PROJECT REPORT

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 "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.

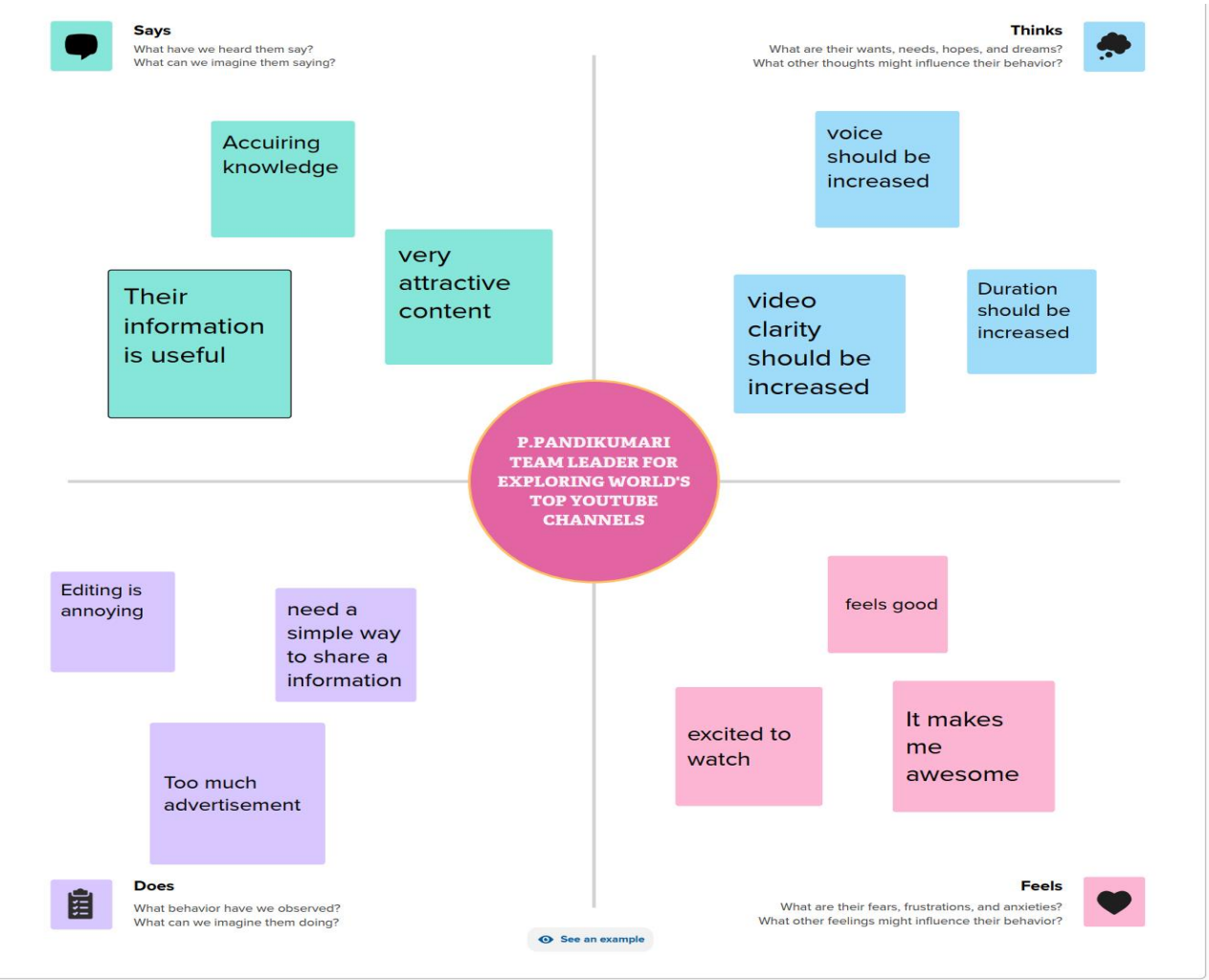
The following table lists the 50 most-subscribed YouTube channels, as well as the primary language and content category of each channel. The channels are ordered by number of subscribers; those whose displayed subscriber counts are identical are listed so that the channel whose current growth rate indicates 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.

