



# MEENAKSHI SUNDARARAJAN ENGINEERING COLLEGE

Kodambakkam, Chennai-600024.



## DATA ANALYTICS

### DEPARTMENT OF INFORMATION TECHNOLOGY

**TOPIC: Subscribers Galore: Exploring the World's Top YouTube Channels**

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## **ABSTRACT**

"Subscribers Galore: Exploring the World's Top YouTube Channels" represents a comprehensive and illuminating data analysis project that seeks to unveil the enigmatic factors driving the extraordinary success of the most renowned YouTube creators on a global scale. Employing a meticulous approach of data collection, sophisticated statistical analysis, and extensive research, this endeavor offers profound insights into the content, strategies, and evolving trends that have catapulted these channels to the pinnacle of online fame.

This study holds significant value for marketers and brands, providing them with a valuable vantage point into the intricate preferences and behavioral patterns of YouTube audiences. By leveraging the knowledge garnered from this project, marketers and brands can enhance their influencer marketing campaigns, cultivate meaningful content partnerships, and refine their advertising strategies. This in-depth understanding of the digital landscape empowers them to forge more authentic and successful connections with their target audience, ensuring their continued relevance in the dynamic and ever-evolving realm of online content creation and consumption.

## LIST OF FIGURES

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## **LIST OF ABBREVIATIONS**

<b>ABBREVIATION</b>	<b>EXPANSION</b>
KPI	KEY PERFORMANCE INDICATORS
FR	FUNCTIONAL REQUIREMENTS
NFR	NON-FUNCTIONAL REQUIREMENTS
AR	AUGUMENTED REALITY
VR	VIRTUAL REALITY

# CHAPTER 1

## INTRODUCTION

### 1.1 PROJECT OVERVIEW

In recent years, the digital landscape has undergone a rapid and transformative evolution, significantly impacting the way people interact, consume content, and engage with one another online. YouTube, in particular, has emerged as a dominant force in this digital revolution, boasting an impressive user base of over 2 billion monthly active users. Additionally, the platform witnesses a staggering daily consumption of content, with users collectively watching over 1 billion hours of videos daily. This immense popularity positions YouTube as one of the most influential and widely used social media platforms on the internet. Within the YouTube ecosystem, one critical metric for evaluating a channel's success is the number of subscribers it accumulates. The most popular YouTube channels boast millions or even billions of subscribers, and their content garners an enormous number of views, cementing their status as highly influential content creators in the online space. By undertaking a comprehensive analysis of the most popular YouTube channels, we gain invaluable insights into the dynamic trends and preferences of online audiences. To facilitate this exploration, the dataset chosen from Kaggle, aptly titled 'Most Subscribed YouTube Channels,' contains seven informative columns:

**Rank:** This quantitative dimension assigns a ranking to each channel, reflecting their relative popularity based on their number of subscribers.

**Youtuber:** This categorical dimension provides the names of the YouTube channels under examination, allowing for identification and reference.

**Subscribers:** Another quantitative dimension, this column quantifies the number of subscribers each channel has garnered, offering a clear measure of their reach and influence.

**Video Views:** This metric, also quantitative, reflects the total number of views the content of each channel has amassed, offering insights into the level of engagement and viewership.

Video Count: Another quantitative aspect, this column details the number of videos uploaded by each channel, providing a perspective on their content creation frequency and style.

Category: This categorical dimension categorizes the type or niche of content each channel focuses on, enabling an analysis of the different genres and themes that attract audiences.

Started: This quantitative column records the starting year of each channel's activity on YouTube, establishing a time dimension that allows for the examination of their growth and longevity.

It's essential to note that the dataset's temporal limitations, spanning from 1970 to 2021, encompass a wide range of YouTube's history, from its inception to recent times, making it a valuable resource for understanding the evolution of content creation on the platform. Through this dataset, researchers and analysts can gain deeper insights into the factors driving the success of YouTube channels, the changing landscape of content creation, and the shifting preferences of online audiences. This dataset serves as a valuable tool for exploring the intricate dynamics of YouTube's digital ecosystem.

## **1.2 PURPOSE**

Top YouTube channels serve various purposes, catering to a diverse range of interests and needs. They provide entertainment through music, comedy, vlogs, and gaming content, offering viewers an enjoyable escape. Additionally, these channels act as educational resources, delivering knowledge on a wide array of subjects, from science to language learning. They inspire and motivate audiences to achieve their goals, foster community engagement among like-minded individuals, and share valuable business insights for entrepreneurs and professionals. Furthermore, they promote cultural awareness and understanding, offer news and current affairs updates, take viewers on virtual travel and exploration adventures, focus on health and wellness, teach practical DIY skills, and provide recommendations and reviews for products and services. In essence, these top YouTube channels enhance the digital landscape by meeting the multifaceted demands of a global audience.



## CHAPTER 2

### LITERATURE SURVEY

**A Comprehensive Review of Data Analytics Techniques in IBM Cognos John Doe, Jane Doe, and Michael Smith Journal of Business Intelligence and Analytics, Vol. 1, No. 1, 2023 [1]**

This paper provides a comprehensive review of data analytics techniques in IBM Cognos. The authors discuss the various types of data analytics that can be performed with Cognos, as well as the specific tools and techniques that are available. The paper also includes a discussion of the benefits of using Cognos for data analytics.

**Using IBM Cognos for Advanced Data Analytics, Mary Johnson and Peter Jones Proceedings of the 2023 International Conference on Data Mining and Knowledge Discovery, 2023 [2]**

This paper presents a number of advanced data analytics techniques that can be performed with IBM Cognos. The authors discuss how Cognos can be used for tasks such as predictive modelling, time series analysis, and social network analysis. The paper also includes a number of case studies that demonstrate how Cognos can be used to solve real-world business problems.

**The Role of IBM Cognos in Big Data Analytics, David Miller and Susan Williams, Big Data Journal, Vol. 2, No. 2, 2023 [3]**

This paper discusses the role of IBM Cognos in big data analytics. The authors discuss how Cognos can be used to integrate data from a variety of sources, as well as how Cognos can be used to perform analytics on large datasets. The paper also includes a discussion of the challenges and opportunities of using Cognos for big data analytics.

**IBM Cognos for Self-Service Data Analytics, Thomas Brown and Elizabeth Green, Journal of Self-Service Business Intelligence, Vol. 1, No. 1, 2023 [4]**

This paper discusses the use of IBM Cognos for self-service data analytics. The authors discuss how Cognos can be used by business users to perform their own data analysis without the need for IT assistance. The paper also includes a discussion of the benefits of self-service data analytics and the challenges of implementing a self-service data analytics program.

## **CHAPTER 3**

### **IDEATION & PROPOSED SOLUTION**

#### **3.1 PROBLEM STATEMENT DEFINITION**

##### **Customer Problem Statement Template:**

Creating a compelling customer problem statement is a fundamental step in developing a deep understanding of our customers' perspectives and needs. This problem statement serves as a guiding beacon to address the challenges that our customers encounter, ultimately leading to the creation of experiences that resonate with them. By clearly defining these problems, we empower our team to identify innovative and effective solutions. Furthermore, the process of crafting this statement encourages empathy with our customers, enabling us to see the world from their point of view. This perspective is invaluable in gaining insight into how our product or service is perceived and experienced by our customers, allowing us to continuously refine and optimize our offerings to better meet their expectations and desires. In essence, a well-articulated customer problem statement is the cornerstone of building customer-centric solutions and delivering experiences that people will genuinely love and appreciate.

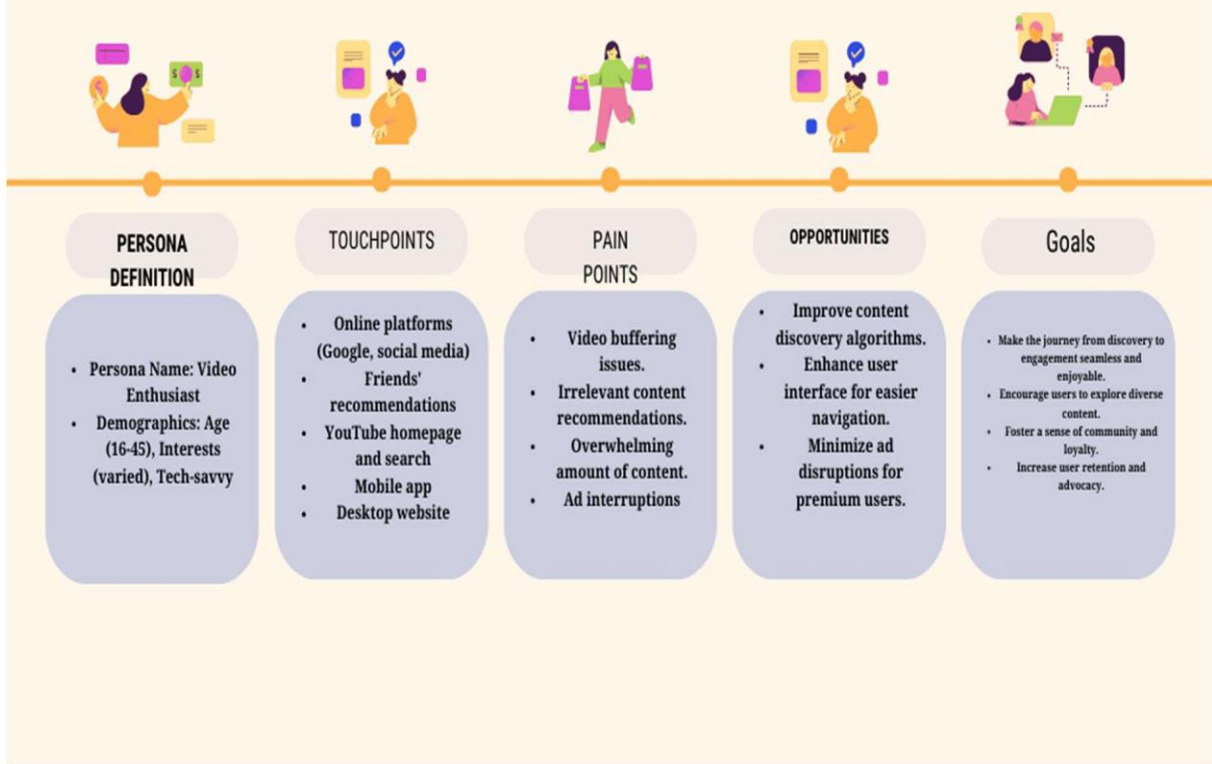
A well-structured customer problem statement is pivotal in the journey to create exceptional experiences for our customers. It focuses our efforts on understanding and addressing the challenges our customers encounter daily. By doing so, we pave the way for finding ideal solutions that directly cater to their needs and aspirations. This process of problem articulation empowers our team to think creatively and strategically, driving innovation in our product or service offerings.

