SUBSCRIBERS GALORE : EXPLORING WORLD'S TOP YOUTUBE CHANNELS

PROJECT REPORT

NM COURSE – DATA ANALYTICS

III - B.SC MATHEMATICS

SRI KGS ARTS COLLEGE,SRIVAIKUNTAM

Subscribers Galore: Exploring World's Top YouTube Channels

Project Report

1.Introduction:-

1.1 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. 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 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.**

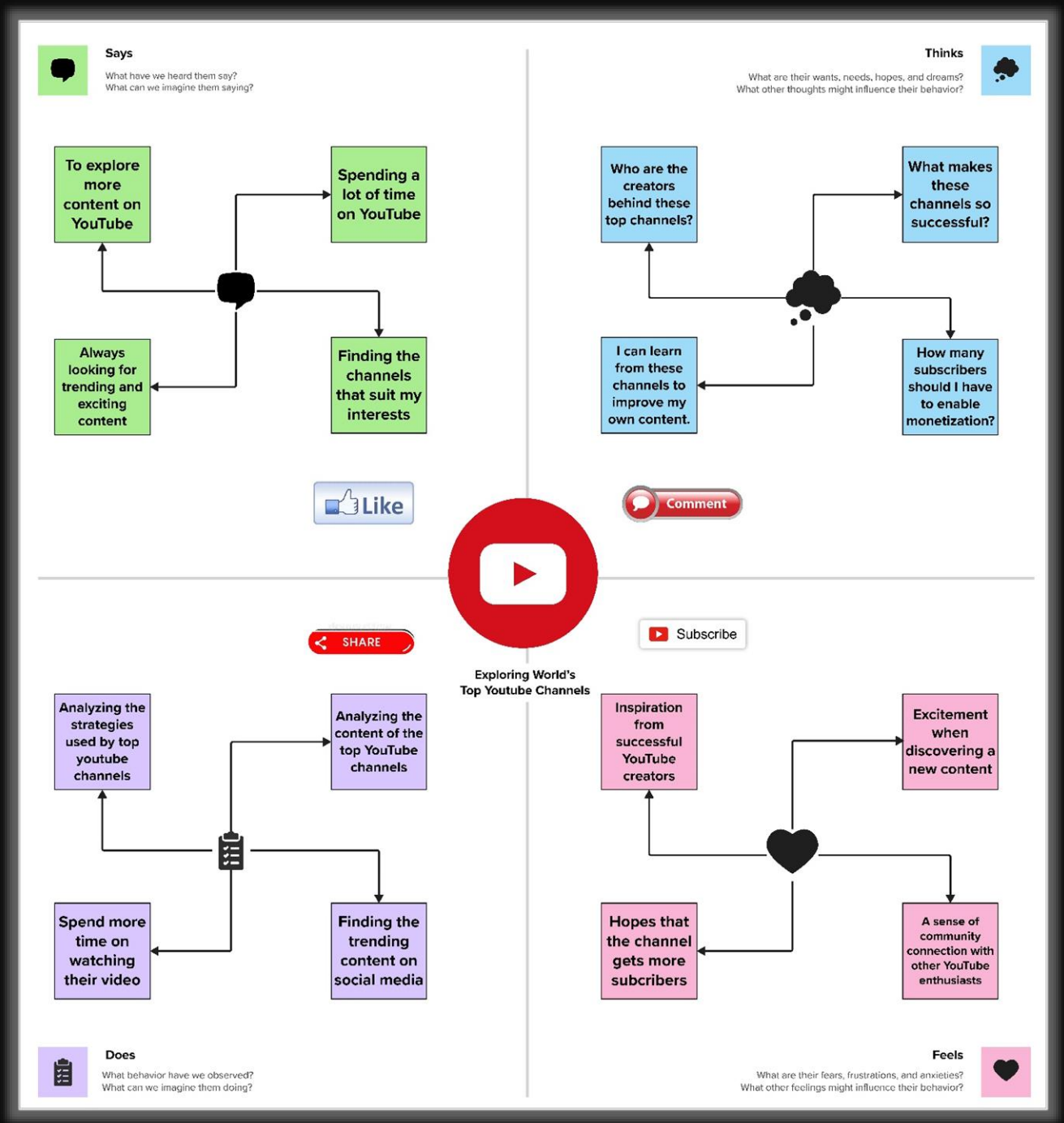
1.2 PURPOSE:-

- **YouTube is one of the most influential social media platforms with millions of creators and users. This involves in exploring and analysing the youtubers by inspecting the world's top YouTube channels, their content, strategies, and the factors that contribute to their immense subscriber counts.**

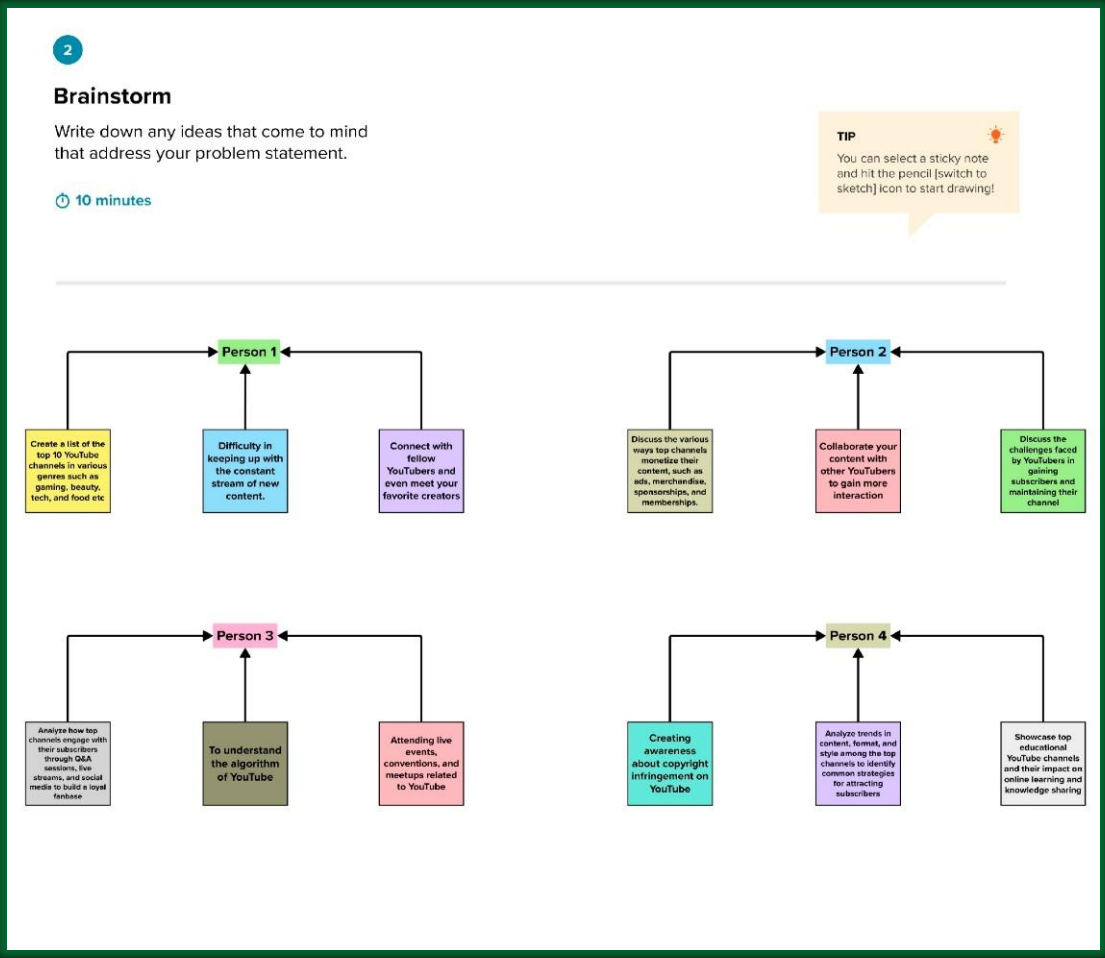
- **The primary objective to become a Top YouTube channel are Identification of Top YouTube Channels, Their Content Analysis , Their Subscriber Growth Patterns, Monetization strategies, Audience engagement, Knowing the Challenges faced while maintaining a YouTube channels etc.**

