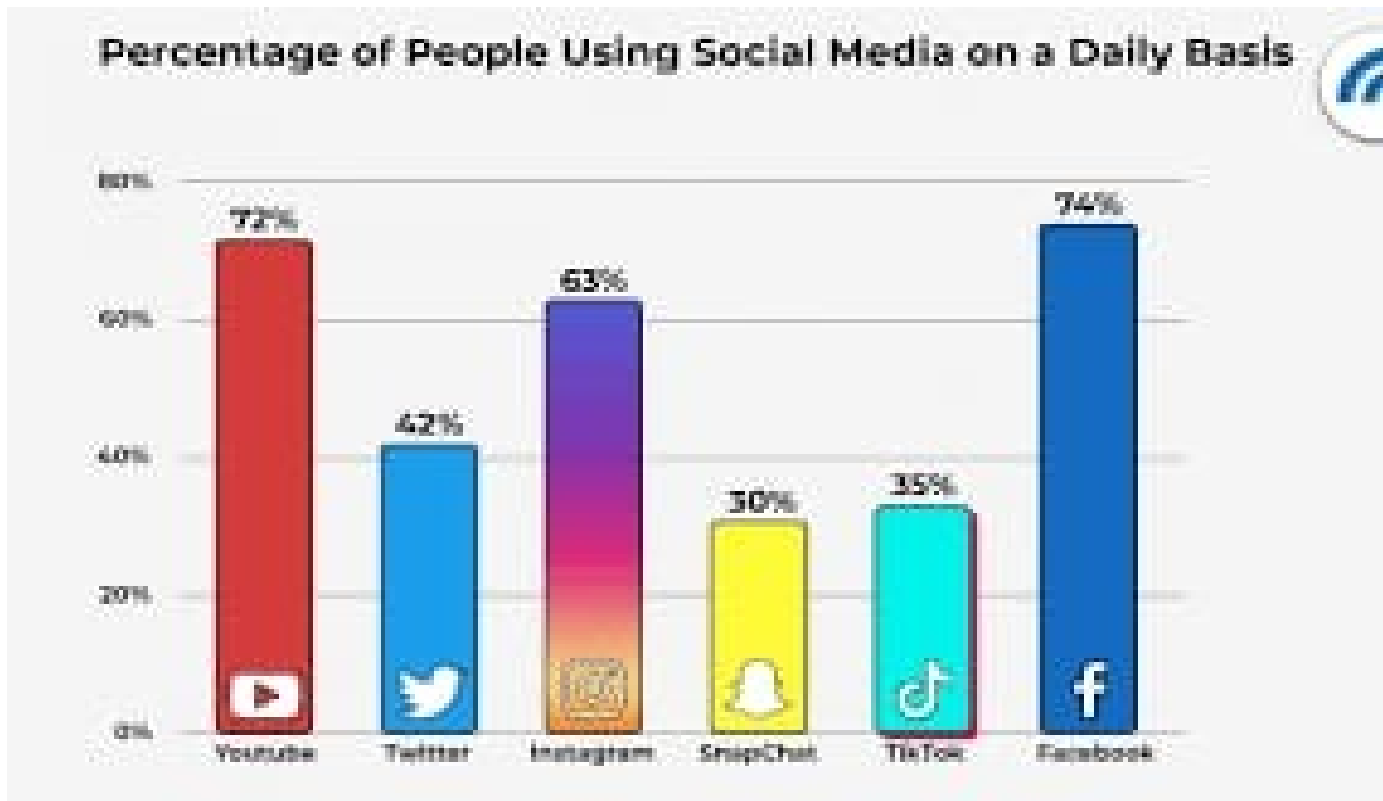# Top 5 Most Featured Categories in Top YouTube Channels
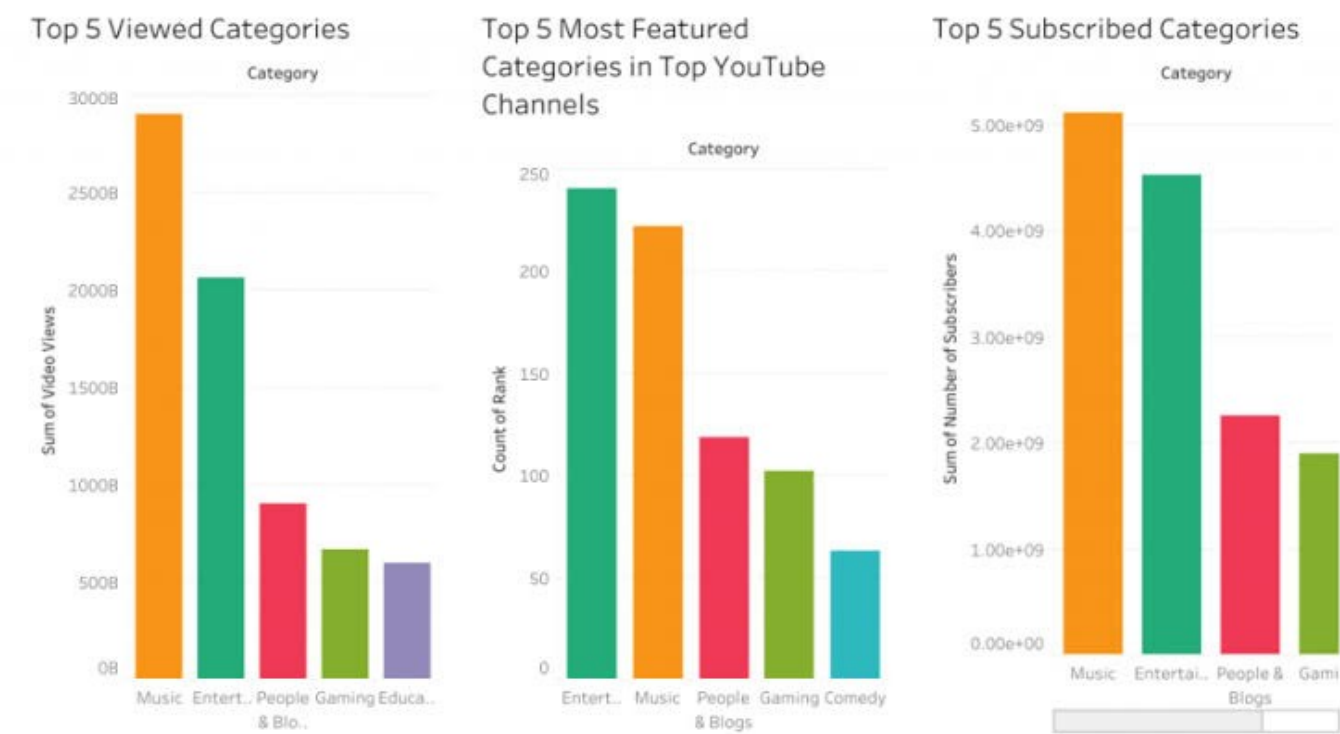