1.2 PURPOSES

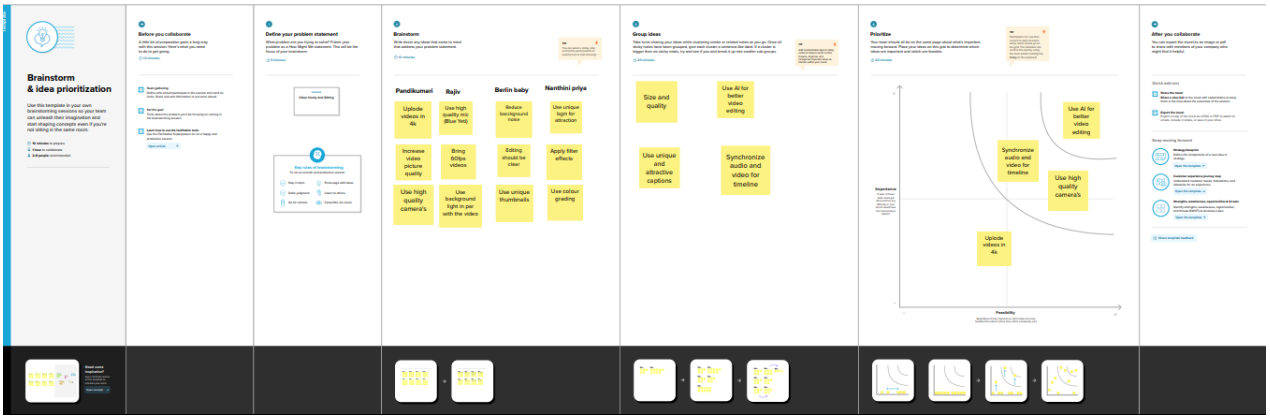
THIS PROJECT IS BASED ON HOW TO INCREASE THEIR VIDEO QUALITY AND PERFORMANCE OF THE VIDEO.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1.EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



3.RESULT

BUSINESS MODEL / IMPACT

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.

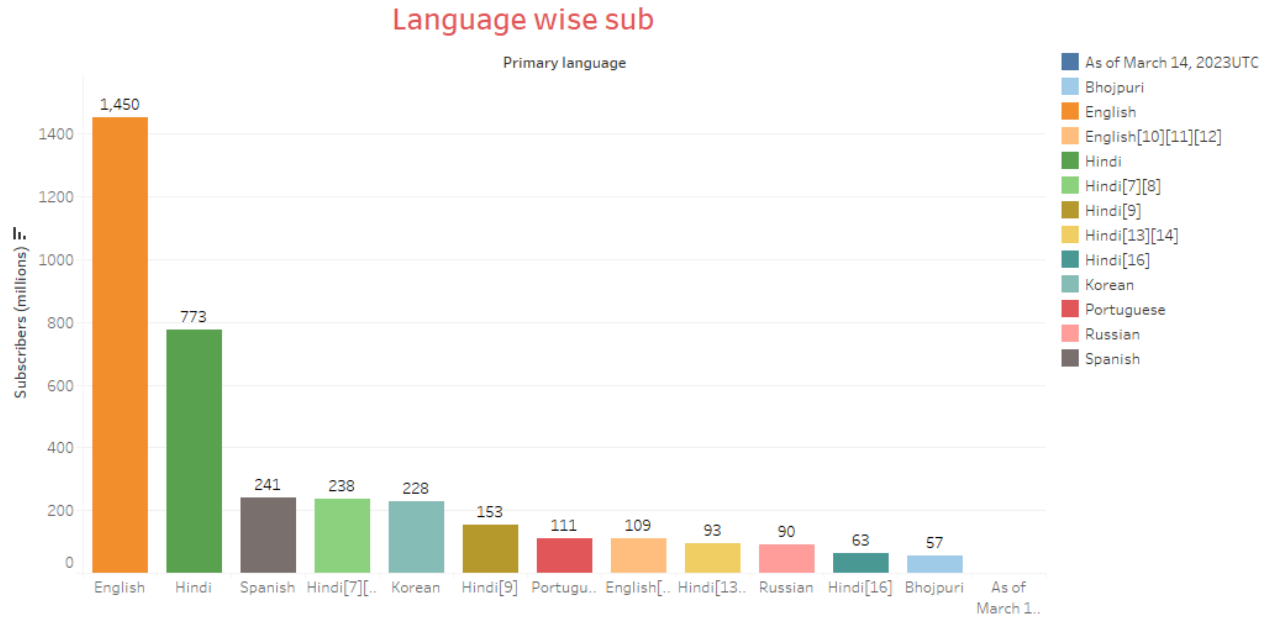
Subscription Management: Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels.

