

# PROJECT 03

# GROUP 04

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**PROJECT 3 GROUP 4**

# GLOBAL YOUTUBE STATISTICS 2023

Our Dataset

<https://www.kaggle.com/datasets/nelgiriyewithana/global-youtube-statistics-2023/data>

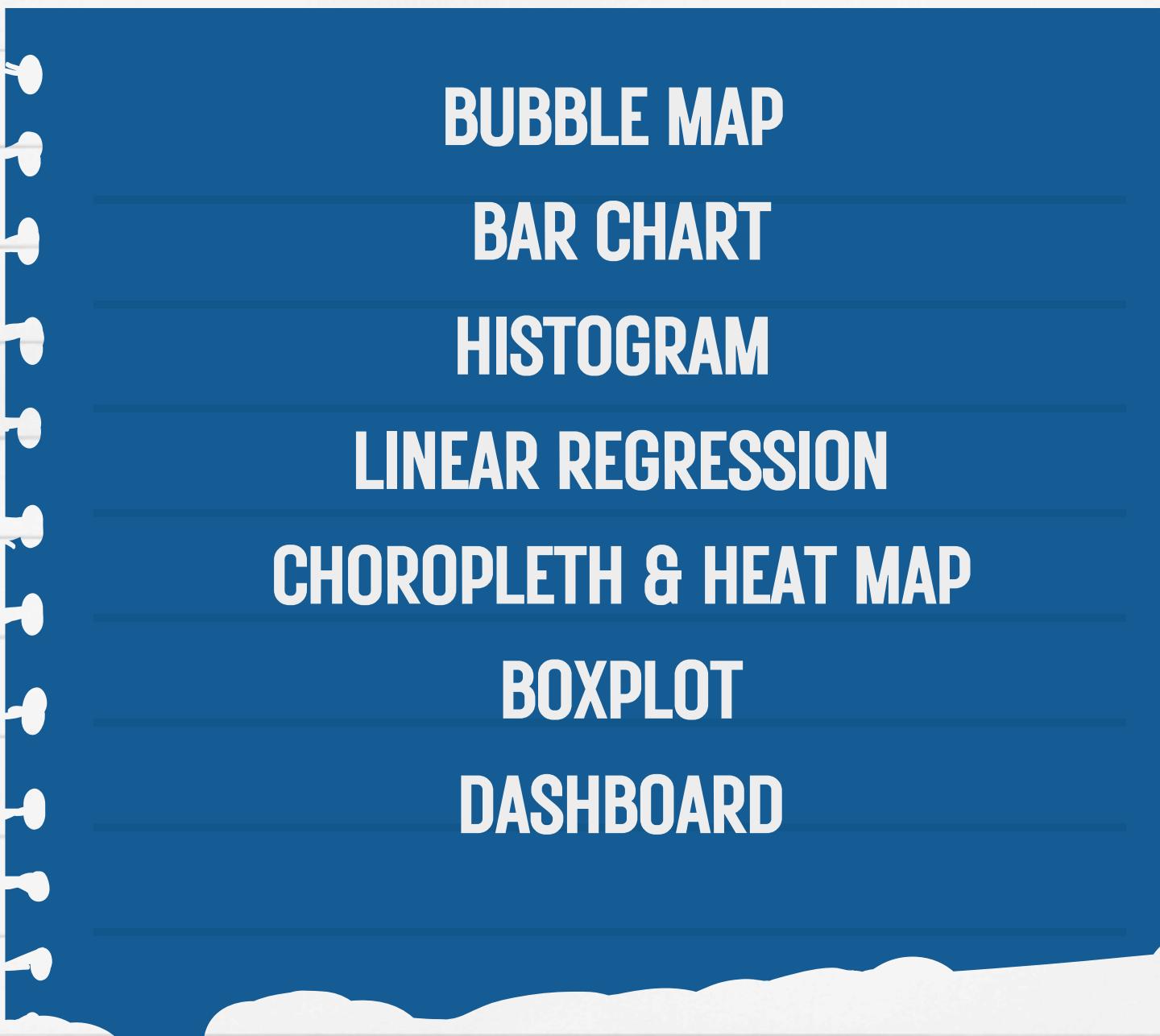


# WHY WE CHOOSE THIS DATASET?

We intend to utilize the information including global statistics of the most popular Youtubers. The platform showcases prominent international Youtubers and the corresponding statistics they generate, including their number of subscribers, video views, video categories, and earnings. Youtube is widely used by many folks today, not just for gaming or entertainment purposes.

The primary purpose of the data set is to highlight the achievements of top performers and identify the channels that are most likely to attract more views and subscriptions. This dataset is exclusively intended for the use of YouTubers to monitor the performance of their content creators on a global level, and it has not been adjusted for any other uses. As the team shared their experiences, it became evident that YouTube is also utilized globally for purposes such as teaching, research, and disseminating business information.

