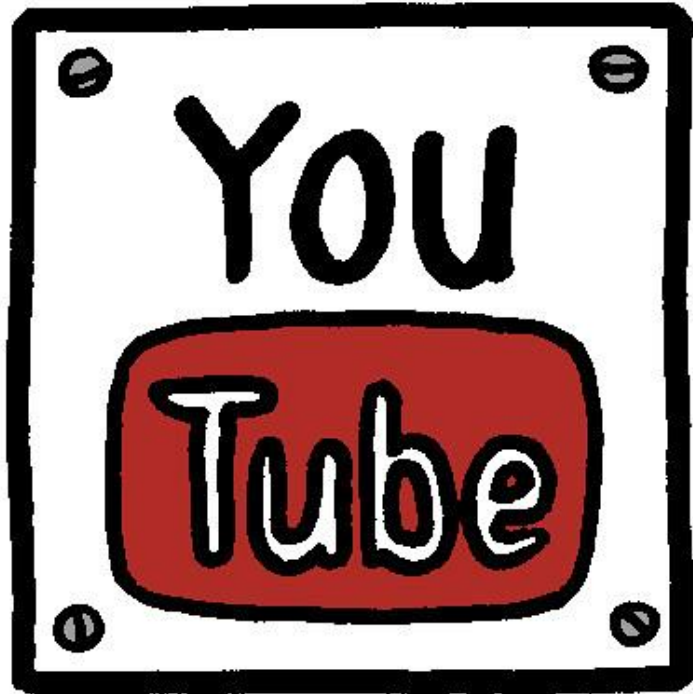


BACHELOR OF SCIENCE IN STATISTICS

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Data Analytics with Tableau

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

Meet MY Team

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

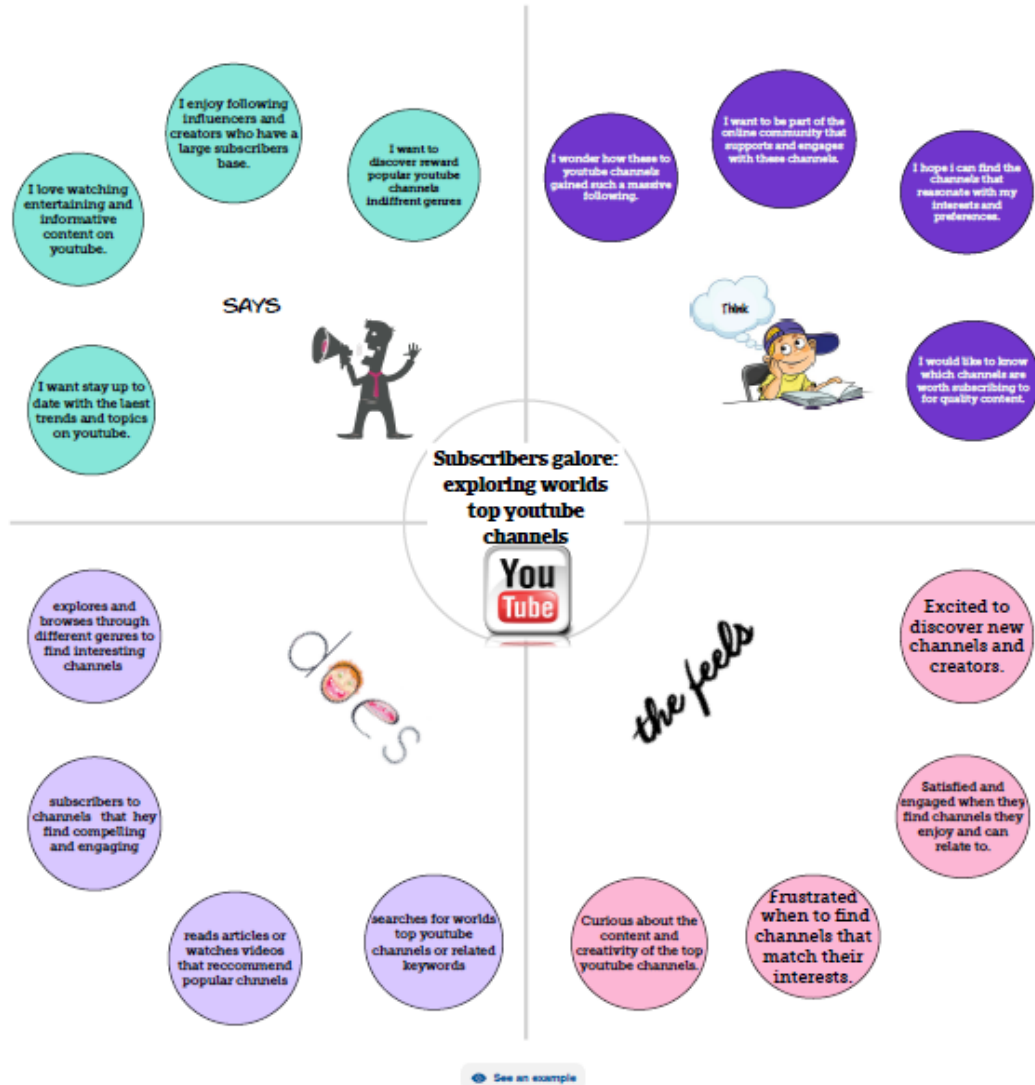
1.INTRODUCTION

1.1OVERVIEW

- 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.

