

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

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 "subscriber" button, and each user's subscription feed consist of videos published by channels to which the user is subscribed. Lists of the 50 most subscribed You Tube 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 hat the channel whose current growth rate indicates that it's displayed we have to accomplish this project, to complete the below activities.

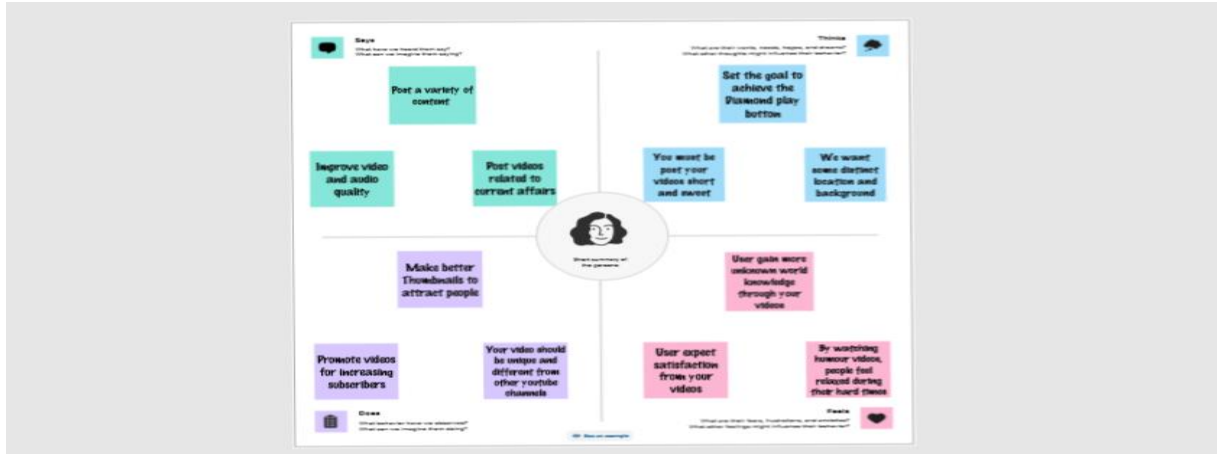
1.2 Purpose:

Once you subscribe to a channel, any new videos it publishes will show up in your subscriptions feed.

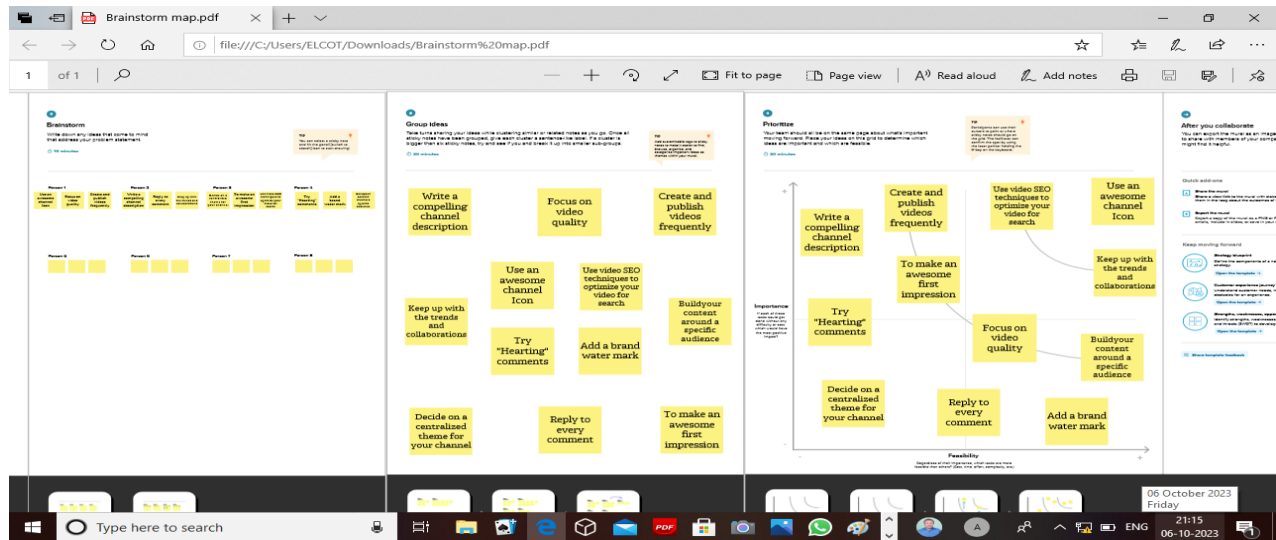
You may also start getting notifications when a channel you subscribe publishes new content.

