

PROJECT REPORT

1. INTRODUCTION

1.1 Overview

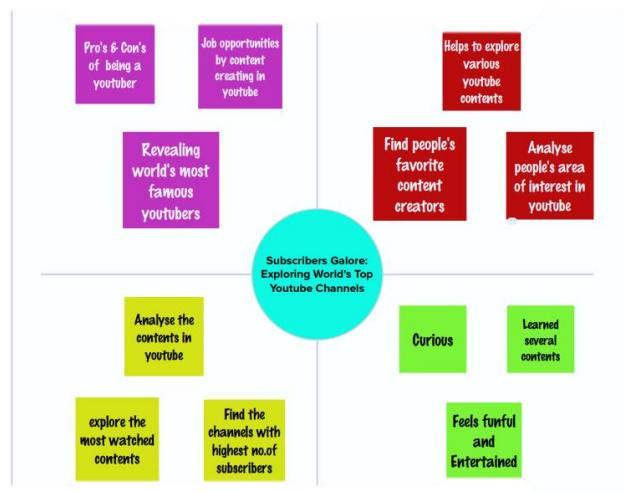
- A subscriber to a channel on the video-sharing YouTube is a user who has chosen to receive the channel's content by clicking on that channel's "Subscribe" button, and each user's subscription feed consists of videos published by channels to which the user is subscribed. The ability to subscribe to 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 (TT-Series) has surpassed 200 million subscribers

1.2 Purpose

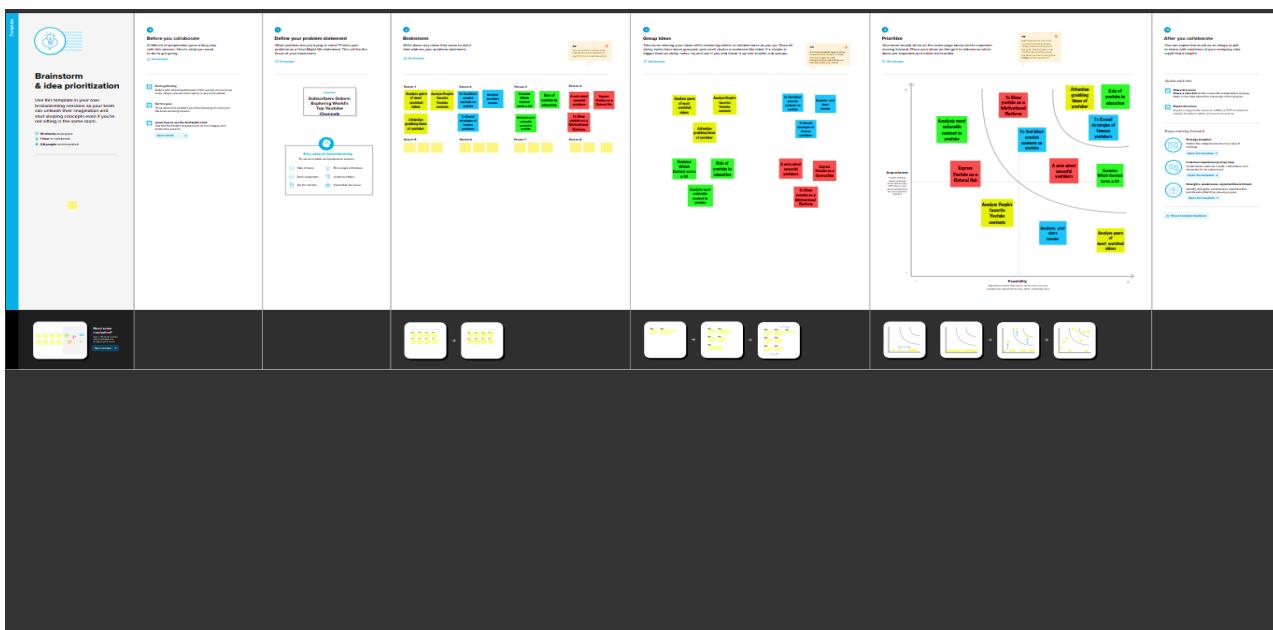
Problem Understanding, also known as Problem Definition or Problem Identification, is the initial and critical phase of any data analysis or problem-solving process. It involves gaining a clear and comprehensive understanding of the problem at hand, its context, scope, and objectives.

