GANDHI COLLEGE OF ATRS AND SCIENCE FOR WOMEN

N.KANDAMPALAYAM

SUBSCRIBERS GALORE: EXPLORING THE WORLD'S TOP YOUTUBE CHANNELS

A PROJECT REPORT SUBMITTED BY

M.PAVITHRA

S.POORANI

G.RUBINI

A.SANTHIYA

K.BHUVANAMAHESHWARI

BACHOLAR OF SCIENCE

MATHEMATICS

OCTOBER 2023

Define Problem/Problem understanding

Specify the business Problem:

Youtube channel is one of the biggest challenges currently being faced by human race. A free video sharing website that makes it easy to watch online videos.

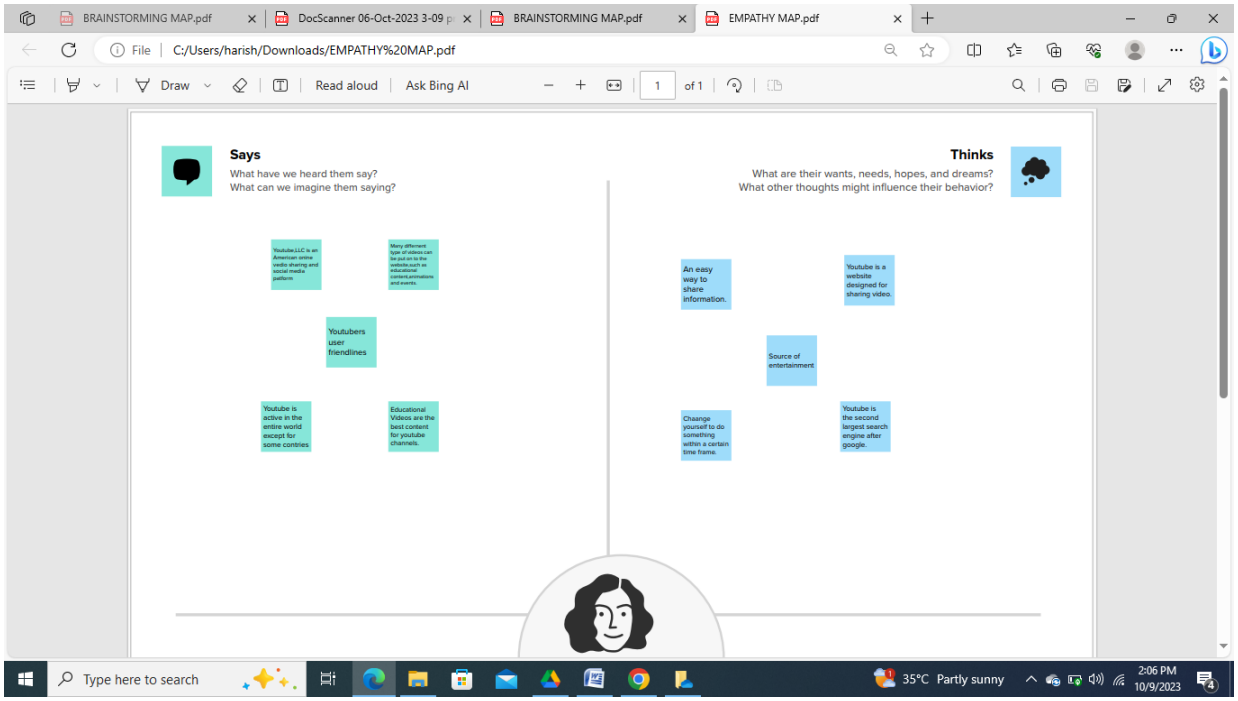
Business requirements:

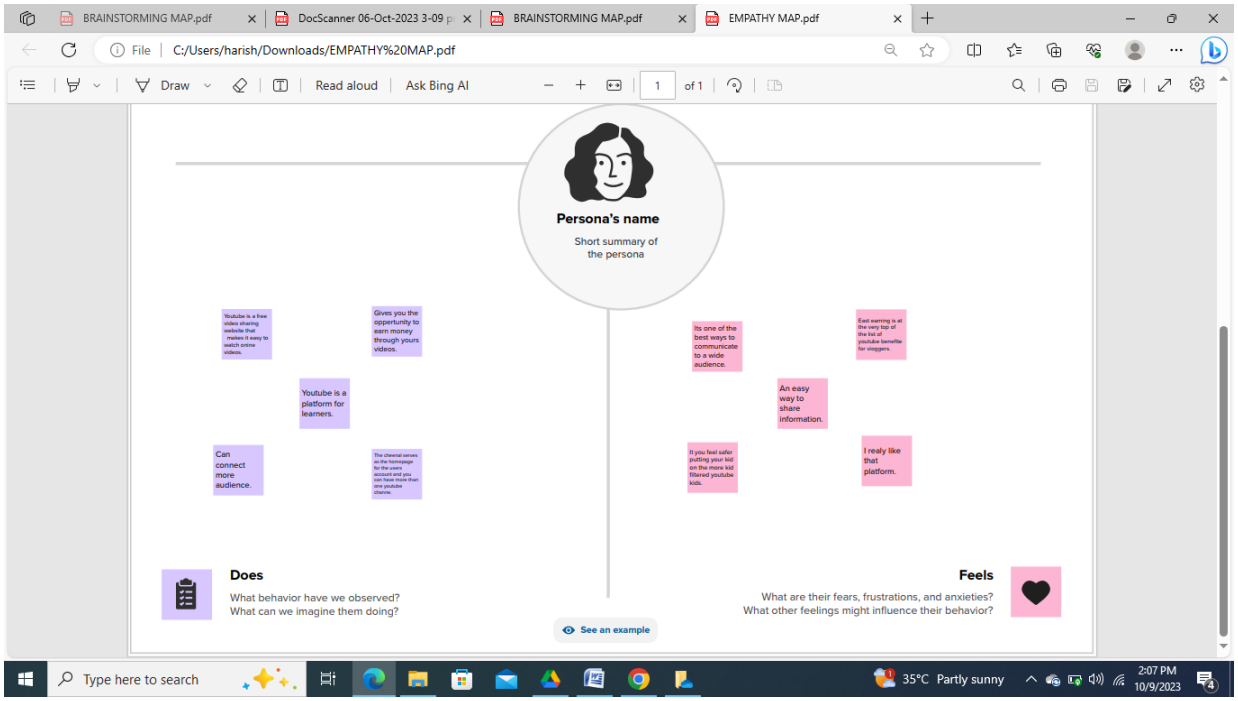
The altimate goal is to gain channel information Subscription Management, Analytics and in sights .These business requirements aim is to create a user friendly platform that facilitates the exploration & discovery of Youtube channels-