2. Problem Definition & Design Thinking:

2.1 Empathy Map:



2.2 Ideation & Brainstorming Map:



3. RESULT

3.1 Dataset connect:

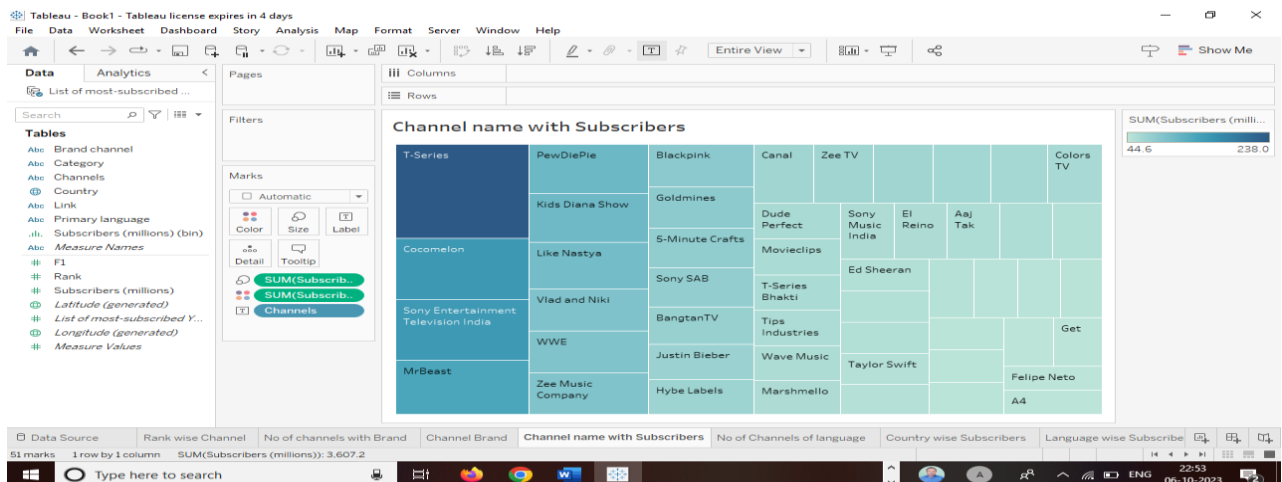
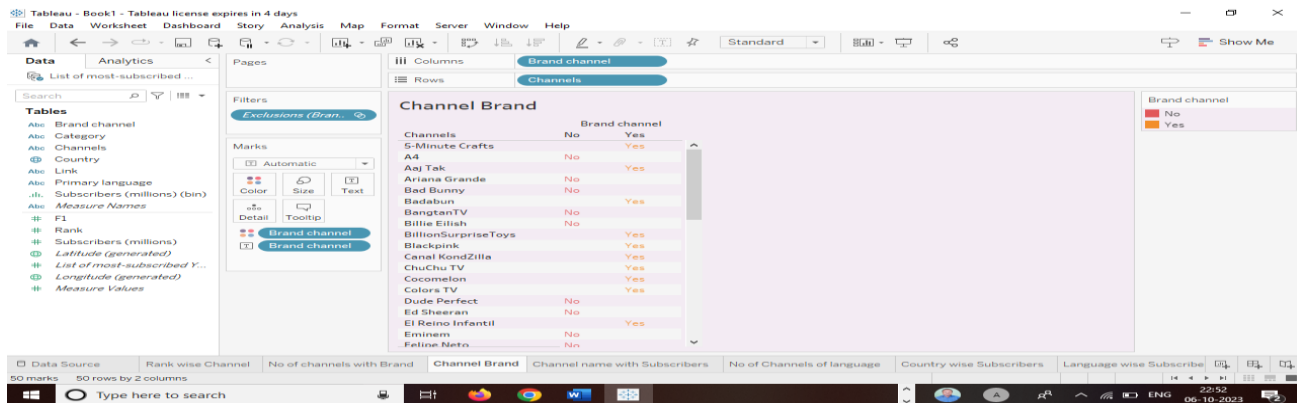
The screenshot shows the Tableau Desktop interface. On the left, the 'Connections' pane lists 'List of most-subscribed YouTube channels' as a Text File. The 'Files' pane shows the same file. The main view displays a worksheet titled 'List of most-subscribed YouTube channels' with a data preview table. The table has columns for Rank, Name, and Subscribers. The data preview shows the top 5 channels.