2. PROBLEMS DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming map



3. DATA SET

List of most-subscribed YouTube channels - Microsoft Excel (Product Activation Failed)

Rank	Name	Link	Subscribers	Primary Language	Category	Country
0	T-Series	Link	238M	Hindi[7][8]	Music	India
1	Cocomeloo	Link	155M	English	Education	United States
2	Sony Entertainment	Link	153M	Hindi[9]	Entertainment	India
3	MrBeast	Link	137M	English	Entertainment	United States
4	PewDiePie	Link	111M	English	Games	Sweden
5	Kids Diana	Link	109M	English[10]	Entertainment	Ukraine
6	Like Nasty	Link	105M	English	Entertainment	United States
7	Vlad and T	Link	94.9M	English	Entertainment	Russia
8	WWE	Link	93.8M	English	Sports	United States
9	Zee Music	Link	93.4M	Hindi[13][1]	Music	India
10	Blackpink	Link	84.8M	Korean	Music	South Korea
11	Goldmine	Link	83.3M	Hindi	Film	India
12	5-Minute	Link	79.2M	English	How-to	Cyprus[a]
13	Sony SAB	Link	78.2M	Hindi	Entertainment	India
14	BangtanTV	Link	73.9M	Korean	Music	South Korea
15	Justin Bieber	Link	71.1M	English	Music	Canada
16	Hybe Labels	Link	69.5M	Korean	Music	South Korea
17	Canal Kon	Link	66.4M	Portuguese	Music	Brazil
18	Zee TV	Link	66.3M	Hindi	Entertainment	India
19	Pinkfong	Link	66.1M	English	Education	South Korea
20	Shemaroo	Link	64.2M	Hindi	Music	India
21	ChuChu TV	Link	63.2M	Hindi[16]	Education	India
22	Colors TV	Link	60.6M	Hindi	Entertainment	India
23	Dude Perfect	Link	59M	English	Sports	United States

4. VISUALIZATIONS

4.1 Data Sources

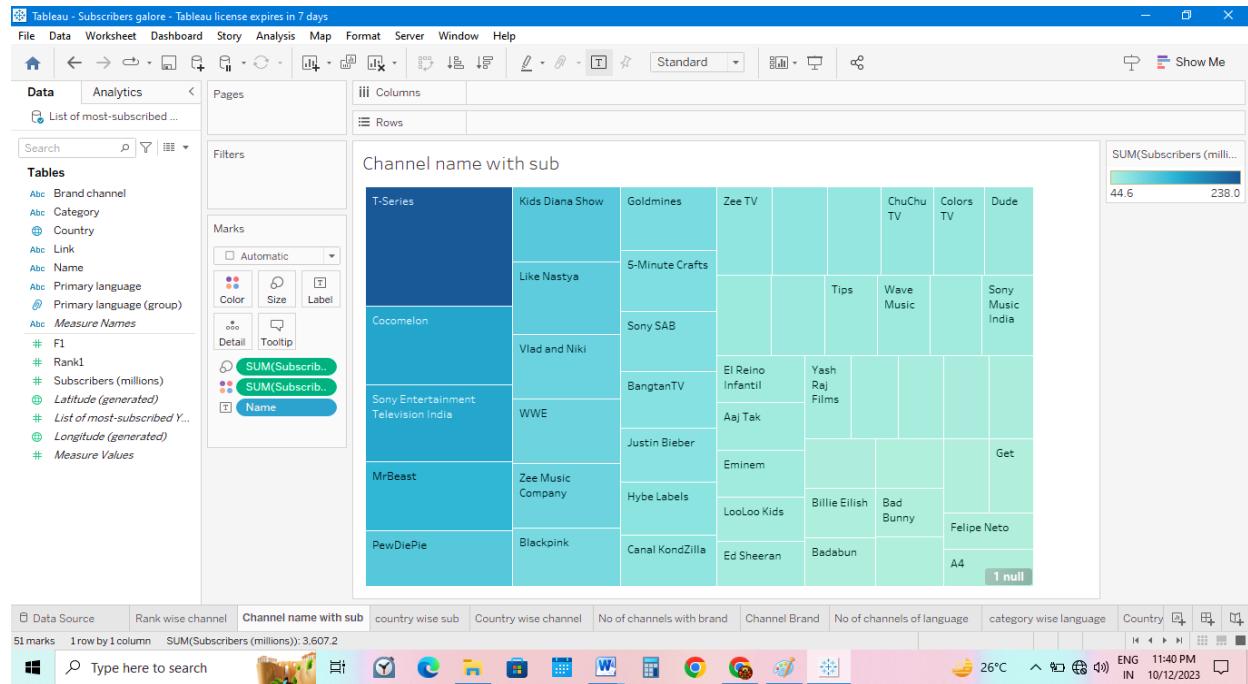
The screenshot shows the Tableau interface with a single data source named "List of most-subscribed YouTube channels". The interface includes a sidebar with "Connections" and "Files" sections, and a main workspace displaying the data source details. A message at the bottom right says "Need more data? Drag tables here to relate them. Learn more". The status bar at the bottom shows system icons, weather (26°C), and system information (ENG 11:35 PM IN 10/12/2023).

