SUBSCRIBERS GALORE: EXPLORING THE WORLD'S TOP YOUTUBE CHANNELS

NAAN MUDHALVAN

PROJECTREPORT

SubmittedBy

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SURYAPRAKASH S	**611220104317**

in partial fulfilment for the award of the

degreeof

BACHELOROFENGINEERING

in

COMPUTERSCIENCEANDENGINEERING

KNOWLEDGE INSTITUTE OF TECHNOOGY,

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BONAFIDECERTIFICATE

Certified that this project report titled **"SUBSCRIBERS GALORE: EXPLORING THE WORLD'S TOP YOUTUBE CHANNELS"** is the bonafide work of **"PRABU S(611220104312),NISHA C(611220104097),PRIYADHARSHINI K(611220104111),REKHA K (611220104114)"**whocarried outtheprojectworkundermysupervision.

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ABSTRACT

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ABSTRACT

"Subscribers Galore: Exploring the World's Top YouTube Channels" is a comprehensive project that delves into the intriguing realm of the world's most successful YouTube channels. This project's primary objective is to unravel the strategies, creative elements, and dynamics underpinning the immense popularity of these channels. Through a meticulous analysis of content types, engagement metrics, monetization strategies, and audience demographics, it offers invaluable insights into the paths that have led to YouTube stardom. By conducting in-depth case studies and comparisons, the project identifies trends and universal principles for success on the platform. As the digital landscape continues to evolve, "Subscribers Galore" remains a relevant and adaptable resource, serving as both a source of inspiration and a practical guide for content creators and enthusiasts looking to navigate the ever-changing world of online content. Moreover, "Subscribers Galore" doesn't merely focus on the already-established YouTube giants; it keeps an eye on emerging channels and trends, allowing it to predict and adapt to the future of online content. This project serves as a beacon for those navigating the digital media landscape, offering not only a retrospective analysis but also forward-looking insights, making it an essential resource for anyone seeking to succeed in the world of online content creation.

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LIST OF ABBREVIATIONS

ABBREVIATION	EXPANSION
CSS	CASCADING STYLE SHEET
HTML	HYPER TEXT MARKUP LANGUAGE

INTRODUCTION

CHAPTER – 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Subscribers Galore: Exploring The World's Top YouTube Channels is a research and content creation project with the aim of diving deep into the captivating universe of the most successful YouTube channels. Our project will meticulously select a diverse range of channels representing various genres, from gaming and lifestyle to beauty, education, and vlogging. We will scrutinize the content they produce, how they engage with their audience, and their monetization strategies. Furthermore, we will explore the publishing schedules, the demographics of their subscribers, and, if possible, gather insights directly from the creators themselves. Through detailed case studies and comparisons, we will identify trends and universal principles for YouTube success, offering invaluable insights to content creators and enthusiasts. Our project will also keep an eye on emerging channels and offer predictions for the future of YouTube."

1.2 PURPOSE

The purpose of implementing it has a multifaceted purpose that extends beyond entertainment. It serves as an educational and informative platform, enlightening viewers about the top YouTube channels, their distinctive content, and the individuals driving their success. Additionally, the program aspires to inspire budding content creators by sharing compelling success stories and diverse content niches. It fosters a sense of community and connection among viewers, encouraging them to appreciate the broad spectrum of content available on YouTube.Moreover, it seeks to entertain and engage its audience, offering a captivating viewing experience that allows users to discover and enjoy the wealth of content on YouTube. By highlighting the artistry and dedication of YouTube creators, it encourages creativity and exploration, making it a valuable resource for those intrigued by the dynamics of online content creation, encompassing trends.

LITERATURE SURVEY

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CHAPTER – 2

LITERATURE SURVEY

2.1 “CUSTOMIZED CRITERIA BASED TRENDING ANALYSIS FOR YOUTUBE PLATFORM”BY KHIN THAN NYUNT; NAW THIRI WAI KHIN (2023)

In today's tech-savvy world, individuals frequently turn to direct applications and online platforms to access YouTube. Moreover, with the surging number of YouTube users in the United States, the opportunities for earning a livelihood through YouTube have also witnessed a remarkable upswing. However, many aspiring YouTubers are grappling with the challenge of selecting the right YouTube career path. It's not easy to determine which category and channel are currently in vogue and most suitable among the plethora of options available.Knowing the most popular categories and channels can significantly aid users in making informed career decisions and increasing their chances of becoming successful YouTubers. As a solution to this dilemma, the concept of YouTube Trending Analysis has been introduced. This analysis leverages Pearson's Correlation Method to identify the careers that are presently on the rise in the United States, based on the parameters of each video's content. This is particularly beneficial for individuals who are uncertain about their career choices and aspire to use YouTube as a means of livelihood.

2.2“AN OPEN-SOURCE WEBSITE AND YOUTUBE CHANNEL FOR EMBEDDED SYSTEMS EDUCATION” BY PRAMOD ABICHANDANI; DEEPAN LOBO; CHRIS BERRY; VAISHALI PARIKH; WILLIAM FLIGOR; WILLIAM MCINTYRE (2021)

The purpose behind the establishment of MATLABArduino.org and its affiliated YouTube channel is to offer free, high-quality video content demonstrating the application of two powerful technologies, MATLAB and Arduino. These videos showcase how these technologies can be used for data-driven tasks in embedded systems education. The primary goal of this initiative is to enhance student engagement in engineering by making use of affordable hardware, real-time visualizations to clarify complex concepts, and straightforward instructional videos. This paper provides a

comprehensive overview of the video content produced as part of this educational project. Furthermore, it delves into the viewership patterns of the YouTube channel to provide insights into video engagement and the demographics of the viewers. It also conducts a qualitative analysis of the comments left by YouTube viewers, highlighting recurring themes in these comments. The paper concludes by discussing the challenges faced in managing the website and YouTube channel within the context of remote online education for embedded systems. With the growing prevalence of online education in physical computing, it is expected that resources like MATLABArduino.org will play a substantial role in educating engineering students. The insights shared in this paper can serve as a valuable reference for both current and future open educational initiatives in the realm of remote learning for embedded system.

2.3.“YOUTUBE DATA COLLECTION USING PARALLEL PROCESSING” BY JOSEPH KREADY; SHISHILA AWUNG SHIMRAY; MUHAMMAD NIHAL HUSSAIN; NITIN AGARWAL(2020)

Numerous studies have recognized social media platforms as valuable data sources for examining human behaviours and obtaining insights into various events and crises. YouTube, being one of the largest social media platforms, offers a Data API that facilitates the collection of data from YouTube channels and videos, which is highly valuable for such research endeavours. However, the conventional sequential methods for processing YouTube Data API requests are time-consuming. In our research paper, we have introduced an implementation that leverages Python's multiprocessing capabilities to concurrently process YouTube Data API requests. Our experiments have demonstrated that multiprocessing enhances performance by a substantial 400%. These enhancements significantly reduce the time required for computation by utilizing the multi-threaded architecture of the CPU.The volumecontinuation generated by social media platforms continues to grow, and as more researchers engage in social studies, there is a pressing need to enhance data collection tools. To aid social studies researchers, we have introduced a parallelized

approach to collecting YouTube data. The adoption of parallel processing for YouTube data collection has led to a remarkable 400% reduction in processing time, enabling the acquisition of more data in shorter timeframes. Such performance improvements result in faster data processing and enable research on larger-scale YouTube datasets.

