

welcome

TO



**Smart
Internz**

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU

TITLE

➤ **PROJECT**

SUBSCRIBE

RS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS



UNDER THE GUIDANCE OF

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GUEST LECTURER

PG & RESEARCH DEPARTMENT OF MATHEMATICS,
GOVERNMENT THIRUMAGAL MILLS COLLEGE,
GUDIYATHAM - 632602

TEAM PROFILE

SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

TEAM NM ID :

NM2023TMID16163

► **TEAM LEADER :**

MANIKANDAN P : NM_ID: 3CA8BF4A05092E192F444EA182800935

➤ **TEAM PERSONS :**

LOKESH .Y: NM_ID: F68A011C688EE33A1744AD73099B65CD

NANDHA KUMAR.V:NM_ID: 7226256A3E77A23B92847CA79A723FB1

TAMILARSAN.A: NM_ID: NM_ID: 894C37B8C5E6CE5AC2F47ED31148641B

EZHILARASAN.B:NM_ID: 84013FEBD4E993B85B94854B9EB0D76E

INTRODUCTION

overview



YouTube has become an efficient platform for sharing ideas, entertaining audiences, and educating viewers on various topics. But creating a successful YouTube video involves more than just pressing the record button. A well-crafted script is the backbone of any compelling video, guiding the creator's message and ensuring a coherent and engaging delivery.

