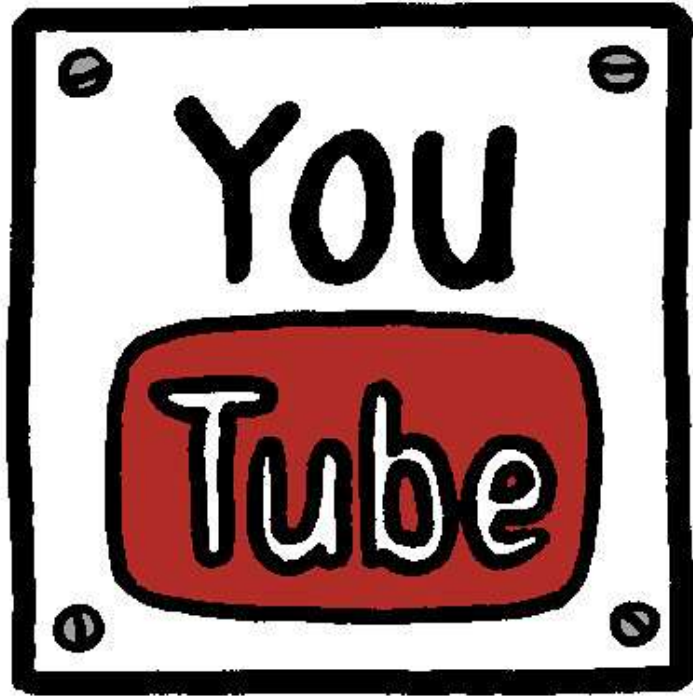


# BACHELOR OF SCIENCE IN STATISTICS

DEPARTMENT OF STATISTICS,  
RAJAH SERFOJI GOVT COLLEGE,  
THANJAVUR-613001.





# Data Analytics with Tableau

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SUBSCRIBER'S GALORE: EXPLORING  
THE WORLD'S TOP YOUTUBE  
CHANNELS

# Meet MY Team

- |                           |          |
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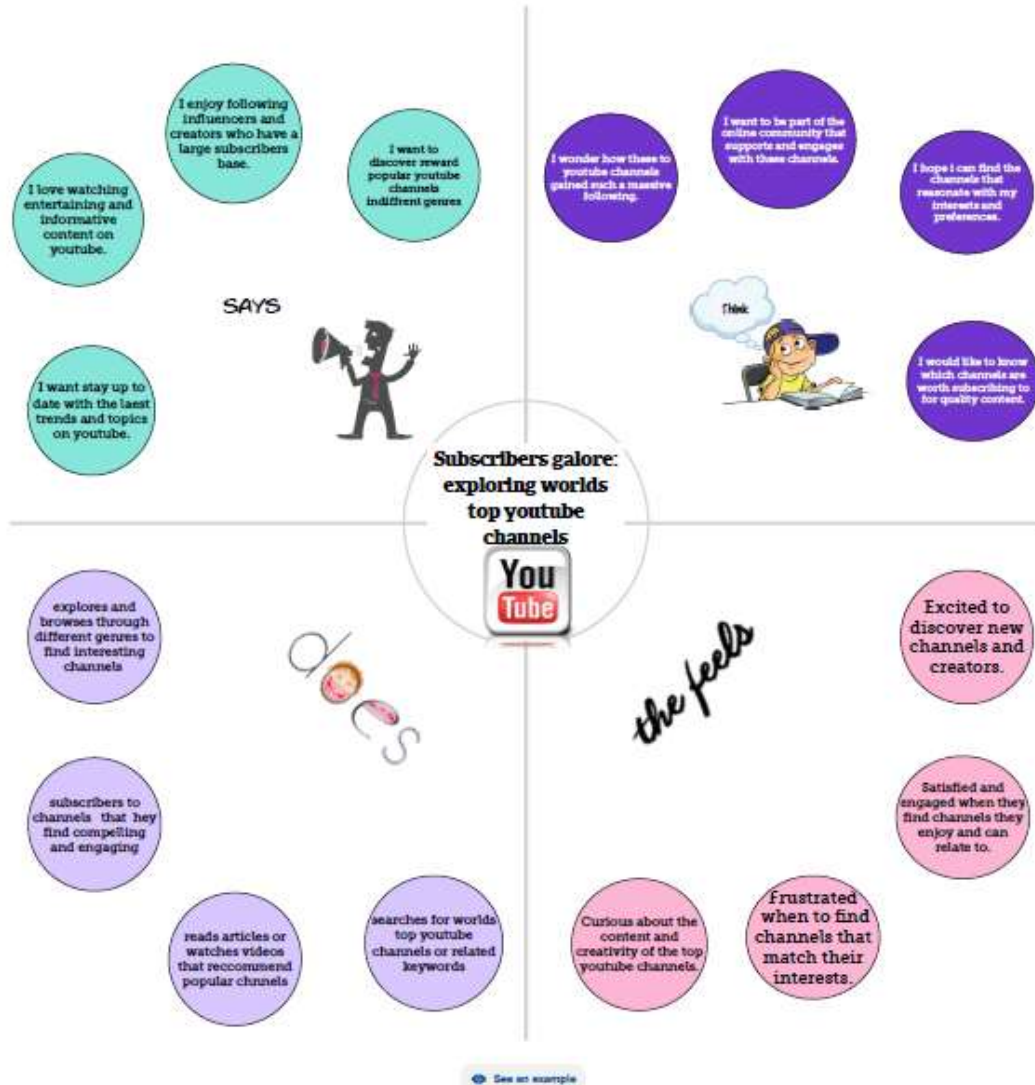
- GUIDE BY
  - Dr. A. Joshua Joseph