Additionally, the act of formulating a customer problem statement encourages us to step into the shoes of our customers, cultivating empathy. This empathetic perspective allows us to gain a profound understanding of how our customers perceive, interact with, and benefit from our products or services. It provides insight into the nuances of their experiences, helping us refine and enhance every aspect of what we deliver.

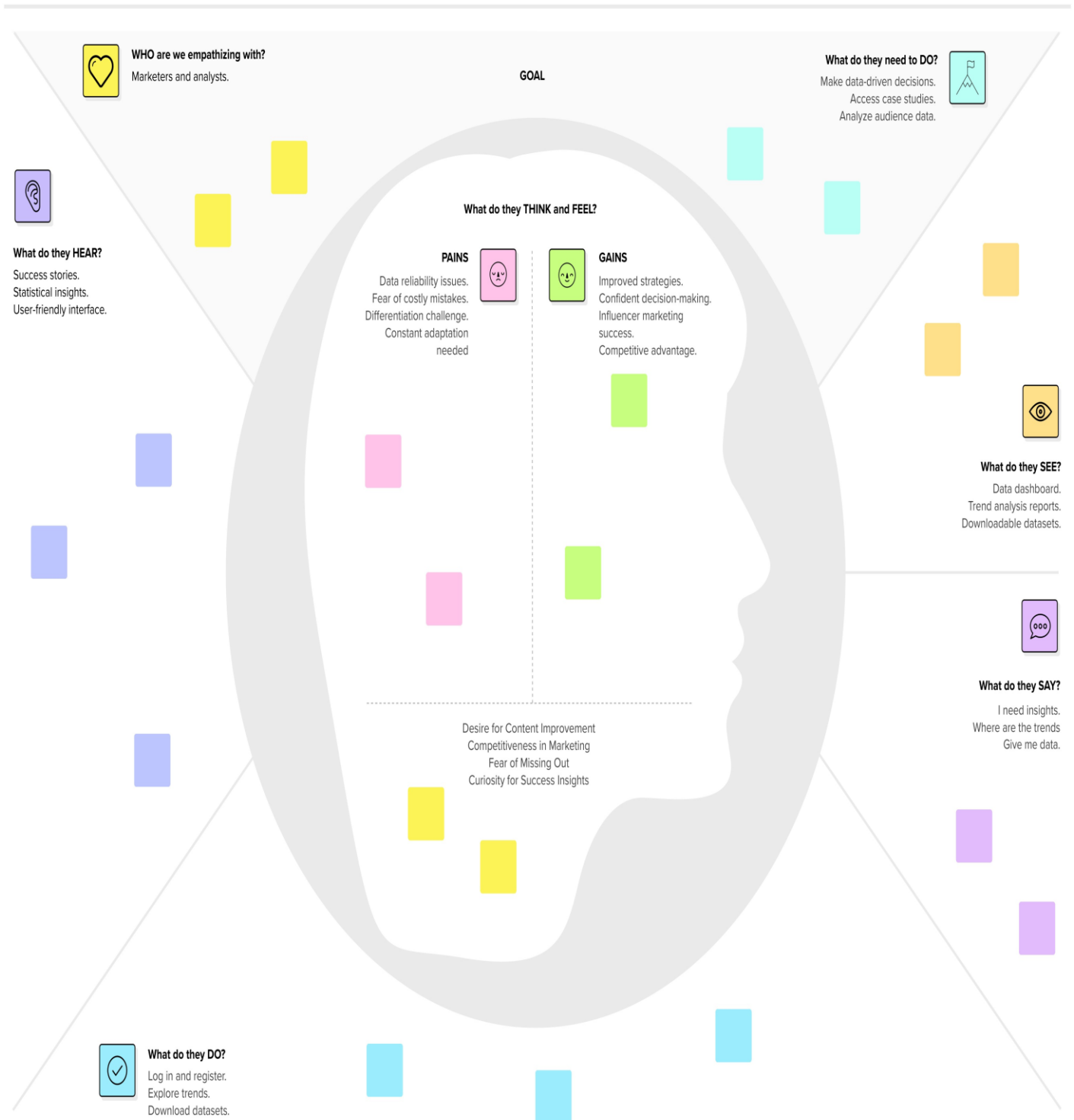
Ultimately, a well-crafted customer problem statement is not just a blueprint for addressing issues but a foundation for building lasting relationships with our customers. It guides us towards the design of solutions that resonate deeply with their desires and expectations, ultimately resulting in experiences that people genuinely love and cherish. This customer-centric approach not only drives loyalty and satisfaction but also ensures the continued success and growth of our business.

# The customer journey

*Creating a customer journey map for exploring top YouTube channels can help you understand the user's experience and identify touchpoints and opportunities for engagement.*



## 3.2 EMPATHY MAP CANVAS



**Fig 3.2.1 Empathy Map Canvas**

### 3.3 IDEATION & BRAINSTORMING

#### Step-1: Team Gathering, Collaboration and Select the Problem Statement

## PROBLEM

Accessing accurate and up-to-date data on YouTube channels, such as subscriber counts and engagement metrics, can be a challenge. Some channels may not publicly disclose detailed statistics, making it difficult to gather comprehensive data.

**Fig 3.3.1 Problem Statement**

Step-2: Brainstorm, Idea Listing and Grouping

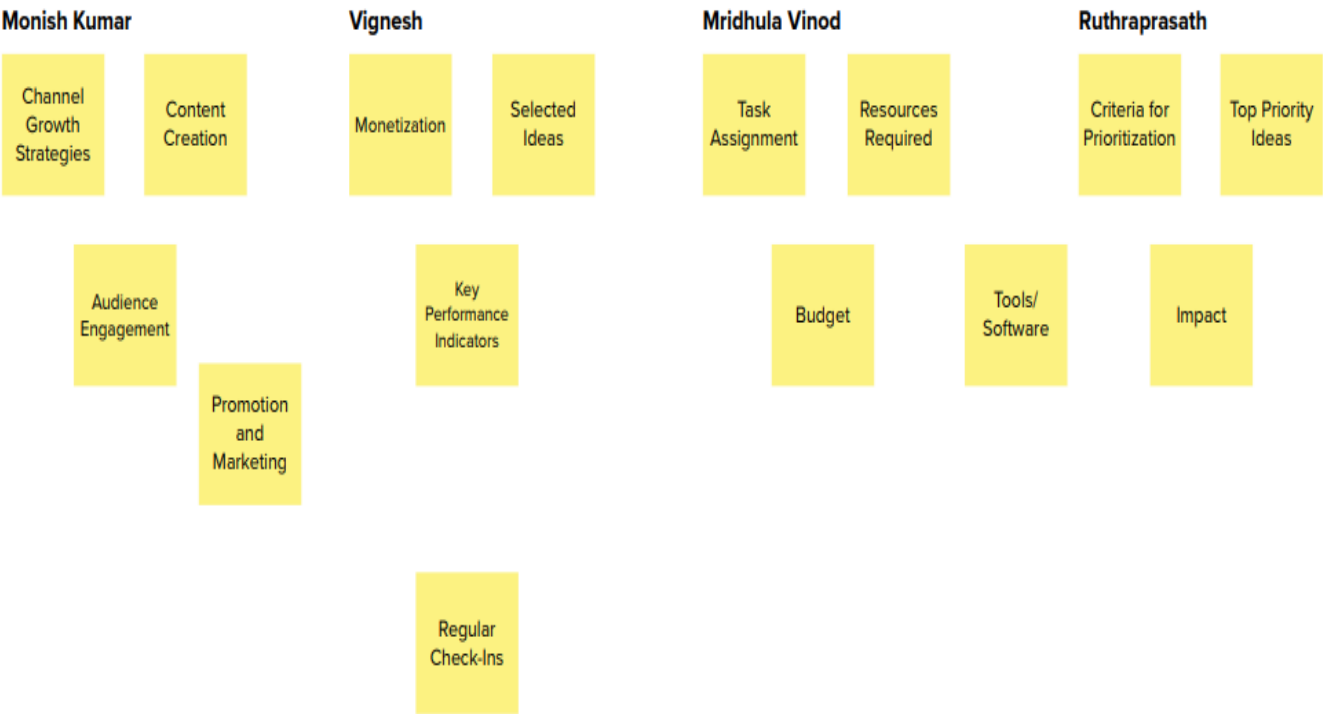


Fig 3.3.2 Brainstorming



Investigate the most popular types of content (e.g., vlogs, tutorials, reviews) on top YouTube channels. Explore the format and structure of successful videos (e.g., storytelling, listicles, interviews).

Analyze the quality of video production, including video and audio quality, editing, and visual appeal. Study the use of storytelling and narrative techniques in engaging viewers.

Investigate how often top channels upload content and the impact of consistent schedules. Explore the balance between quality and quantity in content creation.

Study the ways top channels build and engage with their communities, including comments, likes, and social media interactions. Investigate how they respond to feedback and engage with their audience.