Literature Survey:

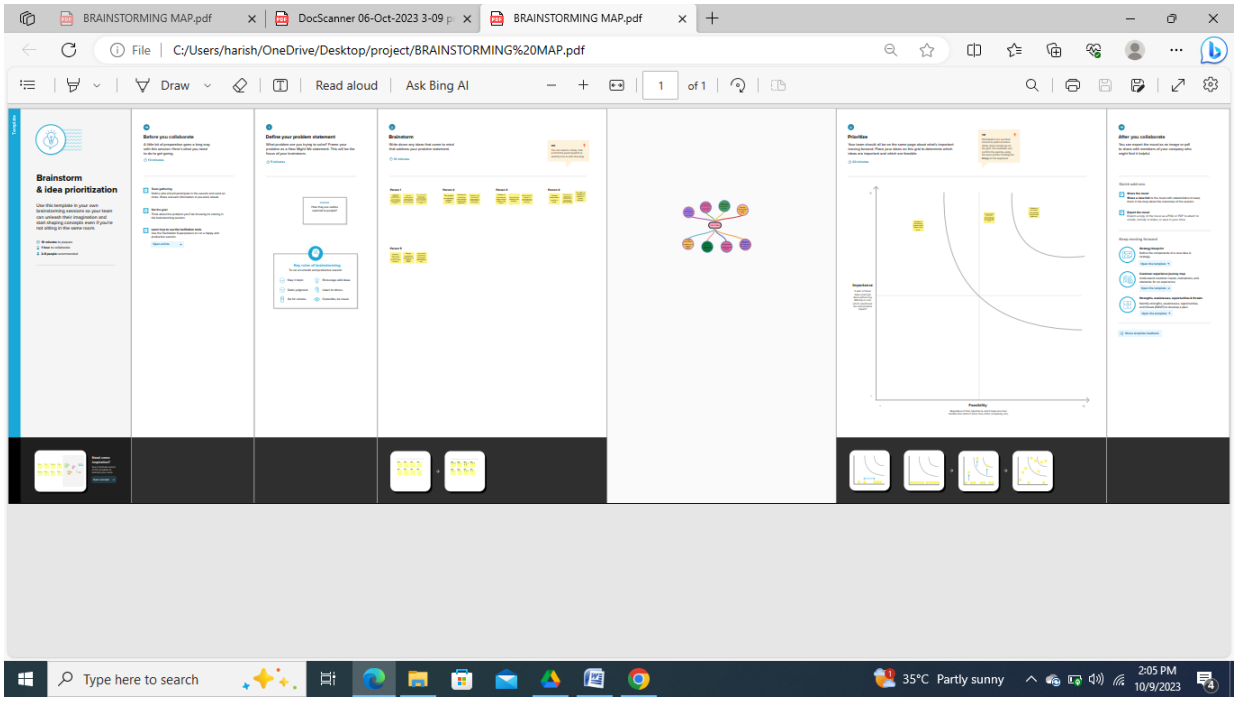
A literature Survey is a method of exploring youtube channels would typically involve researching existing studies, academic and publications related to the topic.

EMPATHY MAP


BRAINSTORMING MAP.pdf
DocScanner 06-Oct-2023 3-09 p
BRAINSTORMING MAP.pdf
EMPATHY MAP.pdf
File | C:/Users/harish/Downloads/EMPATHY%20MAP.pdf
Draw
Read aloud
Ask Bing AI
1
of 1
Says
What have we heard them say?
What can we imagine them saying?
Youtube,LLC is an American online vedio sharing and social media platform
Many different type of videos can be put on to the website,such as educational content,animations and events.
Youtubers user friendlines
Youtube is active in the entire world except for some contries
Educational Videos are the best content for youtube channels.
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
An easy way to share information.
Youtube is a website designed for sharing video.
Source of entertainment
Chaange yourself to do something within a certain time frame.
Youtube is the second largest search engine after google.
Type here to search
35°C Partly sunny
2:06 PM
10/9/2023


BRAINSTORMING MAP.pdf
DocScanner 06-Oct-2023 3-09 p
BRAINSTORMING MAP.pdf
EMPATHY MAP.pdf
File | C:/Users/harish/Downloads/EMPATHY%20MAP.pdf
Draw
Read aloud
Ask Bing AI
1
of 1
Persona's name
Short summary of the persona
Youtube is a free video sharing website that makes it easy to watch online videos.
Gives you the opportunity to earn money through yours videos.
Youtube is a platform for learners.
Can connect more audience.
The channel serves as the homepage for the users account and you can have more than one youtube channe.
Its one of the best ways to communicate to a wide audience.
Fast earning is at the very top of the list of youtube benefits for vloggers.
An easy way to share information.
If you feel safer putting your kid on the more kid filtered youtube kids.
I realy like that platform.
Does
What behavior have we observed?
What can we imagine them doing?
See an example
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
Type here to search
35°C Partly sunny
2:07 PM
10/9/2023

BRAINSTROMING MAP



Data collection & extraction?

Data contains all the meta information regarding columns described in the CSV files.

Data preparation:

Prepare the data for visualization,

Basically this process helps to make the data easily understantable & ready for creating visualizations to gain in sights into the performance & efficiency.