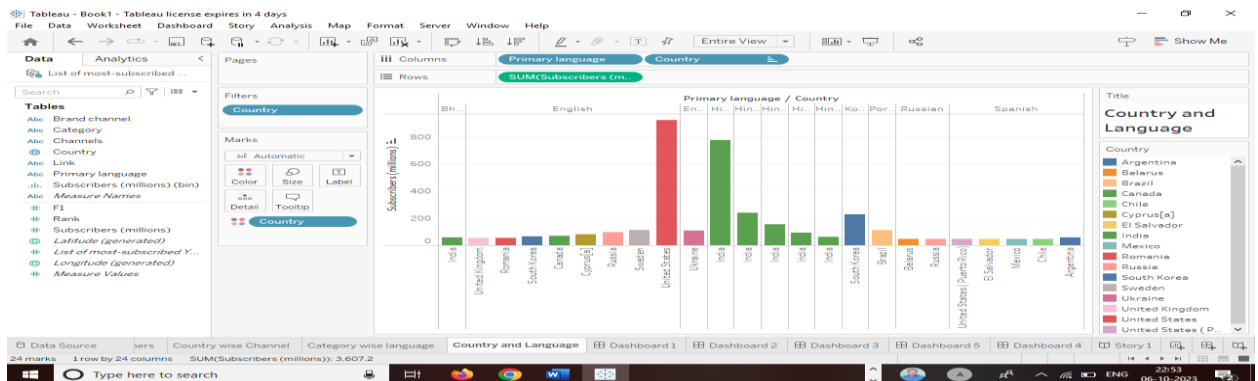
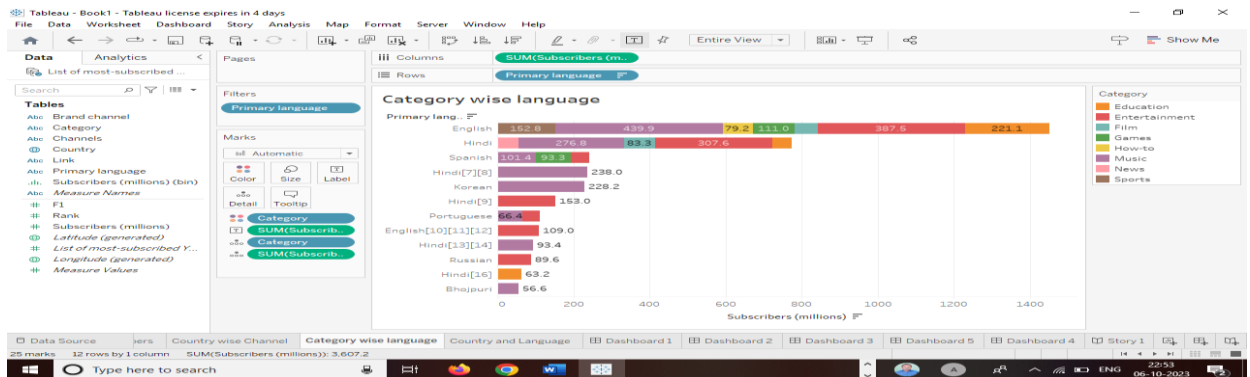
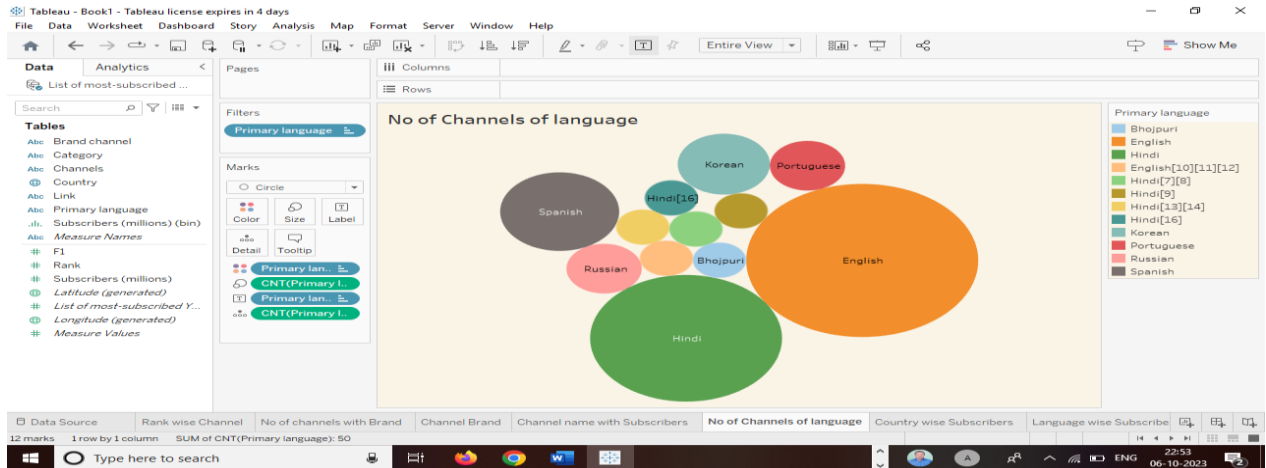
Rank	Name	Subscribers
1	T-Series	147M
2	Cocomelon	100M
3	Sony Entertainment Television	90M
4	MrBeast	85M
5	PewDiePie	82M

