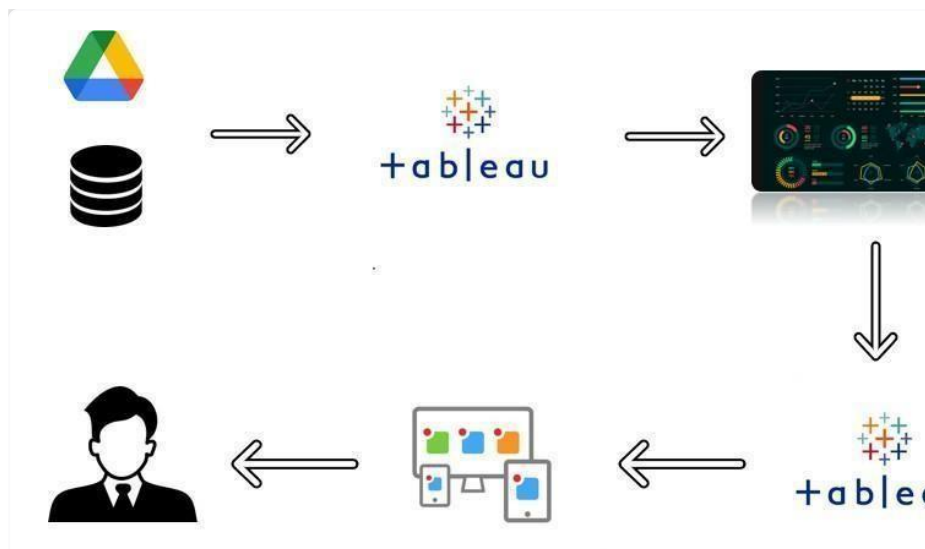


Subscribers Galore : Exploring World's Top Youtube Channels

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.

Technical Architecture:



Data contains all the meta information regarding the columns described in the CSV files. We have provided csv file.

- Column Description for Youtube_Channels.csv:
- (17) Countries: * India, United States, Sweden, Ukraine, Russia, South Korea, Cyprus[a], Canada, Brazil, Argentina, Romania, United Kingdom, Chile, Mexico, El Salvador, United States (Puerto Rico), Belarus.
- (8) Categories: Music, Education, Entertainment, Games, Sports, Film, How-to, News.
- (7) Primary Languages: English, Hindi, Spanish, Korean, Portuguese, Russian, Bhojpuri.

- (49)Name:

- T-Series

- Cocomelon

- Sony Entertainment Television India

- MrBeast

- PewDiePie

- Kids Diana Show

- Like Nastya

- Vlad and Niki

- WWE

- Zee Music Company

- Blackpink

- Goldmines

- 5-Minute Crafts

- Sony SAB

- BangtanTV

- Justin Bieber

-

- Hybe Labels

- Canal KondZilla

- Zee TV

- Pinkfong

- Shemaroo Entertainment

- ChuChu TV

- Colors TV

- Dude Perfect

- Movieclips

- T-Series Bhakti Sagar

- Tips Industries

- Wave Music

- Marshmello

- Sony Music India

- El Reino Infantil

- Aaj Tak

- Eminem
- LooLoo Kids
- Ed Sheeran
- Yash Raj Films
- Ariana Grande
- Taylor Swift
- BillionSurpriseToys
- Infobells
- JuegaGerman
- Billie Eilish
- Badabun
- Fernanfloo
- Bad Bunny
- SonyMusicIndiaVEVO
- Shemaroo
- Get Movies
- Felipe Net
-

Data Visualization

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

Dashboard

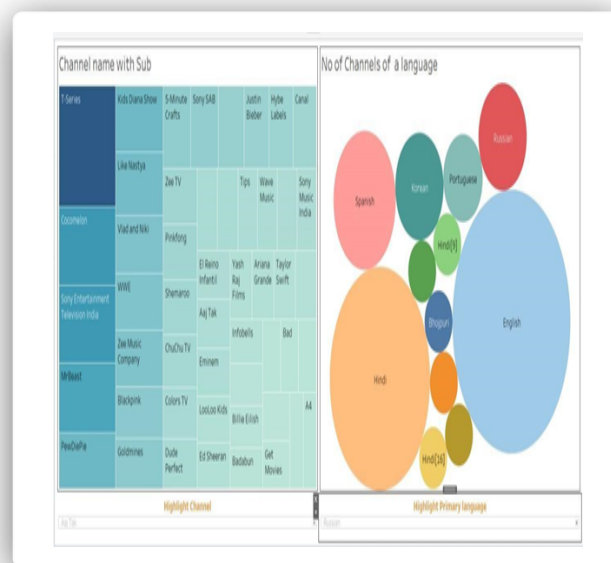
A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of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