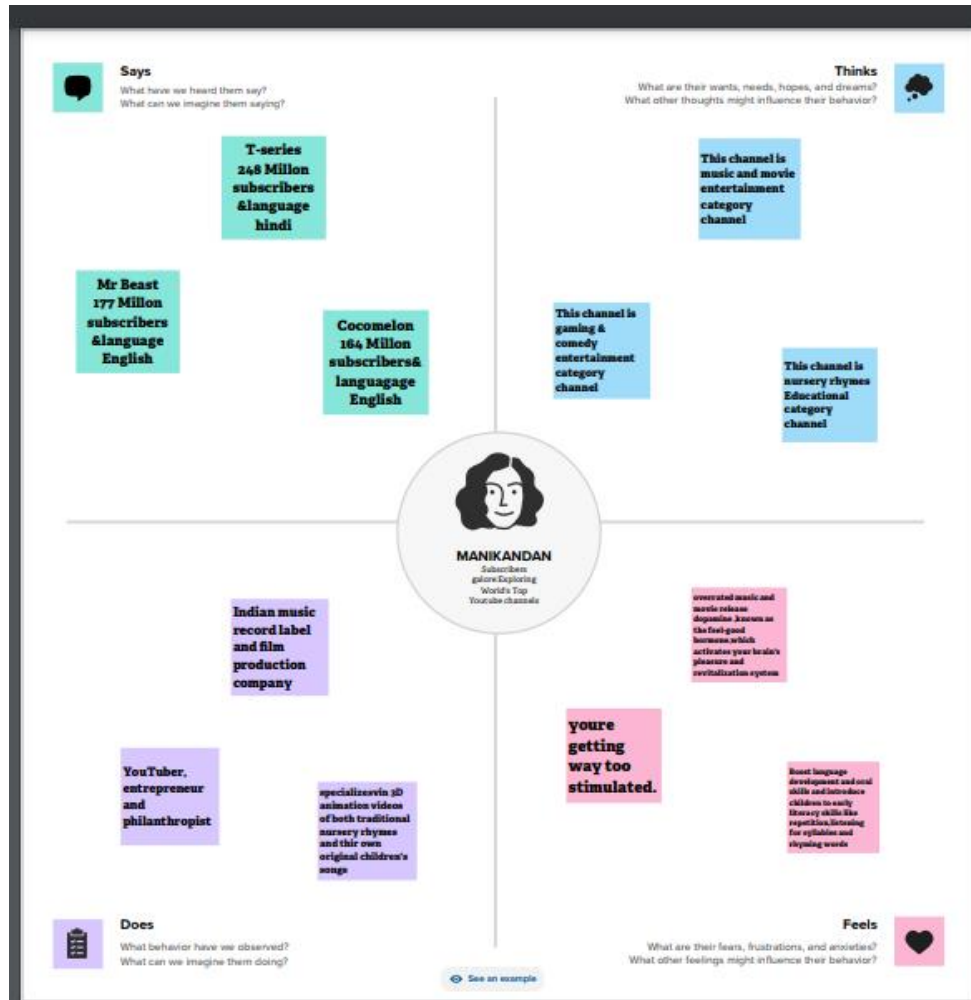
PURPOSE



- ▶ **YouTube is a free video sharing website** that makes it easy to watch online videos. You can even create and upload your own videos to share with others. Originally created in 2005, YouTube is now one of the most popular sites on the Web, with visitors watching around 6 billion hours of video every month.
- ▶ **Automatically generated channels that lack their own videos (such as Music and News) and channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded**

PROBLEM DEFINING & DESIGN THINKING

Empathy Map



IDEATION & BRAINSTORMING MAP

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

T-series, Mr
beast, cocomelon how
became those three
youtube channels top?



Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Person 1

Researching
trending
youtube
channel
name

Focus on the
high video
quality

use relevant
keywords in
videos titles

Person 2

Understand
your niche and
create content
for your
audience

live stream
videos to
youtube

Create
unique and
Branded
video
Thumbnails

Person 3

set youtube
channel tags

Create high
quality
content