Data visualization:

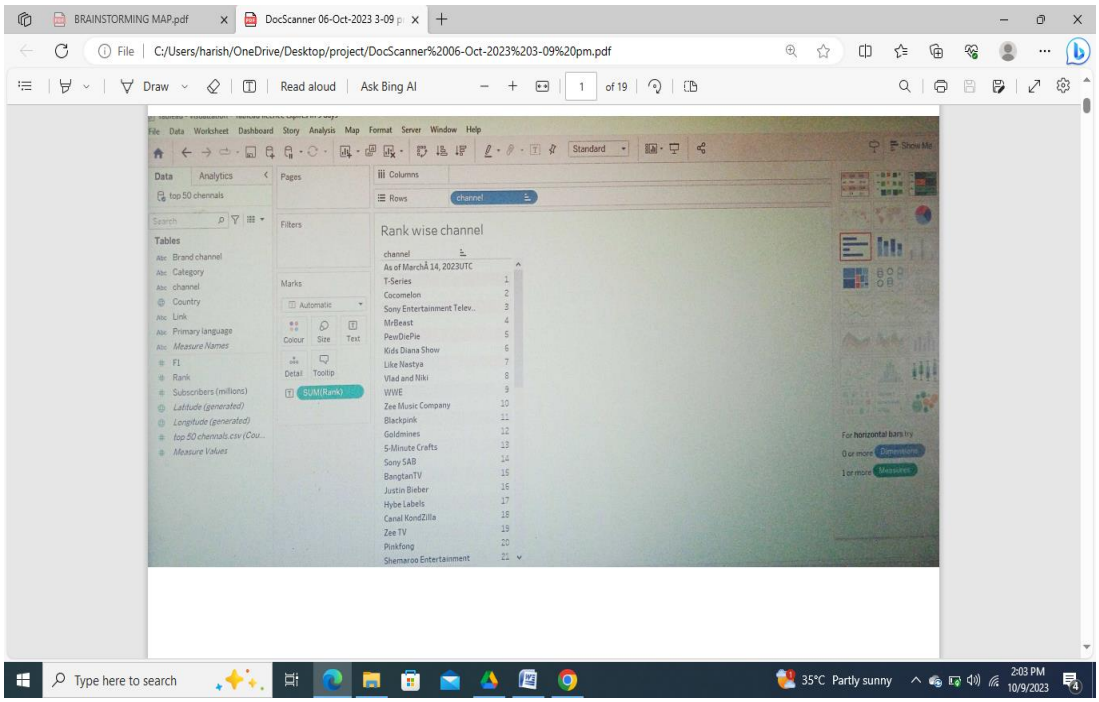
Data Visualization is the process of creating graphical representations of data in order to help people understand and explore the information.

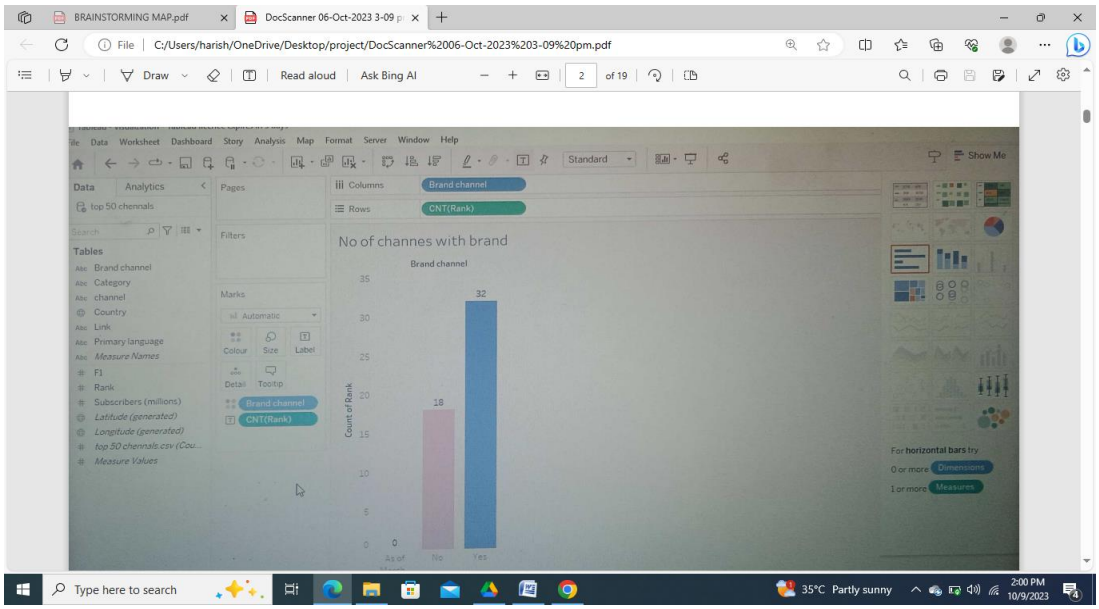
The goal of data visualization is to make complex data sets more accessible intuitive and easier

