SUBSCRIBERS GALLORE :

EXPLORING WORLDS TOP YOUTUBE CHANNELS

[Analysis with Tableau]

Project submitted to Bharathiyar university for naan mudhalvan scheme For the award of the degree of

B.sc. PHYSICS

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1.INTRODUCTION:

Overview:

    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.

8The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates that its displayed subscriber count will exceed that of the other channel is listed first. Automatically generated channels that lack their own videos (such as Music and News) and
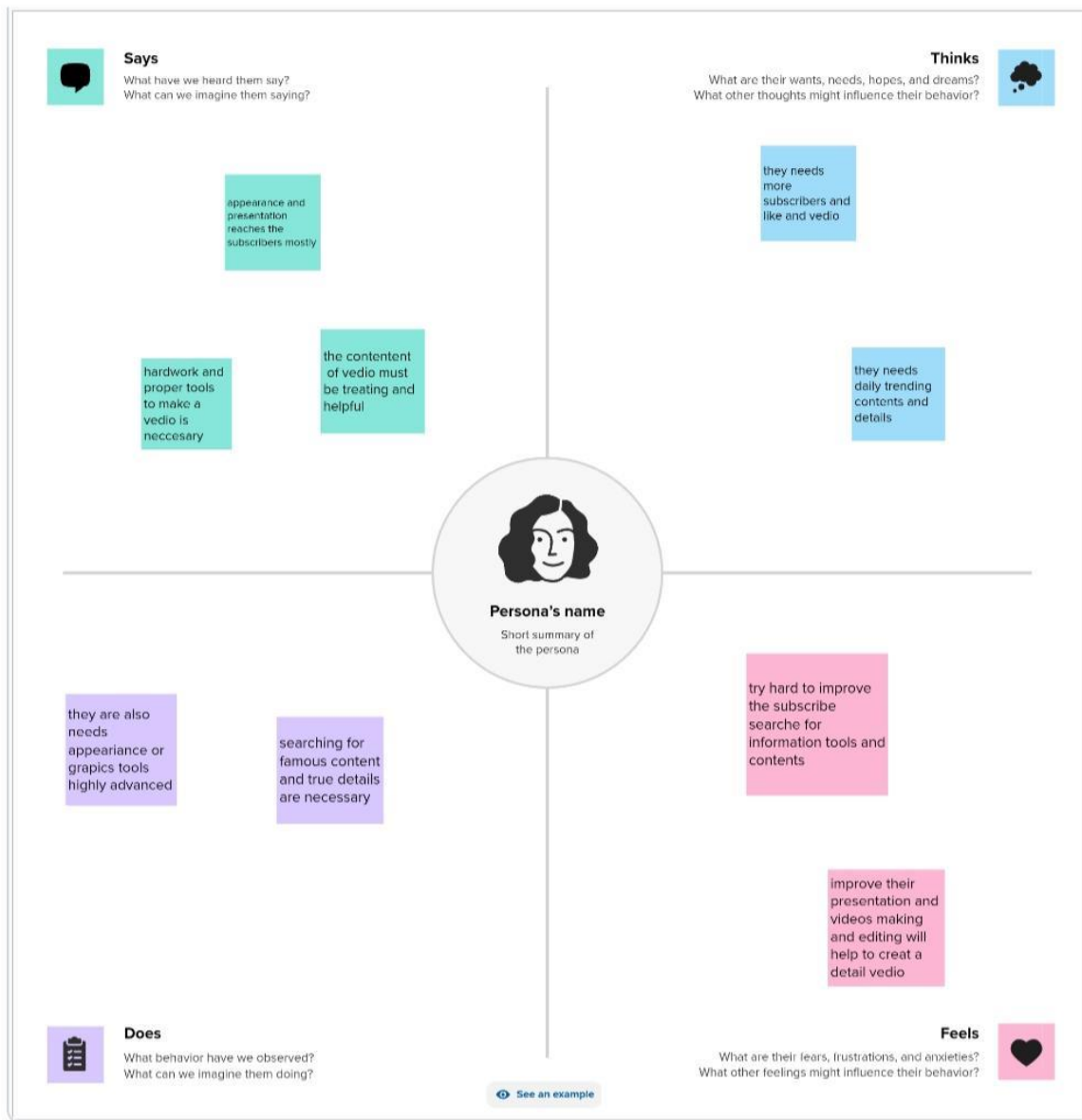
channels that have been made effectively obsolete as a result of the transferal of their content (such as Justin Bieber VEVO and Taylor Swift VEVO) are excluded. As of February 2023, 21 of the 50 channels listed primarily produce content in English while 16 primarily produce content in Hindi. All 50 of the channels have surpassed 40 million subscribers, 39 of them have surpassed 50 million subscribers, 23 of them have surpassed 60 million subscribers, 16 of them have surpassed 70 million subscribers, 12 of them have surpassed 80 million subscribers, 10 of them have surpassed 90 million and 7 of them have surpassed 100 million subscribers. Only 1 channel (T-Series) has surpassed 200 million subscribers.
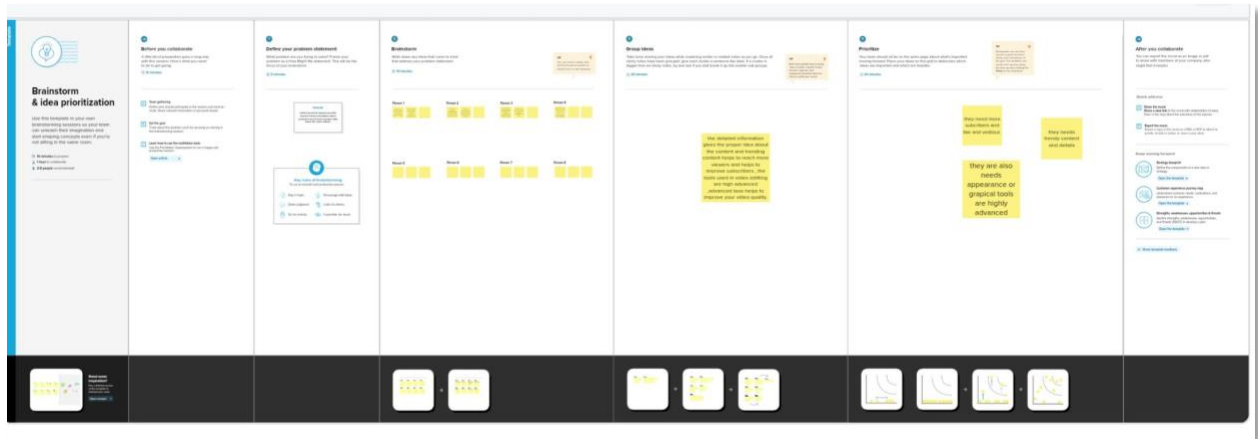
PURPOSE:

