VYASA ARTS & SCIENCE WOMEN'S COLLEGE

SUBRAMANIAPURAM

DEPARTMENT OF MATHEMATICS

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A project documentation on the Title-

Subscribers Galore: Exploring World's Top YouTube Channels

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Subscribers Galore: Exploring World's Top YouTube Channels
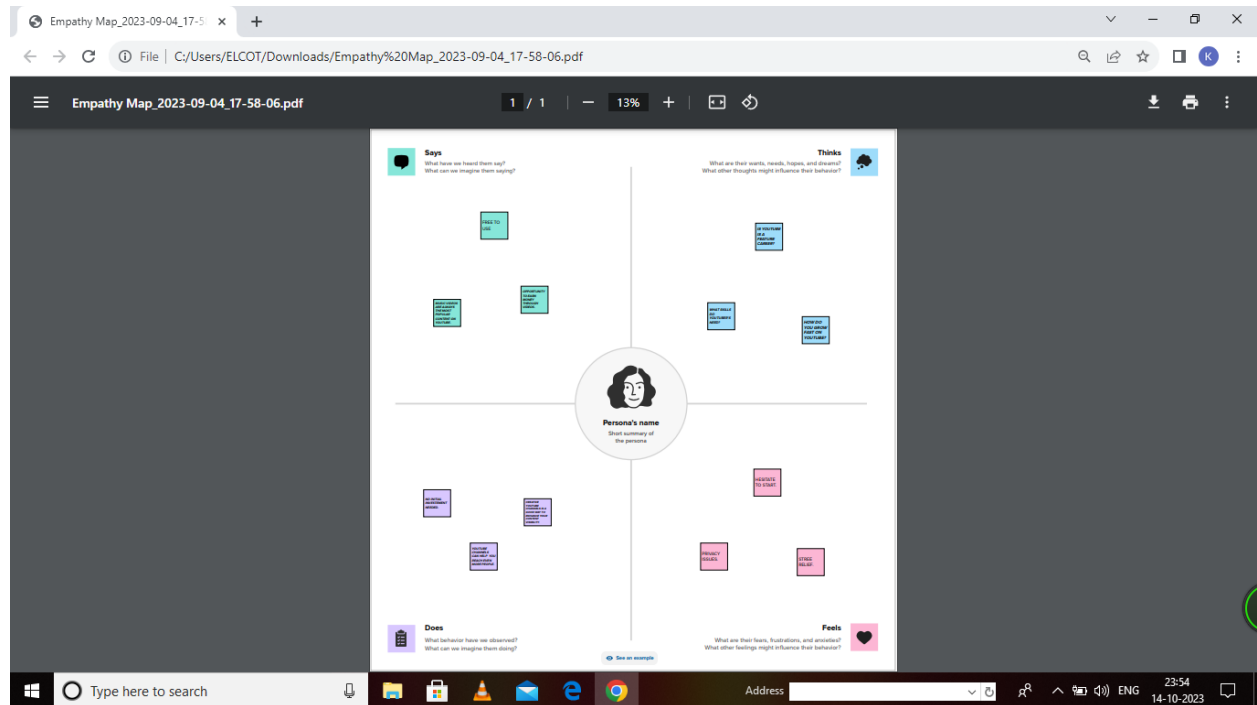
1. INTRODUCTION:

1.1 OVERVIEW:

A subscribers to a channel on the Video-sharing YouTube is a user who has chosen to receive the channels content by clicking on that channel's "subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most- subscribed channels in April 2006. The given project consists of a data set on list of YouTube Channels with rank , brand , language and country wise subscription. The data is to be analysed for the desired purpose and the analysis is to be presented in the form of dashboards/ story using Tableau.
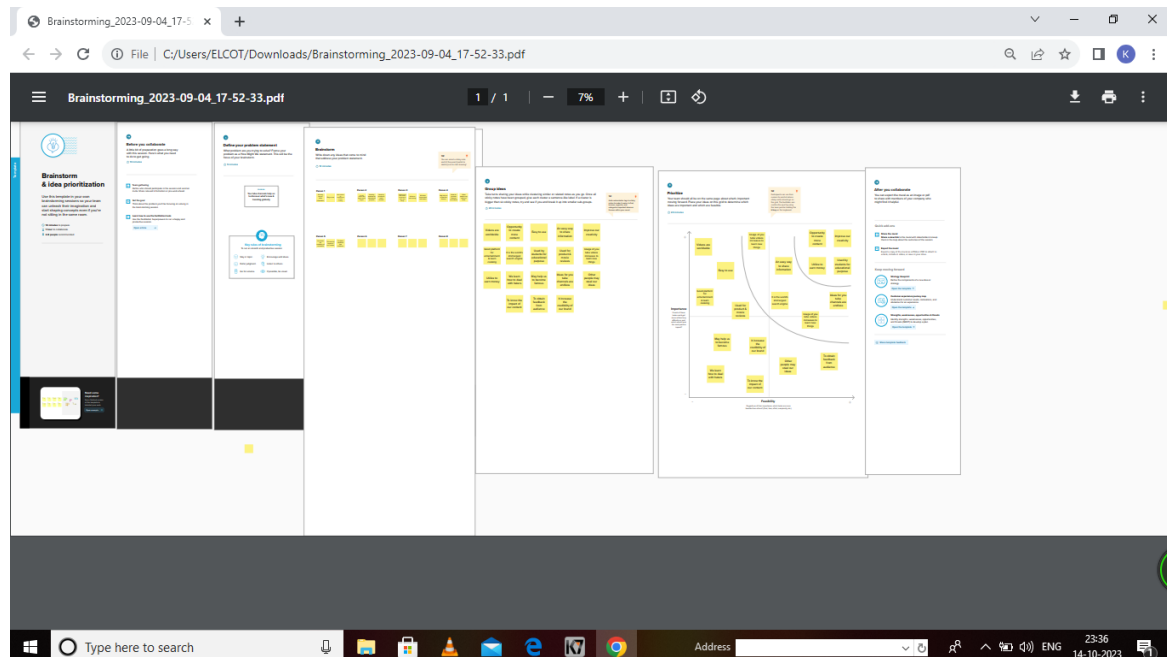
1.2 PURPOSE:

Provide fun and social form of entertainment . It is useful to students to learn through videos . YouTube is useful to learn cooking, learning, craft ideas, etc Through you we can also earn money.

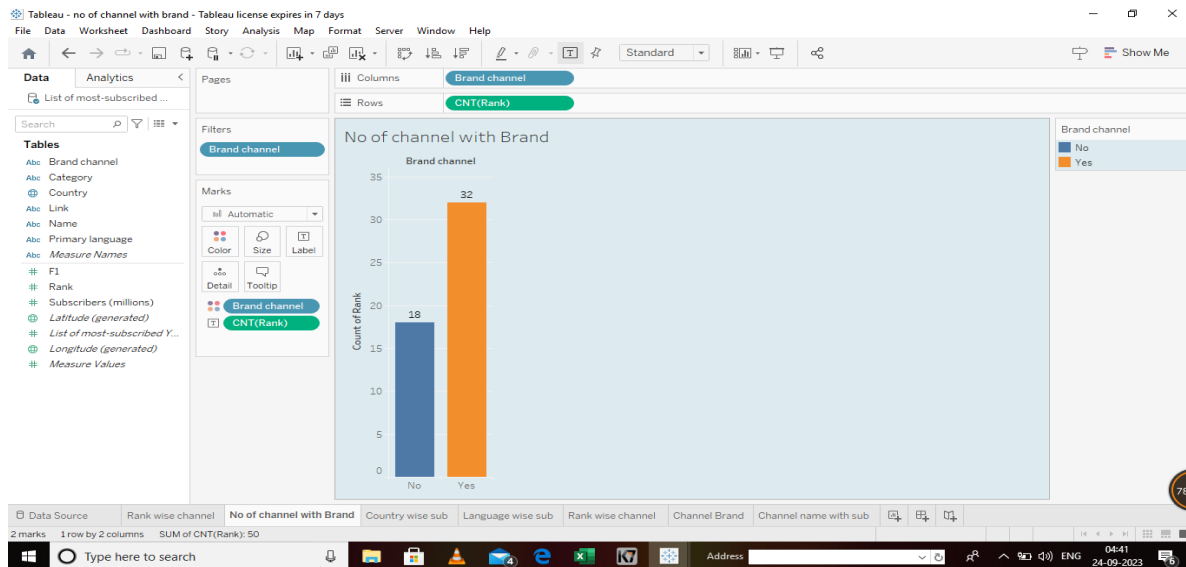# 2. PROBLEM DEFINITION AND DESIGN THINKING:

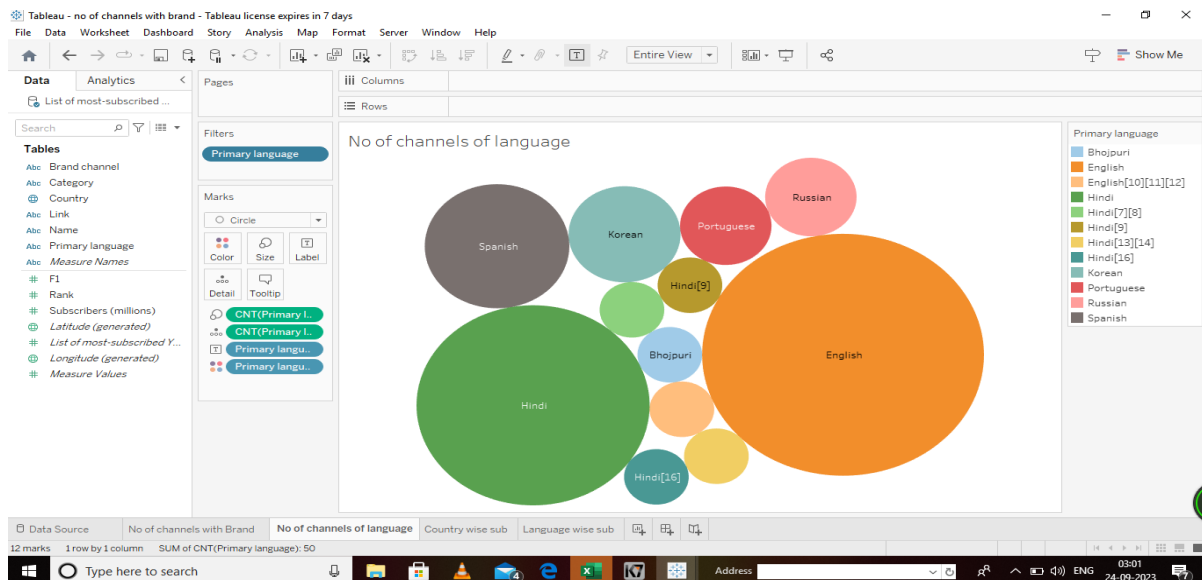## 2.1 EMPATHY MAP

2.2 IDEATION AND BRAINSTORMING
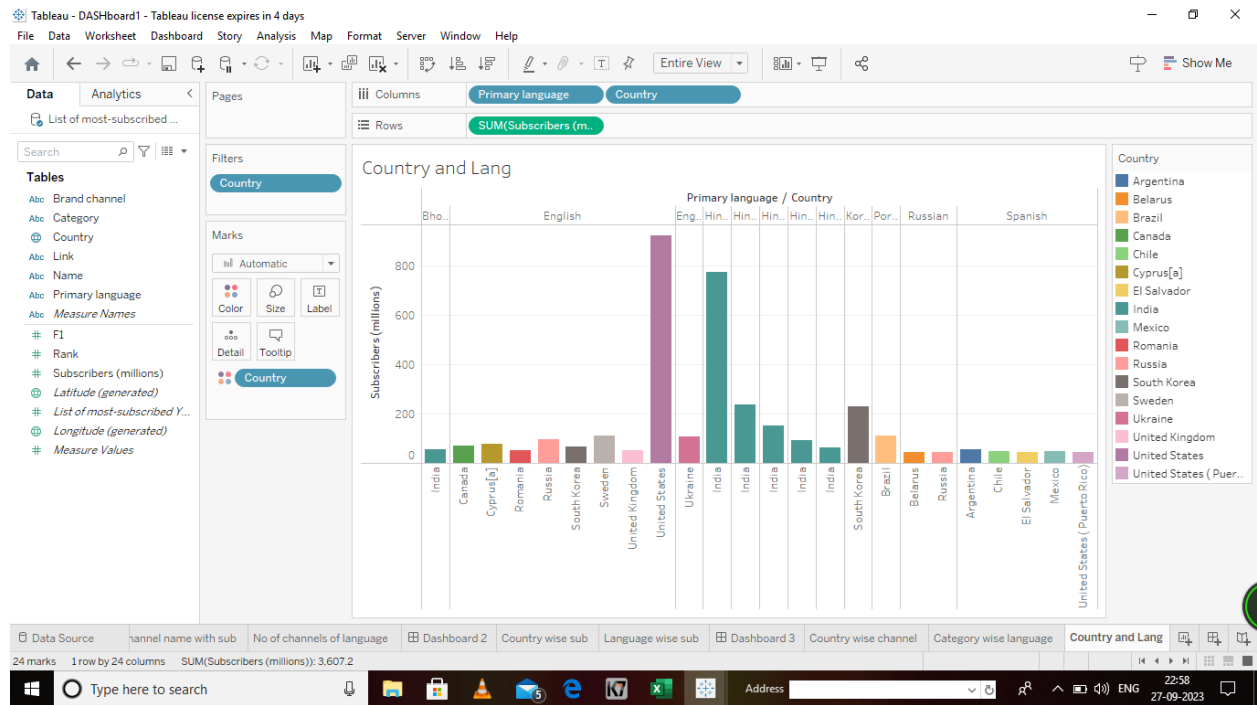
