Government Arts and Science College, Kumulur, Lalgudi-621712

DEPARTMENT OF PHYSICS

NAAN MUDHALVAN PROJECT REPORT

Project partner : Smart internz

Project by : Data literacy with tableau

Class : III B.Sc (Physics)

Batch : 2021-2024

Team ID : **NM2023TMID15691**

Team Leader : SHANTHI S

Team Members :

1. ASWATHI M
2. FRANKLIN K
3. GOBINATH M
4. IYAPPAN K
5. NARMATHA S

SUBSCRIBERS GALORE: WORLD'S TOP YOUTUBE CHANNELS

INTRODUCTION:

In the digital age, data is the driving force behind informed decision-making and successful content creation. Tableau, a powerful data visualization tool, has emerged as a game-changer for subscribers and YouTube channels seeking to leverage data to enhance their strategies and engage their audience effectively. This Project explores how Tableau proves invaluable in transforming raw data into actionable insights, thereby contributing to the success and growth of subscribers and YouTube channels.

OVERVIEW:

One of the primary benefits of Tableau is its ability to translate complex data into visually appealing and easy-to-understand visualizations. For subscribers and YouTube channels, this means gaining a profound understanding of their audience's preferences, behaviors, and demographics. Through interactive dashboards and charts, creators can analyze viewer engagement, watch time, and demographic data, enabling them to tailor content that resonates with their audience.

Each user's subscription feed on YouTube contains videos posted by channels to which the user is subscribed. A user can choose to receive a channel's content by clicking on its "Subscribe" button. The top 50 YouTube channels by subscribers are included in the table below, along with each channel's primary language and content category. The channels are shown in order of the number of subscribers; those with identical reported subscriber counts are listed so that the channel whose projected growth rate suggests that it will surpass the other channel's stated subscriber count first appears.

PURPOSE:

YouTube has become a potent platform for content creators in the digital age, providing a place for a variety of voices and skills to be heard and seen. The number of subscribers is one of the most important indicators used to assess a channel's success. Subscribers are more than simply a tally; they signify an interested audience that values the content and makes a concerted effort to join the creator's community. ThisProject discusses the value of subscribers and how they help a YouTube channel grow and remain active.

Tableau proves to be an indispensable tool for subscribers and YouTube channels seeking to thrive in the competitive digital landscape. By harnessing the power of data visualization, content creators can gain deeper insights into their audience, optimize content strategies, maximize revenue, and foster meaningful community engagement. As the digital landscape continues to evolve, Tableau

remains a valuable ally for those who understand the importance of leveraging data for informed decision-making and sustainable growth.

PROBLEM DEFINITION AND DESIGN THINKING

EMPATHY MAP:
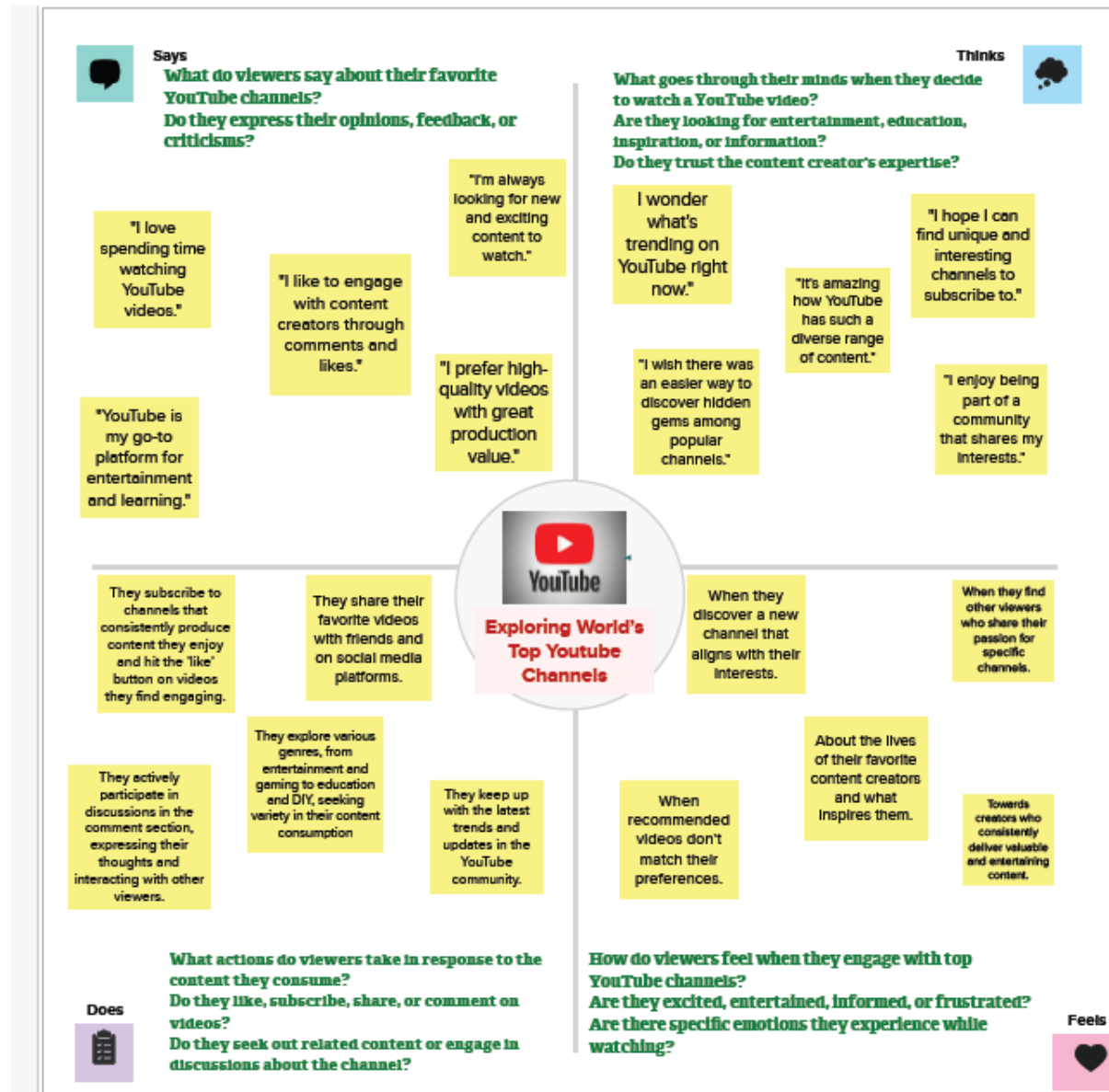
BRAINSTROMING MAP:

Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate
A little bit of preparation goes a long way with this session. Here's what you need to do to get going.
🕐 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.
Open article →

1 **Brainstorming for Exploring World's Top Youtube Channels**

PROBLEM
Start by categorizing YouTube channels into genres like gaming, beauty, travel, tech, cooking, lifestyle, comedy, and more. Explore the most popular channels within each genre.

Key rules of brainstorming
To run a smooth and productive session
- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

2 **Define your problem statement**

M.ASWATHI
- Monetization Strategies
- Comedy and Entertainment

K.FRANKLIN
- Music and DIY
- Tech and Science

M.GOBINATH
- Educational Channels
- Beauty and Fashion

K.IYAPPAN
- Vlogging and Travel
- Social Impact and Activism
- Geographic Diversity

S.NARMATHA
- Tech and Science
- Gaming and Esports
- Top Creators

S.SHANTHI
- Cooking and Food
- Future Trends
- Collaborations and Cross-Promotions

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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 sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

- Explore different cuisines, cooking techniques, and food challenges.
- Focus on individual creators with massive followings. For instance, T-Series (music), or Markiplier (gaming).
- Analyze their in-depth reviews, product testing, and scientific experiments.
- Analyze how they document their lives, adventures, and philanthropic efforts.
- Discover the fascinating topics they cover and how they present complex information in an engaging manner.
- Investigate their content, evolution, and what makes them so appealing.
- Investigate tech and science channels like Linus Tech Tips, Marques Brownlee (MKBHD), or Veritasium.
- Predict upcoming trends in YouTube content, such as virtual reality experiences, sustainability, or AI-generated content.
- Explore channels like Casey Neistat, MrBeast, or Kara and Nate.
- Laugh out loud with comedy channels like Jenna Marbles, David Dobrik, or H3H3 Productions.
- Examine their skits, pranks, and humorous commentary.

Satisfy your
Start by categorizing

4 **Prioritize**
To keep a critical landscape is e you find appeal content or simi

Important
If each of thes tasks could ge done without a difficulty or co which would be the most positi impact?

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Laugh out loud with comedy channels like Jenna Marbles, David Dobrik, or H3H3 Productions.

Examine their skits, pranks, and humorous commentary.

Satisfy your culinary curiosity with channels like Tasty, Bon Appétit, or Binging with...

Seek out educational channels like...

Start by categorizing YouTube channels into genres like gaming, beauty, travel, tech, cooking,

4 Prioritize

To keep a critical eye while exploring these channels, as the YouTube landscape is ever-evolving. Document your findings, take notes on what you find appealing, and consider how these insights can inform your own content or simply enhance your YouTube experience.

Investigate how top channels monetize their content through ads, sponsorships, merchandise, and crowdfunding

Explore the most popular channels within each genre.

Explore channels from different countries and cultures to gain a global perspective

Study how these channels engage with their audience through comments, live streams, and social media platforms.

Importance
If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Analyze the CHANNELS gameplay, strategies, and streaming techniques.