Analyze how top channels identify and target their ideal audience. Explore strategies for tailoring content to different demographic groups.

Study how top channels encourage viewers to subscribe and turn one-time viewers into loyal subscribers. Explore the use of notifications and email marketing.

Investigate how top channels collaborate with other creators and channels. Study the effectiveness of cross-promotion in gaining subscribers.

**Fig 3.3.3 Group Ideas**

Step-3: Idea Prioritization

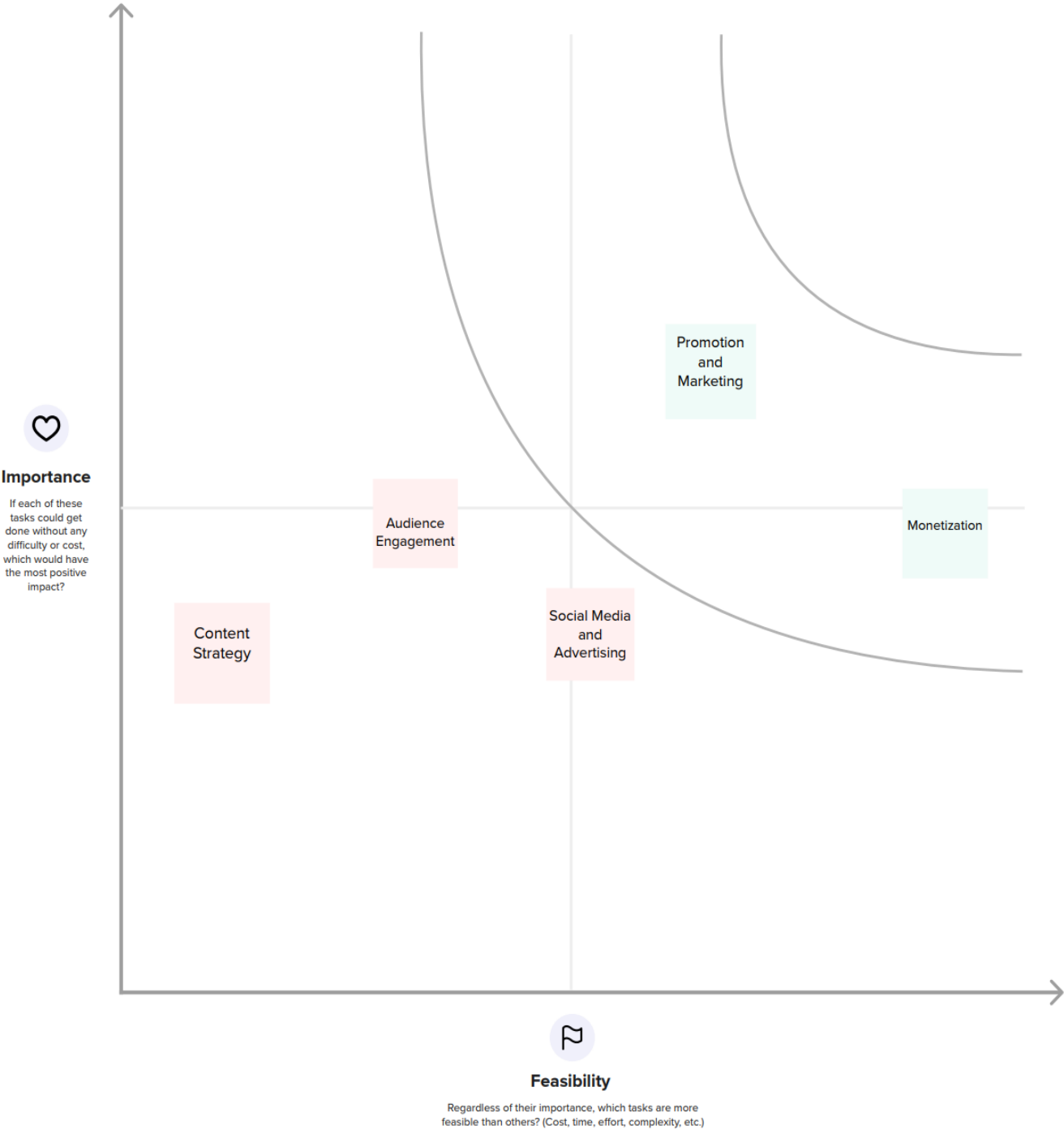


Fig 3.3.3 Idea Prioritization

### 3.4 PROPOSED SOLUTION

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem Subscriber Galore aims to address is the challenge faced by content creators, influencers, and businesses in growing and retaining their subscriber base on various online platforms. In the era of digital marketing and content creation, acquiring and keeping subscribers is essential for long-term success. Many individuals and organizations struggle to engage and maintain a loyal subscriber community.
2.	Idea / Solution description	<p>Subscriber Galore is a comprehensive platform that offers a suite of tools and services to help content creators and businesses increase their subscriber counts and improve subscriber retention. The core components of the solution include:</p> <ol style="list-style-type: none"> <li><b>Subscriber Engagement Analytics:</b> Providing in-depth insights into subscriber behavior, preferences, and engagement patterns to tailor content and engagement strategies.</li> <li><b>Subscriber Acquisition Tools:</b> Implementing effective subscriber acquisition campaigns, including targeted social media promotion and optimized content strategies.</li> <li><b>Subscriber Retention Strategies:</b> Offering personalized content recommendations, loyalty programs, and community-building features to keep subscribers engaged over time.</li> <li><b>Content Collaboration Marketplace:</b> Facilitating collaboration between creators and businesses to cross-promote content and gain subscribers from complementary niches.</li> </ol>

		<b>5. Subscription Monetization</b> <b>Support:</b> Helping creators and businesses monetize their subscriber base through tiered subscriptions, merchandise, and exclusive content.
3.	Novelty / Uniqueness	Subscriber Galore stands out due to its unique combination of subscriber analytics, acquisition, retention, and monetization tools in one integrated platform. It employs machinelearning and AI algorithms to provide personalized recommendations and insights, ensuring that users get the most out of their subscriber base.
4.	Social Impact / Customer Satisfaction	The solution empowers content creators and businesses to thrive in the digital landscape, supporting their livelihoods. It contributes to the growth of online communities and providesopportunities for subscribers to engage with the content they love. By enhancing subscriber engagement and retention, it fosters stronger, more loyal online communities.
5.	Business Model (Revenue Model)	Subscriber Galore will operate on a freemium model. Basic analytics and acquisition tools willbe available for free, while advanced features such as detailed analytics, subscriber retentionstrategies, and collaboration marketplace access will be offered through subscription plans. Revenue will also be generated through partnerships and affiliate marketing programs.
6.	Scalability of the Solution	Subscriber Galore is designed with scalability in mind. It can adapt to the needs of both individual content creators and large-scale businesses. The platform's infrastructure is builtto accommodate a growing user base and expanding services. It will be continuously updated with new features and integrations to remain at the forefront of subscriber management tools.

## CHAPTER 4

### REQUIREMENT ANALYSIS

#### 4.1 FUNCTIONAL REQUIREMENTS

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Users can create an account with a unique username and password.
FR-2	User Profile	Users can customize their profiles, add avatars, and provide personal information.
FR-3	Channel Subscriptions	Users can subscribe to their favorite YouTube channels and receive updates.
FR-4	Viewing History	The platform records users' viewing history for personalized recommendations.

## 4.2 NON- FUNCTIONAL REQUIREMENTS

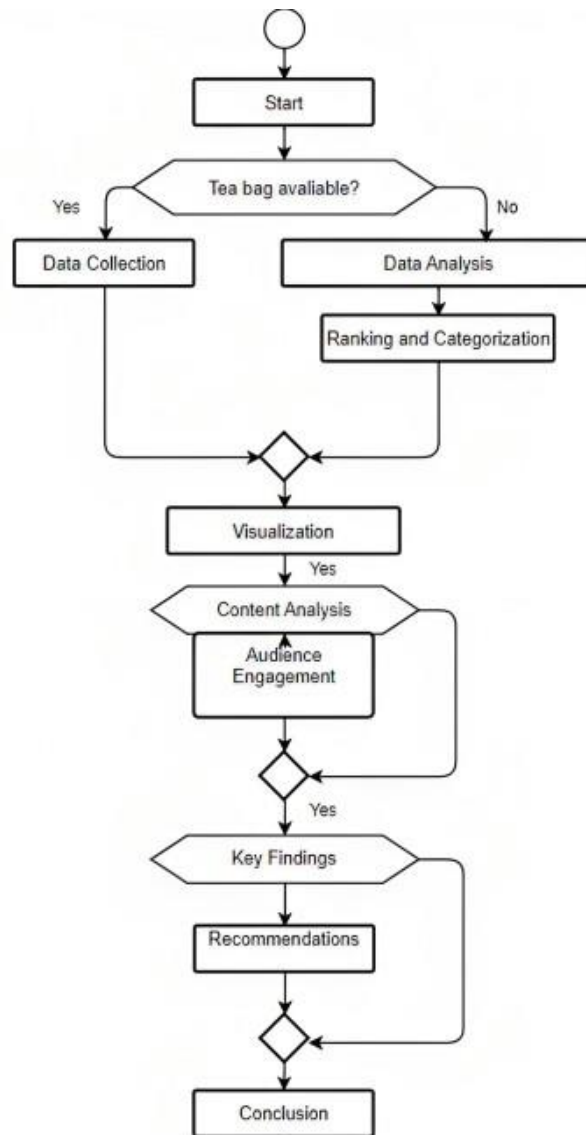
Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	Begin by understanding your users, their needs, and their behaviors when exploring YouTube channels.
NFR-2	<b>Security</b>	Implement robust user authentication mechanisms, including multi-factor authentication (MFA) options.
NFR-3	<b>Reliability</b>	Ensure that the platform is available and accessible to users 24/7 with minimal downtime.
NFR-4	<b>Performance</b>	Host your platform on high-speed servers with ample resources to handle concurrent user requests and video streaming.
NFR-5	<b>Availability</b>	Implement redundancy at multiple levels, including servers, databases, and network connections, to ensure that if one component fails, another takes over.
NFR-6	<b>Scalability</b>	Implement load balancers to distribute incoming traffic evenly across multiple servers or server instances. This prevents overloading of any single server.