use of time
stamps

Person 4

Add
captions to
videos

Create a
posting
schedule

create
custom
playlists

Person 5

Create
content for
youtube
shorts

optimize your
youtube
channel for
search

Collaborate
with other
content
creators



Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

TIP

Add a sentence-like label to sticky notes as you cluster them. Put labels, arrows, and keywords together. Use as many sticky notes as needed.

- 1) Researching trending youtube channel name
- 2) Focus on the high video quality
- 3) use relevant keywords in videos titles
- 4) Understand your niche and create content for your audience
- 5) live stream videos to youtube
- 6) Create unique and Branded video Thumbnails
- 7) set youtube channel tags
- 8) Create high quality content
- 9) use of time stamps
- 10) Add captions to videos
- 11) Create a posting schedule
- 12) create custom playlists
- 13) Create content for youtube shorts
- 14) Collaborate with other content creators
- 15) optimize your youtube channel for search



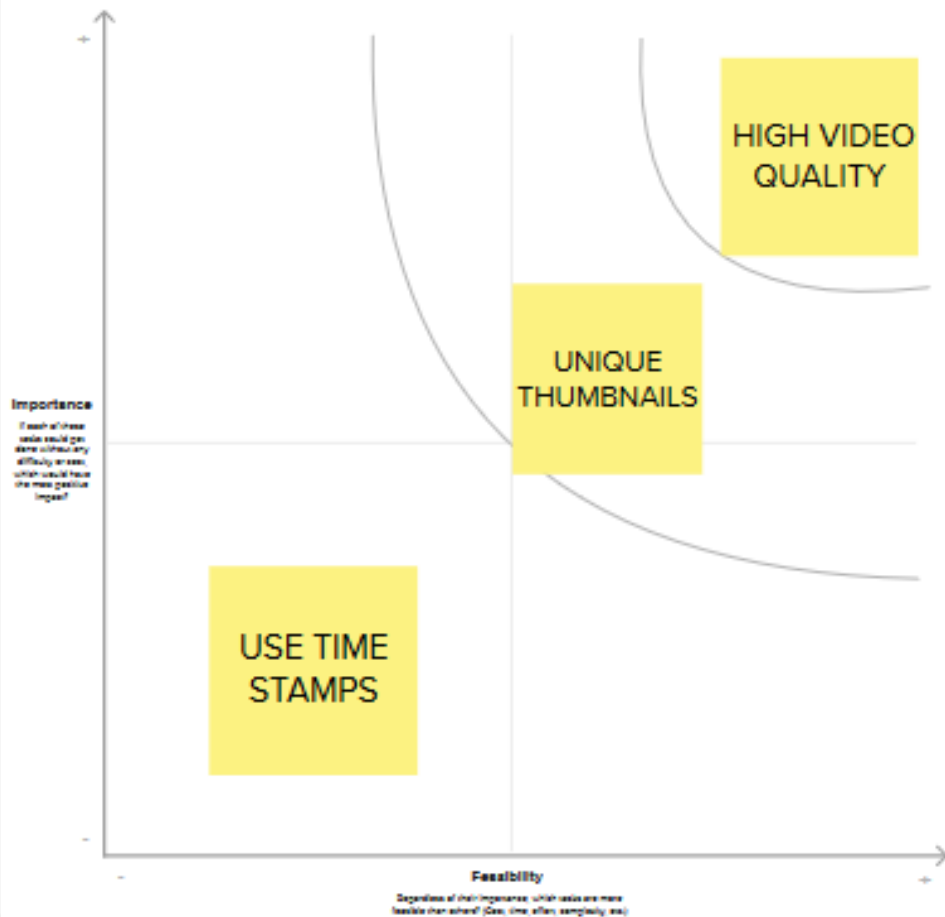
Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

