

# PROJECT TITLE

## EXPLORING WORLD'S TOP YOUTUBE CHANNEL

BY

S. RITHA

W. SALIN JEBA SHEELA

S. SATHYA

S. SUPRIYA

### 1. INTRODUCTION

#### 1.1 OVERVIEW

PewDiePie:

Felix Kjellberg, known as PewDiePie, is one of the most subscribed individual creators on YouTube. He primarily focuses on gaming-related content, vlogs .

**T-Series:** T-Series is an Indian music video channel and is one of the most subscribed channels on YouTube. It features a wide range of Bollywood music videos and trailers.

**SET India:** SET India is the official YouTube channel for Sony Entertainment Television, featuring a variety of shows, clips, and trailers related to Indian television.

**Like Nastya Vlog:** This channel is centered around the adventures and activities of a young girl named Nastya and her family, creating engaging and entertaining content for children.

**Dude Perfect:** Known for their sports and trick shot videos, Dude Perfect features a group of friends performing incredible stunts and challenges related to various sports and activities.

**WWE:** The official YouTube channel for World Wrestling Entertainment (WWE), featuring highlights, interviews, and other content related to professional wrestling.

**5-Minute Crafts:** A channel known for quick and creative DIY hacks, life tips, and crafting ideas that are usually presented in a short, easy-to-follow format.

**NBA:** The National Basketball Association's (NBA) official YouTube channel, showcasing game highlights, interviews, and behind-the-scenes content related to basketball.

**Jeffree Star:** Jeffree Star is a makeup artist and beauty influencer known for his makeup tutorials, reviews, and discussions on beauty products.

**Markiplier:** Mark Fischbach, known as Markiplier, is a popular gaming YouTuber who also creates vlogs and other entertaining content.

Gordon Ramsay: Chef Gordon Ramsay's YouTube channel features cooking tutorials, recipe demonstrations, and restaurant-related content.

The Tonight Show Starring Jimmy Fallon: The official YouTube channel for Jimmy Fallon's late-night talk show, featuring sketches, celebrity interviews, and musical performances.

TED-Ed: TED-Ed presents animated educational videos covering a wide range of topics to educate and inspire viewers.

Casey Neistat: A filmmaker and vlogger known for his cinematic vlogs, tech reviews, and storytelling.

## 1.2 PURPOSE

### Personal Purpose:

Meaning and Fulfillment: Understanding one's purpose in life can provide a sense of meaning and fulfillment, helping individuals lead a more satisfying and contented life.

Goal-setting and Direction: Knowing one's purpose guides setting goals and making decisions aligned with that purpose, ensuring a more focused and purposeful journey.

### Professional Purpose:

Motivation and Engagement: Having a clear purpose at work can motivate employees and increase engagement, leading to higher job satisfaction and productivity.

Alignment with Values: A clear professional purpose helps individuals align their career choices with their values, contributing to a more fulfilling and successful career.

## Organizational Purpose:

**Mission and Vision:** An organization's purpose is often expressed through its mission and vision statements, guiding its strategy, operations, and goals.

**Attracting Stakeholders:** Clearly defined purpose attracts stakeholders (employees, customers, investors) who align with the organization's values and objectives.

## Societal Purpose:

**Contributing to Society:** Many individuals and organizations strive to serve a broader societal purpose, such as addressing social issues, advancing education, or promoting sustainability.

**Responsibility and Impact:** Identifying and acting on a societal purpose can help individuals and entities contribute positively to the community and create a lasting impact.

## Personal Growth and Development:

**Self-Discovery:** Seeking one's purpose involves introspection and self-discovery, fostering personal growth and self-awareness.

**Adaptability and Resilience:** Having a clear purpose can enhance resilience during challenging times, enabling individuals to navigate obstacles with a sense of purpose and determination.