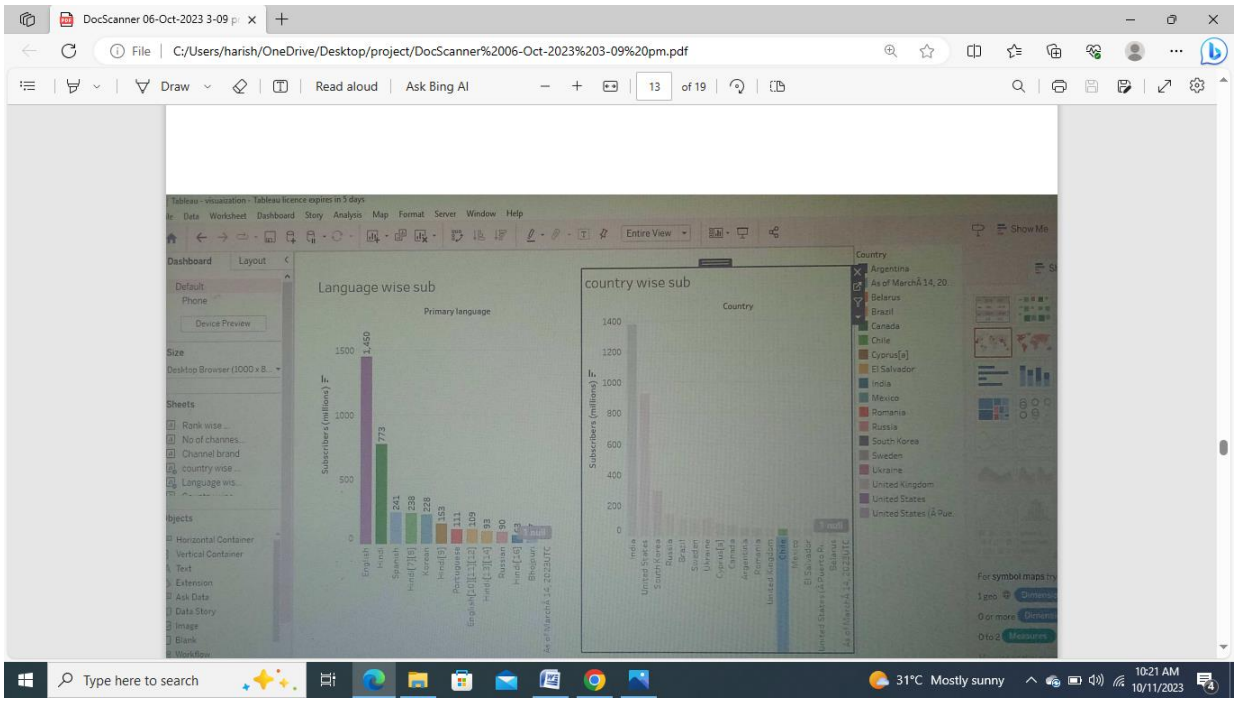
to interpret.

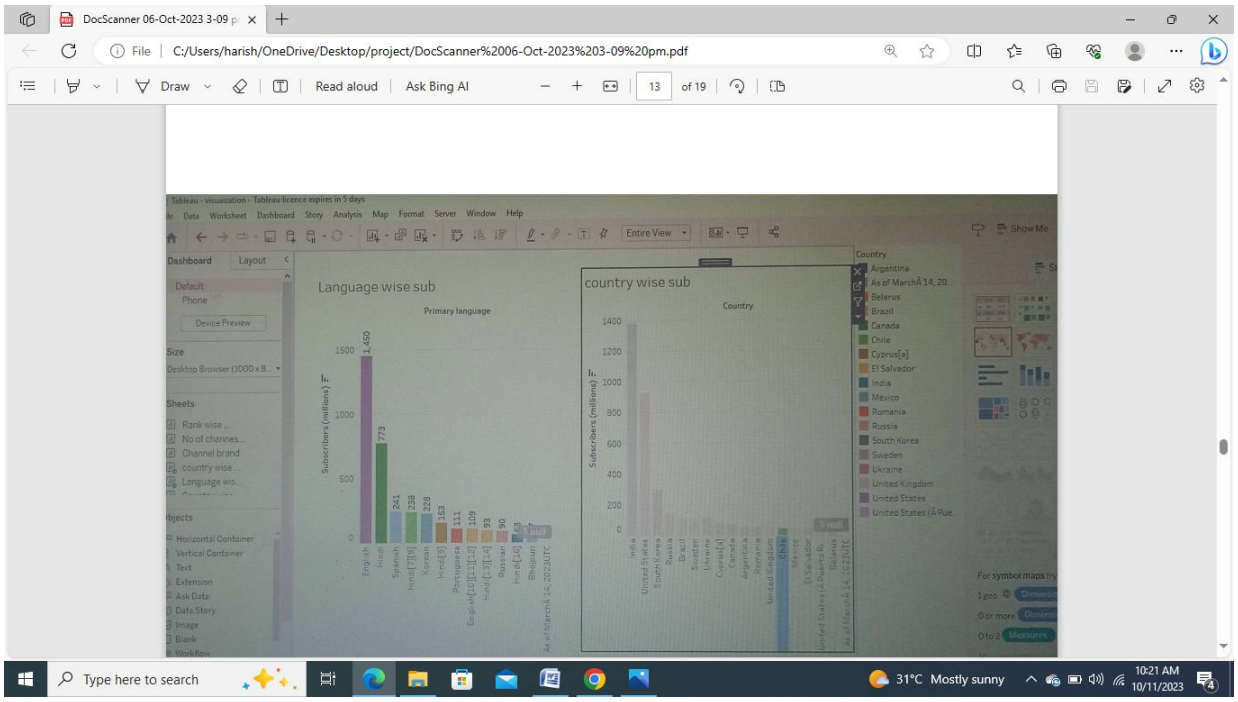
By using visual elements such as charts, graphs and maps, data visualizations can help people quickly identify Patterns, trends and outliers in the data.

No. of unique visualizations




BRAINSTORMING MAP.pdf
DocScanner 06-Oct-2023 3-09 p
File | C:/Users/harish/OneDrive/Desktop/project/DocScanner%2006-Oct-2023%203-09%20pm.pdf
Draw | Read aloud | Ask Bing AI
2 of 19
No of channes with brand
Brand channel
Count of Rank
32
18
0
No
Yes
Type here to search
35°C Partly sunny
2:00 PM
10/9/2023