# INTRODUCTION OVERVIEW

- The project is a web-based platform focused on the world's top YouTube channels, providing users with data analytics on channel performance and user engagement. The purpose of the platform is to help channel owners and marketers understand what makes these channels successful and apply those insights to their own marketing strategies. Users can search for channels by name or by keyword, and view detailed analytics on channel metrics such as subscribers, views, engagement rate, and subscriber growth. The platform also offers insights on user demographics, top videos, and engagement metrics such as comments, shares, and likes. The platform will be designed to provide users with a comprehensive analysis of the channels, including trends over time and comparative metrics.

# PURPOSE

- \*1. Data Analytics for Marketers\* Marketing professionals and businesses can use the platform's data analytics to understand the success of top YouTube channels and apply those insights to their own marketing strategies. They can learn about the top channels in various industries, the types of content that are most popular, and the trends that drive engagement and growth.
- \*2. Channel Analysis and Optimisation\* Channel owners and YouTubers can use the platform's analytics to track their own channel performance, identify areas for improvement, and make data-driven decisions to enhance their strategy. They can learn about their channel metrics, including the top videos and most engaged users, and make changes to improve their engagement, subscriber growth, and overall success.
- \*3. Industry Overviews\* The platform can provide a comprehensive overview of the YouTube ecosystem, offering insights into the top channels in various industries, trends in content creation, and audience engagement. This information can be useful for both marketers and channel owners seeking to stay ahead of the curve and stay informed about the latest developments in the space.
- \*4. Competitive Intelligence\* Competitors in the same industry can use the platform to understand the performance of rival channels, identify trends and best practices, and make informed decisions about their own strategy. They can learn more about their competitors' strengths and weaknesses, understand their audience demographics, and identify areas for improvement.
- \*5. Research for Academic Work\* Researchers and students studying the YouTube ecosystem and related topics, such as social media marketing and audience engagement, can use the platform as a data source for their work. The platform can provide a large and comprehensive database of channel metrics, insights, and trends, which can be used for research studies, academic papers, and other academic work.



