

PROJECT MANUAL

Subscribers Galore : Exploring World's Top Youtube Channels

MILESTONE 1:

ACTIVITY 1: BUSINESS PROBLEM

Business Problem Statement:

"In an increasingly competitive digital landscape, businesses and content creators are striving to maximize their online reach and influence. While YouTube channels have emerged as powerful platforms for engagement and marketing, understanding the key factors driving subscriber growth and popularity among the world's top YouTube channels remains a challenge. This lack of comprehensive insights and data-driven strategies hinders businesses and content creators from effectively harnessing the potential of YouTube as a marketing and engagement tool. There is a pressing need for a systematic analysis of the world's top YouTube channels to uncover the critical success factors, identify emerging trends, and provide actionable recommendations that can help businesses and content creators achieve 'Subscribers Galore' and enhance their digital presence and impact."

This business problem statement highlights the challenges and opportunities associated with YouTube channels and subscribers. Your project can focus on addressing this problem by conducting a comprehensive analysis of the top YouTube channels, with the aim of providing valuable insights and recommendations for businesses and content creators seeking to expand their online presence.

ACTIVITY 2: Business requirements

Business Requirements for "Subscribers Galore: Exploring World's Top Youtube Channels"

1. Data Collection and Analysis:

- The project manual should specify the sources and methods for collecting data on the world's top YouTube channels, including subscriber counts, content types, engagement metrics, and growth patterns.
- Business requirements should outline the tools and analytics platforms to be used for data analysis, ensuring that they are relevant and up-to-date.

2. Identification of Critical Success Factors:

- The manual must identify and define the critical success factors for YouTube channels' subscriber growth, including content quality, consistency, and audience engagement.
- It should detail how these factors will be measured and analyzed.

3. Emerging Trends and Best Practices:

- The manual should present a comprehensive review of emerging trends and best practices in YouTube content creation and promotion.
- Provide guidance on how businesses and content creators can adapt and implement these trends in their strategies.

4. Competitive Analysis:

- Include a section in the manual that outlines how to conduct a competitive analysis of YouTube channels in various niches and industries.
- Describe the parameters and metrics for benchmarking against competitors.

5. Recommendations for Businesses and Content Creators:

- Clearly define the expected outcome of the project, which is to provide actionable recommendations for businesses and content creators seeking to grow their YouTube channels and subscriber base.
- Recommendations should be based on data analysis and insights from the study.

6. User-Friendly Presentation of Findings:

- Ensure that the manual details how findings will be presented in a user-friendly manner, such as through data visualizations, charts, and clear explanations.
- Include guidelines on how to create reports and presentations that effectively communicate the research results.

7. Project Scope and Constraints:

- Define the scope of the project and its limitations, such as the specific time frame, budget, and resources available for data collection and analysis.
- Specify any constraints that could impact the project's outcomes.

8. Ethical Considerations and Privacy Compliance:

- Provide guidance on ethical considerations when collecting and using data from YouTube channels.
- Ensure compliance with privacy regulations and YouTube's terms of service.

9. Project Timeline and Milestones:

- Define a project timeline with key milestones, including deadlines for data collection, analysis, and report generation.
- This will help in tracking progress and ensuring the project stays on schedule.

10. Quality Assurance and Validation:

- Detail the process for quality assurance and validation of data and analysis results.
- Establish procedures for ensuring the accuracy and reliability of findings.

11. Continuous Monitoring and Updates:

- Specify how the project manual will support continuous monitoring and updates as YouTube's landscape evolves.
- Describe how businesses and content creators can stay current with the latest trends and best practices.

ACTIVITY 3: Literature Survey

"Subscribers Galore: Exploring World's Top YouTube Channels." Here is a literature survey that provides an overview of existing research, theories, and key findings related to YouTube channels, online video content, and social media influencers:

1. Introduction to YouTube as a Platform:

- YouTube is one of the most popular video-sharing platforms, with billions of users worldwide.
- It has evolved into a major media outlet, attracting a diverse range of content creators and audiences.

2. YouTube Channels and Content Types:

- YouTube channels vary widely in terms of content types, such as vlogs, tutorials, reviews, entertainment, and more.
- Diverse content genres cater to different audiences and interests.

3. YouTube as a Marketing Tool:

- Many businesses and individuals use YouTube as a marketing tool, creating promotional content and leveraging influencer partnerships to reach a broader audience.
- The platform's advertising and monetization features have made it a lucrative space for content creators.

4. Influence of YouTube Channels on Society:

- YouTube channels and influencers have a significant impact on society, influencing consumer behavior, trends, and even political opinions.
- The platform has become a powerful tool for information dissemination and cultural expression.

5. Subscriber Counts and Metrics:

- Subscriber count is a key metric for measuring a channel's popularity and reach.
- Metrics like views, likes, comments, and engagement rates are also vital in evaluating a channel's performance and influence.

6. Factors Affecting Subscriber Growth:

- Factors that influence a channel's growth include content quality, consistency, promotion, and engagement with the audience.
- Collaborations and partnerships with other YouTubers can also boost subscriber numbers.

7. Challenges and Controversies in the YouTube Community:

- YouTube has faced criticism for issues such as inappropriate content, copyright infringement, and its algorithm's role in promoting certain types of content.
- Controversies related to creators and their behavior have also sparked public debate.

8. Research on YouTube and Content Creators:

- Numerous academic and industry studies have explored the dynamics of YouTube channels, the motivations of content creators, and audience behaviors.
- Research often delves into content analysis, audience engagement, and the economic aspects of YouTube.

9. Emerging Trends and Future Directions:

- The landscape of YouTube is constantly evolving, with new features, trends, and content strategies emerging.
- Research should aim to keep pace with these changes to understand the platform's future trajectory.

10. Research Gap and Project Objective:

- Identify a gap in the existing literature related to YouTube channel subscribers and their impact.
- The objective of the project, "Subscribers Galore," is to provide a comprehensive analysis of the world's top YouTube channels, their growth patterns, and the factors contributing to their success.