4.2 Rank Wise Channel

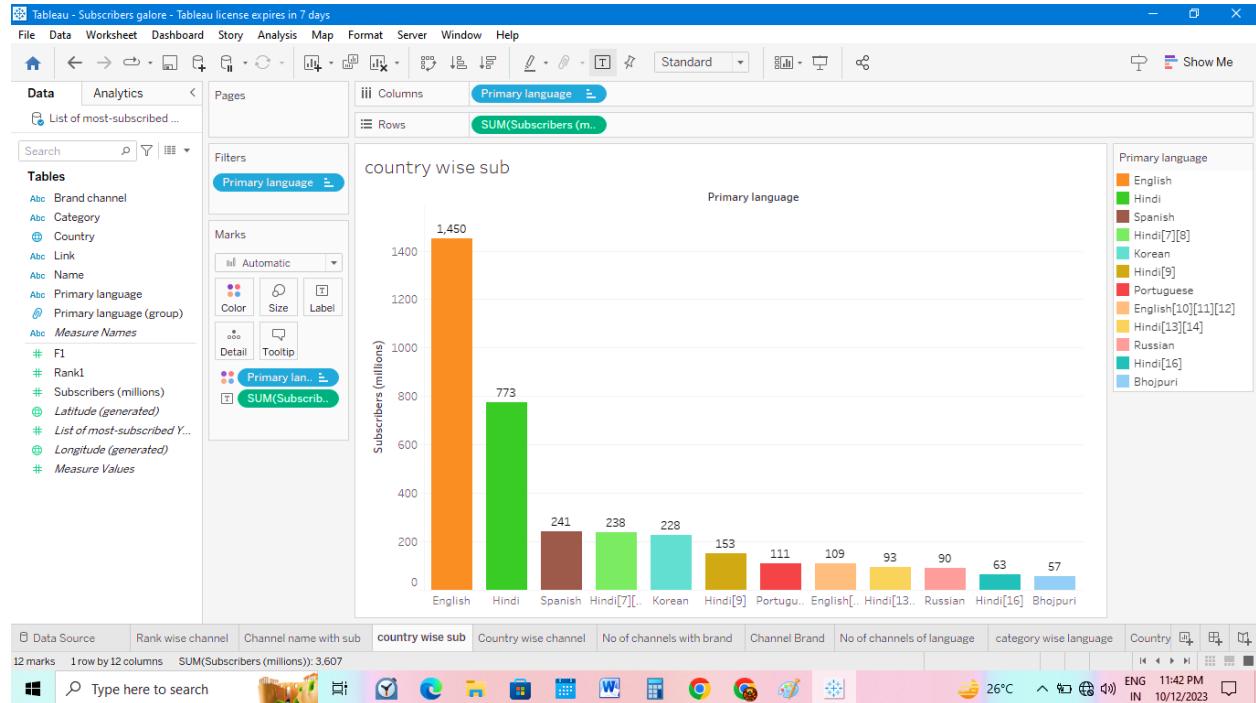
The screenshot shows the Tableau interface with a visualization titled "Rank Wise Channel". The visualization displays a list of YouTube channels ranked by subscribers. The interface includes a sidebar with various data sources and a main workspace showing the rank-wise channel list. The status bar at the bottom shows system icons, weather (26°C), and system information (ENG 11:39 PM IN 10/12/2023).

Name	Rank
T-Series	1
Cocomelon	2
Sony Entertainment Televis...	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainment	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29

