

PROJECT REPORT

"EXPLORING WORLD's TOPMOST YOUTUBE CHANNELS"

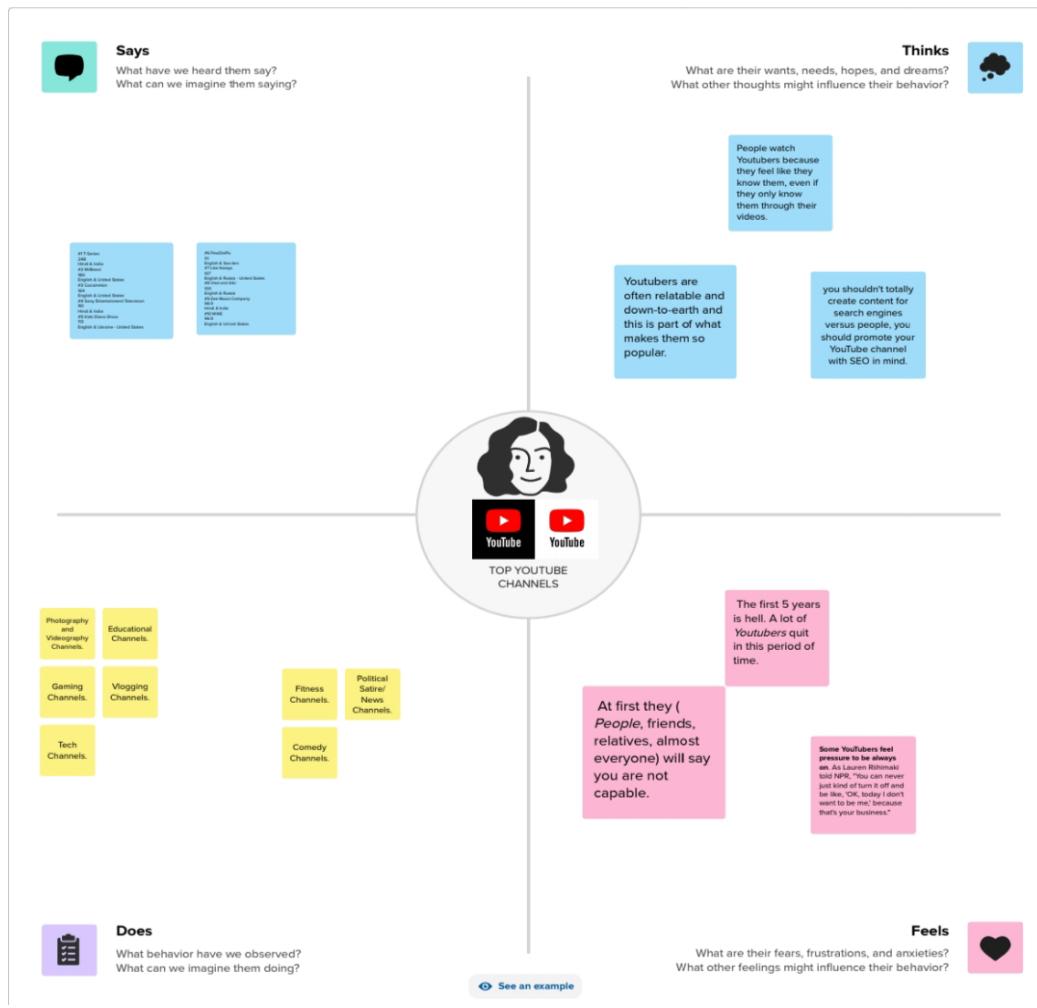
INTRODUCTION :

YouTube is huge. It's the second-most visited website in the world, with way over 2 billion users, and people spend countless hours on the site. First I created an EMPATHY MAP. A map has four quadrants -Says, Thinks, Does and Feels. Our project is about to explore the world's topmost YouTube channels today. Next I created BRAINSTROME . Our team take a problem statement and we discuss how to solve that problem. Our team problem statement is " Today People's have more interests in social medias, especially in YouTube channels ". Then I created my data analysis – Dashboard and Story. Next step I published my Dashboard and Story in tableau public.

