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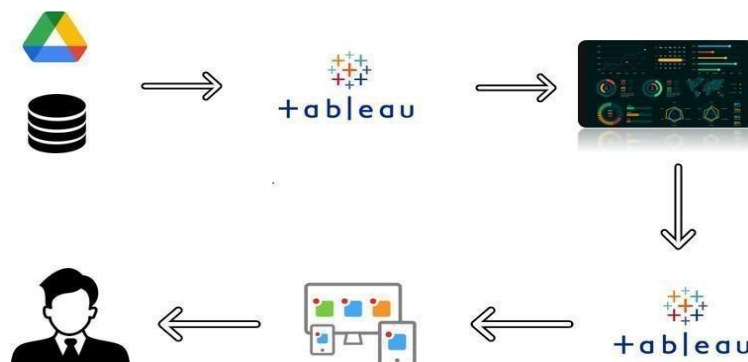
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INTRODUCTION:

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.

TECHNICAL ARCHITECTURE:



1.1 OVERVIEW :

1. INTRODUCTION:

A brief description about the project titled “subscribers galore : top youtube channels in world

1.1 PURPOSE:

The use of this project has been discussed and its application.

2 .PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP:

Empathizing the perspective of user and giving it in visualization form

2.2 IDEATION & BRAINSTORMING MAP :

Generating and organizing ideas in a structured and in visual way

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3. RESULT:

Final findings (Output) of the project has been projected using screenshots of dashboard and story.

4. ADVANTAGES & DISADVANTAGES:

List of advantages and disadvantages of the proposed solution

5.APPLICATIONS:

Explaining the areas where this solution can be applied in effective way

6. CONCLUSION:

Summarizing the entire work and findings of the proposed problem

7 .FUTURE SCOPE:

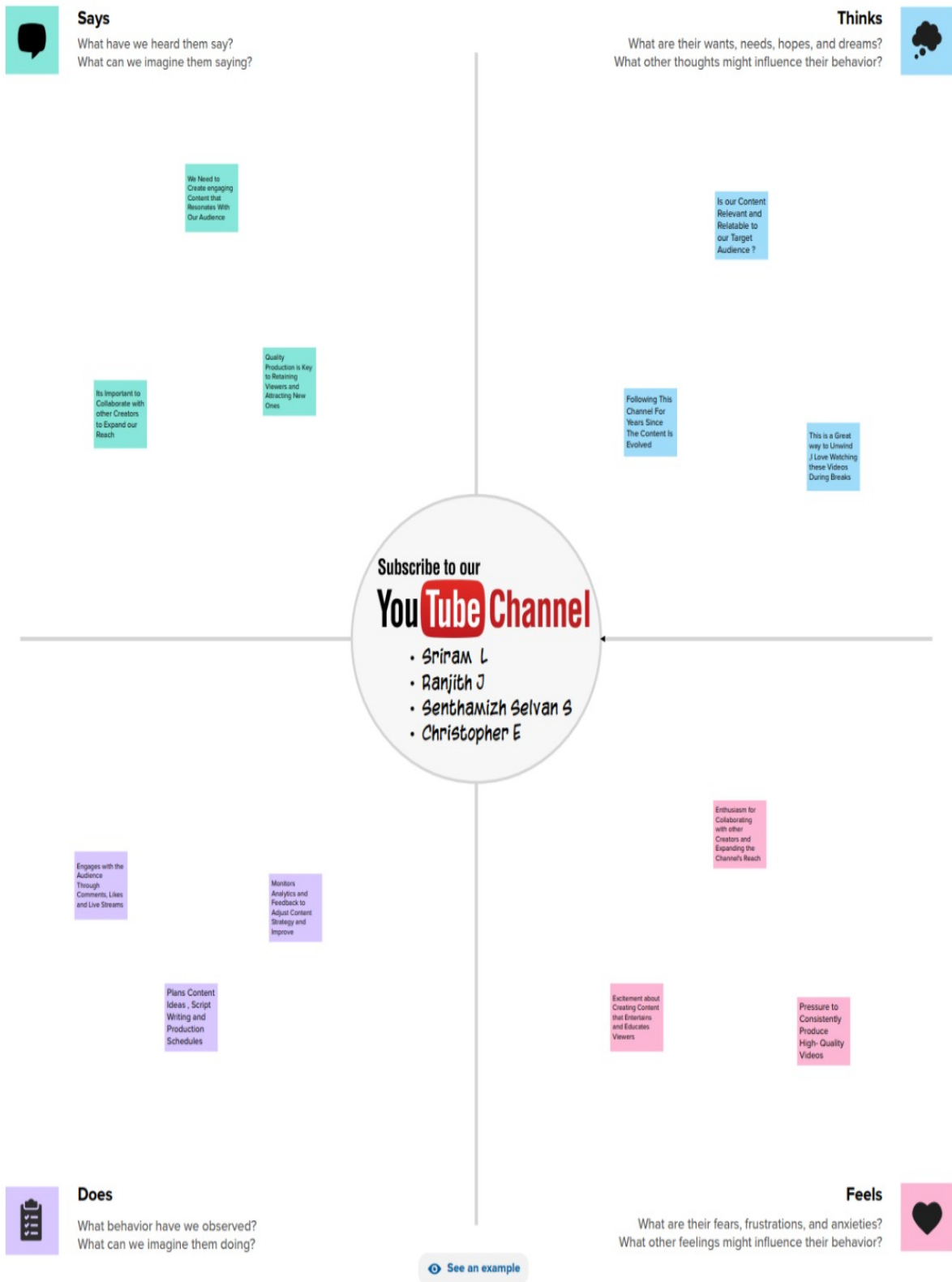
Enhancements that can be made in the project for future study.