# EMPATHY MAP



# RESULTS

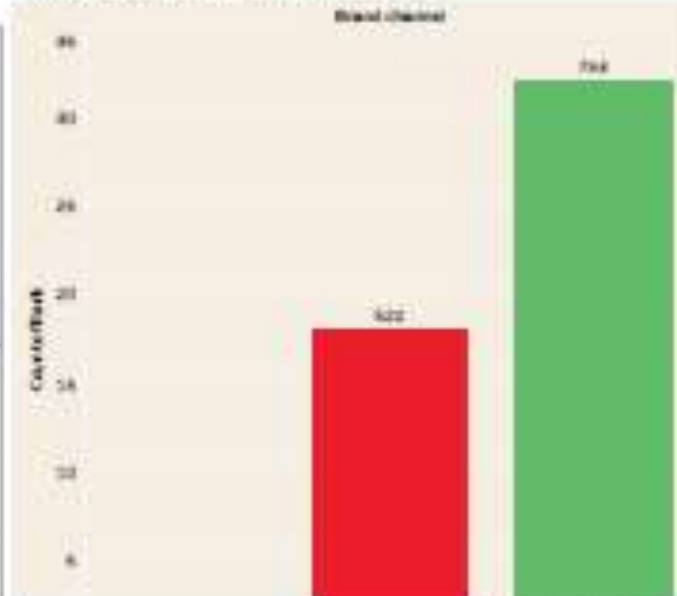
## Story 1

Channel details	List of Channels with Number of Subscribers and Language	Language wise language and Country wise language	Language and Country wise Subscribers	Country wise Primary language, Number of subscribers and total number.
-----------------	--	--	---------------------------------------	--

### RANK WISE CHANNELS

Name	
As of March 14, 2024 UTC	
T-Series	
Comedian	
Sony Entertainment Television	
Milkaa	
PewDiePie	
80s Dance Show	
Like Nastya	
Ved and NSI	
WWE	
Zee Music Company	
Blackpink	
Sadness	
5 Minute Crafts	
Sony SAB	
Bangor TV	
Justin Bieber	
Hybe Labels	
Carol Reed Zila	
Zee TV	
Pinkfong	
Shamara Entertainment	

### NO OF CHANNELS WITH BRAND



### BRAND CHANNELS

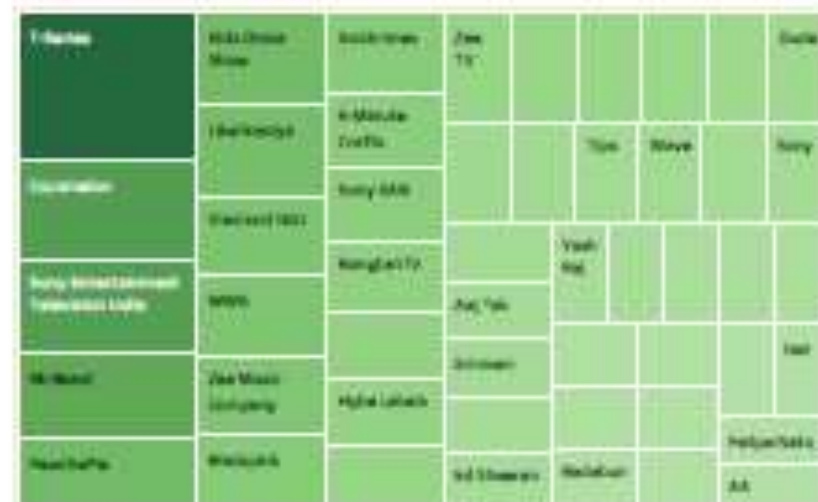
Name	Brand channel	No of Sub.	Yes	No
5 Minute Crafts			Yes	No
As of March 14, 2024 UTC			Yes	No
Blackpink			Yes	No
Carol Reed Zila			Yes	No
Comedian			Yes	No
Hybe Labels			Yes	No
Justin Bieber			Yes	No
Milkaa			Yes	No
Pinkfong			Yes	No
Sadness			Yes	No
Sony SAB			Yes	No
Sony Entertainment Television			Yes	No
T-Series			Yes	No
Ved and NSI			Yes	No
WWE			Yes	No
Zee Music Company			Yes	No
Zee TV			Yes	No