Purpose Of Our Project:

Our project purpose is to explain the people's about the advantages/benefits and disadvantages of using YouTube channels and also we explore the world's topmost YouTube channels as simple which you all understand easily!

EMPATHY MAP:



We created Empathy Map based on our project. From last 5 years to till now how many YouTube channels attained a growth among the people's all over the world. Next we created a Brainstorming Map.

BRAINSTORMING MAP:



Tools:

OpenRefine:

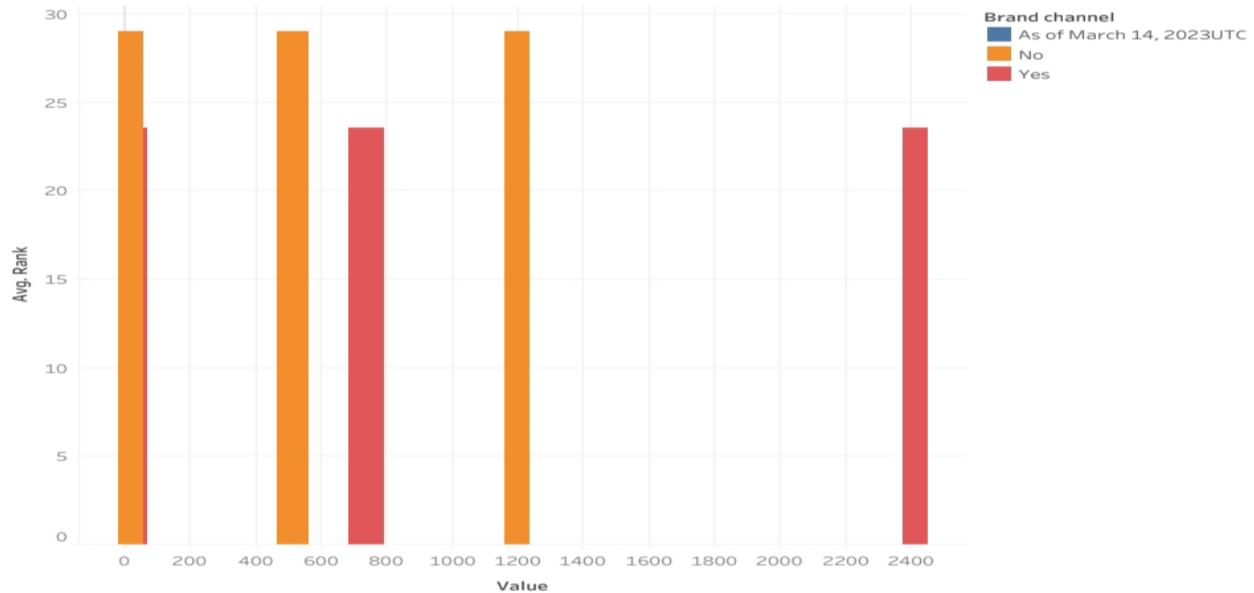
Before visualizing, I first used OpenRefine to clean the dataset. Compared with tools such as R and Excel, OpenRefine simplifies the process of cleaning and standardizing data through functions like filtering, clustering, and text manipulation, resulting in efficient data preparation for analysis. For this dataset, I discovered several '0 values' in video views and counts variable, as well as several null values in the category variable. These records were subsequently removed from the dataset. After the removal, the resulting dataset of 'Most Subscribed YouTube Channels' comprised 971 rows.

Tableau Public:

In this project, I used Tableau Public to create charts to visualize the data. Tableau Public is an interactive data visualization tool. With a simple drag-and-drop function on most interfaces, it provides a user-friendly and efficient way to create engaging and informative graphs. By using charts, diagrams, and other visual representations of data, we can identify patterns, make connections, observe the outliers, and gain new perspectives from the raw data.