Analytics and Insights: The platform should provide analytics 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 personalization, 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.

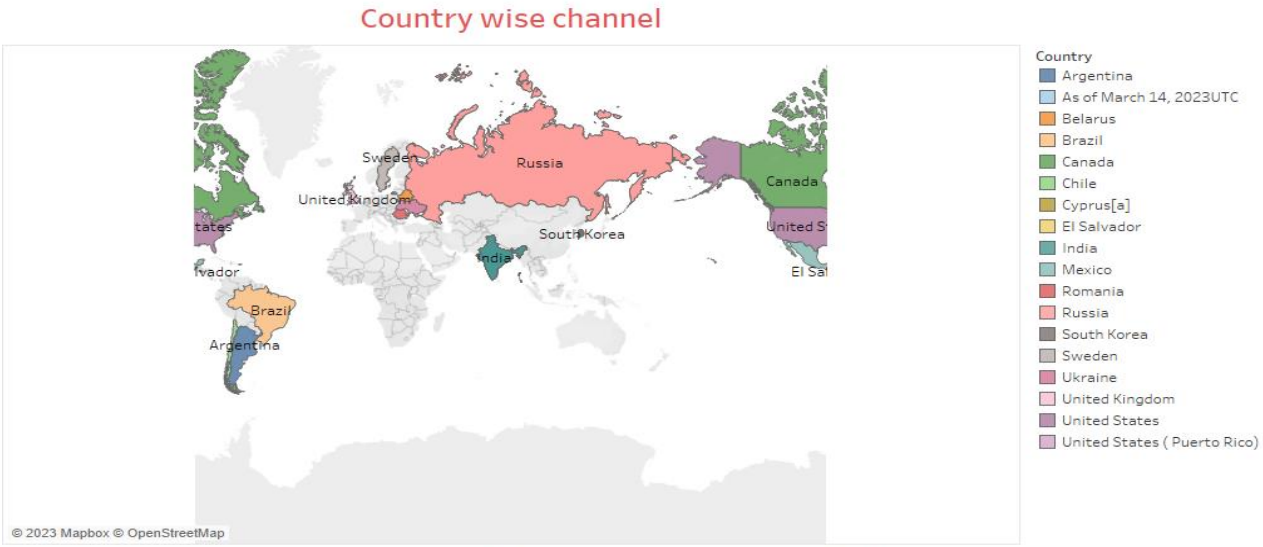
3.2.ACTIVITY & SCREENSHOT

SHEET – 9



Sum of Subscribers (millions) for each Primary language. Color shows details about Primary language. The marks are labeled by sum of Subscribers (millions).

SHEET – 10



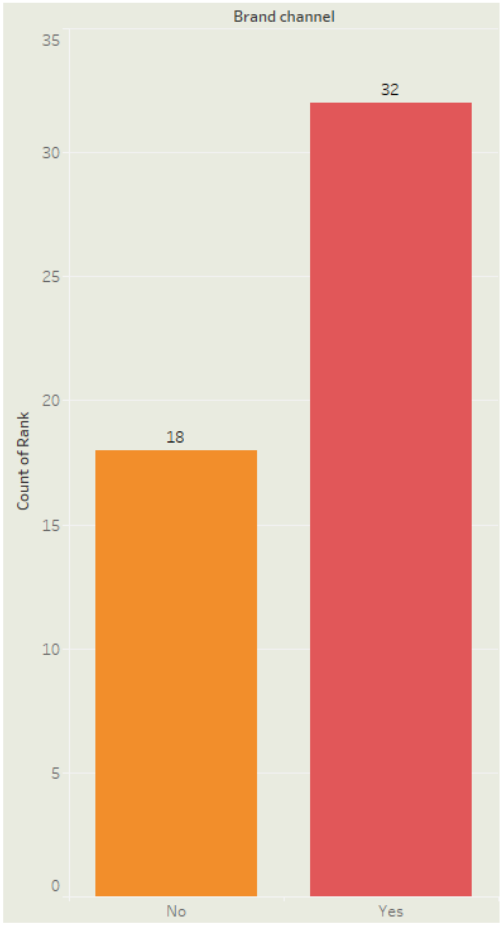
Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Country. Details are shown for Country and Primary language.

