

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>

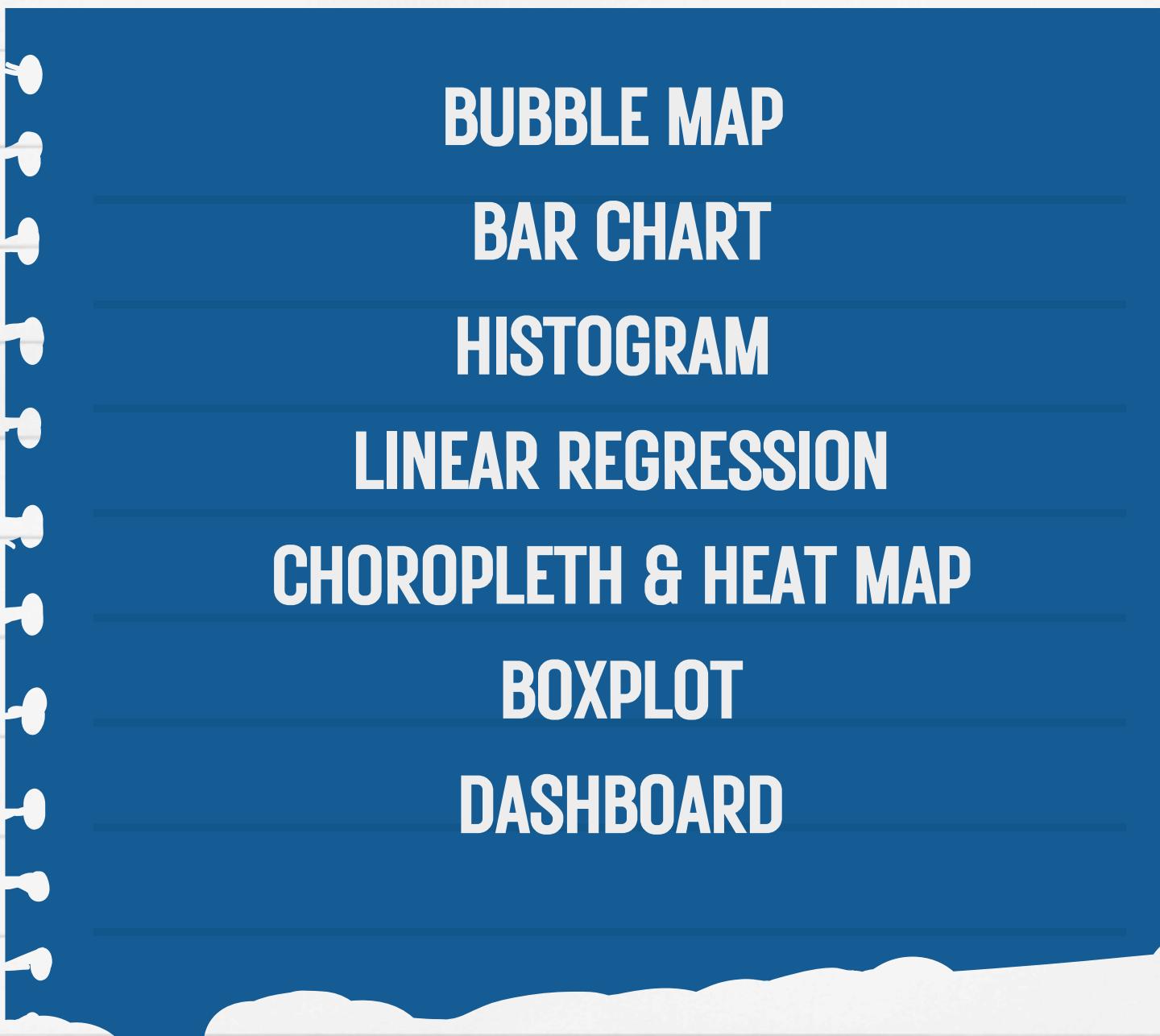


WHY WE CHOOSE THIS DATASET?

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://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

**TOP CHANNELS BY
SUBSCRIBERS AND VIEWS**

02

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

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

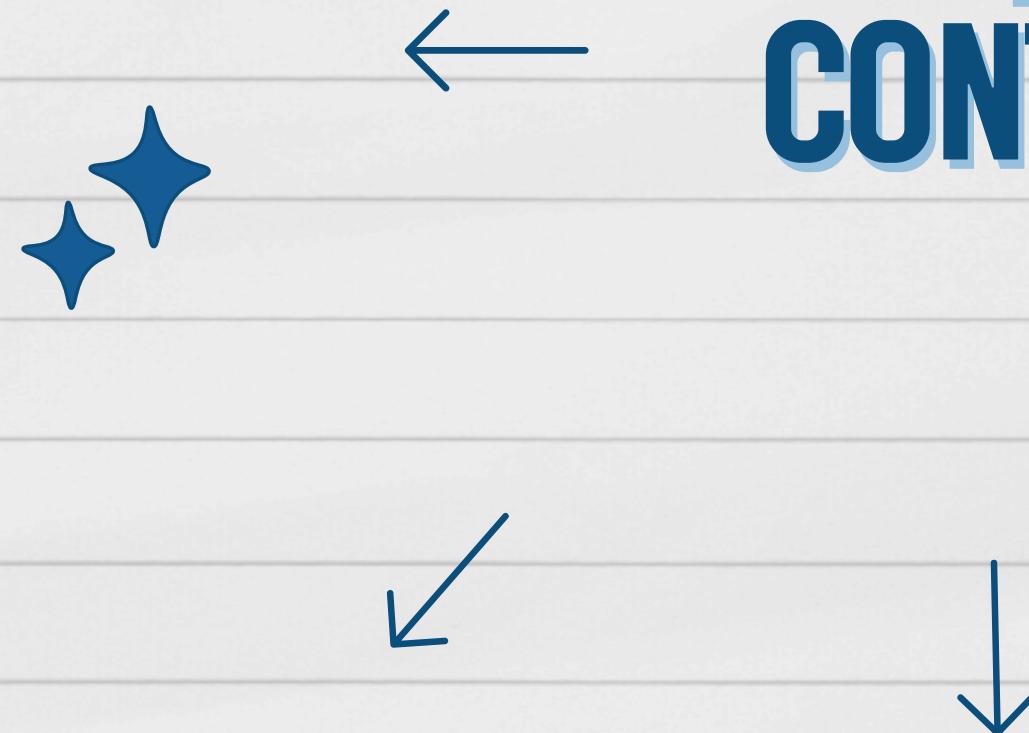
Which category has the most channels in the
top 100 by subscribers?
How do channels in different categories
compare in terms of average views and
earnings, by country?

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!**