COMPARISON OF MEASURES VALUE AND AVG.RANK IN YOUTUBE CHANNELS:

Graphical Vision 

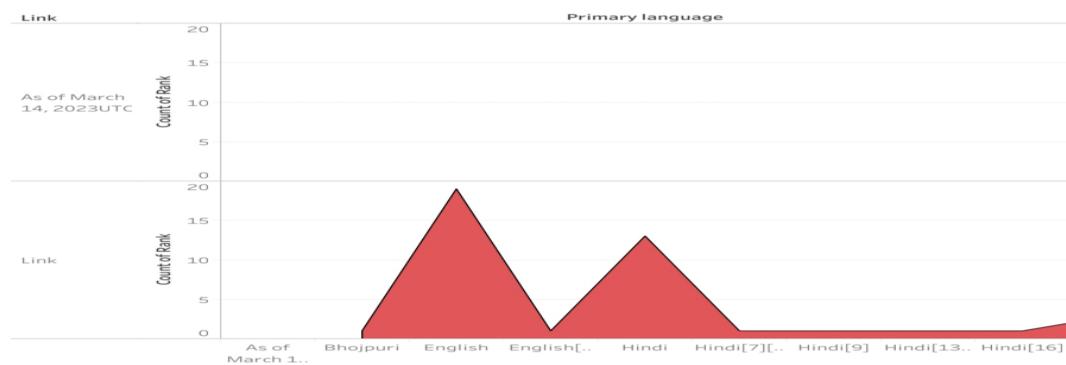


We made a 'Bar graph' according to the measures values in their rank in YouTube channels. In this graph, we take x-axis as Measure values and y-axis as the Average rank of all the topmost YouTube channels all over the world.

Again we created a graph which tells about the information of Primary language in the world and the Count of rank and also the link among them as a Area graph which as shown below 

GRAPHICAL VISION OF COUNT OF RANK AND PRIMARY LANGUAGE 

Sheet:1



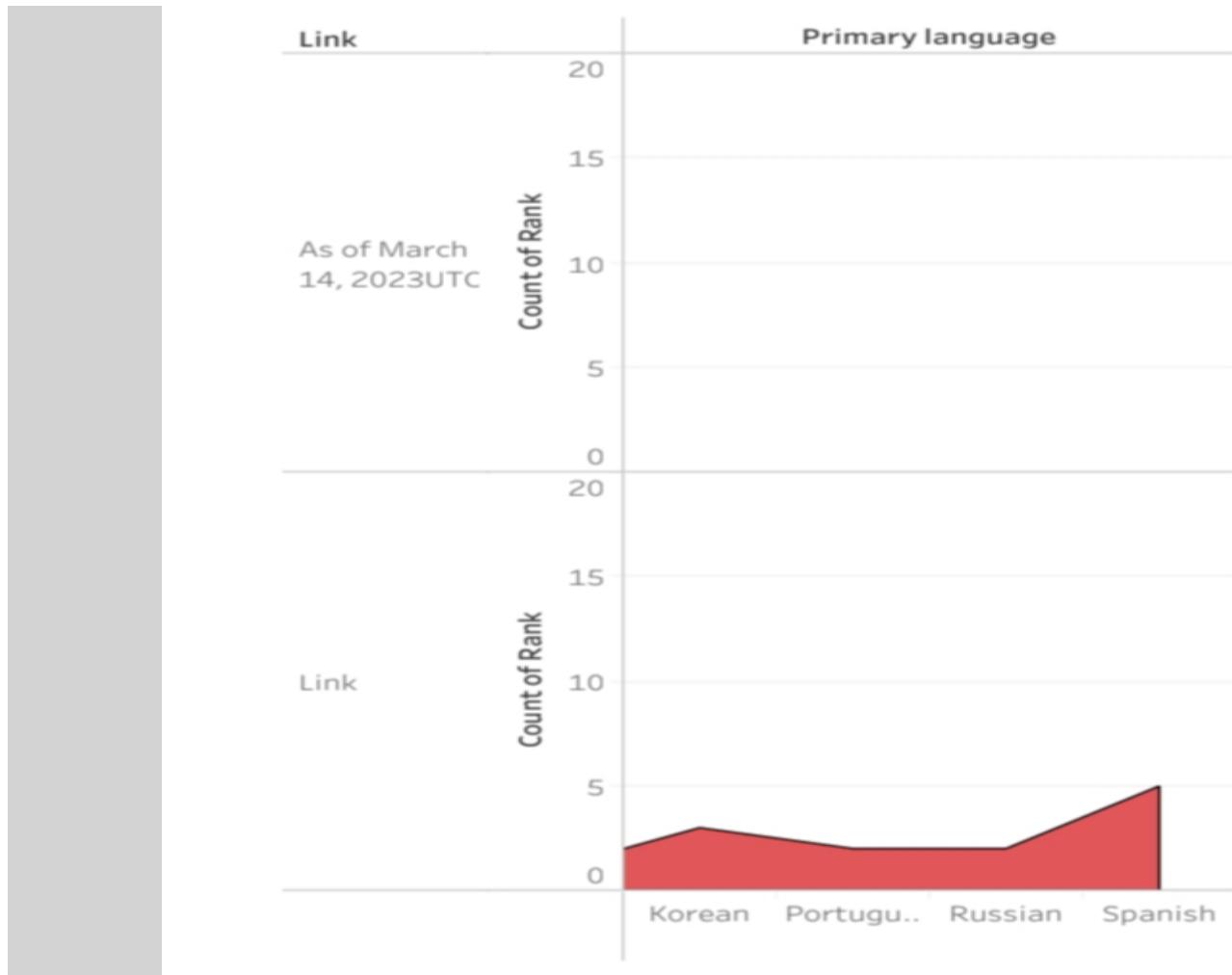
This graph tells about the importance of primary languages such as **Bhojpuri, English, Hindi, Urdu, Korean, Portuguese, Russian, Spanish** etc...with their Count of Rank .