3. RESULTS:

3.1 CHARTS

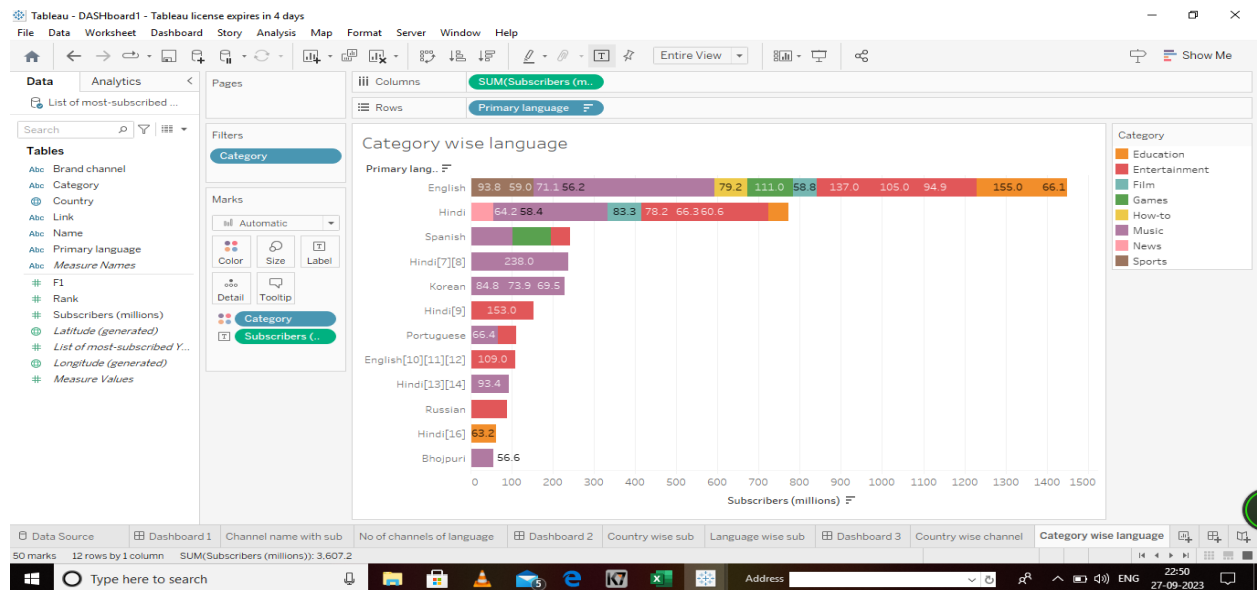### a) Rank wish Channel, No of Channels with Brand and Channel brand

