Project Manual

Date	29th October 2023
TeamID	TSK-8446679
Project Name	Subscribers Galore : Exploring the World's Top Youtube Channels

Subscribers Galore : Exploring the World's Top Youtube Channels

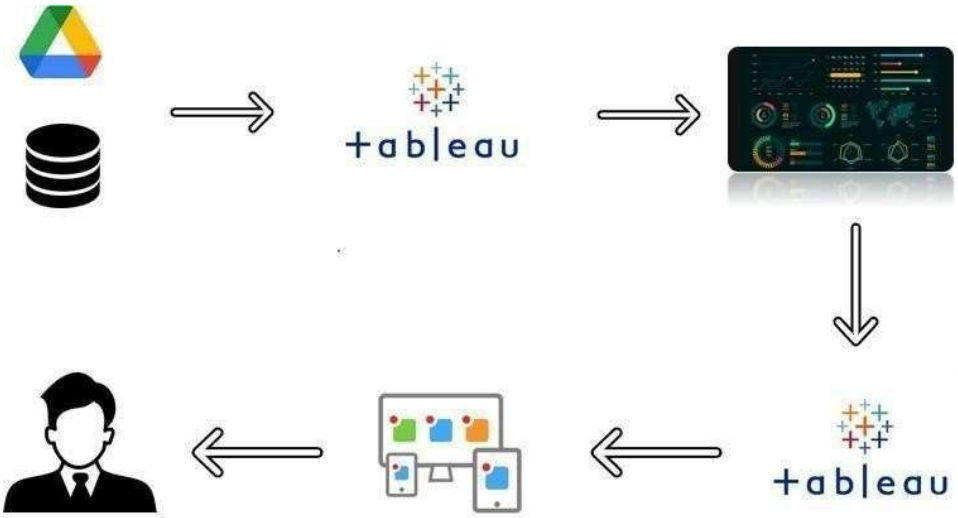
Subscribers Galore : Exploring World's Top Youtube Channels

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:


+ableau
+ableau

Project Flow:

To accomplish this, we have to complete all the activities listed below:

- Define Problem / Problem Understanding
- Specify the business problem.
- Business requirements
- Literature Survey
- Data Collection & Extraction
- Collect the dataset.
- Connect Dataset with Tableau
- Data Preparation
- Prepare the Data for Visualization
- Data Visualizations
- No of Unique Visualizations
- Dashboard
- Responsive and Design of Dashboard
- Story
- No of Scenes of Story
- Performance Testing
- Utilization of Data Filters
- No of Visualizations/ Graphs
- Publishing
- Publishing Dashboard & Story to Tableau Public
- Project Demonstration & Documentation
- Record explanation Video for project end to end solution
- Project Documentation-Step by step project development procedure

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

A notable platform for creators to display their skills and connect with a worldwide audience, YouTube serves as a pivotal space. For both businesses and content creators, gaining insights into the nuanced aspects of flourishing YouTube channels is essential for making well-informed decisions. The demand is increasing for a thorough analytics platform that not only consolidates data from the foremost YouTube channels globally

but also furnishes practical insights. This empowers users to refine their content strategy, enhance engagement, and increase their number of subscribers.

Activity 2: Business requirements

Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics.

Subscription Management: Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels.

Analytics and Insights: The platform should provide analytics and insights to track user engagement, popular channels, and trending content. This data can be used to improve content curation, personalize recommendations, and enhance the overall user experience.

These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for personalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth.

Activity 3: Literature Survey (Student Will Write)

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic.

Milestone 2: Data Collection & Extraction

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Activity 1: Collect the dataset

Please use the link to download the dataset:

https://www.kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world

Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV files. We have provided a 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 Neto
- A4

Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis

Milestone 4: 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.