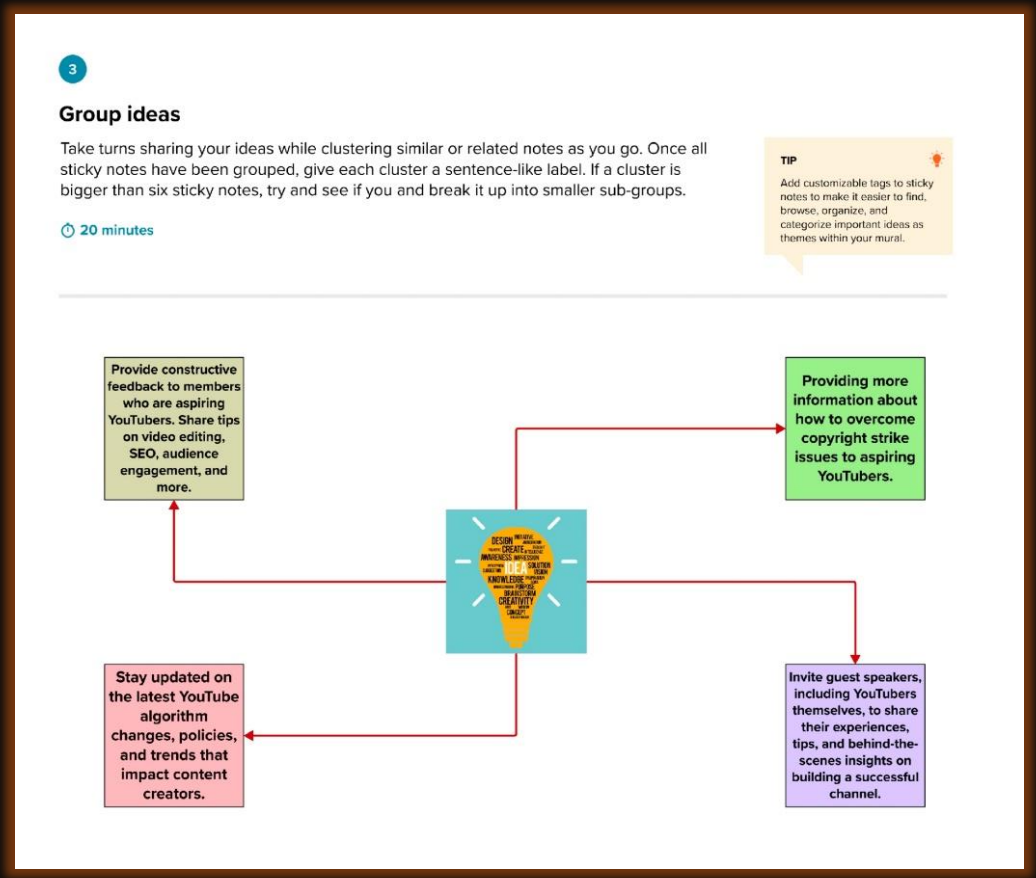
2.Problem Definition & Design Thinking:-

2.1 EMPATHY MAP:-



2.2 IDEATION & BRAINSTORMING MAP:-





4

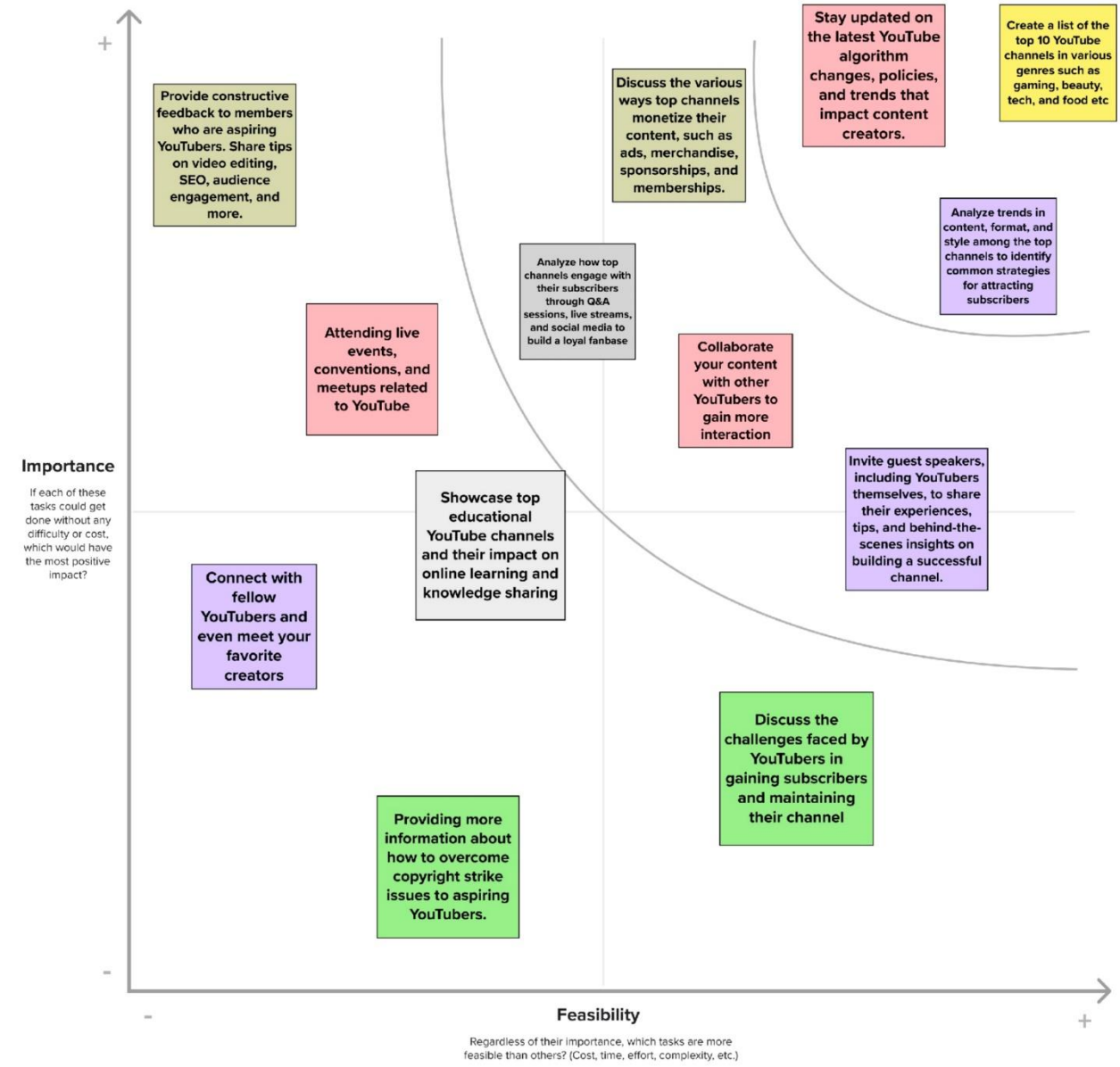
Prioritize

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.

