

Objective

To identify the **top-performing Indian YouTube channels** to support **marketing collaborations and campaign planning** throughout the year 2024 using data-driven insights.

Problems Identified

- The Head of Marketing is finding it difficult to **identify the right Indian YouTube channels** for large-scale and targeted marketing campaigns.
 - Online research results in **conflicting rankings and unclear performance metrics**.
 - Third-party platforms offering influencer insights are **costly with limited transparency**.
 - The internal BI team has **limited bandwidth** to perform deep exploratory analysis.
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Target Audience

Primary:

- Head of Marketing

Secondary:

- Marketing team members involved in campaign execution and influencer partnerships
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Identify Top Indian YouTubers

User Story

As the Head of Marketing, I want to identify the **top Indian YouTubers based on subscribers, videos uploaded, and total views**, so that I can shortlist channels with the highest reach and visibility for marketing collaborations.

Acceptance Criteria

The dashboard should:

- List **top YouTube channels by subscribers, views, and video count**
- Display key metrics:
 - Channel Name
 - Total Subscribers

- Total Videos
 - Total Views
 - Engagement Ratios
 - Allow **sorting, filtering, and Top N analysis**
 - Use **recent and reliable data**
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Analyze Campaign Potential

User Story

As the Head of Marketing, I want to analyze **engagement and reach metrics** of top Indian YouTubers so that I can **maximize ROI** from influencer and brand campaigns.

Acceptance Criteria

The solution should:

- Highlight channels suitable for different campaign types
(brand awareness, sponsored content, entertainment tie-ups)
 - Consider:
 - Reach (subscribers & views)
 - Engagement efficiency
 - Content volume
 - Support recommendations using **data-backed insights and comparisons**
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Success Criteria

Aman can:

- Easily identify **top-performing Indian YouTube channels**
- Compare **subscribers vs views** to assess real influence
- Understand **engagement efficiency**, not just popularity
- Make confident, informed decisions on marketing collaborations

This enables **better ROI**, long-term creator partnerships, and stronger strategic impact within the organization.

Information Needed

To support decision-making, the dashboard provides:

- Total Subscribers
 - Total Videos Uploaded
 - Total Views
 - Average Views per Video
 - Subscriber Engagement Rate
 - Views per Subscriber
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Data Needed

The dataset used includes the following fields:

- Channel Name (string)
- Total Subscribers (numeric)
- Total Videos (numeric)
- Total Views (numeric)

The analysis focuses on **top Indian YouTube channels** for clarity and performance comparison.

Data Quality Checks

To ensure reliability, the following checks were performed:

- Row count validation
 - Column count validation
 - Data type verification
 - Duplicate record check
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This project transforms Indian YouTube data into **clear marketing intelligence**, helping decision-makers move from guesswork to confident, insight-driven collaborations.