Milestone 2: Data Collection & Extraction

WPS Office | List of most-subscribed YouTube channels | Free trial

Menu | Home | Insert | Page Layout | Formulas | Data | Review | View | Special features | Unsynchronized | Share

Calibri | 11 | General | Format as Table | AutoSum | AutoFilter | Sort | Fill | Format | Row | Col

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1		Rank	Name	Link	Brand cha	Subscriber	Primary	lar	Category	Country											
2	0	1	T-Series	Link	Yes	238	Hindi	[7]	8	Music	India										
3	1	2	Cocomelo	Link	Yes	155	English			Education	United States										
4	2	3	Sony Entei	Link	Yes	153	Hindi	[9]		Entertainm	India										
5	3	4	MrBeast	Link	No	137	English			Entertainm	United States										
6	4	5	PewDiePie	Link	No	111	English			Games	Sweden										
7	5	6	Kids Diana	Link	Yes	109	English	[10]		Entertainm	Ukraine										
8	6	7	Like Nasty	Link	No	105	English			Entertainm	United States										
9	7	8	Vlad and N	Link	No	94.9	English			Entertainm	Russia										
10	8	9	WWE	Link	Yes	93.8	English			Sports	United States										
11	9	10	Zee Music	Link	Yes	93.4	Hindi	[13]	1	Music	India										
12	10	11	Blackpink	Link	Yes	84.8	Korean			Music	South Korea										
13	11	12	Goldmines	Link	Yes	83.3	Hindi			Film	India										
14	12	13	5-Minute C	Link	Yes	79.2	English			How-to	Cyprus[a]										
15	13	14	Sony SAB	Link	Yes	78.2	Hindi			Entertainm	India										
16	14	15	BangtanTV	Link	No	73.9	Korean			Music	South Korea										
17	15	16	Justin Biet	Link	No	71.1	English			Music	Canada										
18	16	17	Hybe Labi	Link	Yes	69.5	Korean			Music	South Korea										
19	17	18	Canal Kon	Link	Yes	66.4	Portuguesi			Music	Brazil										
20	18	19	Zee TV	Link	Yes	66.3	Hindi			Entertainm	India										
21	19	20	Pinkfong	Link	Yes	66.1	English			Education	South Korea										
22	20	21	Shemaroo	Link	Yes	64.2	Hindi			Music	India										
23	21	22	ChuChu T	Link	Yes	63.2	Hindi	[16]		Education	India										
24	22	23	Colors TV	Link	Yes	60.6	Hindi			Entertainm	India										
25	23	24	Dude Perf	Link	No	59	English			Sports	United States										
26	24	25	Movieclips	Link	Yes	58.8	English			Film	United States										
27	25	26	T-Series B	Link	Yes	58.4	Hindi			Music	India										
28	26	27	Tips Indus	Link	Yes	57.3	Hindi			Entertainm	India										
29	27	28	Wave Mus	Link	Yes	56.6	Bhojpuri			Music	India										
30	28	29	Marshmell	Link	No	56.2	English			Music	United States										
31	29	30	Sony Musi	Link	Yes	56.1	Hindi			Music	India										
32	30	31	El Reino In	Link	Yes	56	Spanish			Music	Argentina										
33	31	32	Aaj Tak	Link	Yes	55.9	Hindi			News	India										
34	32	33	Eminem	Link	No	55.6	English			Music	United States										
35	33	34	LooLoo Ki	Link	Yes	53.1	English			Music	Romania										
36	34	35	Ed Sheera	Link	No	53	English			Music	United Kingdom										
37	35	36	Yash Raj F	Link	Yes	52.7	Hindi			Music	India										
38	36	37	Ariana Gra	Link	No	52.4	English			Music	United States										

List of most-subscribed YouTube

Local backup on

Connections | Add | youtube | Microsoft Excel

Sheets | List of most-subscribed YouTube | New Union | New Table Extension

List of most-subscribed YouTube (youtube)

Connection: ☒ Live ☐ Extract | Filters: 0 | Add

List of most-subscribed Yo...

Need more data?
Drag tables here to relate them. [Learn more](#)

List of most-subscribed Yo... 9 fields 50 rows

50 rows

#	#	Abc	Abc
F1	Rank	Name	Link
0	1	T-Series	Link
1	2	Cocomelon	Link
2	3	Sony Entertainment Televisio...	Link
3	4	MrBeast	Link
4	5	PewDiePie	Link
5	6	Kids Diana Show	Link
6	7	Like Nastya	Link
7	8	Vlad and Niki	Link

Go to Worksheet

Data Source | Sheet 1

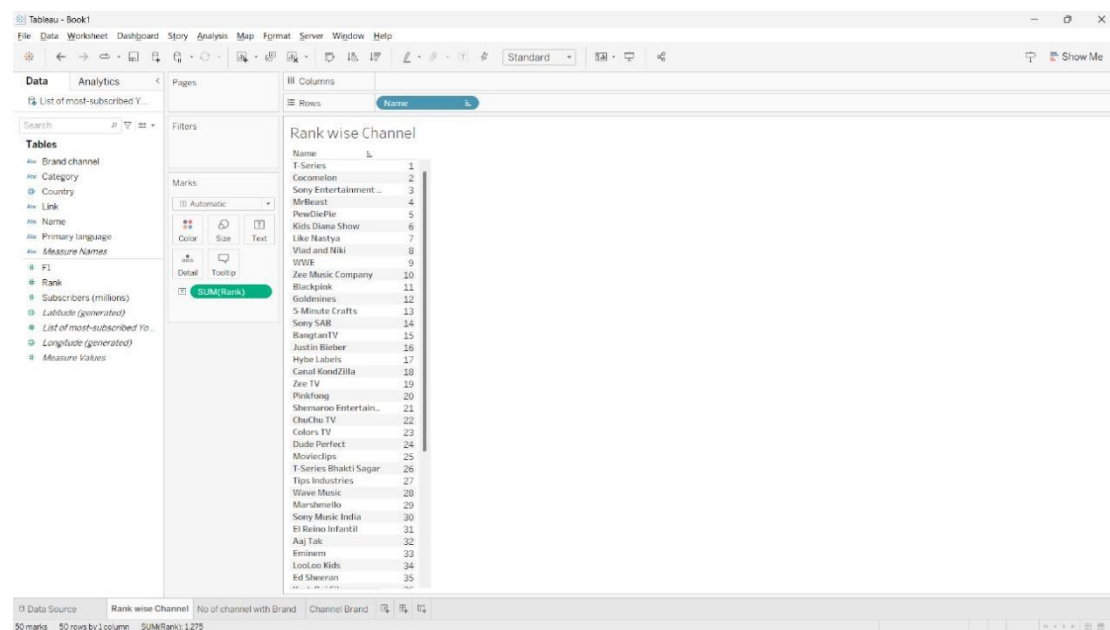
MILESTONE 3:

Activity 1: Prepare the Data for Visualization

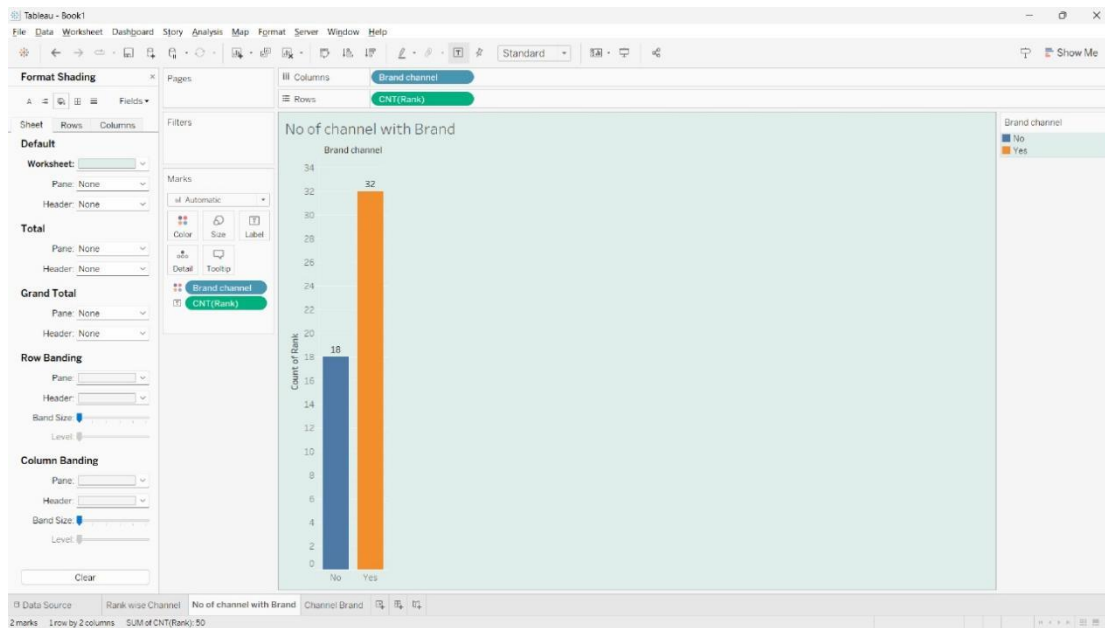
Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis

MILESTONE 4: Data Visualization

1) Rank wise channel:



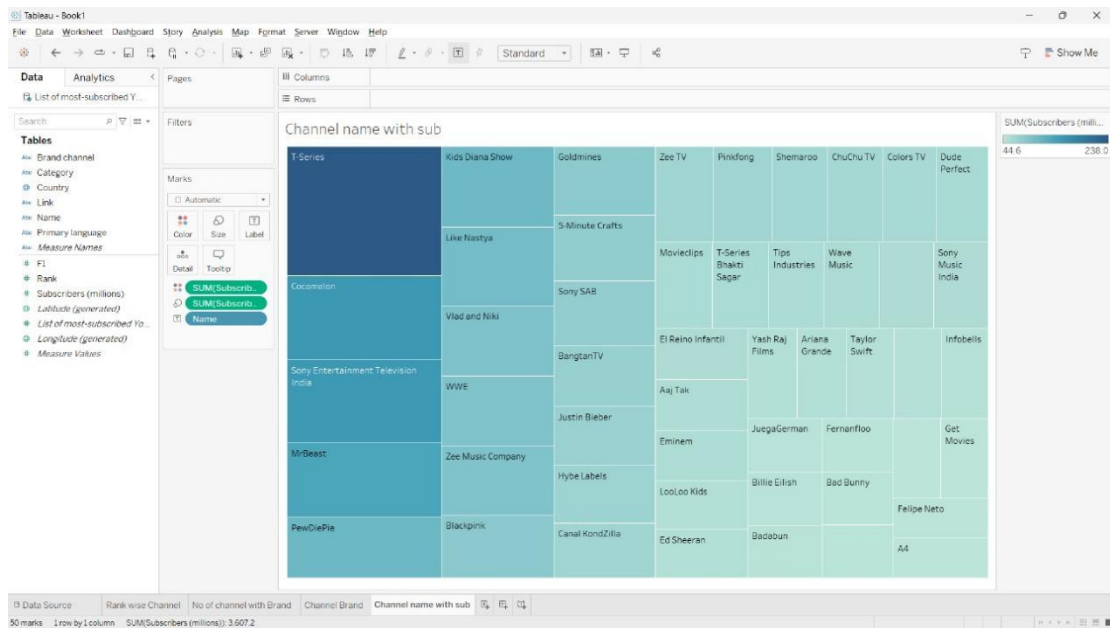
2) No of channel with Brand:



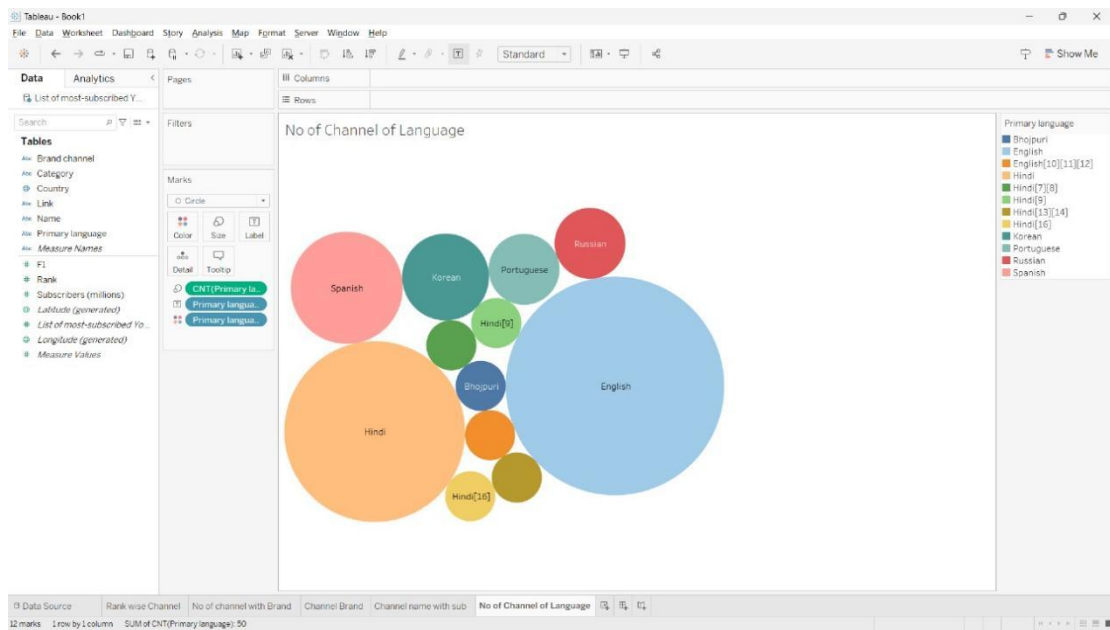
3) Channel Brand:

Name	Brand channel
5-Minute Crafts	No
A4	No
Aaj Tak	Yes
Ariana Grande	No
Bad Bunny	No
Badabun	Yes
BangtanTV	No
Billie Eilish	No
BillionsurpriseToys	Yes
Blackpink	Yes
Canal KondZilla	Yes
ChuChu TV	Yes
Cocomelon	Yes
Colors TV	Yes
Dude Perfect	No
Ed Sheeran	No
E Reino Infantil	Yes
Eminem	No
Felipe Neto	No
Fernanfloo	No
Get Movies	Yes
Goldmines	Yes
Hybe Labels	Yes
Infobells	Yes
JungKGerman	No
Justin Bieber	No
Kids Diana Show	Yes
Like Nastya	No
LilDose Kids	Yes
Marshmello	No
Moviedips	Yes
MrBeast	No
PewDiePie	No
Pinkfong	Yes

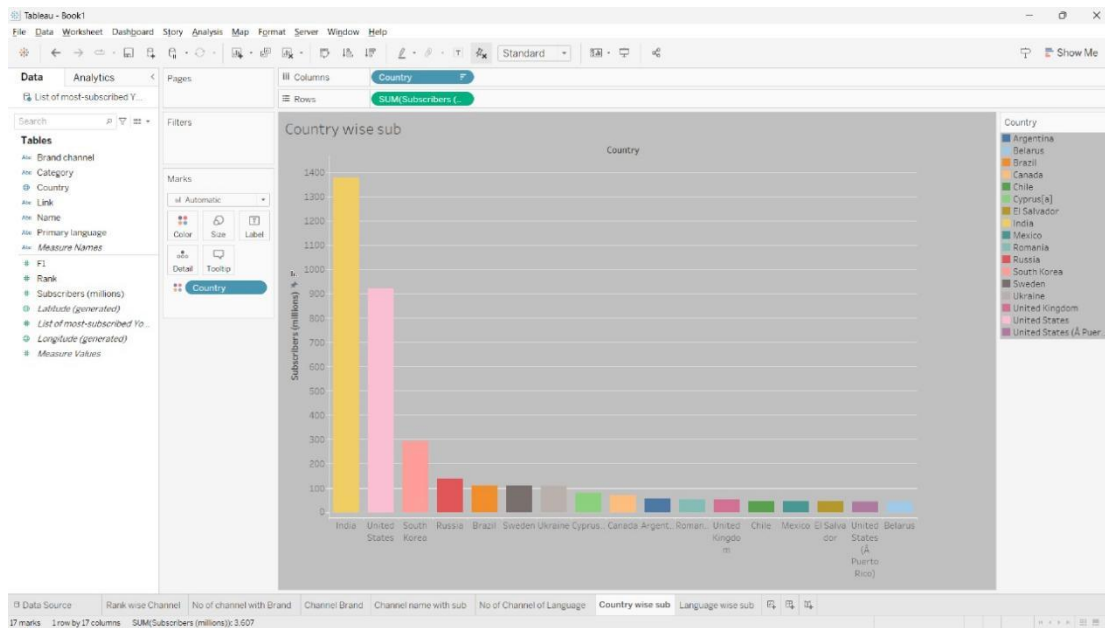
4) Channel name with Sub:



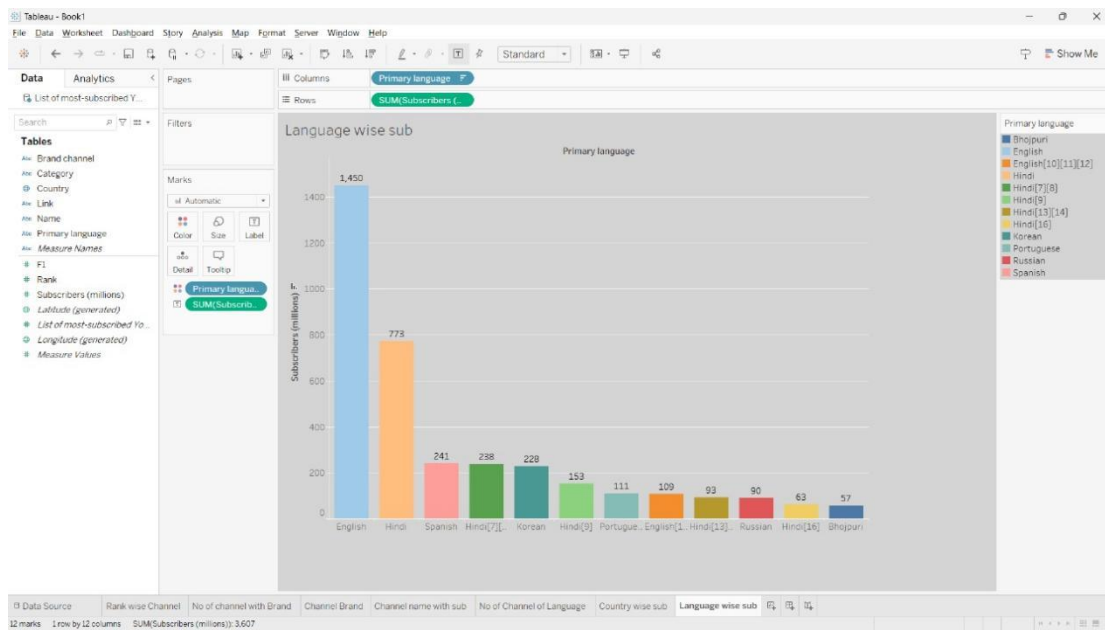
5) No of Channel of Language:



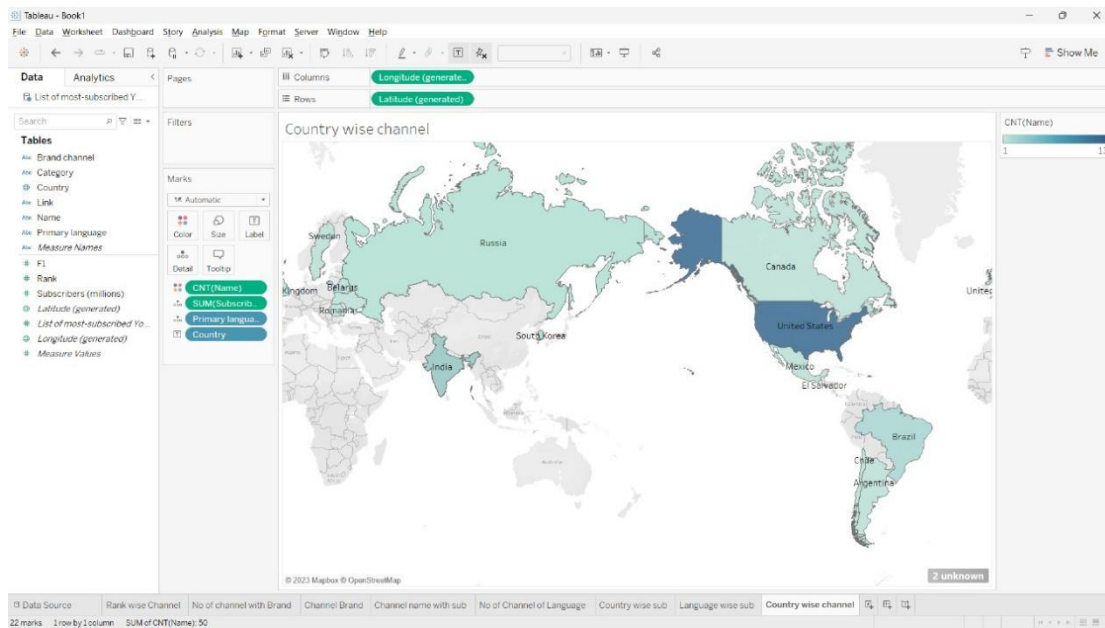
6) Country wise sub:



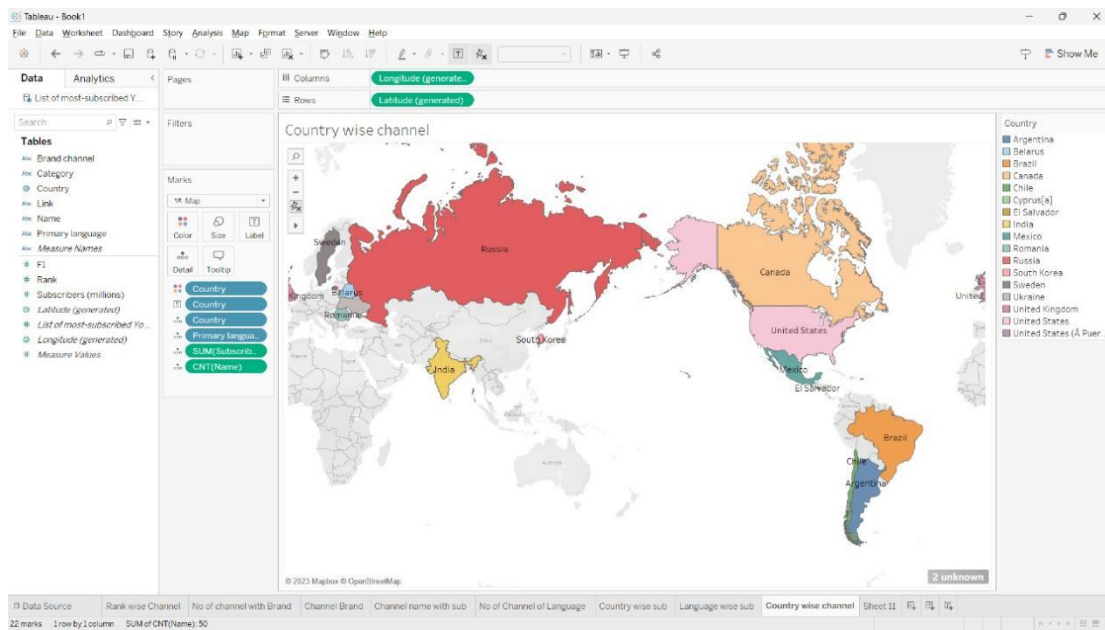
7) Language wise sub:



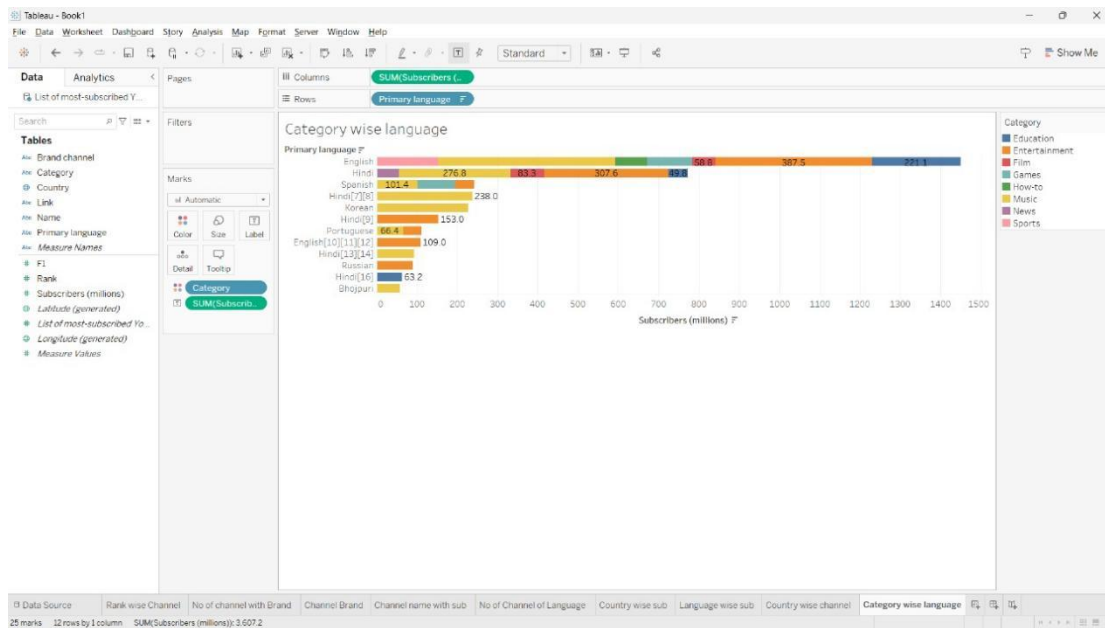
8) Country wise Channel:



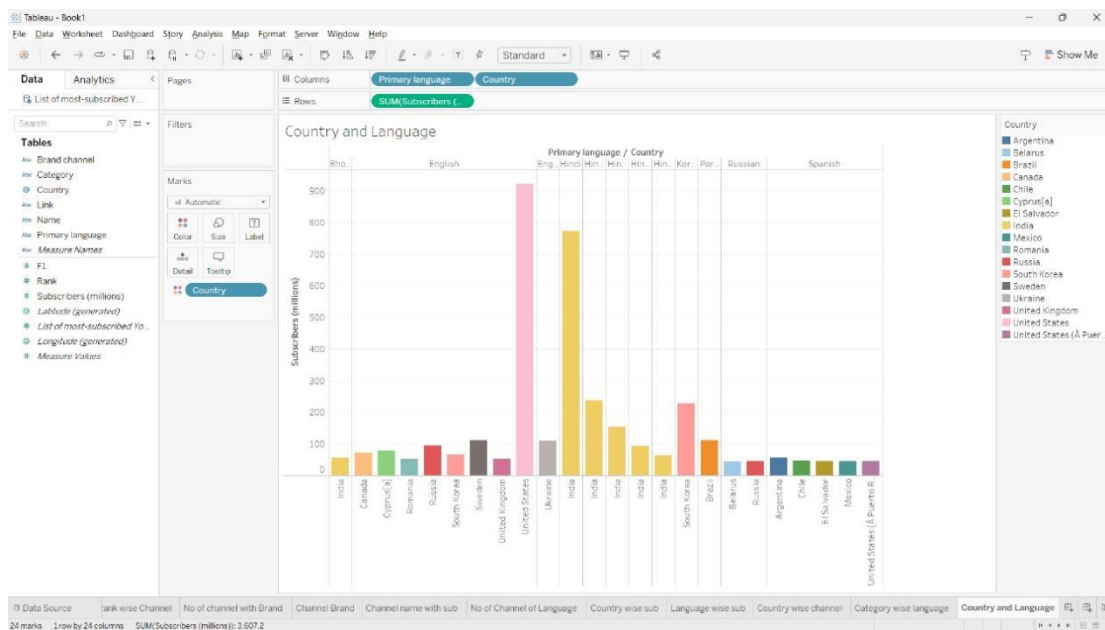
9) Country wise Channel:



10) Category wise Language:



11) Country and Language:



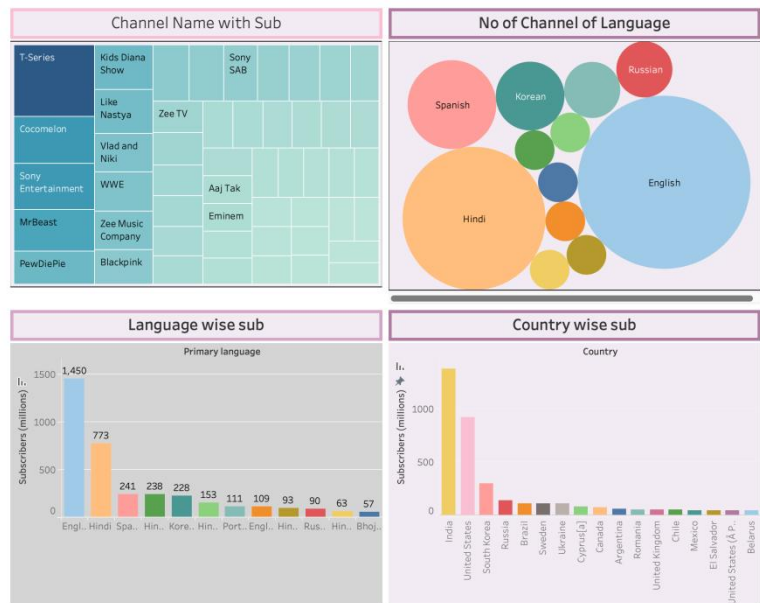
Milestone 5: Dashboard

1)



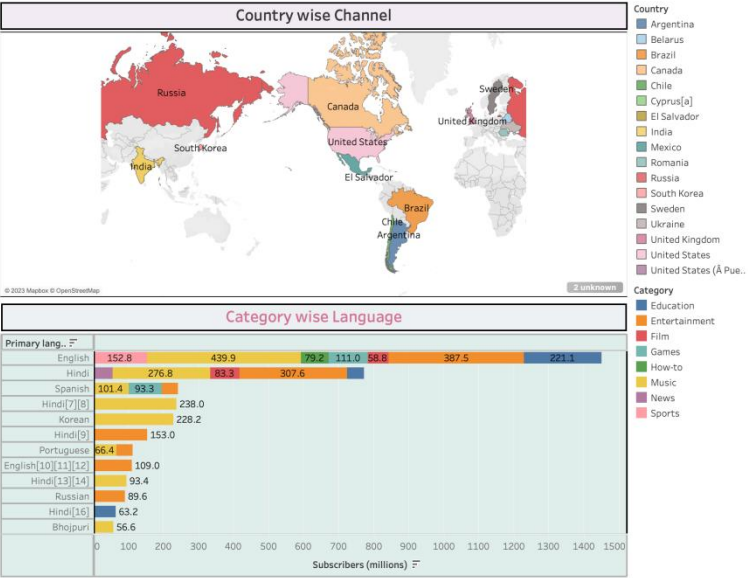
rand Channel Brand Channel name with sub No of Channel of Language Country wise sub Language wise sub Country wise channel Category wise language Country and Language Dashboard 1 Dashboard 2

2)