This analysis helps us to see insights and meaningful data that we might not otherwise detected from the you tube galore .

2.PROBLEM DEFINITION & DESIGN THINKING :

1.EMPATHY MAP:

Says
What have we heard them say?
What can we imagine them saying?

appearance and presentation reaches the subscribers mostly

hardwork and proper tools to make a vedio is neccesary

the contentent of vedio must be treating and helpful

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

they needs more subscribers and like and vedio

they needs daily trending contents and details

Persona's name
Short summary of the persona

they are also needs appeariance or grapics tools highly advanced

searching for famous content and true details are necessary

try hard to improve the subscribe searche for information tools and contents

improve their presentation and videos making and editing will help to creat a detail vedio

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example

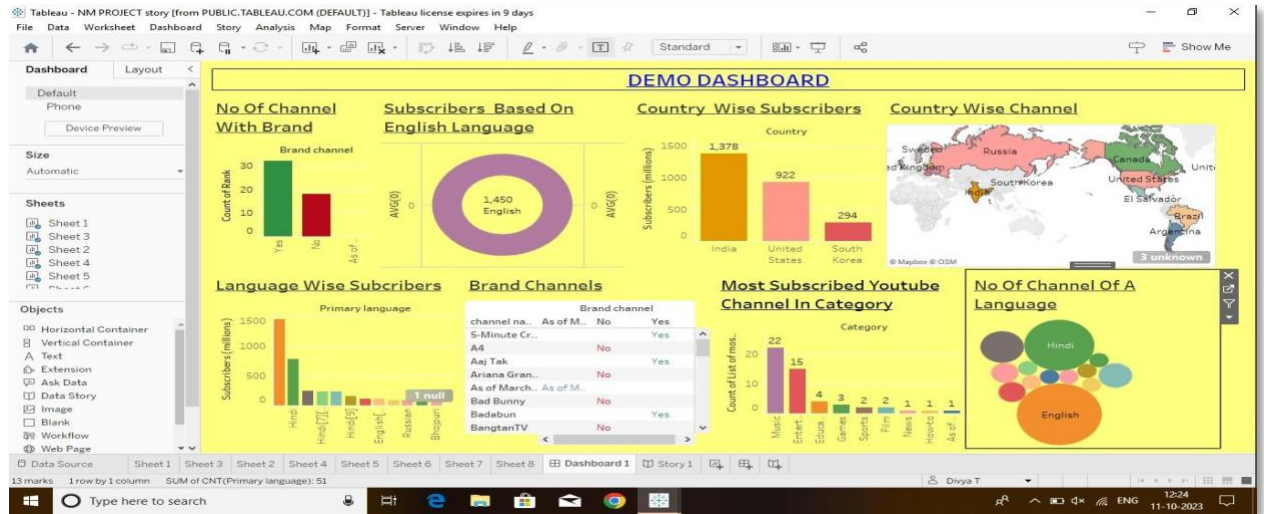# IDEATHON & BRAINSTORMING MAP :

