



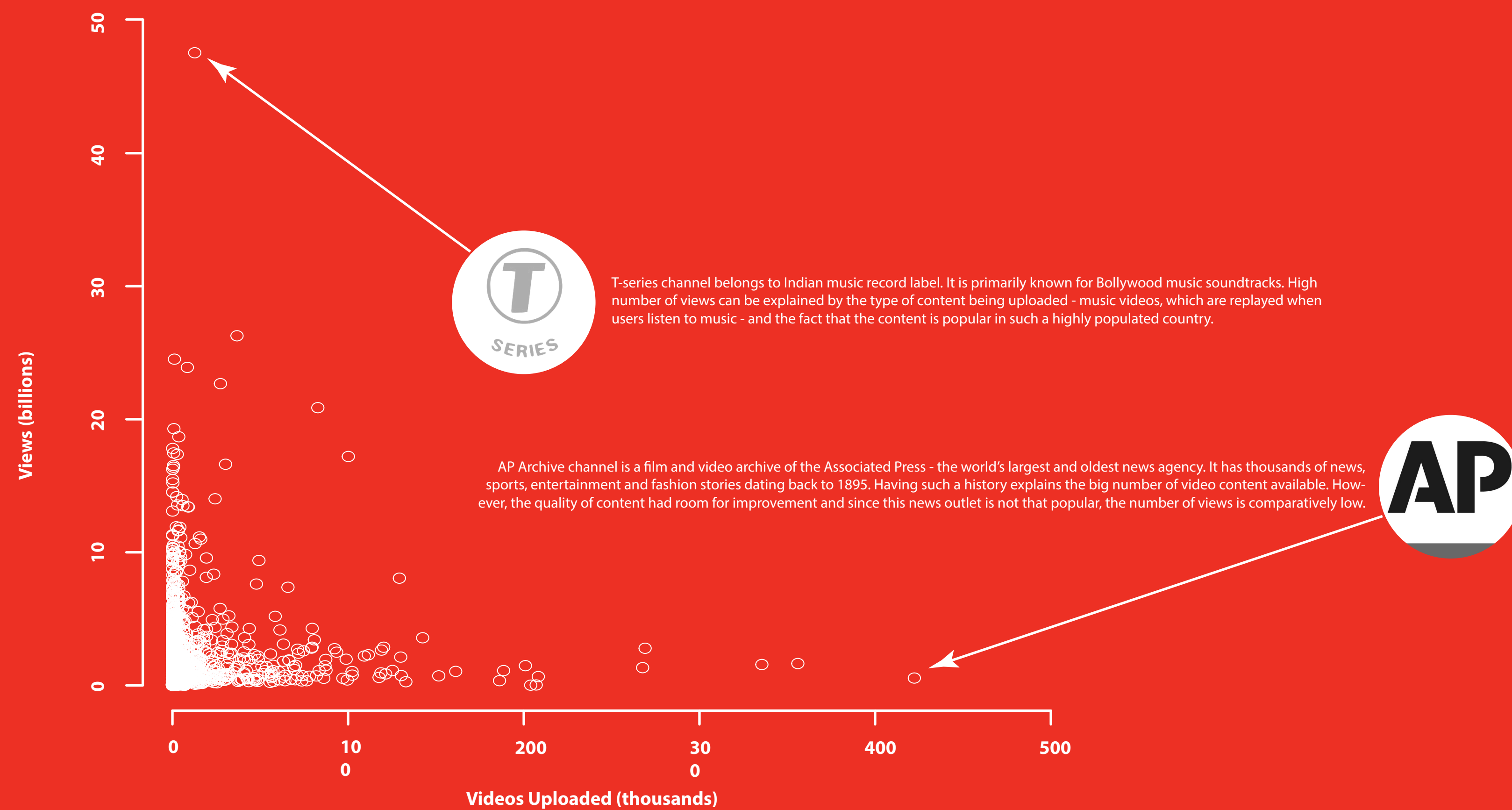
T O P
5000
CHANNELS

SOCIALBLADE

ABOUT YOUTUBE

YouTube is an American video-sharing website owned by Google. It allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users. As of February 2017, there were more than 400 hours of content uploaded to YouTube each minute, and one billion hours of content being watched on YouTube every day. With 3 billion searches per month, YouTube's search volume is larger than that of Bing, Yahoo, AOL and Ask.com combined. **Motivation:** Why would anyone want to analyze data from this platform? Simply because in today's digital age having credible social media presence is highly desirable. The insights provided in this analysis will be found useful by social media managers of companies/corporations, professionals aspiring to create their own "personal brand" online, as well as any other social media enthusiasts.