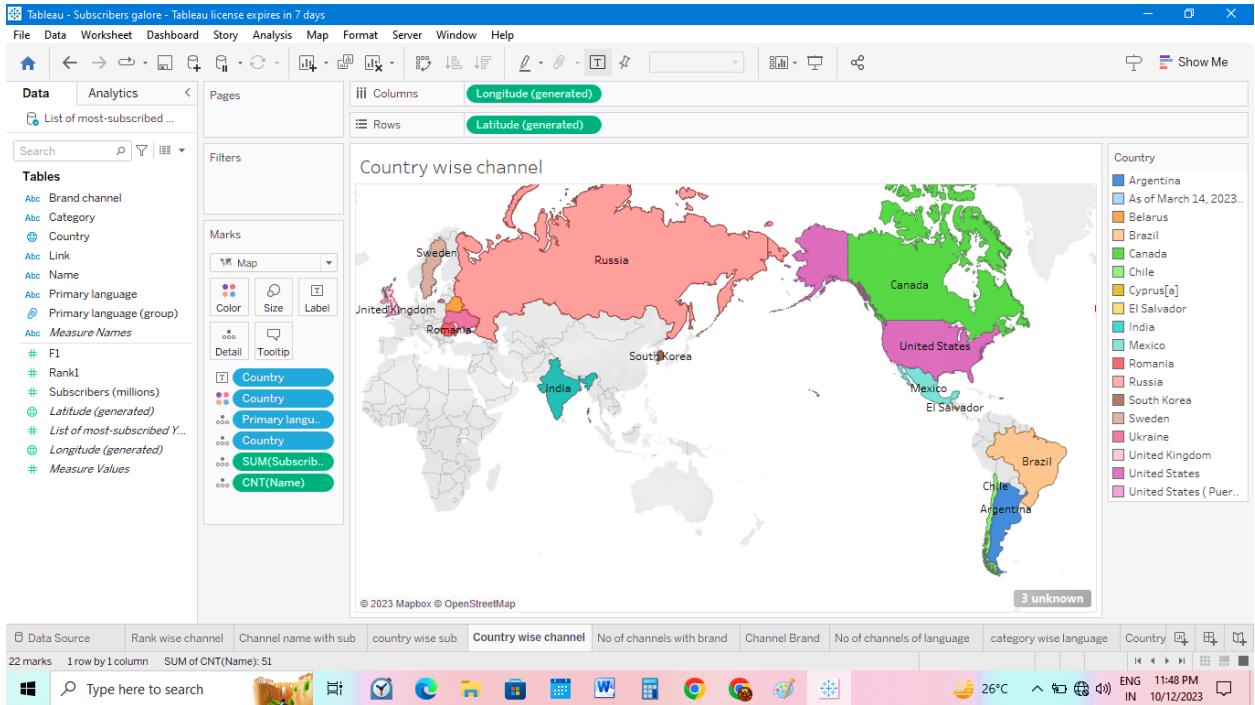
4.3 Channel Name With Subscriber's



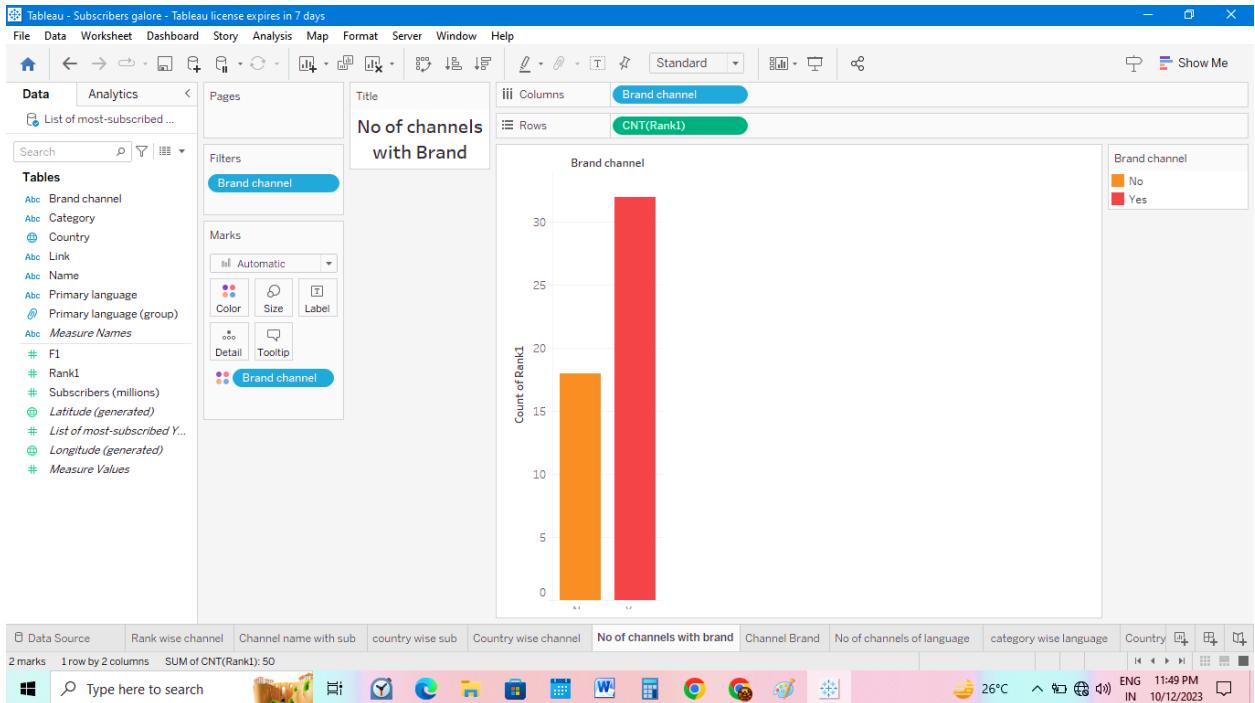