Understand how they raise awareness and engage their audience.
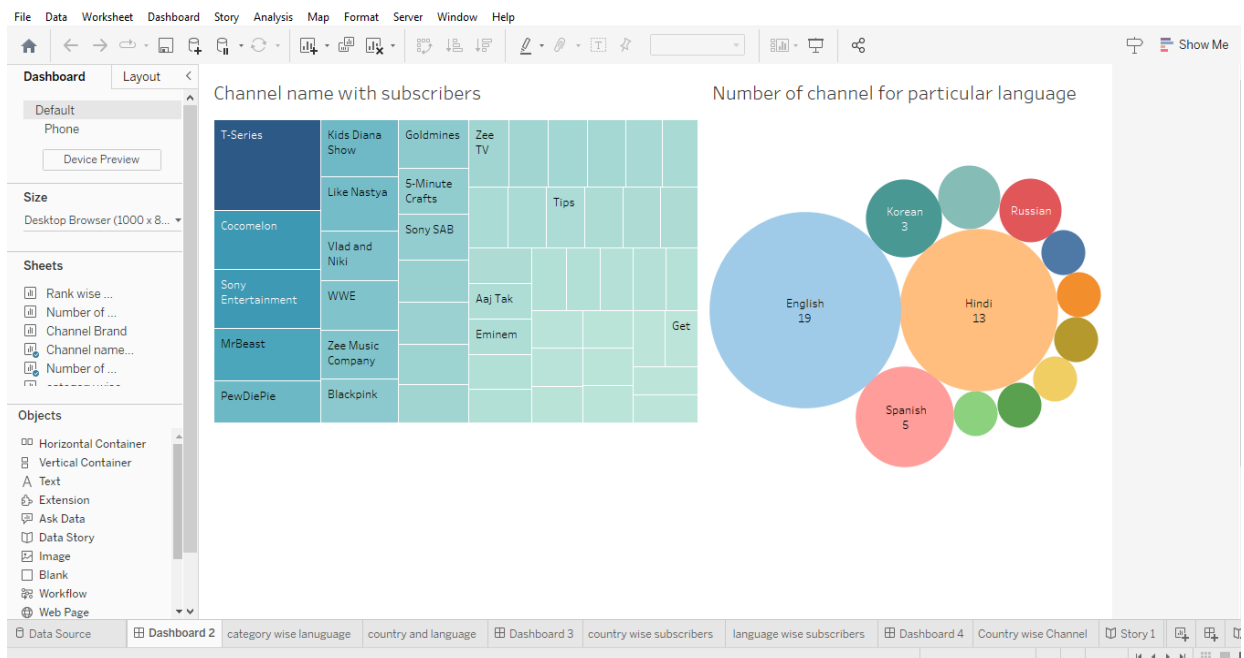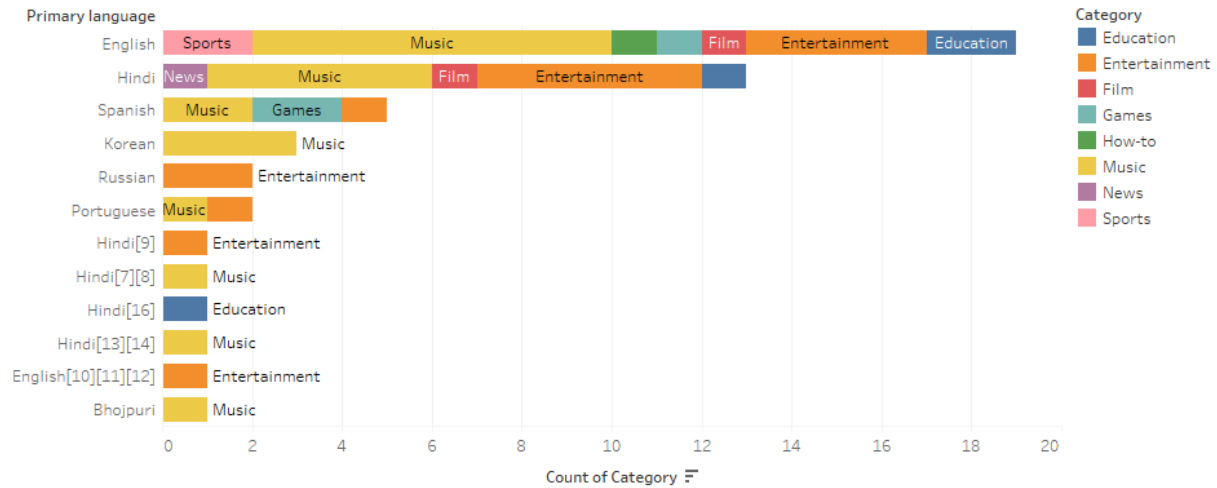
Analyze the impact of collaborations on channel growth and engagement.

DATASET:

https://drive.google.com/file/d/1jKlHK4Y7YlOLiqZkYpf9gYSuNgcjsKd_/view

RESULT:

Channel name with subscribers

Number of channel for particular language

English 19 · Korean 3 · Russian · Hindi 13 · Spanish 5

category wise lanuguage

Primary language

Count of Category for each Primary language. Color shows details about Category. The marks are labeled by Category. The view is filtered on Primary language, which excludes As of March 14, 2023UTC.

category wise lanuguage

Primary language

Count of Category for each Primary language. Color shows details about Category. The marks are labeled by Category. The view is filtered on Primary language, which excludes As of March 14, 2023UTC.

File   Data   Worksheet   Dashboard   Story   Analysis   Format   Server   Window   Help

Story   Layout

Story 1

New story point

Blank   Duplicate

Number of ...
Channel Brand
Dashboard 1
Channel name...
Number of ...
Dashboard 2
category wise ...
country and ...
Dashboard 3
country wise ...
language wise...

A Drag to add text

☑ Show title

Size

Custom size (1116 x 664)

