



Subscribers Galore: Exploring World's Top Youtube Channels
Project Based Experiential Learning Program



Subscribers Galore : Exploring World's Top YouTube Channels

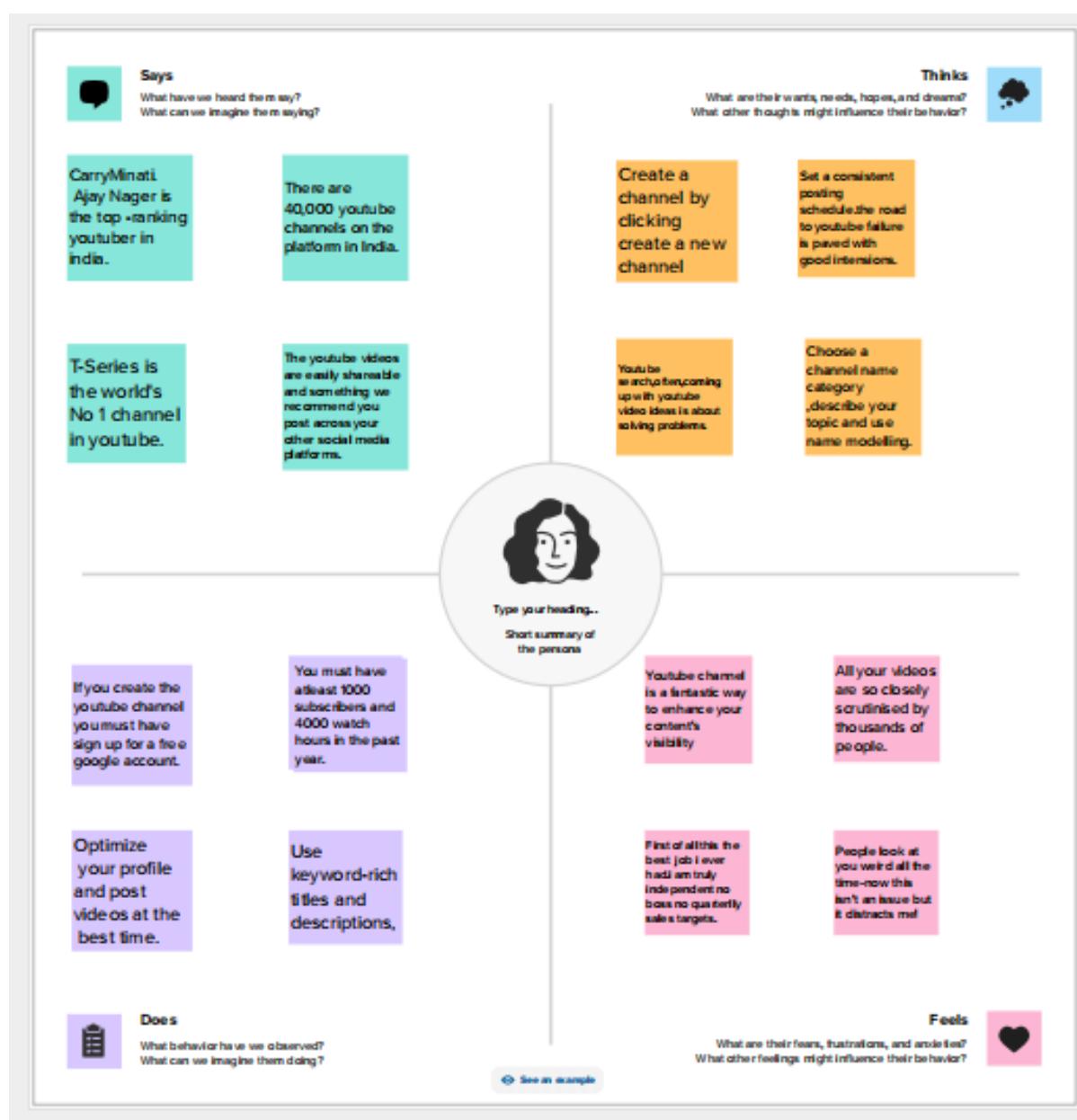
A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to users 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.

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. 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.

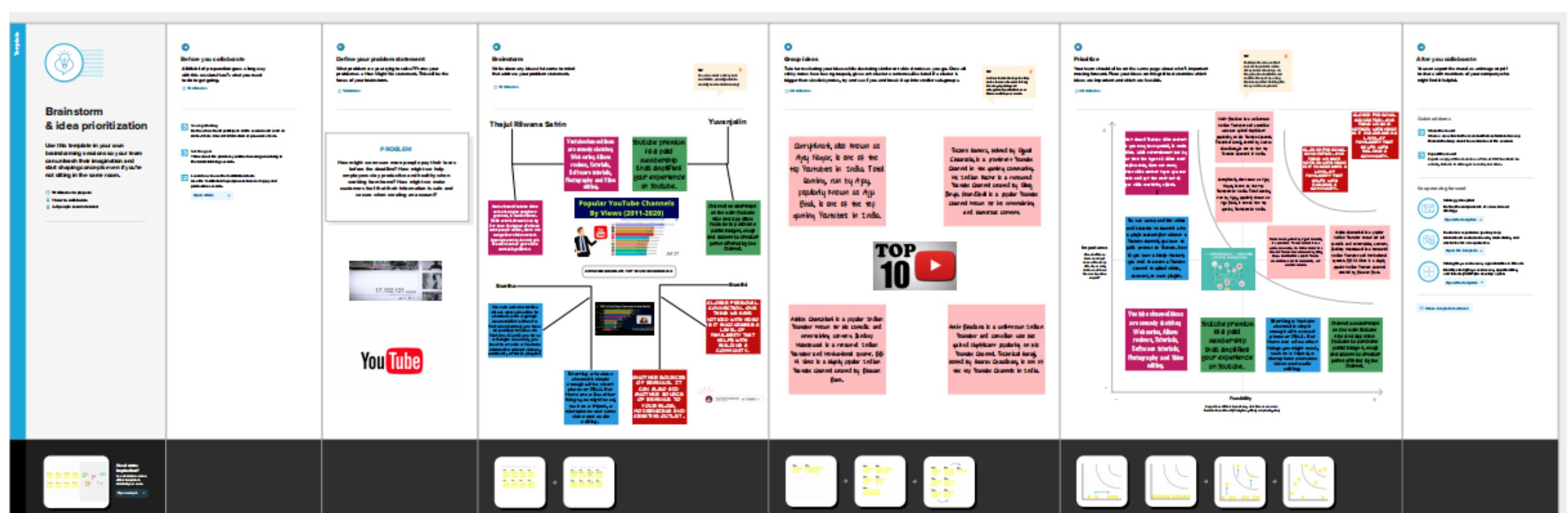
Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

EMPATHY MAP:



BRAIN STORMING:



Activity 2: Business requirements

Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics.

Subscription Management: Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels.

Analytic and Insights: The platform should provide analytic and insights to track user engagement, popular channels, and trending content. This data can be used to improve content curation, personalize recommendations, and enhance the overall user experience.

These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for Rationalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth.

Activity 3: Literature Survey (Student Will Write)

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic.

Milestone 2: Data Collection & Extraction

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the data set

	Rank	Name	Link	Brand cha	Subscribe	Primary la	Category	Country
0	1	T-Series	Link	Yes	238	Hindi[7][8]	Music	India
1	2	Cocomelody	Link	Yes	155	English	Education	United States
2	3	Sony Entertainment	Link	Yes	153	Hindi[9]	Entertainment	India
3	4	MrBeast	Link	No	137	English	Entertainment	United States
4	5	PewDiePie	Link	No	111	English	Games	Sweden
5	6	Kids Diana	Link	Yes	109	English[10]	Entertainment	Ukraine
6	7	Like Nasty	Link	No	105	English	Entertainment	United States
7	8	Vlad and Niki	Link	No	94.9	English	Entertainment	Russia
8	9	WWE	Link	Yes	93.8	English	Sports	United States
9	10	Zee Music	Link	Yes	93.4	Hindi[13][14]	Music	India
10	11	Blackpink	Link	Yes	84.8	Korean	Music	South Korea
11	12	Goldmine	Link	Yes	83.3	Hindi	Film	India
12	13	5-Minute	Link	Yes	79.2	English	How-to	Cyprus[a]
13	14	Sony SAB	Link	Yes	78.2	Hindi	Entertainment	India
14	15	BangtanTV	Link	No	73.9	Korean	Music	South Korea
15	16	Justin Bieber	Link	No	71.1	English	Music	Canada
16	17	Hybe Label	Link	Yes	69.5	Korean	Music	South Korea
17	18	Canal+ Kon	Link	Yes	66.4	Portuguese	Music	Brazil
18	19	Zee TV	Link	Yes	66.3	Hindi	Entertainment	India
19	20	Pinkfong	Link	Yes	66.1	English	Education	South Korea
20	21	Shemaroo	Link	Yes	64.2	Hindi	Music	India
21	22	ChuChu TV	Link	Yes	63.2	Hindi[16]	Education	India
22	23	Colors TV	Link	Yes	60.6	Hindi	Entertainment	India
23	24	Dude Perfect	Link	No	59	English	Sports	United States
24	25	Moviedip	Link	Yes	58.8	English	Film	United States
25	26	T-SeriesB	Link	Yes	58.4	Hindi	Music	India
26	27	Tips Industry	Link	Yes	57.3	Hindi	Entertainment	India
27	28	Wave Music	Link	Yes	56.6	Bhojpuri	Music	India
28	29	Marshmello	Link	No	56.2	English	Music	United States
29	30	Sony Music	Link	Yes	56.1	Hindi	Music	India
30	31	El Reino	Link	Yes	56	Spanish	Music	Argentina
31	32	Aaj Tak	Link	Yes	55.9	Hindi	News	India
32	33	Eminem	Link	No	55.6	English	Music	United States
33	34	LooLoo Kids	Link	Yes	53.1	English	Music	Romania
34	35	Ed Sheeran	Link	No	53	English	Music	United Kingdom
35	36	Yash Raj Films	Link	Yes	52.7	Hindi	Music	India
36	37	Ariana Grande	Link	No	52.4	English	Music	United States
37	38	Taylor Swift	Link	No	51.1	English	Music	United States
38	39	BillionSurti	Link	Yes	50.6	English	Entertainment	United States
39	40	Infobells	Link	Yes	49.8	Hindi	Education	India
40	41	JuegaGerr	Link	No	47.6	Spanish	Games	Chile
41	42	Billie Eilish	Link	No	47.4	English	Music	United States
42	43	Badabun	Link	Yes	46.5	Spanish	Entertainment	Mexico
43	44	Fernanflo	Link	No	45.7	Spanish	Games	El Salvador
44	45	Bad Bunny	Link	No	45.4	Spanish	Music	United States
45	46	SonyMusi	Link	Yes	45.4	Hindi	Music	India

Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV files. We have provided cs v file.

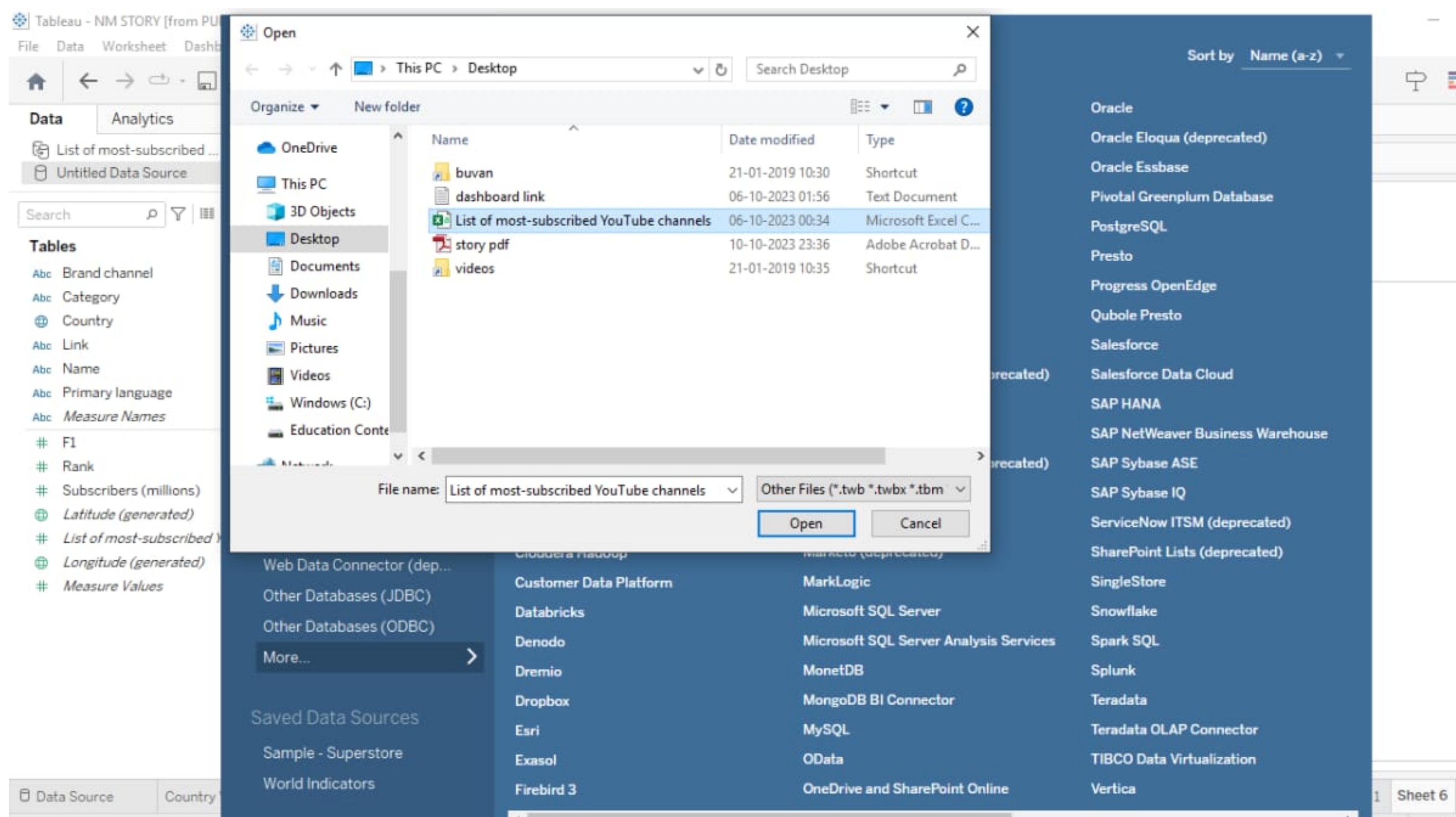
Column Description for YouTube_Channels.cs v:

- (17) Countries: * India, United States, Sweden, Ukraine, Russia, South Korea, Cyprus[a], Canada, Brazil, Argentina, Romania, United Kingdom, Chile, Mexico, Eu Salvador, United States (Puerto Rico), Belarus.
- (8) Categories: Music, Education, Entertainment, Games, Sports, Film, How-to, News.
- (7) Primary Languages: English, Hindi, Spanish, Korean, Portuguese, Russian, Spurious.
- (49) Name:
 - T-Series
 - Cocomelon
 - Sony Entertainment
 - Television India
 - MrBeast
 - PewDiePie

- Kids Diana Show
 - Like Nastya
 - Vlad and Nikki
 - WWE
 - Zee Music Company
 - Blackpink
 - Goldmines
 - 5-Minute Crafts
 - Sony SAB
 - BangtanTV
 - Justin Bier
-
- Hybe Labels
 - Canal KondZilla
 - Zee TV
 - Pinkfong
 - Shemaroo
- Entertainment
- ChuChu TV
 - Colors TV
 - Dude Perfect
 - Movieclips
 - T-Series Bhakti Sagar
 - Tips Industries
 - Wave Music
 - Marshmello
 - Sony Music India
 - El Reino Infantil
 - Aaj Tak
 - Eminem
 - LooLoo Kids
 - Ed Sheeran
 - Yash Raj Films
 - Ariana Grande

- Taylor Swift
- Billion Surprise Toys
- Infobells
- JuegaGerman
- Billie Eilish
- Badabun
- Fernanfloo
- Bad Bunny
- SonyMusicIndiaVEVO
- Shemaroo
- Get Movies
- Felipe Neto
- A4

Activity 2: Connect Data set with Tableau



Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis.