1.1 PURPOSE:

The purpose of the top YouTube channels in the world is to entertain, inform, and engage a global audience by creating and sharing high-quality content across various genres, including gaming, vlogs, music, education, and more. These channels aim to build a loyal following, generate revenue through ads and sponsorships, and often serve as a platform for creators to express their creativity and connect with viewers worldwide.

2.1 EMPATHY MAP

An Empathy Map is a tool used to help understand and empathize with the perspective of a particular user or customer. It is a visual representation of the user's attitudes, behaviors, emotions, and experiences that can be used to gain a deeper understanding of their needs and motivations. The Empathy Map is typically divided into four quadrants "Says," "Thinks," "Does," and Feels." In each quadrant, the user's thoughts, feelings, actions, and spoken words are recorded to help build a more complete understanding of their perspective. The Empathy Map is often used in design thinking and user experience research to help inform the design of products or services that better meet the needs of the user.



2.2 IDEATION AND BRAINSTORMING MAP

- **Ideation and Brainstorming Maps are tools used to generate and organize ideas in a structured and visual way. They are commonly used in creative problem solving, innovation, and product design to generate a large number of ideas and then organize them into meaningful categories.**
- **Ideation and Brainstorming Maps typically start with a central theme or problem statement in the center of the map. From there, branches are drawn out to represent different categories or subtopics related to the central theme. These categories can then be further expanded with additional branches to represent specific ideas.**
- **. The purpose of an Ideation and Brainstorming Map is to encourage free thinking and generate as many ideas as possible. It allows participants to visually see how ideas are connected and to build upon each other's ideas. The map can then be used to prioritize and refine the most promising ideas. There are many variations of Ideation and Brainstorming Maps, including Mind Maps, Spider Maps, and Fishbone Diagrams.**

3.1 RESULTS :

CREATING A DASHBOARD IN TABLEAU:

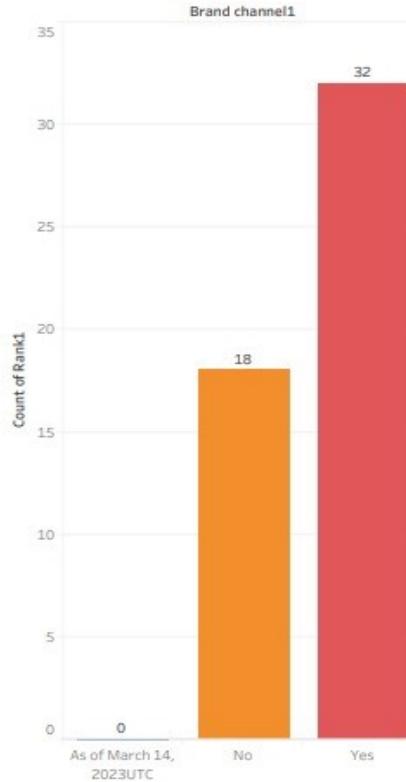
- **A dashboard is a collection of different kinds of visualizations or views that we create on Tableau We can bring together different elements of multiple worksheets and put them on a single dashboard.**
- **The dashboard option enables us to import and add charts and graphs from worksheets to create a dashboard. On a dashboard, we can place relevant charts and graphs in one view and analyze them for better insights.**

DASHBOARD 1:

Rank Wise Channels

Name1	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
As of March 14, 2023UTC	
Bad Bunny	45
Badabun	43
BangtanTV	15
Billie Eilish	42
BillionSurpriseToys	39
Blackpink	11
Canal KondZilla	18
ChuChu TV	22
Cocomelon	2
Colors TV	23
Dude Perfect	24
Ed Sheeran	35
El Reino Infantil	31
Eminem	33
Felipe Neto	49
Fernanfloo	44
Get Movies	48
Goldmines	12
Hybe Labels	17
Infobells	40
JuegaGerman	41
Justin Bieber	16
Kids Diana Show	6
Like Nastya	7
LooLoo Kids	34
Marshmello	29
Movieclips	25
MrBeast	4

No of Channels With Brand



Channels Brand

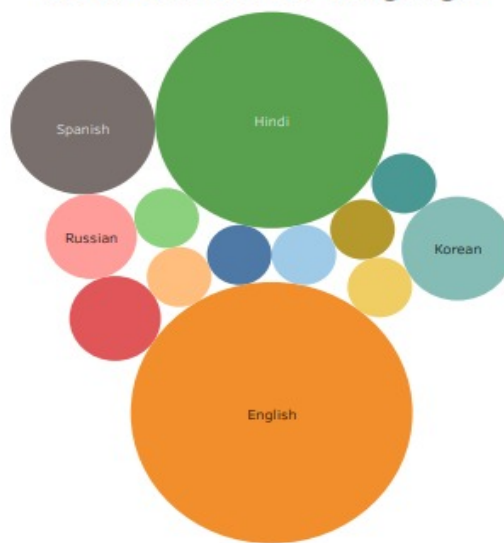
Name1	Brand channel1	As of M..	No	Yes
5-Minute Crafts				5-Minut.
A4			A4	
Aaj Tak				Aaj Tak
Ariana Grande			Ariana ..	
As of March 14, 2023U..	As of M..			
Bad Bunny			Bad Bu..	
Badabun				Badabun
BangtanTV			Bangta..	
Billie Eilish			Billie Eil..	
BillionSurpriseToys				BillionS.
Blackpink				Blackpi..
Canal KondZilla				Canal K..
ChuChu TV				ChuChu .
Cocomelon				Cocome.
Colors TV				Colors T.
Dude Perfect			Dude P..	
Ed Sheeran			Ed Shee..	
El Reino Infantil				El Reino.
Eminem			Eminem	
Felipe Neto			Felipe N..	
Fernanfloo			Fernanf..	
Get Movies				Get Mo..
Goldmines				Goldmi..
Hybe Labels				Hybe La.
Infobells				Infobells
JuegaGerman			JuegaG..	
Justin Bieber			Justin B..	
Kids Diana Show				Kids Dia.
Like Nastya			Like Na..	
LooLoo Kids				LooLoo .
Marshmello			Marsh..	
Movieclips				Moviecl.
MrBeast			MrBeast	
PewDiePie			PewDie..	