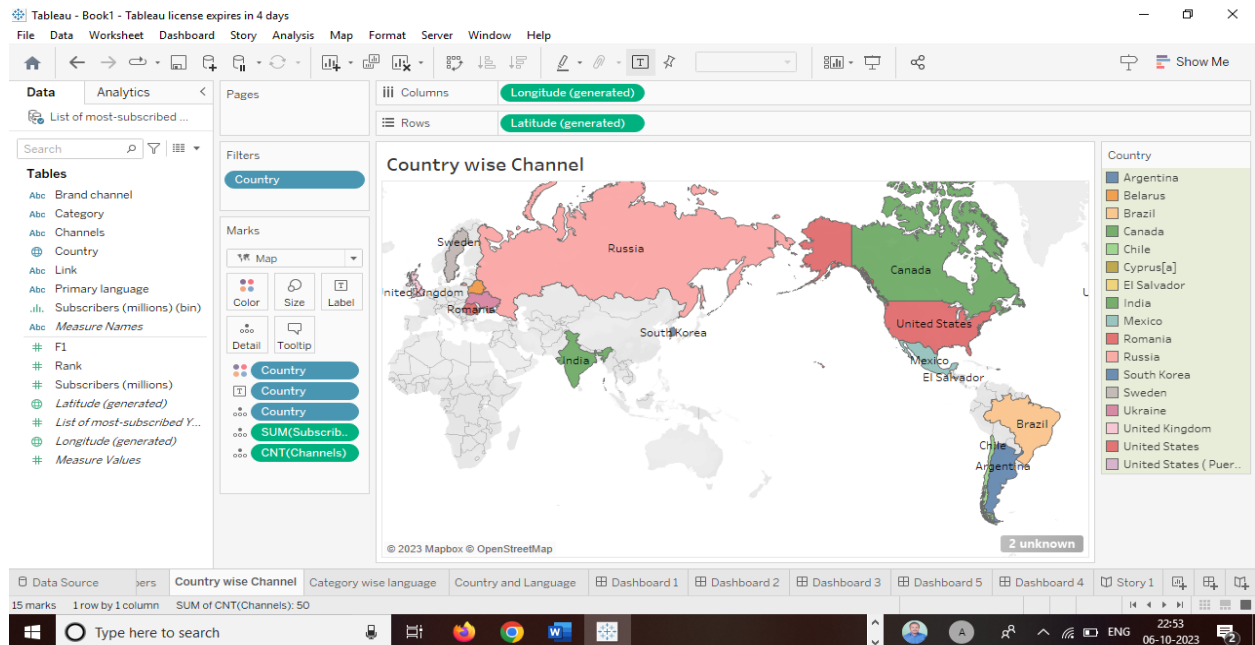
3.2 Data Visualizations:

The screenshot shows the Tableau Desktop interface with a bar chart visualization titled 'Rank wise Channel'. The chart displays the top 20 channels by rank. The x-axis represents the Rank, and the y-axis represents the Subscribers (millions). The bars are colored in a gradient from blue to red.