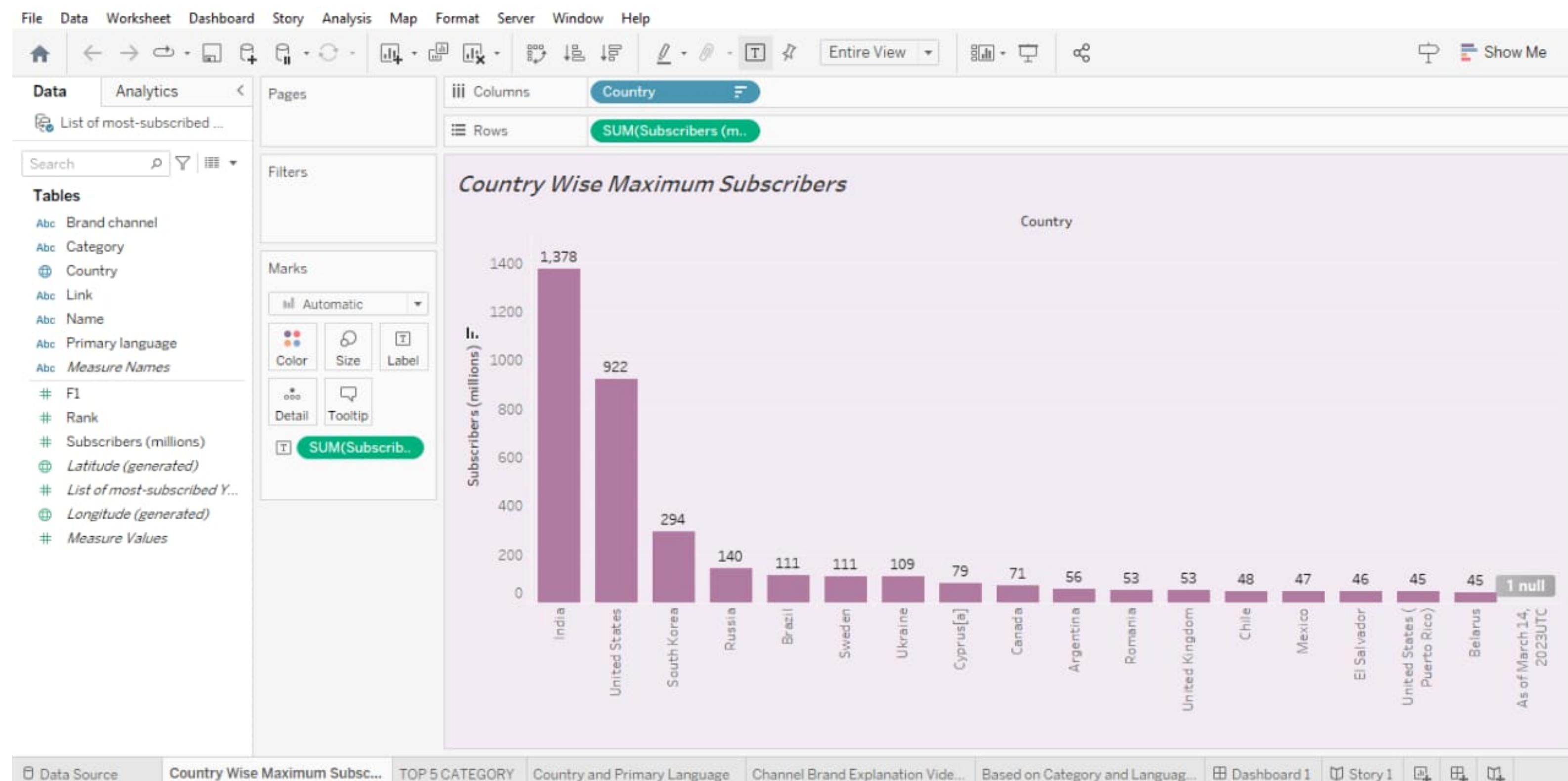
Milestone 4: Data Visualization

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

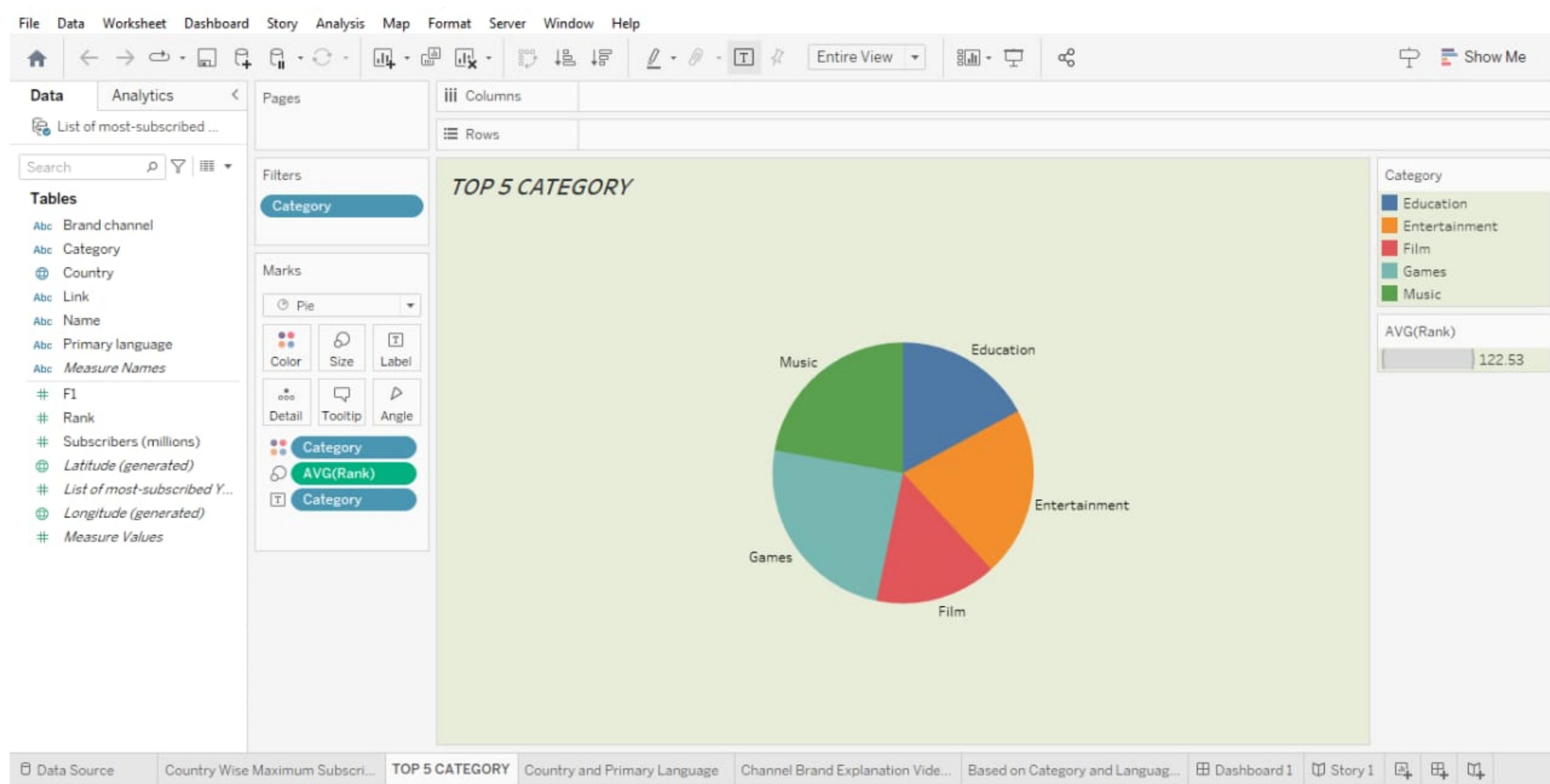
Activity 1: No of Unique Visualizations

The number of unique visualizations that can be created with a given data set. Some common types of visualizations that can be used to analyze the performance and efficiency of project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables.

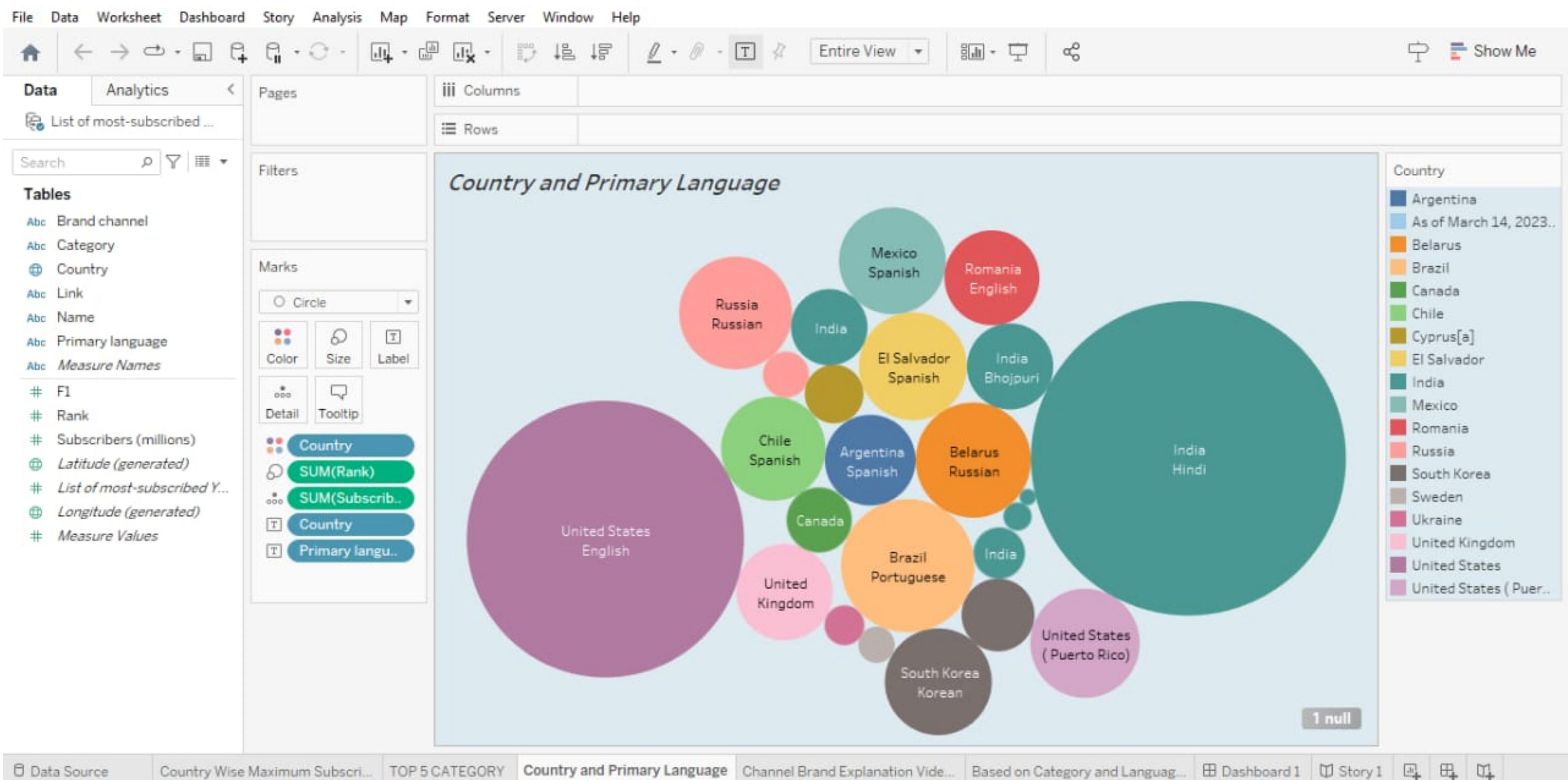
Activity 1.1: Country Wise Maximum Subscribers



