

GOVT ARTS AND SCIENCE COLLEGE FOR WOMEN, KARIMANGALAM

Project Title

Subscribers Galore : Exploring World's Top Youtube Channels

TOP 10 MOST SUBSCRIBED



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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.



Says

What have we heard them say?
What can we imagine them saying?

My name is [Name]
I am [Age] years old.
I live in [City].
I am a [Profession].
I like [Hobby].
I am [Adjective].

I am a [Profession].
I like [Hobby].
I am [Adjective].

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I like [Hobby].
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I am a [Profession].
I like [Hobby].
I am [Adjective].



Does

What behavior have we observed?
What can we imagine them doing?

See an example

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might enter their heads?



I am a [Profession].
I like [Hobby].
I am [Adjective].

I am a [Profession].
I like [Hobby].
I am [Adjective].

I am a [Profession].
I like [Hobby].
I am [Adjective].

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I like [Hobby].
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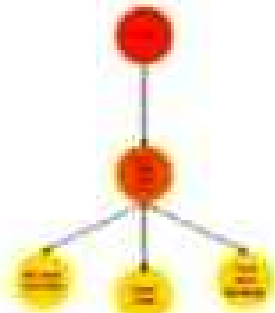
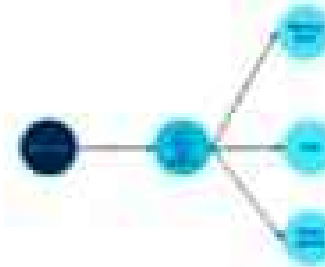
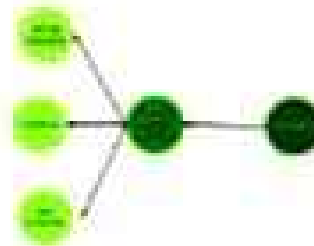
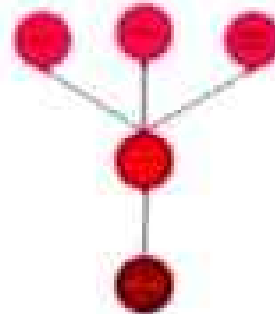
Feels

What are their joys, frustrations, and emotions?
What other feelings might enter their hearts?



Brainstorm ideas

Add the challenges as a question to the center of your mind map, and then individually adding your ideas to the first ring.

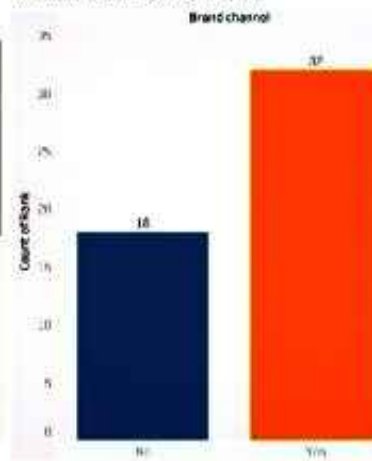


Device Preview Device type Default

Rank wise Channel

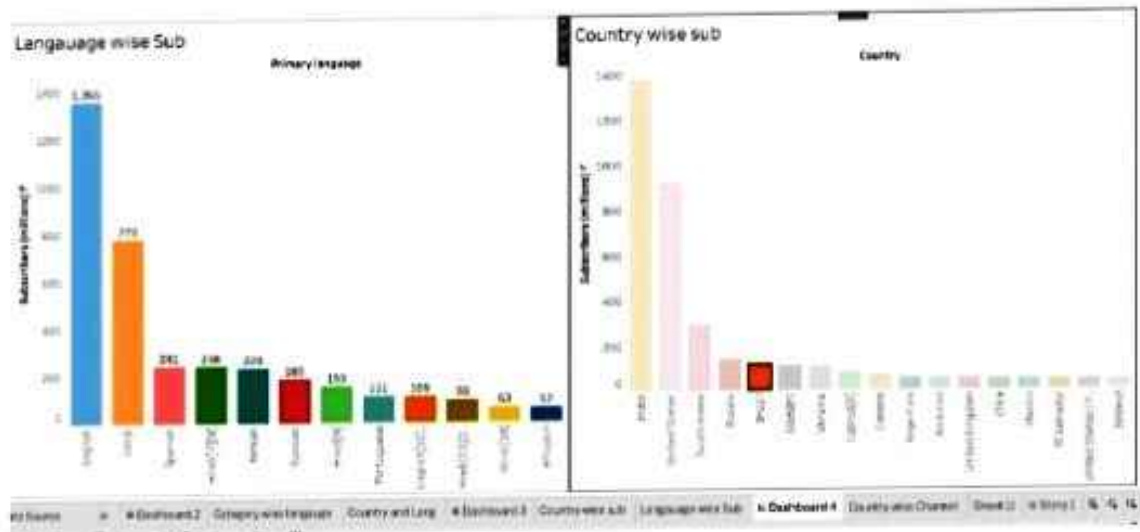
Channel	Rank
T-Series	1
Cocomelon	2
Sony Entertainment Television I	3
Miracost	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmine	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Austin Bieber	16
Hybe Labels	17
Canal Kondola	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25