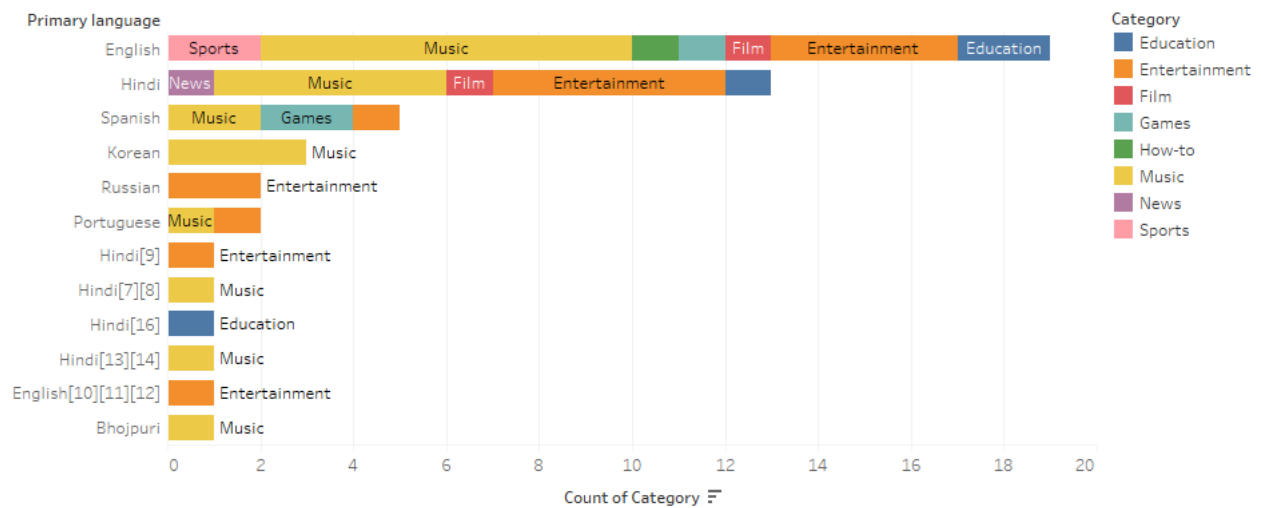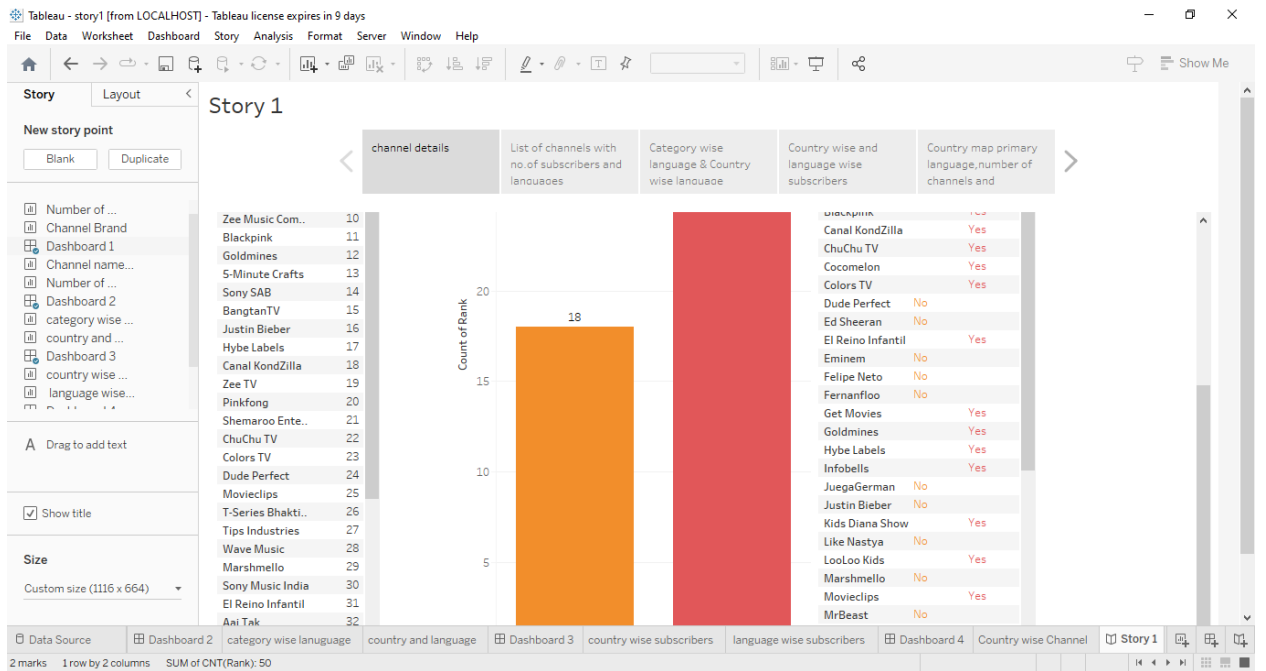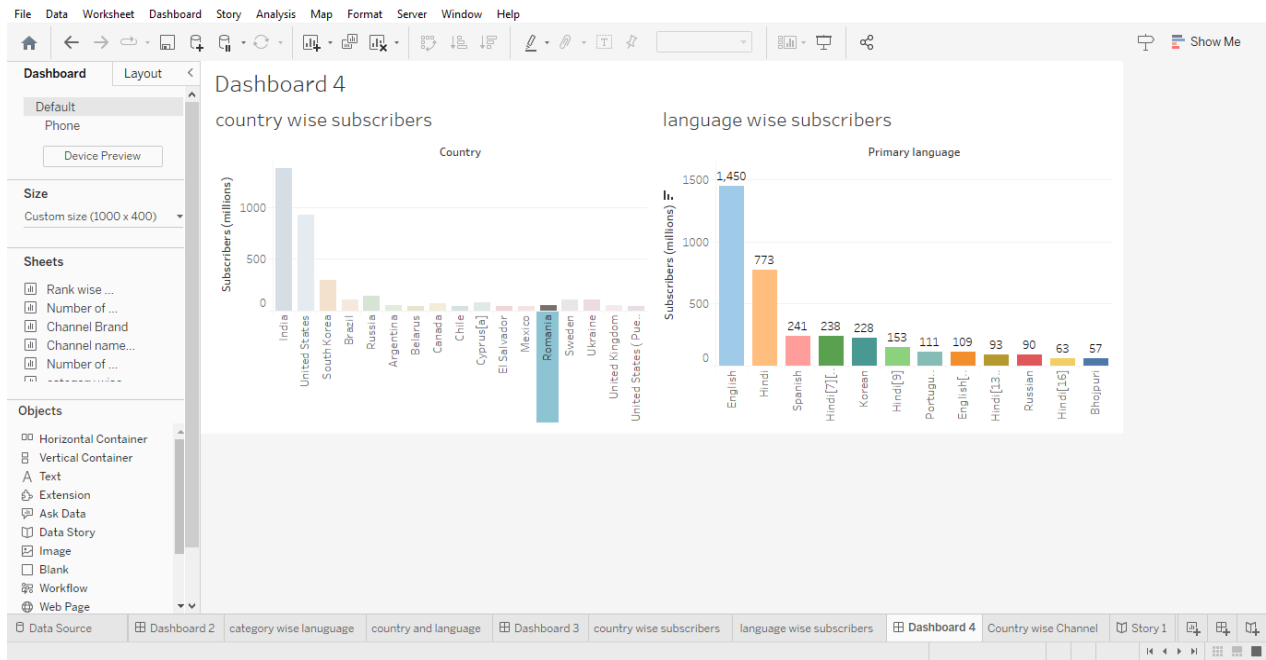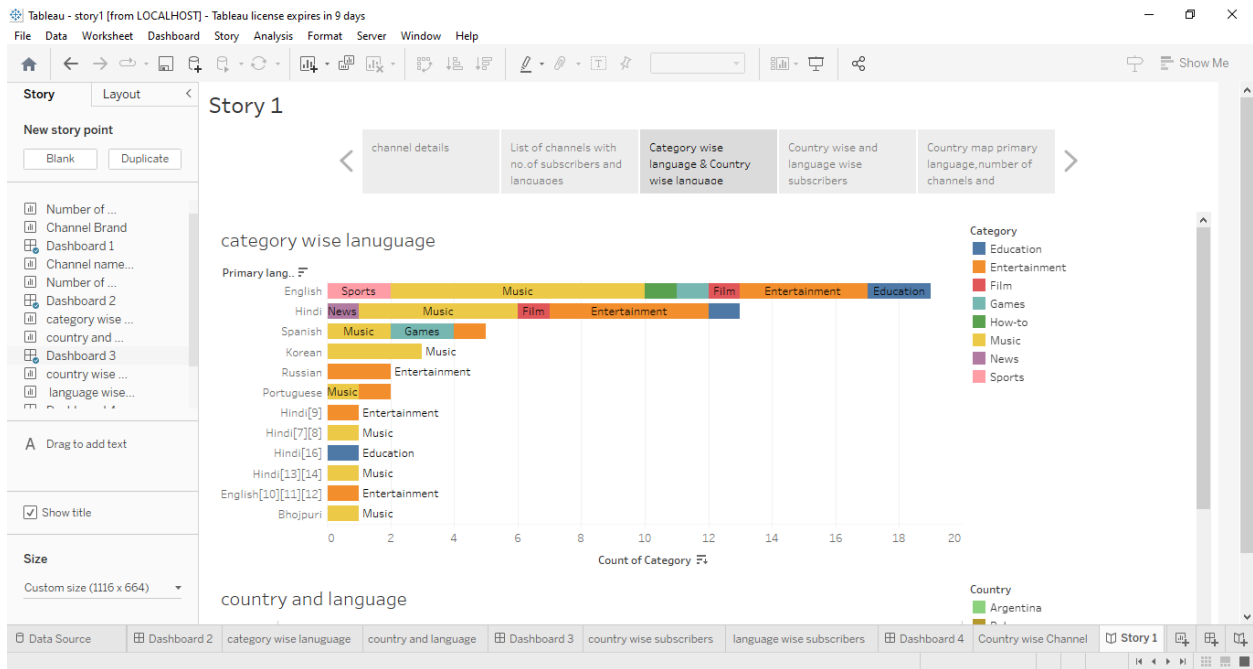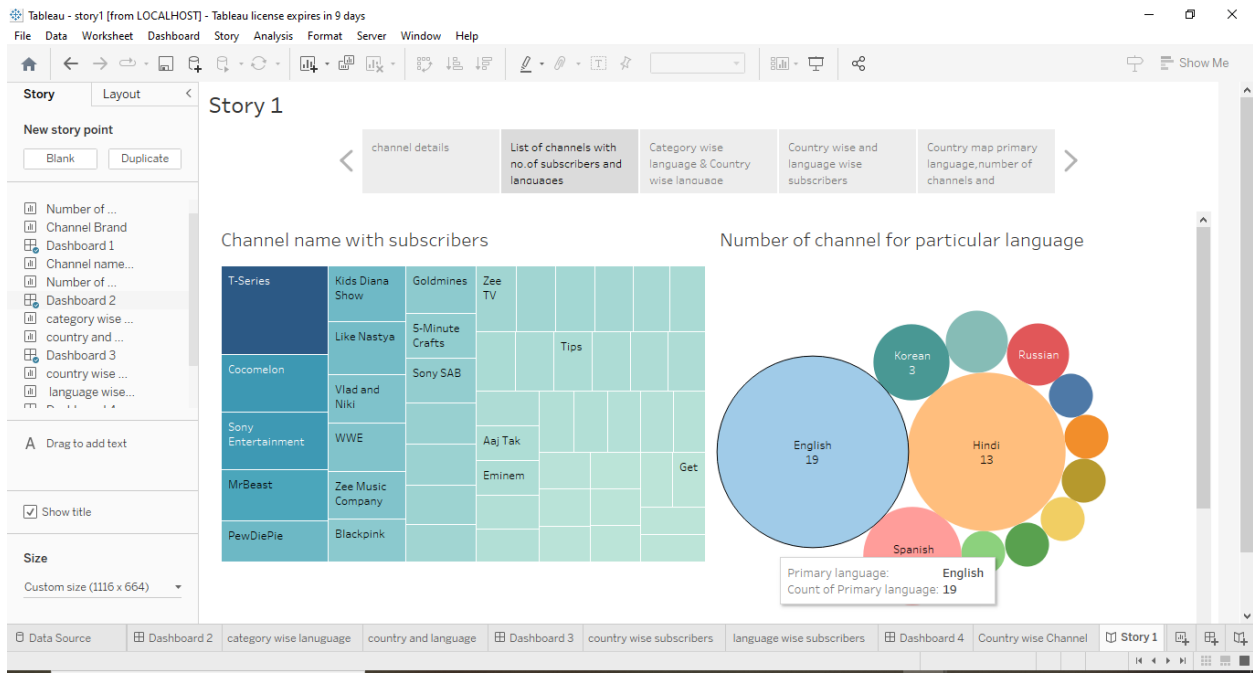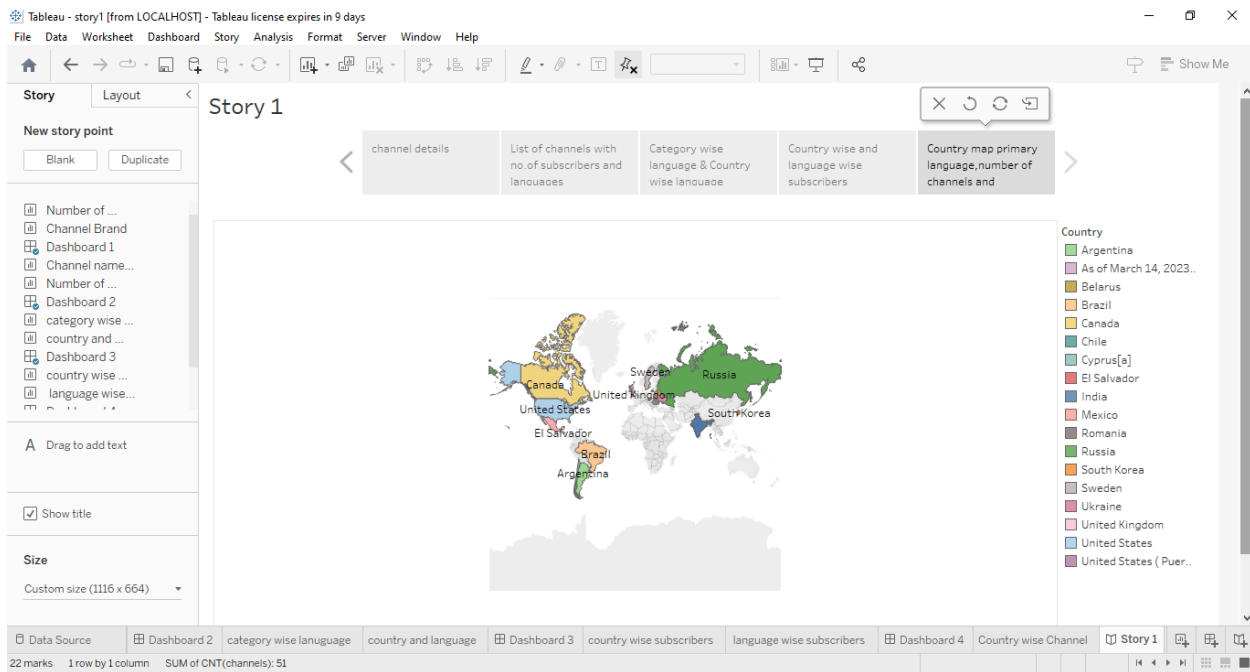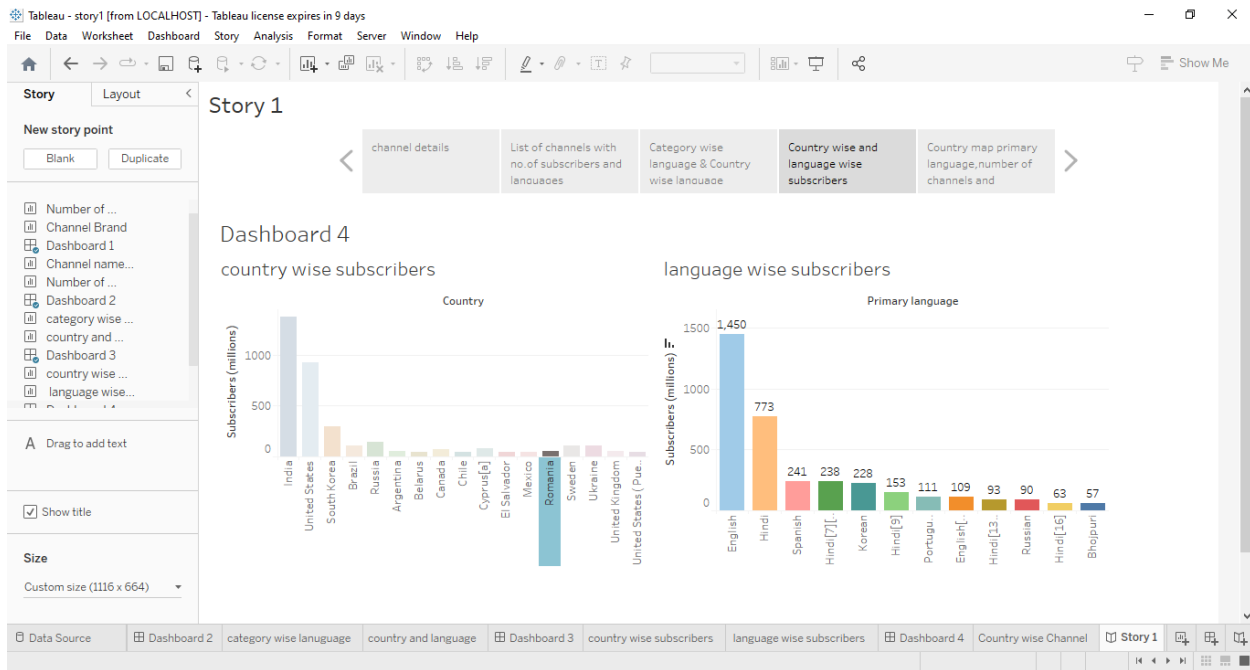| channel details | List of channels with no.of subscribers and languages | Category wise language & Country wise language | Country wise and language wise subscribers | Country map primary language,number of channels and |

