

PRESENTATION ON DASHBOARD

BY:

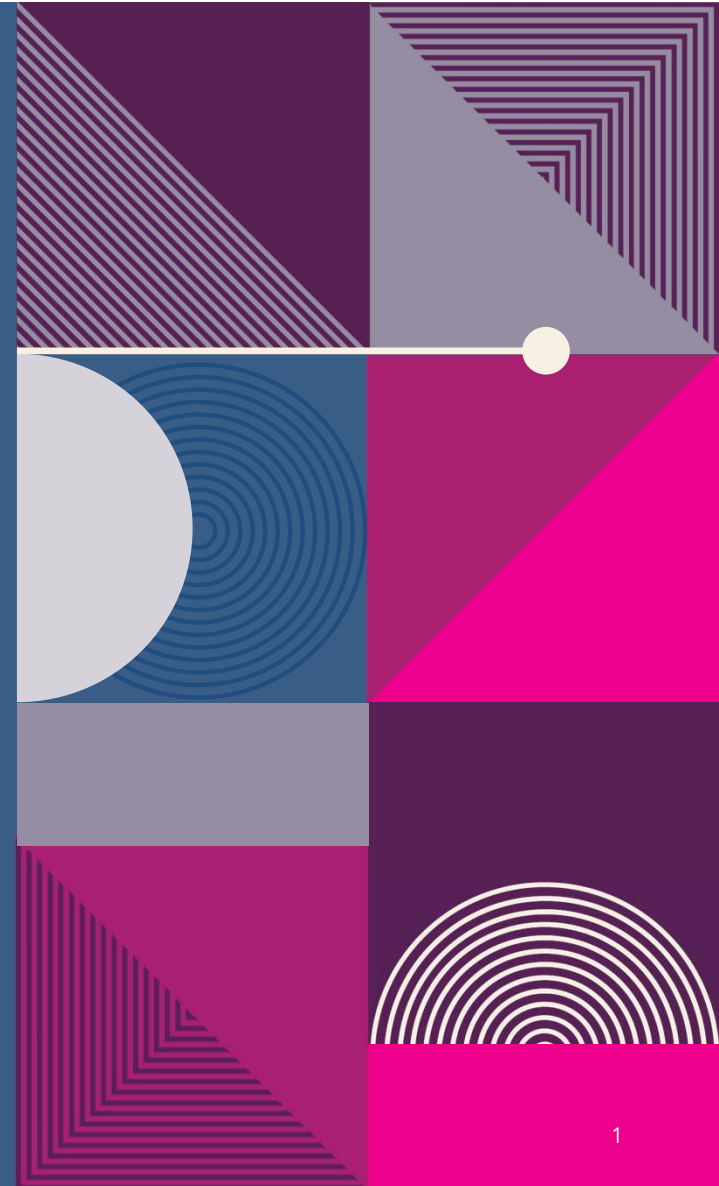
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SUBJECT: DESCRIPTIVE ANALYSIS





YOUTUBE DASHBOARD

Link-

<https://www.kaggle.com/datasets/surajjha101/top-youtube-channels-data/data>

YouTube is an American online video sharing and social media platform headquartered in San Bruno, California. It was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim. Owned by Google, it is the second most visited website, right after Google itself. YouTube has more than one billion monthly users who collectively watch more than one billion hours of videos each day. As of May 2019, videos were being uploaded at a rate of more than 500 hours of content per minute.

YouTube has had an unprecedented social impact, influencing popular culture, internet trends, and creating multimillionaire celebrities. Despite all its growth and success, YouTube has been widely criticized. Criticism of YouTube includes the website being used to facilitate the spread of misinformation, copyright issues, routine violations of its users' privacy, enabling censorship, and endangering child safety and wellbeing.

YOUTUBE DASHBOARD

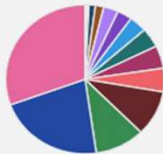
YOUTUBE VIDEO ANALYSIS - 2023

subscribers compared to
video_views_rank for
subscribers_for_last_30_da
ys

554K ↓
video_views_rank

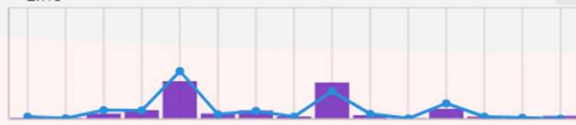
Youtuber by
channel_type

channel_type
Nonprofit
Autos



highest_monthly_earnings and video
views by channel_type

Column
video views (Sum)
Line



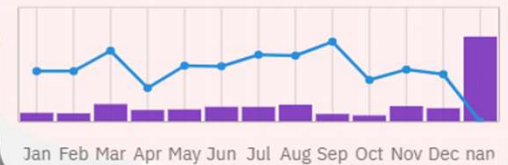
Ani... Comedy Enter... Games Music Nonpro... Sports nan
Autos Educa... Film Howto News People Tech