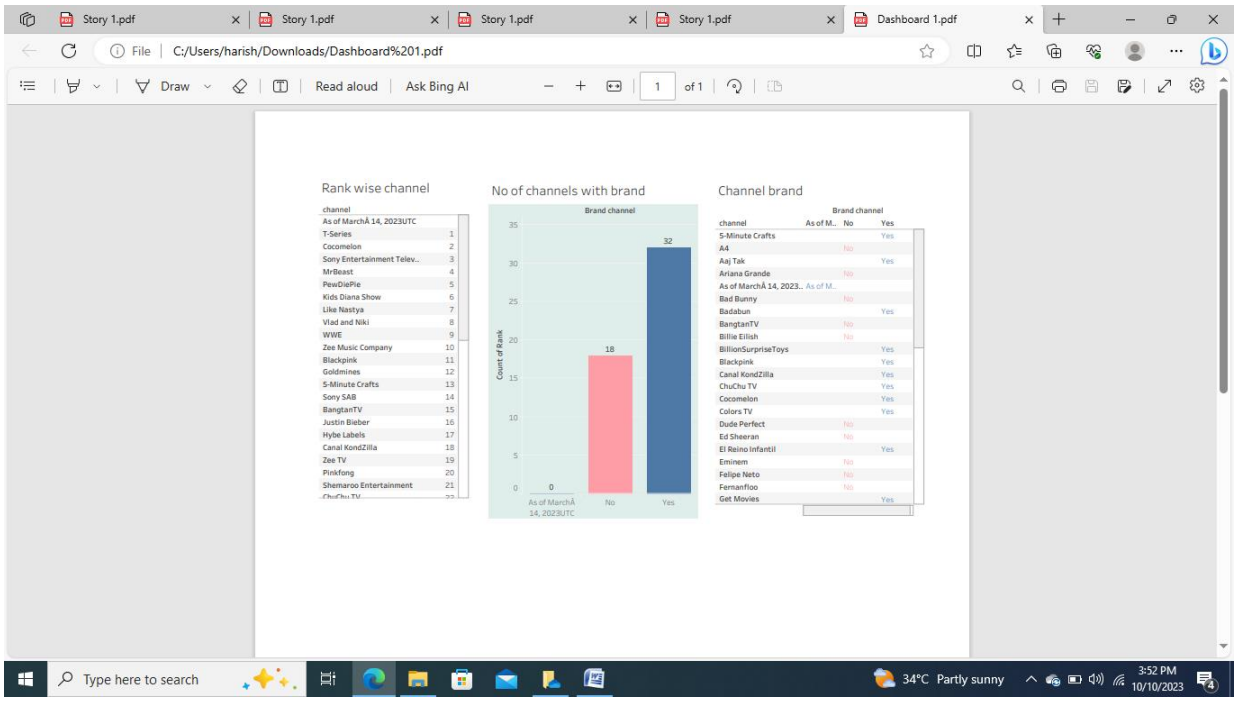

DocScanner 06-Oct-2023 3-09 p
File | C:/Users/harish/OneDrive/Desktop/project/DocScanner%2006-Oct-2023%203-09%20pm.pdf
Draw | Read aloud | Ask Bing AI
13 of 19
Language wise sub
Primary language
1,450
773
241
238
228
153
111
109
93
90
country wise sub
Country
Type here to search
31°C Mostly sunny
10:21 AM
10/11/2023

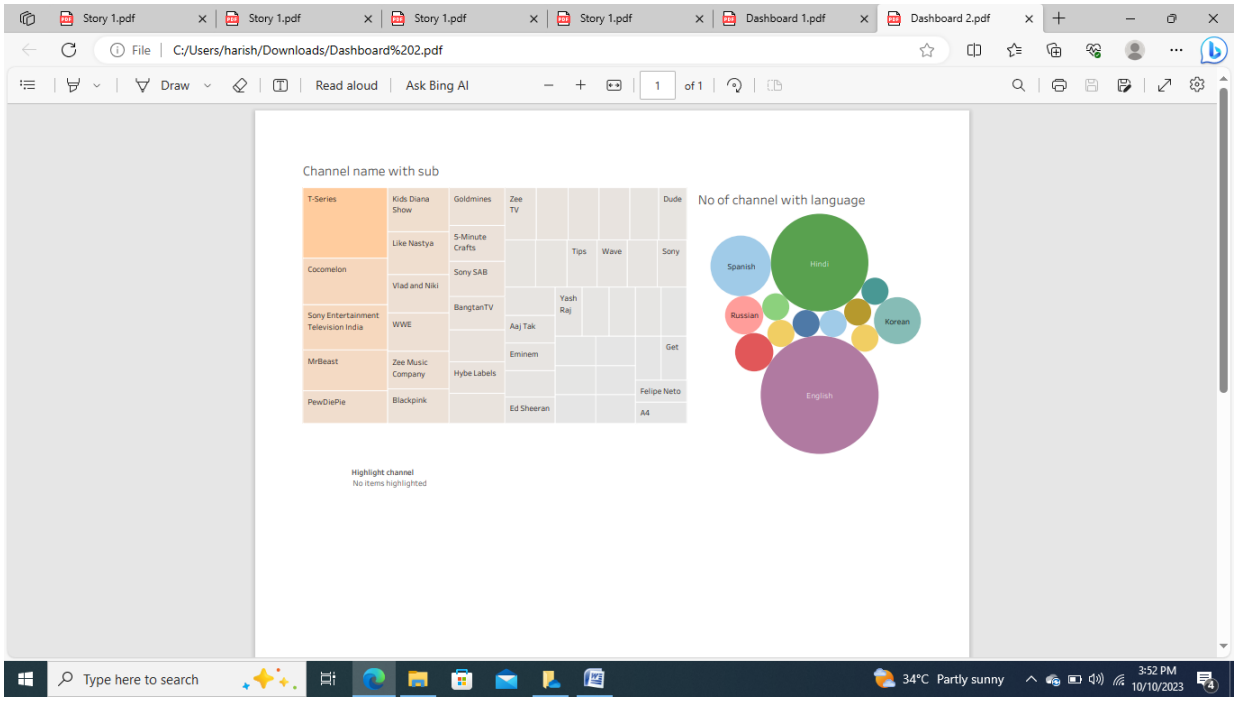


Dashboard:

A dashboard is a graphical user interface (GUI) that displays information & data in an organized, easy -to- read format.