DASHBOARD – 1

Rank Wise Channel

Name	
As of March 14, 20..	
T-Series	1
Cocomelon	2
Sony Entertainme..	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 Entertai..	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sa..	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33

No of channels with Brand

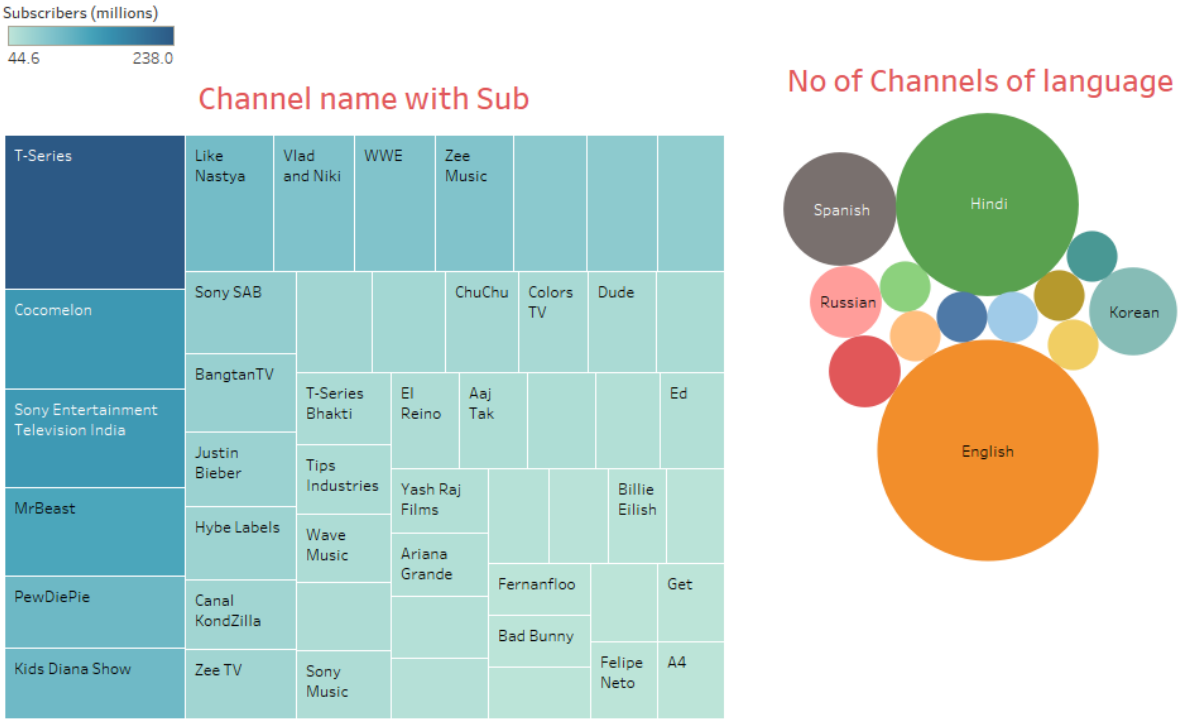


Brand channel
No
Yes

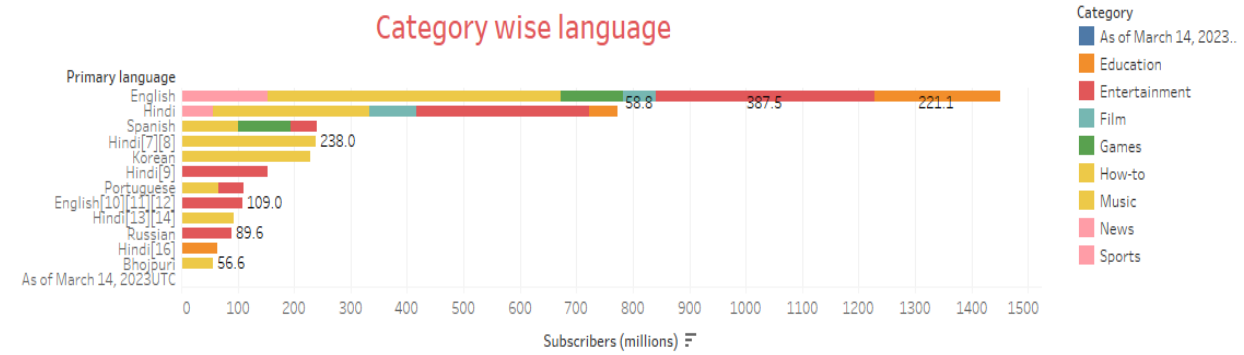
Channel Brand

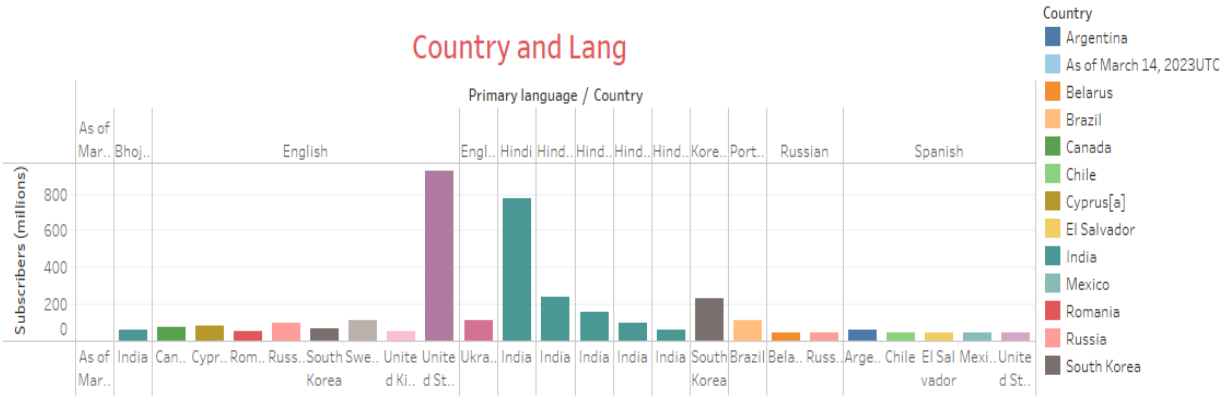
Name	As of M..	Brand channel: No	Brand channel: Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 20..	As of M..		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