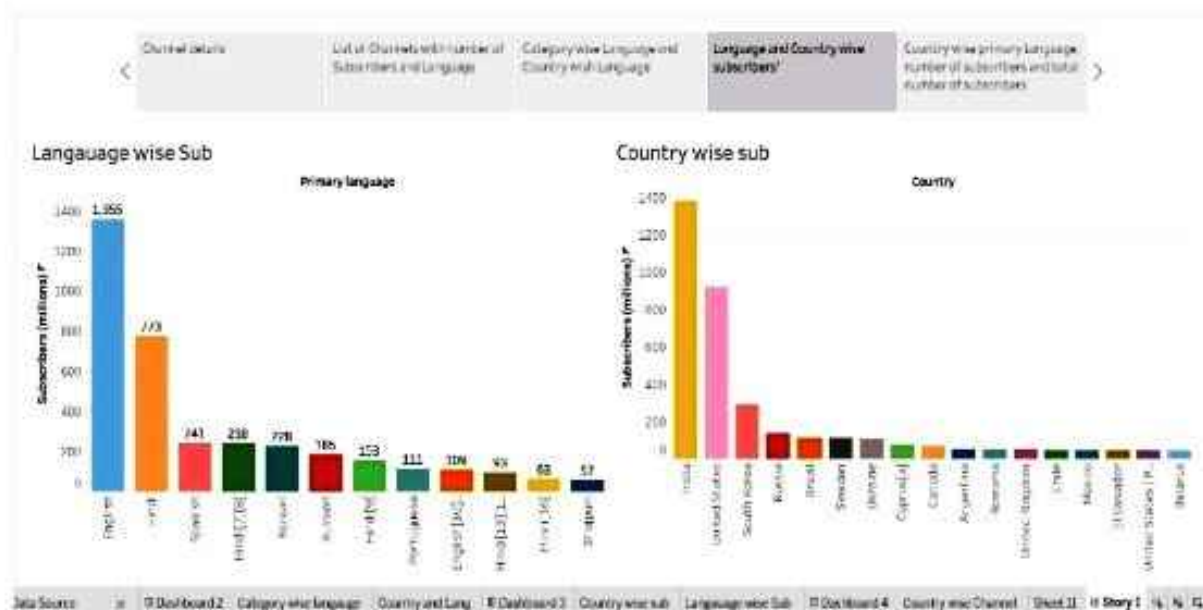
No of channels with Brand



Channel Brand

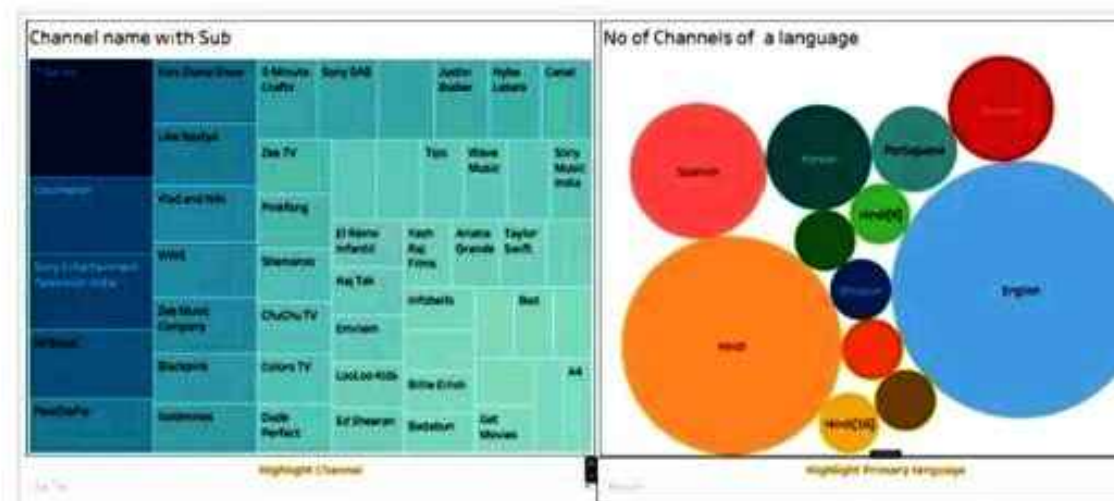
Channel	Brand channel
No	Yes
Canal Kondola	Yes
ChuChu TV	Yes
Cocomelon	Yes
Colors TV	Yes
Dude Perfect	No
Ed Sheeran	No
El Reino Infantil	Yes
Eminem	No
Falpa Koto	No
Fernando	No
Get Movies	Yes
Goldmine	Yes
Hybe Labels	Yes
Infobella	Yes
Juggo Gorman	No
Justin Bieber	No
Kids Diana Show	Yes
Like Nastya	No
LookLoots	Yes
Mammoth	No
Movieclips	Yes
Mr Beast	No
PewDiePie	No
Pinkfong	Yes
Shemaroo	Yes
Shemaroo Entertainment	Yes