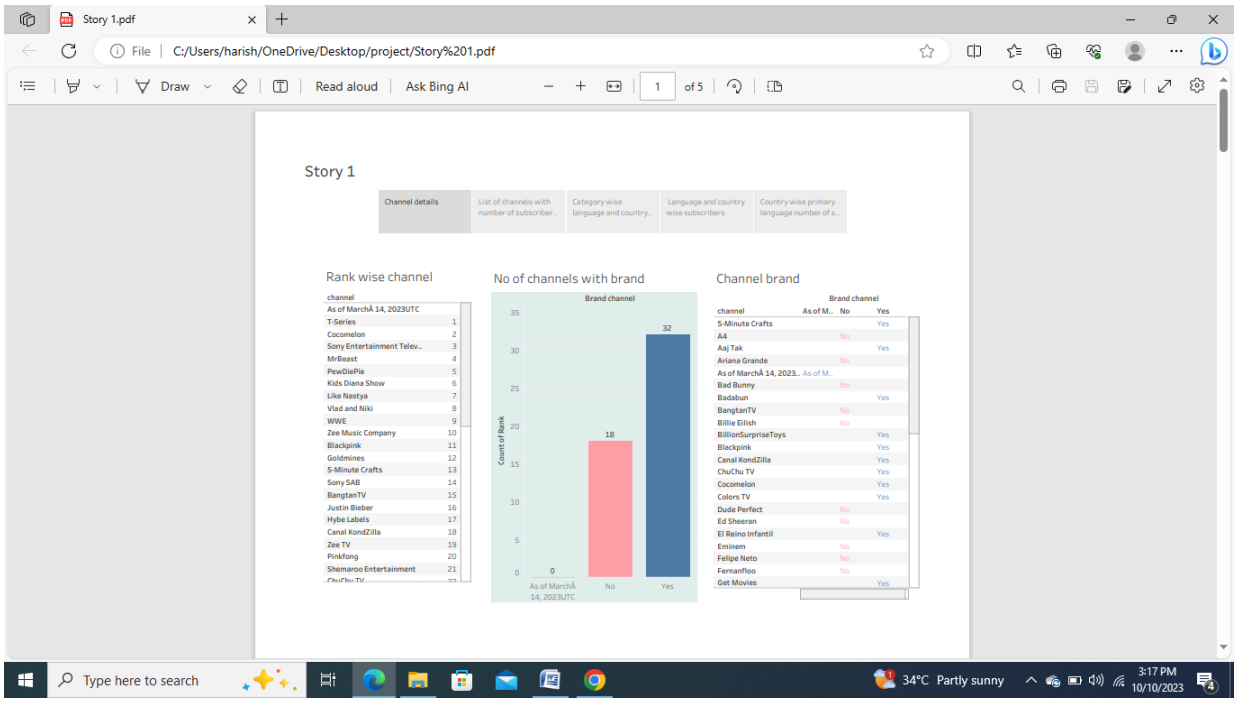
Dash board can be used in a variety of setting, such as business, finance, manufacturing, health care and many other industries.

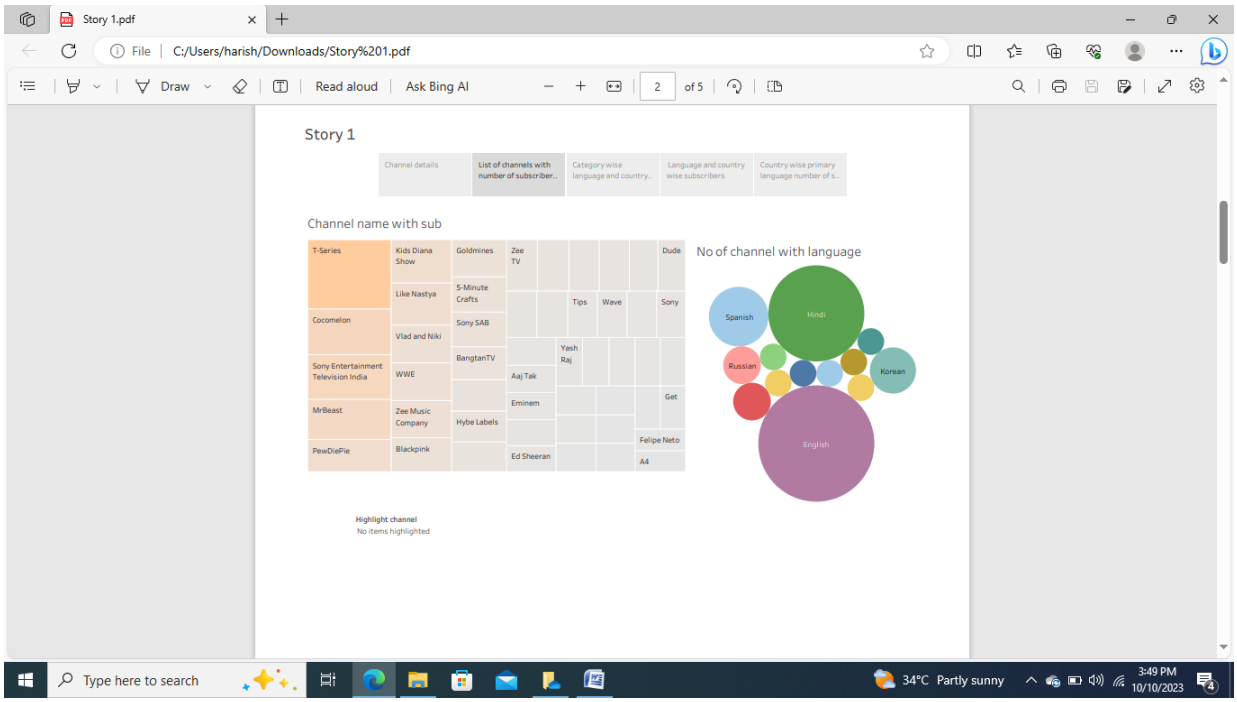

Story 1.pdf
Dashboard 1.pdf
C:/Users/harish/Downloads/Dashboard%201.pdf
Draw
Read aloud
Ask Bing AI
Rank wise channel
No of channels with brand
Channel brand
Brand channel
Count of Rank
Type here to search
34°C Partly sunny
3:52 PM
10/10/2023