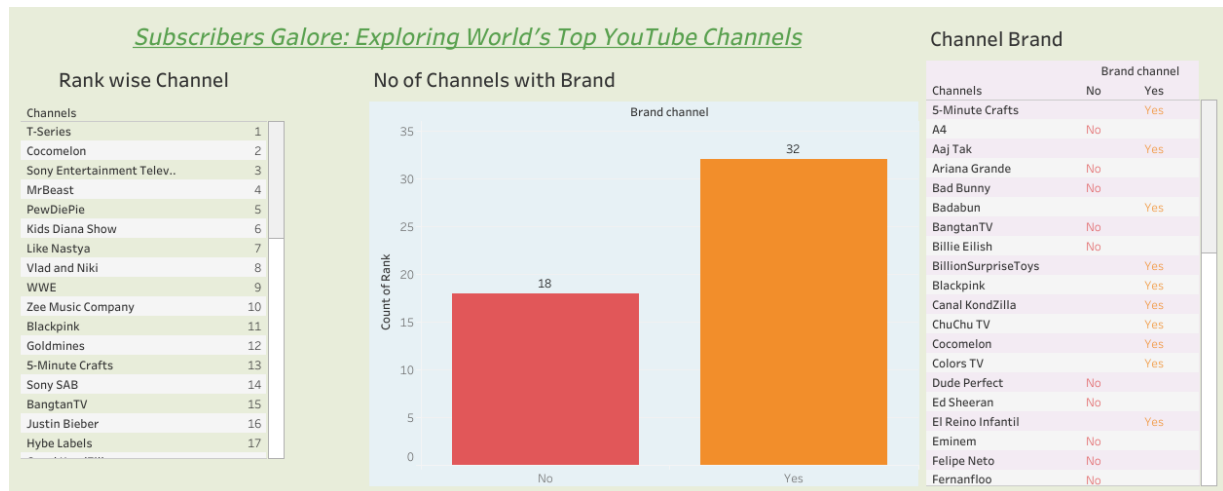
Rank	Channel	Subscribers (millions)
1	T-Series	147
2	Cocomelon	100
3	Sony Entertainment Television	90
4	MrBeast	85
5	PewDiePie	82
6	Kids Diana Show	75
7	Like Nastya	70
8	Vlad and Niki	65
9	WWE	60
10	Zee Music Company	55
11	Blackpink	50
12	Goldmines	45
13	5-Minute Crafts	40
14	Sony SAB	35
15	BangtanTV	30
16	Justin Bieber	25
17	Hybe Labels	20
18	Canal KondZilla	15
19	Zee TV	10
20	Pinkfong	5