2.4 “INFORMATION AND PROCESS MANAGEMENT OF SUCCESSFUL YOUTUBE CHANNELS” BYANTONIN PAVLICEK; MARTIN POTANČOK; RADIM ČERMÁK (2020)

YouTube offers a vast array of possibilities for generating video content, with each registered user having the ability to create their own channel for sharing updates and engaging with their audience. Online video provides unique advantages that traditional television cannot match, particularly in terms of personalized two-way communication. This capability is nearly ubiquitous, as it's accessible on hundreds of millions of mobile devices worldwide. Additionally, the video production process has become highly accessible, as it only requires a mobile device for filming, editing, and uploading content.The objective of this article is to present an analysis of publicly available statistical data obtained from the free-to-use platform Social Blade. Our aim is to identify correlations among different categories, upload frequencies, popularity metrics, and view counts. Our initial calculations are quite promising, as we've uncovered intriguing relationships between the total number of subscribers on a specific channel at the time of data retrieval and the average number of uploads on that channel per year at the time of data retrieval. These relationships were examined independently across various types of channels.

IDEATION & PROPOSED SOLUTION

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CHAPTER -3

IDEATION & PROPOSED SOLUTION

3.1 PROBLEM STATEMENT DEFINITION

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which Makesme feel
PS-1	Educational Institutions	Enhance their students' chances of securing employment	Had difficulty identifying the most effective strategies for connecting students with job opportunities.	Manual processes and subjective assessments to manage placements.	Frustrated
PS-2	Students and Alumni	Trying to make informed career choices and maximize their chances of securing desirable employment.	Difficult for them to make informed career choices.	Lacked access to data-driven insights about job markets, industry trends, and the specific skills.	Disappointed
PS-3	Recruiters and Employers	To optimize their hiring processes and identify the best-suited candidates.	Time-consuming and often led to inefficient in the screening process.	Manually sift through a large number of resumes and applications.	Embittered