4.4 Country Wise Subscribers



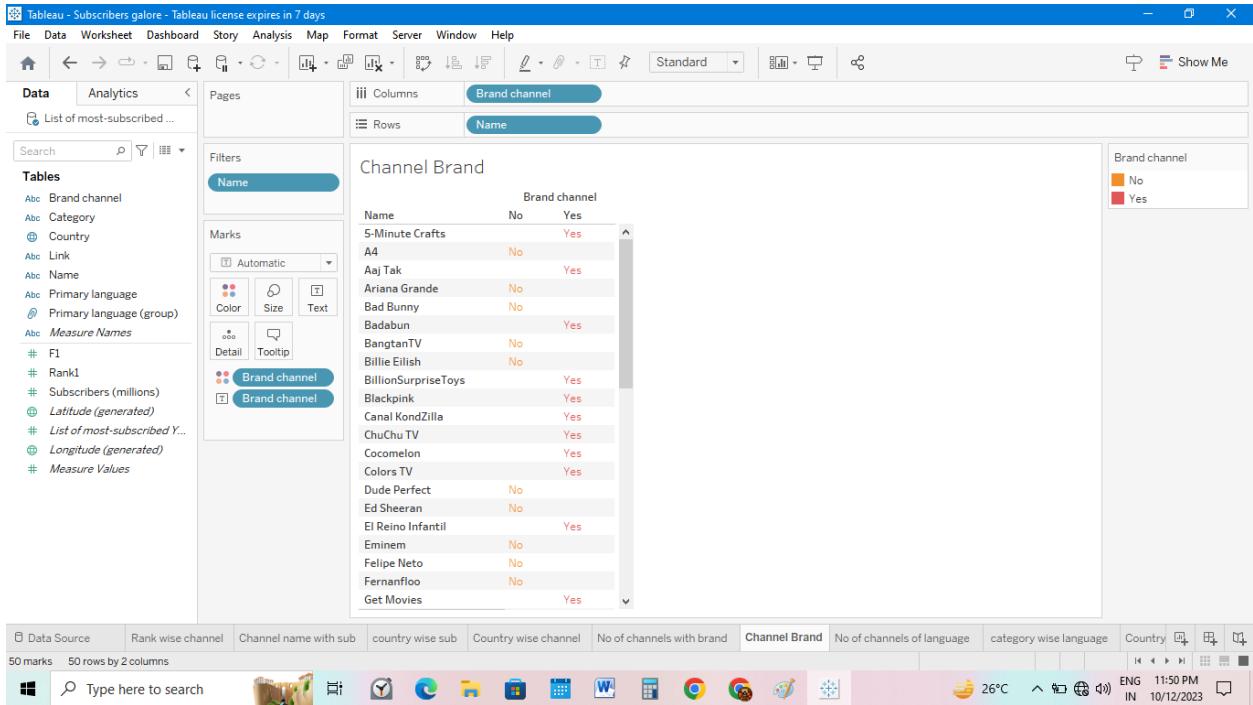
4.5 Country Wise Channel



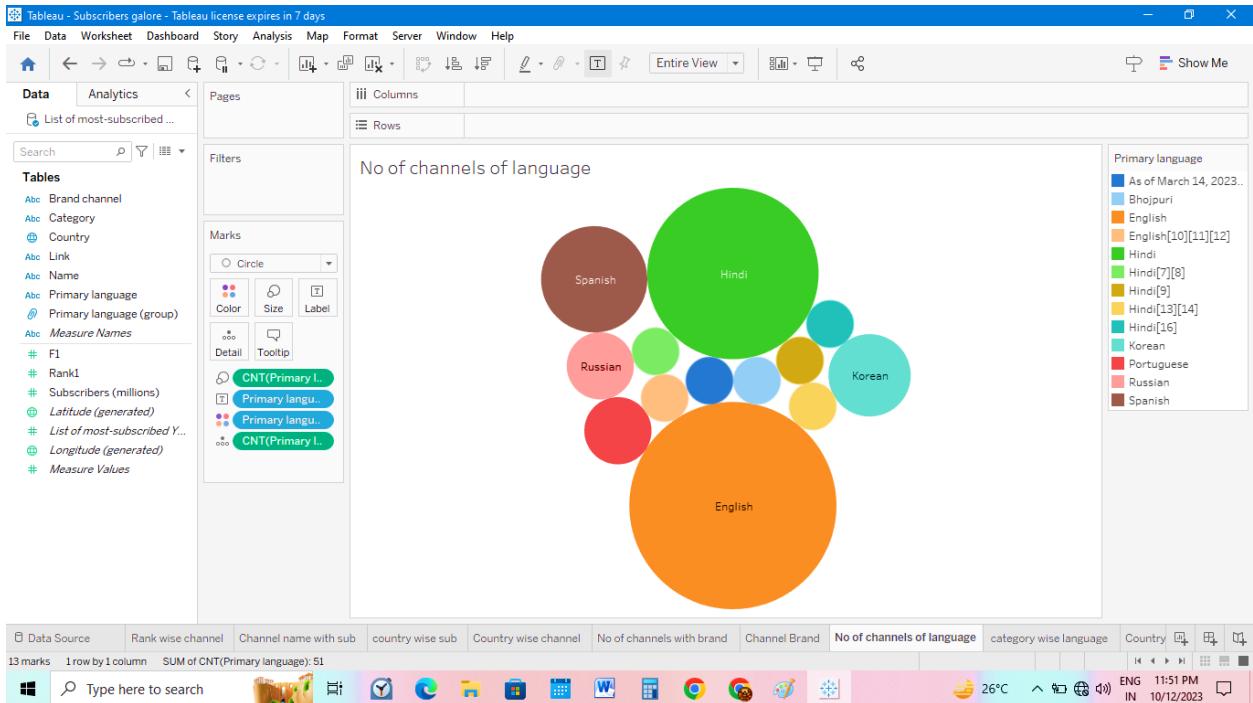