## Spiritual Purpose:

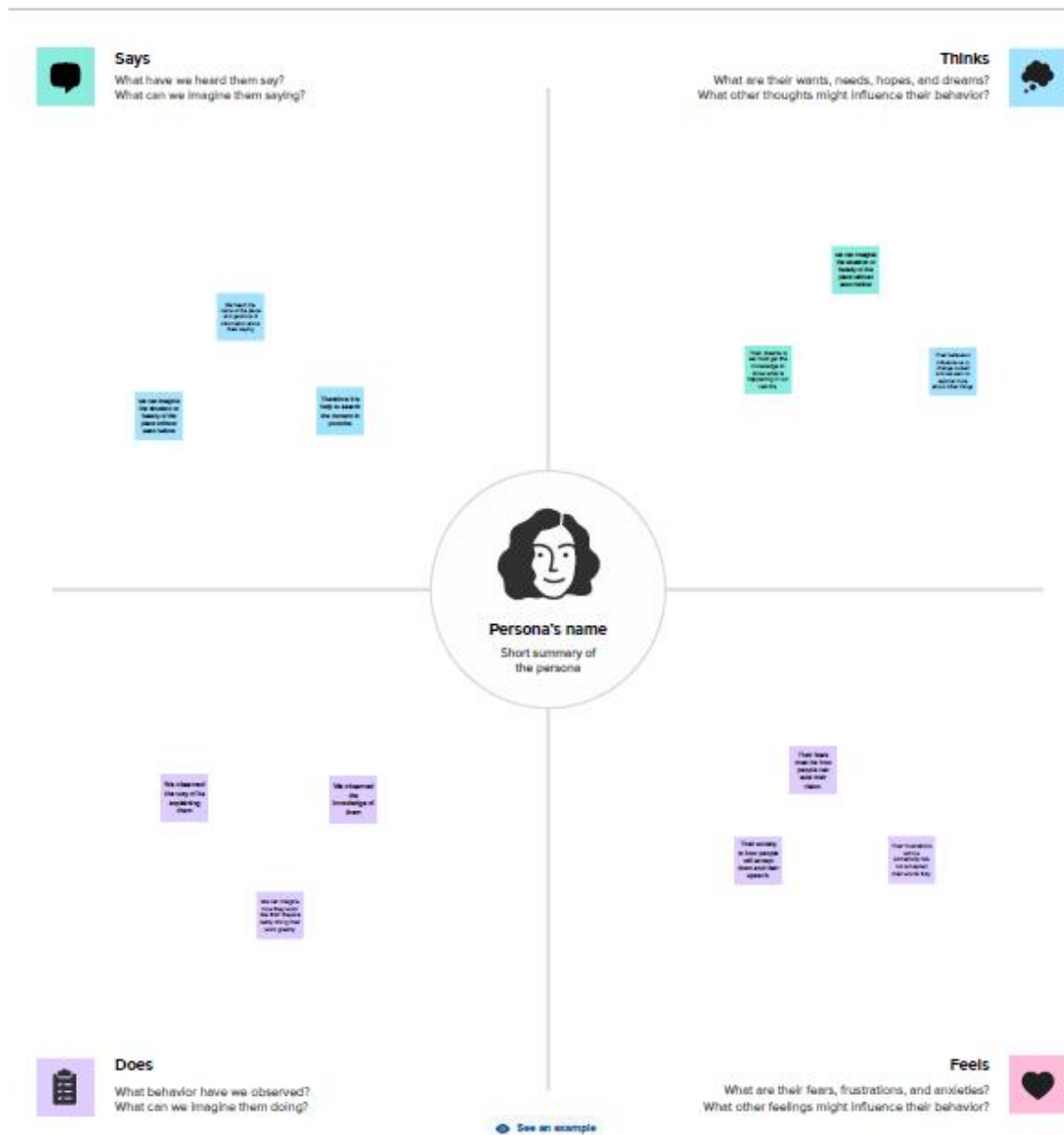
**Connecting with Higher Values:** For some, purpose is tied to spiritual or religious beliefs, aligning their actions with higher values and beliefs.

Understanding and embracing purpose can lead to a more meaningful and intentional life, both personally and professionally. It guides actions,

decisions, relationships, and contributions to society, ultimately shaping a more purpose-driven and fulfilling existence.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 EMPATHYMAP



## 2.2 IDEATION AND BRAINSTORMING MAP

1

## Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

**PROBLEM**  
How to attract the youtube subscribers



### Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.

2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

### TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing

### Person 1

Content should be structured by age groups for different and senior videos.

