

SUBSCRIBERS GALORE: EXPLORING WORLD'S

TOP YOUTUBE CHANNELS

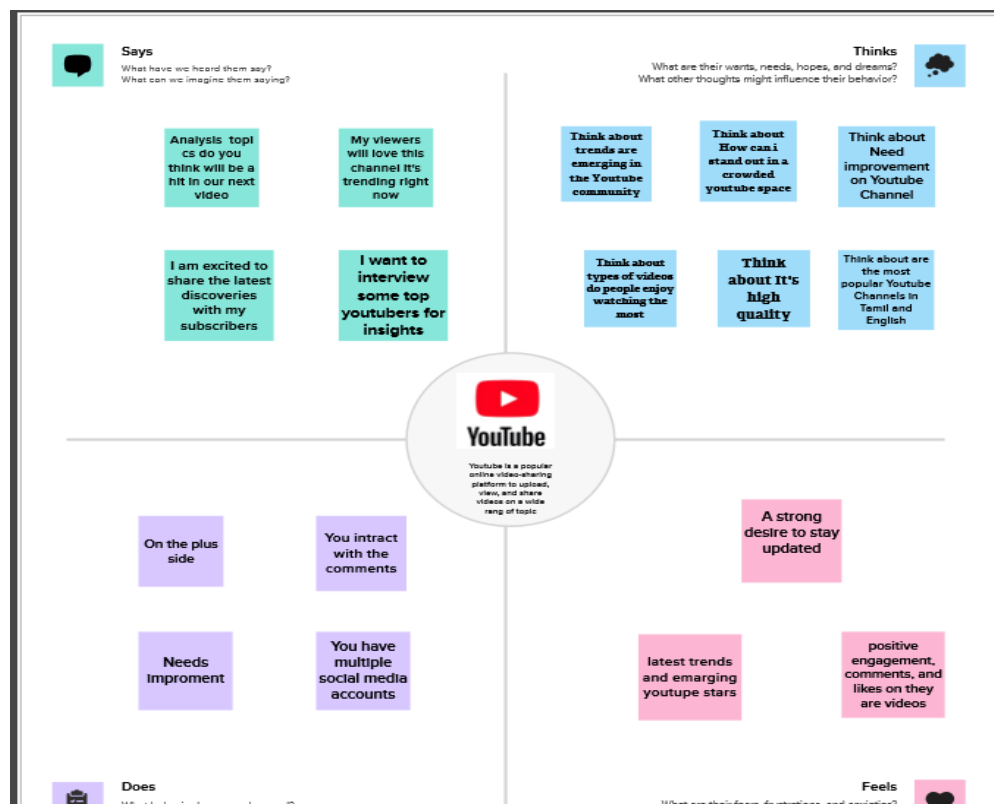
1) INTRODUCTION:

PROJECT DESCRIPTION:

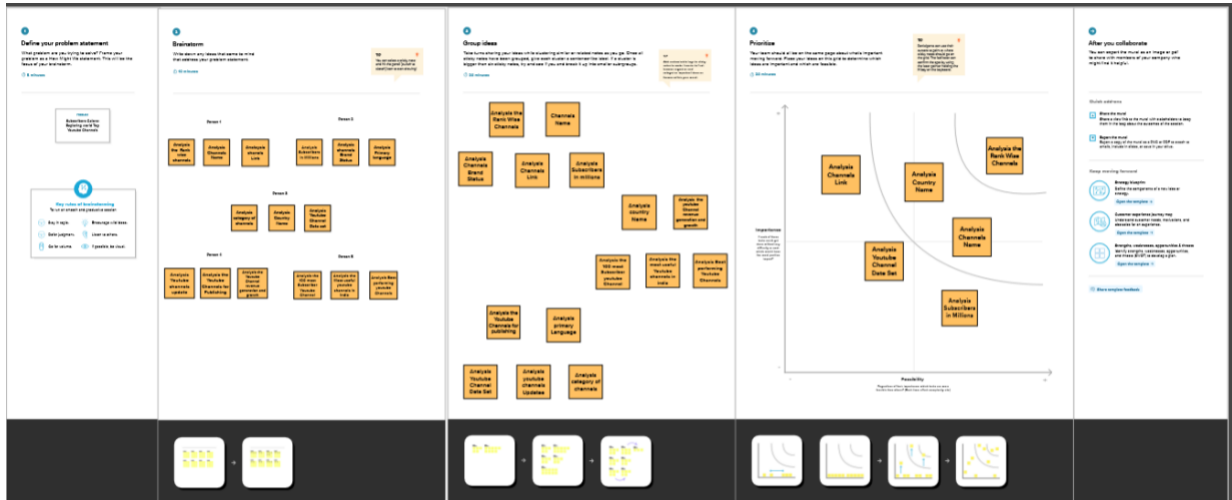
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users was introduced in October 2005. YouTube began publishing a list of its most-subscribed channels in April 2006. An early archive of the list dates to May 2006.

2) PRBLEM DEFINITION & DESIGN THINKING:

2.1) EMPATHY MAP:



2.2) BRAINSTORMING MAP:



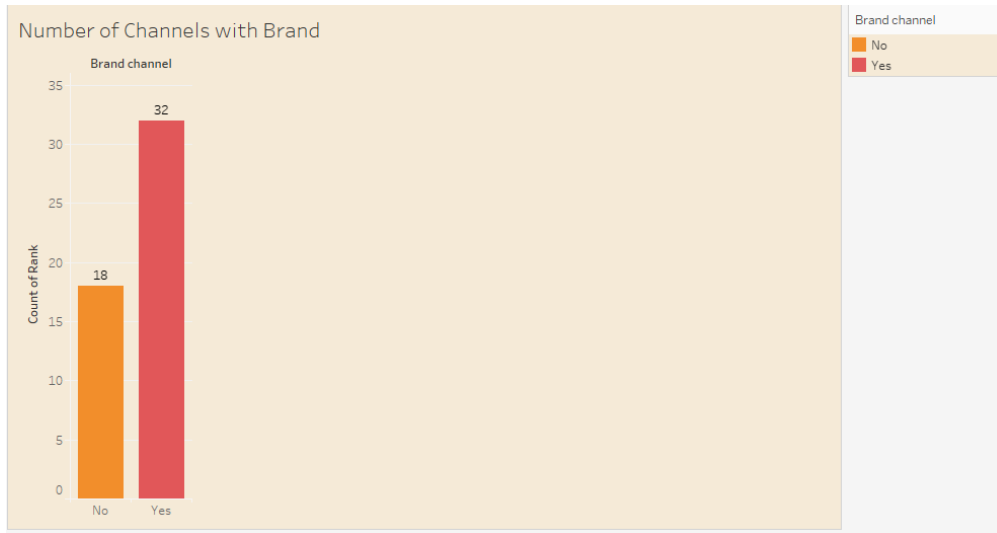
3) RESULT:

3.1) SHEETS:

3.1.1) RANK WISE CHANNEL

Channel	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22

3.1.2) NUMBER OF CHANNELS WITH BRAND



3.1.3) CHANNEL BRND

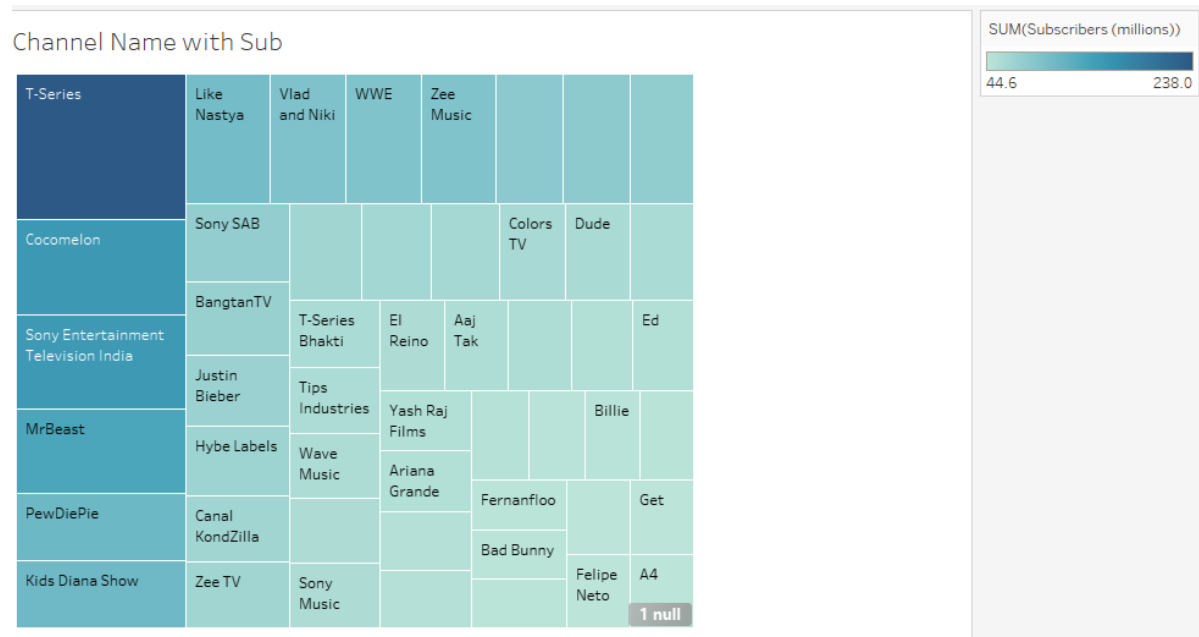
Channel Brand

Channel	Brand channel	
	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
Billion Surprise Toys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes
Colors TV		Yes
Dude Perfect	No	
Ed Sheeran	No	
El Reino Infantil		Yes
Eminem	No	
Felipe Neto	No	
Fernanfloo	No	
Get Movies		Yes