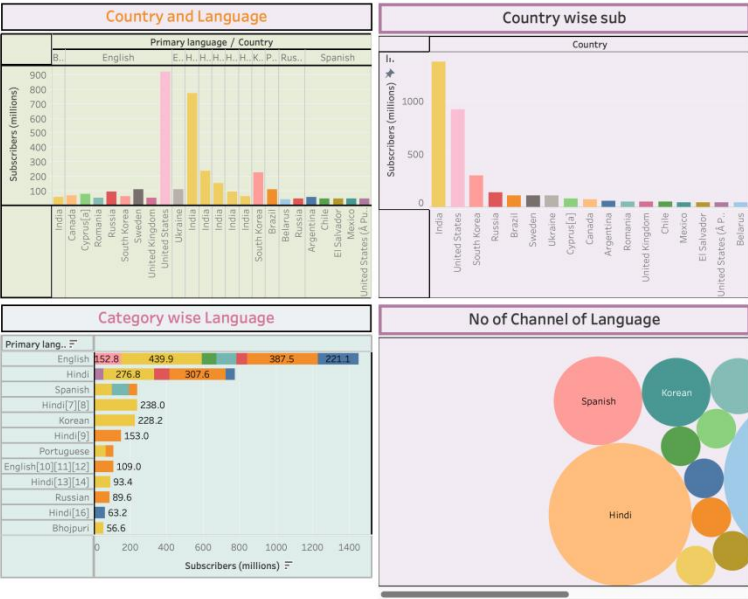
and Channel name with sub No of Channel of Language Country wise sub Language wise sub Country wise channel Category wise language Country and Language Dashboard 1 Dashboard 2 Dashboard 3

3)



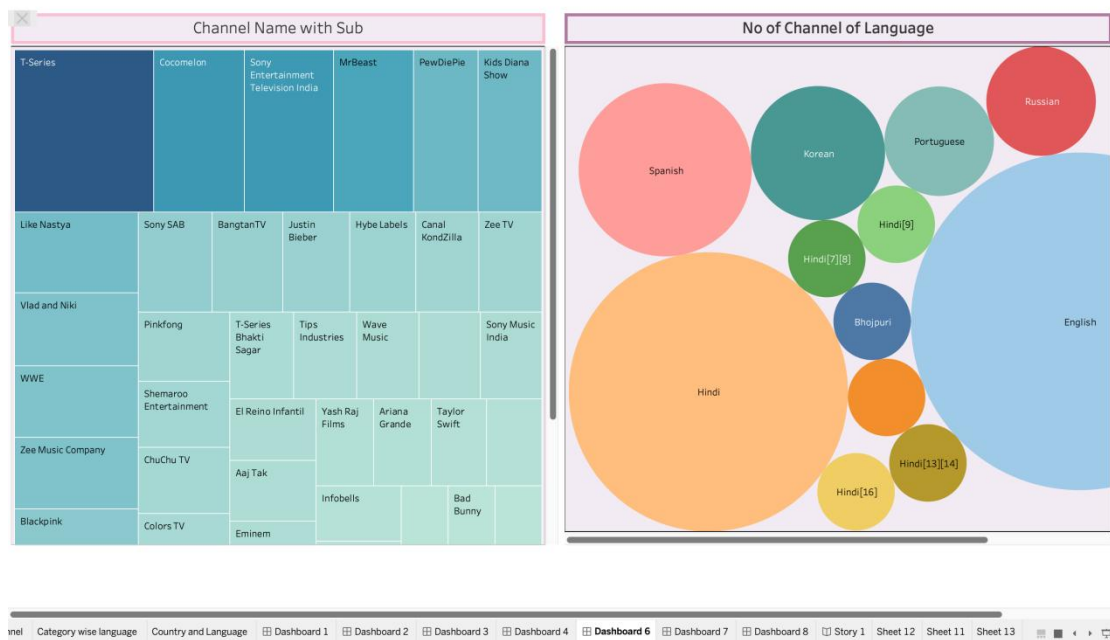
Channel of Language Country wise sub Language wise sub Country wise channel Category wise language Country and Language Dashboard 1 Dashboard 2 **Dashboard 3** Dashboard 4 Dashboard 5

4)