Story

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos

Utilization Of Filters

In Tableau, filters are a crucial feature that allows you to focus on specific data within your visualization or analysis. They enable you to dynamically control what data is displayed based on certain conditions or criteria. Tableau offers various types of filters to refine and manipulate your data, providing you with more flexibility in your visualizations.

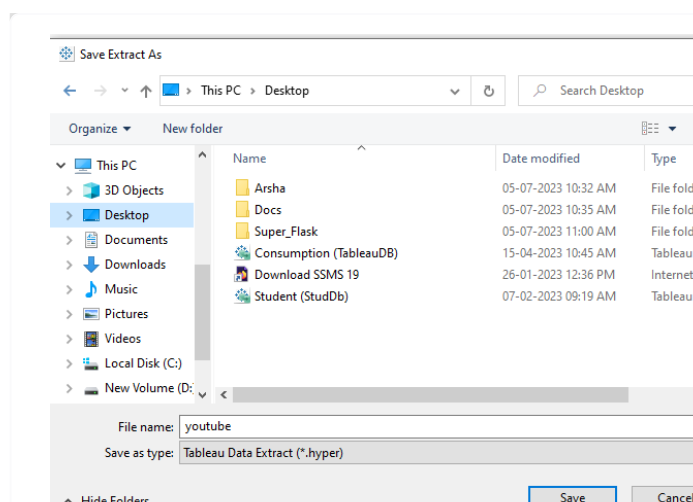
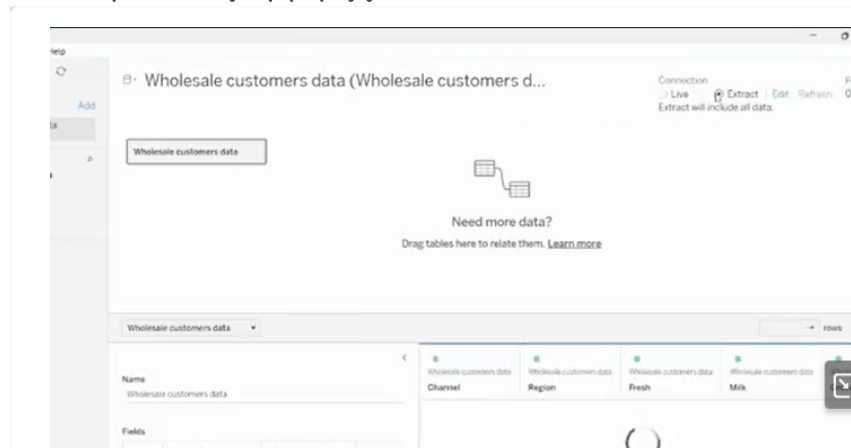


No Of Visualizations/ Graphs

- Table shows Rank with channel.
- Bar graph shows the number of channels with Brand.
- Table shows Brand
- Heatmap shows channel name with subscribers
- Circle shows a number of channels with a particular language.
- Bar graph shows category wise language
- Bar graph shows the Country with its primary language and number of subscribers.
- Bar graph shows language wise subscribers
- World map showing Country wise channel

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 2: 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

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

Email


Password

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SIGN IN WITH SALESFORCE



Sign in to your Tableau Public account or create a new account if you don't have one. You can visit the Tableau Public website (public.tableau.com) and click on the "Sign In" or "Join" button.

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

Dashboard

Cancel Save

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.

Project Demonstration & Documentation

Below mentioned deliverables to be submitted along with other deliverables.

Activity 1: Record explanation Video for project end to end solution

Activity 2: Project Documentation-Step by step project development procedure

Create a document as per the template provided.

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