YouTube Channel Analytics Report

1. Overview

This report consolidates insights derived from YouTube channel data collected via the YouTube Data API, analyzed with Python and Streamlit, and visualized using a Power BI dashboard. The dataset includes details such as channel name, subscribers, views, total videos, playlist IDs, and country of origin where available. In total, the dataset covers 4,597 channels across 96 countries.

2. Key Insights

2.1 Top Channels by Subscribers

- Cocomelon - Nursery Rhymes is the leading channel with over 800M subscribers.
- MrBeast, T-Series, and Like Nastya follow as global leaders.
- PewDiePie and WWE remain among the top but with significantly fewer subscribers than the leaders.

2.2 Top Channels by Views

- Cocomelon - Nursery Rhymes also dominates in terms of views, with nearly 1 trillion.
- T-Series and Like Nastya show strong performance with hundreds of billions of views.
- SET India and Sony SAB highlight regional content's massive popularity in India.

2.3 Countries with Most Videos

- India is the largest contributor, accounting for 60% of the videos (21M).
- The United States contributes 14% (5M videos).
- Other active regions include South Korea (3M), Taiwan (2M), and an 'Unknown' category (3M).
- This reflects India's dominance in video production volume.

2.4 Global Coverage

- The dataset spans 96 countries, indicating a diverse global presence of creators.
- Country data, however, is not always available, as seen with the 'Unknown' group.

2.5 General Observations

- Subscriber counts and views follow a power-law distribution: a handful of mega-channels dominate, while most channels have moderate or small reach.
- Video volume does not guarantee higher subscriber counts—channels like MrBeast achieve massive popularity with fewer uploads compared to T-Series.
- Regional content, especially from India, plays a critical role in shaping global YouTube traffic.

3. Conclusion

The analysis highlights YouTube's highly skewed ecosystem, where a few global leaders such as Cocomelon, MrBeast, and T-Series dominate both subscribers and views. India emerges as a central hub of video production, while countries like the US continue to contribute substantial content and influence. For new or smaller creators, these insights emphasize the importance of quality, niche targeting, and regional relevance in growing an audience.