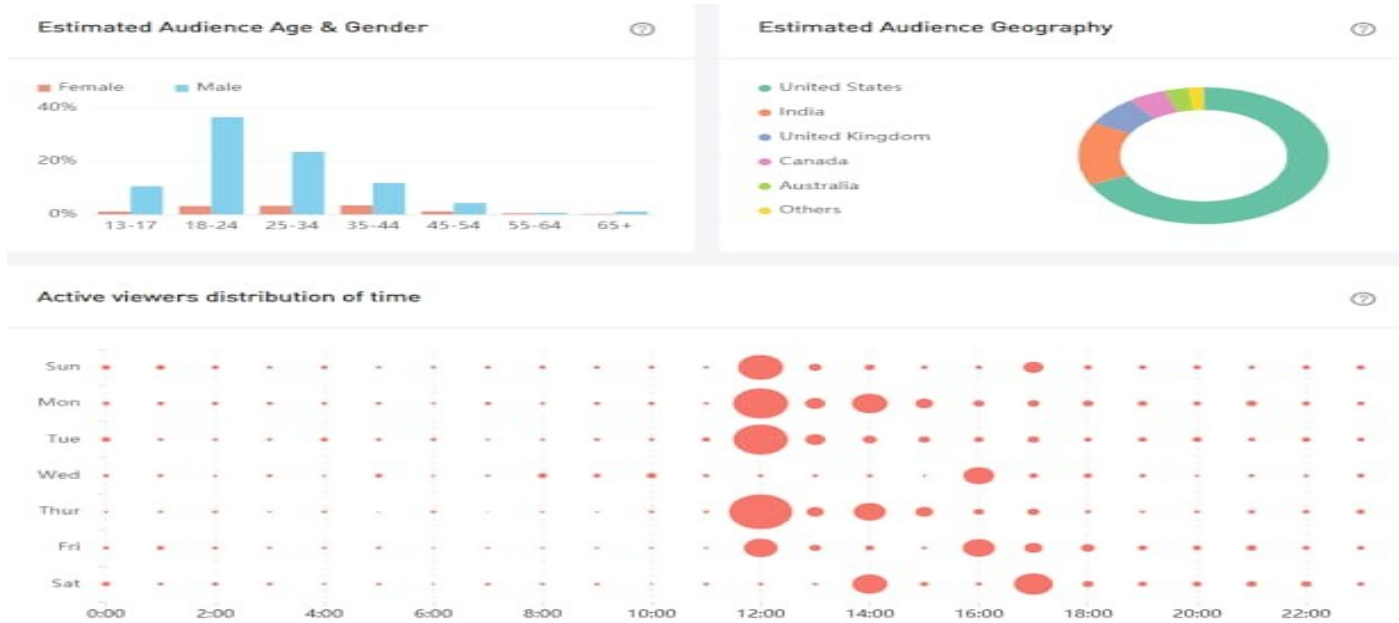
Use of the social media platforms by age group in the US