### Story 1

Chambers listed	List of Chambers with Number of Subscribers and Language	Category-wise Language and Country-wise Language	Language and Country-wise Subscribers	Country-wise Primary Language, Number of Subscribers and total works
-----------------	--	--	---------------------------------------	--

CHANNEL NAME WITH SUB



NO OF CHNNELS OF A LANGUAGE



### Story 1

[Return to top](#)

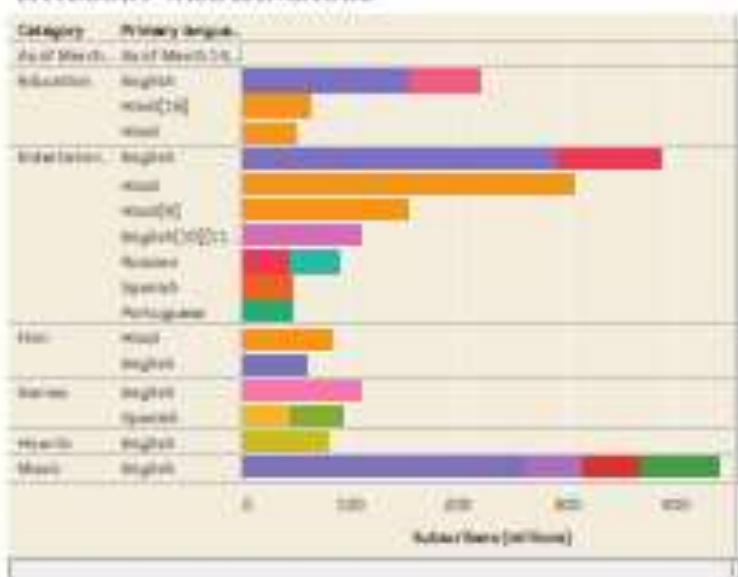
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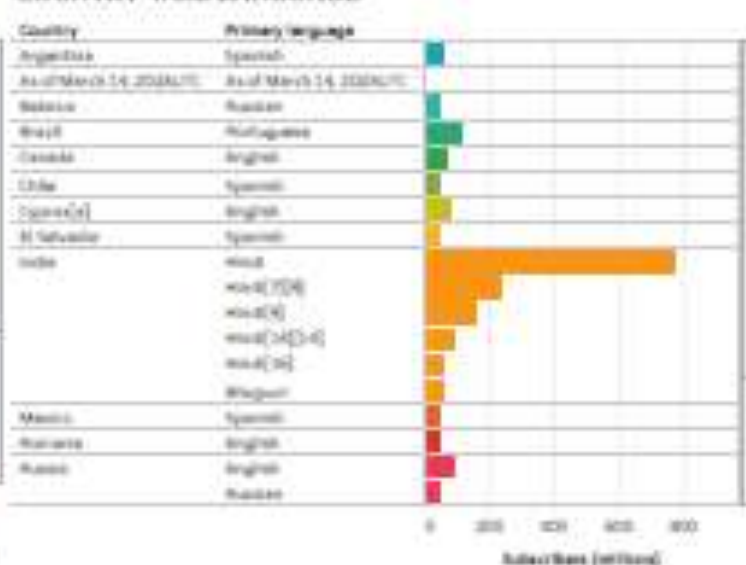
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Elaborate the following  
concepts, functions of  
each and its role in society.