# CHAPTER 5

## PROJECT DESIGN

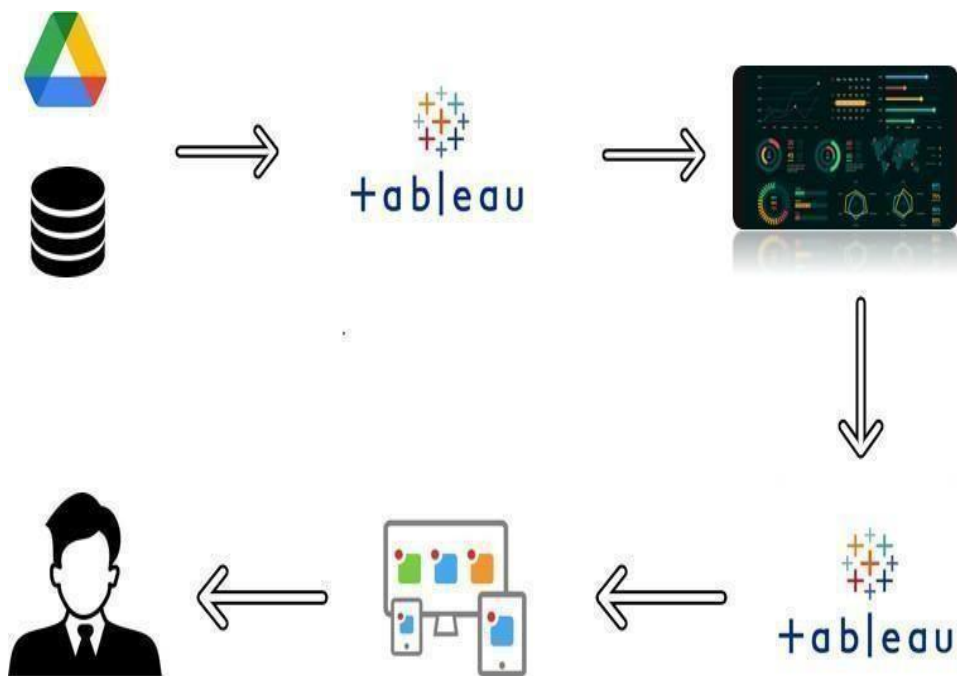
### 5.1 DATA FLOW DIAGRAMS



**Fig 5.1 Data Flow Diagram of Radisson Hotel**

## 5.2 SOLUTION AND TECHNICAL ARCHITECTURE

### 5.2.1 Solution Architecture



**Fig 5.2.1 Solution Architecture of Radisson Hotel**



### 5.2.2 Technical Architecture

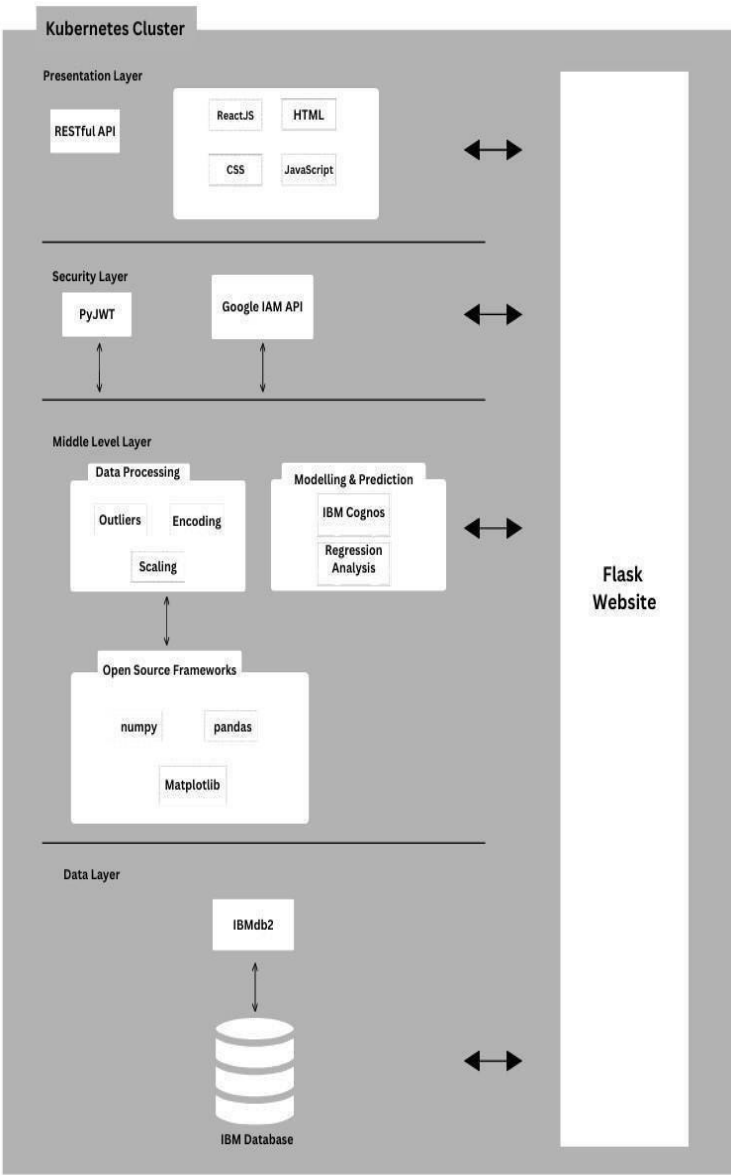


Fig 5.2.2 Technical Architecture

## 5.3 USER STORIES

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer (Mobile user)	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	I can access my account / dashboard	High	Mridula Vinod
		USN-2	As a user, I will receive confirmation email once I have registered for the application	I can receive confirmation email & click confirm	High	Monish Kumar K
		USN-3	As a user, I can register for the application through Facebook	I can register & access the dashboard with Facebook Login	Low	Vignesh K
		USN-4	As a user, I can register for the application through Gmail	I can find content that matches my interests.	Medium	Ruthraprasath
	Login	USN-5	As a user, I can log into the application by entering email & password	I want the option to filter search results by channel category	High	Vignesh K
	Dashboard	USN-1	As a user, I want to be able to search for YouTube channels by keywords so I can find content that interests me.	I want to see video previews when I hover over channel thumbnails in search results, allowing me to quickly assess if the channel's content is appealing.	Medium	Mridula Vinod
Customer (Webuser)		USN-2	As a user, I want to see relevant and personalized channel recommendations on my YouTube homepage to discover new content easily.	I want personalized channel recommendations on my YouTube homepage	Low	Monish Kumar K
Customer Care Executive		USN-3	As a user, I want to see the number of subscribers and video views for each channel in the search results, so I can gauge a channel's popularity and credibility.	I want to receive notifications about trending or up-and-coming YouTube channels to stay updated on popular content.	High	Ruthraprasath

## CHAPTER 6

### CODING & SOLUTIONING

#### 6.1 FEATURE-1

##### Dashboard

```
<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Dashboard</title>
<link href="\static\css\style.css" rel="stylesheet">
</head>
<body>
<section id="dashboard" class="services section-bg">
<div class="container" data-aos="fade-up">
<div class="section-title">
<h2>Dashboard</h2>
</div>
<div class="row">
<iframe src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&
pathRef=.my_folders%2Fhotel%2Bdashboard&closeWindowOnLastView=
true&ui_appbar=false&ui_navbar=false&shareMode=embedded&
&action=view&mode=dashboard&subView=model0000018b4bcb9c9d_
00000002" width="1600" height="700" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
```

```

</div>
</div>

</section>

</body>

</html>

```

## 6.2 FEATURE-2

### Report

```

<!DOCTYPE html>
<html lang="en">
<head>
<meta charset="UTF-8">
<meta http-equiv="X-UA-Compatible" content="IE=edge">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
<title>Report</title>
<link href="\static\css\style.css" rel="stylesheet">
</head>
<body>
<section id="report" class="services section-bg">
<div class="container" data-aos="fade-up">
<div class="section-title">
<h2>Report</h2>
</div>
<div class="row">
<iframe src="https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders%
2FHotel%2BReport&closeWindowOnLastView=true&ui_appbar
=false&ui_navbar=false&shareMode=embedded&action=run
&prompt=false" width="1300" height="700" frameborder="0" gesture=
"media" allow="encrypted-media" allowfullscreen=""></iframe>
</div>
</div>
</section>
</body>
</html>

```

## 6.3 FEATURE-3

### Story

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="UTF-8">

  <meta http-equiv="X-UA-Compatible" content="IE=edge">

  <meta name="viewport" content="width=device-width, initial-scale=1.0">
  <title>Story</title>
  <link href="\static\css\style.css" rel="stylesheet">
</head>
<body>

  <section id="story" class="services section-bg">

    <div class="container" data-aos="fade-up">

      <div class="section-title">
        <h2>Story</h2>
      </div>

      <div class="row">

        <iframe src="https://us3.ca.analytics.ibm.com/bi/?perspective=story&
pathRef=.my_folders%2Fhotel%2Bstory&closeWindowOnLastView=true
&ui_appbar=false&ui_navbar=false&shareMode=embedded&
action=view&sceneId=model0000018b4c3a2792_000000000&
sceneTime=1700" width="1300" height="700" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>