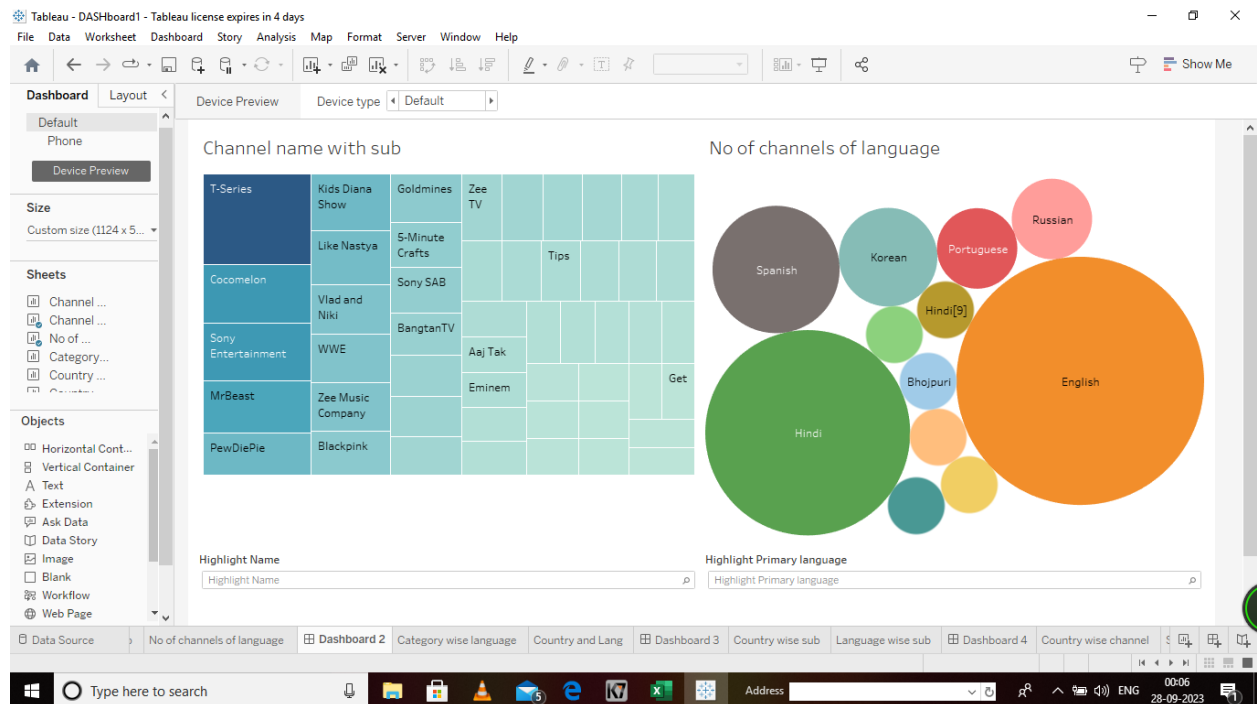### b) Channel Name with Subscibers and No of Channels for particular language
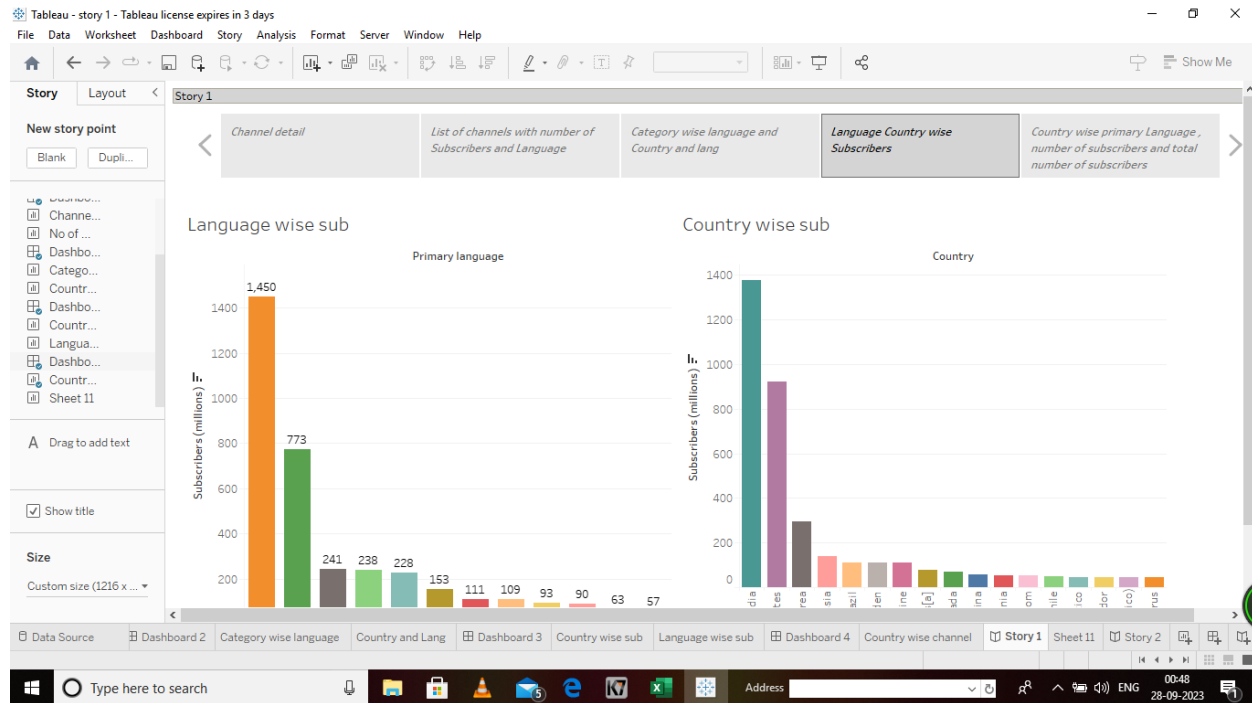
c) Country and Language wise Subscriber