20 minutes

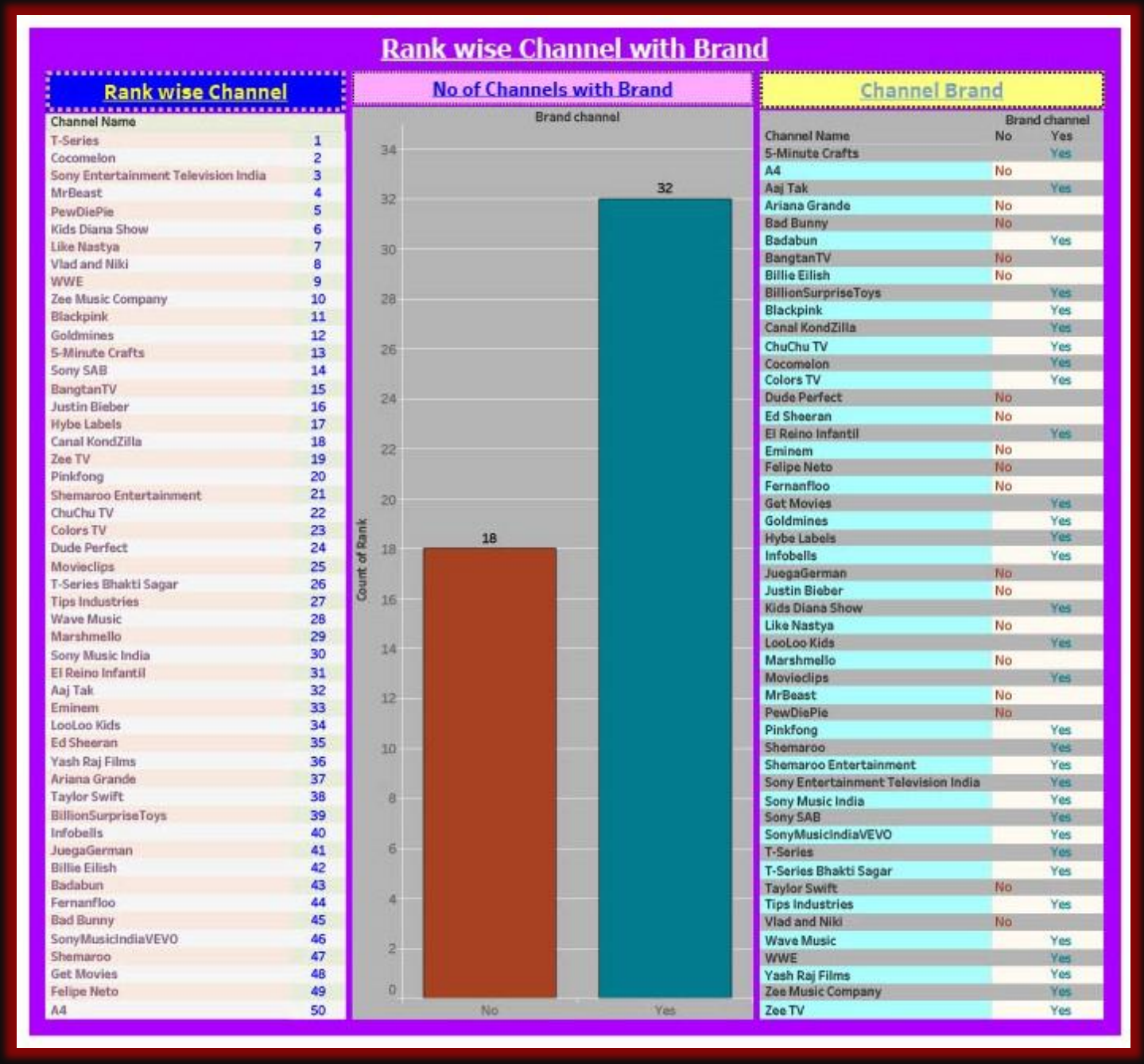
TIP

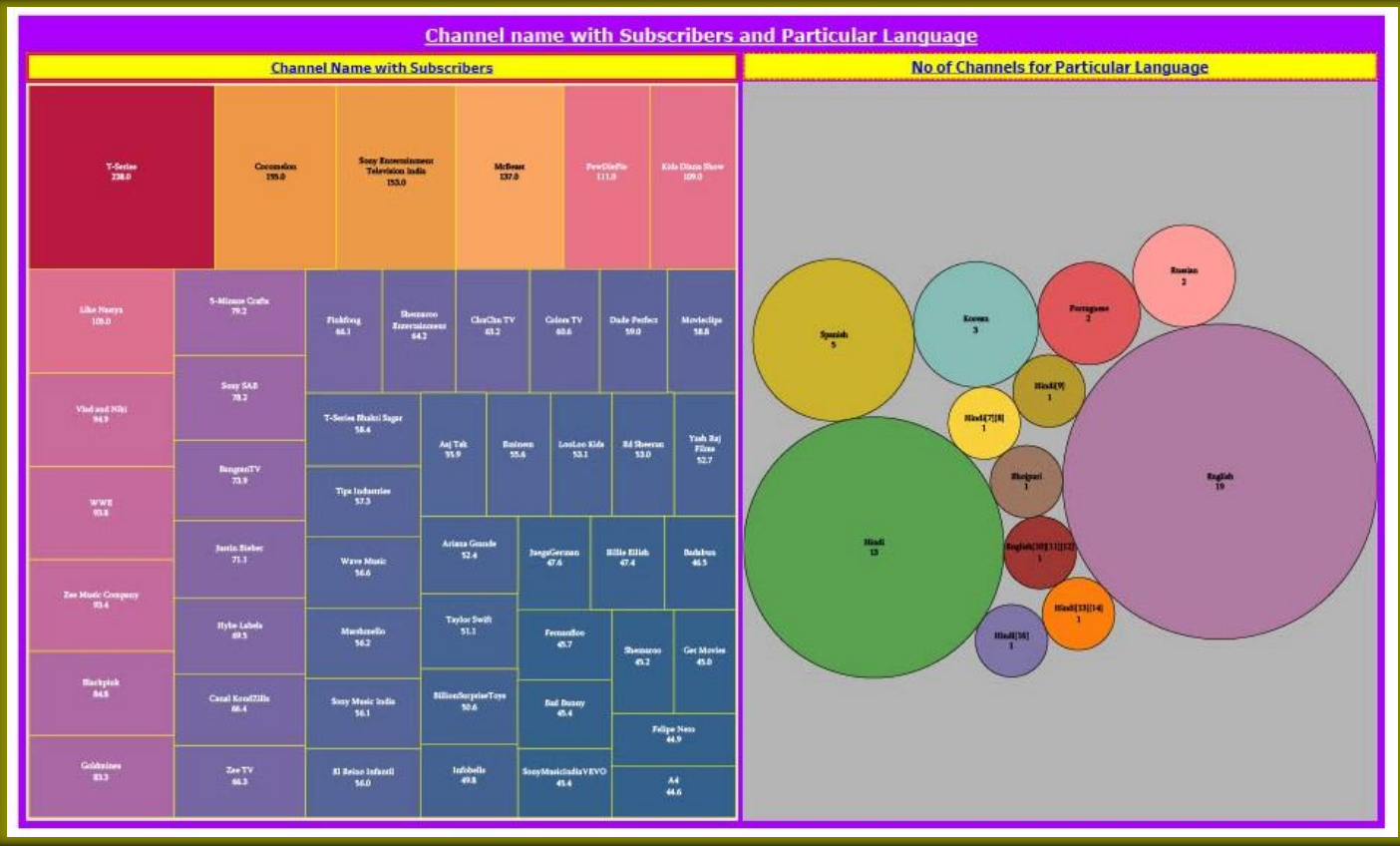
Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H key** on the keyboard.