Dashboard 4

country wise subscribers

Country

Subscribers (millions)

1000

500

0

India
United States
South Korea
Brazil
Russia
Argentina
Belarus
Canada
Chile
Cyprus[a]
El Salvador
Mexico
Romania
Sweden
Ukraine
United Kingdom
United States (Pue.

language wise subscribers

Primary language

Subscribers (millions)

1500   1,450

1000

773

500
241 238 228
153 111 109 93 90 63 57
0

English
Hindi
Spanish
Hindi[7][.
Korean
Hindi[9]
Portugu.
English[.
Hindi[13.
Russian
Hindi[16]
Bhojpuri

Data Source | Dashboard 2 | category wise lanuguage | country and language | Dashboard 3 | country wise subscribers | language wise subscribers | Dashboard 4 | Country wise Channel | Story 1

| channel details | List of channels with no.of subscribers and languages | Category wise language & Country wise language | Country wise and language wise subscribers | Country map primary language,number of channels and |

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 (Puer..

Sweden
Russia
Canada
United Kingdom
United States
South Korea
El Salvador
Brazil
Argentina

Data Source | Dashboard 2 | category wise lanuguage | country and language | Dashboard 3 | country wise subscribers | language wise subscribers | Dashboard 4 | Country wise Channel | Story 1

22 marks   1 row by 1 column   SUM of CNT(channels): 51

Screenshot 1 (Top)

Story 1

Tableau Public Sign In

+ a b l e a u

You can now access Tableau Public using your Tableau account. If this is your first time signing to Tableau Public this way, you can set your Tableau account password with reset password.