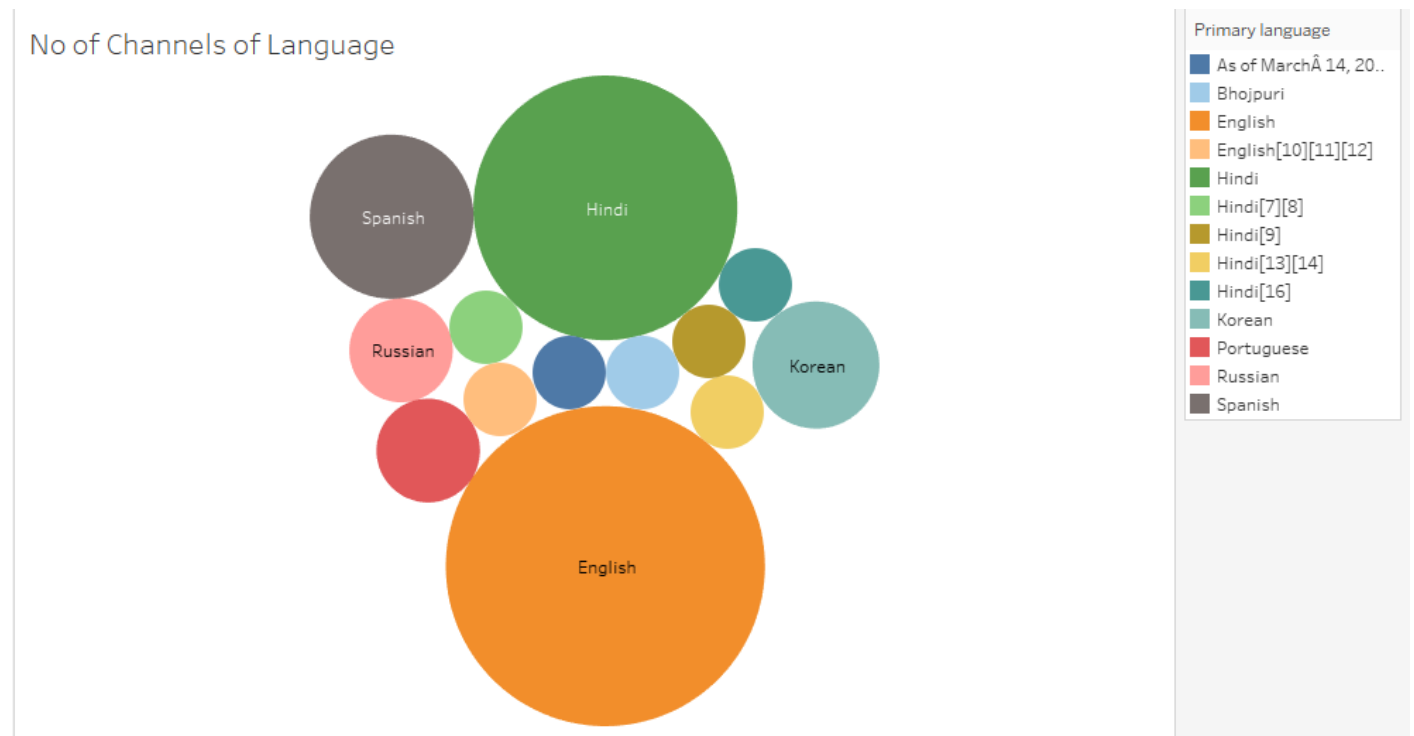
Brand channel

- No
- Yes

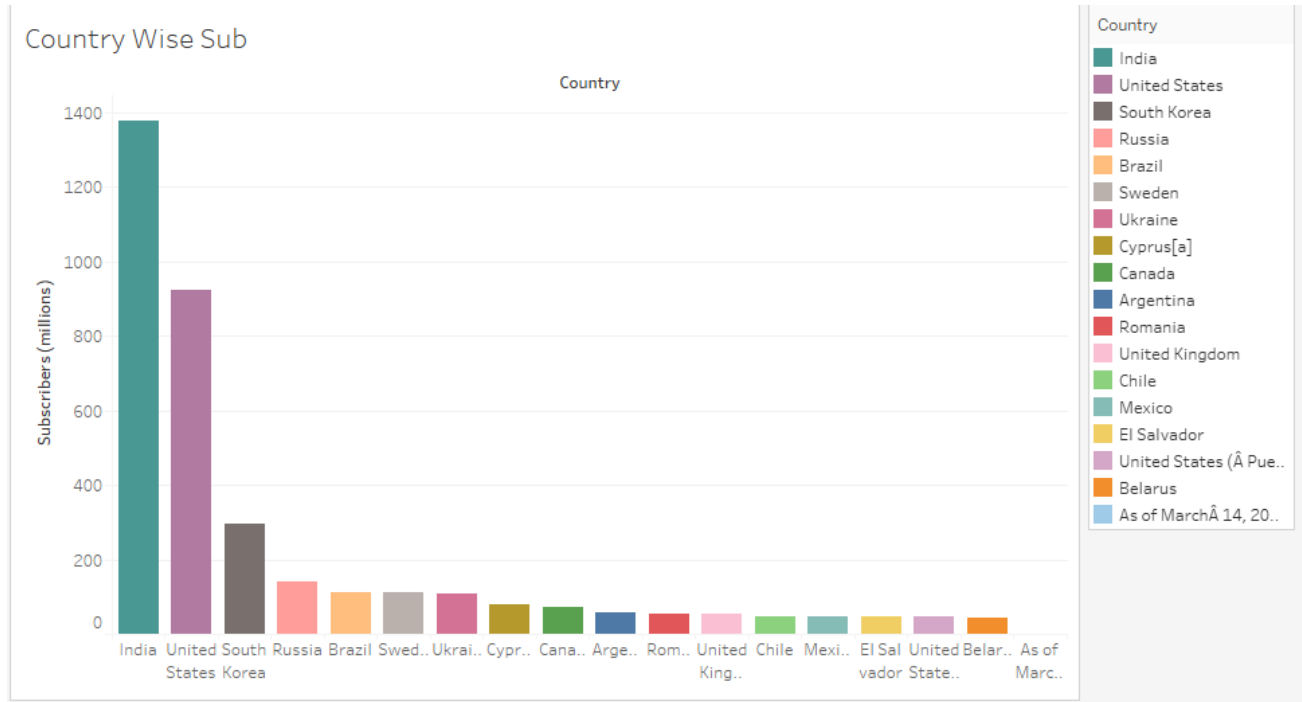
3.1.4) CHANNEL NAME WITH SUB