Does having more uploaded videos on a channel mean having more views?



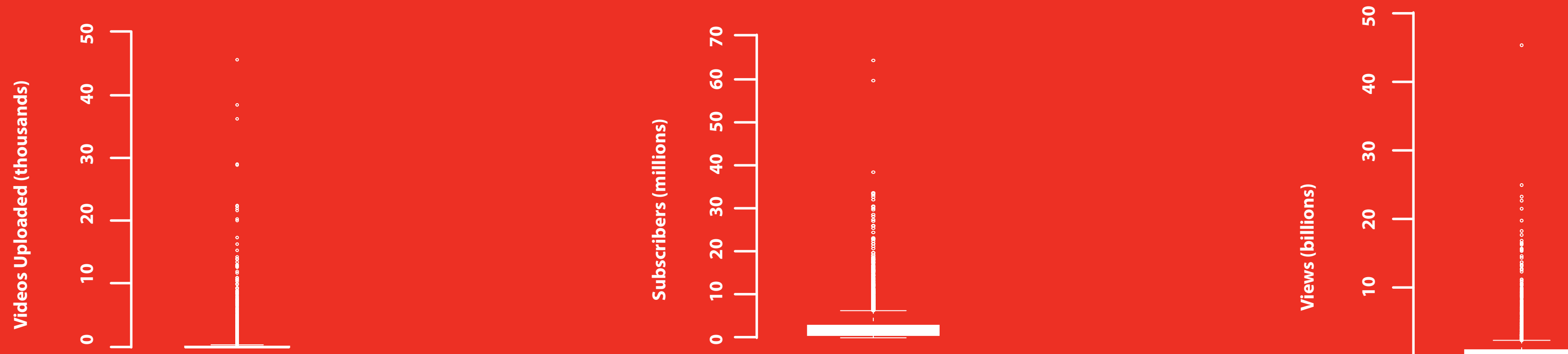
As one can conclude, putting out content does not guarantee views. There is a lot more that goes into play, such as, type and quality of content, target audience, and much more. With the platform getting more and more populated, competition for users' attention grows.

Do you need to have a mainstream celebrity name to gain traffic/subscribers?



Although a considerable amount of channels with high number of subscribers are associated with mainstream celebrities, this word-cloud of channel names based on the subscriber counts exhibits that it doesn't have to be the case. In fact, the most followed channel on the platform - PewDiePie - belongs to Swedish social media influencer, Felix Arvid Ulf Kjellberg.