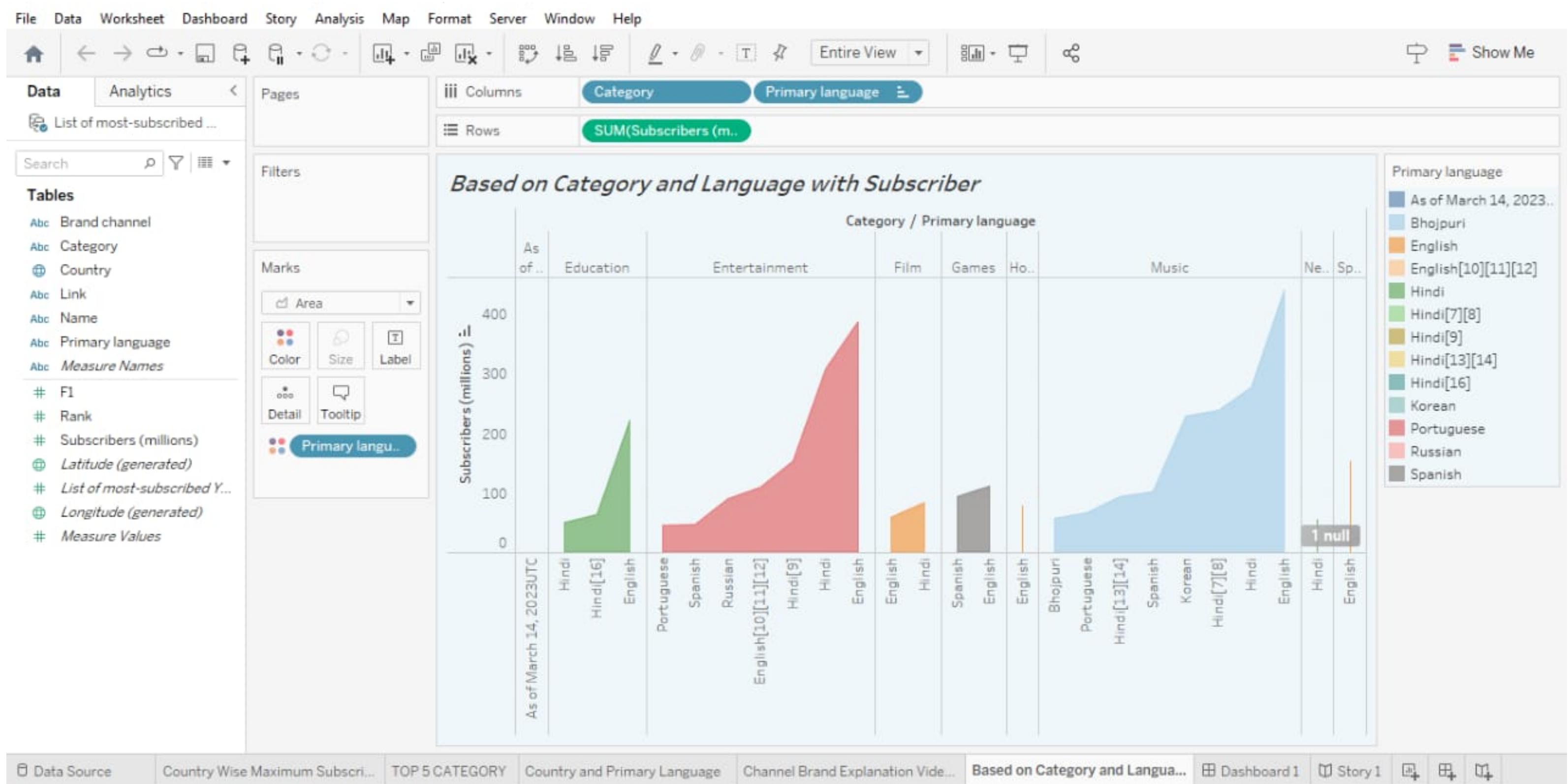
Activity 1.2: TOP 5 CATEGORY



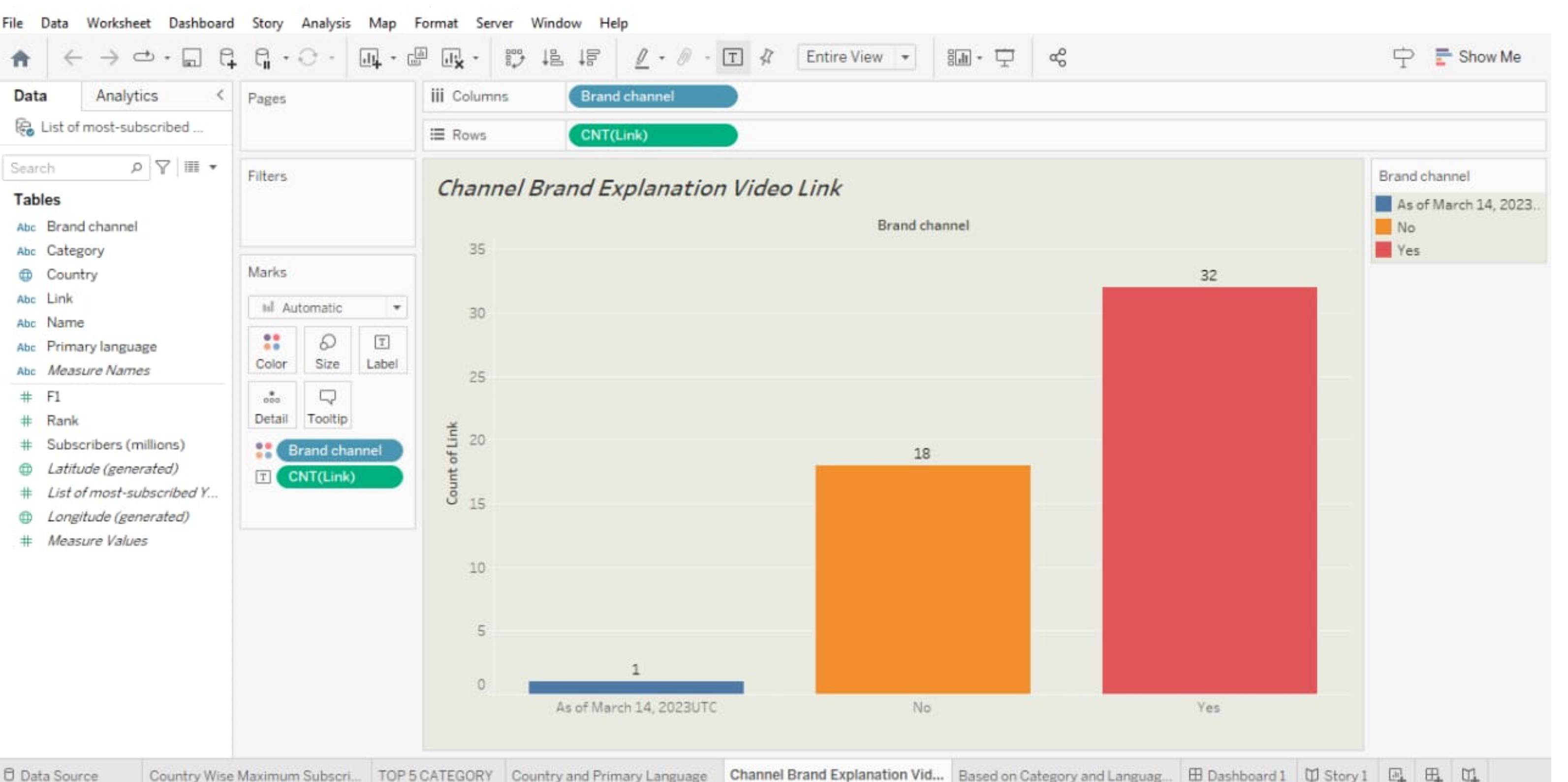
Activity 1.3: Country and Primary Language



Activity 1.4 : Based on Category and Language with Subscribers.