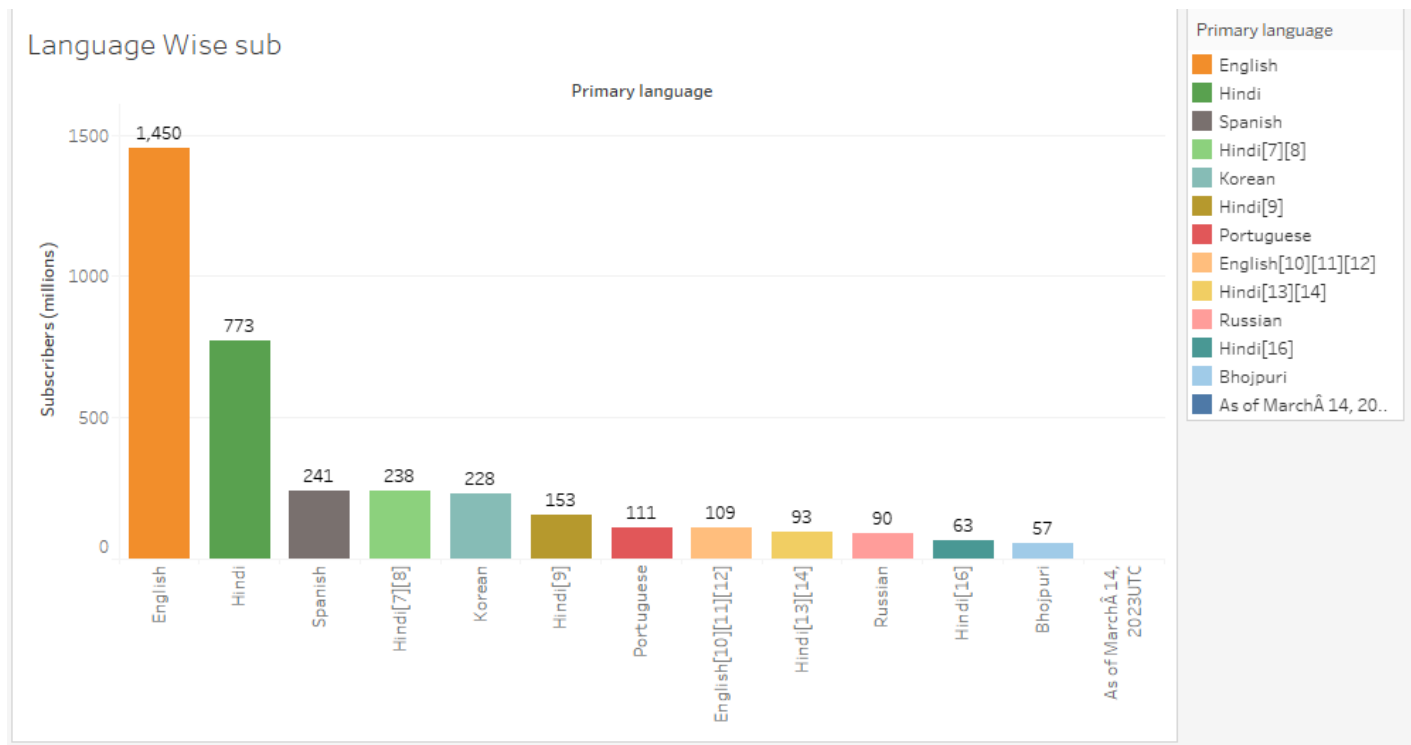
3.1.5) NO OF CHANNELS OF LANGUAGE



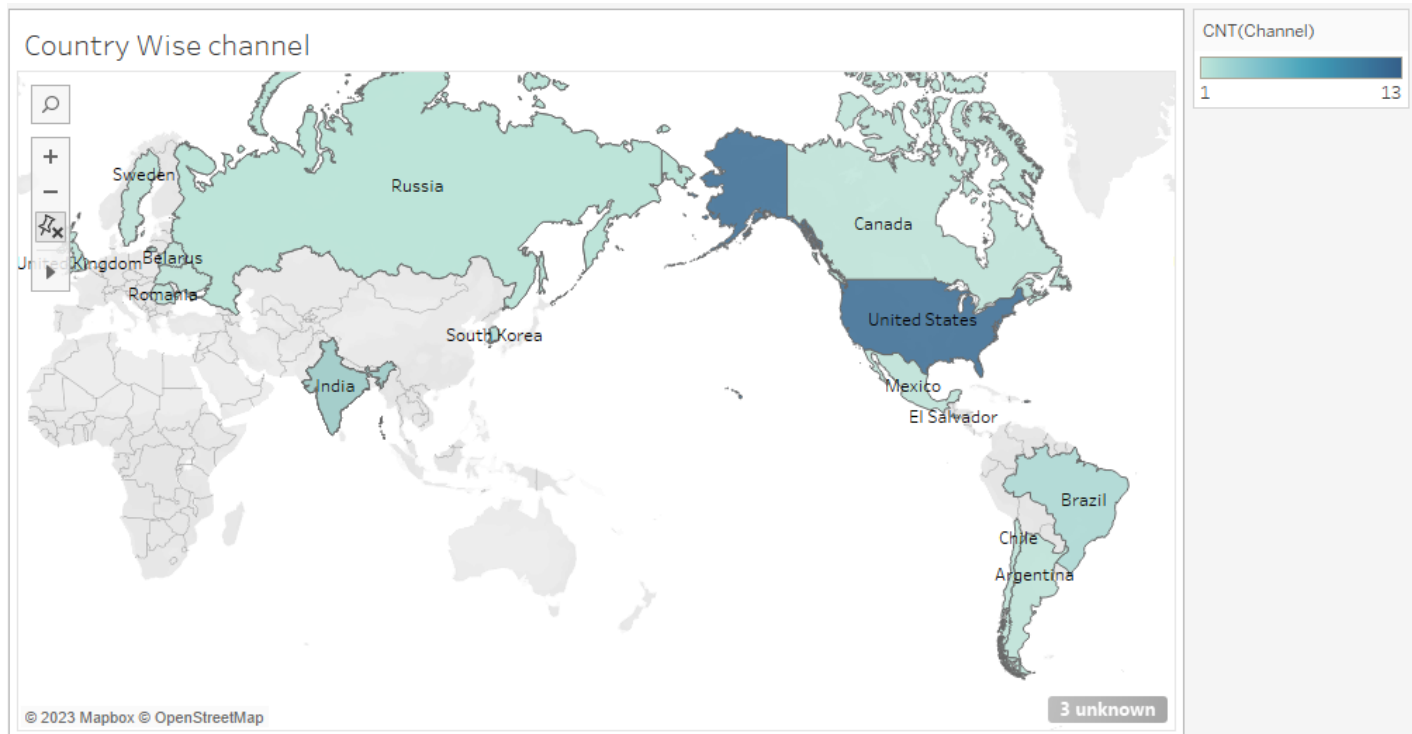
3.1.6) COUNTRY WISE SUB