4.6 No of Channels with Brand



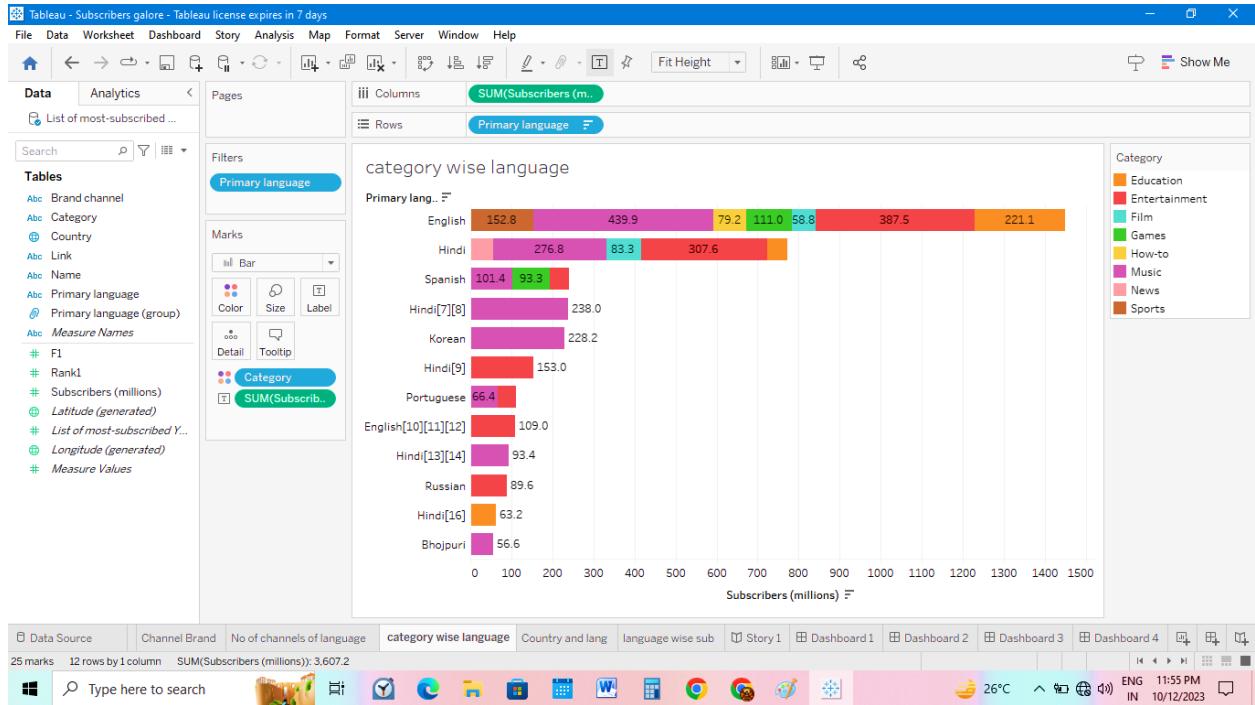
4.7 Channel Brand