Activity 1.5: Channel Brand Explanation Video Link

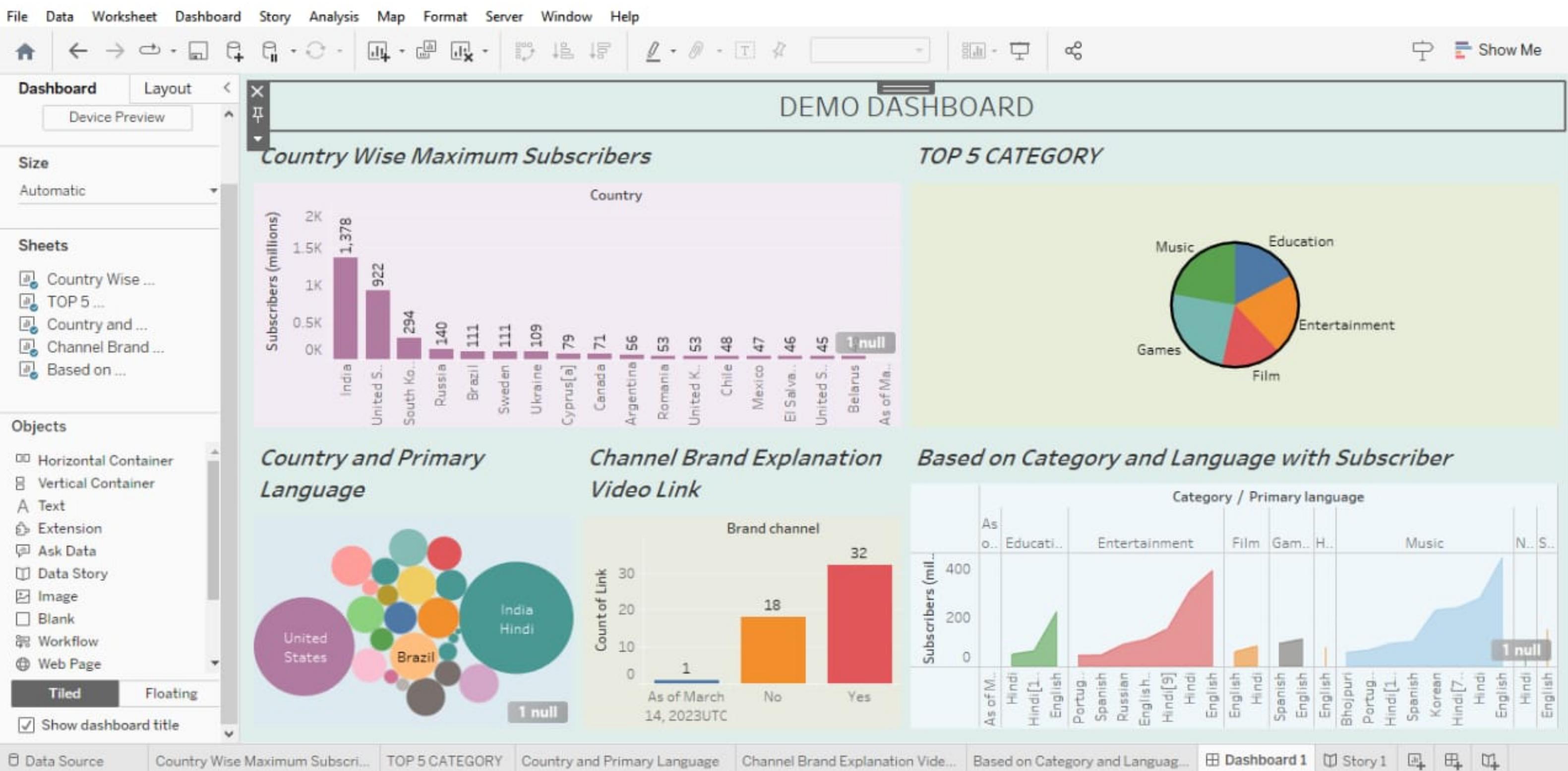


Milestone 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Activity :1- Responsive and Design of Dashboard

The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

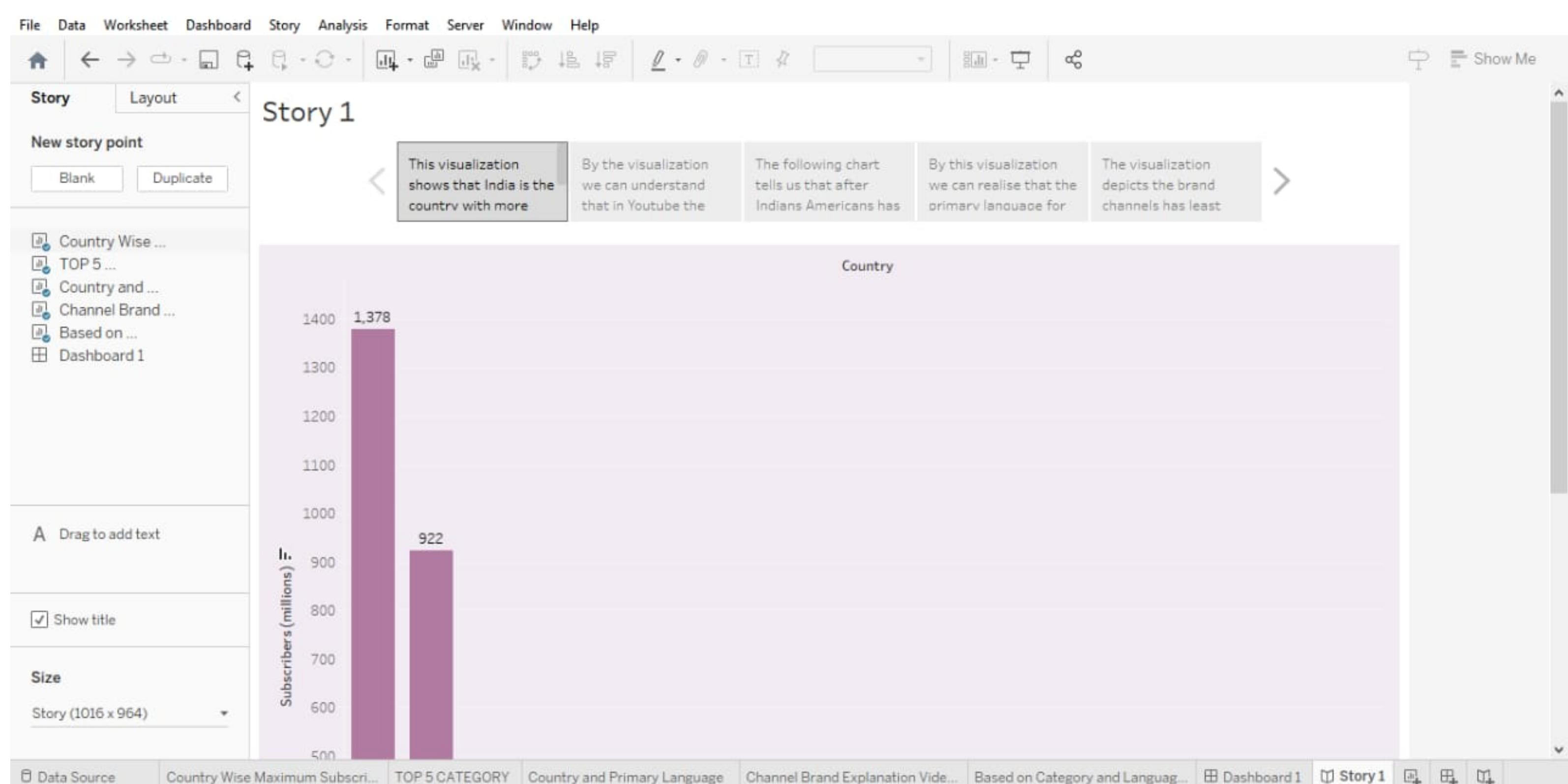


Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Activity:1- No of Scenes of Story

The number of scenes in a storyboard for Data-Driven insights on YouTube channels Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.



File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < >

New story point

Blank Duplicate

Country Wise ...
TOP 5 ...
Country and ...
Channel Brand ...
Based on ...
Dashboard 1

A Drag to add text

Show title

Size Story (1016 x 964)

This visualization shows that India is the country with more

By the visualization we can understand that in YouTube the

The following chart tells us that after Indians Americans has

By this visualization we can realize that the primary language for

The visualization depicts the brand channels has least

Category Education Entertainment Film Games Music

Avg. Rank 122.53

Data Source Country Wise Maximum Subscript... TOP 5 CATEGORY Country and Primary Language Channel Brand Explanation Vide... Based on Category and Languag... Dashboard 1 Story 1

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < >

New story point

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A Drag to add text

Show title

Size Story (1016 x 964)