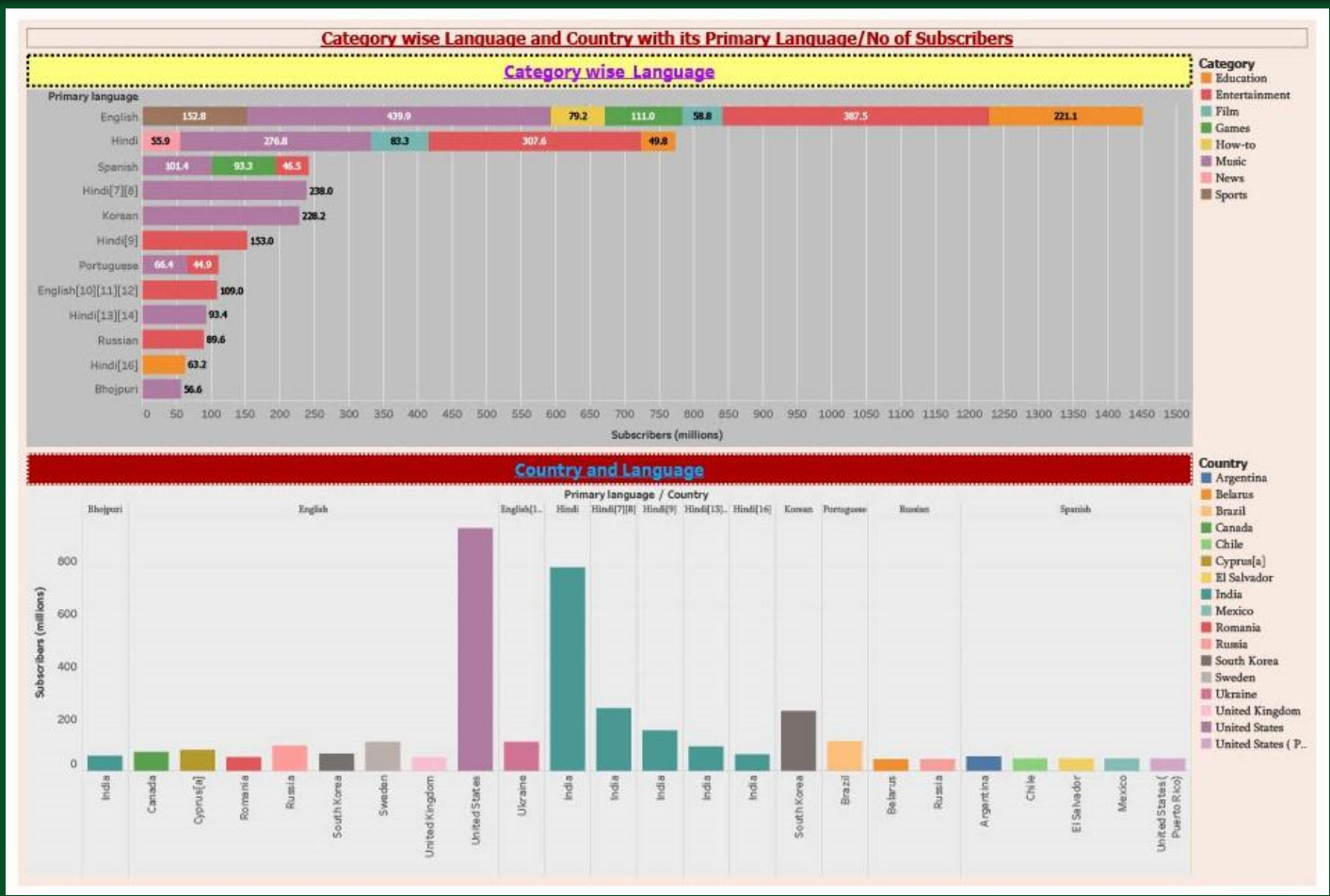


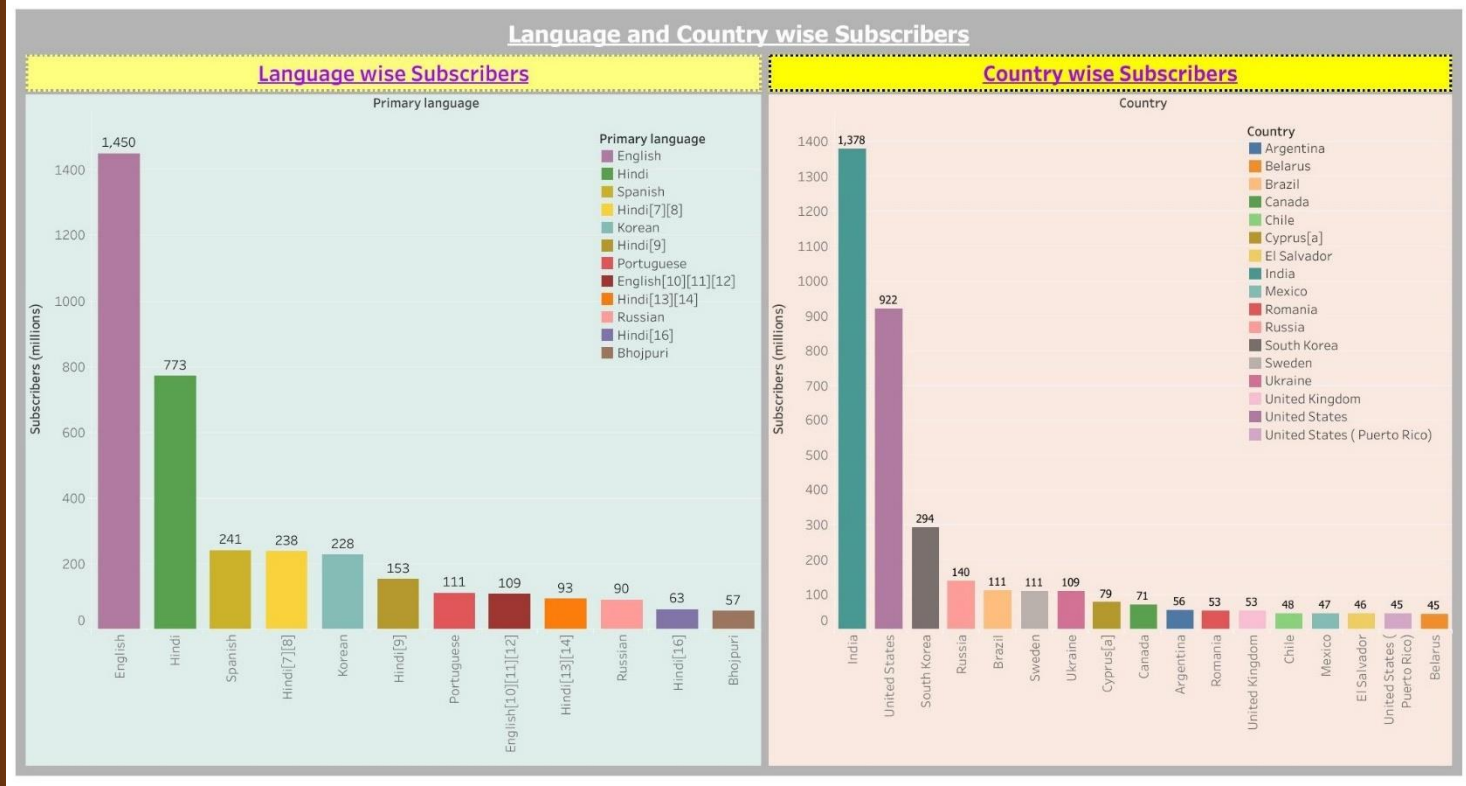
3.Result:-

DASHBOARD

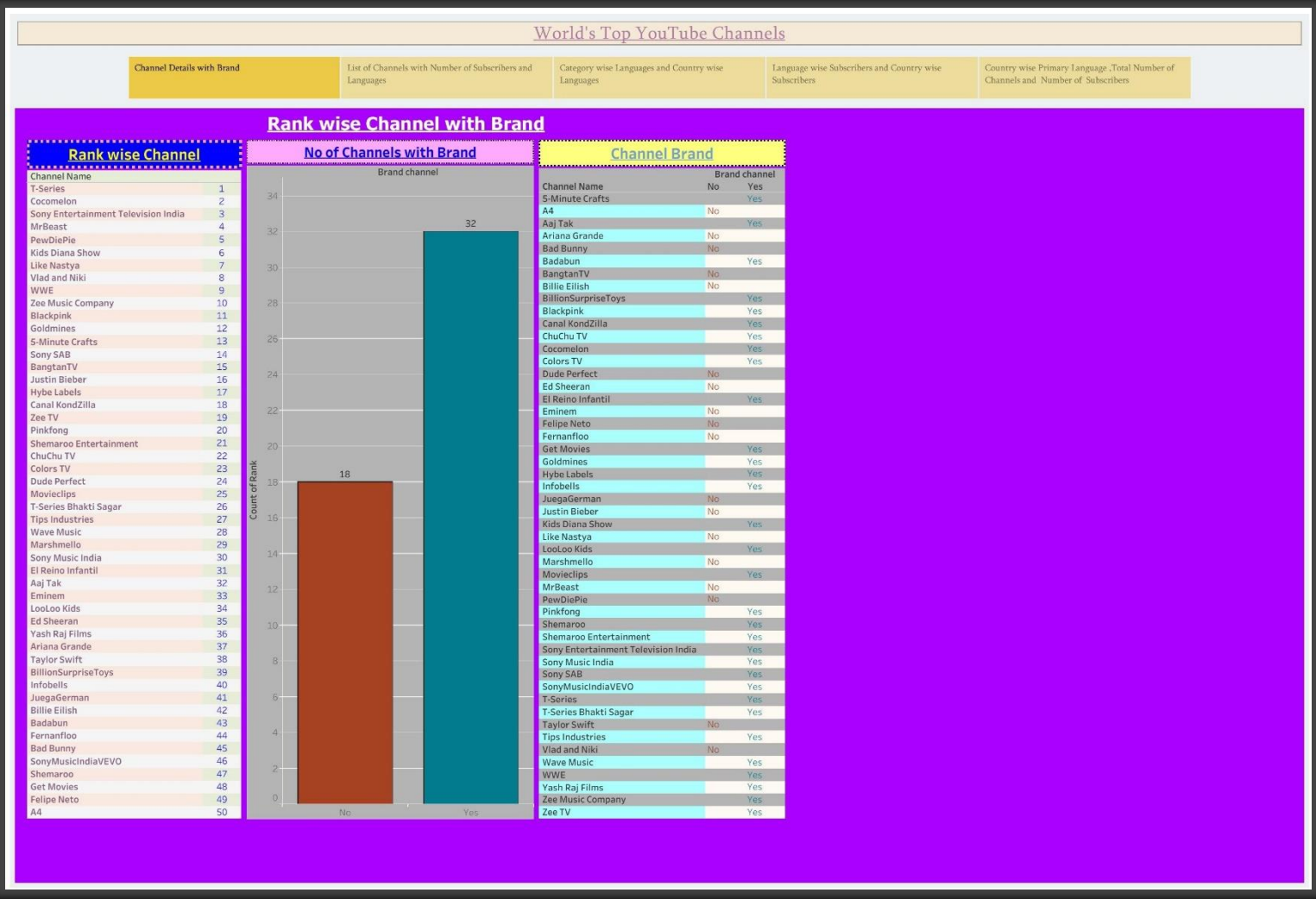



Channel name with Subscribers and Particular Language
Channel Name with Subscribers
No of Channels for Particular Language
T-Series 238.0
Cocomelon 155.0
Sony Entertainment Television India 153.0
McBeast 137.0
PewDiePie 111.0
Kids Diana Show 109.0
Like Nastya 108.0
5-Minute Crafts 79.2
Finkfong 66.1
Shemaroo Entertainment 64.2
ChuChu TV 63.2
Colors TV 60.6
Dude Perfect 59.0
Movieclips 58.8
Vlad and Niki 94.9
Sony SAB 78.2
T-Series Bhakti Sagar 58.4
Aaj Tak 55.9
Bminem 55.6
LooLoo Kids 53.1
Ed Sheeran 53.0
Yash Raj Films 52.7
WWE 93.8
BangranTV 73.9
Tips Industries 57.3
Justin Bieber 71.1
Wave Music 56.6
Ariana Grande 52.4
JaegaGerman 47.6
Billie Ellish 47.4
Badabun 46.5
Zee Music Company 93.4
Hybe Labels 89.5
Marshmello 56.2
Taylor Swift 51.1
Fernanfloo 45.7
Shemaroo 45.2
Get Movies 45.0
Blackpink 84.8
Canal KondZilla 86.4
Sony Music India 56.1
BillionSurpriseToys 50.6
Bad Bunny 45.4
Felipe Neto 44.9
Goldmines 83.3
Zee TV 66.3
El Reino Infantil 56.0
Infobells 49.8
SonyMusicIndiaVEVO 45.4
A4 44.6
Spanish 5
Korean 3
Portuguese 2
Russian 2
Hindi[9] 1
Hindi[7][8] 1
Bhojpuri 1
English 19
Hindi 13
English[10][11][12] 1
Hindi[13][14] 1
Hindi[16] 1