DASHBOARD 2:

Channel Name with Sub

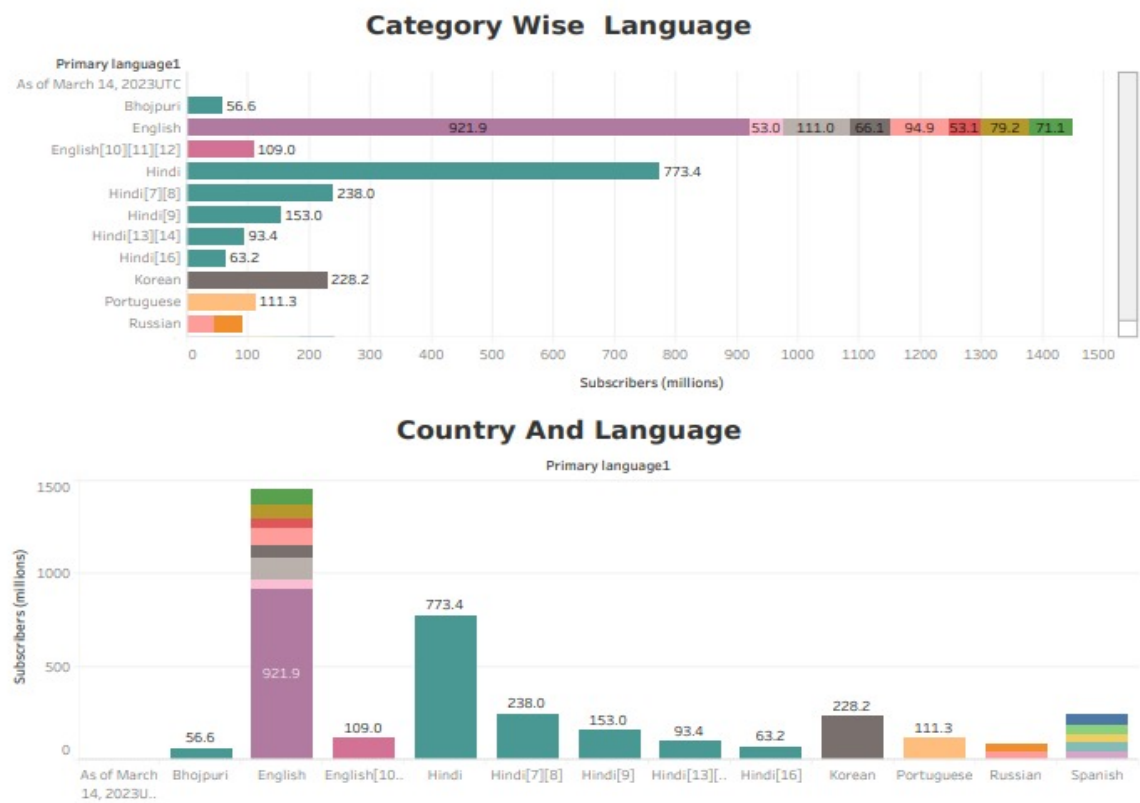
T-Series		Cocomelon		Sony		MrBeast			
	Kids Diana Show	Like Nastya		Vlad and Niki		WWE		Zee Music	
Blackpink				Sony SAB				Justin Bieber	
Hybe Labels		Dude				Tips		Wave Music	
Canal KondZilla		Sony Music		Ed		Yash Raj Films		Ariana	
Zee TV									
Pinkfong		El Reino Infantil						Bad	
Shemaroo		Aaj Tak							
ChuChu TV		Eminem				Shemaroo		Felipe Neto	
Colors TV		LooLoo Kids						Get Movies	