30 minutes

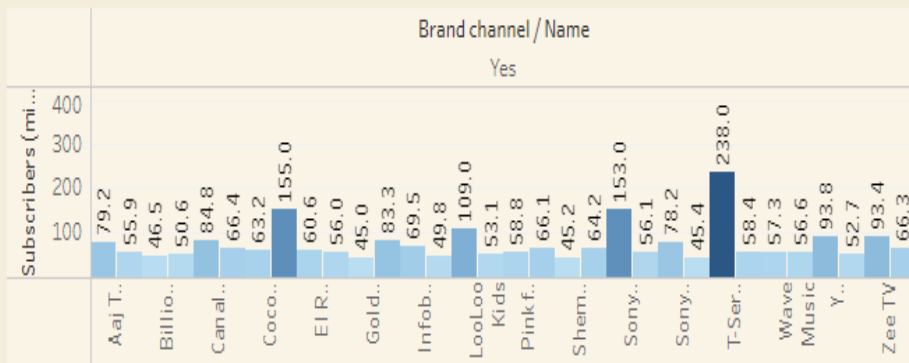
TO

Developers can use their current insights to gain a better understanding of what users should go on the grid. The facilitator can confirm the ideas by using the laser pointer holding the H key on the keyboard.

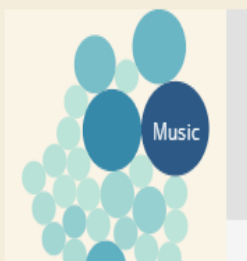


3.RESULT : FINAL FINDINGS (output)of the project

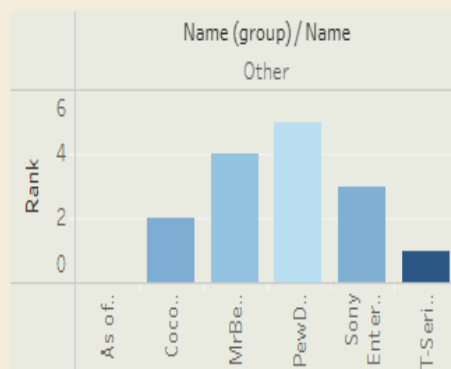
most subscribed youtube channel



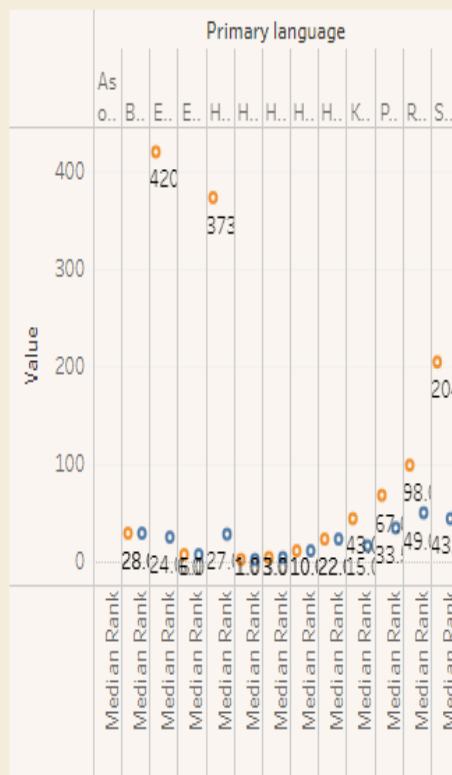
country wise youtube channel



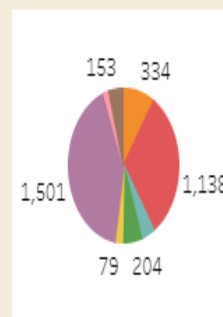
top 5 youtube channel