3.2 EMPATHY MAP CANVAS

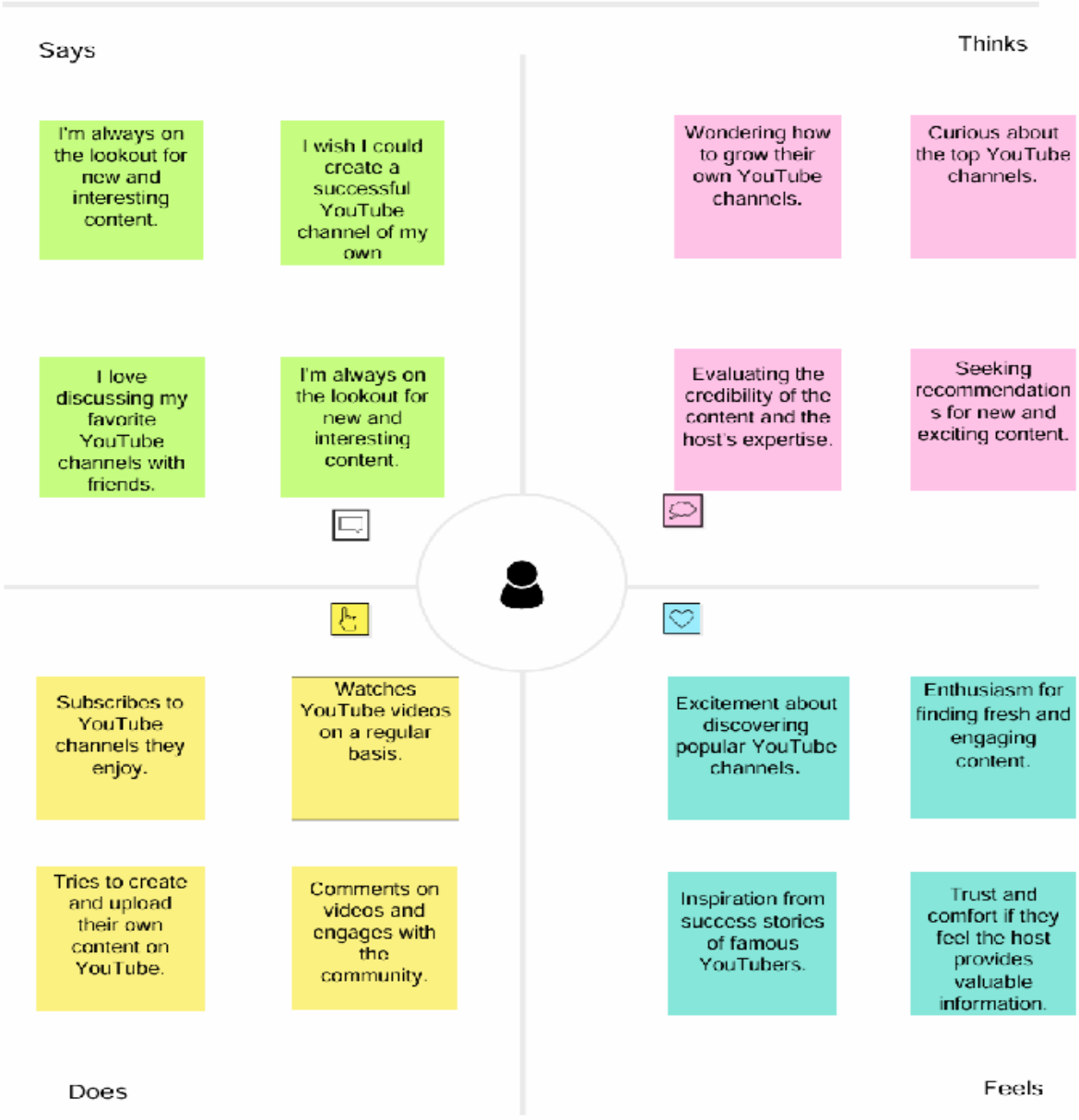

Fig.No. 3.2 EMPATHY MAP

3.3 IDEATION & BRAINSTORMING

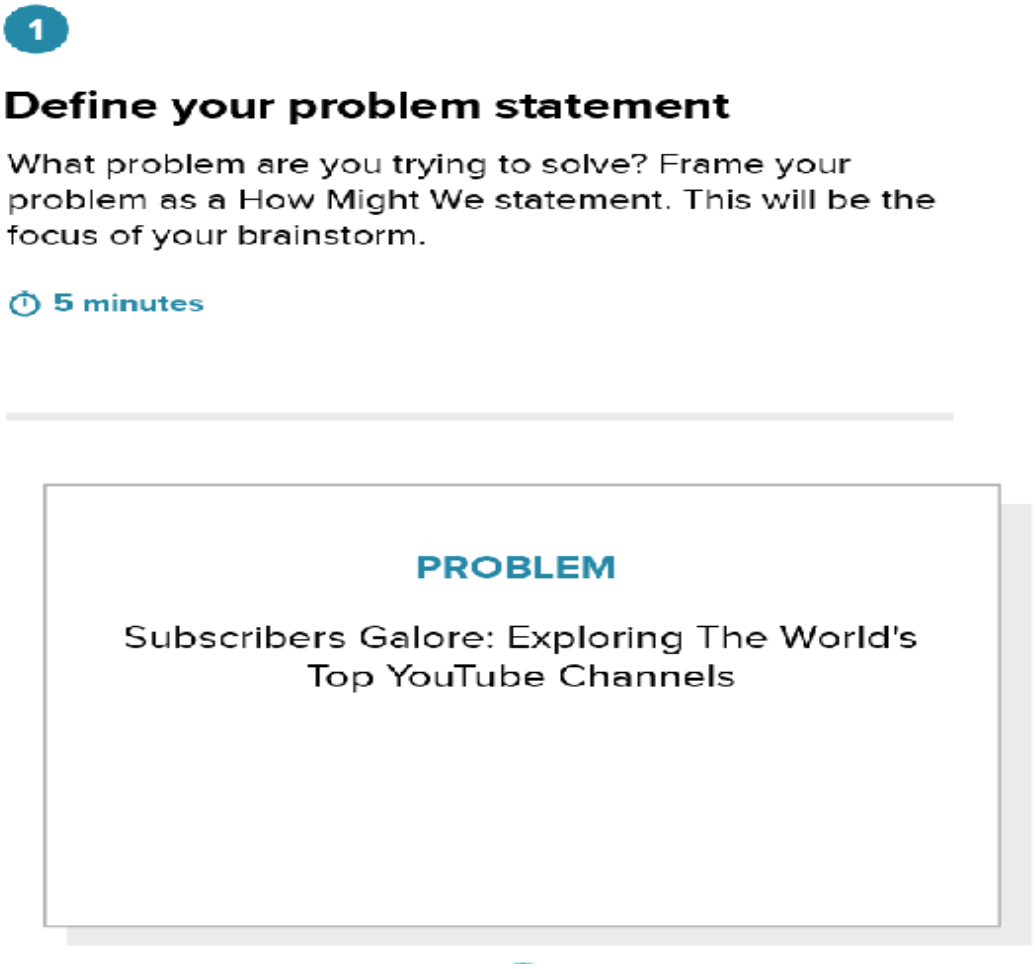

Fig.No. 3.3.1 BRAINSTROMING &IDEA PRIORITIZATION

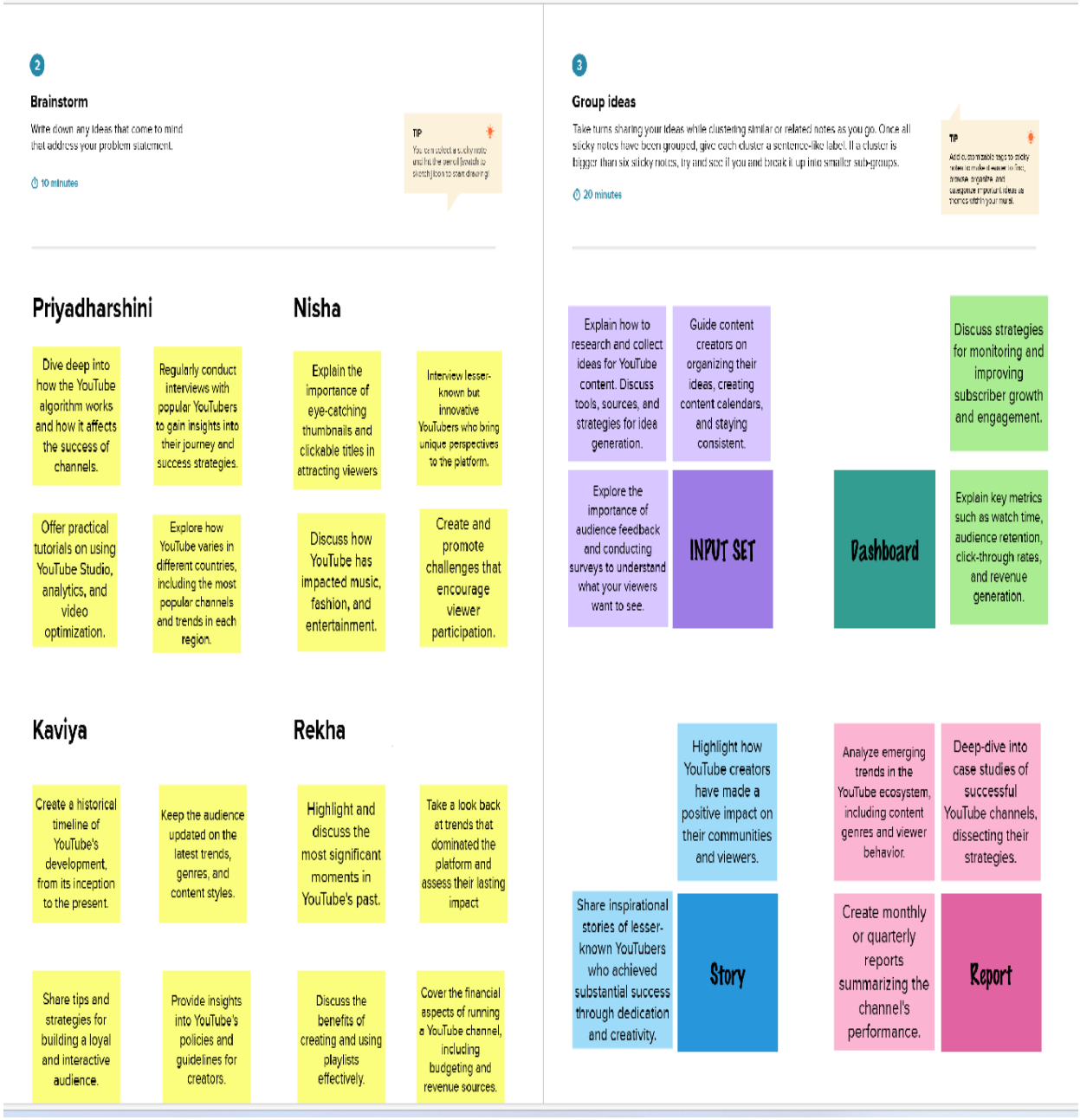

Fig.No. 3.3.2 BRAINSTROMING &IDEA PRIORITIZATION

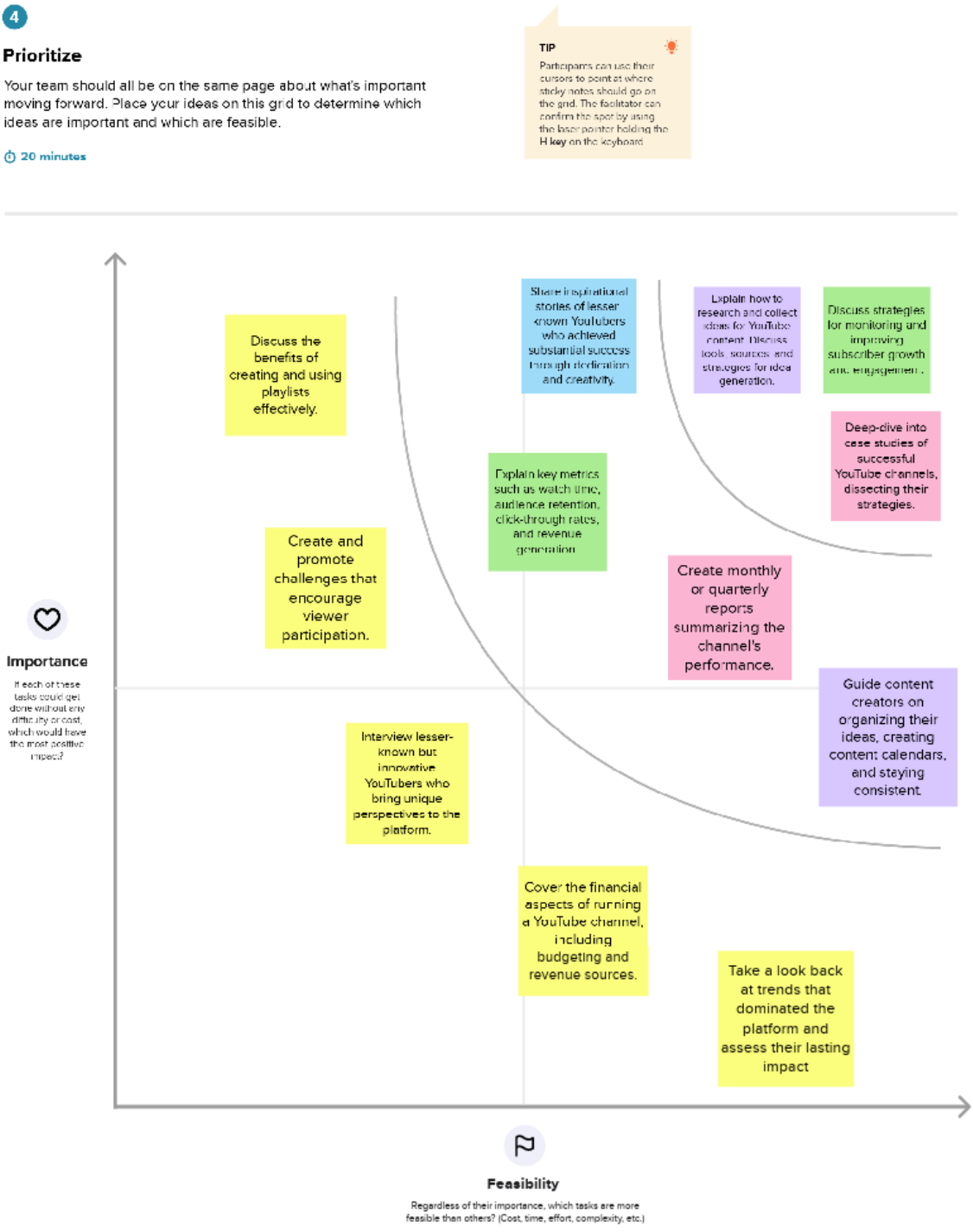

Fig.No. 3.3.3 BRAINSTROMING &IDEA PRIORITIZATION

3.4 PROPOSED SOLUTION

S.No	Parameter	Description
1.	Problem Statement (Problem to besolved)	Subscribers Galore: Exploring the World's Top YouTube Channels" aims to address this need by providing an in-depth exploration of the top YouTube channels. In today's digital landscape, YouTube has evolved into a global powerhouse for content creators and consumers.
2.	Idea/Solutiondescription	"Subscribers Galore" will be a captivating YouTube series delving into the fascinating world of top YouTube channels, offering viewers insights, behind-the-scenes looks, and interviews with creators.
3.	Novelty/Uniqueness	"Subscribers Galore" will stand out by delving into unique, lesser-known YouTube channels, highlighting the unconventional, from quirky hobbies to obscure passions, offering viewers fresh, captivating content with each episode.
4.	SocialImpact/ CustomerSatisfaction	Examine strategies top creators employ to maintain high levels of audience engagement, and their impact on subscribers' sense of connection and satisfaction.

5.	BusinessModel(RevenueModel)	"Subscribers Galore" can adopt a revenue model by offering a mix of advertising, sponsorships, and premium content subscriptions. Ad revenue from YouTube ads, sponsorships from featured channels, and premium subscriptions for exclusive behind-the-scenes and in-depth analysis content will generate income.