1.2 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.



2.1

EMPATHY

MAP



3. RESULTS

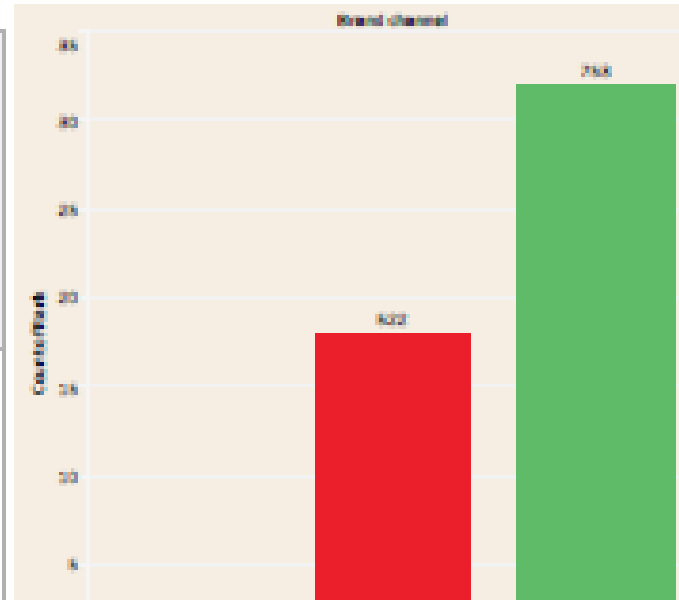
Story 1

channels detail	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.
-----------------	--	--	---------------------------------------	--

RANK WISE CHANNELS

Name	
As of March 14, 2023 UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev...	3
MitBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Dee Music Company	10
Blackpink	11
Susiminas	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Dee TV	19
Pinkfong	20
Shamane Entertainment	21

NO OF CHANNELS WITH BRAND



BRAND CHANNELS

Name	As of M...	No	Yes
5-Minute Crafts			Yes
Ad		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 20...	As of M...		
Bad Bunny		No	
Blackburn			Yes
BangtanTV		No	
Billa Billa		No	
Billionaire's Toys			Yes
Blackpink			Yes
Canal KondZilla			Yes
Chacha TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Niño Infantil			Yes

Story 1

channels detail	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.
-----------------	--	--	---------------------------------------	--

CHANNEL NAME WITH SUB

Niente	Kids Dime Show	Sad Movies	Zee TV						Dude
	Like Nerdyn	6-Minute Crafts				Tips	Wave		Sony
Cocomelon		Sony SAB							
	Wadland Niki	ReigninTV			Yash Raj				
Sony Entertainment Television India	WWE		Aaj Tak						
			Ekseem						Real
MrBeast	Zee Music Company	Hybe Labels							Pedipe Neta
									Ad
PewDiePie	Blackpink		Ed Sheeran	Kedabun					