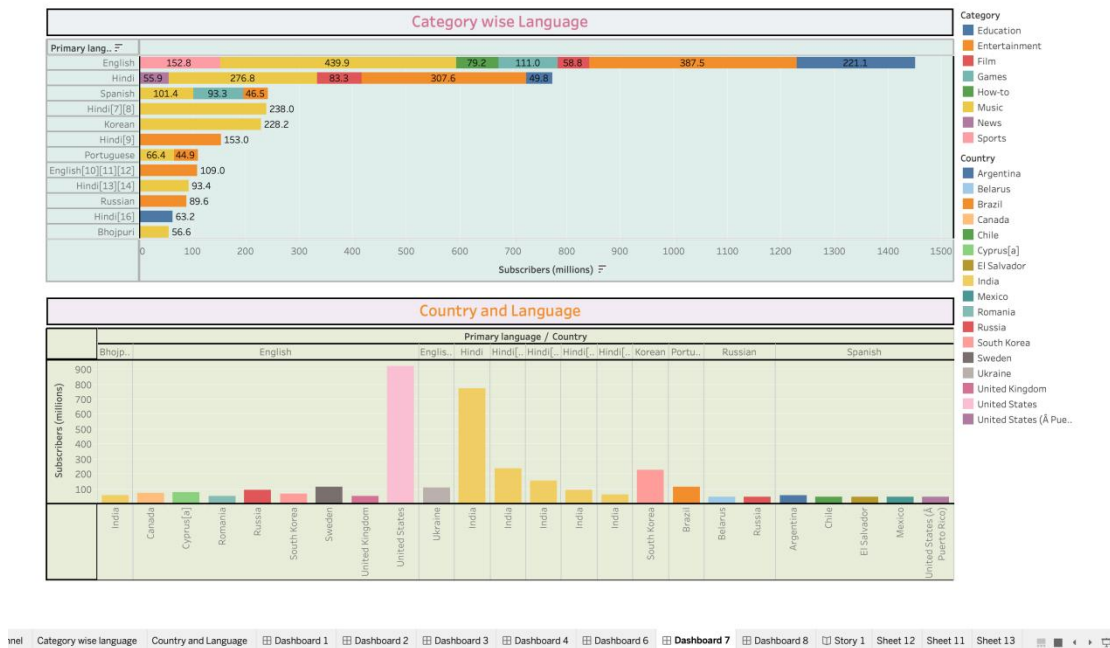


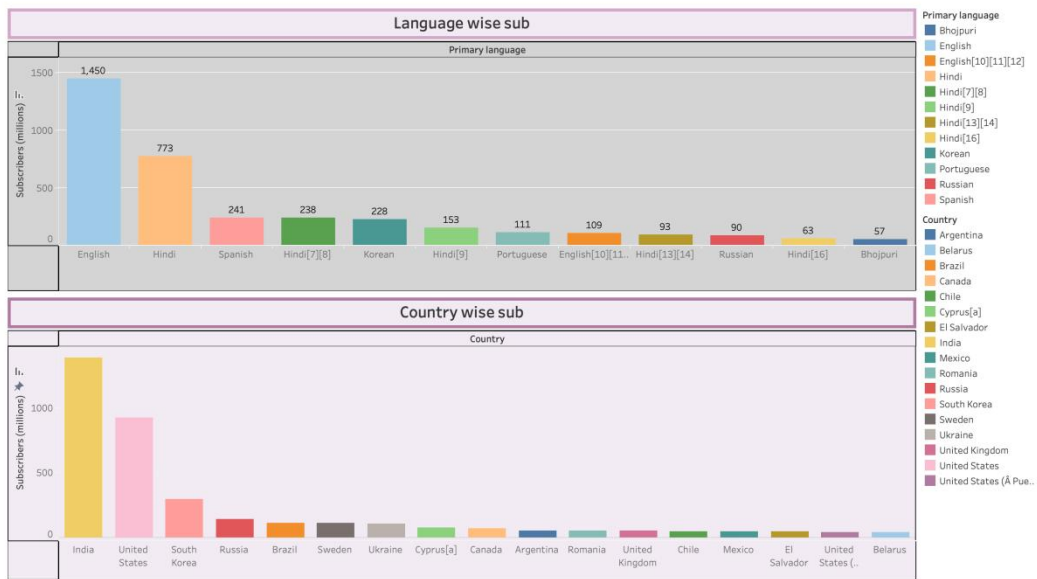
Channel of Language Country wise sub Language wise sub Country wise channel Category wise language Country and Language Dashboard 1 Dashboard 2 Dashboard 3 **Dashboard 4** Dashboard 5

5)



6)

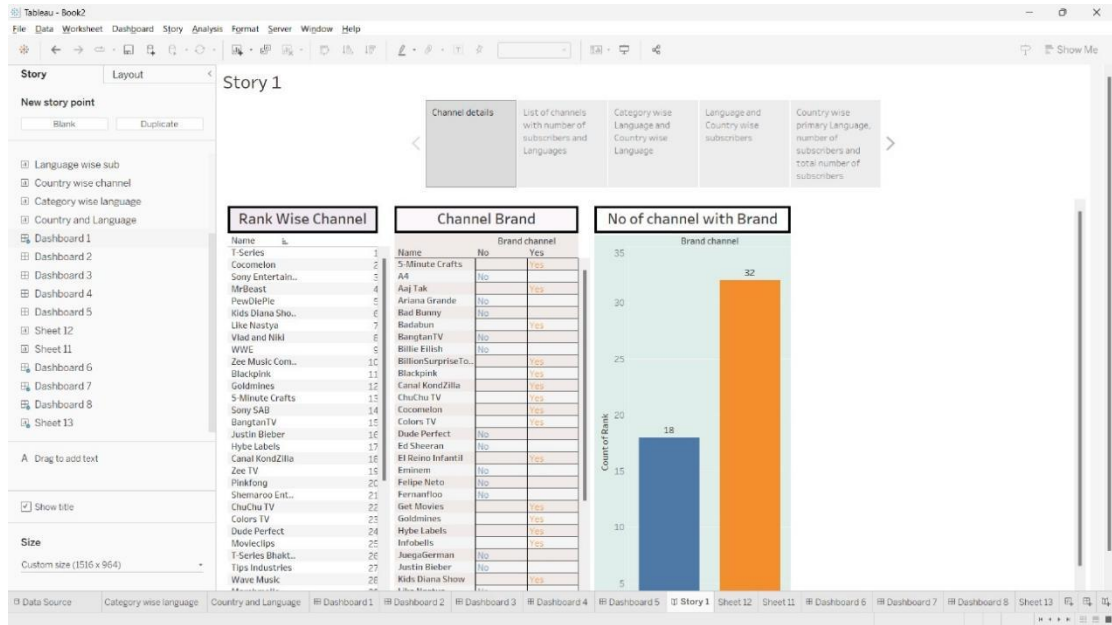


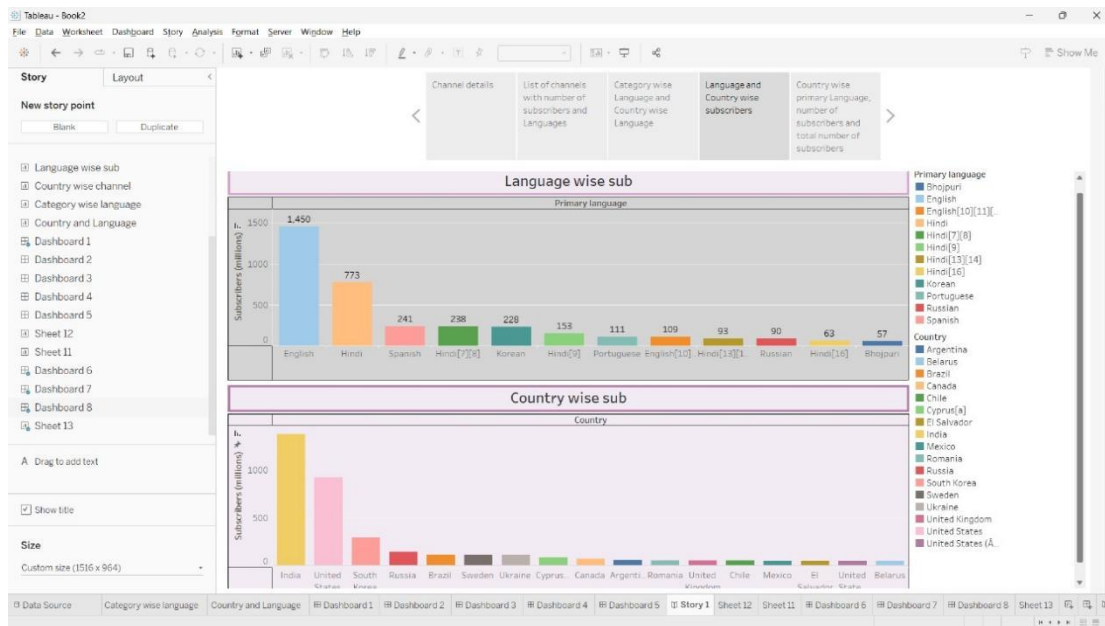


nel Category wise language Country and Language Dashboard 1 Dashboard 2 Dashboard 3 Dashboard 4 Dashboard 6 Dashboard 7 **Dashboard 8** Story 1 Sheet 11 Sheet 13

7)

MILESTONE 6:STORY





MILESTONE:8 PUBLISHING