Sign In

Email

Password

☐ Remember me

Story | **Layout**

New story point

Blank | Duplicate

- Number of ...
- Channel Brand
- Dashboard 1
- Channel name...
- Number of ...
- Dashboard 2
- category wise ...
- country and ...
- Dashboard 3
- country wise ...
- language wise...

A Drag to add text

☑ Show title

Size

Custom size (1116 x 664)

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 (Puer..

Country map primary language,number of channels and

Data Source | Dashboard 2 | category wise lanuguage | country and language | Dashboard 3 | country wise subscribers | language wise subscribers | Dashboard 4 | Country wise Channel | Story 1

Screenshot 2 (Bottom)

Story 1

Story | **Layout**

New story point

Blank | Duplicate

- Number of ...
- Channel Brand
- Dashboard 1
- Channel name...
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- Dashboard 2
- category wise ...
- country and ...
- Dashboard 3
- country wise ...
- language wise...

A Drag to add text

☑ Show title

Size

Custom size (1116 x 664)

channel details | List of channels with no.of subscribers and languages | Category wise language & Country wise language | Country wise and language wise subscribers | Country map primary language,number of channels and
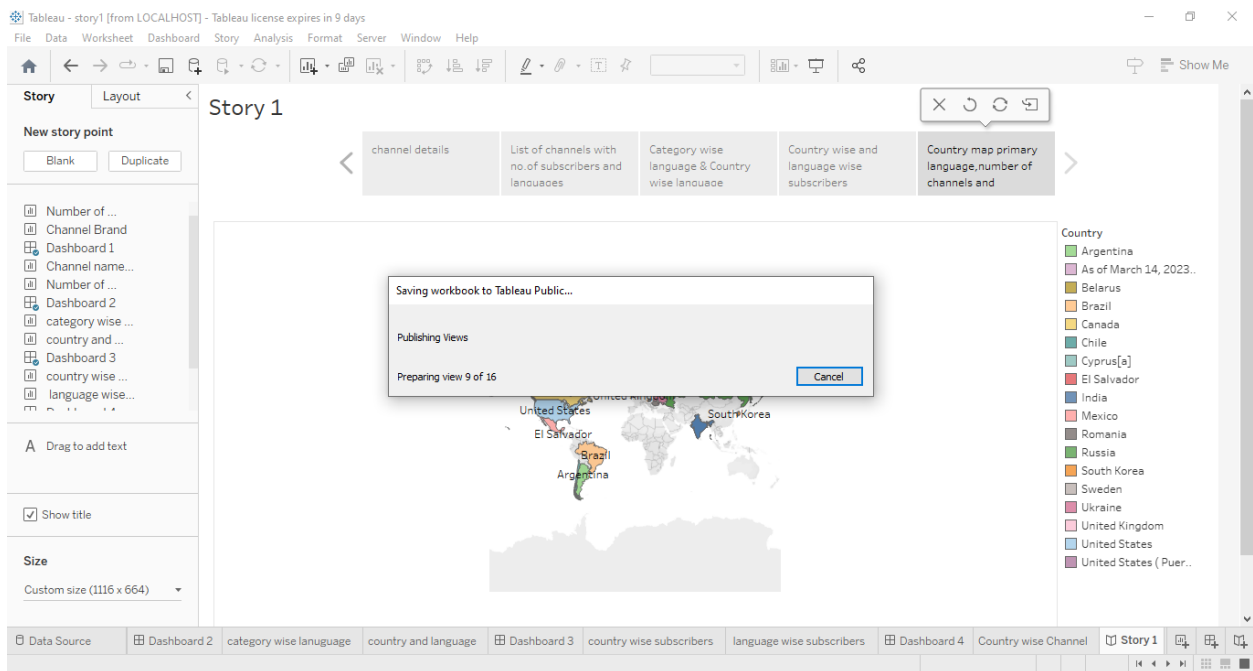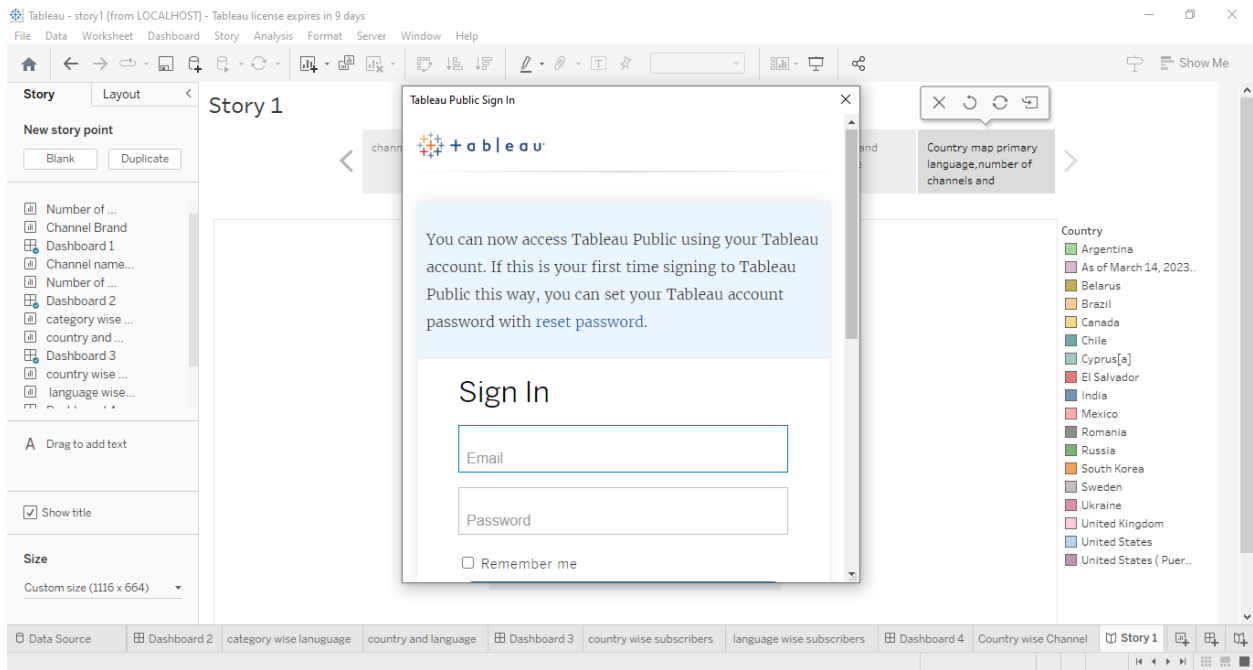
Saving workbook to Tableau Public...