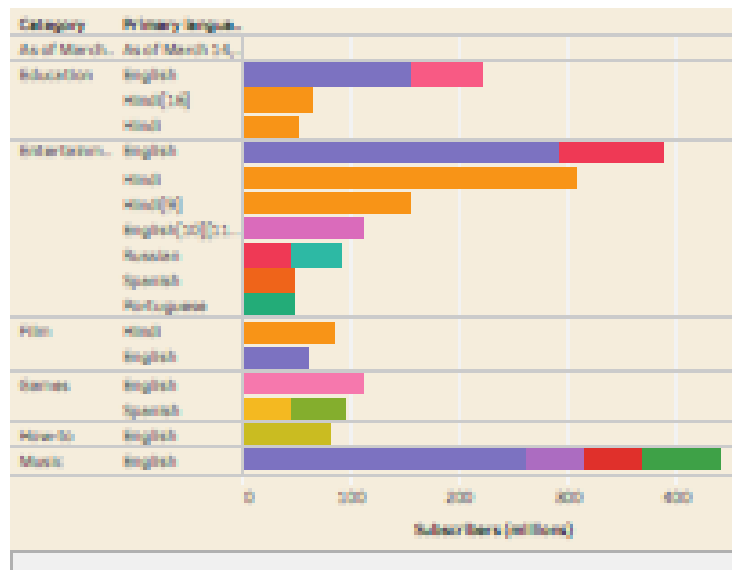
NO OF CHNNELS OF A LANGUAGE



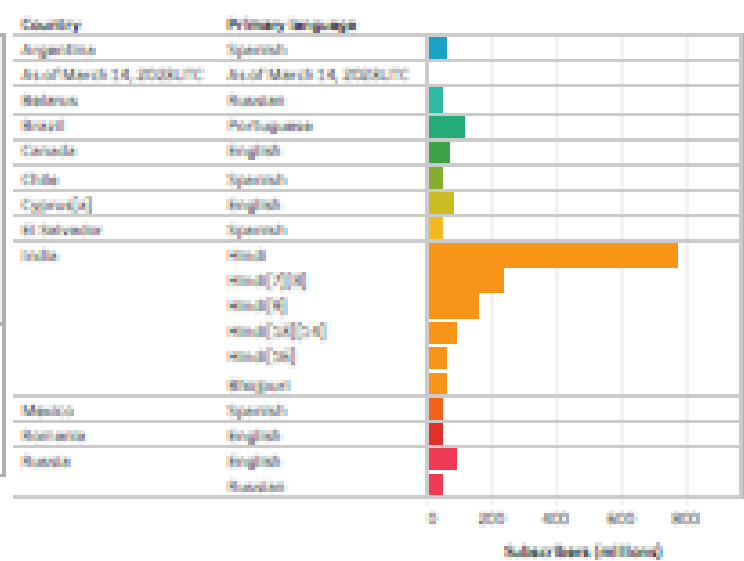
Story 1

channels detail	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.
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CATEGORY WISE LANGUAGE



COUNTRY WISE LANGUAGE



Story 1

channels data

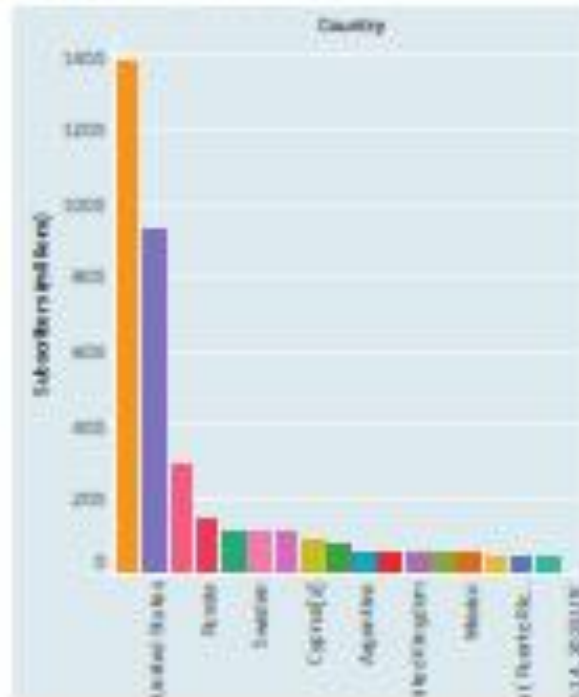
List of Channels with Number of Subscribers and Language

Category wise Language and Country wise Language

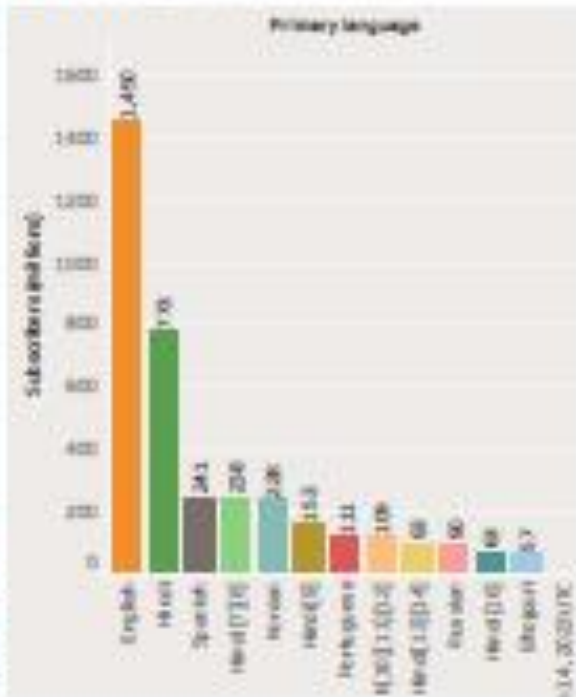
Language and Country wise Subscribers

Country wise Primary Language, Number of subscribers and total number

COUNTRY WISE SUB



LANGAUGE WISE SUB



Story 1

channels: default	list of Channels with Number of Subscribers and Language	Category with Language and Country with Language	Language and Country with Subscribers	Country wise Primary language, Number of subscribers and total number
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4. ADVANTAGES



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.