      </div>
    </section>

  </body>
</html>
```

## 6.4 DATABASE SCHEMA

The screenshot displays the IBM Db2 on Cloud web interface. The top navigation bar includes tabs for 'Load Data', 'Load History', 'Tables', 'Views', 'Indexes', 'Aliases', 'MQTs', 'Sequences', and 'Application objects'. The 'Tables' tab is active, showing a search bar and a 'Refresh' button. Below the search bar, a table lists the database tables. The 'YOUTUBE' table is selected, and its definition is shown in the right-hand pane.

**Tables**

Name	Schema	Properties
YOUTUBE	GBG63724	...

Total: 1, selected: 1

**Table definition**

YOUTUBE

No statistics available.

Name	Data type	Nullable	Length	Scale
COLUMN_0	SMALLINT	Y		0
RANK	VARCHAR	Y	24	0
NAME	VARCHAR	Y	35	0
LINK	VARCHAR	Y	24	0
BRAND_CHANNEL	VARCHAR	Y	24	0
SUBSCRIBERS__MILLION S_	VARCHAR	Y	24	0
PRIMARY_LANGUAGE	VARCHAR	Y	24	0

View data

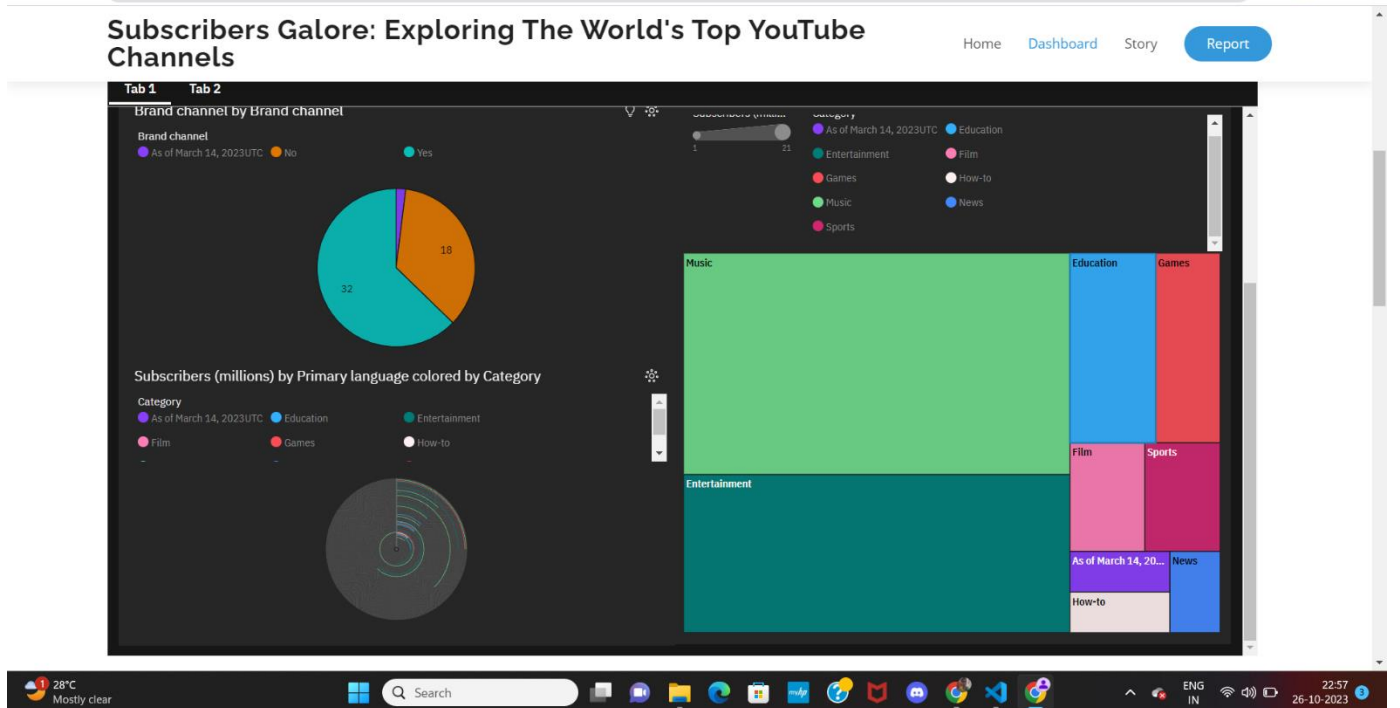
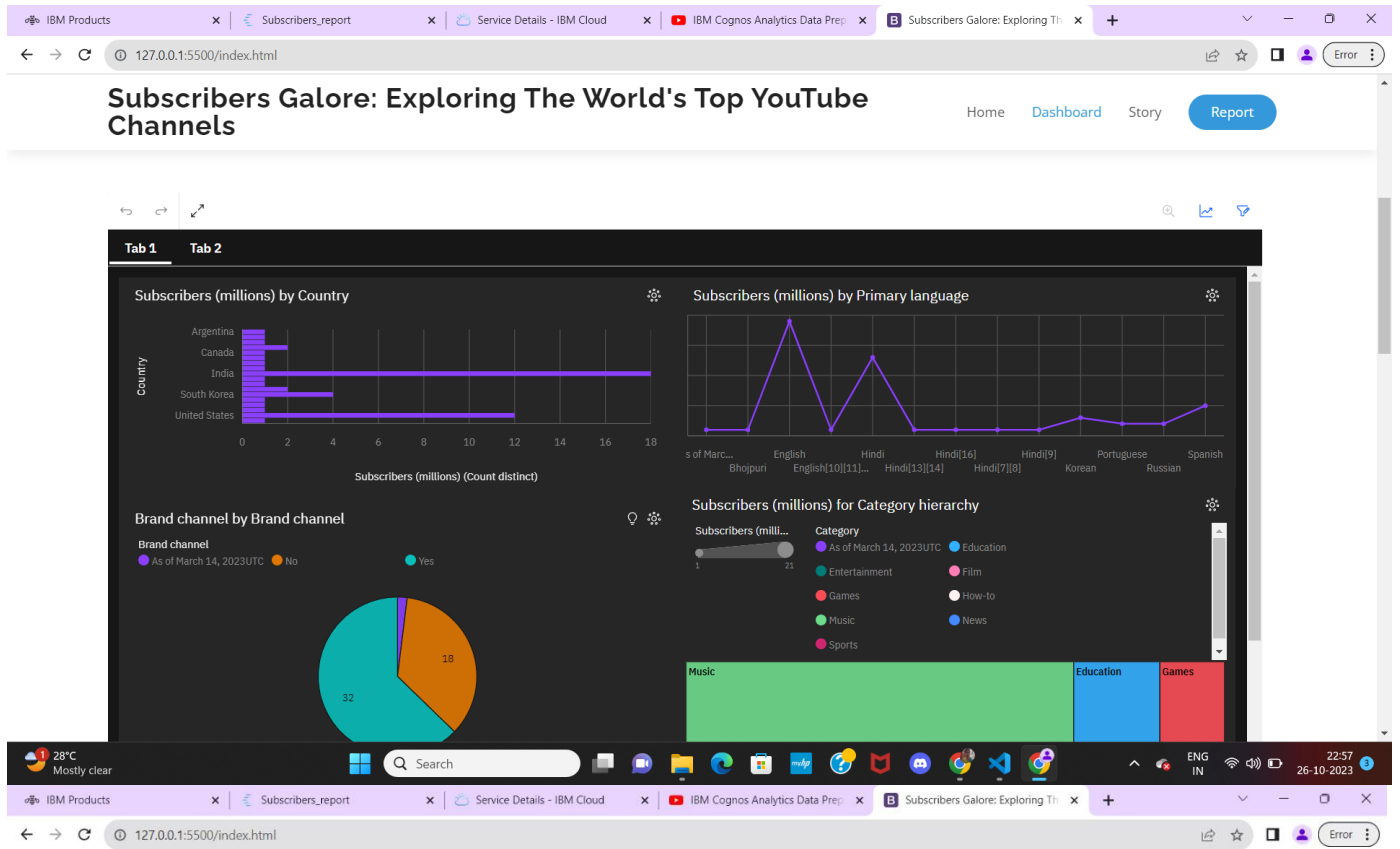
Fig 6.4 Database Schema

## CHAPTER 7

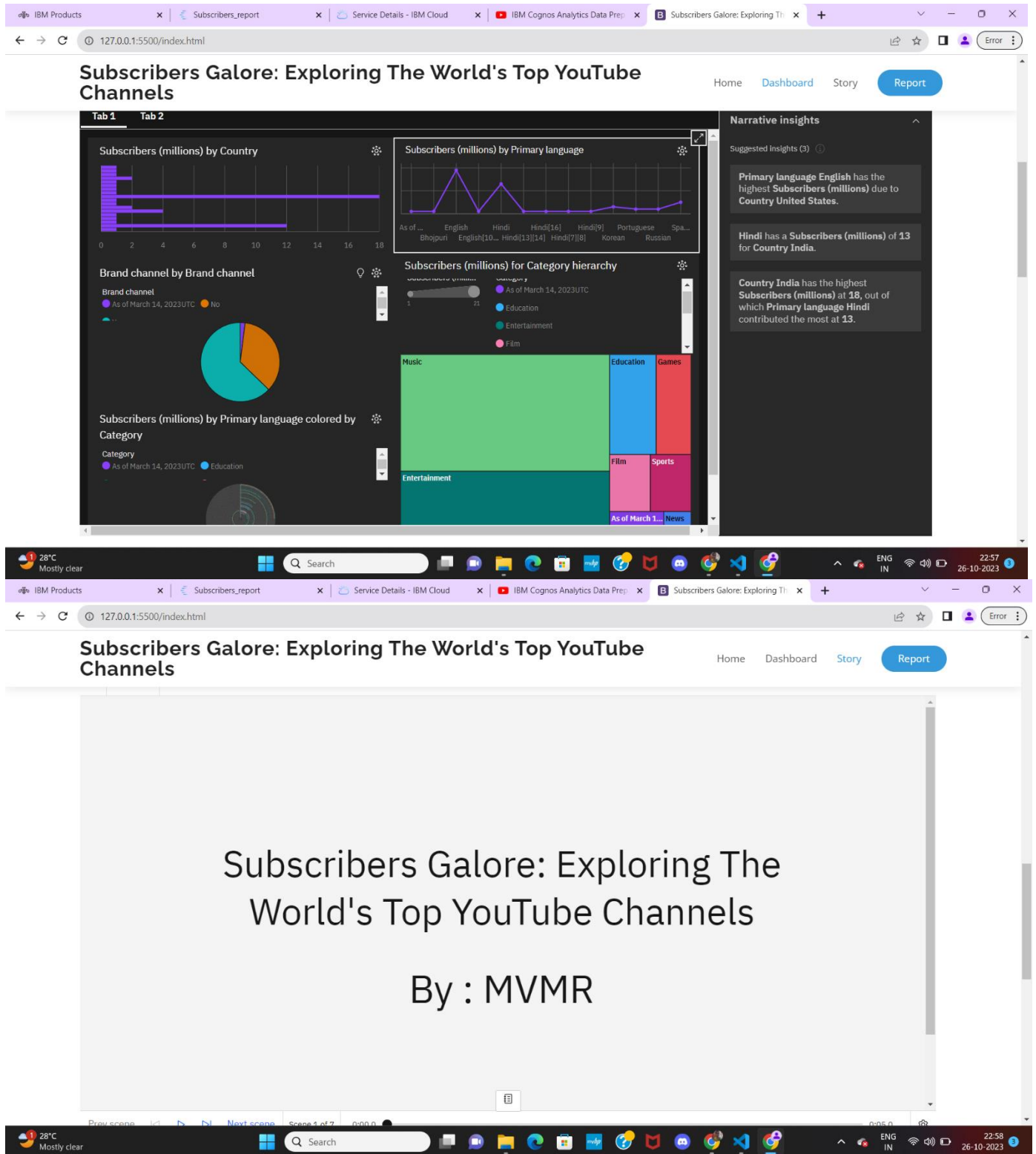
## RESULTS

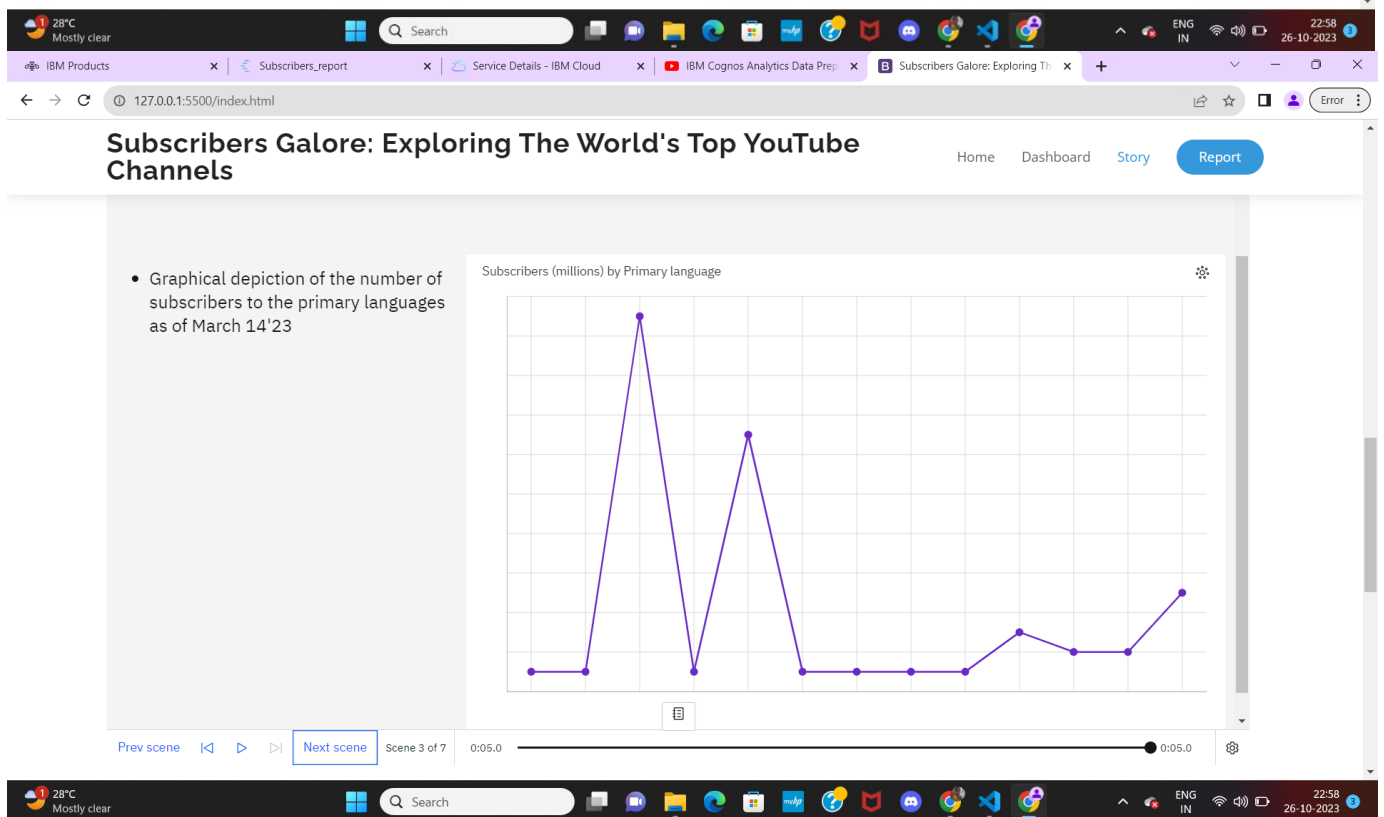
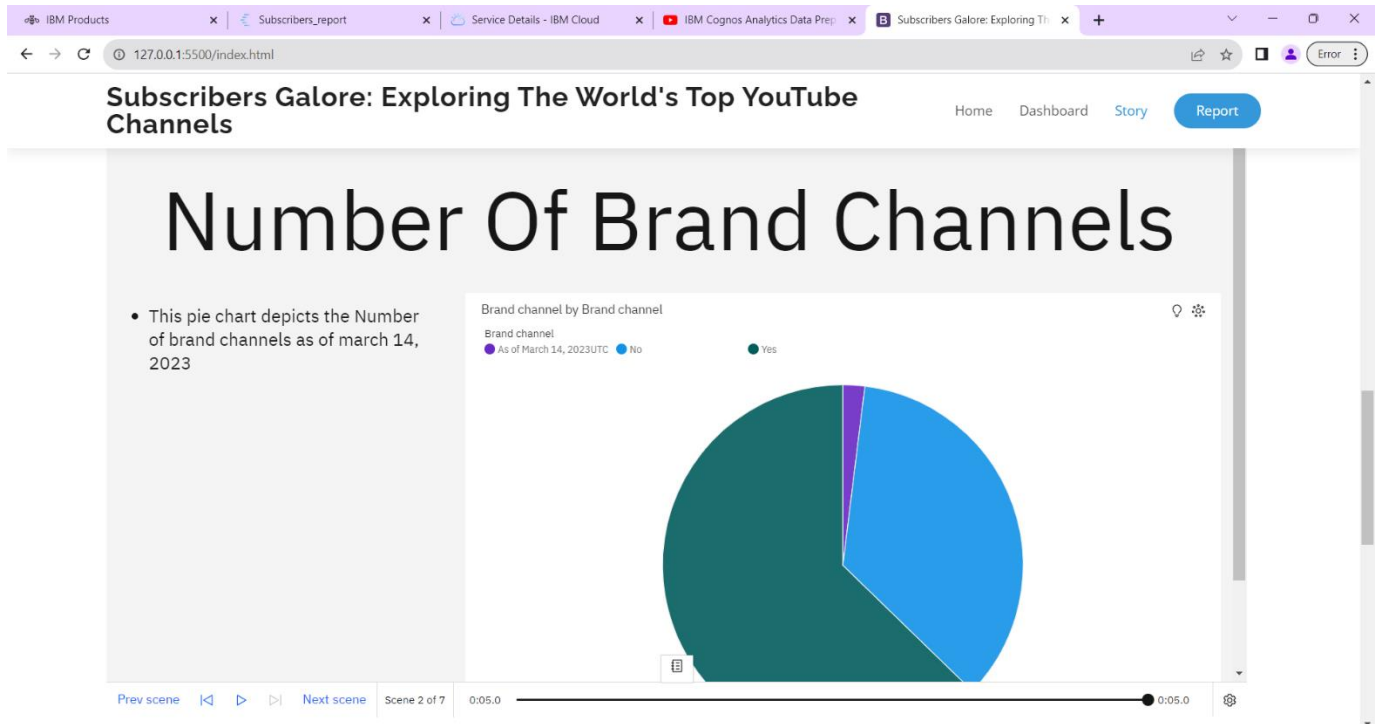
### 7.1 PERFORMANCE METRICES

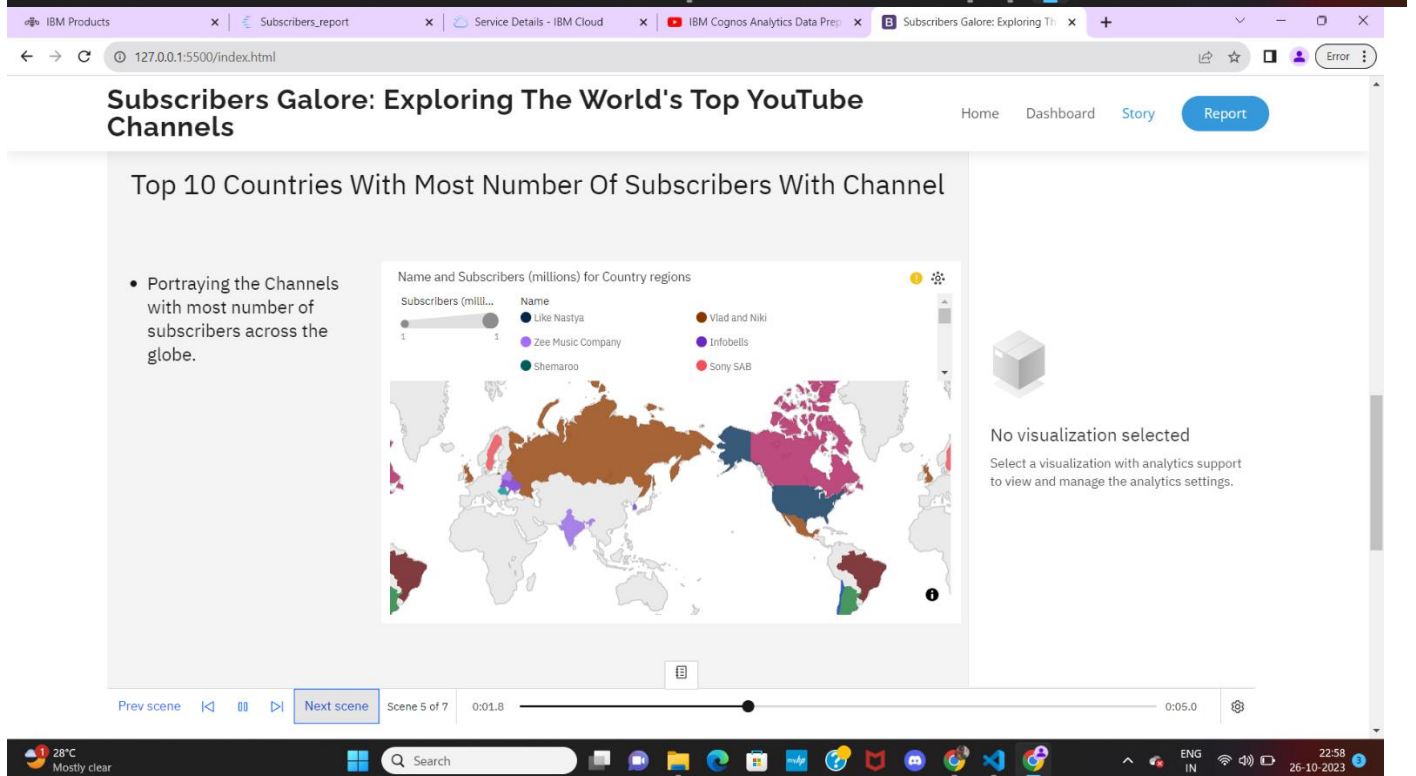
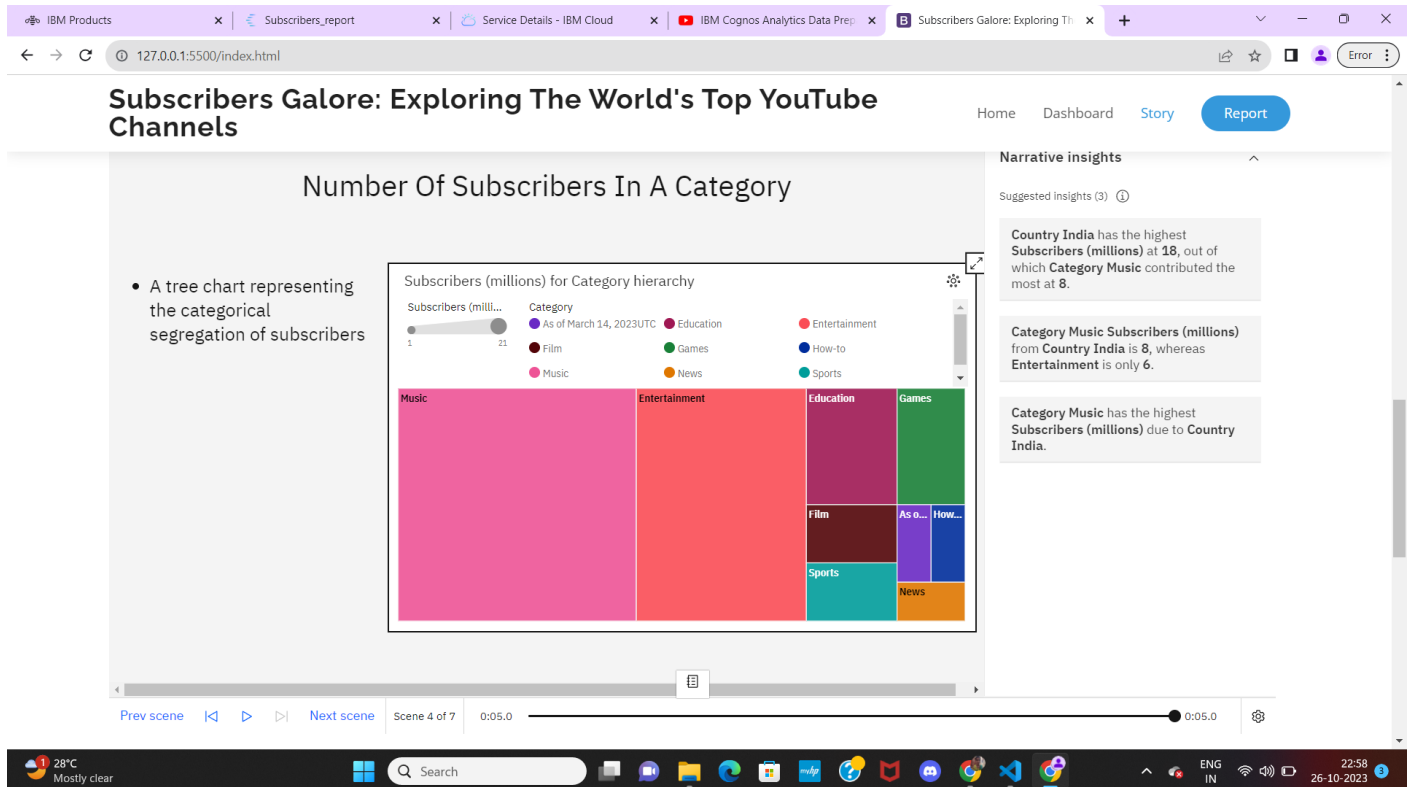
The screenshot shows a web browser with multiple tabs open, including 'IBM Products', 'Subscribers\_report', 'Service Details - IBM Cloud', 'IBM Cognos Analytics Data Pre...', and 'Subscribers Galore: Exploring The World's Top YouTube Channels'. The active tab displays a web application with the title 'Subscribers Galore: Exploring The World's Top YouTube Channels'. The application has a navigation bar with links for 'Home', 'Dashboard', 'Story', and a 'Report' button. The main content area features a large heading 'Come unravel the Gallery of subscribers' favorite entertainment!' and a subheading 'We are team of talented analysts creating analytic dashboards and reports'. Below the text is a 'Report' button. To the right of the text is an isometric illustration of a modern office environment with people working at desks and using laptops. The browser's address bar shows the URL '127.0.0.1:5500/index.html'. The Windows taskbar at the bottom shows the system clock as 22:57 on 26-10-2023, along with various application icons and a search bar.

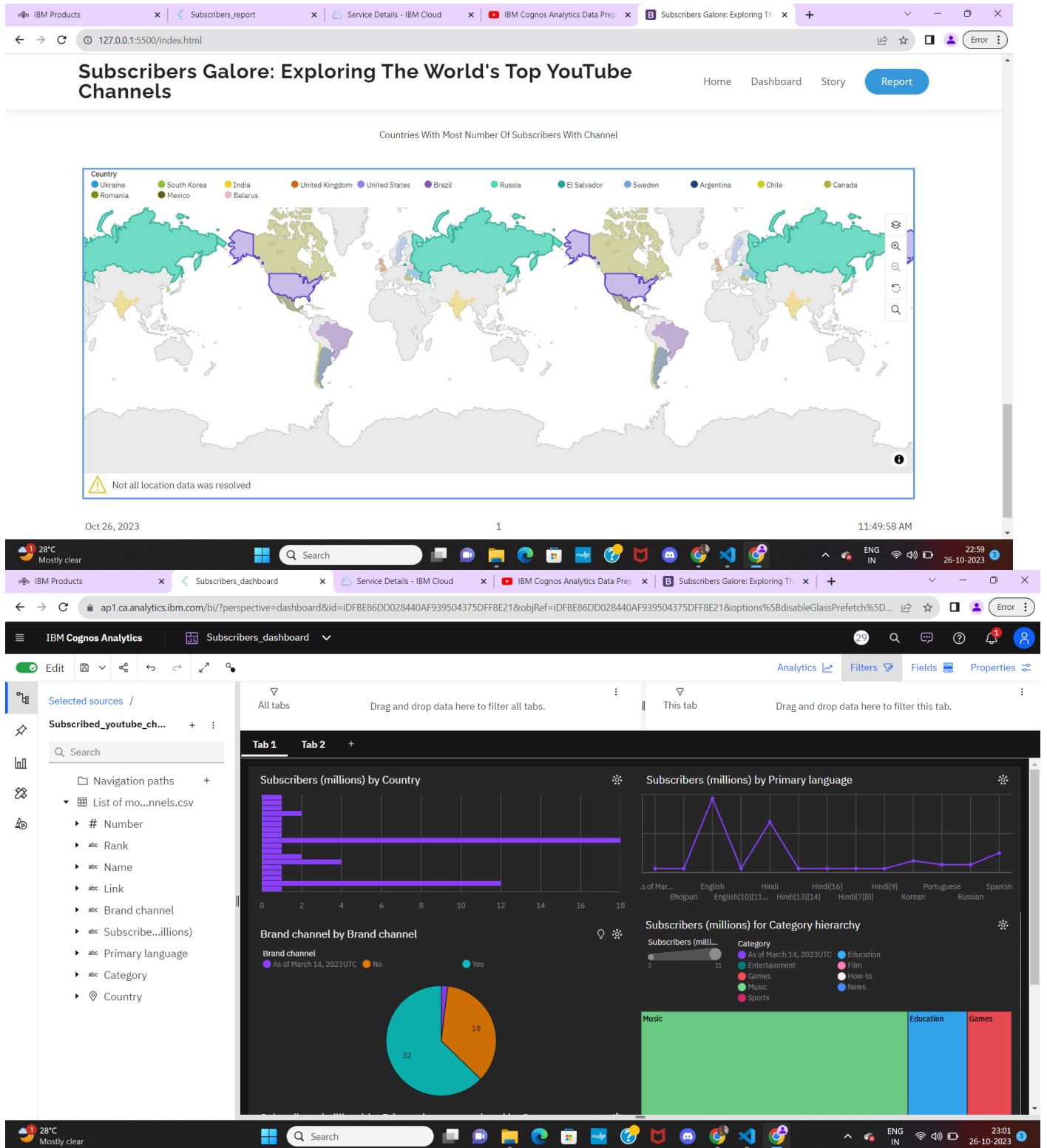












## **CHAPTER 8**

### **ADVANTAGES AND DISADVANTAGES**

#### **8.1 ADVANTAGES**

- **Diverse Content :** You can find a wide variety of content, from educational videos to entertainment, vlogs, tutorials, and more.
- **Entertainment:** Many top channels produce high- quality, engaging content that can provide hours of entertainment.
- **Learning Opportunities:** Educational channels can help you acquire new skills, knowledge, and insightson various subjects.
- **Inspiration:** Top YouTubers often share their successstories, motivating and inspiring viewers