Reply to every comment

Experiment with different types of videos

Content must be short and also it must be clear

Ask a suggestion to the comment

Create videos about your experience as person

Content should be clear and the next time you should be clear

Generate suggestions according to your previous content

Content needs a clear audio and video quality

### Person 4

Make a short video about your experience

Ask a question to your audience

Optimize videos for trending topics

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3

### Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

**TIP**

Add customizable tags to notes to make it easier to browse, organize, and categorize important ideas themes within your mural.

Avoid  
advertisement  
between the  
video that can  
make the  
subscribers enjoy







## 3.RESULT

### 3.1 DATA MODEL

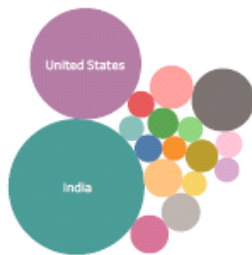
OBJECT NAME	FIELD IN THE OBJECTS
Object 1: Empathy Map Brainstorm and Ideation	Data Type : MURAL
Object 2: Database	Data Type : MY SQL DATA TYPES
Object 3: Work Sheet	Data Type: TABLEAU PUBLIC DATA TYPES

## 3.2 ACTIVITY AND SCREENSHORTS

A dashboard is a graphical user interface(GUI) that displays information and data in an organized , easy-to-read format. Dashboards are often used to provide real time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings ,such as business, finance, manufacturing, healthcare and many other industries. They can be used to track key performance indicators(KPIs),monitor performance metrices and display data in the form of charts , graphs and tables.

## DASHBOARD

Countries and the % of the total subscribers



Countries and its Primary languages



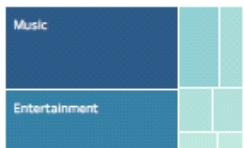
DASHBOARD

Countries and its channels and its ranks

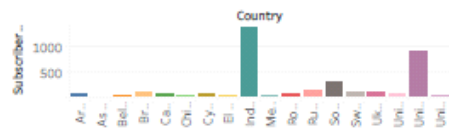


- Country
- Argentina
  - As of March 14, 2023..
  - Belarus
  - Brazil
  - Canada
  - Chile
  - Cyprus[a]
  - El Salvador
  - India
  - Mexico
  - Romania
  - Russia
  - South Korea
  - Sweden
  - Ukraine
  - United Kingdom
  - United States
  - United States ( Puert..