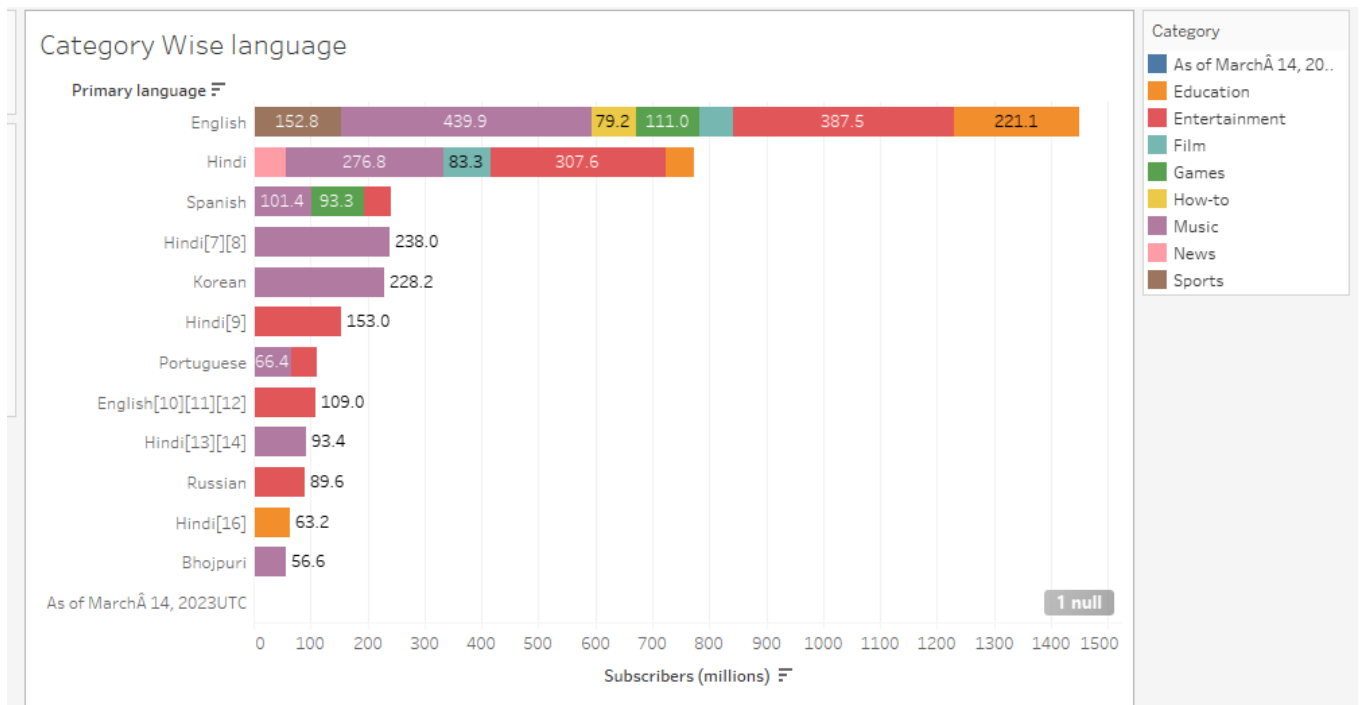
3.1.7) LANGUAGE WISE SUB



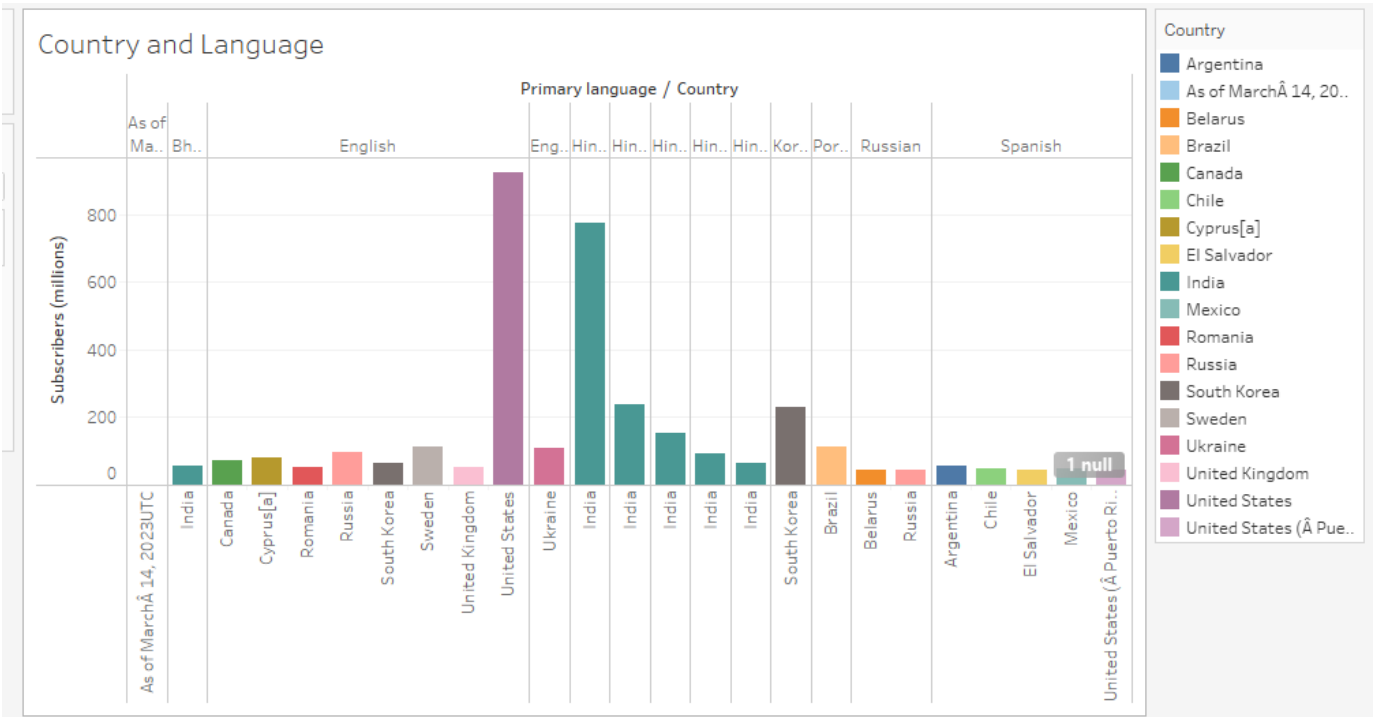
3.1.8) COUNTRY WISE CHANNEL



3.1.9) CATEGORY WISE LANGUAGE