This count of rank divided as two categories such as, As of March 14(count of rank) and link(count of rank). We assigned this 'Area graph' for the better understanding of all people's about the primary languages and count of rank easily and satisfies all their queries about this particular topic in today's life all over the world.

This graphical illusion will construct a broad mind among the students whom wanted to explore the World's topmost YouTube channels like us...The people's speak many languages like Tamil, English, Spanish, Hindi, Portugues, Russian, Korean, Bhojpuri etc...as convenient to them in their society.

We also created sheet 2 of this graphical Vision which as shown below;

Sheet:2



This sheet 2 will give us an idea about the languages like Korean, Portuguese, Russian, Spanish and the count of rank among them clearly.

It will link the two categories as convenient to all the people's who wants to know about this exploring the world's topmost YouTube channels briefly and clearly.



T Series



MrBeast



Cocomelon

Most Subscribed Youtube Channels in the World

Since its launch in 2005, YouTube has been the go-to platform for entertainment. Whether you're in the mood for funny moments, news updates, or educational content, YouTube has it all. Regarding capturing viewers' interest, some YouTube channels have stood out and secured a spot in the world's top 10 most subscribed YouTube channels. In this article, we find out all about these most subscribed channels on YouTube.

T-Series



Joined: March 13, 2006.

Category: Music and Film

Number of videos: 19,000

T-Series stands first among the world's top 10 most subscribed YouTube channels. This Indian record label and film production powerhouse has enchanted audiences worldwide with captivating Bollywood soundtracks and mesmerising Indian pop music. Their journey started in 1983, offering users diverse language options and engaging content like music videos, movie trailers, and interviews.

MrBeast



Joined: Feb 20, 2012

Category: Entertainment

Number of videos: 755

MrBeast, also known as Jimmy Donaldson, holds an unrivalled throne as the most followed individual on YouTube and the second of the most subscribed YouTube channels. Soaring to fame and fortune, he has amassed an immense subscriber count, placing him among the wealthiest YouTubers. MrBeast's inspiring journey, with the 100,000-counting feat in 2017, electrifying viral stunts, jaw-dropping \$456,000 prize challenges, and Squid Game set recreation showcases his mesmerising devoted fan base with captivating content.

