ANALYSIS OF YOUTUBE CHANNEL CATEGORIES BY SUBSCRIBERS, VIEWS, AND EARNINGS

Music channels generally have the highest average views, especially in countries like India and the United States. In terms of earnings, Entertainment and Music channels are at the forefront, benefiting from high viewership and strong monetization opportunities.

The Entertainment category dominates in the number of top channels by subscribers, showcasing a broad appeal across different content types.

Add the earning by youtuber and or country

Lets talk about HOW DO CHANNELS IN DIFFERENT CATEGORIES COMPARE IN TERMS OF AVERAGE VIEWS AND EARNINGS, BY COUNTRY?

 1. Music:

Music channels tend to have very high views, as music videos are frequently replayed and shared. That is the known purpose. YouTube is most known for music videos.  However, the original idea has evolved a lot more.

Country: India for example  (e.g., T-Series, Ishtar Music) and the United States have some of the most viewed music channels.

In regards Earnings: This one rate High, driven by consistent viewership and strong advertising revenue.

2. Entertainment:

Channels in this category also boast high average views, with creators like MrBeast and PewDiePie leading in views.

Countries: Predominantly the United States, but also other countries like Japan (PewDiePie) and India (Goldmines).

Earnings: Among the highest, especially for channels that produce viral content and engage in brand partnerships.

3.People & Blogs  and Education:

Both categories  have an medium high  views  this ones have a tendency to compete for similar content – targeting children content – on the education side channels like "Cocomelon - Nursery Rhymes" have significant views, particularly in the children's content segment.

Countries: The United States dominates this category. Earnings: Moderate to high, depending on the niche and audience demographic.

Sports: Sports channels like WWE maintain a strong viewership, particularly for live events and highlights.  Channels containing FIFA (world cup and other cups)

Countries: The United States is a major player in this category. Other countries in Latin America and Europe have a part on this category

Earnings: High, driven by advertising and sponsorships associated with major sports brands.

However, there are individual youtubers on a smaller percentage but rate high on this because they provide a more provocative and instructional content compare to paid-cable.

Howto & Style:

Average Views: Channels like "5-Minute Crafts" attract substantial views with DIY content.

Countries: The United Kingdom and other English-speaking countries.

 Earnings: Moderate, with earnings boosted by affiliate marketing and sponsorships.

News & Politics:

Average Views: News channels, such as Aaj Tak from India, have lower average views compared to entertainment or music, but they maintain a steady, loyal audience.

Countries: India has a strong presence in this category.

 Earnings: Moderate, with revenue primarily from ads and subscriptions.

IMPACT OF EDUCATION AND UNEMPLOYMENT

 How does the unemployment rate in a country affect the number of YouTube channels and their success?

Interesting correlation due to the increasing number of “influencers” performance and the higher tertiary education enrollment meaning education outside college or university.

might correlate with more successful YouTube channels due to increased digital literacy, creativity, and access to resources.  Higher unemployment rates could lead to more people starting YouTube channels as alternative income sources, but this might not directly correlate with channel success.

The dataset provides Unemployment rate, population, urban population, and channel count by country data, however on the unemployment category we are unsure what metrics which the data was taken is totally true since the unemployment rate provide is way higher number than the one published by the U.S. Bureau of Labor Statistics. Which indicated a 4.1%

For example:

 United States: With a high number of channels (179) and a higher unemployment rate (14.7%), it might be insightful to see if the large channel count correlates with high success metrics.

India: Despite a lower unemployment rate (5.36%), India has a significant number of channels (139), potentially influenced by its large population and growing digital economy.

Brazil: Brazil's high unemployment rate (12.08%) and moderate channel count (33) might reflect the economic challenges and opportunities driving content creation in the country.

 Need the actual results from the etl

References:

The U.S. labor market continued to expand in 2023. Although there was an uptick in unemployment in the second half of the year, the national unemployment rate remained below 4 percent throughout 2023. The labor force participation rate, at 62.6 percent in the fourth quarter, increased over the year. Notable labor market improvements occurred among people of prime working age (those ages 25 to 54); these improvements were most pronounced among women.

[Unemployment rate inches up during 2023, labor force participation rises : Monthly Labor Review: U.S. Bureau of Labor Statistics (bls.gov)](https://www.bls.gov/opub/mlr/2024/article/unemployment-rate-inches-up-during-2023-labor-force-participation-rises.htm)