d) Country Wish Channel

3.2 DASHBOARDS

3.3 STORY

4. ADVANTAGES AND DISADVANTAGES:

4.1 ADVANTAGES:

> ➢ YouTube channels help you to engage with the rest of the world
> ➢ Starting a YouTube channel can make you more confident
> ➢ Can connect with a wide audience
> ➢ Can earn money
> ➢ Free of cost

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4.2DISADVANTAGES:

> ➢ Inappropriate content also uploaded.
> ➢ Privacy concerns.
> ➢ Here everything is public ,our account can be disabled without any reason.
> ➢ Little difficult to start earning.

5.APPLICATIONS

- ➢ It is very popular and a powerful social media to all generation of people.
- ➢ YouTube Ads can help you reach ever more people.
- ➢ Marketing on YouTube will help you get found on google.
- ➢ Artificial intelligence will also play a major role in the future of YouTube Through AI's generation abilities , creators will be able to add their stories.

6. CONCLUSION:

We are seen subscription YouTube Channel analysis. we analyze all subscription of YouTube Channels data set through visualization like pie charts, maps,bar charts,etc.,The importance of YouTube Channels are increased day by day rank wise channels , country wise channels , language wise channels, language wise subscription ,etc., are analysed by the given data set.

7. FUTURE SCOPE:

- ✓ In the YouTube career, individuals generally work for themselves and don't need to join a specific organization or company to get employed.
- ✓ As more innovative technology comes out, YouTube will evolve with it.

- ✓ YouTube in India is good as a full time career with endless amount of possibilities.
- ✓ Subscribers play a pivotal role in a YouTuber's career as more subscribers come with more views on content.

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