

Project Design Phase-I Literature Survey

Date	09 October 2023
Team ID	NM2023TMID05055
Project Name	Subscriber's Galore: Exploring the World's Top YouTube channel

Specify the business problem

The business problem for a data analytics project related to "Subscriber's Galore: Exploring the World's Top YouTube Channel" could be to:

Audience Retention: Analyze viewer engagement and retention to identify when and why viewers drop off during videos.

Content Optimization: Determine which types of content or video topics attract the most subscribers and views.

Monetization Strategy: Optimize revenue generation by analyzing ad performance and exploring potential revenue streams like merchandise or sponsorships.

Audience Demographics: Understand the demographics and geographic locations of the audience to tailor content accordingly.

Competition Analysis: Analyze competing YouTube channels to identify strategies for growth and differentiation.

Predictive Analytics: Use data to predict future subscriber counts and video performance, helping in content planning.

Adaptation to Trends: Stay up-to-date with YouTube algorithm changes and adapt content strategies accordingly.

Video Length and Frequency: Determine the optimal video length and publishing frequency to maximize engagement.

Feedback Analysis: Analyze comments and feedback to improve content and engage with the audience.

Subscriber Growth Rate: Monitor the growth rate of subscribers over time and identify factors affecting it.