Category wise Language and Country with its Primary Language/No of Subscribers
Category wise Language
Primary language
English 152.8 439.9 79.2 111.0 58.8 387.5 221.1
Hindi 55.9 276.8 83.3 307.6 49.8
Spanish 101.4 93.3 46.5
Hindi[7][8] 238.0
Korean 228.2
Hindi[9] 153.0
Portuguese 66.4 44.9
English[10][11][12] 109.0
Hindi[13][14] 93.4
Russian 89.6
Hindi[16] 63.2
Bhojpuri 56.6
0 50 100 150 200 250 300 350 400 450 500 550 600 650 700 750 800 850 900 950 1000 1050 1100 1150 1200 1250 1300 1350 1400 1450 1500
Subscribers (millions)
Category
Education
Entertainment
Film
Games
How-to
Music
News
Sports
Country and Language
Primary language / Country
Bhojpuri
English
English[1..
Hindi
Hindi[7][8]
Hindi[9]
Hindi[13]..
Hindi[16]
Korean
Portuguese
Russian
Spanish
Subscribers (millions)
0 200 400 600 800
India
Canada
Cyprus[a]
Romania
Russia
South Korea
Sweden
United Kingdom
United States
Ukraine
India
India
India
India
India
South Korea
Brazil
Belarus
Russia
Argentina
Chile
El Salvador
Mexico
United States (Puerto Rico)
Country
Argentina
Belarus
Brazil
Canada
Chile
Cyprus[a]
El Salvador
India
Mexico
Romania
Russia
South Korea
Sweden
Ukraine
United Kingdom
United States
United States (P..


Language and Country wise Subscribers
Language wise Subscribers
Primary language
Subscribers (millions)
Primary language
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
Hindi[13][14]
Russian
Hindi[16]
Bhojpuri
1,450
773
241
238
228
153
111
109
93
90
63
57
Country wise Subscribers
Country
Subscribers (millions)
Country
Argentina
Belarus
Brazil
Canada
Chile
Cyprus[a]
El Salvador
India
Mexico
Romania
Russia
South Korea
Sweden
Ukraine
United Kingdom
United States
United States (Puerto Rico)
1,378
922
294
140
111
111
109
79
71
56
53
53
48
47
46
45
45

STORY

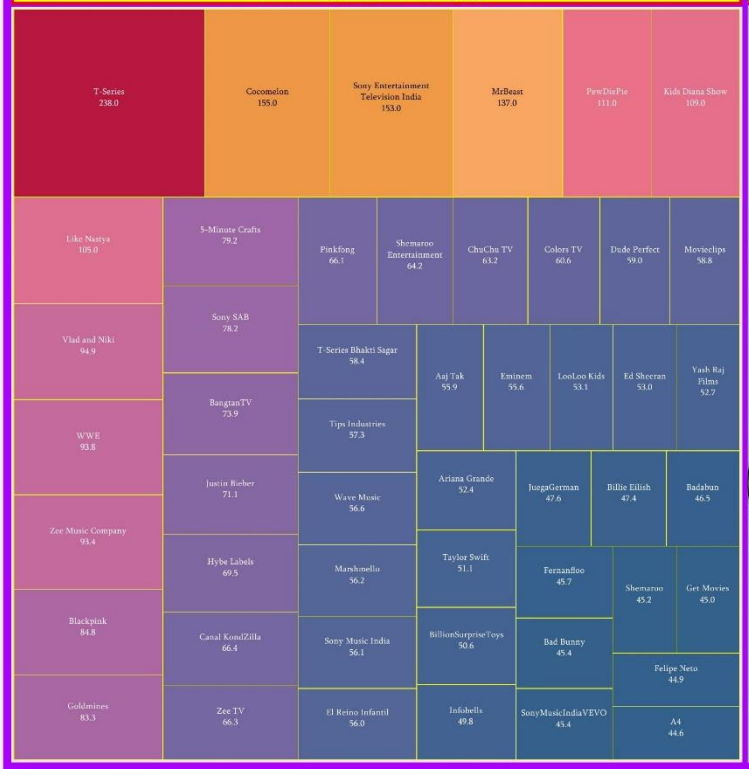

World's Top YouTube Channels
Channel Details with Brand
List of Channels with Number of Subscribers and Languages
Category wise Languages and Country wise Languages
Language wise Subscribers and Country wise Subscribers
Country wise Primary Language ,Total Number of Channels and Number of Subscribers
Rank wise Channel with Brand
Rank wise Channel
Channel Name
T-Series 1
Cocomelon 2
Sony Entertainment Television India 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
Colors TV 23
Dude Perfect 24
Movieclips 25
T-Series Bhakti Sagar 26
Tips Industries 27
Wave Music 28
Marshmello 29
Sony Music India 30
El Reino Infantil 31
Aaj Tak 32
Eminem 33
LooLoo Kids 34
Ed Sheeran 35
Yash Raj Films 36
Ariana Grande 37
Taylor Swift 38
BillionSurpriseToys 39
Infobells 40
JuegaGerman 41
Billie Eilish 42
Badabun 43
Fernanfloo 44
Bad Bunny 45
SonyMusicIndiaVEVO 46
Shemaroo 47
Get Movies 48
Felipe Neto 49
A4 50
No of Channels with Brand
Brand channel
Count of Rank
18
32
No
Yes
Channel Brand
Brand channel
Channel Name No Yes
5-Minute Crafts Yes
A4 No
Aaj Tak Yes
Ariana Grande No
Bad Bunny No
Badabun Yes
BangtanTV No
Billie Eilish No
BillionSurpriseToys 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
Goldmines Yes
Hybe Labels Yes
Infobells Yes
JuegaGerman No
Justin Bieber No
Kids Diana Show Yes
Like Nastya No
LooLoo Kids Yes
Marshmello No
Movieclips Yes
MrBeast No
PewDiePie No
Pinkfong Yes
Shemaroo Yes
Shemaroo Entertainment Yes
Sony Entertainment Television India Yes
Sony Music India Yes
Sony SAB Yes
SonyMusicIndiaVEVO Yes
T-Series Yes
T-Series Bhakti Sagar Yes
Taylor Swift No
Tips Industries Yes
Vlad and Niki No
Wave Music Yes
WWE Yes
Yash Raj Films Yes
Zee Music Company Yes
Zee TV Yes