6.	Scalabilityofthe Solution	The concept of "Subscribers Galore" offers high scalability by continuously adapting to the ever-expanding YouTube landscape. As new top channels emerge, the show can remain relevant by exploring evolving niches and popular creators. This adaptability ensures long-term viability.

REQUIREMENT ANALYSIS

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CHAPTER - 4

REQUIREMENT ANALYSIS

4.1 FUNTIONAL REQUIREMENTS

FR No.	FunctionalRequirement(Epic)	SubRequirement(Story/Sub-Task)
FR-1	**User Registration**	Registration through Form Registration through Gmail Registration through LinkedIN
FR-2	**User Confirmation**	Confirmation via Email Confirmation via OTP
FR-3	**Login**	Users must use valid credentials to log in to the system.
FR-4	**Dataset**	Upload dataset into the analytics tool.
FR-5	**Analysis**	The project entails collecting comprehensive data, analyzing and uncovering insights, and discovering patterns within the information for valuable insights.
FR-6	**Create Dashboard**	Create Charts, Graphs, Tables, etc.
FR-7	**Reporting**	The reporting feature empowers users with comprehensive control over their business operations. It gathers up-to-the-minute data and presents it through a user-friendly and intuitive interface.

4.2 NON - FUNTIONAL REQUIREMENTS

NFR No.	Non-FunctionalRequirement	Description
NFR-1	**Usability**	Resource optimization makes it accessible to all.
NFR-2	**Security**	Access to Dashboards/Templates is granted to anyone with the correct login credentials.
NFR-3	**Reliability**	Templates are dependable since we upload and access them via the cloud.
NFR-4	**Performance**	It exhibits top-tier performance and exceptional efficiency.
NFR-5	**Availability**	It is accessible to anyone interested in sales data at no charge.
NFR-6	**Scalability**	The dashboards and templates are highly scalable, allowing users to customize metrics at their discretion.