India Country accounted for
31% of Entertainment
highest_monthly_earnings
compared to 29% for Music.

rank
995
rank

video views
11T
video views

highest_monthly_earnings and
video_views_rank by
created_month



Entertainment
(30.6 %) and
Music (21.7 %)
are the most
frequently
occurring
categories of
channel type



rank by Country

Country
El Salvador
Finland
Cuba



Over all values of
created_month, the sum of
highest_monthly_earnings
is almost 587 million.

The total number of
results for Youtuber,
across all
channel_type, is 995.

video views and highest_yearly_earnings

video views

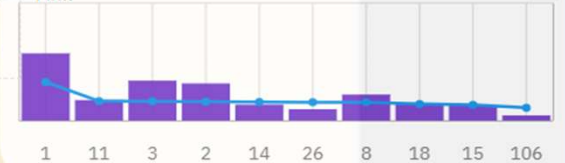
10,984,339,366,778

highest_yearly_earnings

7,046,404,849.93

highest_monthly_earnings and
video views by
channel_type_rank

Column
video views (Sum)
Line

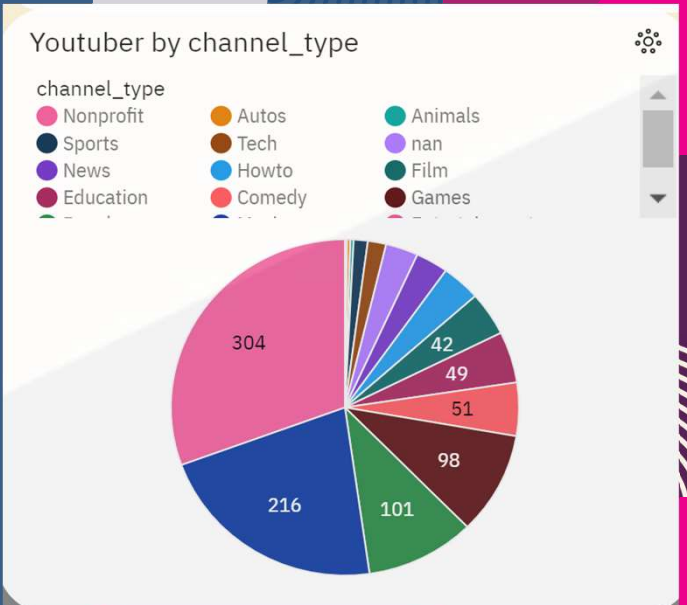


YOUTUBE DASHBOARD ELEMENTS

1> It is created by summary and line graph which shows the subscribers to video views rank for last 30 days.

Which comes to be 22.9B subscribers, but the video views is less.

2> This is a pie chart that shows the channel type. There are several channel types. Based on these we can see entertainment and music sector has highest video views.



YOUTUBE DASHBOARD ELEMENTS

3>It is a column bar graph which shows that the highest monthly earnings and views by channel type which clearly represents that the entertainment and music is highest video views and earnings as well..

4>These are text fields which are being inserted to give the insights of the youtube dashboard, so that it is easy to analyse the Data more efficiently .



Over all values of created_month, the sum of highest_monthly_earnings is almost 587 million.

The total number of results for Youtuber, across all channel_type, is

video views and highest_yearly_earnings		995.
video views	highest_yearly_earnings	
10,984,339,366,778		7,046,404,849.93

YOUTUBE DASHBOARD ELEMENTS

5>These is the highest monthly earnings and video views by the channel type rank, which will tell us the channel ranks on basis of the rank type not on channel type of music.