BillionSurpriseToys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			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

DASHBOARD-2

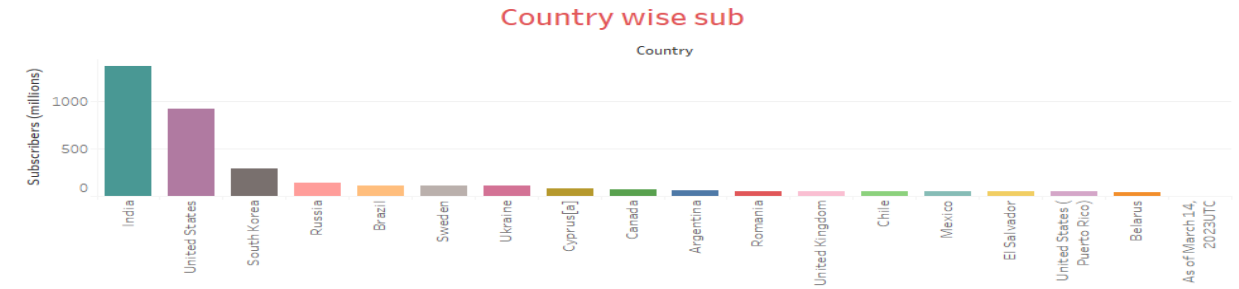

Subscribers (millions)
44.6
238.0
Channel name with Sub
T-Series
Like Nastya
Vlad and Niki
WWE
Zee Music
Cocomelon
Sony SAB
ChuChu
Colors TV
Dude
BangtanTV
Sony Entertainment Television India
T-Series Bhakti
El Reino
Aaj Tak
Ed
Justin Bieber
Tips Industries
MrBeast
Yash Raj Films
Billie Eilish
Hybe Labels
Wave Music
Ariana Grande
PewDiePie
Canal KondZilla
Fernanfloo
Get
Bad Bunny
Kids Diana Show
Zee TV
Sony Music
Felipe Neto
A4
No of Channels of language
Spanish
Hindi
Russian
Korean
English