### CATEGORY WISE LANGUAGE



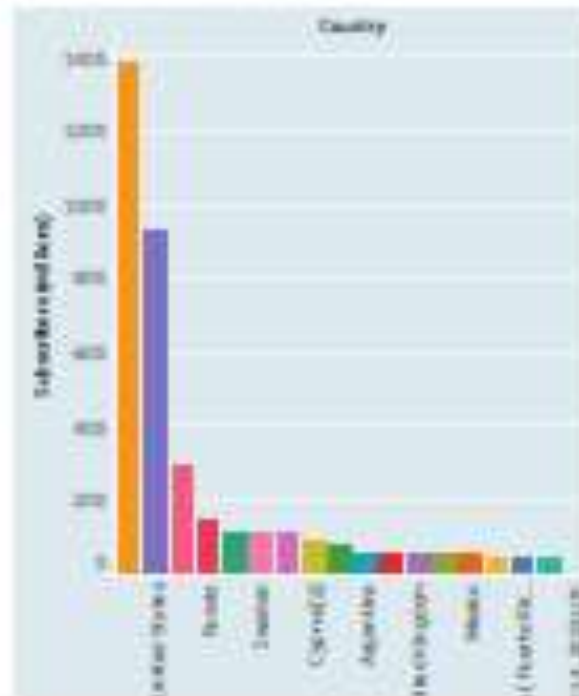
## COUNTRY WISE LANGUAGE



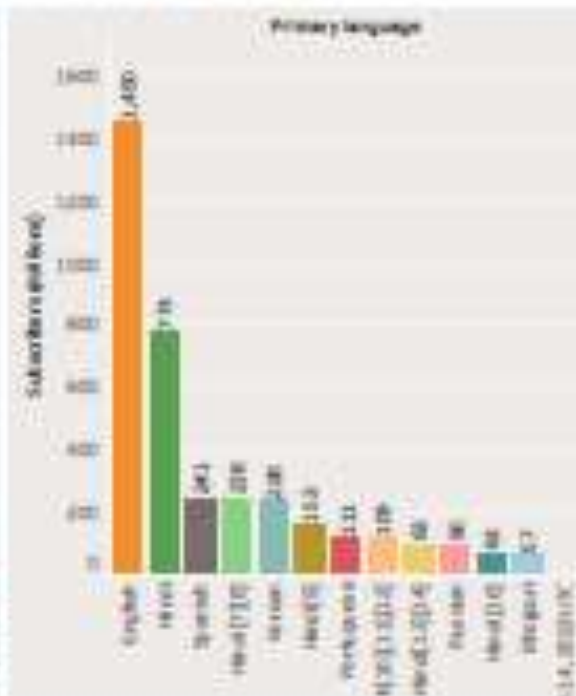
## Story 1

Overview report	List of channels with number of subscribers and language	Category wise language and country wise language	Language and Country wise Subscribers	Country wise Primary language, Number of subscribers and total number
-----------------	--	--	---------------------------------------	---

COUNTRY WISE SUB



LANGUAGE WISE SUB



## Story 1

Channel type	List of Channels with Number of Subscribers and Language	Category wise language and Country wise language	Language and Country wise Subscribers	Country with Primary language, Number of Subscribers and Total number
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### COUNTRY WISE CHANNEL



# ADVANTAGES

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1. Competitive Edge - Marketers and businesses can gain a competitive edge in promoting their brand by using the platform's data analytics to understand the success of top YouTube channels and applying those insights to their own marketing strategies.



2. Channel Growth - Channel owners and YouTubers can use the platform's analytics to track their own channel's performance, identify areas for improvement, and make data-driven decisions to enhance it.



3. Industry Overview - The platform can provide a comprehensive overview of the YouTube ecosystem, offering insights into the top channels in various industries, trends in content creation, and audience engagement.



4. Competitive Intelligence - Competitors in the same industry can use the platform to understand the performance of rival channels and identify opportunities for growth and improvement.



5. Research Opportunities - Researchers and students studying the YouTube ecosystem and related topics can use the platform as a data source for their research.

# DISADVANTAGES



1. Limited to YouTube - The project is limited to YouTube, and does not cover other video-sharing platforms, which may limit its appeal to some consumers and businesses.



2. Data Accuracy - The platform relies on publicly available data, which may not always be accurate or complete, and may be subject to errors and biases.



3. Cost - Developing and maintaining a comprehensive web-based platform can be a costly investment, which may be difficult for some organizations to justify.