# VISUALIZATION



[HTTPS://PUBLIC.TABLEAU.COM/APP/PROFILE/KEREN.AHARON/VIZ/CATALOGUEDASH/DASHBOARD](https://public.tableau.com/app/profile/keren.aharon/viz/cataloguedash/dashboard)

# INSPIRATION

Filters including channels and  
What is your inspiration:

- [https://www.enterpriseappstoday.com/stats/youtube-statistics.html#google\\_vignette](https://www.enterpriseappstoday.com/stats/youtube-statistics.html#google_vignette)
- <https://thesocialshepherd.com/blog/youtube-statistics>
- <https://www.statista.com/statistics/280685/number-of-monthly-unique-youtube-users/>
- <https://www.globalmediainsight.com/blog/youtube-users-statistics/>
- <https://www.statista.com/statistics/1287137/youtube-global-users-age-gender-distribution/>



# QUESTIONS :

01

**WHAT ARE THE TOP 10/25  
YOUTUBE CHANNELS BY THE  
NUMBER OF SUBSCRIBERS AND  
VIDEO VIEWS?**

02

**WHAT ARE THE TOP 10/25  
YOUTUBE CHANNELS BY  
COUNTRY?**

03

**WHAT ARE THE TOP 10/25  
YOUTUBE CHANNELS BY  
THE NUMBER OF VIEWS?**

04

**WHAT CATEGORIES  
WILL GET THE MOST  
VIEWS**

05

**WHICH CHANNELS HAVE  
THE HIGHEST TOTAL  
VIDEO VIEWS?**

06

**WHAT ARE THE TOP  
10/25 YOUTUBE  
CHANNELS BY UPLOAD**

## Growth and Trends

Which channels gained the most subscribers?  
& What types of content are most popular  
when looking on categories with the most  
views and highest engagement  
Which channels had the highest video views?

## Earnings Estimates

What are the estimated monthly and yearly  
earnings for the top 25 YouTube channels?  
Which channels have the highest estimated  
earnings?

## Country Comparisons

How do YouTube channels from different  
countries compare in terms of average  
subscribers and views?

What is the correlation between a country's  
population and the number of top-ranked  
YouTube channels it has?

## Impact of Education and Unemployment

Is there a correlation between a country's tertiary education  
enrollment and the success of YouTube  
channels from that country?  
How does the unemployment rate  
in a country affect the number of YouTube  
channels and their success?

# MIND



## Individual Channel Performance

What is the video upload  
frequency of a channel, and how  
does it correlate with its  
subscriber growth?

## Channel Categories

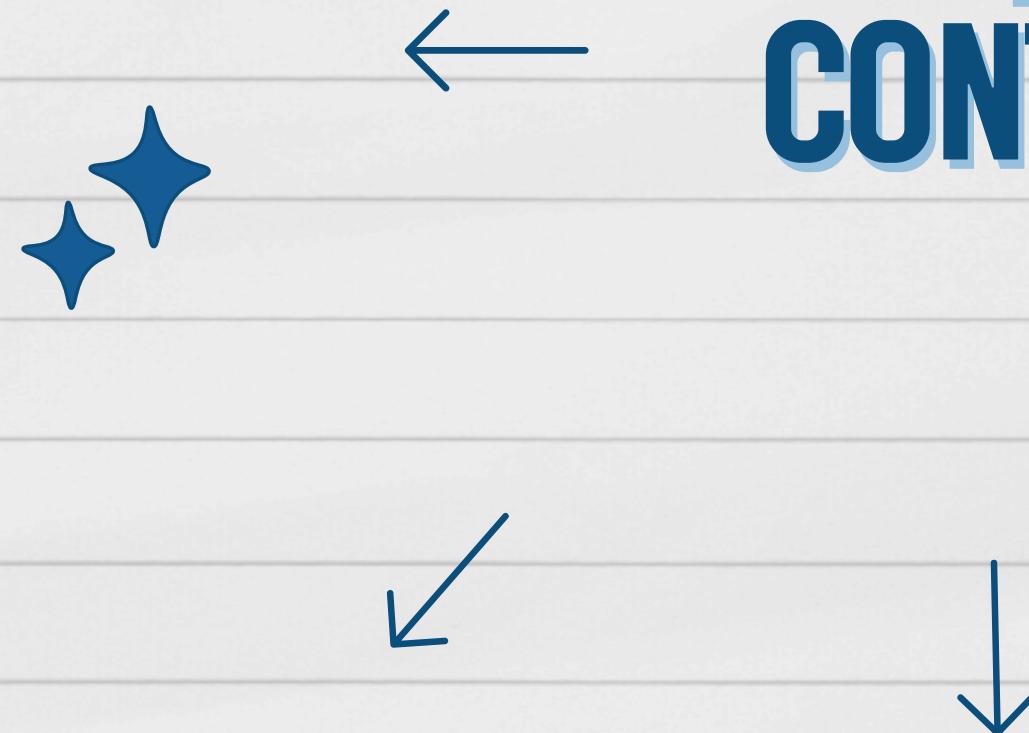
Which category has the most channels in the  
top 100 by subscribers?  
How do channels in different categories  
compare in terms of average views and  
earnings, by country?

## Geographic Insights

What is the distribution of top YouTube channels by geographic coordinates (latitude and longitude)?

How does urban population percentage relate to the number of successful YouTube channels in a country? (TBA)

# MIND... CONTINUATION



## Historical Trends

What are the oldest YouTube channels in the top 100 by subscribers?

How does the creation year of a channel relate to its current subscriber count and viewership?

## Country-Specific Rankings

Which country has the most YouTube channels in the top 100 globally?

**THANK  
YOU VERY  
MUCH!**