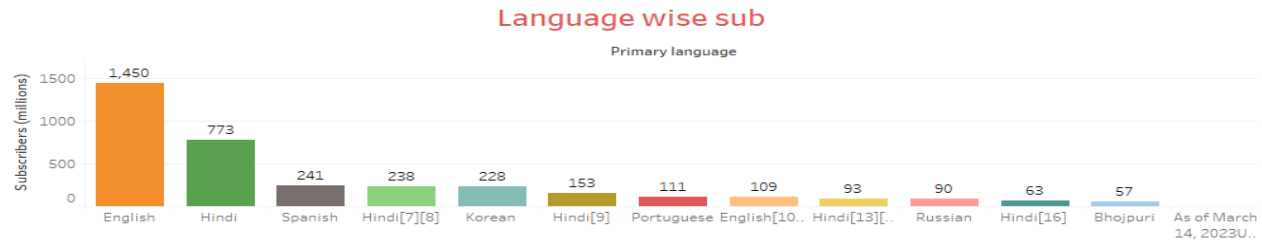
DASHBOARD-3



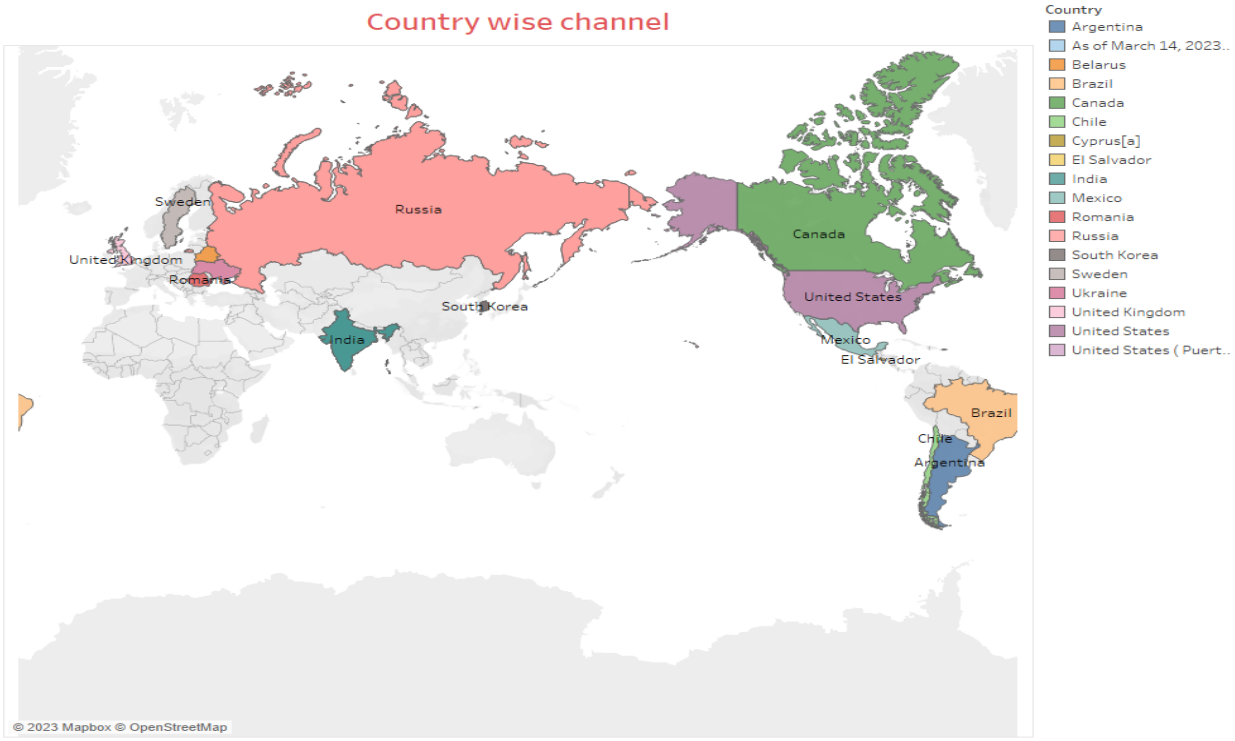


DASHBOARD-4

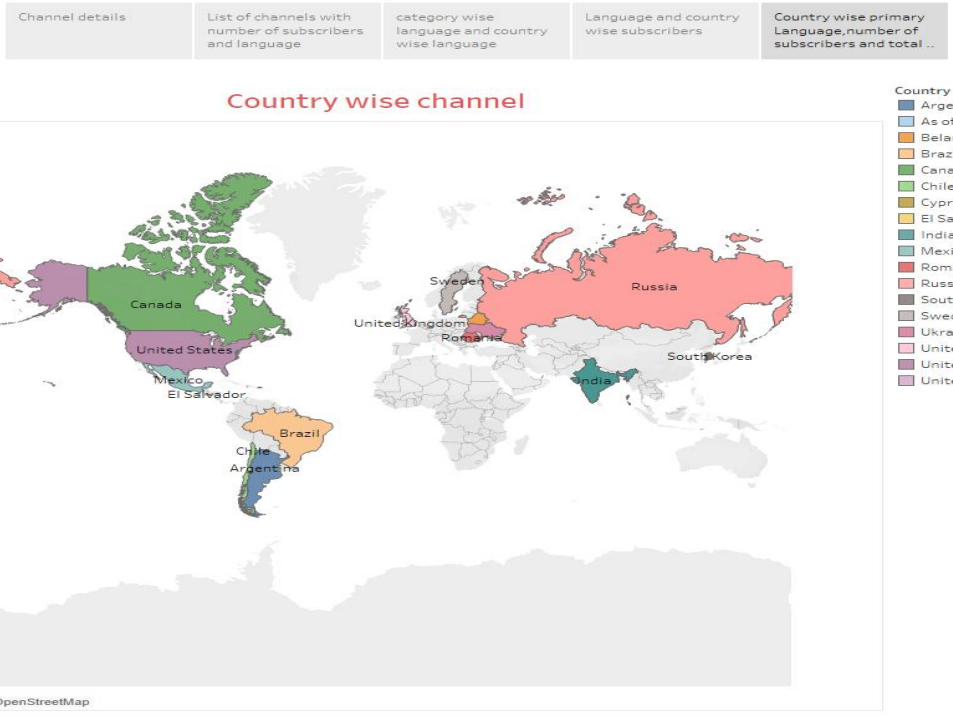




DASHBOARD-5



STORY



4 TEAM DETAILS :

Team Lead – P.PANDIKUMARI

Team Member 1 –C.RAJIV

Team Member 2 – R.NANTHINI PRIYA

Team Member 3 – A.BERLIN BABY

5 ADVANTAGES & DISADVANTAGES

ADVANTAGES :

1.NICE CONTENT

2.GOOD COMMUNICATING SKILL

3.NICE CAMERA QUALITY

DISADVANTAGES:

1.SHORT DURATION

2.AUDIO AND TIME ARE IN UNSYNC

6.APPLICATIONS:

1.Entertainment

2.Interact

3.Knowledge

4.Time saver

7.CONCLUSION

HERE WE CONCLUDED THAT TOP YOUTUBE CHANNEL'S STATS ARE INCREASING DAY BY DAY.

8.FUTURESCOPE

WE OBSERVED THAT VIDEO'S ARE IN SHORT DURATION.THIS PROBLEM NEEDED TO BE OVERCOMED BY THE TOP YOUTUBE CHANNELS.

APPENDIX

SOURCE CODE - DASHBOARD -1

https://public.tableau.com/views/SubscribersGaloreExploringWorldsTopYoutubeChannels-Dashboard-1/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

SOURCE CODE - DASHBOARD -2

https://public.tableau.com/views/SubscribersGaloreExploringWorldsTopYoutubeChannels-Dashboard-2/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

SOURCE CODE -DASHBARD -3

https://public.tableau.com/views/SubscribersGaloreExploringWorldsTopYoutubeChannels-Dashboard-3/Dashboard3?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

SOURCE CODE -DASHBOARD -4

https://public.tableau.com/views/SubscribersGaloreExploringWorldsTopYoutubeChannels-Dashboard-4/Dashboard4?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

SOURCE CODE -DASHBOARD -5

https://public.tableau.com/views/SubscribersGaloreExploringWorldsTopYoutubeChannels-Dashboard-5/Dashboard5?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

SOURCE CODE -STORY

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