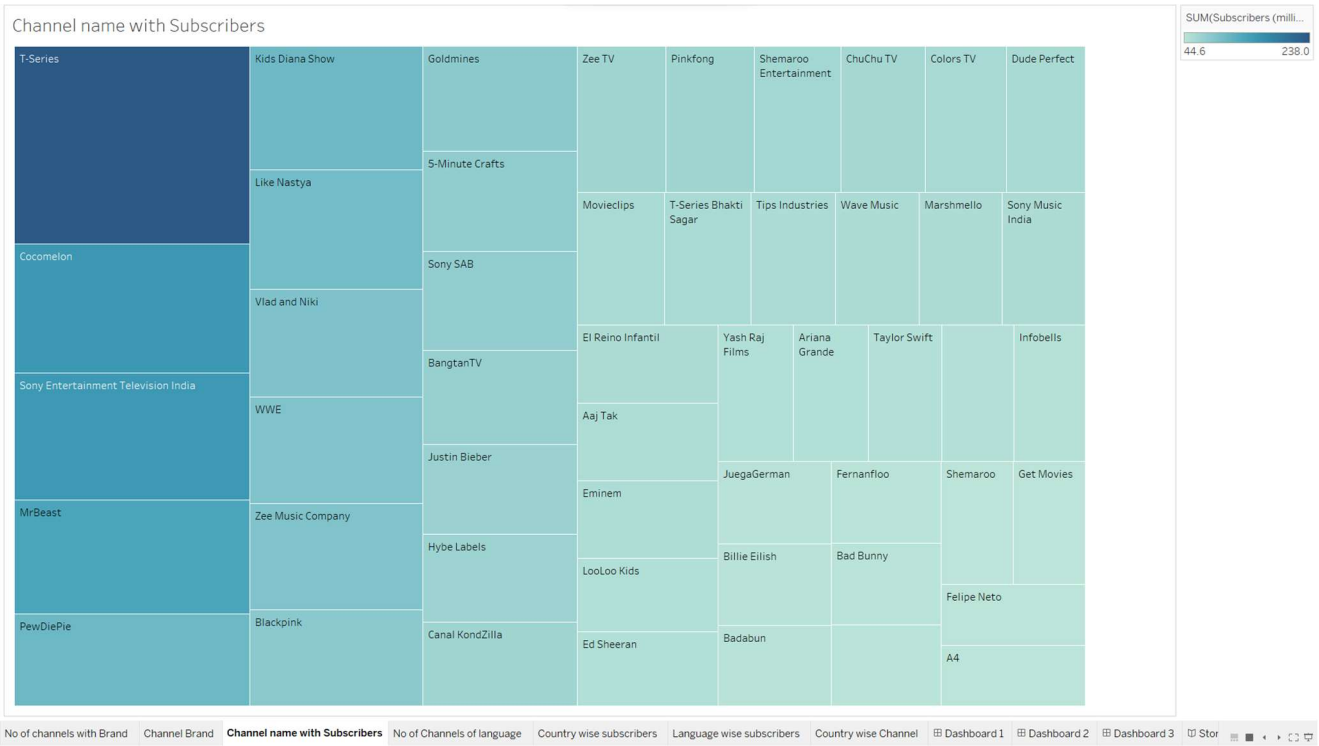
Activity 1: No of Unique Visualizations

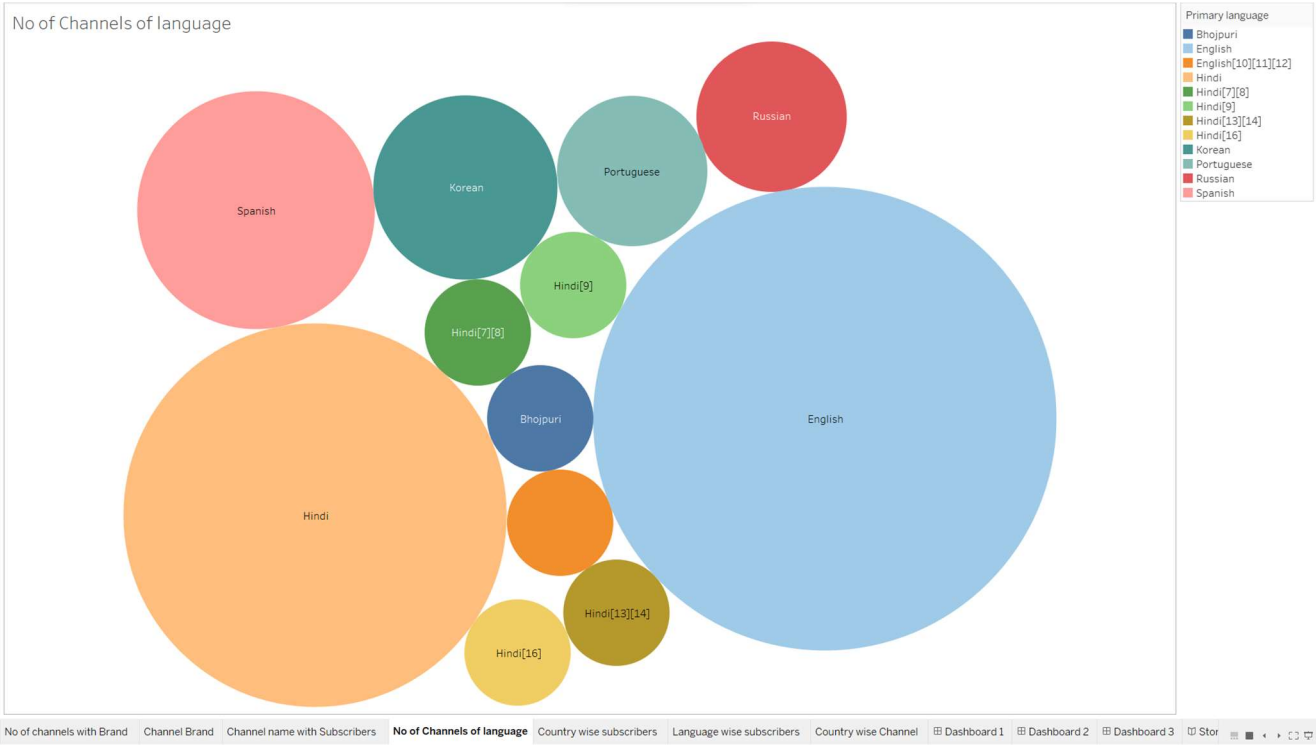
The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze the performance and