language wise youtube channel ranking



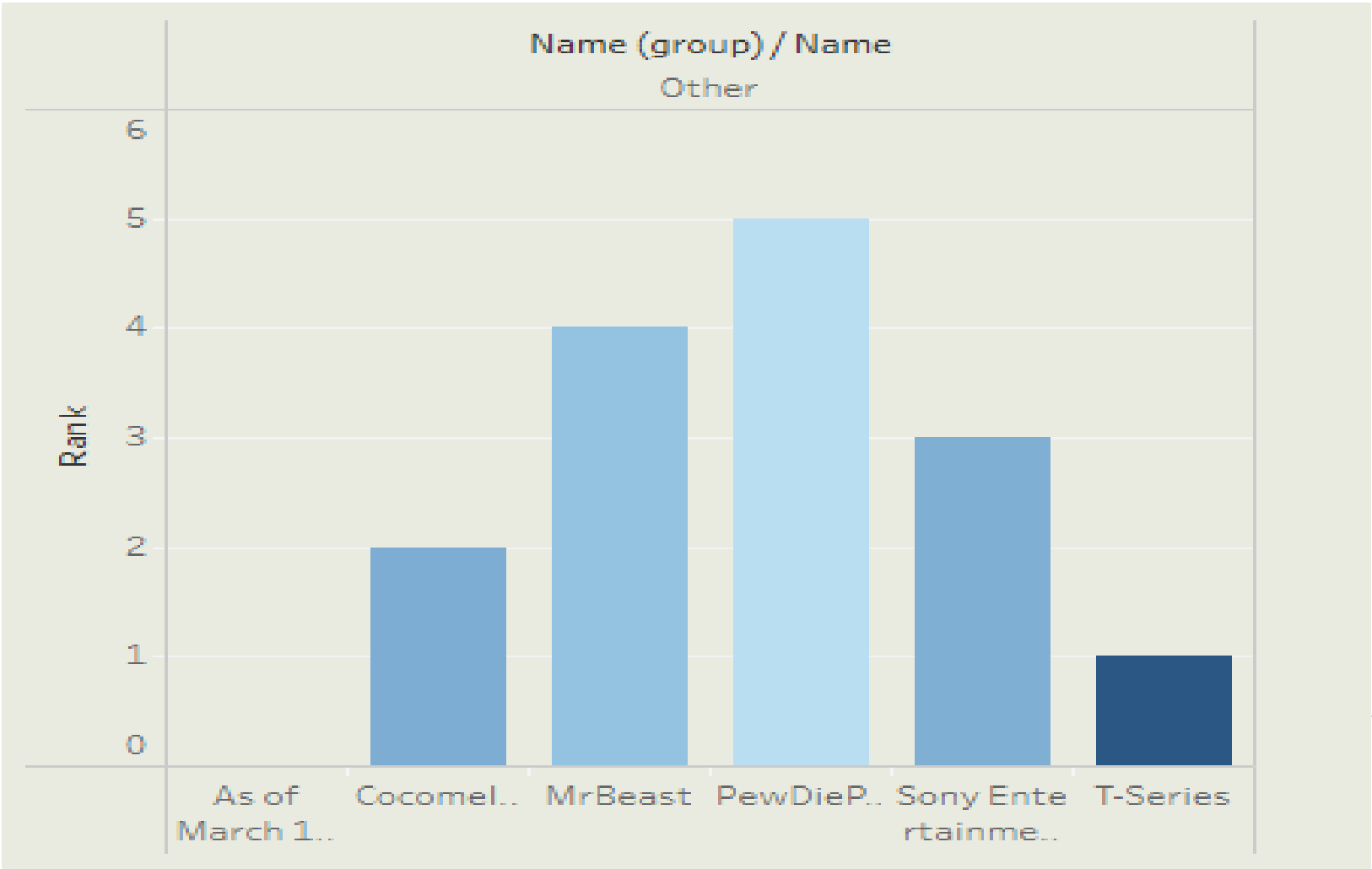
Type of youtube channel



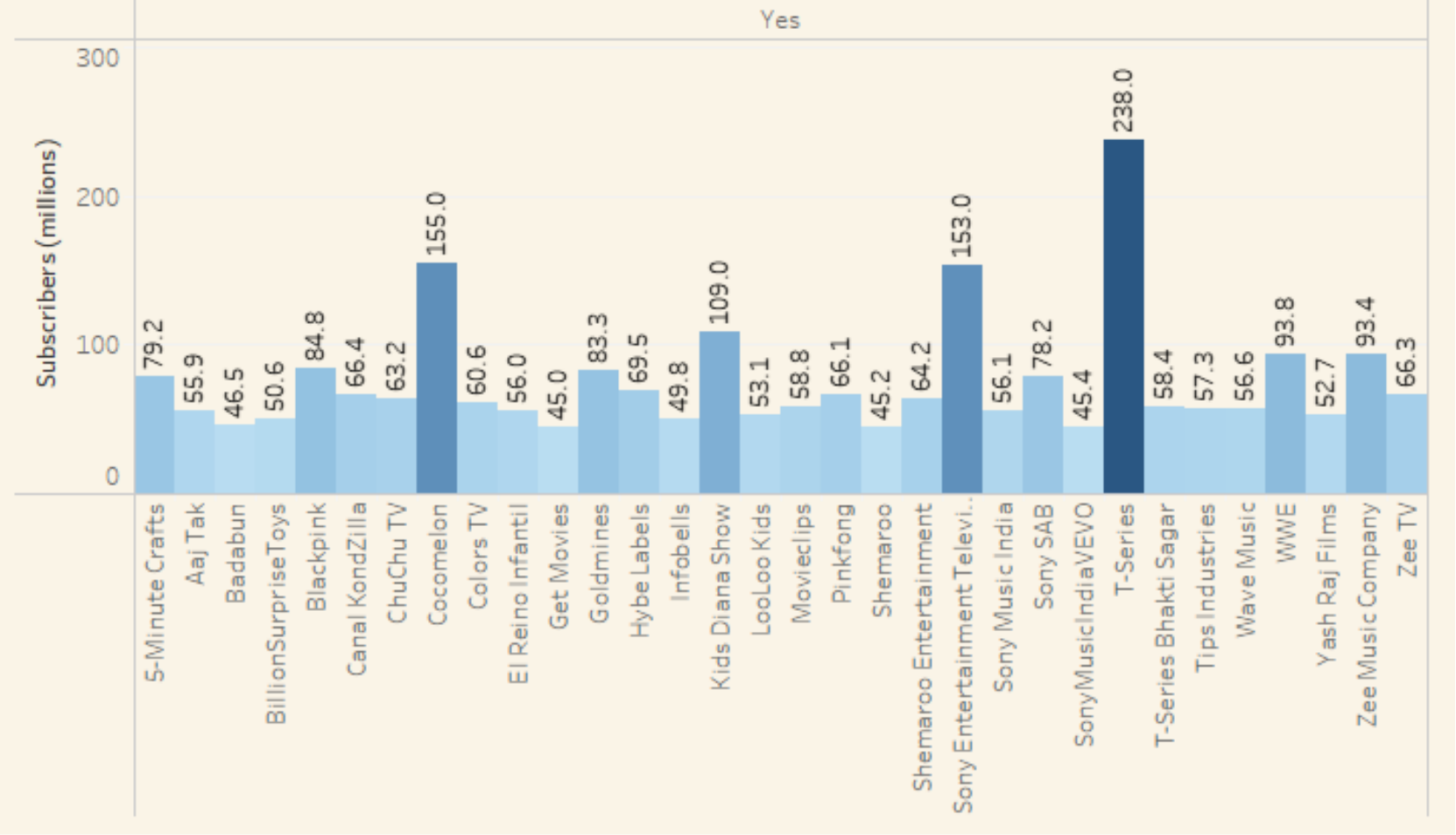
Story : 1

Visualization 1:

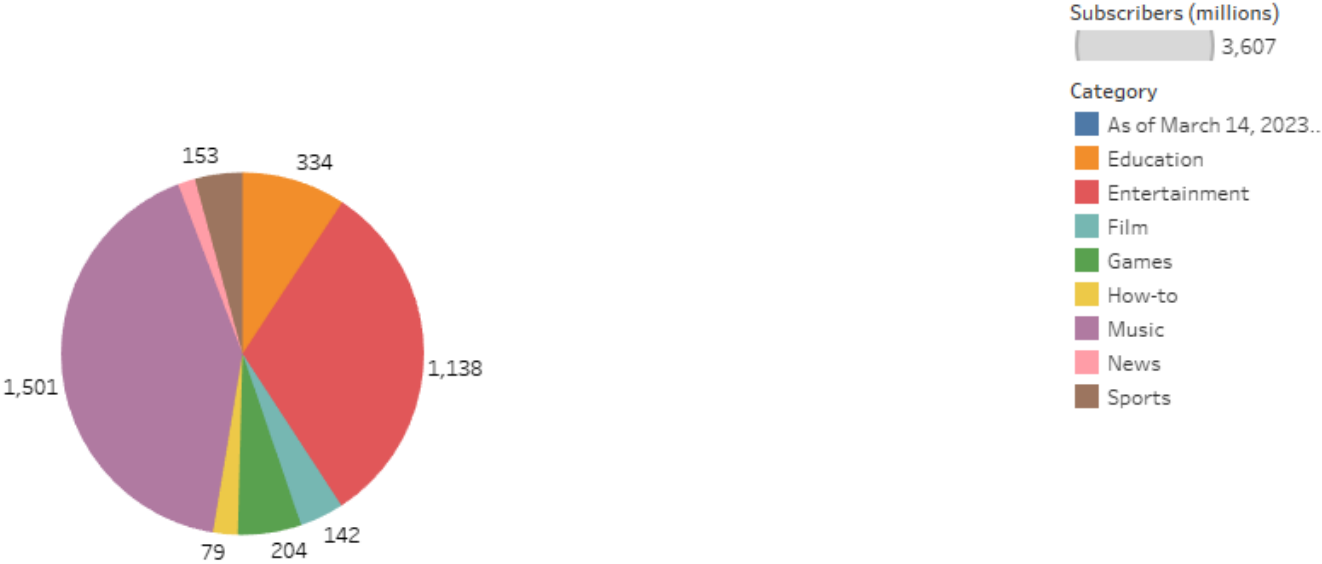
Subscribers Galore : Exploring World's Top Youtube Channel