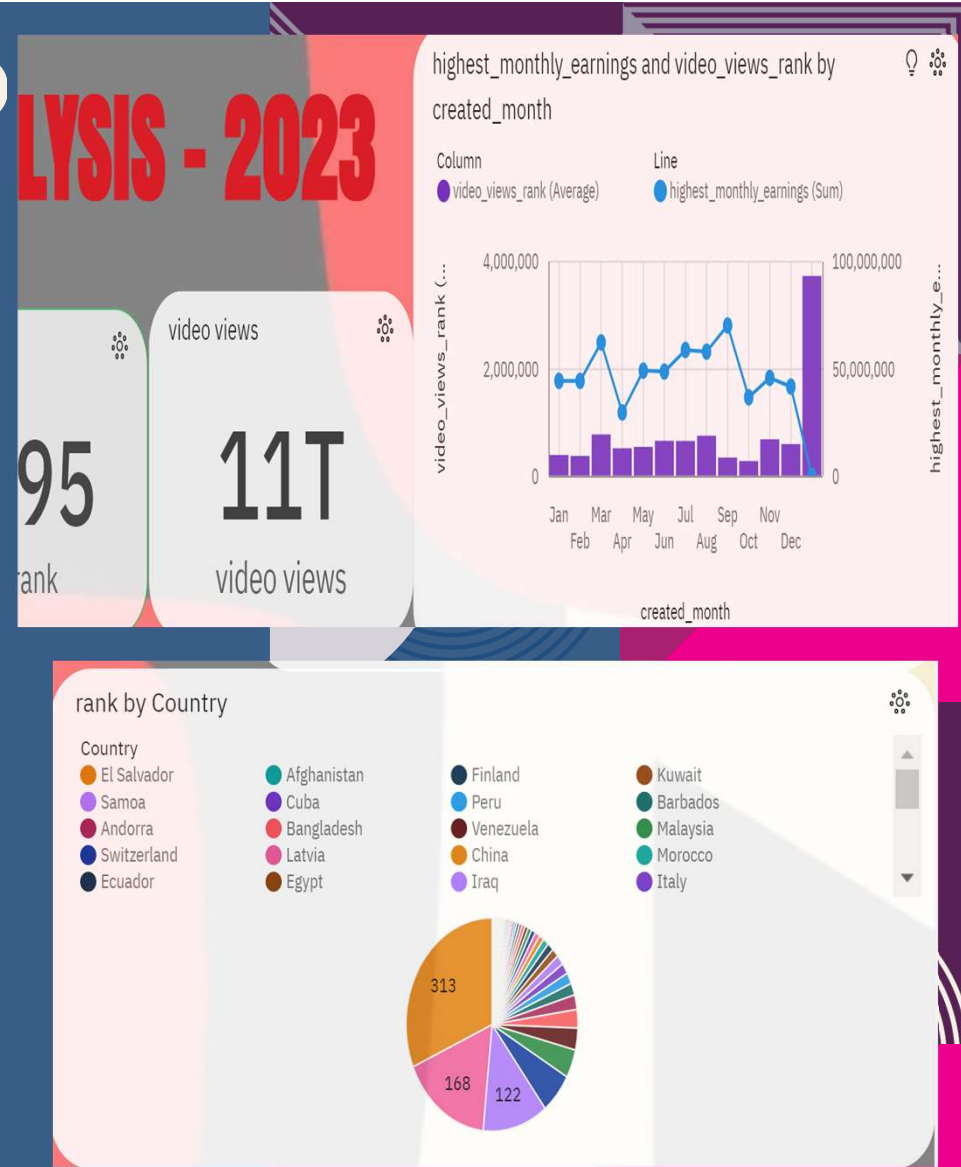
6>this is a video that has been inserted into the dashboard to show that the most trending youtube music video played on the it.



YOUTUBE DASHBOARD ELEMENTS

7>here the summary card and as well as the highest monthly earnings and video views rank by month so that we can figure which month have highest growth.

8>it is the video views rank by country wise .



YOUTUBE DASHBOARD CONCLUSION

Rank	Youtuber	Subscribers	Video Views	Video Count	Category	Started
1	T-Series	222,000,000	198,459,090,822	17,317	Music	2006
2	YouTube Movies	154,000,000	0	0	Film & Animation	2015
3	Cocomelon - Nursery Rhymes	140,000,000	135,481,339,848	786	Education	2006
4	SET India	139,000,000	125,764,252,686	91,271	Shows	2006
5	Music	116,000,000	0	0	2013	
6	PewDiePie	111,000,000	28,469,458,228	4,497	Gaming	2010
7	MrBeast	102,000,000	16,832,456,681	726	Entertainment	2012

Top Channels by Subscribers:

- T-Series is the leading channel with 222 million subscribers.
- YouTube Movies and Cocomelon – Nursery Rhymes follow with 154 million and 140 million subscribers, respectively.

Video Views and Uploads:

- Cocomelon - Nursery Rhymes has an impressive 135 billion video views, making it one of the most-watched channels.
- PewDiePie has a substantial number of video uploads (4,497), contributing to his overall video views of 28 billion.

Categories of Top Channels:

- Music channels, such as T-Series, YouTube Movies, and Cocomelon, dominate the top positions.
- Entertainment and People & Blogs categories also have a significant presence in the top channels.



THANK YOU