Distribution of video uploads, subscribers, and views for the top 5000 channels



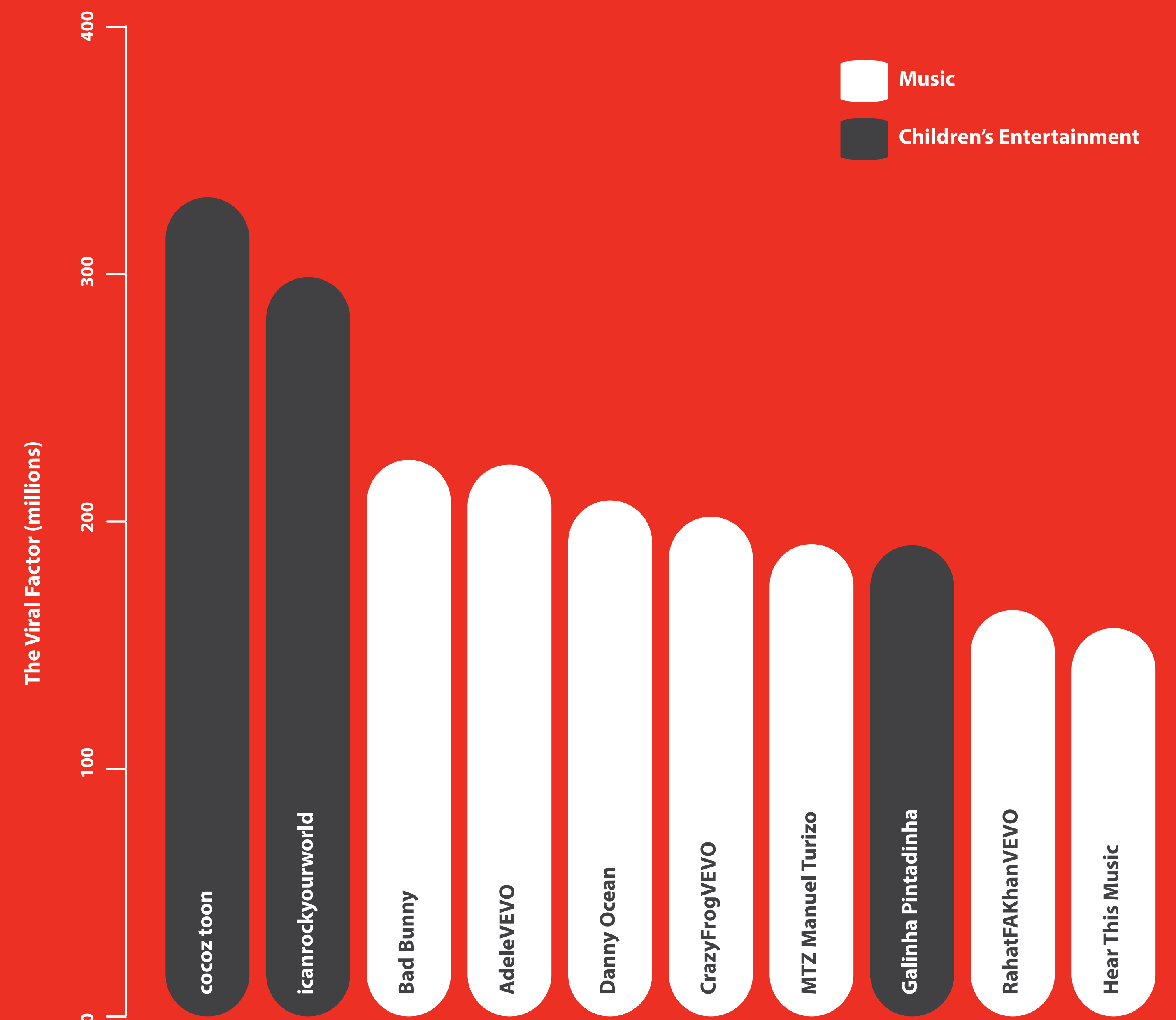
ABOUT SOCIALBLADE

SocialBlade is a website that tracks social media statistics and analytics. Social Blade most notably tracks the YouTube platform, but also has analytical information regarding Twitch, Instagram, Twitter, Facebook, Mixer, and Dailymotion. Social Blade functions as a third-party to the respective social media platforms.

After measuring a lot of metrics from channels on YouTube (such as, subscribers, view counts, comments, likes, and dislikes), SocialBlade assigns a rank and a grade, distribution of which in this data set is depicted to the left.