PROJECT DESIGN

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CHAPTER -5
PROJECT DESIGN

5.1 DATA FLOW DIAGRAM

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

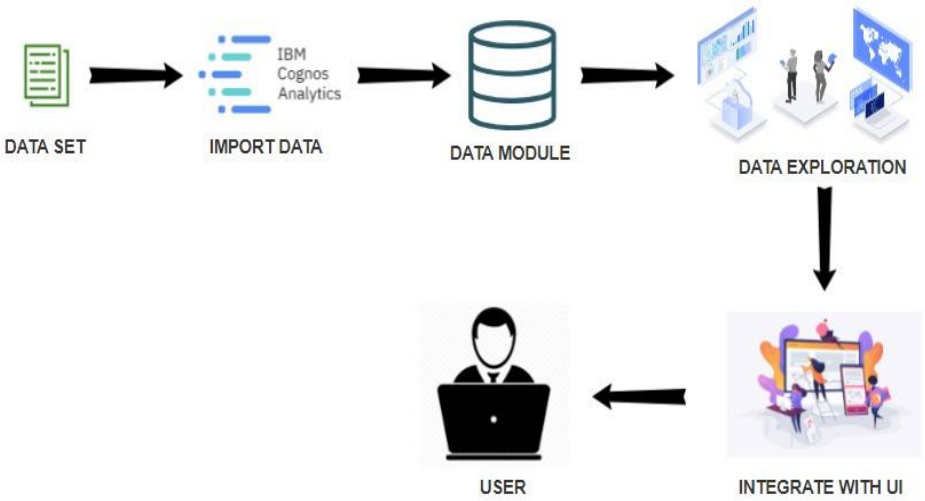

Fig.No. 5.1 DATA FLOW DIAGRAMS

5.2 SOLUTION & TECHNICAL ARCHITECTURE

A solution architecture for "Subscribers Galore," a YouTube channel focused on exploring top YouTube channels, acts as the bridge between the channel's objectives and the technology solutions required to meet those objectives. The goals of this architecture are as follows:

- The architecture aims to identify the best technological solutions to address the specific challenges and requirements of "Subscribers Galore." This involves selecting the right tools, platforms, and technologies for data collection, analysis, content creation, and audience engagement.

- It will define the structure, characteristics, and behaviour of the software and technology components involved in running the YouTube channel. This includes outlining the data collection process, analytics tools, content creation software, and engagement platforms.
- "Subscribers Galore" is an evolving project, and the architecture should define the features and functionalities that will be developed. It should outline the development phases, including the launch of the channel, ongoing content creation, and feature enhancements.
- The architecture will provide detailed specifications and requirements that guide the project's definition, management, and delivery. This includes outlining the specific data collection criteria, the types of visualizations and analyses to be performed, and the necessary tools for content creation.

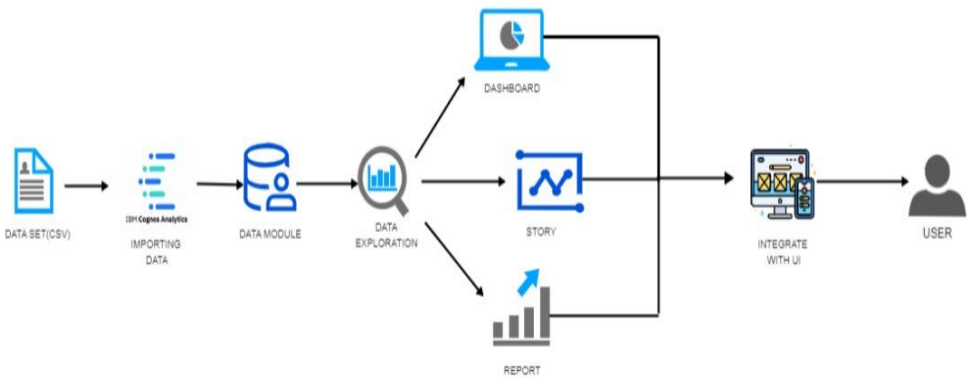

Fig.No. 5.2.1. SOLUTION ARCHITECTURE

5.3 USERSTORIES

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority
Customer (Mobile user)	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	I can access my account / dashboard	High
		USN-2	As a user, I will receive confirmation email once I have registered for the application	I can receive confirmation email & click confirm	High
		USN-3	As a customer, I want to watch "Subscribers Galore" to explore the world's top YouTube channels, gain insights into their success, and discover new content creators to follow.	Users should easily discover trending YouTube channels with intuitive search and recommendations.	Low
		USN-4	As a user, I can register for the application through Gmail	The mobile experience should be user-friendly, responsive, and visually appealing	Medium
	Login	USN-5	As a user, I can log into the application by entering email & password	Detailed profiles and stories about content creators should be available	High
	Dashboard		As a user, I want to be able to view the dashboard of monitoring and analysis of potentially fraudulent activities.	It can provide personalized support and assistance	High

Customer (Web user)	Registration and login	USN-1	As a web user, I want to easily access and navigate the website to explore top YouTube channels, discover new content, and understand the secrets of their success.	The web interface should load quickly and efficiently, ensuring a smooth and seamless user experience.	High
	Tracking	USN-2	As a web user, I expect a user-friendly search and recommendation system to help me discover relevant YouTube channels tailored to my interests.	I can filter or sort the search results by factors like popularity, relevance, or date.	Medium
	Service	USN-3	As a web user, The system should regularly update its recommendations to keep content fresh and engaging.	It can work seamlessly across various web browsers and devices to ensure accessibility for all users.	High
Customer Care Executive	Response	USN-1	As a Customer Care Executive, I need access to a user-friendly admin panel to efficiently address user inquiries, manage user data, and resolve issues promptly.	It can Access to a user feedback dashboard with categorized feedback.	Medium
	Communication	USN-2	As a customer care executive, I want to be able to effectively communicate with customers.	It can provide timely updates, resolutions to customer issues.	High
	View	USN-3	As a Customer Care Executive, I want to be able to view customer details and their past interactions.	I can provide timely support and assistance.	Medium
Administrator	Management	USN-1	As an Administrator, I want to be able to manage the accounts of all users in the system.	I can ensure that the system is secure and reliable,I can optimize the	High

				system.	
	Dashboard	USN-2	As an administrator, I want to be able to monitor the system's performance.	It can user-friendly interface for efficient management.	High
	Communication	USN-3	As an Administrator, I want to be able to manage the communication with customer.	It can include verifying channel details, assessing content quality, and ensuring compliance with site guidelines.	Moderate

CODING & SOLUTIONING

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CHAPTER -6

CODING & SOLUTIONING

6.1 FEATURE 1

Dashboard

Dashboards are customizable, making them a powerful tool for tracking and monitoring progress, identifying trends, and facilitating data-driven decision-making. Whether in a business context for executive reporting or in a personal context for health and fitness tracking, dashboards play a crucial role in simplifying complex data and enhancing user understanding.