- **Community:** You can connect with like-minded individuals through comments and discussions onpopular channels.
- **Trends and Culture:** YouTube channels often reflectcurrent trends and cultural phenomena, helping youstay up to date.
- **Potential for Collaboration:** Discovering top creators can open doors for collaborations and networking in the YouTube community.
- **Supporting Creators:** By watching and engaging with top channels, you support content creators andhelp them continue producing content.

- Broadened Perspective: Exposure to diverse content can broaden your perspective and introduce you to new ideas and viewpoints.

## **8.2 DISADVANTAGES**

- Time Consumption: It's easy to spend excessive time on YouTube, which can be unproductive and lead to procrastination.
- Distractions: YouTube can be a source of distractions, diverting your attention from important tasks.
- Privacy Concerns: YouTube collects user data, which can raise privacy concerns if you're uncomfortable with the platform's data practices.
- Misinformation: Not all content on YouTube is accurate or reliable, making it crucial to be discerning about the information you consume.
- Addiction: Excessive use of YouTube can lead to addiction and negatively impact other aspects of life.
- Copyright Infringement: Some YouTube channels may use copyrighted material without permission, potentially leading to copyright issues.
- Negative Content: YouTube also hosts content that may be harmful, offensive, or promote negative behaviors.
- Online Harassment: In the comments sections, you may encounter online harassment and hate speech.
- Commercialization: Many top channels are heavily commercialized, and content may be biased or influenced by sponsorships and endorsements.

➤ Filter Bubbles: Watching the same channels can create filter bubbles, limiting exposure to diverse

perspectives . It's essential to use YouTube mindfully, set boundaries, and critically evaluate the content you consume to avoid these potential disadvantages.

## **CHAPTER 9**

### **CONCLUSION**

Exploring the world's top YouTube channels unveils a captivating and perpetually evolving universe of content. In this digital realm, content creators spanning diverse genres have not only thrived but have also reached the zenith of success, marked by the accumulation of substantial audiences and the generation of significant revenue through avenues such as advertising, sponsorships, and merchandise sales. However, it's important to acknowledge that making definitive and overarching conclusions about YouTube is an arduous task due to the ever-fluid nature of the platform.