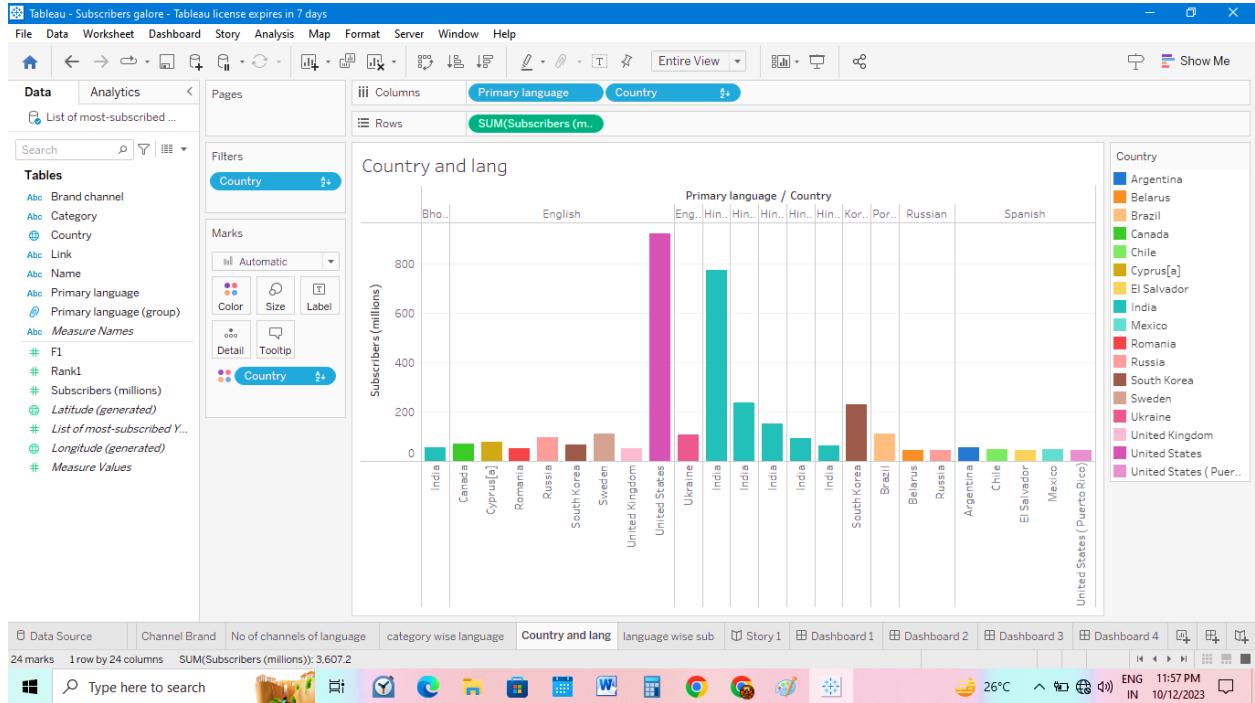
4.8 No of Channels of Languages



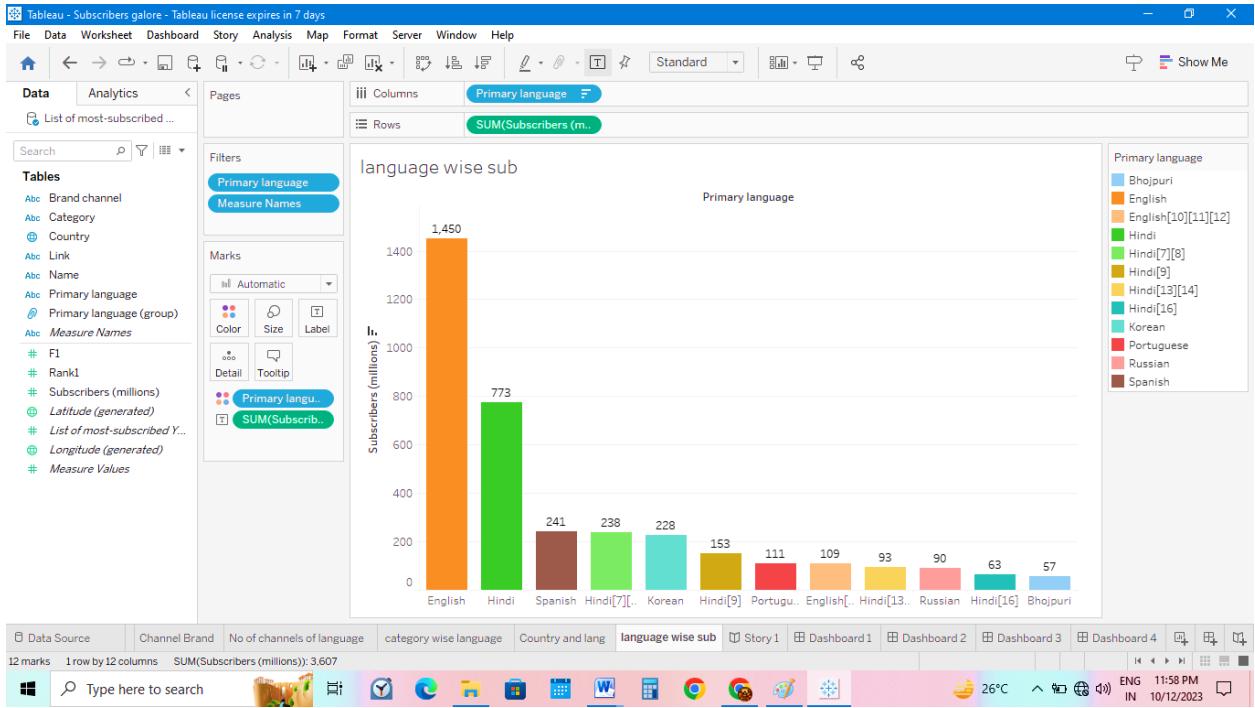
4.9 Category Wise Languages