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<div class="section-header">
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</div>
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&amp;pathRef=.my_folders2FSubscriber_dashboard&amp;closeWindowOn
LastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMo
de=embedded&amp;action=view&amp;mode=dashboard&amp;subView=m
odel0000018b3bfc84c8_00000000" width="100%" height="950"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen="">
</iframe>
</div>
</section>
```

Story

Stories serve as a means of communication, entertainment, and education, allowing individuals to share ideas, emotions, and information. They can be fictional or based on real-life events, and they often have a beginning, middle, and end, providing structure and coherence to the narrative.

<section id="story">

<h2>Story</h2>

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</section>

Report

This project focuses on unravelling the strategies, dynamics, and creative components that have led to the remarkable success of the most prominent YouTube channels. It serves as a valuable resource for both content creators and enthusiasts, offering a thorough literature review that identifies critical research gaps.

<section id="report">

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<div class="section-header">
<h2>Report</h2>
</div>
<iframesrc="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSubscriper_report_fnl&amp;amp;closeWindowOnLastView=true&amp;amp;ui_appbar=false&amp;amp;ui_navbar=false&amp;amp;shareMode=embedded&amp;amp;action=run&amp;amp;prompt=false" width="100%" height="950" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen="">
</iframe>
</div>
</section>
train_class = train_transform.class_indices
print(train_class)
a= list(train_class.keys())
print(a)
```

6.2 FEATURE 2

Contact.html

Designed to provide a platform for website visitors to get in touch with the website owner or administrator. It typically contains a form with fields for users to input their name, email address, subject, and message. This information is then submitted to the website's server for processing, often resulting in an email being sent to the designated recipient. Contact HTML pages are a common feature on websites, enabling easy communication between users and the site's administrators, such as for inquiries, feedback, support, or business-related

interactions.biases,enablingthemtorecognizeandclassifyobjectsinnew,unseeni
mages.

<section id="contact">

<h2>Contact us</h2>

<form action="forms/contact.php" method="post" role="form" class="php-email-form">

<input type="text" name="name" class="form-control" id="name" placeholder="Your Name" required>

<input type="email" class="form-control" name="email" id="email" placeholder="Your Email" required>

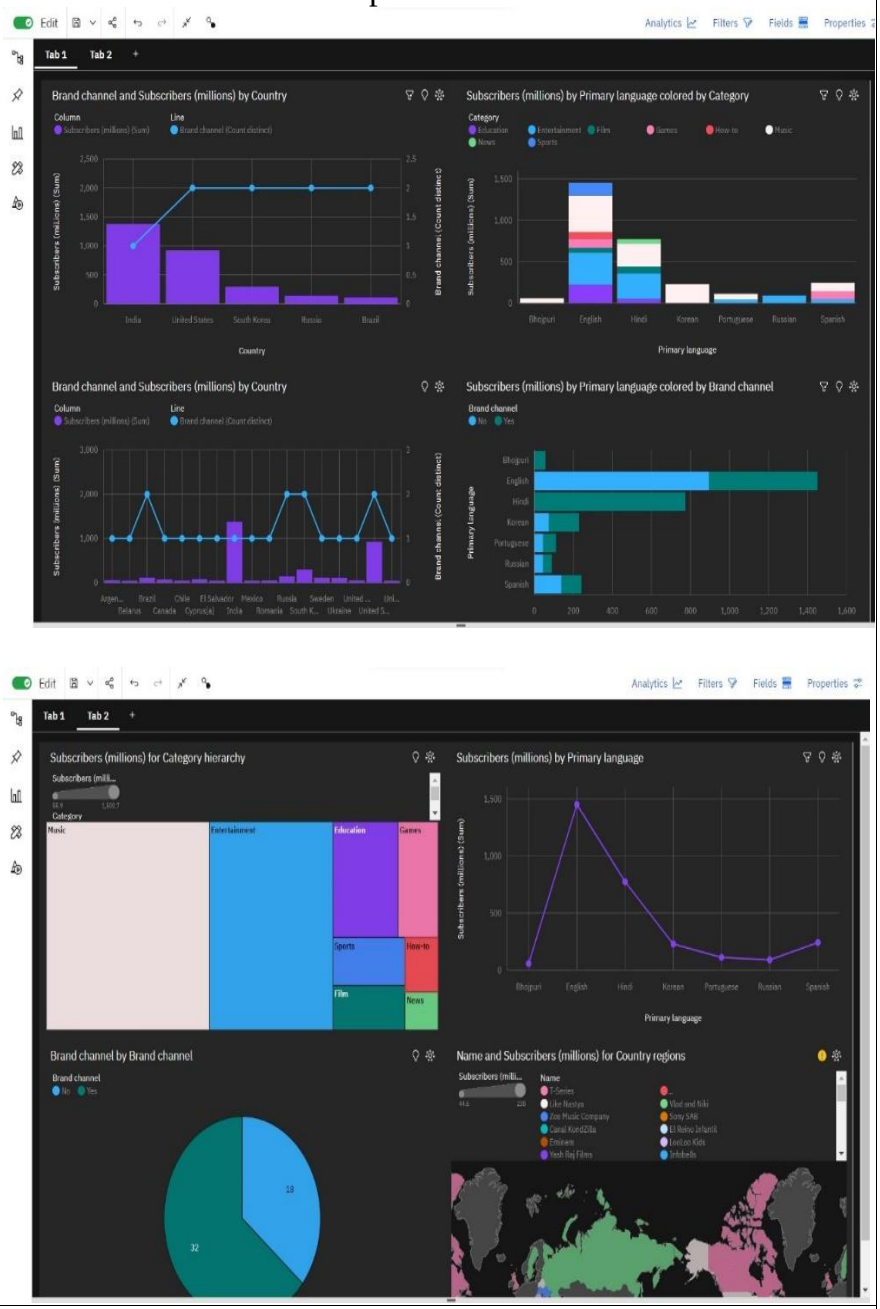
<input type="text" class="form-control" name="subject" id="subject" placeholder="Subject" required>

```
<textarea class="form-control" name="message" rows="5" placeholder="Message" required></textarea>
</div>
<div class="my-3">
<div class="loading">Loading</div>
<div class="error-message"></div>
<div class="sent-message">Your message has been sent. Thank you!</div>
</div>
<divclass="text-center">
<button type="submit">Send Message</button></div>
</form>
</div>
</div>
</section>
```

RESULTS

CHAPTER - 7
RESULTS

7.1 PERFORMANCE METRICS

S.No.	Parameter	Screenshot / Values
1.	Dashboard design	No of Visualizations / Graphs - 8 
2.	Data Responsiveness	It ensures real-time tracking of audience engagement and content performance to adapt strategies promptly.

3.	Amount Data to Rendered (DB2 Metrics)	It can range from a few records to thousands or more, depending on the scope of the analysis and the timeframe under consideration.
4.	Utilization of Data Filters	It empowers users to customize their viewing experience, explore specific channel metrics, and extract relevant insights from the vast dataset.
5.	Effective User Story	No of Scene Added - 8
6.	Descriptive Reports	No of Visualizations / Graphs - 6

ADVANTAGES & DISADVANTAGES

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ADVANTAGES & DISADVANTAGES

ADVANTAGES:

Insightful Content: The project provides valuable insights into the strategies and dynamics behind the success of top YouTube channels, serving as an educational resource for content creators and enthusiasts.

Inspiration: It can inspire new content creators by showcasing the journeys and strategies of successful YouTube channels, encouraging creativity and innovation.

Audience Engagement: The project's engaging content can foster discussions, comments, and interactions, increasing audience engagement and interaction.

Market Research: It serves as a form of market research, helping individuals and businesses understand what types of content and strategies are currently popular on YouTube.

Monetization Opportunities: The project can help content creators identify potential monetization strategies used by top channels, opening up new revenue streams.