DATA SET :

[download link](#) (click to download)
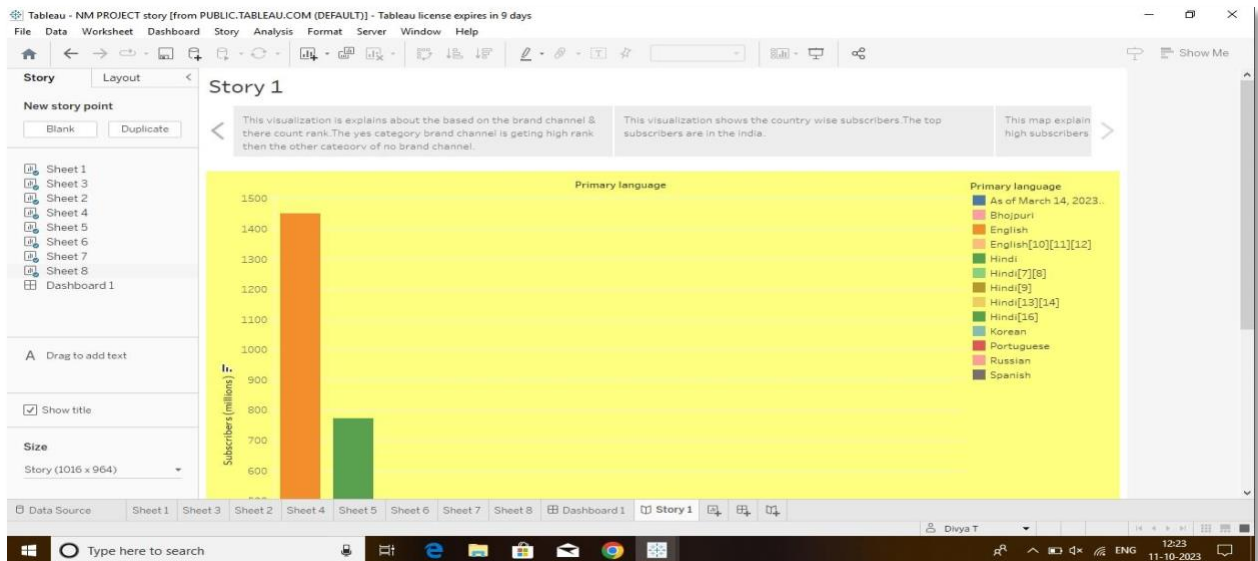
TABLEAU PUBLIC PROFILE LINK:

[click here](#)

DASHBOARD :

tableau public dashboard link(click)

STORY:

story link

ADVANTAGES :

The exploration of YouTube galore in tableau analysis was very clearly analysed

Country wise channels and brand channels are easily analysed by using features' of tableau

The main advantage of the tittle is it helps us to find the method of analysing data.

DISADVANTAGES :

Drawbacks of interactive data visualizations

Interactive data visualizations come with some drawbacks, such as requiring more time, effort, and skills to design, develop, and maintain than static charts, and potentially increasing the complexity and cost of the data analysis process.

Tableau Prep Limitations

Scalability: Tableau Prep may not be the best choice for large-scale data integration projects, as it is designed primarily for small to medium-sized data preparation tasks. Limited output options: Tableau Prep does not natively support exporting data directly to all data sources.

CONCLUSION :

Making a visualisation through tableau with data set is helps us to understand problem and find solutions of our query's. Subscriber's galore : exploring worlds top you tube channels was successfully visualized and analysed