World's Top YouTube Channels

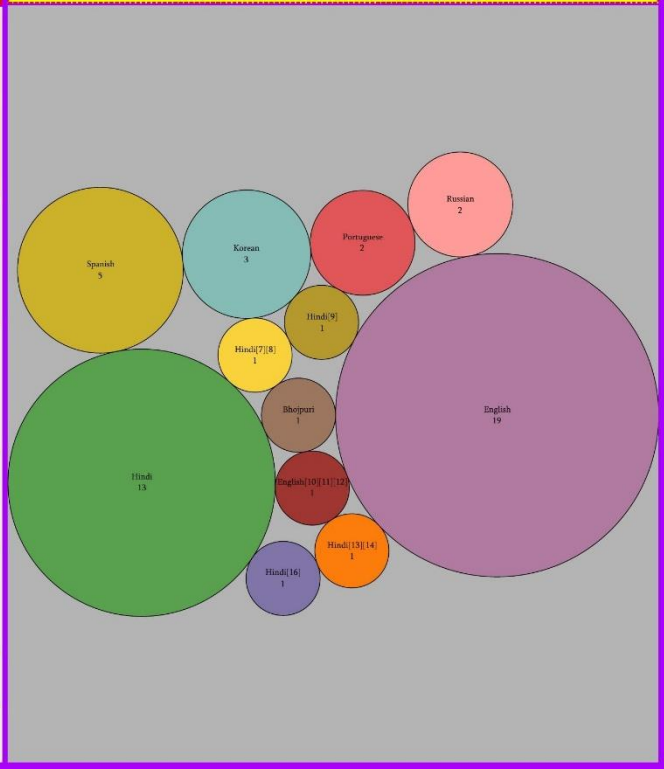
Channel Details with Brand | List of Channels with Number of Subscribers and Languages | Category wise Languages and Country wise Languages | Language wise Subscribers and Country wise Subscribers | Country wise Primary Language ,Total Number of Channels and Number of Subscribers

Channel name with Subscribers and Particular Language

Channel Name with Subscribers



No of Channels for Particular Language

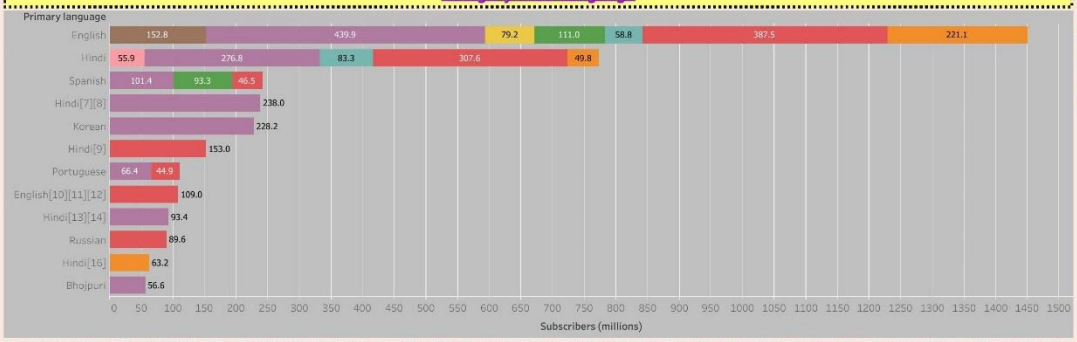


World's Top YouTube Channels

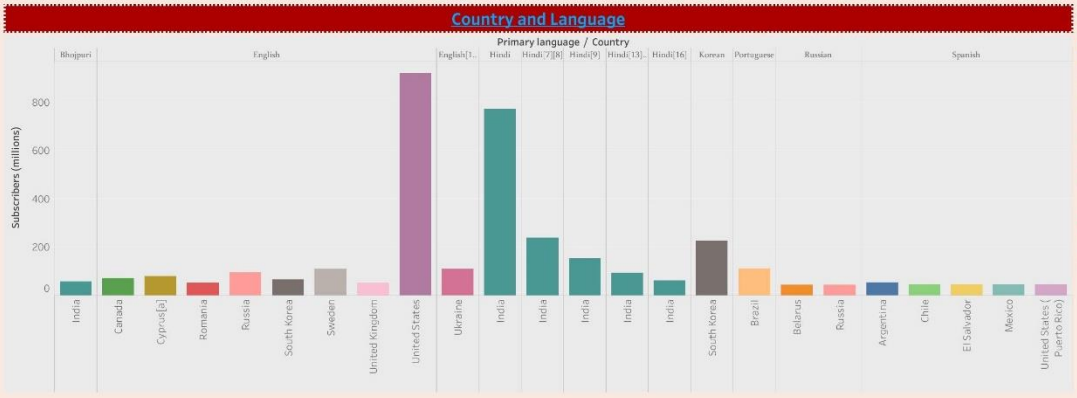
Channel Details with Brand | List of Channels with Number of Subscribers and Languages | Category wise Languages and Country wise Languages | Language wise Subscribers and Country wise Subscribers | Country wise Primary Language ,Total Number of Channels and Number of Subscribers

Category wise Language and Country with its Primary Language/No of Subscribers

Category wise Language



Country and Language

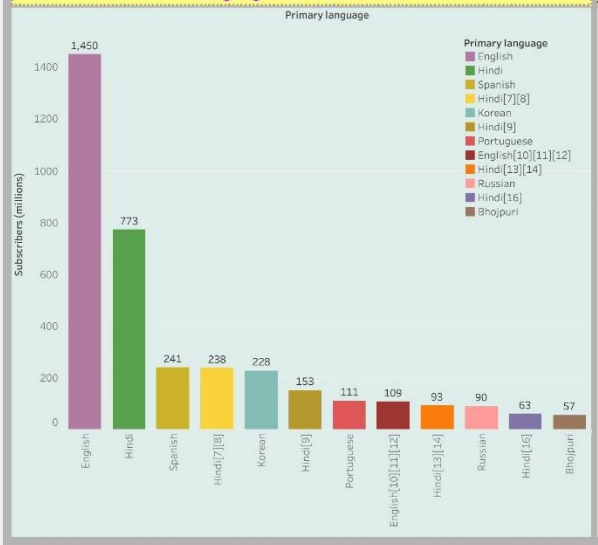


World's Top YouTube Channels

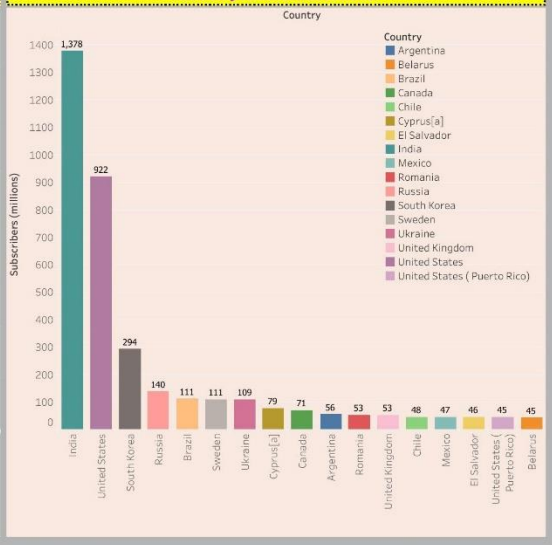
Channel Details with Brand | List of Channels with Number of Subscribers and Languages | Category wise Languages and Country wise Languages | **Language wise Subscribers and Country wise Subscribers** | Country wise Primary Language ,Total Number of Channels and Number of Subscribers