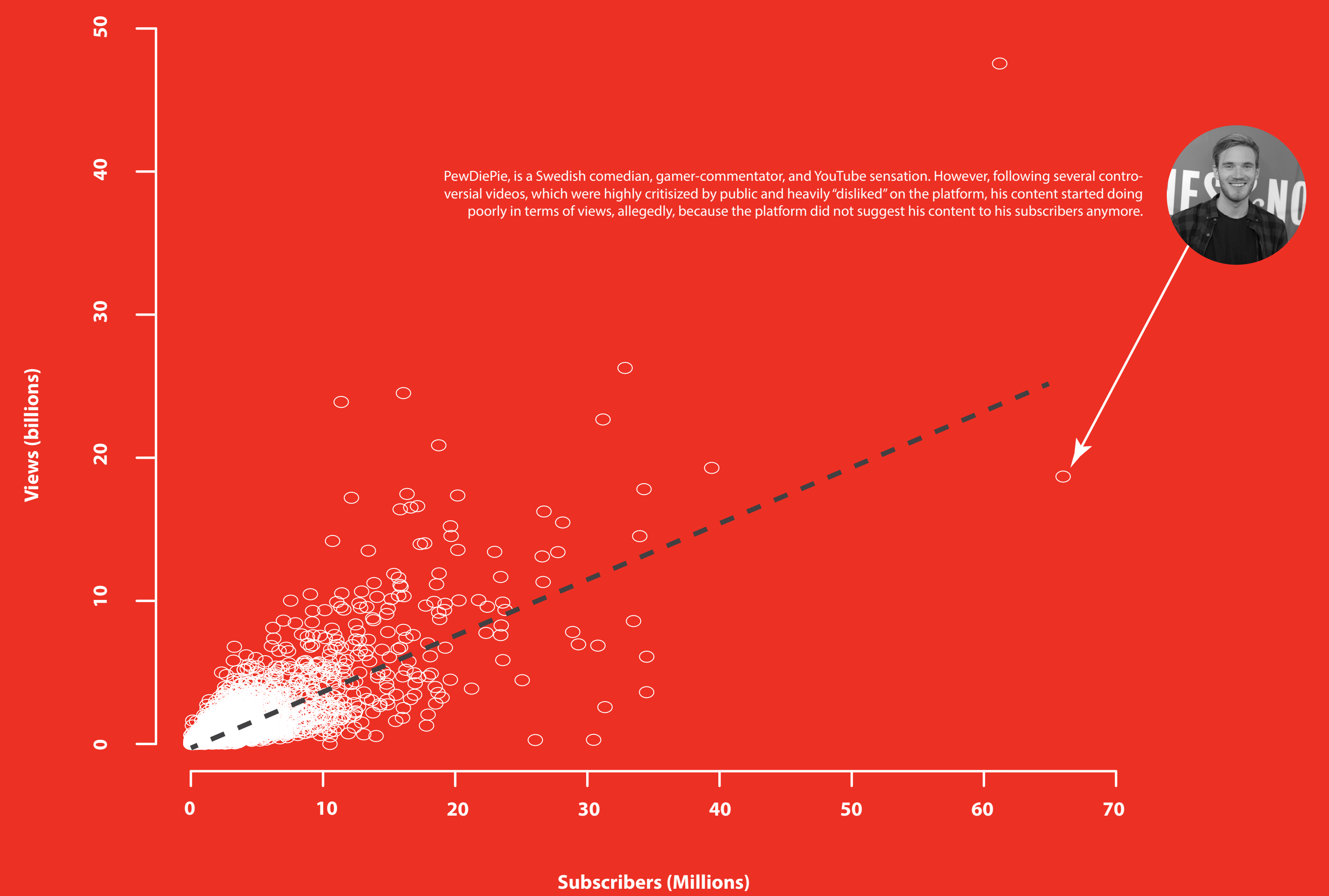
Data Description: The data of the top 5000 channels analyzed here is scraped off the platform using Python. The data set includes the rank (1 through 5000), grade (A++ through B+), channel names, counts of video uploads, subscribers, and views, thus, resulting in 5000x6 dimension.

The "viral factor": what it takes for your content to "blow up"?



Since the data provided was at the channel level, some data manipulation was performed. First, average views per video was calculated. Then, number of subscribers was deducted from the above number to get the "viral factor", number that shows that videos were more likely to be viewed beyond just subscribers. Only the top 10 channels by this factor are depicted above. Analyzing content of these channels, the conclusion that most popular categories are Children's Entertainment and Music was made.

Does having more subscribers mean having more views?



In conclusion, merely having subscribers does not guarantee having views. The content needs to be relevant, appealing, and not downrated (disliked) to be suggested to users.