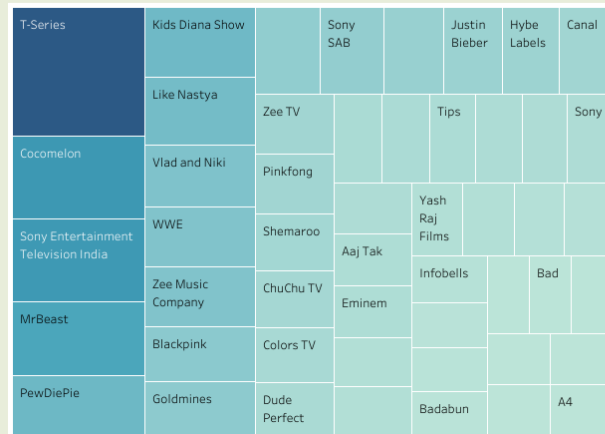




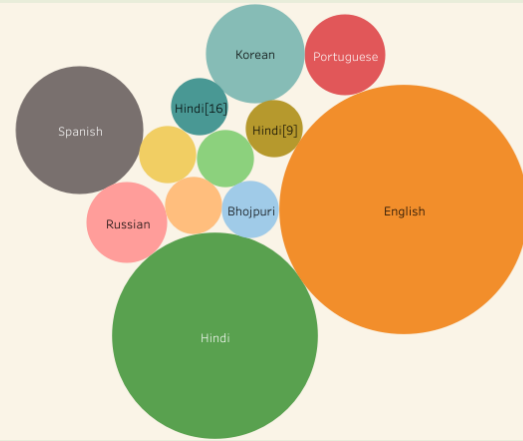
3.3 Dashboards



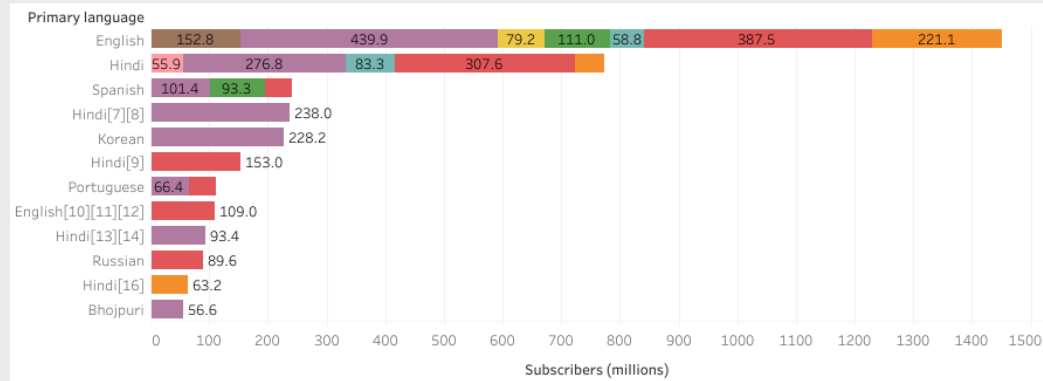
Channel name with Subscribers



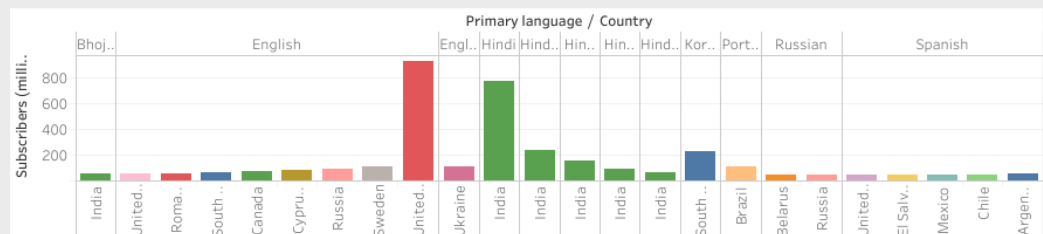
No of Channels of language



Category wise language



Country and Language



Category

- Education
- Entertainment
- Film
- Games
- How-to
- Music
- News
- Sports

Country

- Argentina
- Belarus
- Brazil
- Canada
- Chile
- Cyprus[a]
- El Salvador
- India
- Mexico
- Romania
- Russia
- South Korea
- Sweden
- Ukraine
- United Kingdom
- United States
- United States (Puert..)

4. Advantages & Disadvantages:

4.1 Advantages:

1. Easy to use the service good source to earn revenue.
2. Can connect with a wide audience.
3. Also used by students for educational videos.

4.2 Disadvantages:

1. Inappropriate content also uploaded.
2. Bullying and defamation is easily done.
3. Not easy to concentrate on a single topic.

5. Applications:

Social media plays an increasingly significant part in people's lives because users spend lots of time online and consider social media to be an important source of information on topics that users are interested in.

6. Conclusion:

We have first connect the dataset to the tableau. Then we build a data visualizations, dashboard and story. Then, we publish the dashboard and story in the Tableau Public Software. Then get the link. Submit the link to the Git Hub. Hence, we concluded that the we have used these to increase subscribers.

7. Future scope:

YouTube will likely become a destination for viewers and not just a place for people to find videos. YouTube in India is good as a fulltime career with endless amount of possibilities.