Percentage of People Using Social Media on a Daily Basis

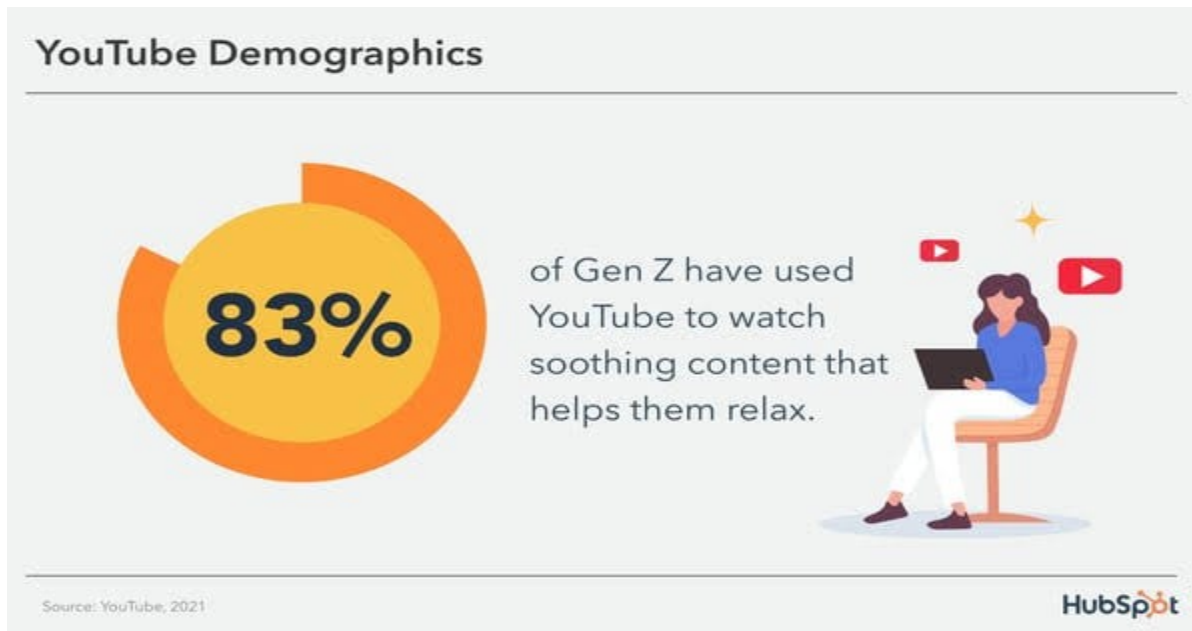Most Frequently Watched YouTube Video Formats in India