Language and Country wise Subscribers

Language wise Subscribers

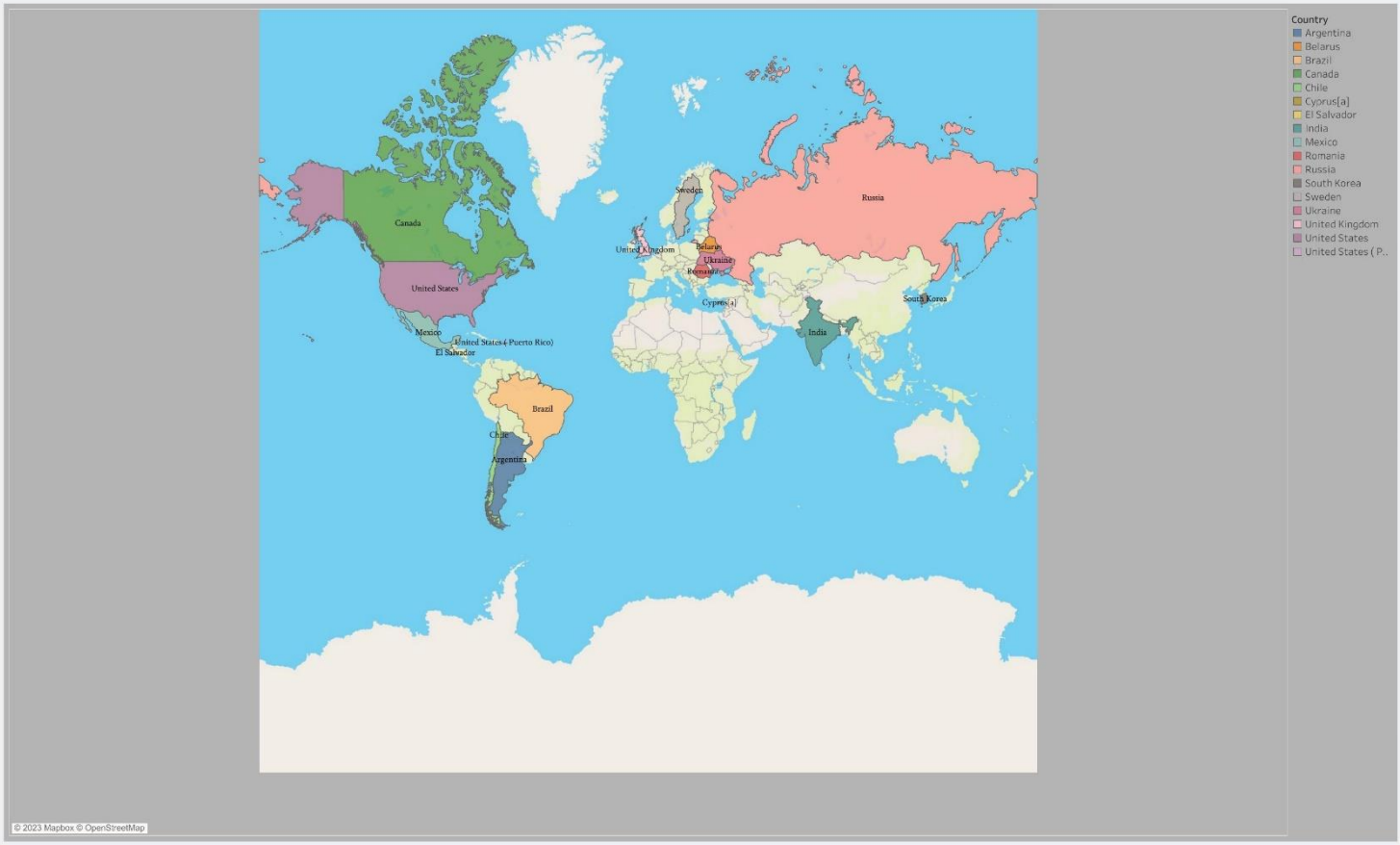


Country wise Subscribers



World's Top YouTube Channels

Channel Details with Brand | List of Channels with Number of Subscribers and Languages | Category wise Languages and Country wise Languages | Language wise Subscribers and Country wise Subscribers | **Country wise Primary Language ,Total Number of Channels and Number of Subscribers**



4.Advantages and Disadvantages:-

ADVANTAGES:-

- Studying the top YouTube channels provides valuable insights into the types of content that resonate with a broad audience. This information can be invaluable for content creators looking to grow their own channels.

- Many aspiring content creators look to successful YouTube channels for inspiration. They can learn from the strategies and tactics used by these top channels to attract and engage subscribers.

- YouTube channels with a large subscriber base have the potential to generate substantial income through advertising, sponsorships, merchandise sales, and other revenue streams. Learning from their success can help others tap into these opportunities.

DISADVANTAGES:-

- The pursuit of high subscriber counts can lead to a homogenization of content, with many channels producing similar types of videos to maximize views and subscribers. This can limit creativity and diversity on the platform.

- Some creators may resort to unethical practices, such as fake subscribers, engagement manipulation, or click fraud, to artificially inflate their subscriber counts. This undermines the integrity of the platform.

- The pressure to maintain high subscriber counts and produce popular content can take a toll on the mental health of content creators. The constant need to outdo themselves can be stressful and exhausting.

5.Applications:-

- Educators can use the data to teach students about online media, content creation, digital marketing, and audience engagement. It can serve as a case study for various subjects.
- Brands and marketers can identify potential influencers for collaborations and sponsorships by understanding the reach and impact of these top channels.
- Governments and regulatory bodies can use this data to understand the impact and reach of online content creators, which can inform policy and regulation in the digital space.
- This data can be used for market research and consumer behaviour analysis. It can help in understanding the preferences and habits of digital consumers.
- Platforms considering or already offering subscription-based services can use insights from successful YouTube channels to inform their content acquisition and distribution strategies.
- Media companies can explore partnerships and licensing agreements with popular YouTube channels to distribute or adapt their content to other platforms.

6.Conclusion:-

- The world of YouTube channels is a dynamic and ever-evolving landscape that continues to captivate and engage audiences across the globe. Through our exploration of the top YouTube channels, we have witnessed the incredible diversity of content, styles, and personalities that have propelled these creators to global recognition. From educational channels sharing knowledge and insights to entertainment channels providing endless laughter and inspiration, YouTube offers a platform for anyone with a passion to connect with millions of subscribers.

7.Future Scope:-

- Developing and evaluating tools and technologies that can assist content creators in optimizing their YouTube channels for growth.
- As YouTube's policies and regulations evolve, research into the legal and ethical dimensions of content creation on the platform can be vital.
- The financial aspect of YouTube channels, including ad revenue, sponsorships, and merchandise sales, can be a significant area of study.
- As many YouTubers expand their presence to other social media platforms, research on how cross-platform promotion impacts subscriber counts and overall success can be valuable.

8.Appendix:-

SOURCE CODE

DASHBOARD 1:-

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

DASHBOARD 2:-

https://public.tableau.com/views/ExploringWorldsTopYoutubeChannelDashboard2/ChannelnamewithSubscribersandParticularLanguage?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

DASHBOARD 3:-

https://public.tableau.com/views/ExploringWorldsTopYoutubeChannelDashboard3/CategorywiseLanguageandCountrywithitsPrimaryLanguageNoofSubscribers?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

DASHBOARD 4:-

https://public.tableau.com/views/ExploringWorldsTopYoutubeChannelDashboard4/LanguageandCountrywiseSubscribers?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

STORY:-

https://public.tableau.com/views/StoryonExploringWorldsTopYoutubeChannels/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link