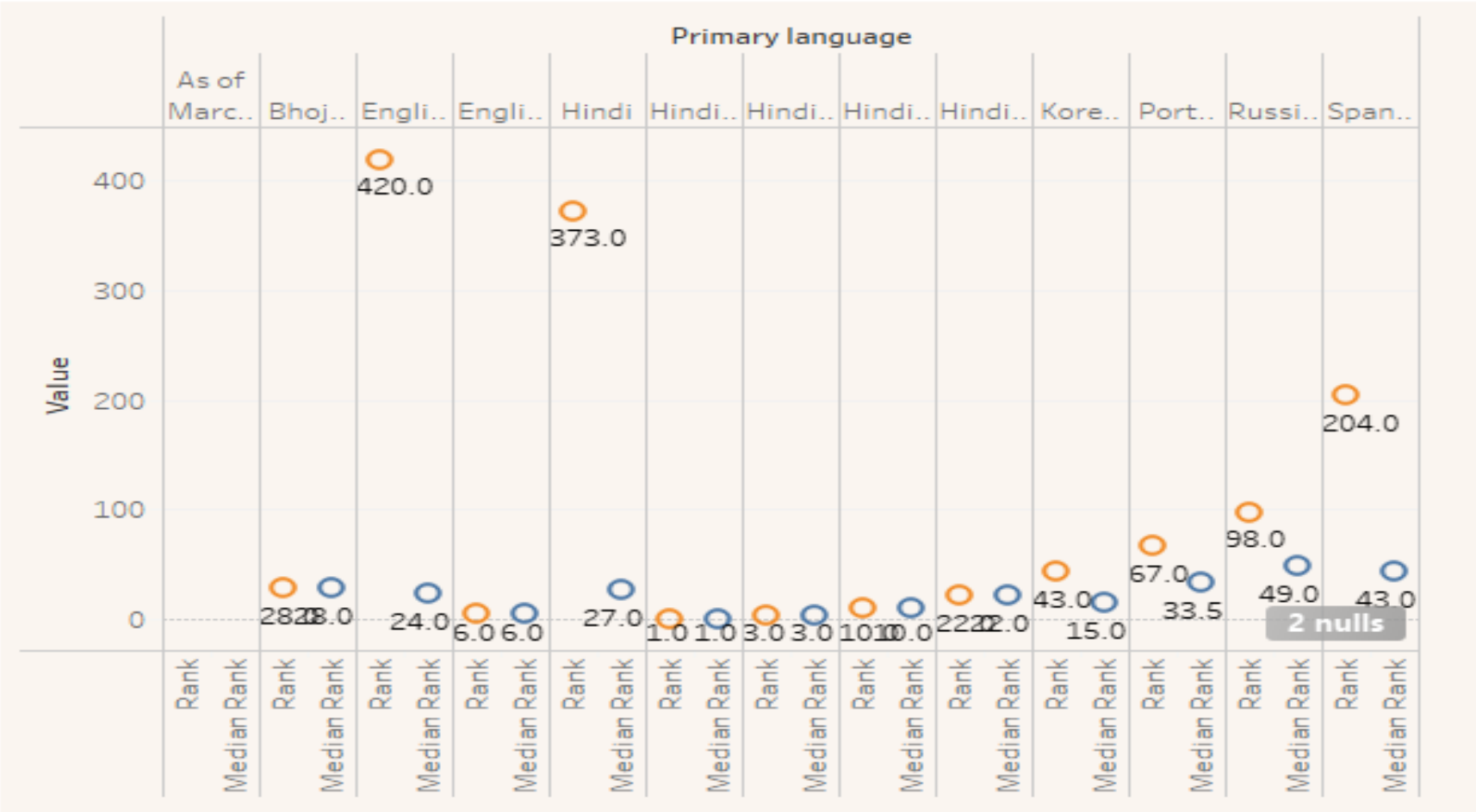
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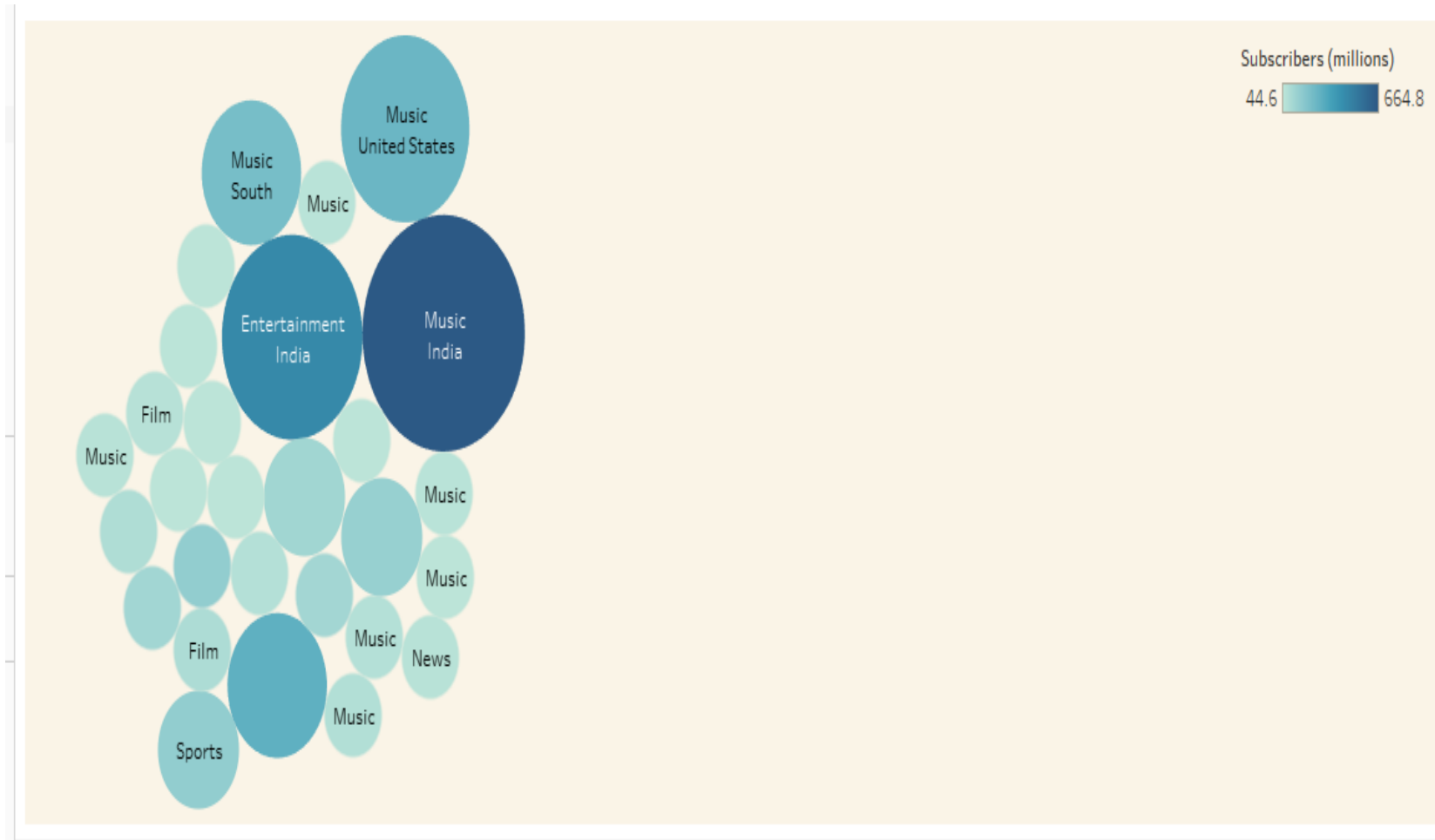
Story:3



Story:4



Story:5



- **DASHBOARD LINK:**

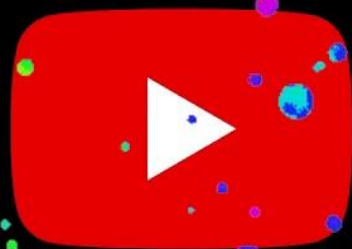
https://public.tableau.com/views/NMDemo_16963198296730/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

- **STORY LINK :**

https://public.tableau.com/app/profile/manikandan.p2720/viz/SubscribersGaloreExploringWorldsToYouTubeChannels_16969242802260/Story1

conclusion

- ▶ **YouTube has had unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. Despite its growth and success, it has been widely criticized for allegedly facilitating the spread of misinformation and the sharing of copyrighted content, routinely violating its users' privacy, enabling censorship, endangering child safety and wellbeing, and for its inconsistent or incorrect implementation of the platform. guidelines.**



THANK YOU
FOR WATCHING