Milestone 7: Performance Testing

Activity 1: Utilization of Filters



Activity 2: No of Visualizations/ Graphs

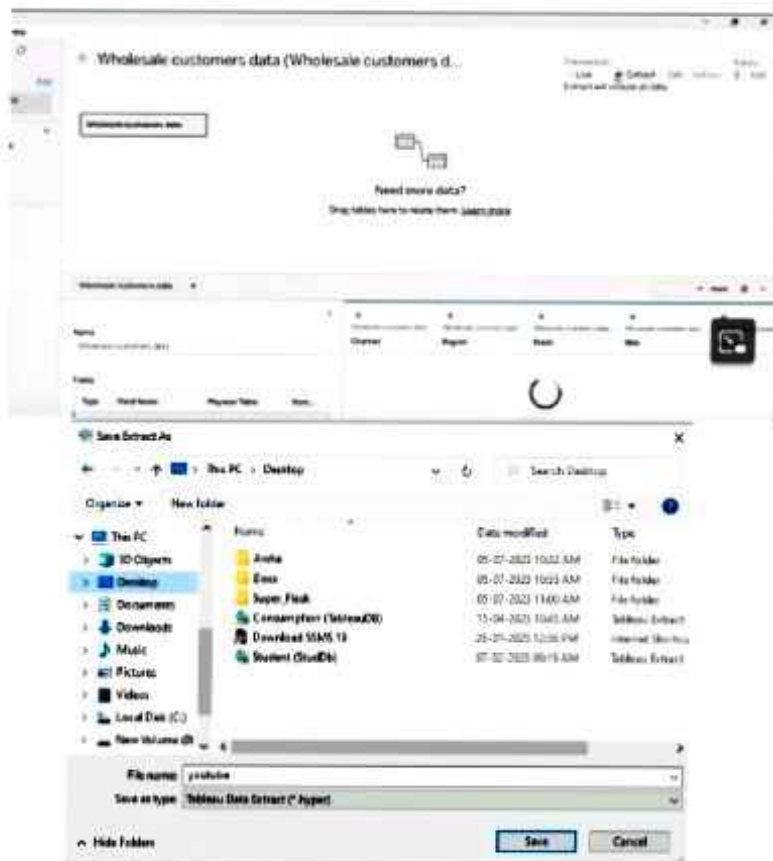
1. Table shows Rank with channel.
2. Bar graph shows the number of channels with Brand.
3. Table shows Brand
4. Heatmap shows channel name with subscribers
5. Circle shows a number of channels with a particular language.
6. Bar graph shows category wise language
7. Bar graph shows the Country with its primary language and number of subscribers.
8. Bar graph shows language wise subscribers.
9. World map showing Country wise channel.

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 <https://public.tableau.com>

Sign In

Email

Password


☐ Remember me

SIGN IN

[FORGOT PASSWORD](#) | [CREATE AN ACCOUNT](#)

SIGN IN WITH SALESFORCE


You can now **access all of Tableau and Tableau Public** with a **single user account**.



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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

 **Save Workbook to Tableau Public** ×

Publishing this workbook will make it available on the Tableau Public website. Make sure it doesn't contain private or confidential information.

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.

Milestone 9: Project Demonstration & Documentation