This visualization shows that India is the country with more

By the visualization we can understand that in YouTube the

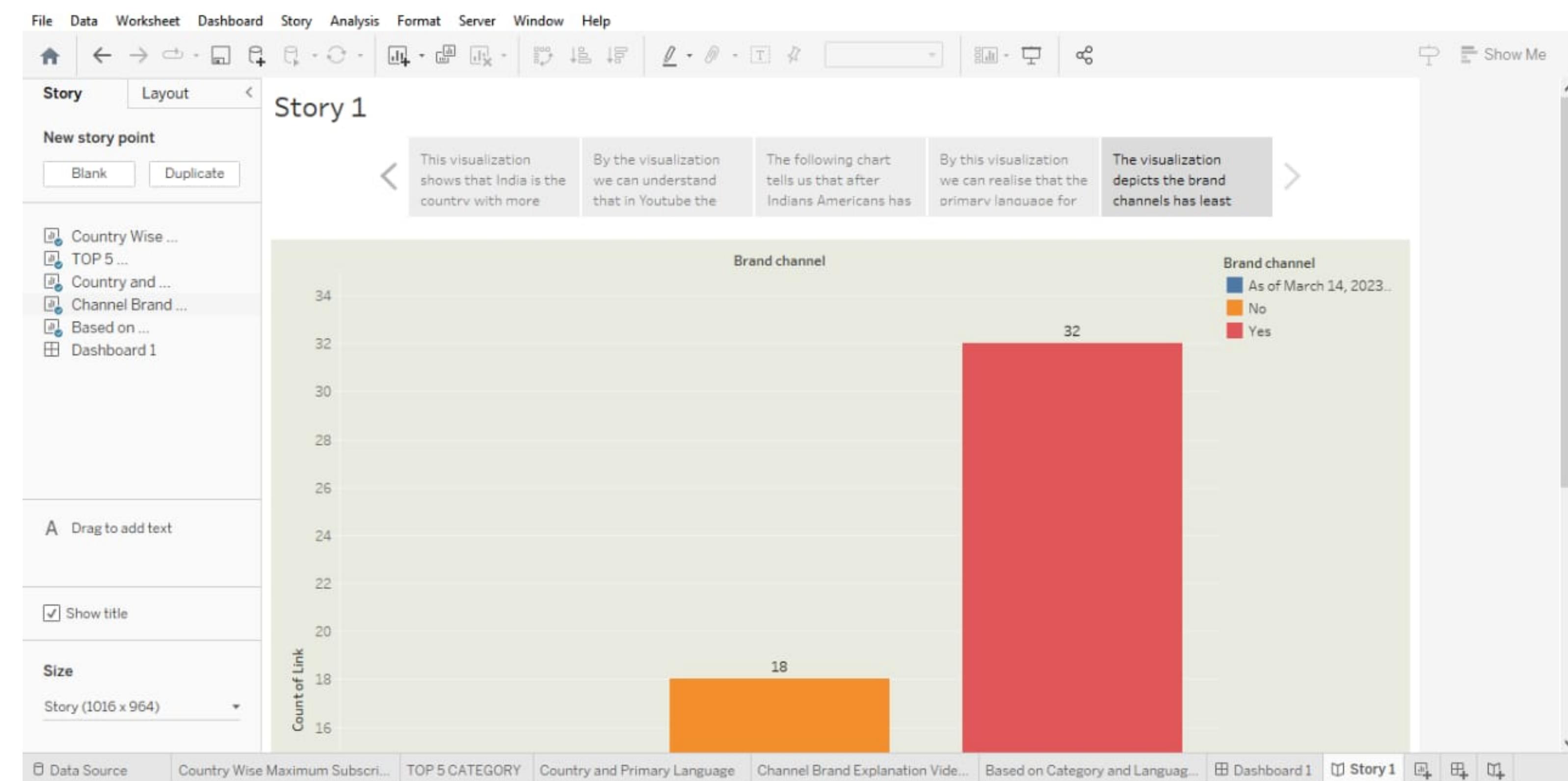
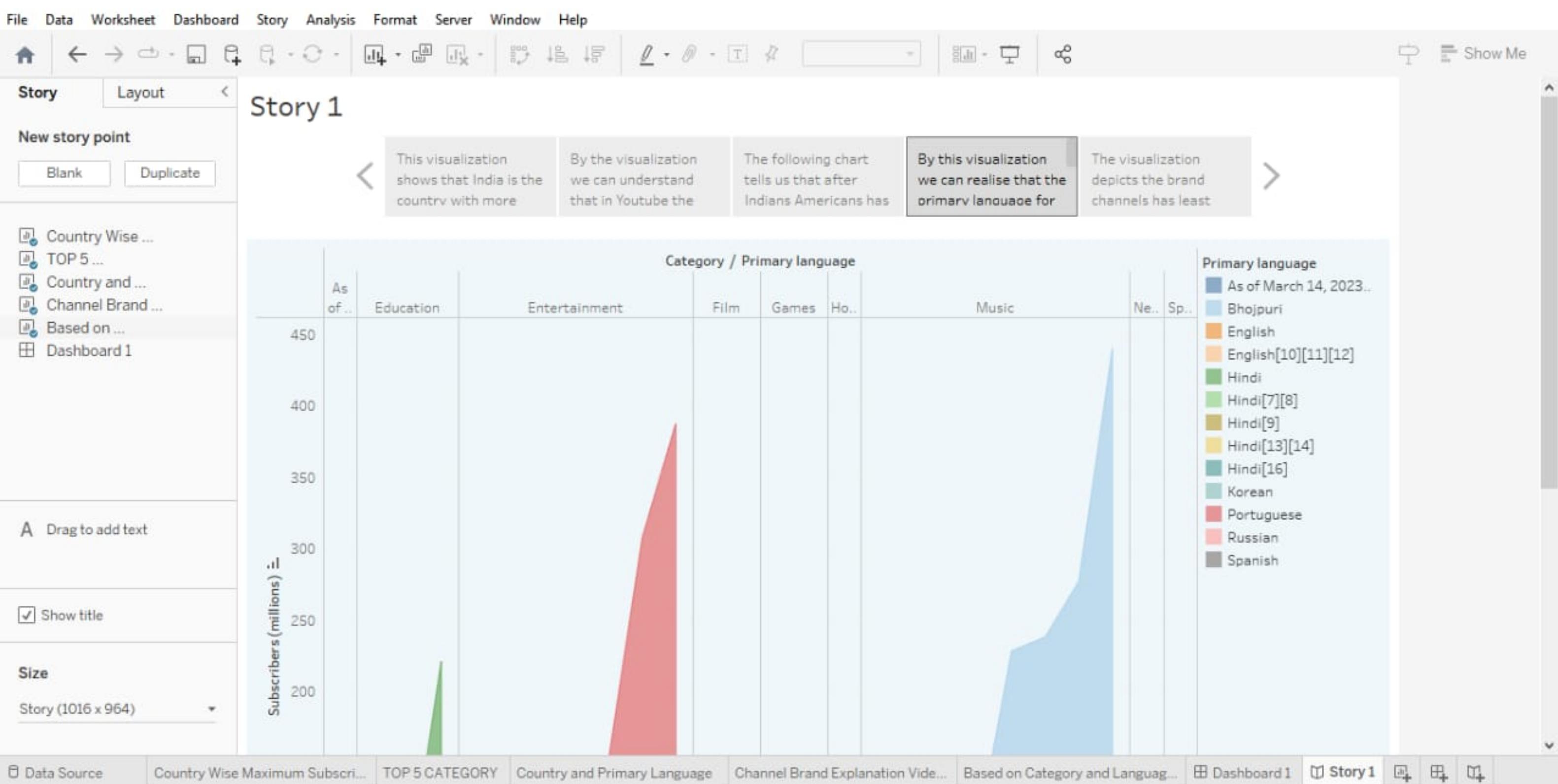
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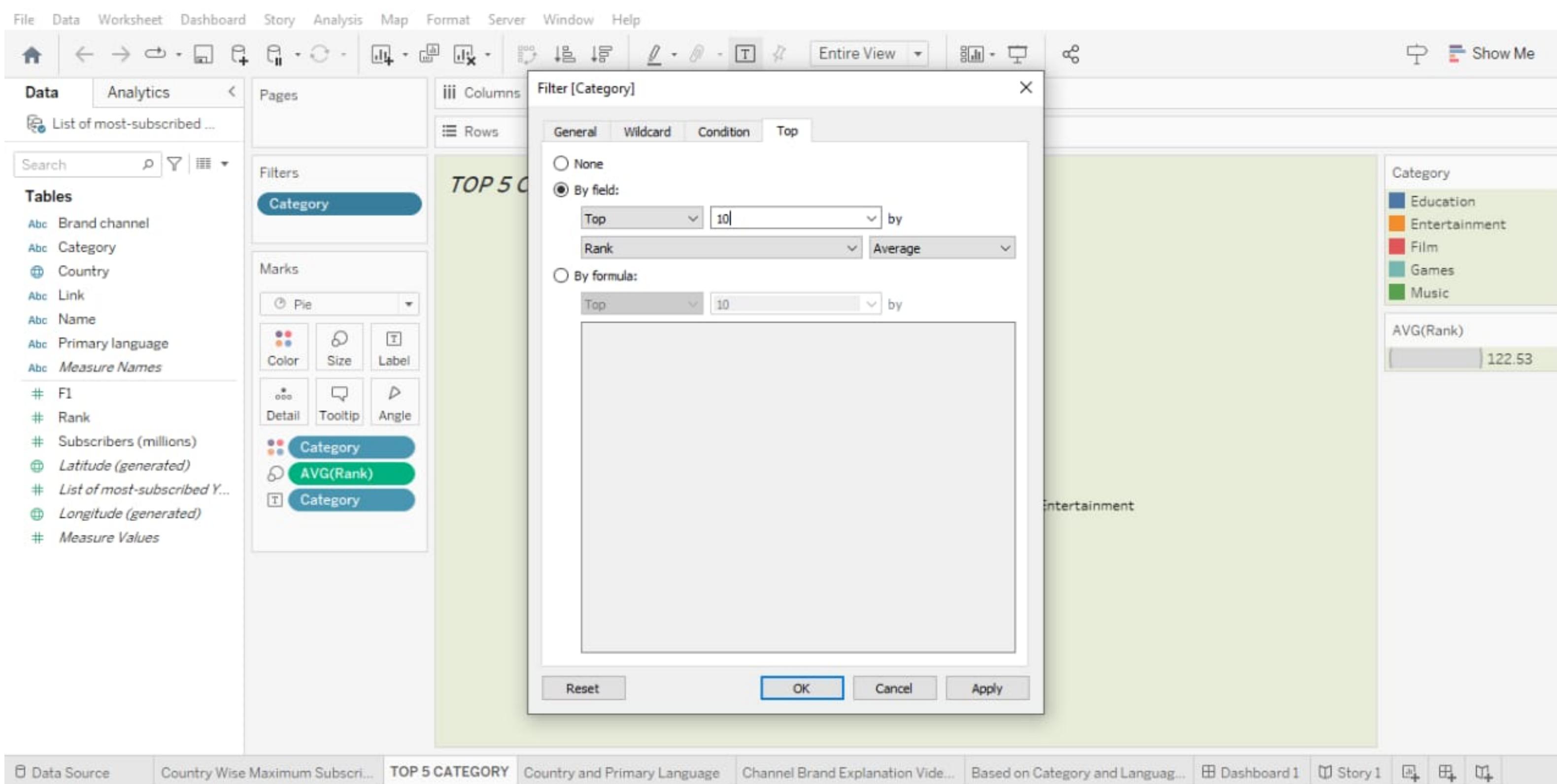
Country Argentina As of March 14, 2023... Belarus Brazil Canada Chile Cyprus[a] El Salvador India Mexico Romania Russia South Korea Sweden Ukraine United Kingdom United States United States (Puer..