Case Studies: In-depth case studies offer a detailed look at the success stories of top channels, providing practical lessons and takeaways.

DISADVANTAGES:

Changing Landscape: YouTube is an ever-evolving platform, and strategies that work today may not work in the future. The project's insights may become outdated quickly.

Incomplete Data: Access to data about the inner workings of top YouTube channels may be limited, which can result in incomplete or speculative analyses.

Overgeneralization: The success factors of top channels might not apply to smaller or niche channels, and overgeneralization could be misleading for those with different target audiences or content.

Copyright and Fair Use: Using copyrighted materials from these top channels can pose legal challenges and require careful handling.

Competition: As more creators adopt the strategies explored in the project, it may become more challenging for new channels to stand out and gain subscribers.

Ethical Concerns: If the project involves criticizing or revealing personal information about top creators, it could raise ethical concerns.

CONCLUSION

CHAPTER -9
CONCLUSION

In conclusion, "Subscribers Galore: Exploring The World's Top YouTube Channels" stands as a remarkable and purpose-driven endeavor that enriches the digital landscape. It goes beyond being a mere entertainment platform, serving as a beacon of knowledge and inspiration for the vast community of web users. This documentary-style exploration offers viewers an informative, insightful, and entertaining journey through the diverse realms of YouTube, providing a deeper understanding of the top channels, the creative minds behind them, and the secrets to their success.

Moreover, "Subscribers Galore" sparks a sense of unity and camaraderie among its audience, as it brings together like-minded YouTube enthusiasts. It encourages creativity and exploration, motivating budding content creators to embark on their unique journeys. By providing a comprehensive resource for understanding the intricacies of content creation in the digital age, this initiative opens doors to a world of possibilities, both for viewers and creators alike.

In essence, "Subscribers Galore" serves as a bridge, connecting the diverse worlds within YouTube and empowering individuals to appreciate, learn, and be inspired by the incredible content that exists within this ever-evolving digital universe. It encapsulates the spirit of innovation and community, making it an invaluable addition to the online landscape..

FUTURE SCOPE

CHAPTER – 10

FUTURE SCOPE

The future scope of "Subscribers Galore: Exploring The World's Top YouTube Channels" is promising as the digital content landscape continues to evolve. With the ongoing expansion of online platforms, including YouTube, there is a growing need for insights into successful content creation and audience engagement strategies. As new technologies, algorithms, and content formats emerge, this project can adapt to provide up-to-date guidance to content creators and marketers. Additionally, there is potential for this project to expand into other platforms and to include emerging channels, thus offering a more comprehensive view of the digital media landscape. Overall, it has the opportunity to remain a relevant and valuable resource for those navigating the dynamic world of online content.

APPENDIX

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APPENDIX

SOURCE CODE

index.html

```
<!DOCTYPE html>
<html lang="en">

<head>
<meta charset="utf-8">
<meta content="width=device-width, initial-scale=1.0" name="viewport">

<title>Youtube channel insight</title>
<meta content="" name="description">
<meta content="" name="keywords">
<link href="assets/img/favicon.png" rel="icon">
<link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">
<link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400
i,700,700i|Raleway:300,400,500,700,800|Montserrat:300,400,700"
rel="stylesheet">
<link href="assets/vendor/aos/aos.css" rel="stylesheet">
<link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
<link href="assets/vendor/bootstrap-icons/bootstrap-icons.css"
rel="stylesheet">
<link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
<link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
<link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">
```

```
<link href="assets/css/style.css" rel="stylesheet">
</head>

<body>

<section id="topbar" class="d-flex align-items-center">
<div class="container d-flex justify-content-center justify-content-md-between">

<div class="social-links d-none d-md-flex align-items-center">
<a href="#" class="twitter"><i class="bi bi-twitter"></i></a>
<a href="#" class="facebook"><i class="bi bi-facebook"></i></a>
<a href="#" class="instagram"><i class="bi bi-instagram"></i></a>
<a href="#" class="linkedin"><i class="bi bi-linkedin"></i></i></a>
</div>
</div>
</section>
<header id="header" class="d-flex align-items-center">
<div class="container d-flex justify-content-between">

<div id="logo">
<h1><a href="index.html">Subscribers <span>Galore</span></a></h1>
</div>


<nav id="navbar" class="navbar">
<ul>
<li><a class="nav-link scrollto active" href="#hero">Home</a></li>
```

```
<li><a class="nav-link scrollto" href="#about">About</a></li>
<li><a class="nav-link scrollto" href="#dashboard">Dashboard</a></li>
<li><a class="nav-link scrollto " href="#story">Story</a></li>
<li><a class="nav-link scrollto" href="#report">Report</a></li>
<li><a class="nav-link scrollto" href="#contact">Contact</a></li>

</ul>
<i class="bi bi-list mobile-nav-toggle"></i>
</nav>
</div>
</header>
<section id="hero">
<div class="hero-content" data-aos="fade-up">
<h2>Exploring The World's <span>Top YouTube
Channels</span><br>happen!</h2>
<div>
<a href="#about" class="btn-get-started scrollto">Report</a>
<a href="#dashboard" class="btn-projects scrollto">Dashboard</a>
<a href="#story" class="btn-get-started scrollto">Story</a>
</div>
</div>
<div class="hero-slider swiper">
<div class="swiper-wrapper">
<div class="swiper-slide" style="background-image:

url('assets/img/hero-carousel/1.jpg');"></div>
<div class="swiper-slide" style="background-image: url('assets/img/hero-
carousel/2.jpg');"></div>
<div class="swiper-slide" style="background-image: url('assets/img/hero-
```

carousel/3.jpg');">

</section>
<main id="main">
<section id="about">

<h2 >About</h2>

 "Exploring the World's Top YouTube Channels" is a comprehensive data analysis project aimed at uncovering the secrets behind the success of the most prominent YouTube creators on a global scale.
 Through rigorous data collection, statistical analysis, and in-depth research, we aim to provide insights into the content, strategies, and trends that have propelled these channels to the pinnacle of online fame.