Catagories and its subscribers

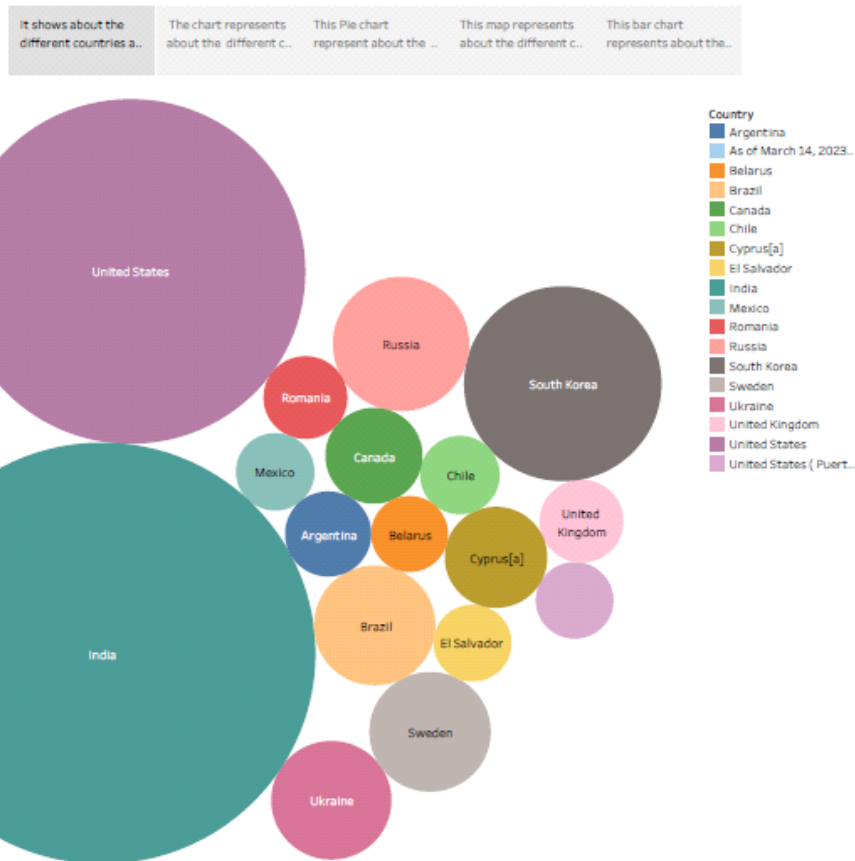


Countries and its subscribers



STORY

## Story 1



## 4. TRIALHEAD PROFILE PUBLIC URL

TEAM LEAD <https://www.salesforce.com/trailblazer/rithas>

TEAM MEMBER 1

<https://www.salesforce.com/trailblazer/jebasheelasalin>

TEAM MEMBER 2

<https://www.salesforce.com/trailblazer/sathyas3597>

TEAM MEMBER 3

<https://www.salesforce.com/trailblazer/supriyas4407>

## 5.ADVANTAGE

### Direction and Focus:

Provides a clear direction and focus in life, guiding actions and decisions towards meaningful goals and objectives.

### Motivation and Drive:

Instills a strong sense of motivation and drive to pursue goals, enabling individuals to overcome challenges and stay committed.

### Enhanced Productivity and Efficiency:

Increases productivity and efficiency by aligning activities with a defined purpose, minimizing distractions and optimizing time and effort.

### Improved Decision Making:

Facilitates better decision-making, as choices are made in alignment with one's purpose and values, leading to more thoughtful and beneficial outcomes.

### Increased Resilience and Perseverance:

Builds resilience and perseverance during difficult times, as the understanding of one's purpose provides a source of strength and determination.

### Enhanced Satisfaction and Fulfillment:

Leads to higher levels of satisfaction and fulfillment in life, as individuals live in harmony with their core values and beliefs.

### Healthy Relationships:

Fosters healthier and more meaningful relationships, as individuals with a clear purpose attract like-minded people and engage in fulfilling connections.

#### Better Mental and Emotional Health:

Contributes to better mental and emotional well-being, reducing stress and anxiety by providing a sense of purpose and meaning in life.

#### Contribution to Society:

Encourages individuals to contribute positively to society, whether through volunteering, philanthropy, or innovative solutions to societal challenges.

#### Lifelong Learning and Growth:

Encourages continuous learning and personal growth, as individuals strive to improve themselves and expand their knowledge and skills in alignment with their purpose.

#### Increased Resilience and Adaptability:

Enhances adaptability and resilience in the face of change or adversity, as individuals grounded in their purpose can pivot and adjust while staying true to their values.

#### Better Health and Well-being :

Promotes better physical health, as individuals with purpose tend to adopt healthier lifestyles and habits to support their long-term goals.

#### Positive Organizational Culture:

Within organizations, a clear organizational purpose can foster a positive work culture, aligning employees and stakeholders toward a common mission and vision.

#### Long-Term Success and Legacy:

Contributes to long-term success and leaves a meaningful legacy, as

purpose-driven individuals often create lasting impacts and inspire others to follow suit.

Understanding and embracing one's purpose in life can profoundly impact the overall quality of life, leading to a more fulfilled, purpose-driven, and meaningful existence.

## 5.1 DISADVANTAGE

Pressure and Expectations:

Having a defined purpose can sometimes create pressure and high expectations to meet the goals and standards associated with that purpose, potentially leading to stress or anxiety.

Feeling Overwhelmed:

The gravity of living with purpose can overwhelm individuals, especially if they struggle to define a clear and achievable purpose or if their purpose seems too grand or difficult to attain.

Fear of Failure:

Fear of not achieving or living up to their purpose can hinder individuals from taking risks or pursuing opportunities, leading to a sense of inadequacy or disappointment.

Rigid Goals and Adaptability:

A well-defined purpose may sometimes create rigidity in goals, making it challenging to adapt to changing circumstances or revise goals as needed.

## 6.APPLICATION

## Personal Development and Growth:

### Goal Setting:

Define clear, achievable personal goals aligned with your purpose to guide your actions and track progress.

Self-Reflection: Regularly reflect on your actions, values, and beliefs to ensure they align with your purpose, making adjustments as needed.

### Continuous Learning:

Seek opportunities for learning and growth that align with your purpose, helping you evolve and develop new skills.