No of Channels of Language

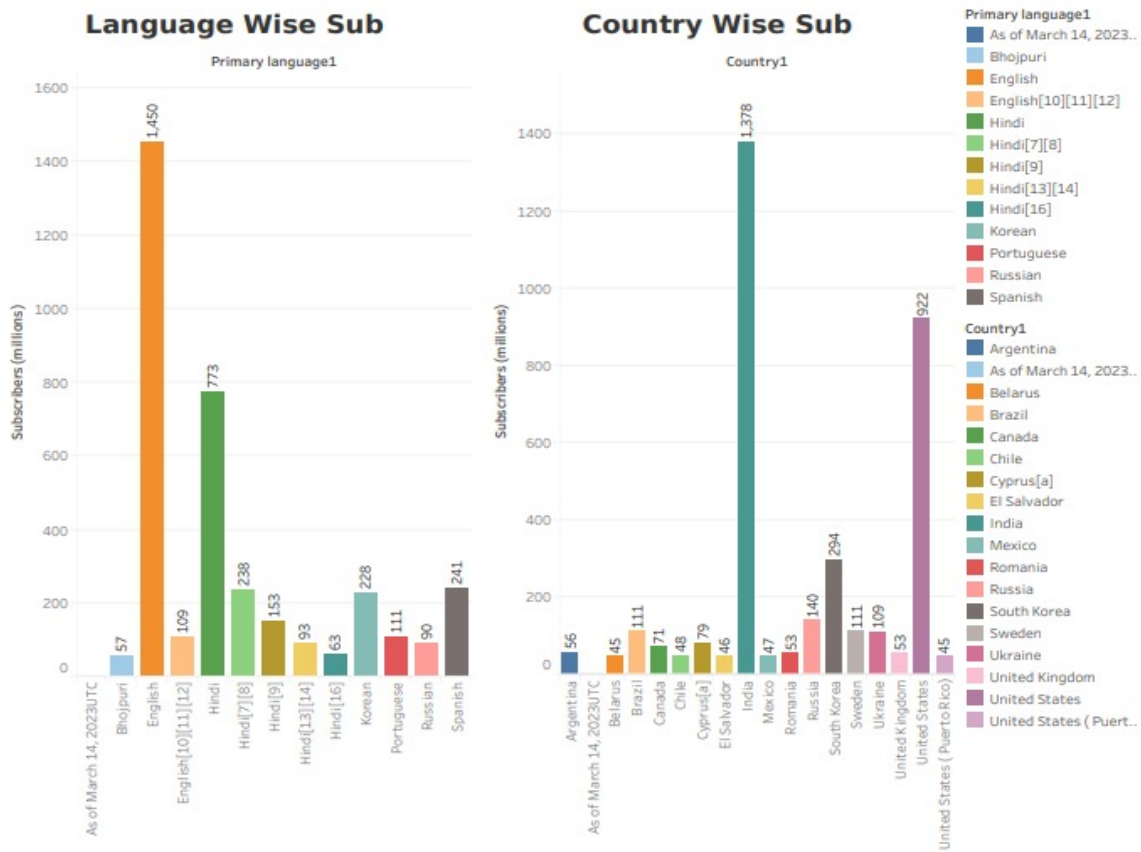


DASHBOARD 3:

Dashboard 3



DASHBOARD 4:



DASHBOARD 5:

Country Wise Channels

Highlight Country1
Highlighting "Chile"



STORY:

Well, it is a sequence of different charts that combine to provide a cohesive plot to its viewers. In essence, all these charts tell a story about the data which allows the viewers to form the conclusion. The story in Tableau contains story points, where each story point is either a worksheet or a dashboard.

When you share a story—for example by publishing a workbook to Tableau Public, Tableau Server, or Tableau Cloud—users can interact with the story to reveal new findings or ask new questions of the data.

❖ A.OPTIONS :

- For Adding A New Story Point: Choose Blank to add a new point or Duplicate to use the current story point as the starting place for your next point.

❖ B.THE STORY PANE:

- Use this pane to drag dashboards, sheets, and text descriptions to your story sheet. This is also where you set the size of your story and display or hide the title.