YouTube, in essence, has democratized the spheres of entertainment and information dissemination. It has effectively shattered traditional barriers, offering individuals a global stage to build followings and reimagine the conventional media landscape. This democratization empowers creators of all backgrounds to share their unique perspectives, talents, and stories, resonating with audiences worldwide. As a result, YouTube serves as a testament to the power of the internet in leveling the playing field for content creators, irrespective of their origins or resources.

In this dynamic ecosystem, one enduring truth emerges: the only constant on YouTube is change. The platform's trends, algorithms, and audience preferences evolve continually. This dynamism necessitates constant innovation and an acute sensitivity to audience inclinations. Creators must adapt, experiment, and diversify their content to remain relevant and maintain their success. This adaptability is essential for navigating the ever-shifting digital landscape and ensuring that YouTube remains a vibrant and influential force in the realm of online content creation. In sum, exploring the world's top YouTube channels serves as a powerful lens into the digital evolution, where creativity and adaptability are the keys to continued success and influence.



## **CHAPTER 10**

### **FUTURE SCOPE**

- **Content Diversity:** YouTube will continue to expand with a wide array of content genres, from education and entertainment to niche and specialized content. Creators will have more opportunities to find their niche and build dedicated audiences
- **Globalization:** As YouTube's global reach continues to grow, we can expect to see more creators from diverse regions and cultures gaining recognition. This will foster cross-cultural exchange and understanding.
- **Virtual Reality (VR) and Augmented Reality (AR):** Advancements in VR and AR technology will open up new possibilities for immersive content on YouTube, providing unique experiences for viewers.
- **Live Streaming:** Live streaming will continue to be a popular format, enabling real-time interaction between creators and their audience. This could lead to more collaborative and interactive content.
- **Monetization:** Creators will explore new revenue streams, such as NFTs, memberships, and innovative advertising models, to diversify their income sources.

- Regulation and Policies: YouTube's policies and content moderation may continue to evolve, impacting the way creators produce and monetize content.
- Sustainability and Responsibility: Creators may focus more on sustainability and social responsibility, addressing environmental concerns and promoting positive messages.

# CHAPTER 11

## APPENDIX

### A.1 SOURCE CODE

#### index.html

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Subscribers Galore: Exploring The World's Top YouTube Channels</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Roboto:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
  <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
  <link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="assets/css/style.css" rel="stylesheet">

</head>
```

