

Group 04

Lina Blanco, Fatina Hamadi, Gunel Garayeva , Herbert Dennis

### Project 3 Proposal

What is your dataset: Global YouTube Statistics 2023

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

We would like to use the global statistics of the top Youtubers dataset. It features top global Youtubers and the data points that they generate such as subscriber count, video views, types of videos, and earnings. Youtube has been used as a tool, not only for gamers or entertainment. As the team communicated their experiences it was clear that from a global stand youtube is also used for training, research and corporate information.

What visualizations are you planning to use:

- a) Bubble Map
- b) Bar Chart
- c) Histogram
- d) Linear regression
- e) C & Heat map
- f) Boxplot
- g) Dashboard

<https://public.tableau.com/app/profile/keren.aharon/viz/CatalogueDash/Dashboard>

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 :**

#### **Top Channels by Subscribers and Views**

What are the top 10 YouTube channels by the number of subscribers?

Which channels have the highest total video views?

#### **Growth and Trends**

Which channels gained the most subscribers in the last 30 days?  
Which channels had the highest video views in the last 30 days?

### **Earnings Estimates**

What are the estimated monthly and yearly earnings for the top 5 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?

### **Individual Channel Performance**

How has the subscriber count of a specific channel changed over the last 30 days?  
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?

### **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?

### **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

What is the ranking of a specific channel within its country based on subscribers?  
Which country has the most YouTube channels in the top 100 globally?

Color themes :



## Roles and Responsibilities

| Responsible    | When | What | Link to dataset | Why we choose this dataset? |
|----------------|------|------|-----------------|-----------------------------|
| Data Cleaning  |      |      |                 |                             |
| Load Notebook  |      |      |                 |                             |
| Flask          |      |      |                 |                             |
| Visualizations |      |      |                 |                             |
| Map            |      |      |                 |                             |
| Powerpoint     |      |      |                 |                             |
| Write up       |      |      |                 |                             |
|                |      |      |                 |                             |
|                |      |      |                 |                             |
|                |      |      |                 |                             |
|                |      |      |                 |                             |

**Which country**

**Who is large in gaming**

**Which country that have large subscribing in categories views**

**What categories have higher performers.**

**Is there a category difference between countries? And why?**