## Career and Professional Life:

Career Alignment: Choose a career or job that aligns with your values, passions, and purpose to find fulfillment and motivation in your professional life.

Leadership and Decision-making: As a leader, integrate your purpose into organizational decisions, motivating and guiding your team towards a common mission and vision.

Innovative Solutions: Use your purpose to drive innovation and problem-solving within your professional field, making a meaningful impact.

## Community and Societal Engagement:

Volunteer Work: Engage in volunteer activities that align with your purpose, contributing to causes you deeply care about and making a positive impact in your community.

### Advocacy and Activism:

Use your purpose as a catalyst for advocacy and activism on important social, environmental, or political issues.

### Educational Initiatives:



Develop or support educational initiatives that align with your purpose, empowering others to learn and grow.

Health and Wellness:

Healthy Lifestyle Choices:

Make health-conscious choices that align with your purpose, ensuring a holistic approach to well-being that supports your life goals.

Mental Health Practices:

Incorporate mindfulness, meditation, or other mental health practices that resonate with your purpose, promoting emotional well-being and resilience.

Relationships and Interactions:

Connect with Like-minded Individuals: Build relationships with people who share similar values and purposes, fostering supportive and meaningful connections.

Conflict Resolution:

Resolve conflicts in a manner consistent with your purpose, seeking understanding and compromise while staying true to your core beliefs.

## 7. CONCLUSION

In conclusion, understanding and embracing one's purpose is a transformative journey that can profoundly impact every aspect of life. Purpose provides direction, motivation, and a sense of meaning, enabling individuals to set clear goals and make informed decisions aligned with their core values and beliefs. The advantages of living with

purpose are extensive and include heightened focus, increased resilience, better relationships, and a greater sense of fulfillment and satisfaction.

However, it's essential to recognize the potential challenges and disadvantages associated with living a purpose-driven life, such as pressure, fear of failure, and the need for balance. Striking a harmonious balance between pursuing one's purpose and maintaining overall well-being is key to a successful and gratifying life.

## 8. FUTURE SCOPE

Digital Platforms and Purpose Integration:

Utilizing advanced technology and AI, digital platforms may offer personalized tools to help individuals identify, articulate, and integrate their purpose into various aspects of their lives.

Augmented Reality (AR) and Virtual Reality (VR):

AR and VR could provide immersive experiences that allow individuals to virtually explore different paths aligned with their purpose, aiding in decision-making and enhancing their understanding of how their purpose can manifest.

Holistic Well-being and Purpose:

The future may emphasize a holistic approach to purpose, integrating mental, emotional, physical, and spiritual well-being as essential components of a purpose-driven life.

Corporate Social Responsibility (CSR) and Purpose-Driven Businesses:

The corporate world is expected to see a rise in purpose-driven businesses, integrating social and environmental responsibility into their core mission and values, appealing to conscious consumers and talent.

Purpose-Oriented Education and Training:

Educational institutions and training programs may emphasize helping individuals discover and align their purpose with career and life choices, preparing a purpose-driven workforce for the future.

#### Artificial Intelligence in Purpose Coaching:

AI-powered coaching and mentoring systems might be developed to offer personalized guidance and support to individuals on their purpose journey, facilitating self-discovery and growth.

#### Collaborative Communities for Purpose Fulfillment:

Online communities and social platforms could evolve to connect like-minded individuals seeking purpose, fostering collaboration and support in achieving their respective goals.

#### Impact Investment and Purposeful Finance:

Financial institutions may focus on promoting impact investment, enabling individuals to invest in ventures that align with their purpose while seeking financial returns.

#### Integrating Purpose in Public Policy:

Governments may consider integrating purpose-related indicators and initiatives in public policy, encouraging societal well-being and sustainability.

#### Psychological Research and Purpose:

Ongoing psychological research is likely to delve deeper into understanding the mechanisms of purpose, its effects on mental health, and how it can be effectively nurtured and leveraged for positive outcomes.

#### Global Purpose Movements and Initiatives:

International movements and organizations may emerge to drive awareness and action around living a purposeful life, encouraging positive global change and societal advancement.

As individuals increasingly seek fulfillment and meaning in their lives, the concept of purpose is likely to gain more attention and significance. Embracing purpose and aligning actions with values and beliefs will remain a fundamental aspect of leading a fulfilling and impactful life in the years to come.