Cocomelon



Joined: Sep 2, 2006

Category: Education

Number of videos: 1000

Cocomelon, a beloved kids' YouTube channel, is ranked third among the most subscribed channels on YouTube. Its entertaining and educational content, including nursery rhymes, made it the best YouTube channel for kids. The channel uses bright colours, catchy music, and simple language to ensure repeated views and high engagement. Its famous "Bath Song" has garnered over 5 billion views, making Cocomelon a hit.

SET India



Joined: Sep 21, 2006

Category: Entertainment

Number of videos: 120,000

Sony Entertainment Television (SET) India is a prominent Hindi entertainment channel, ranking fourth in the list of the most subscribed YouTube channels. Launched in 1995, it holds a significant advantage as one of the oldest players in the Bollywood industry. Various dramas and reality shows fuel the channel's popularity. SET India's 24/7 entertainment offerings appeal deeply to its dedicated user base, making it one of the most-viewed YouTube channels worldwide.

Kids Diana Show



Joined: May 12, 2015

Category: Entertainment

Number of videos: 1100

Kids Diana Show, an English-language series for children, features 7-year-old Diana and her brother Roma in playful and entertaining videos. The channel's excellent editing, engaging content, and consistent uploads have made them a top-rated YouTube star in the kids' entertainment category. Their videos, which include a mix of live performances, animation, and music, are dubbed in 20 languages, appealing to a global audience and have made it one of the best YouTube channels.

PewDiePie



Joined: Apr 29, 2010

Category: Gaming and Entertainment

Number of videos: 4,700

PewDiePie, whose real name is Felix Arvid Ulf Kjellberg, is a renowned online personality known for his diverse YouTube content, including gaming, challenges, reactions, and travel videos. PewDiePie's consistency in uploading videos and collaborations with other YouTubers have contributed to his success. His fame has transcended YouTube, landing him on TIME's "100 most influential" list and making him a household name worldwide. His journey from online gaming to global recognition has made him an iconic figure in the digital world.

Some FAQs about our topic:

1. Who is the most followed YouTube personality in India in 2023?

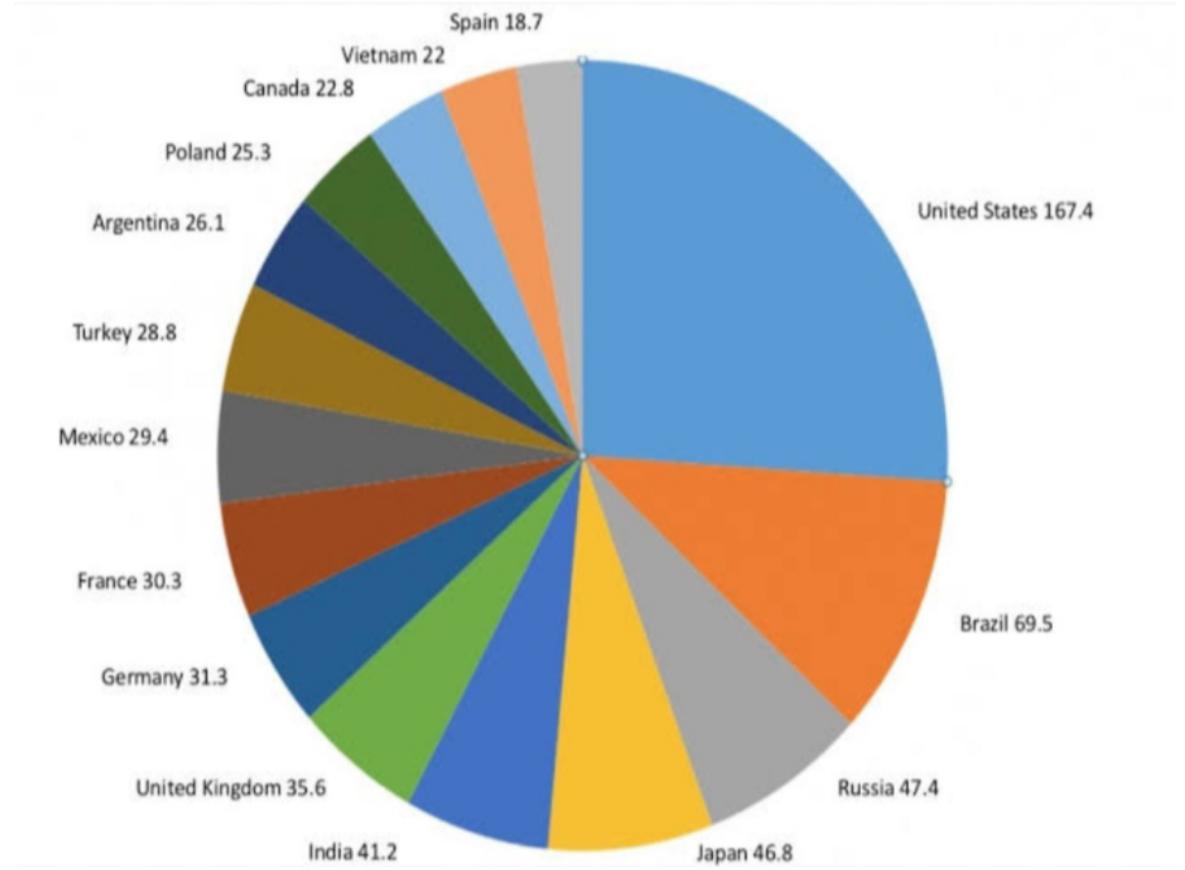
The most followed YouTube personality in India in 2023 is Ajay Nager, also known as CarryMinati, with an impressive 38.5 million subscribers.