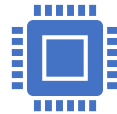
DISADVANTAGES



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.

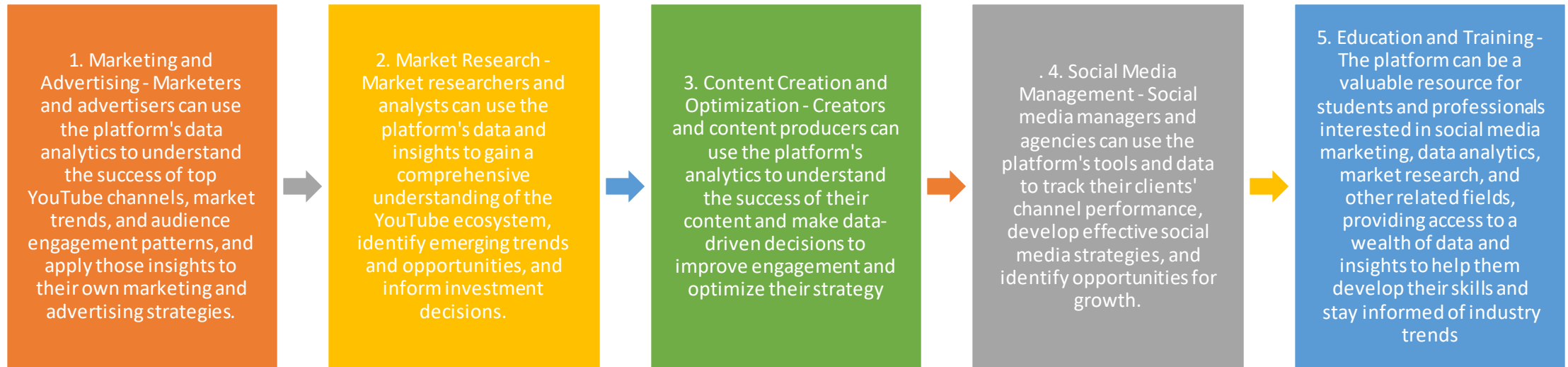


4. Data Ownership - The data and insights generated by the platform may be subject to intellectual property laws, which can limit how the information is used and shared with others.



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.

5. APPLICATIONS



6. 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.

7. FUTURE SCOPE



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.

8. APPENDIX

EMPATHY MAP LINK

[https://github.com/sribalajipurusothaman/subscribers_galore_Exploring_Worlds_Top_YouTube_Channels_NM2023TMID01521/blob/main/subscriber%20galore_2023-08-30_07-32-42%20\(1\).pdf](https://github.com/sribalajipurusothaman/subscribers_galore_Exploring_Worlds_Top_YouTube_Channels_NM2023TMID01521/blob/main/subscriber%20galore_2023-08-30_07-32-42%20(1).pdf)

BRAINSTORM MAP LINK

[https://github.com/sribalajipurusothaman/subscribers_galore_Exploring_Worlds_Top_YouTube_Channels_NM2023TMID01521/blob/main/Subscribers%20Galore%20brainstorm_2023-09-01_08-34-50%20\(2\).pdf](https://github.com/sribalajipurusothaman/subscribers_galore_Exploring_Worlds_Top_YouTube_Channels_NM2023TMID01521/blob/main/Subscribers%20Galore%20brainstorm_2023-09-01_08-34-50%20(2).pdf)

DASHBOARD LINK

https://public.tableau.com/views/subscribersgaloredashboard/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

https://public.tableau.com/views/subscribersgaloredashboard2/Dashboard2?:language=en-US&:display_count=n&:origin=viz_share_link

https://public.tableau.com/views/subscribersgaloredashboard3/Dashboard3?:language=en-US&:display_count=n&:origin=viz_share_link

[https://public.tableau.com/views/subscribersgaloredashboard4/Dashboard4?:language=en-](https://public.tableau.com/views/subscribersgaloredashboard4/Dashboard4?:language=en-US&:display_count=n&:origin=viz_share_link)

[US&:display_count=n&:origin=viz_share_link](https://public.tableau.com/views/subscribersgaloredashboard4/Dashboard4?:language=en-US&:display_count=n&:origin=viz_share_link)

https://public.tableau.com/views/subscribersgaloredashboard5/Dashboard5?:language=en-US&:display_count=n&:origin=viz_share_link

STORY LINK

https://public.tableau.com/views/subscribersgalore/Story1?:language=en-US&:display_count=n&:origin=viz_share_link

DATA SET LINK

https://drive.google.com/file/d/1jKlHK4Y7YlOLiqZkYpf9gYSuNgcjsKd_/view?usp=sharing