- ❖ **C. THE LAYOUT PANE:** This is where you choose your navigator style, and display or hide the forward and back arrows

- ❖ **D. THE STORY MENU:** Use this menu in Tableau Desktop to format the story or copy or export the current story point as an image. You can also clear the entire story here or show or hide the navigator and story tale

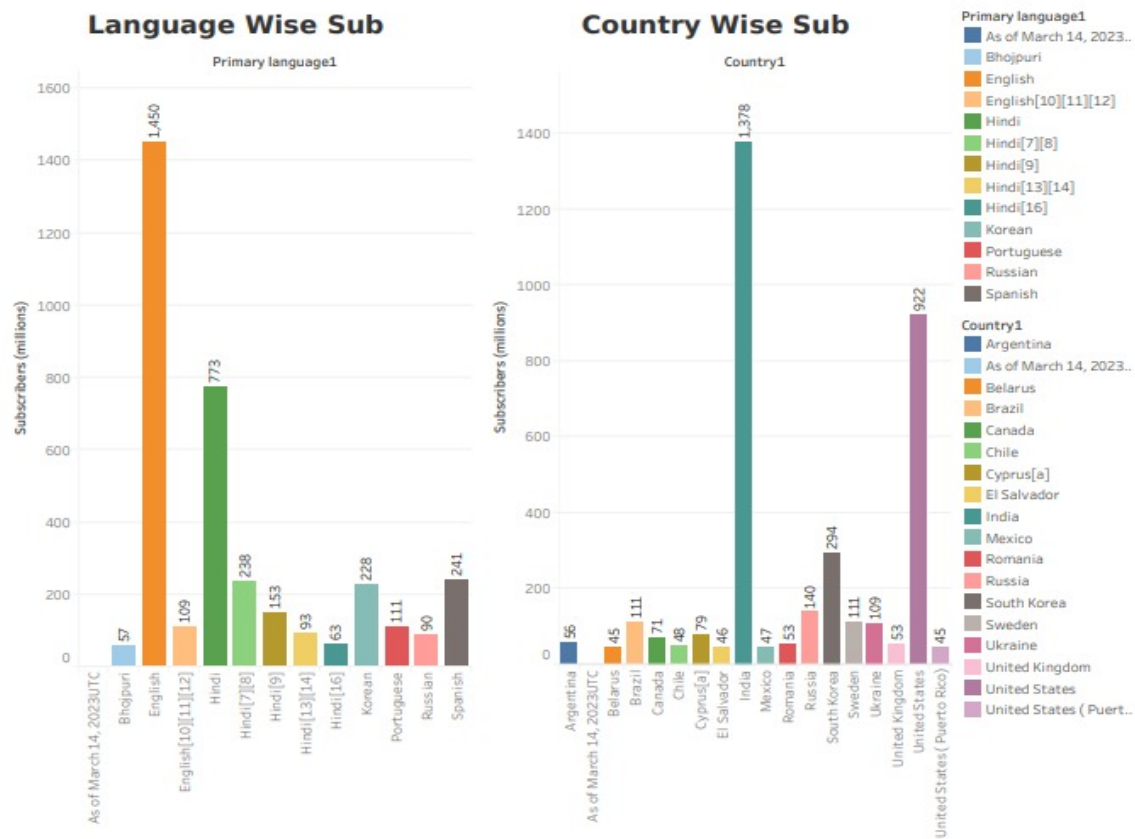
- ❖ **E. THE STORY TOOLBAR:** This toolbar appears when you mouse-over the navigator area. Use it to revert changes, apply updates to a story point. delete a story point, or create a new story point out of the current, customized one

- ❖ **F. THE NAVIGATOR:** The navigator allows you to edit and organize your story points. It's also how your audience will step through your story. To change the style of the navigator, use the Layout pane

STORY 1:

Story 1

Channels Details	List of Channels With Number of Subscriber...	Category Wise Language and Countr...	Language and Country Wise Subscribers	Country Wise Primary Languages, Numbers ..
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4.1 ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- **GLOBAL AUDIENCE:** YouTube has a vast international audience, allowing content creators to reach people worldwide.
- **MONETIZATION:** Creators can earn money through ads, memberships, and merchandise sales.
- **CREATIVE FREEDOM:** You have full creative control over your content.
- **DIVERSE CONTENT:** YouTube supports a wide range of content types, from tutorials to entertainment.
- **COMMUNITY BUILDING:** Interact with and build a loyal fanbase through comments and social media.
- **ANALYTICS:** Access detailed data about your audience and video performance.
- **EDUCATIONAL PLATFORM:** Great for sharing knowledge and skills.
- **NETWORKING:** Collaborate with other creators for mutual growth.


DISADVANTAGES:


- **COMPETITION:** High competition makes it challenging to stand out.
- **MONETIZATION THRESHOLD:** You may need a large following to make substantial income.
- **CONTENT CONSISTENCY:** Regular uploads are essential to maintain an audience.
- **COPYRIGHT ISSUES:** Risk of copyright strikes if using copyrighted material without permission.
- **TROLLS AND HATE:** Dealing with negative comments and trolls can be emotionally taxing.
- **ALGORITHM CHANGES:** YouTube's algorithm can impact video visibility.
- **BURNOUT:** Creating content consistently can lead to burnout.
- **DEPENDENCY:** Relying solely on YouTube income can be risky.


5.1 APPLICATIONS:


- ✓ **ENTERTAINMENT:** Many YouTube channels focus on providing entertainment through humor, skits, vlogs, and challenges.
- ✓ **EDUCATION:** YouTube is a valuable platform for sharing knowledge through tutorials, lectures, and educational content in various subject
- ✓ **GAMING:** Gamers often create YouTube channels to share gameplay, reviews, tips, and walkthroughs.
- ✓ **TRAVEL:** Travel vloggers document their adventures, offering insights into different cultures and destinations.
- ✓ **MUSIC:** Musicians and bands share their music videos, covers, and performances on YouTube.
- ✓ **MOTIVATION:** Motivational speakers and self-help experts provide advice and inspiration.

6.1 CONCLUSION:

 **VERSATILE PLATFORMS:** YouTube channels serve as blank canvases where individuals and organizations can express themselves in various ways. Creators have the freedom to explore a multitude of topics and styles, from entertainment to education, travel, cooking, and beyond.

 **GLOBAL REACH:** One of the most significant advantages of YouTube is its global reach. Content uploaded to the platform can be accessed by people around the world, breaking down geographical barriers and allowing creators to connect with a diverse and vast audience.

 **OPPORTUNITIES FOR EDUCATION:** YouTube has become a valuable educational resource. Channels dedicated to tutorials, lectures, and how-to guides help people learn new skills, solve problems, and access information on a wide range of subjects

 **CONSISTENCY IS KEY:** To maintain and grow an audience, consistency in content creation is crucial. Regular uploads and engagement with viewers are essential for channel growth.

7.1 FUTURE SCOPE :

- **COLLABORATIONS AND CROSS-PROMOTIONS:** Collaborations between creators and cross-promotions are expected to increase, allowing channels to tap into each other's audiences for mutual growth.
- **LEGAL AND ETHICAL CONSIDERATIONS:** As online regulations evolve, creators will need to stay informed about copyright, data privacy, and ethical content creation to avoid potential legal issues.
- **CONTENT QUALITY:** High-quality production, storytelling, and editing will remain essential for standing out in a crowded YouTube landscape. Niche Content: As YouTube continues to grow, there is room for niche content to thrive. Specialized channels that cater to specific interests, industries, or subcultures can gain dedicated audiences.
- **LIVE STREAMING:** Live streaming on YouTube is becoming increasingly popular. Creators can engage with their audience in real-time, fostering a sense of community and immediacy
- **INTERACTIVE CONTENT:** Interactive elements, such as polls, quizzes, and storytelling, are likely to become more prevalent on YouTube. This enhances viewer engagement and participation.