 Marketers and brands can leverage the project's insights to understand the preferences and behaviors of YouTube audiences. This knowledge can inform influencer marketing campaigns, content partnerships, and advertising strategies.

```
</div>
<div class="col-lg-6 text-center" style="margin-top: -20px;">
<img src="https://www.freepatternsarea.com/wp-
content/uploads/2022/04/youtube-logo-button-icon-vector-designs.jpg"
alt="About Image" width="500">
</div>
</div>
</div>
</section>
<section id="dashboard">
<div class="container" data-aos="fade-up">
<div class="section-header">
<h2>Dashboard</h2>
</div>
<iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;path
Ref=.my_folders%2FSubscriber_dashboard&amp;closeWindowOnLastView
=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embe
dded&amp;action=view&amp;mode=dashboard&amp;subView=model0000
018b3bfc84c8_00000000" width="100%" height="950" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
</div>
</section>
<section id="story">

<div class="container" data-aos="fade-up">
<div class="section-header">
<h2>Story</h2>
</div>
```

<iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FSubscriber_story&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&sceneId=model0000018b3c44f587_00000000&sceneTime=0" width="100%" height="950" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
</section>
<section id="report">

<h2>Report</h2>

<iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSubscriper_report_fnl&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=run&prompt=false" width="100%" height="950" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>

</section>
<section id="contact">

<h2>Contact us</h2>

```
<form action="forms/contact.php" method="post" role="form" class="php-email-form">
<div class="row">
<div class="form-group col-md-6">
<input type="text" name="name" class="form-control" id="name" placeholder="Your Name" required>
</div>
<div class="form-group col-md-6 mt-3 mt-md-0">
<input type="email" class="form-control" name="email" id="email" placeholder="Your Email" required>
</div>
</div>
<div class="form-group mt-3">
<input type="text" class="form-control" name="subject" id="subject" placeholder="Subject" required>
</div>
<div class="form-group mt-3">
<textarea class="form-control" name="message" rows="5" placeholder="Message" required></textarea>
</div>
<div class="my-3">
<div class="loading">Loading</div>
<div class="error-message"></div>


<div class="sent-message">Your message has been sent. Thank you!</div>
</div>
<div class="text-center"><button type="submit">Send
```

```
Message</button></div>
</form>
</div>
</div>
</section>
</main>
<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>
<script src="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>
<script src="assets/js/main.js"></script>
</body>
</html>
```

style.css

```
body {
    font-family: 'Arial', sans-serif;
    background: url('your-background-image.jpg') centercenterfixed;
    background-size: cover;
color: #333;

  margin: 0;
    padding: 0;
}
```

```
header {
    background: rgba(0, 0, 0, 0.6);
color: #fff;
    text-align: center;
    padding: 20px 0;
}

header h1 {
    font-size: 36px;
    margin: 0;
}

header p {
    font-size: 18px;
    margin-top: 10px;
}

nav {
    background: rgba(0, 0, 0, 0.7);
    padding: 10px 0;
}

nav ul {
    list-style: none;

text-align: center;
    margin: 0;
    padding: 0;
}
```

```
nav li {
    display: inline;
    margin: 0 20px;
}

nav a {
color: #fff;
    text-decoration: none;
    font-size: 18px;
}

section {
    background: rgba(255, 255, 255, 0.8);
    box-shadow: 0px 0px 15px rgba(0, 0, 0, 0.2);
    border-radius: 10px;
    margin: 20px;
    padding: 20px;
}

h2 {
    font-size: 28px;
color: #0078d4;
}

ul {
    list-style: none;
    padding: 0;
}
```

```
li {
    font-size: 16px;
    margin-bottom: 10px;
}

a {
color: #0078d4;
    text-decoration: none;
}

a:hover {
    text-decoration: underline;
}

.container {
    max-width: 800px;
    margin: 0 auto;
}

img {
    max-width: 100%;
    height: auto;
}

#contact ul {
    display: flex;
    flex-wrap: wrap;
    justify-content: center;
```

```
}

#contact li {
    margin: 10px;
    padding: 10px;
    border: 1px solid #0078d4;
    border-radius: 5px;
}

#career-objective p {
    line-height: 1.6;
}

#education p {
    margin-bottom: 10px;
}

#projects, #achievements, #certifications, #presentations {
    border-left: 3px solid #0078d4;
    padding-left: 20px;
}
```

SCREENSHOTS

DASHBOARD

Fig 11.1

STORY

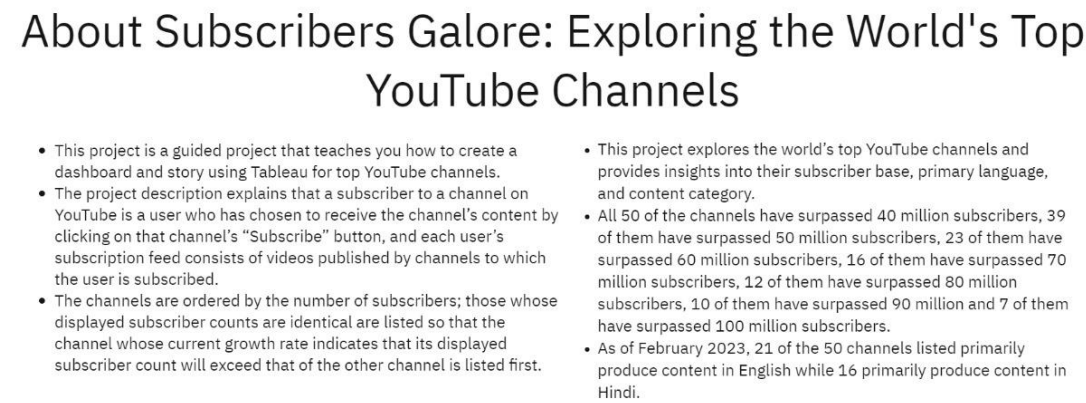

Fig.No. 11.2STORYSECTION

Channels

Name, Rank, Subscribers (millions), Primary language, Category and Country

Name	Rank ▲	Subscribers (millions)	Primary language	Category	Country
T-Series	1	238	Hindi[7][8]	Music	India
Zee Music Company	10	93.4	Hindi[13][14]	Music	India
Blackpink	11	84.8	Korean	Music	South Korea
Goldmines	12	83.3	Hindi	Film	India
5-Minute Crafts	13	79.2	English	How-to	Cyprus[a]
Sony SAB	14	78.2	Hindi	Entertainment	India
BangtanTV	15	73.9	Korean	Music	South Korea
Justin Bieber	16	71.1	English	Music	Canada
Hybe Labels	17	69.5	Korean	Music	South Korea
Canal KondZilla	18	66.4	Portuguese	Music	Brazil
Zee TV	19	66.3	Hindi	Entertainment	India
Cocomelon	2	155	English	Education	United States
Pinkfong	20	66.1	English	Education	South Korea
Shemaroo Entertainment	21	64.2	Hindi	Music	India
ChuChu TV	22	63.2	Hindi[16]	Education	India
Colors TV	23	60.6	Hindi	Entertainment	India
Dude Perfect	24	59	English	Sports	United States

Fig 11.3

Country Details

Country

Fig 11.4

11.2 GITHUB & PROJECT VIDEO DEMO LINK

GITHUBLINK:

https://github.com/sowmiya082003/Nanmudhalavan-dataanalytics-NM2023TMID01837

PROJECT VIDEO DEMO LINK

https://drive.google.com/file/d/1_Fc77cZIA4hA7eyCypjVF6AsDaWTbTO_/view?usp=sharing

REFERENCES

CHAPTER – 12
REFERENCES

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[3] Joseph Kready; ShishilaAwungShimray; Muhammad Nihal Hussain; Nitin Agarwal (2020),“Youtube Data Collection Using Parallel Processing”, *IEEE International Parallel And Distributed Processing Symposium Workshops (IPDPSW).*

[4] Antonin Pavlicek; Martin Potančok; Radim Čermák (2020),“Information And Process Management Of Successful Youtube Channels”, *International Conference On Engineering Management Of Communication And Technology (EMCTECH).*