2. What is the most viewed YouTube video of all time?

The most-watched YouTube video is "Baby Shark Dance" by Pinkfong Baby Shark - Kids' Songs & Stories. This viral video was uploaded on June 17, 2016, and has since garnered astonishing views, making it the reigning champion of YouTube's most-viewed videos.



Now we take a look off of the **YouTube usage** among the people's in the world 



This pie-chart gives us an idea about how the people's usage of YouTube channels in today's world. Clearly, it depicts a brief vision among us!

YouTube can also be used as a repository for student digital work. Learners can set up their own channels, and then save projects there with the added value of attracting public feedback, which in turn raises the standard of their work.

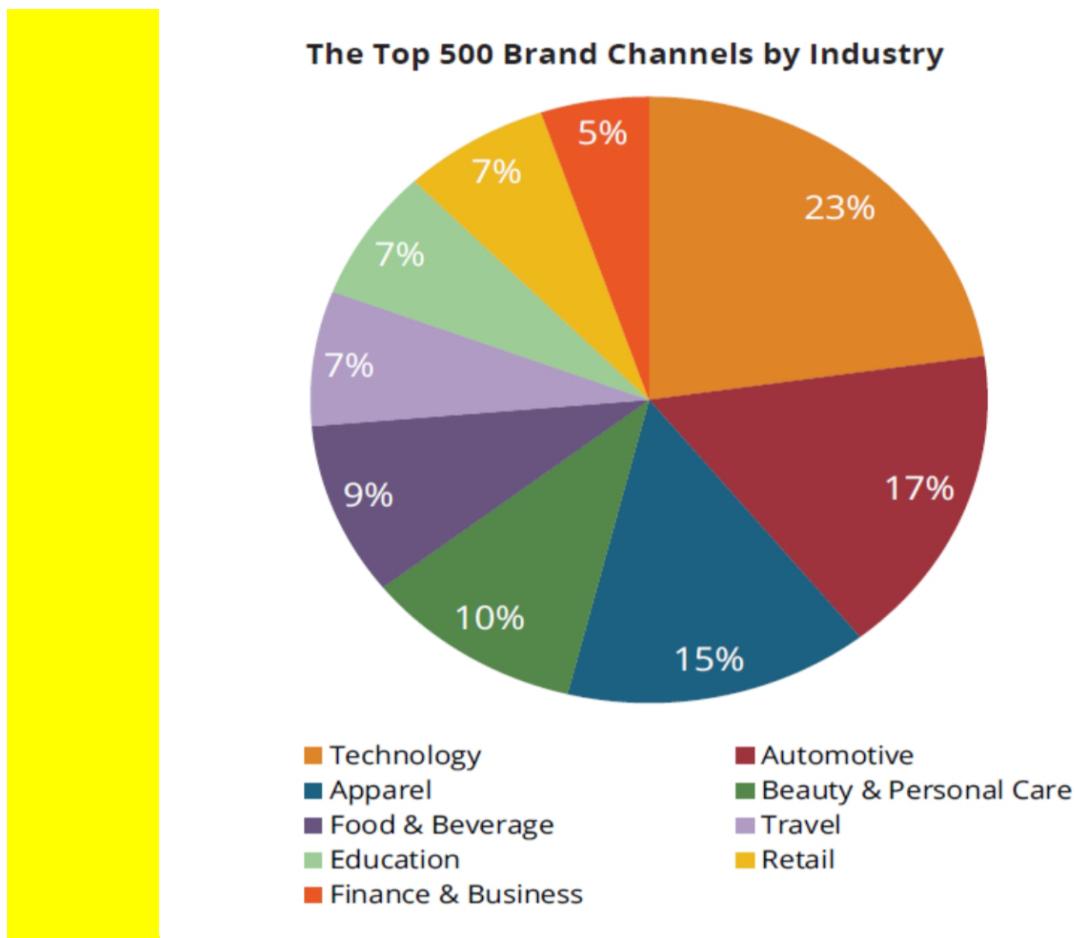
YouTube is the most common social media service used to communicate with students. Not surprising, this communication tool provides an alternative to traditional methods of sharing information, including lectures, podcasts, and current news.