efficiency of a project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, show distribution, and relationships between variables.

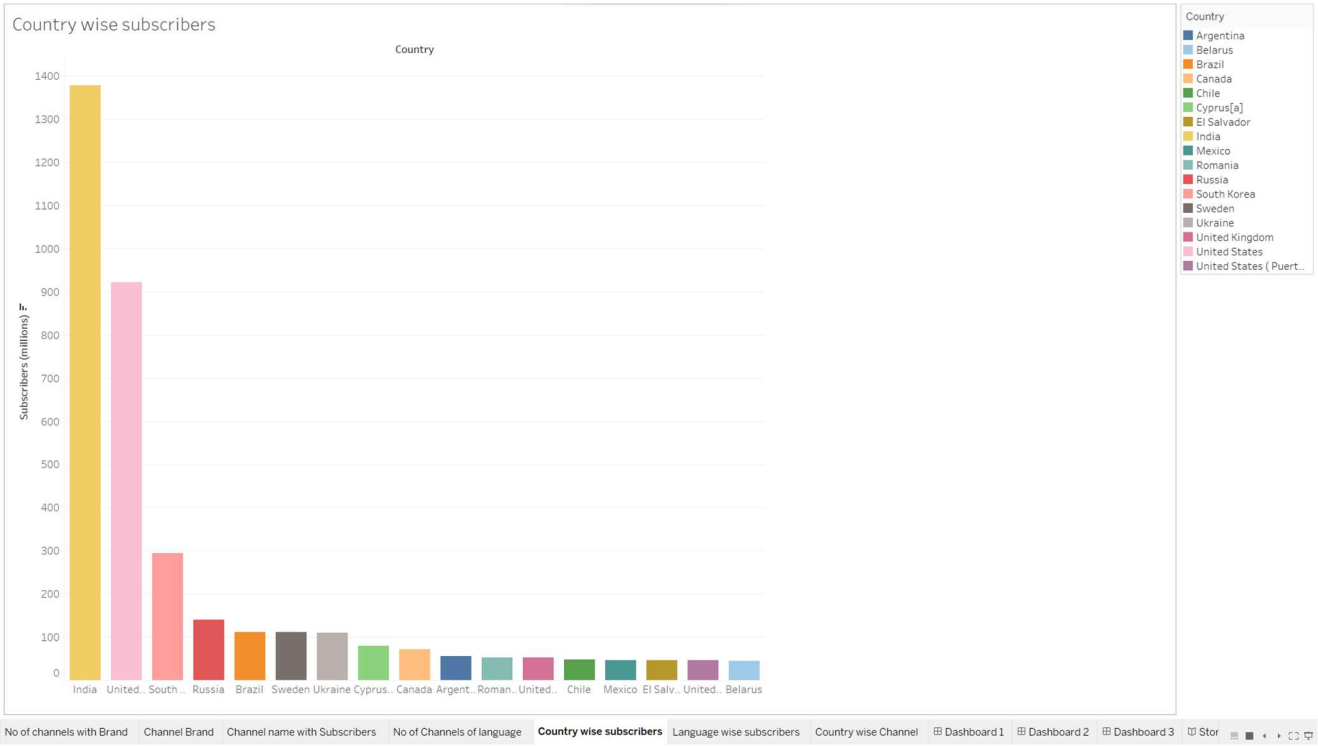
Activity 1.1: Rank wish Channel, No of Channels with Brand And Channel Brand:

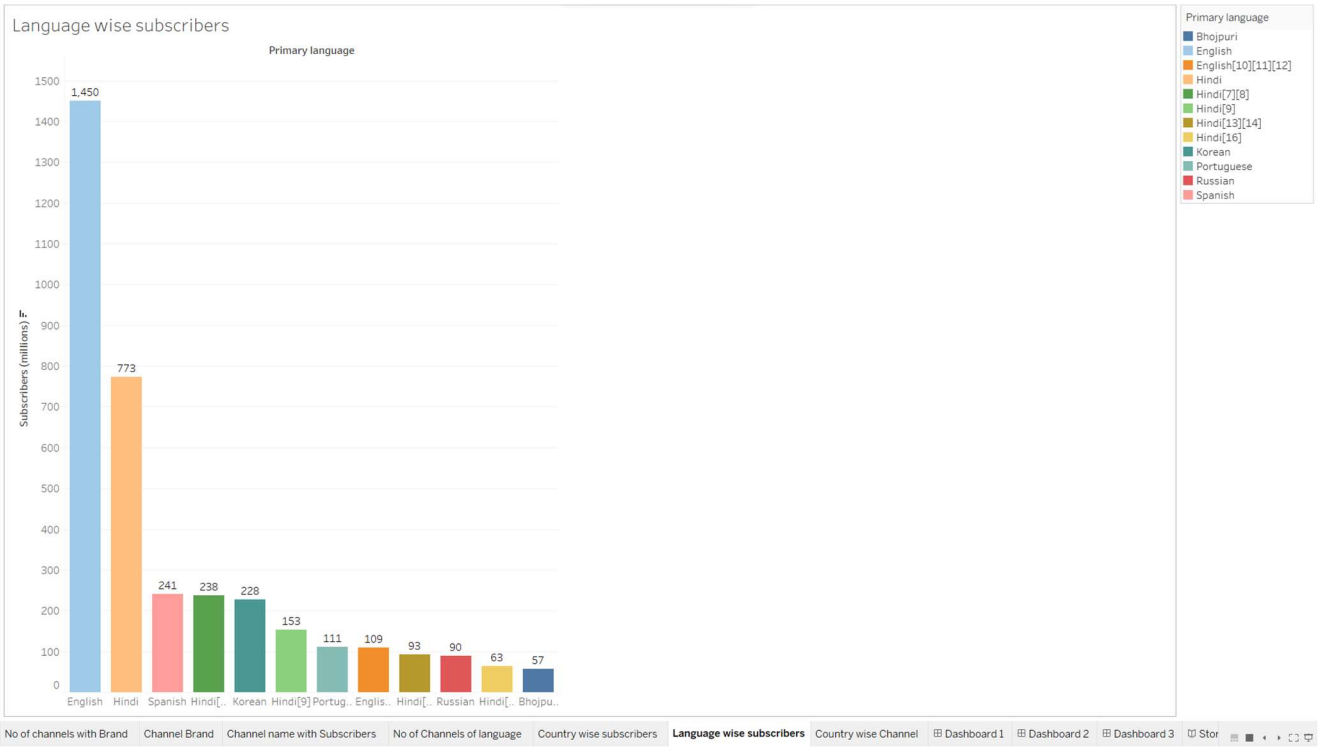
Activity 1.2: Channel name with subscribers and No of channels for particular language:



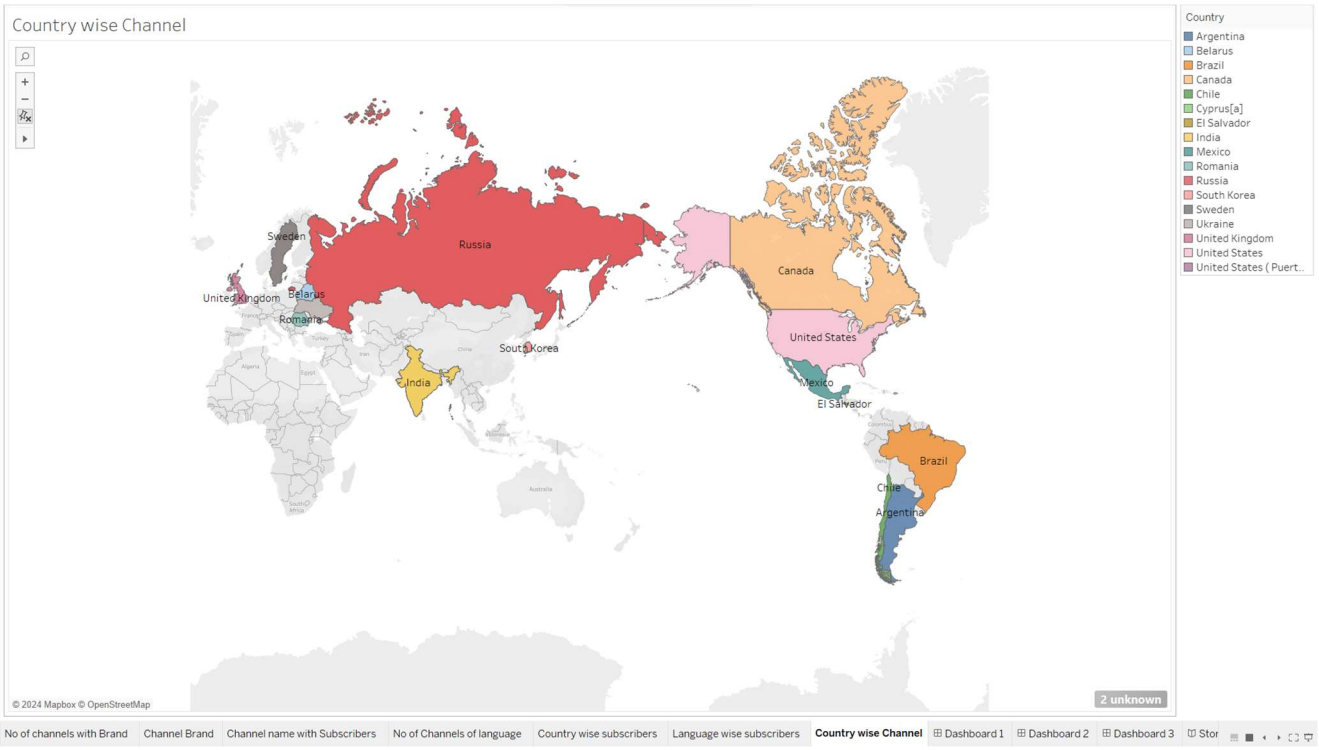

No of Channels of language
Primary language
Bhojpuri
English
English[10][11][12]
Hindi
Hindi[7][8]
Hindi[9]
Hindi[13][14]
Hindi[16]
Korean
Portuguese
Russian
Spanish
Spanish
Korean
Portuguese
Russian
Hindi[9]
Hindi[7][8]
Bhojpuri
English
Hindi
Hindi[13][14]
Hindi[16]

Activity 1.3: Country and Language wise subscribers:





Activity 1.4: Country wish Channel:



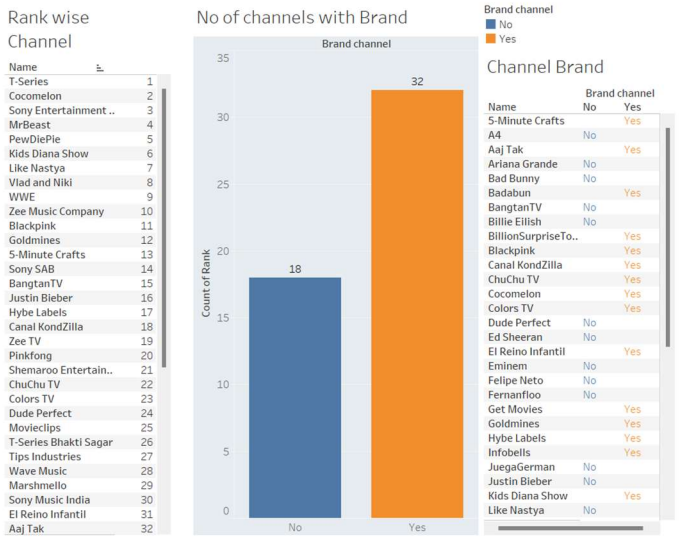
Milestone 5: Dashboard

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.

Activity :1- Responsive and Design of Dashboard

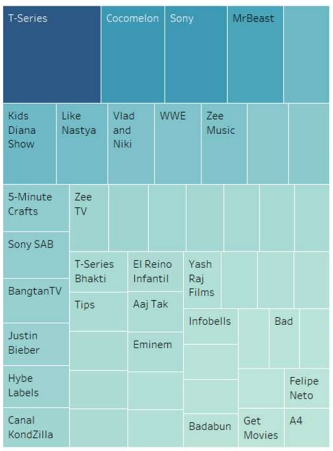
The responsiveness and design of a dashboard for Data-Driven insights on YouTube channels Analysis is crucial to ensure that the information is easily understandable and actionable. Key considerations for designing a responsive and effective dashboard include user-centered design, clear and concise information, interactivity, data-driven approach, accessibility, customization, and security. The

goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

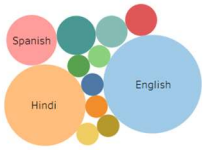


Subscribers (millions)
44.6 238.0

Channel name with Subscribers



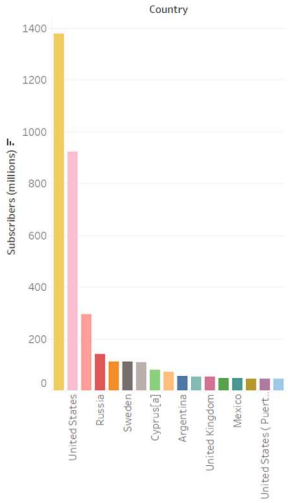
No of Channels of language



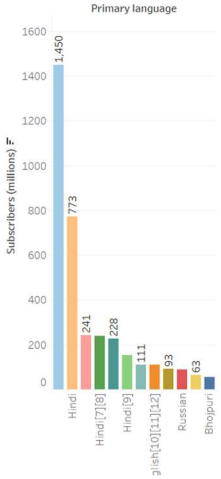
Primary language
- Bhojpuri
- English
- English[10][11][12]
- Hindi
- Hindi[7][8]
- Hindi[9]
- Hindi[13][14]
- Hindi[16]
- Korean
- Portuguese
- Russian
- Spanish

No of channels with Brand | Channel Brand | Channel name with Subscribers | No of Channels of language | Country wise subscribers | Language wise subscribers | Country wise Channel | Dashboard 1 | **Dashboard 2** | Dashboard 3 | Stor

Country wise subscribers



Language wise subscribers



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

Primary language
- Bhojpuri
- English
- English[10][11][..
- Hindi
- Hindi[7][8]
- Hindi[9]
- Hindi[13][14]
- Hindi[16]
- Korean
- Portuguese
- Russian
- Spanish

No of channels with Brand | Channel Brand | Channel name with Subscribers | No of Channels of language | Country wise subscribers | Language wise subscribers | Country wise Channel | Dashboard 1 | Dashboard 2 | **Dashboard 3** | Stor

Milestone 6: 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.