Most Frequently Watched YouTube Video Formats in India
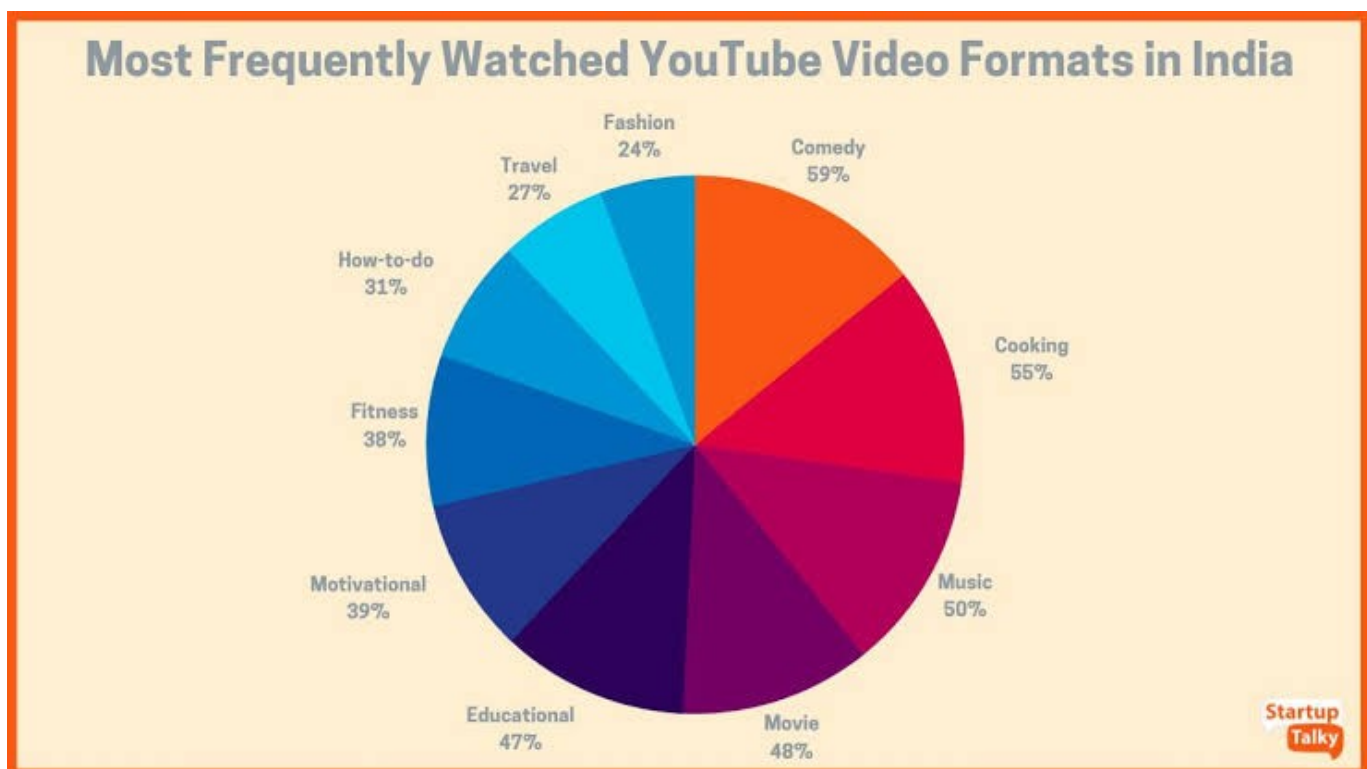
YouTube Demographics

Once the upload is complete, a browser window will automatically open, displaying your published workbook on Tableau Public. Review the workbook to ensure that everything appears as expected.

So in Similar way we can also publish Story to tableau public.

Milestone 9: Project Demonstration & Documentation

Below mentioned deliverables to be submitted along with other deliverables.

 Record explanation Video for project end to end solution Project Documentation-Step by step project development procedure Create a document as per the template provided.

Conclusion

It was wonderful and learning experience for me while working on this project.

This prroject took me through various aspects of project and taught me abouit research and findings . It also gave me real insight into this project topic. This project was full of thrill and joy. I learnt alot about problem solving and how to deal with challanges.

Thankyou for giving me this project I enjoyed hit of doing it.