Publishing Views

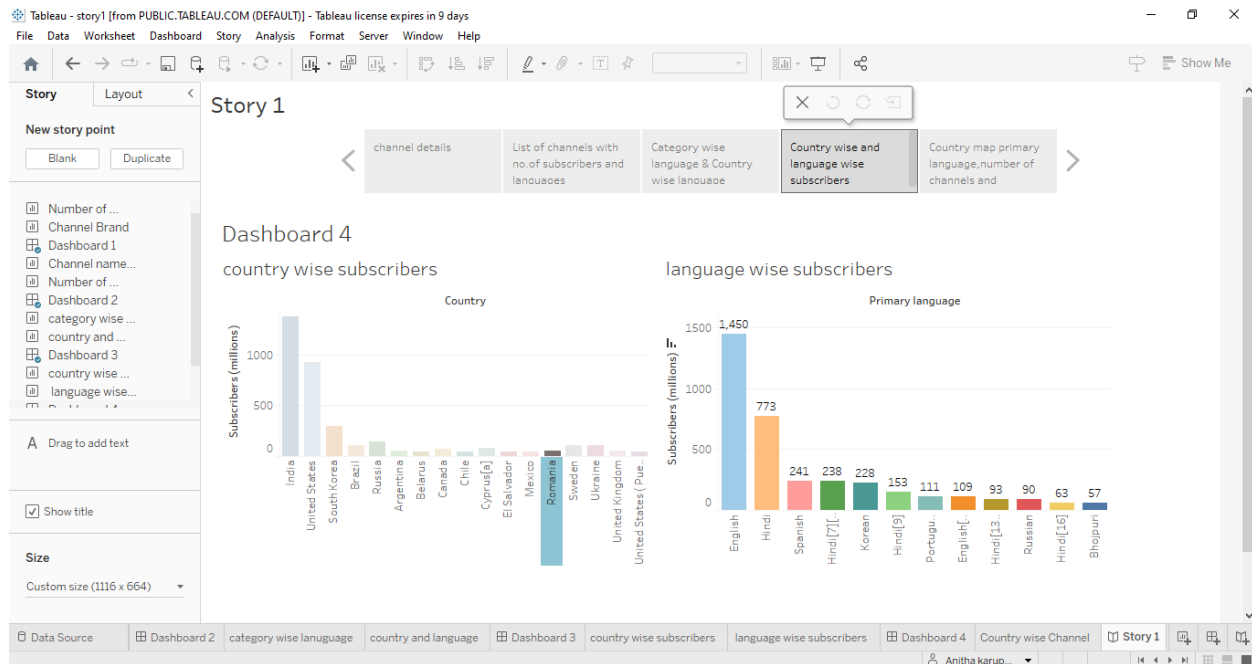Preparing view 9 of 16   Cancel

Country
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- As of March 14, 2023..
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Data Source | Dashboard 2 | category wise lanuguage | country and language | Dashboard 3 | country wise subscribers | language wise subscribers | Dashboard 4 | Country wise Channel | Story 1

Tableau Public publish link:

https://public.tableau.com/app/profile/anitha.karuppusamy2384

ADVANTAGES:

- Audience Loyalty: Subscribers represent a loyal audience that regularly consumes a creator contents

- Community Building: This Community provides a platform for discussions, Shared interests and creating a good experience for both creators and subscribers.

- Monetization Opportunities: This provide financial support for their content creation efforts. A subscriber count attracts Brand collabrations.

- Feedback and improvement: Subscriber's often provide valuable feedback through comments and discussions.This helps to improve production quality.

DISADVANTAGES:

- Pressure to produce contents: A large subscriber base may create pressure on creators to consistently produce high quality content.

- Trolls and negative comments: As audience grows, creators may encounter an increase in negative comments and trolls.

- Vulnerability to trends: channels that rely on trending topics and viral contents may experience a rapid rise and fall in subscribers.

CONCLUTION:

➢ In the dynamic world of YouTube, subscribers are the heartbeat of a channel. They are not just passive consumers; they are active participants in a community that values creativity, connection, and shared interests.

➢ As YouTube channels continue to evolve and diversify, understanding the significance of subscribers is essential for creators aiming to build a sustainable and impactful online presence.

➢ The relationship between creators and subscribers is a powerful force that drives the success and longevity of YouTube channels in the ever-expanding digital landscape.

➢ Subscribers benefit from Tableau's capabilities in data analysis and visualization. By using Tableau, YouTube channels can present data in an easily understandable format, allowing subscribers to make informed decisions about which content to watch. This can help them save time and discover content that aligns with their interests.

FUTURE SCOPE:

- While subscribers bring numerous benefits, they also present challenges and responsibilities for content creators.

- Maintaining the quality and consistency of content becomes essential to retain and attract subscribers.

- Creators must adapt to changing trends, listen to audience feedback, and evolve their content to keep their community engaged.

- Tableau can be used to analyze subscriber behavior, helping channels recommend content tailored to individual preferences.

- This personalization increases subscriber satisfaction and engagement with the platform, making it more likely that subscribers will find content they enjoy.