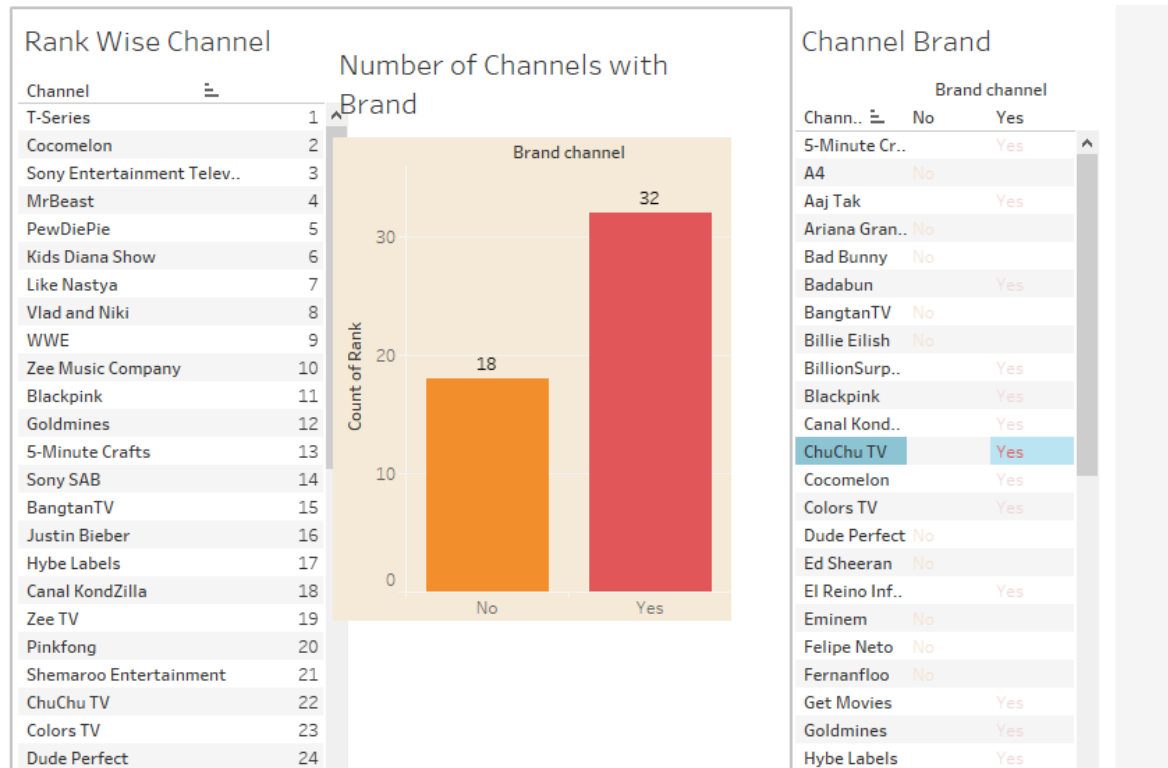


3.1.10) COUNTRY AND LANGUAGE

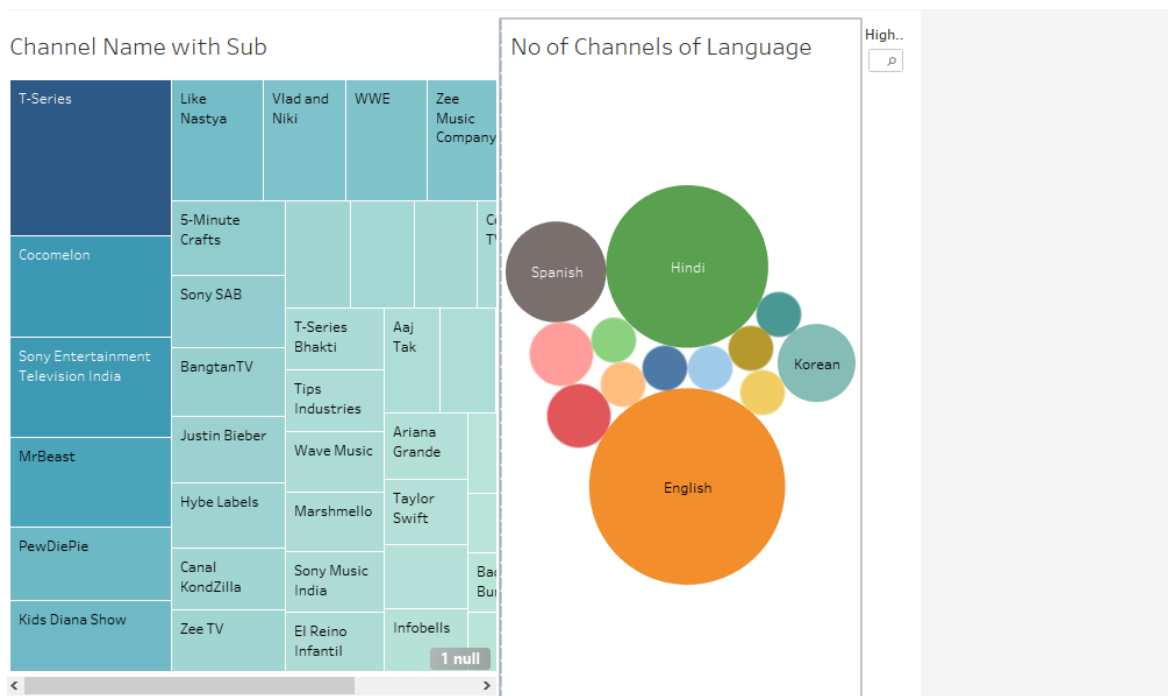


3.2) DASHBOARDS:

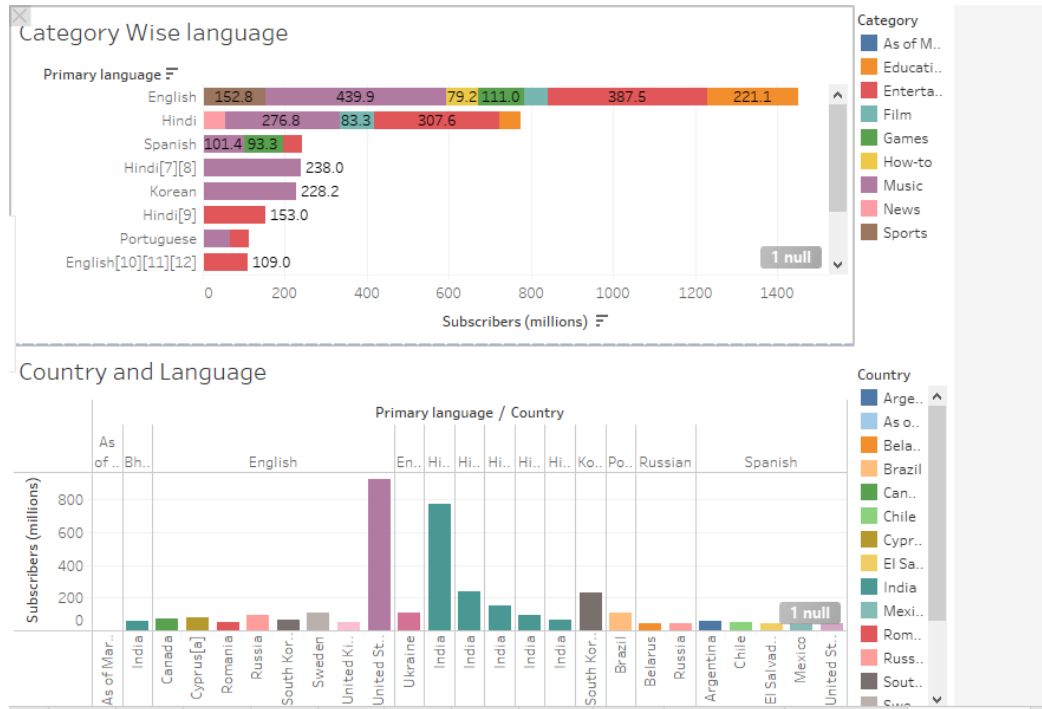
3.2.1) DASHBOARD 1:



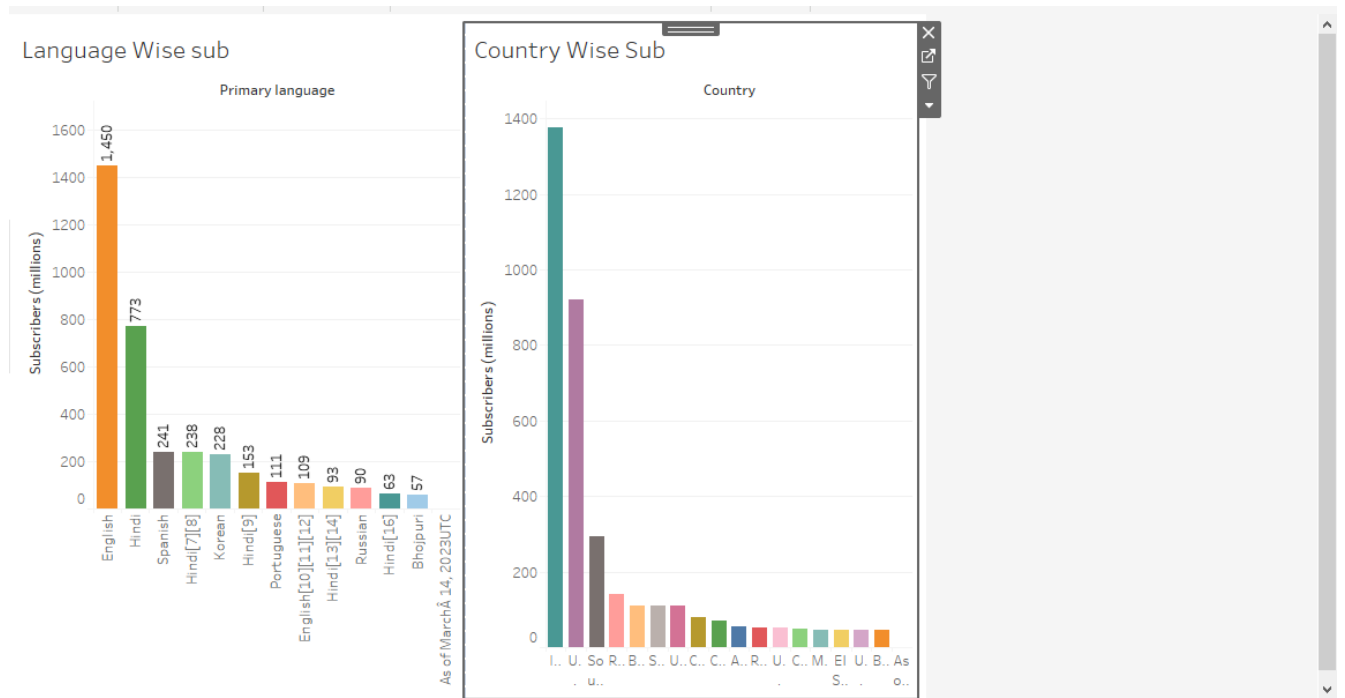
3.2.2) DASHBOARD 2:



3.2.3) DASHBOARD 3:



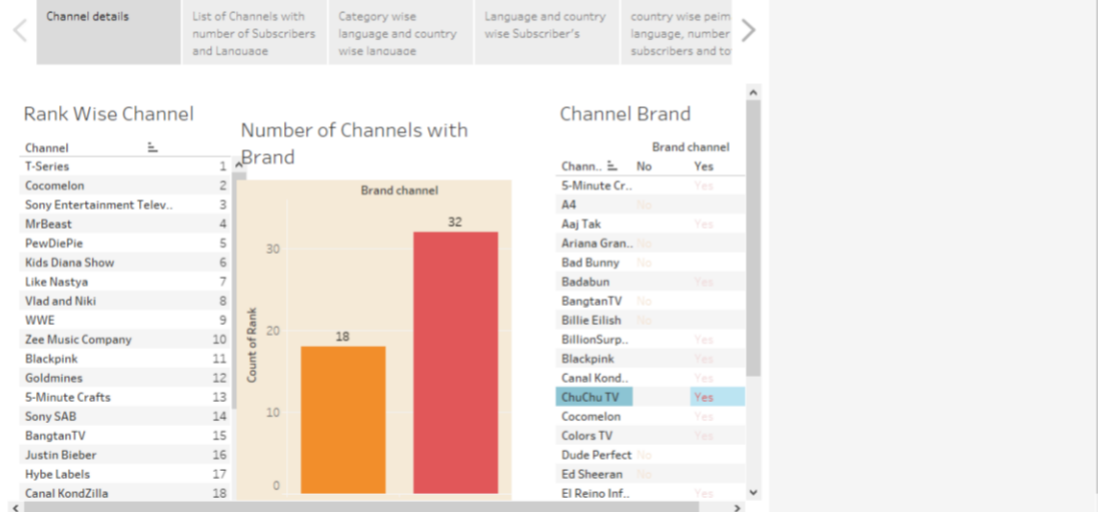
3.2.4) DASHBOARD 4:



3.3) STORY:

3.3.1) STORY 1:

Story 1



3.4) TABLEAU ACCOUNT:

The screenshot shows a Tableau Public profile page for user NM2023TMID15980. The profile includes a bio, location, and buttons for 'Edit Profile' and 'Hire Me'. Below the profile, there are tabs for 'Vizzes', 'Favorites', 'Following', and 'Followers'. A preview of a Tableau story is shown, titled 'Exploring the World's top YOUTUBE channels'.