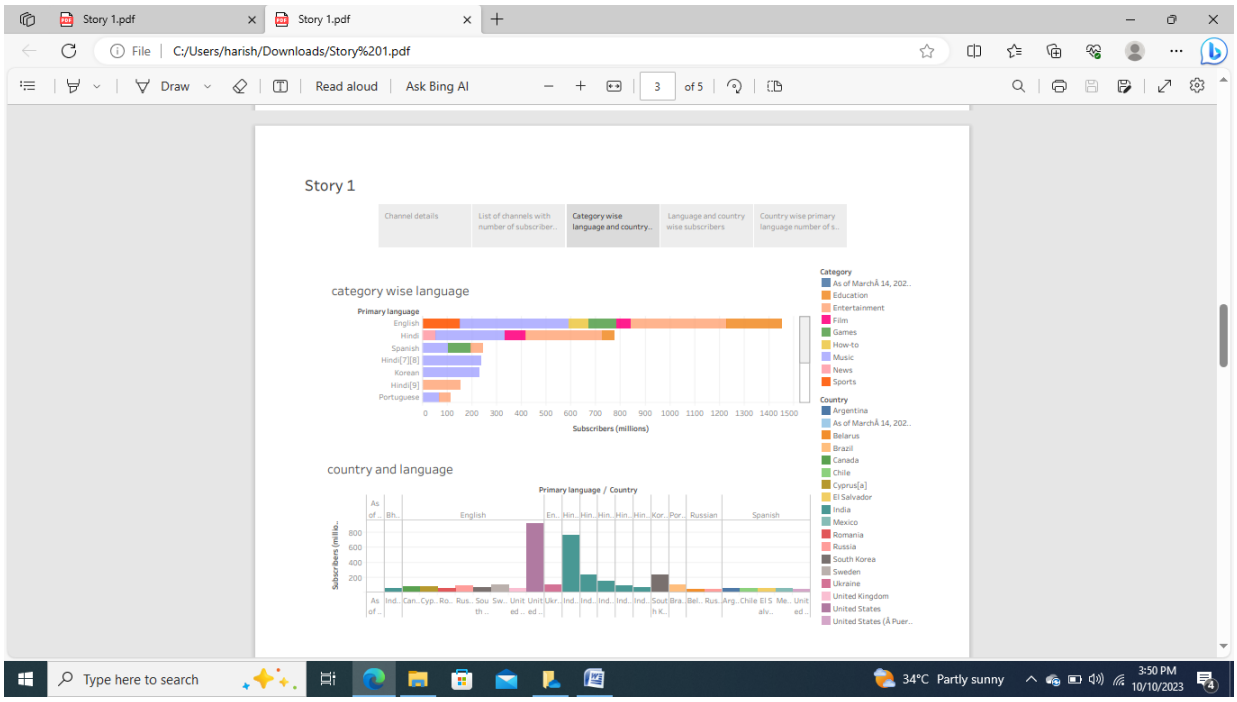

Story 1.pdf
Dashboard 1.pdf
Dashboard 2.pdf
C:/Users/harish/Downloads/Dashboard%202.pdf
Draw
Read aloud
Ask Bing AI
Channel name with sub
No of channel with language
Highlight channel
No items highlighted
Type here to search
34°C Partly sunny
3:52 PM
10/10/2023

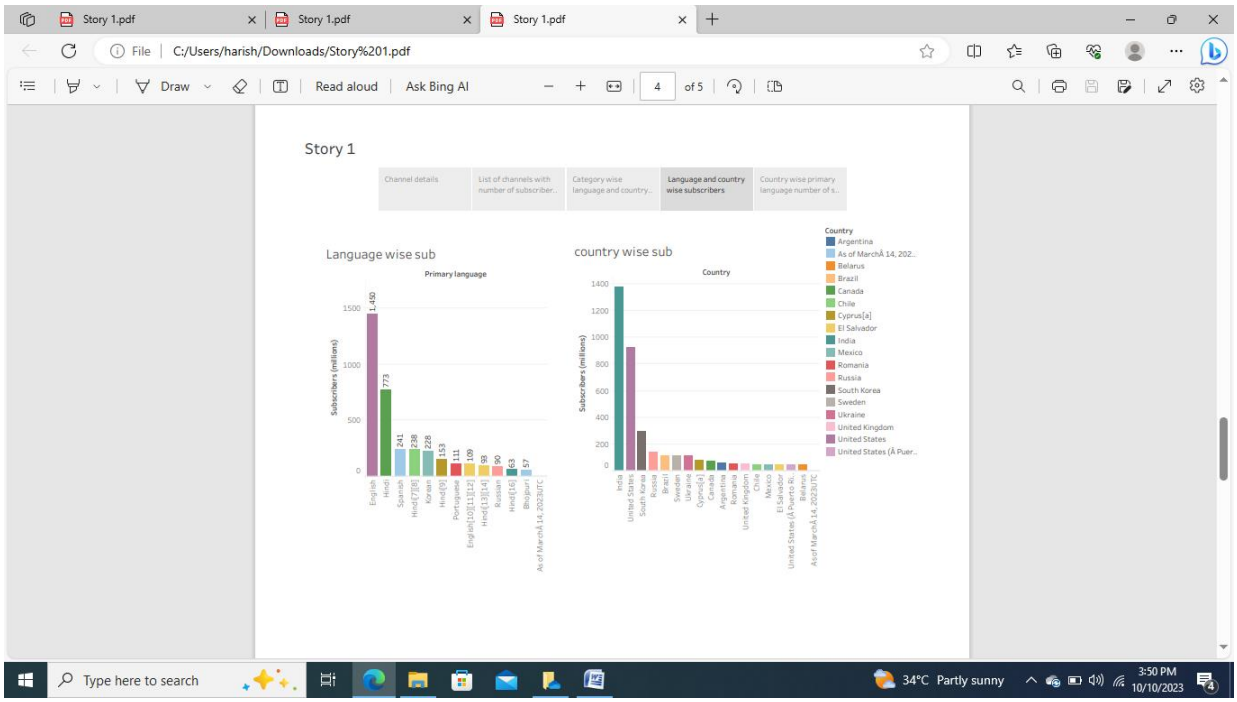
Story:

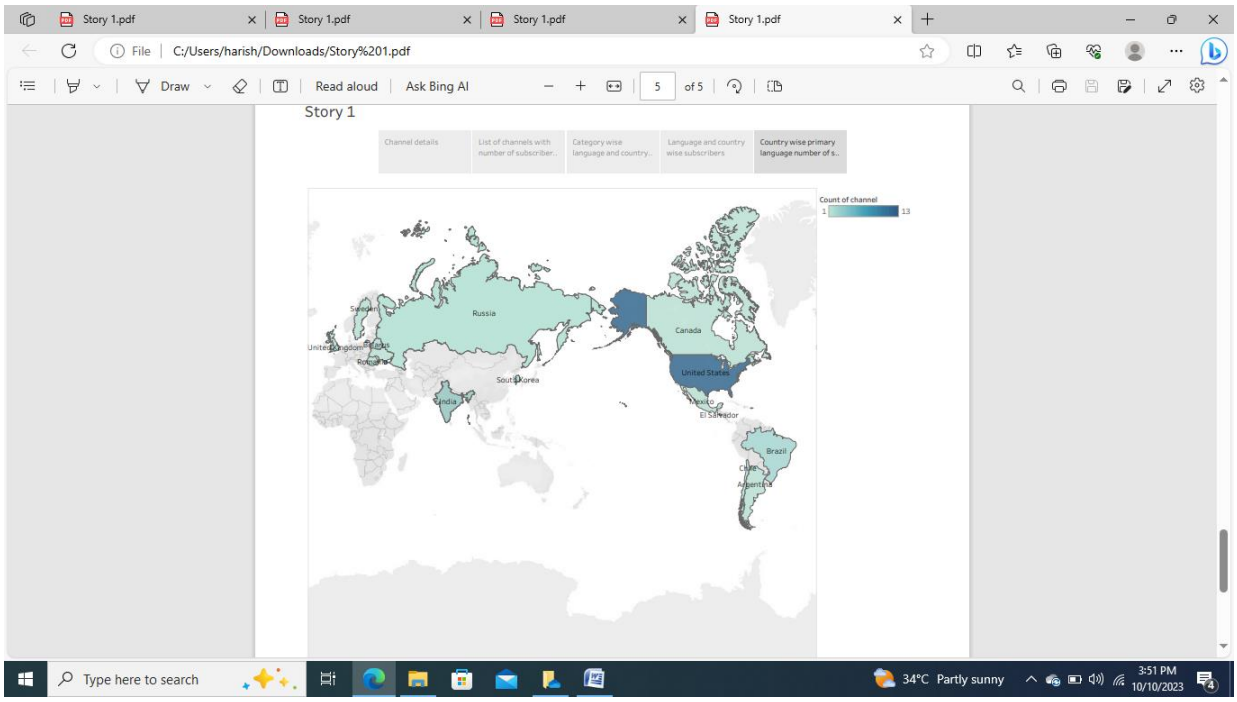
A data story is a way of presenting data and analysis in a narrative format, with the goal of making the Information more engaging and easier to understand.






Story 1.pdf
Story 1.pdf
File | C:/Users/harish/Downloads/Story%201.pdf
Draw | Read aloud | Ask Bing AI
3 of 5
Story 1
Channel details
List of channels with number of subscriber..
Category wise language and country..
Language and country wise subscribers
Country wise primary language number of s..
category wise language
Primary language
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
0 100 200 300 400 500 600 700 800 900 1000 1100 1200 1300 1400 1500
Subscribers (millions)
Category
As of MarchÂ 14, 202..
Education
Entertainment
Film
Games
How-to
Music
News
Sports
Country
Argentina
As of MarchÂ 14, 202..
Belarus
Brazil
Canada
Chile
Cyprus[a]
El Salvador
India
Mexico
Romania
Russia
South Korea
Sweden
Ukraine
United Kingdom
United States
United States (Â Puer..
country and language
Primary language / Country
Subscribers (millio..
800
600
400
200
English
Spanish
Type here to search
34°C Partly sunny
3:50 PM
10/10/2023


Story 1.pdf
Story 1.pdf
Story 1.pdf
File | C:/Users/harish/Downloads/Story%201.pdf
Draw | Read aloud | Ask Bing AI
4 of 5
Story 1
Channel details
List of channels with number of subscriber..
Category wise language and country..
Language and country wise subscribers
Country wise primary language number of s..
Language wise sub
Primary language
Subscribers (millions)
1,490
773
241
228
226
153
111
109
98
90
63
57
English
Hindi
Spanish
Hindi[7][8]
Korean
Hindi[9]
Portuguese
English[10][11][12]
Hindi[13][14]
Russian
Hindi[16]
Bhojpuri
As of MarchÂ 14, 2023[17]
country wise sub
Country
Subscribers (millions)
1400
1200
1000
800
600
400
200
0
India
United States
South Korea
Russia
Brazil
Spain
Ukraine
Cyprus[a]
Canada
Argentina
Belarus
United Kingdom
Chile
Mexico
El Salvador
United States (Â Puerto Ri..
Romania
As of MarchÂ 14, 2023[17]
Country
Argentina
As of MarchÂ 14, 202..
Belarus
Brazil
Canada
Chile
Cyprus[a]
El Salvador
India
Mexico
Romania
Russia
South Korea
Sweden
Ukraine
United Kingdom
United States
United States (Â Puer..
Type here to search
34°C Partly sunny
3:50 PM
10/10/2023



Performance testing:

Utilization of Filters:

- In tableau, filters are a crucial feature that allows you to focus on Specific data within your visualization or analysis.
- Tableau offers various types of filters to refine and manipulate your data, providing you with more flexibility in your visualizations.

No. of visualizations/Graphs:

- Table shows rank wish channel.
- Bargraph shows the no. of channels with brand
- Table shows brand.
- Heat map shows channel name with subscribers....
- circle shows a no of channels with a particular Language

Publishing

Publishing Tableau Desktop to Tableau public is a process which allows to share Tableau Visualizations publicly on the internet.

Project Demonstration & Documentation

Record explanation Video for project end to end Solution.

project Documentation Step by step project development procedure.