Activity:1- No of Scenes of Story

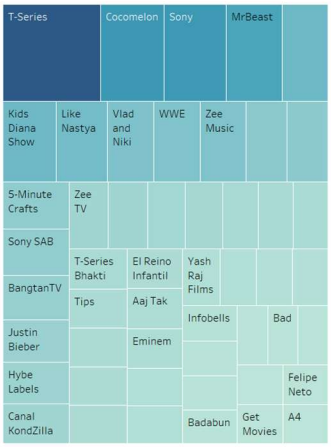
The number of scenes in a storyboard for Data-Driven insights on YouTube channels Analysis will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

Story 1

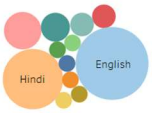
Channel Details | List of Channels with number of | Language and Country wise | Country wise primary language,

Subscribers (millions)
44.6 — 238.0

Channel name with Subscribers



No of Channels of language



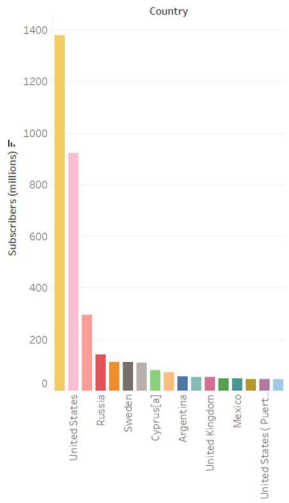
Primary language
- Bhojpuri
- English
- English[10][11][12]
- Hindi
- Hindi[7][8]
- Hindi[9]
- Hindi[13][14]
- Hindi[16]
- Korean
- Portuguese
- Russian
- Spanish

of channels with Brand | Channel Brand | Channel name with Subscribers | No of Channels of language | Country wise subscribers | Language wise subscribers | Country wise Channel | Dashboard 1 | Dashboard 2 | Dashboard 3 | **Story 1**

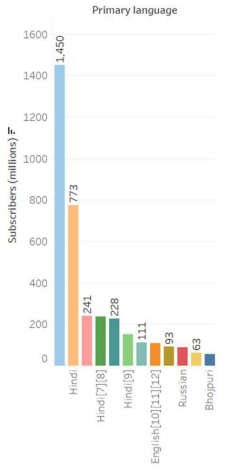
Story 1

Channel Details | List of Channels with number of | Language and Country wise | Country wise primary language,

Country wise subscribers



Language wise subscribers



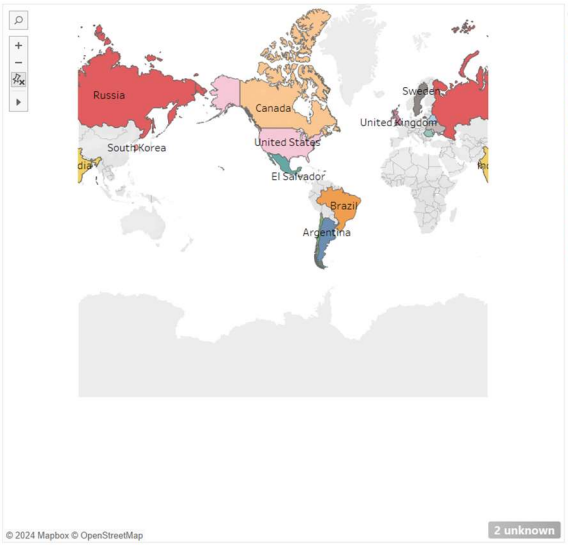
Country
- Argentina
- Belarus
- Brazil
- Canada
- Chile
- Cyprus[a]
- El Salvador
- India
- Mexico
- Romania
- Russia
- South Korea
- Sweden
- Ukraine
- United Kingdom
- United States
- United States (..

Primary language
- Bhojpuri
- English
- English[10][11][..
- Hindi
- Hindi[7][8]
- Hindi[9]
- Hindi[13][14]
- Hindi[16]
- Korean
- Portuguese
- Russian
- Spanish

of channels with Brand | Channel Brand | Channel name with Subscribers | No of Channels of language | Country wise subscribers | Language wise subscribers | Country wise Channel | Dashboard 1 | Dashboard 2 | Dashboard 3 | **Story 1**

Story 1

Channel Details | List of Channels with number of | Language and Country wise | Country wise primary language.



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

Milestone 7: Performance Testing

Activity 1: No of Visualizations/ Graphs

1. Table shows Rank wish channel.
2. Bar graph shows the number of channels with Brand.
3. Table shows Brand
4. Heatmap shows channel name with subscribers
5. Circle shows a number of channels with a particular language.
6. Bar graph shows category wise language
7. Bar graph shows the Country with its primary language and number of subscribers.
8. Bar graph shows language wise subscribers.
9. World map showing Country wise channel.

Milestone 8: Publishing

Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

Milestone 9: 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