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Customize Banner

NM2023TMID15980

Subscribers galore : Exploring World's top YouTube channels . at Government Arts and science college , Aundipatty. | theni, Tamil Nadu, India

[Edit Profile](#) [Hire Me](#)

[Vizzes](#) [Favorites](#) [Following](#) [Followers](#)

Story 1

Rank Wise Channel

Number of Channels with Brand

Channel Brand

Exploring the World's top YOUTUBE channels

NM2023TMID15980

4) ADVANTAGES AND DISADVANTAGES:

4.1) ADVANTAGES:

1. **Comprehensive Data:** The solution can provide a comprehensive database of the world's top YouTube channels, offering valuable insights into their content, audience, and growth trends.
2. **Audience Insights:** Researchers and content creators can gain a better understanding of their target audience by analyzing the data.
3. **Competitive Analysis:** The solution allows for detailed analysis of competitors' channels, helping creators make informed decisions.
4. **Content Strategy:** It can aid in developing effective content strategies by identifying trending topics and content formats.
5. **Monetization Opportunities:** Content creators can identify potential monetization opportunities through affiliate marketing, sponsorships and more.
6. **Trend Prediction:** Machine learning algorithms can predict upcoming trends and help content creators stay ahead.
7. **Engagement Metrics:** Insights into engagement metrics like likes, comments, and shares can enhance content quality.
8. **User-Friendly interface:** An intuitive user interface makes it easier for users to navigate and extract insights.
9. **Customization:** Users can tailor the solution to their specific needs and preferences.
10. **Marketing Insights:** Marketers can use the data to target their ads more effectively.

4.2) DISADVANTAGE:

1. **Data Privacy Concerns:** Collecting and analyzing data from YouTube may raise privacy concerns, especially if it involves scraping or accessing private user information.
2. **Data Accuracy:** The accuracy of data depends on the quality of web scraping and data sources, which may be inconsistent.

3. Technical Challenges: Developing and maintaining the solution may require technical expertise and resources.
4. Legal Issues: The project must comply with copyright and fair use laws, as using copyrighted content without permission can lead to legal problems.
5. Resource Intensive: Running machine learning models and maintaining a large database can be resource-intensive.
6. Ethical Considerations: The solution should address related to ethical concerns and usage.
7. Subscription Costs: Maintaining access to YouTube data may incur subscription costs, affecting the project's budget.
8. Competitive Data: Access to certain data may be limited or restricted, affecting the depth of analysis.
9. Data Security: Storing and protecting user data, if collected, must be a priority to prevent data breaches.
10. User Adoption: The success of the solution depends on user adoption and willingness to pay for premium features.

5) APPLICATIONS:

This solution can be applied to explore and analyze the top YouTube channels in various areas of interest, such as entertainment, education, gaming, and more. It can help identify trends, content strategies, and potential collaboration opportunities for content creators and marketers.

6) CONCLUSION:

1. Content Quality: High-quality, engaging, and diverse content consistently attracts and retains viewers.
2. Audience Engagement: Interactions, comments, and community-building are vital in building a loyal subscriber base.
3. Consistency: Regular uploads and maintaining a content schedule are crucial for audience retention.

4. Niche Focus: Successful channels often cater to a specific niche or audience interest.
5. Collaboration: Collaborations with other YouTubers can lead to increased visibility and subscriber growth.
6. Thumbnail and Title Optimization: Eye-catching thumbnails and compelling titles play a significant role in click-through rates.
7. Algorithm Understanding: Creators who understand and adapt to YouTube's algorithm changes can benefit from increased visibility
8. Content Translation and Localization: Offer translation and localization options to make top YouTube channels accessible to a global audience.
9. Content Curation: Curate themed playlists and collections of videos from different channels, making it easier for subscribers to explore specific topics or genres.
10. Data Analytics: Provide in-depth analytics for channel performance and audience engagement, assisting both viewers and creators in optimizing their YouTube experience

7) FUTURE SCOPE:

1. Personalized Recommendations:
Implement advanced recommendation algorithms to provide users with personalized channel suggestions based on their viewing history and preferences.
2. Interactive Features: Add interactive elements, such as polls, quizzes, or live Q&A sessions with top You Tubers to engage the audience more actively.
3. Virtual Reality (VR) Integration: Explore VR technology to allow users to immerse themselves in the content of top YouTube channels, providing a unique and immersive viewing experience.
4. AI-Generated Content: Utilize
AI-generated content to summarize and analyze trends, insights, and highlights from the top YouTube channels, helping subscribers stay up-to-date with the latest content

5. Community Building: Foster a sense of community among subscribers by introducing discussion forums, fan clubs, or exclusive events related to the featured channels.
6. Monetization Tools: Provide tools and resources for aspiring YouTubers to learn about monetization strategies, sponsorships, and collaborations, creating a comprehensive platform for both viewers and creators.
7. Advanced Search and Filters: Enhance search functionality and filters to help users easily discover channels by niche, content type, or other criteria.
8. Content Translation and Localization: Offer translation and localization options to make top YouTube channels accessible to a global audience.
9. Content Curation : Curate themed playlists and collections of videos from different channels, making it easier for subscribers to explore specific topics or genres.
10. Data Analytics: Provide in-depth analytics for channel performance and audience engagement, assisting both viewers and creators in optimizing their YouTube experience.