Data Source Country Wise Maximum Subscript... TOP 5 CATEGORY Country and Primary Language Channel Brand Explanation Vide... Based on Category and Languag... Dashboard 1 Story 1



Milestone 7: Performance Testing

Activity 1: Utilization of Filters



Activity 2: No of Visualizations/ Graphs

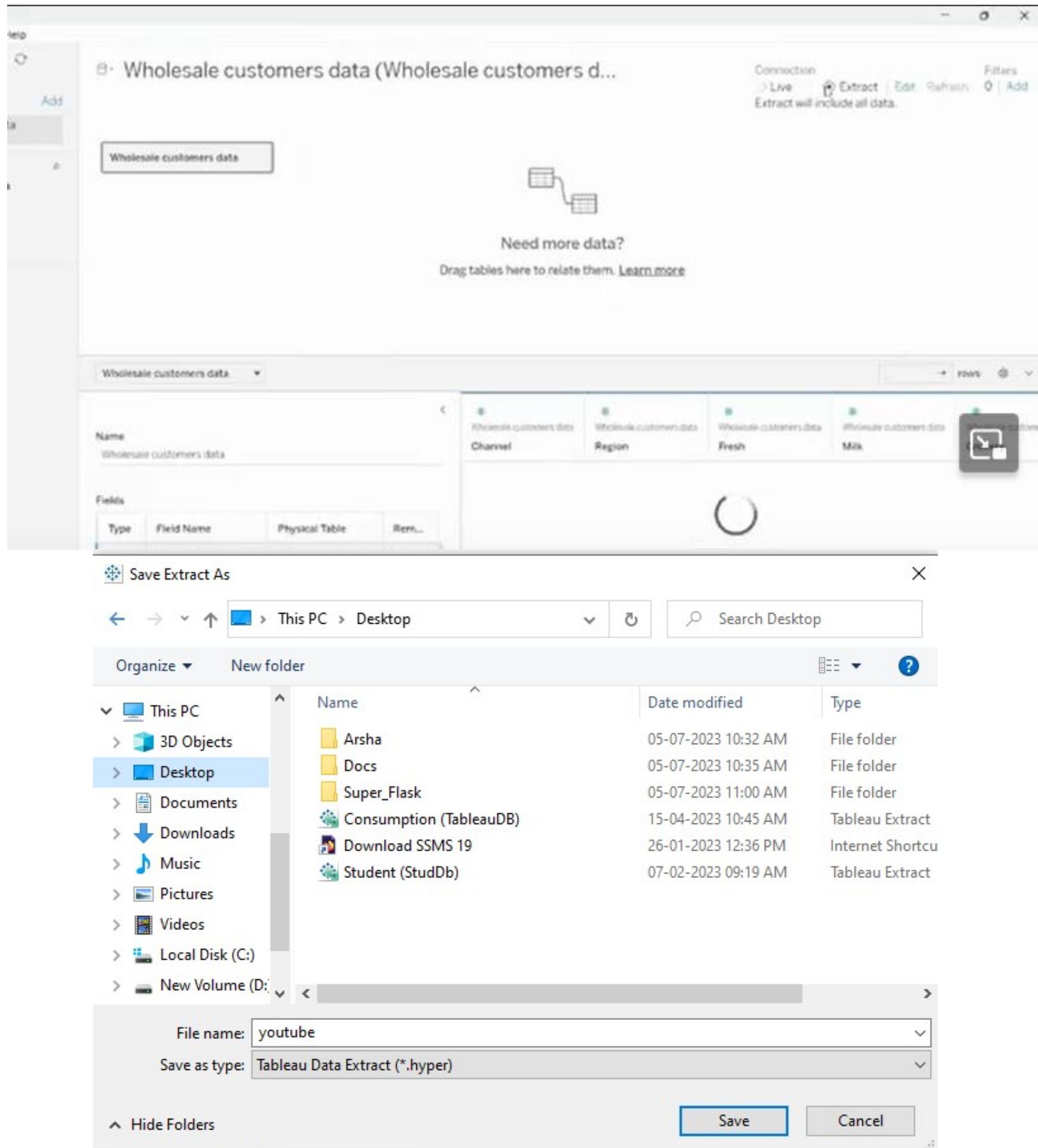
1. Channel Wise Maximum Subscribers
2. TOP 5 CATEGORY
3. Country and Primary Language
4. Channel Brand Explanation Video Link
5. Based on Category and Language with subscribers

Milestone 8: Publishing

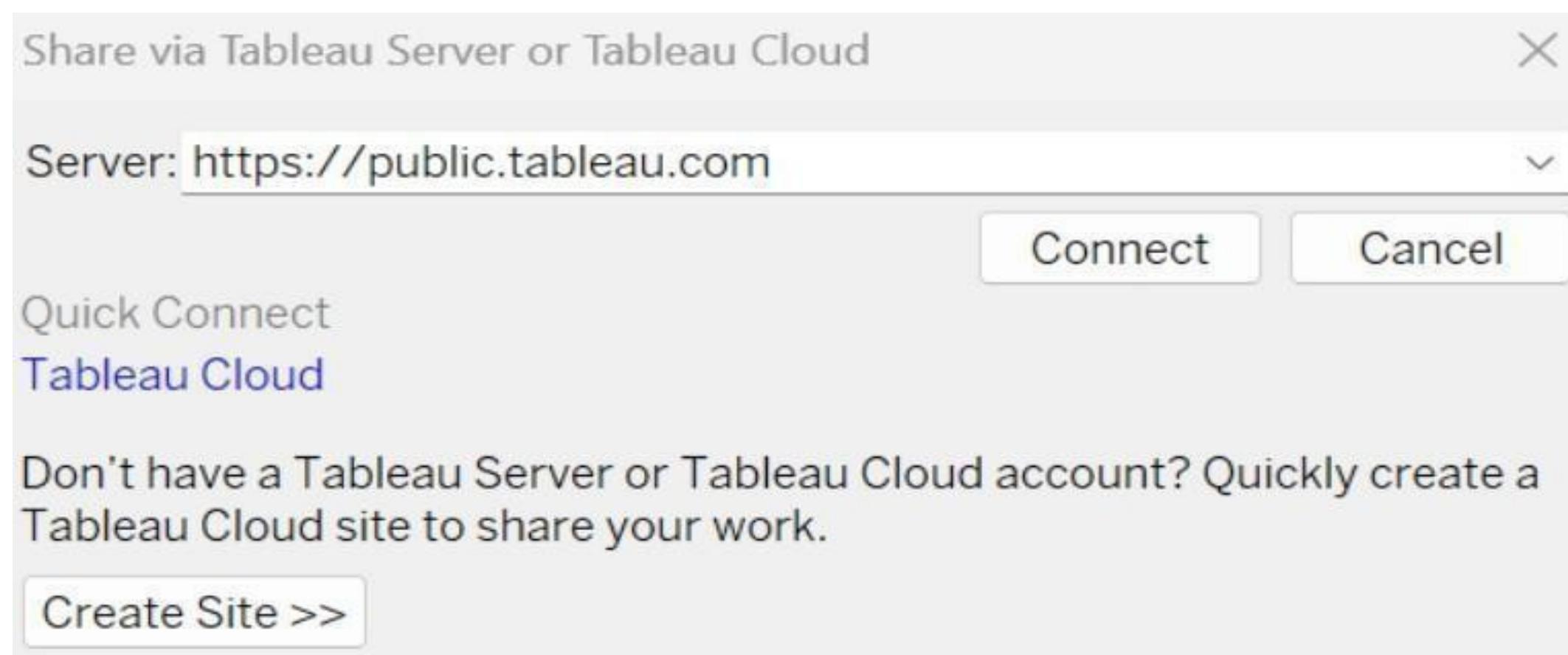
Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