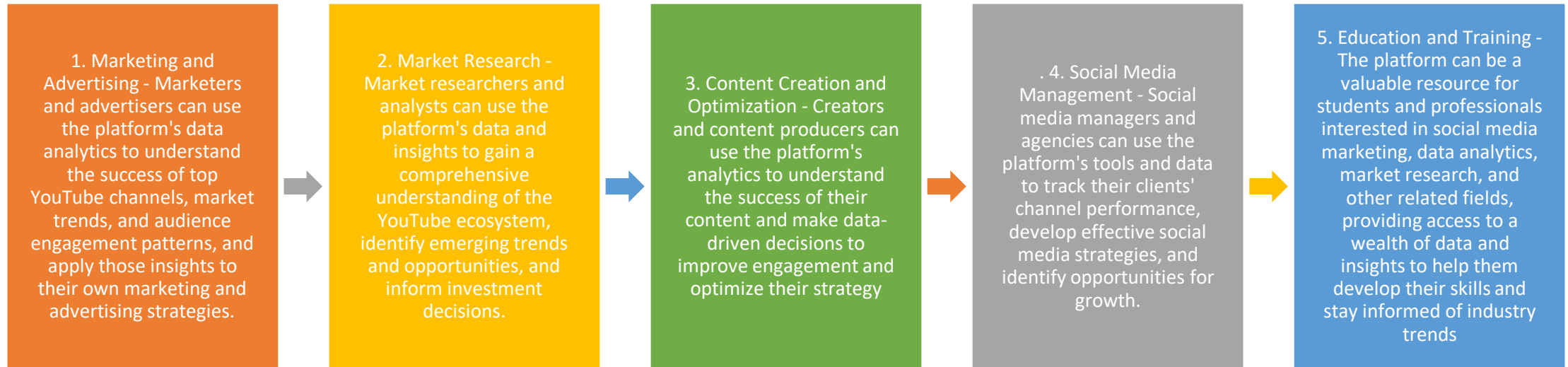
4. Data Ownership - The data and insights generated by the platform may be subject to intellectual property laws, which can limit how the information is used and shared with others.



5. Privacy Concerns - The collection and use of user data, including search history and viewing habits, can raise concerns about privacy and data protection, which may limit adoption by some users.

# APPLICATIONS

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# CONCLUSION

- In conclusion, the "Exploring World's Top YouTube Channels" platform offers a comprehensive and interactive way for users to explore, analyze, and gain insights into the world's top YouTube channels. With a user-friendly interface and a wide range of data analytics tools, the platform provides valuable insights into channel performance, market trends, audience engagement, and much more.
- While the platform provides valuable insights for marketers, analysts, content producers, social media managers, and other stakeholders in the YouTube and social media industries, it is important to note that the analysis is limited to the YouTube platform and does not cover other video-sharing services. Additionally, data accuracy and privacy are potential concerns that need to be addressed with data collection and analysis.
- Overall, the platform aims to serve as a valuable resource for anyone interested in understanding the success of top YouTube channels and applying those insights to their own marketing and content creation strategies. With regular updates and improvements, the platform has the potential to continue providing valuable insights for a wide range of users for years to come.



# FUTURE SCOPE

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1. Addition of further data analytics tools: The platform can be further enhanced by adding additional data analytics tools such as sentiment analysis, keyword analysis, and audience demographic analysis to provide users with even deeper insights into channel performance and audience engagement.



2. Integration with other social media platforms: The platform can be expanded to include data from other social media platforms, such as Facebook and Instagram, to provide a more comprehensive view of user behavior and engagement across multiple channels.



3. Personalized recommendations: The platform can be enhanced by incorporating personalized recommendations based on user preferences and viewing behavior, making it a more personalized and engaging experience for users.



4. Integration with artificial intelligence (AI): The platform can be further enhanced by integrating AI algorithms that can automatically identify trends, patterns, and insights from the data, providing users with even more efficient and effective data analysis.



5. Support for real-time data: The platform can be further enhanced by adding real-time data analysis capabilities, allowing users to track and analyze channel performance and engagement as it happens in real-time.



By implementing these enhancements, the "Exploring World's Top YouTube Channels" platform has the potential to become an even more valuable resource for anyone interested in understanding and analyzing the success of top YouTube channels.