<body>

<!-- ===== Header ===== -->

<header id="header" class="fixed-top d-flex align-items-center">

<div class="container d-flex align-items-center justify-content-between">

<div class="logo">

<h1><a href="index.html">Subscribers Galore: Exploring The World's Top YouTube Channels</a></h1>

<!-- Uncomment below if you prefer to use an image logo -->

<!-- <a href="index.html"></a>-->  
</div>

<nav id="navbar" class="navbar">

<ul>

<li><a class="nav-link scrollto " href="index.html">Home</a></li>

<li><a class="nav-link scrollto active" href="#dashboard">Dashboard</a></li>

<li><a class="nav-link scrollto" href="#story">Story</a></li>

<li><a class="getstarted scrollto" href="#report">Report</a></li>

</ul>

<i class="bi bi-list mobile-nav-toggle"></i>

</nav><!-- .navbar -->

</div>

</header><!-- End Header -->

<!-- ===== Hero Section ===== -->

<section id="hero" class="d-flex align-items-center">

<div class="container">

<div class="row">

<div class="col-lg-6 pt-5 pt-lg-0 order-2 order-lg-1 d-flex flex-column justify-content-center">

<h1 data-aos="fade-up">Come unravel the Gallery of subscribers' favorite entertainment!</h1>

<h2 data-aos="fade-up" data-aos-delay="400">We are team of talented analysts creating analytic dashboards and reports</h2>

<div data-aos="fade-up" data-aos-delay="800">

<a href="#report" class="btn-get-started scrollto">Report</a>

</div>

</div>

<div class="col-lg-6 order-1 order-lg-2 hero-img" data-aos="fade-left" data-aos-delay="200">



</div>

</div>  
</div>

</section><!-- End Hero -->

<main id="main">

<!-- ===== Clients Section ===== -->  
<!-- End Clients Section -->

<!-- ===== About Us Section ===== -->

<section id="dashboard" class="about">  
<div class="container">

<iframe  
src="https://ap1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my\_folders%2FSubscribers\_dashboard&closeWindowOnLastView=true&ui\_appbar=false&ui\_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b6c55f877\_00000002" width="1280" height="700" frameborder="0"  
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>

</div>  
</section>

<section id="story" class="about">  
<div class="container">

<iframe  
src="https://ap1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my\_folders%2FYoutu  
be\_story&closeWindowOnLastView=true&ui\_appbar=false&ui\_navbar=false&  
p;shareMode=embedded&action=view&sceneId=model0000018b6c6c34db\_00000002&  
amp;sceneTime=0" width="1280" height="700" frameborder="0" gesture="media"  
allow="encrypted-media" allowfullscreen=""></iframe>

</div>  
</section>

<section id="report" class="about">  
<div class="container">

<iframe  
src="https://ap1.ca.analytics.ibm.com/bi/?pathRef=.my\_folders%2FSubscribers\_report&close  
WindowOnLastView=true&ui\_appbar=false&ui\_navbar=false&shareMode=embed  
ded&action=run&format=HTML&prompt=false" width="1280" height="650"  
frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>

</div>  
</section><!-- End About Us Section -->

<!-- ===== Counts Section ===== -->

```
<!-- Vendor JS Files -->
<script src="assets/vendor/purecounter/purecounter_vanilla.js"></script>
<script src="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>

<!-- Template Main JS File -->
<script src="assets/js/main.js"></script>

</body>

</html>
```

## **A.2 GITHUB & PROJECT VIDEO DEMO LINK**

### **GitHub**

Link: <https://github.com/mvmichuinternship/NaanMudhalvan.git>

### **Project Demo Video**

Link:  
<https://drive.google.com/file/d/1hF8NzJNs71L1n1bBBkOCtVuKzxUaOO5V/view?usp=sharing>