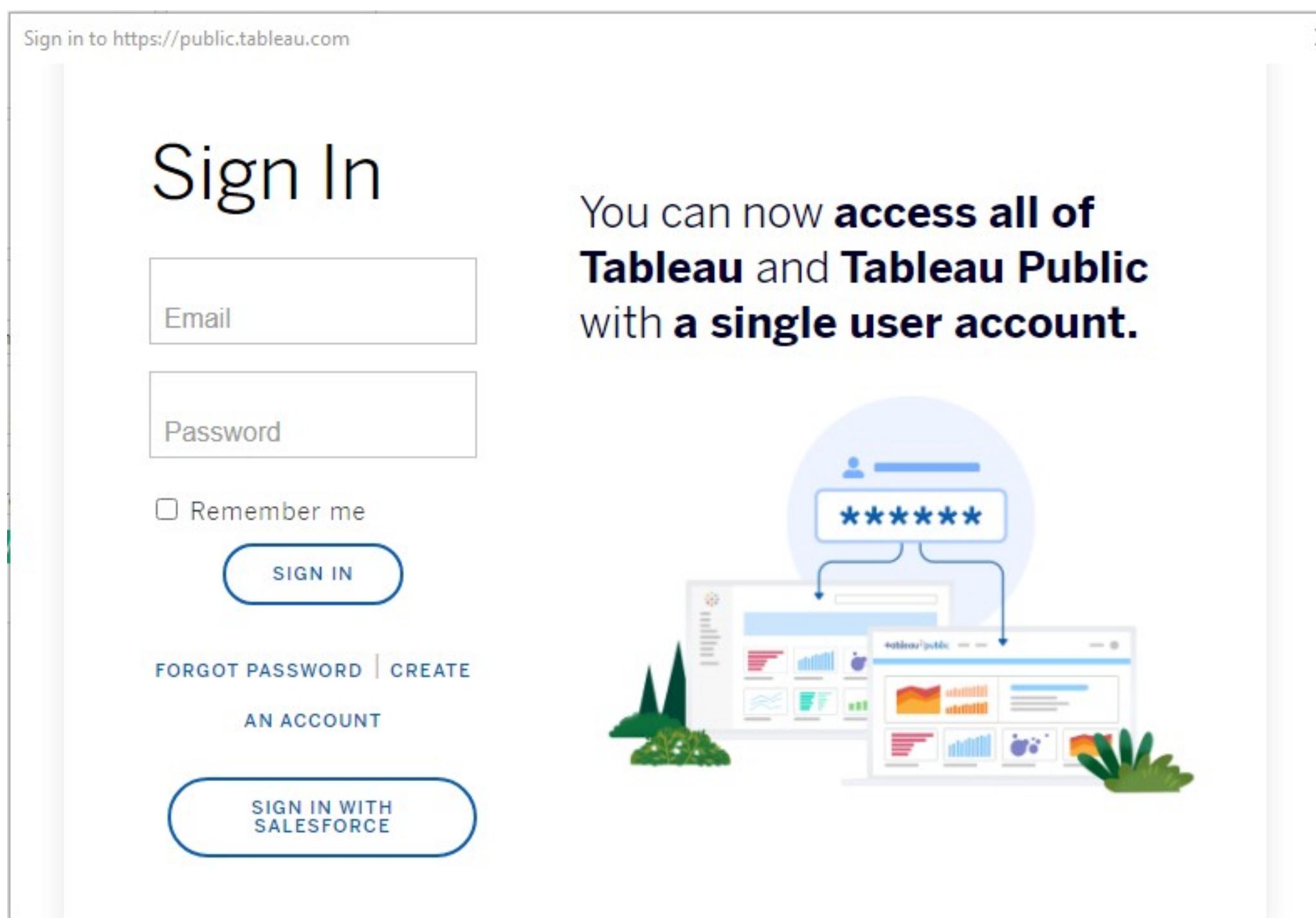
Step 1 Go to data Source and Select Extract so that .hyper extension files are created and save it at your desktop.
(please wait for pop up of file to save)



Step 1: Go to Dashboard/story, click on share button on the top ribbon



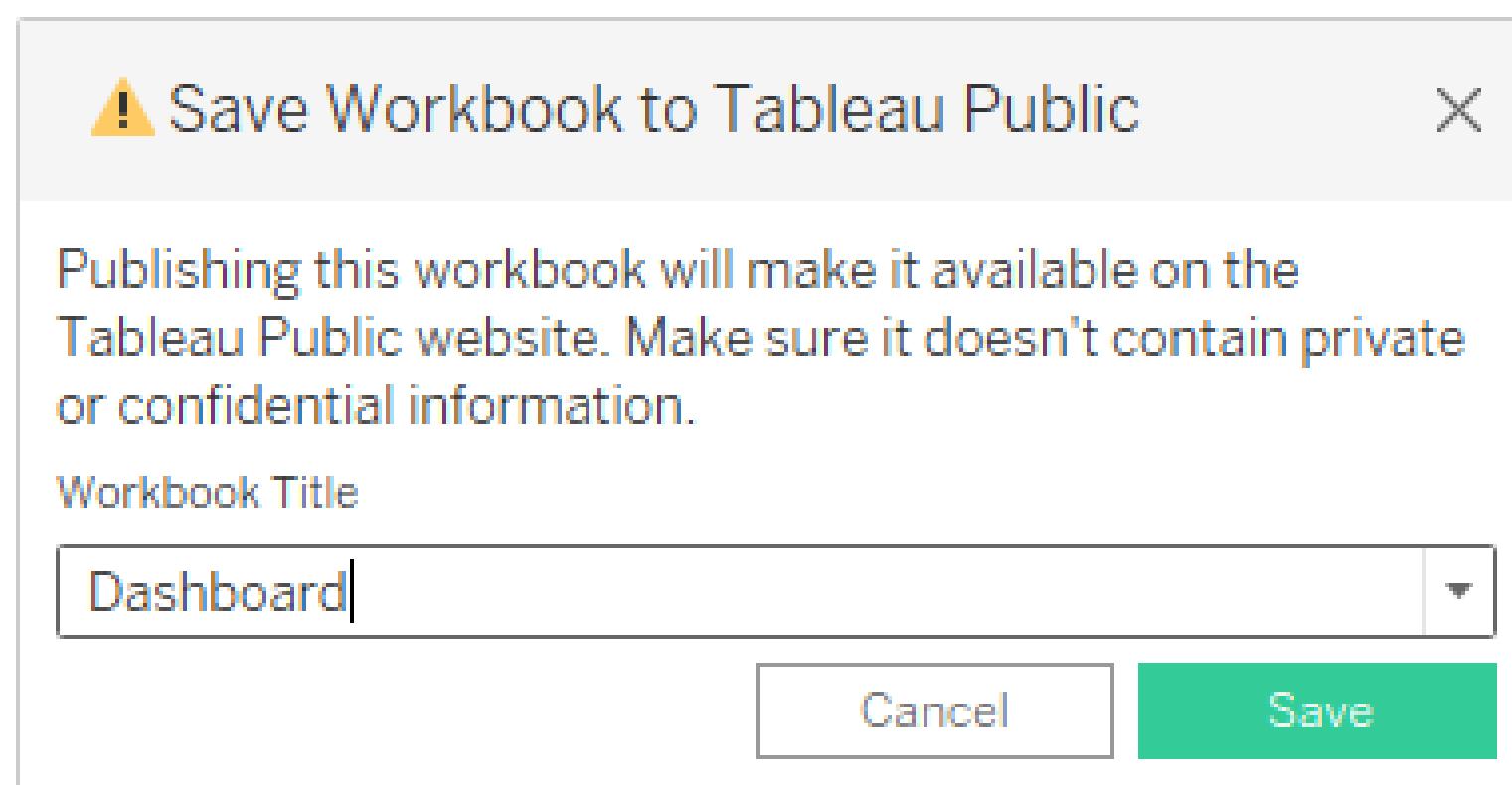
Give the server address of your tableau public account and click on connect.



Sign in to your Tableau Public account or create a new account if you don't have one. You can visit the Tableau Public website (public.tableau.com) and click on the "Sign In" or "Join" button.

In the "Tableau Public Sign In" window, enter your Tableau Public account credentials and click "Sign In."

Next, you'll need to provide a title and description for your workbook. Fill in the appropriate details in the provided field of workbook Title



Click on the "Save" button to start the publishing process. Tableau Desktop will upload your workbook to Tableau Public.

Once the upload is complete, a browser window will automatically open, displaying your published workbook on Tableau Public. Review the workbook to ensure that everything appears as expected.

So in Similar way we can also publish Story to tableau public.

FEATURES OF YOUTUBE CHANNEL:

- ▶ Audio/video file upload.
- ▶ Live Captioning.
- ▶ Social sharing.
- ▶ Speech recognition.
- ▶ Text overlay.
- ▶ Time stamps.

ADVANTAGES AND DISADVANTAGES OF YOUTUBE CHANNEL:

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 topics that users are interested in. YouTube, as one of the most popular social media platforms, allows users to post their videos online, set up their channels, and thus create virtual communities that are united by similar interests.

YouTube can also be a source of promoting people and ideas as users can use social media platforms to put forward themselves and their thoughts. In this case, one of the main advantages of YouTube is its ability to perform because the people who upload their videos on YouTube concentrate on their performance. In other words, they won't draw much attention and are practically useless for all others who use YouTube but for the creators of the videos.

CONCLUSION:

We can firmly conclude that social media has a very strong impact on YouTube , since it makes the producer content reach more people, it facilitates the incorporation of new subscribers to a channel and it makes it seem more local or familiar.