YouTube Ads make it easy for people to choose your business. Get more purchases, subscribers, website visits, and more.

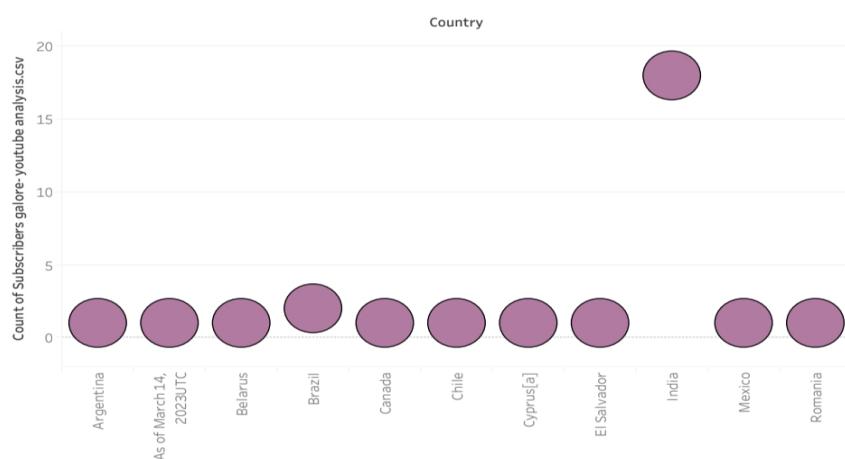
YouTube is a cultural phenomenon that is most closely associated with music and movie clips. That image is changing, thanks to innovations such as YouTube Edu. YouTube is slowly becoming incorporated into lesson plans in higher education. It is a tool that educators and student alike can benefit from. The potential for YouTube in the higher education setting is unlimited, and as

globalization makes the world a smaller place it is to the students' benefit that they are familiar with this type of technological tool.

Now take a look about **Top 500 Brand Channels By Industry** 



Now let us move on our worksheet as we made it by ourselves;



CONCLUSION:

In this project, we have learned a lot about YouTube's importance and its usages among the people's all over the world. We hope you too all understand our vision on Exploring the world's topmost YouTube channels! 😊

"THANK YOU ALL 🙏"