4.10 Country and Language

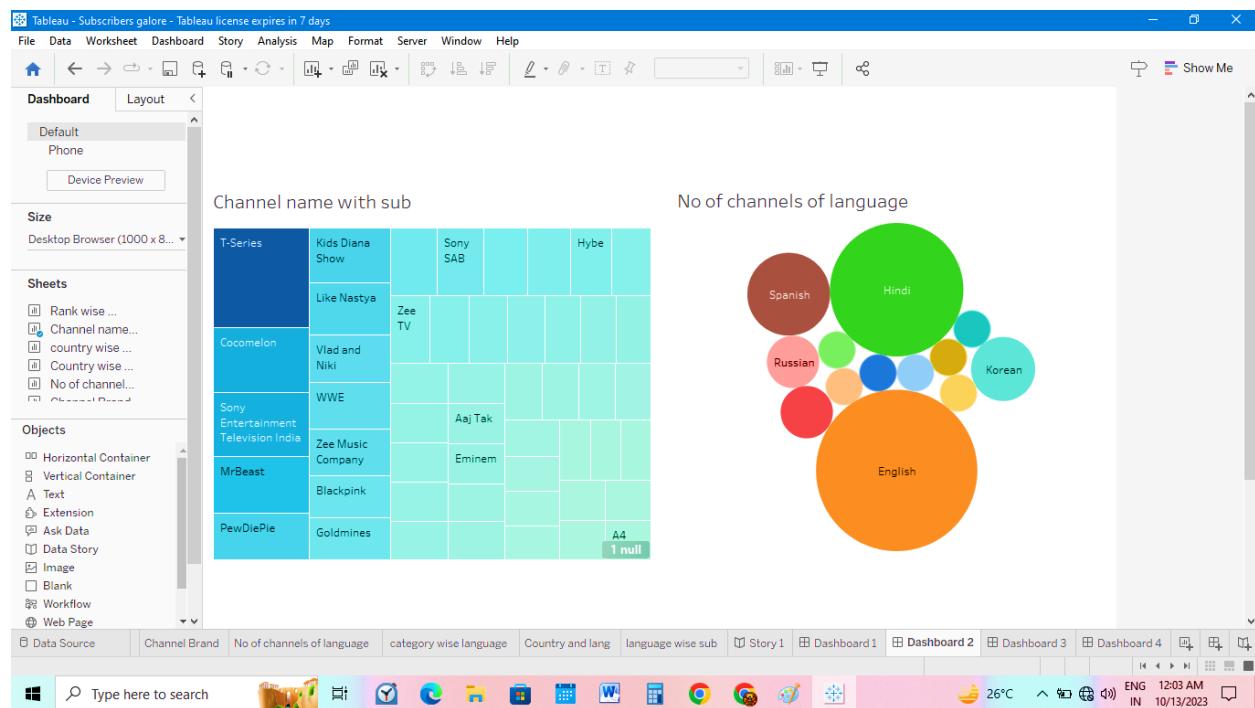
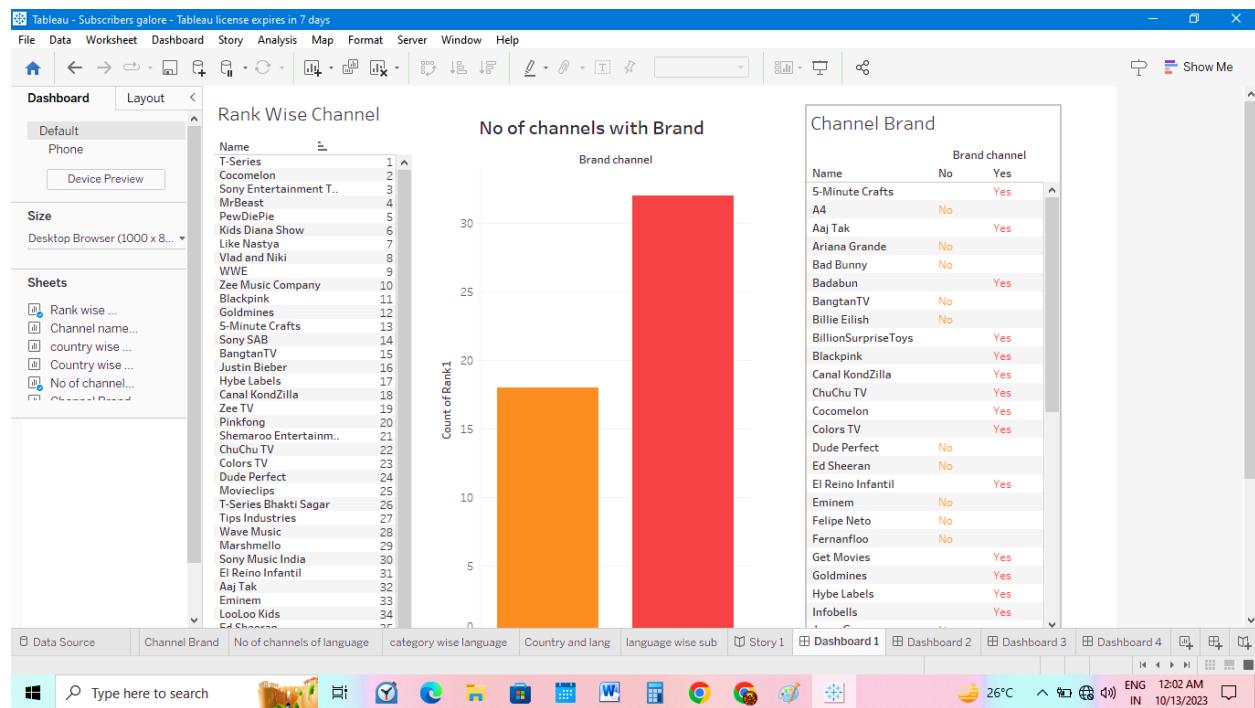


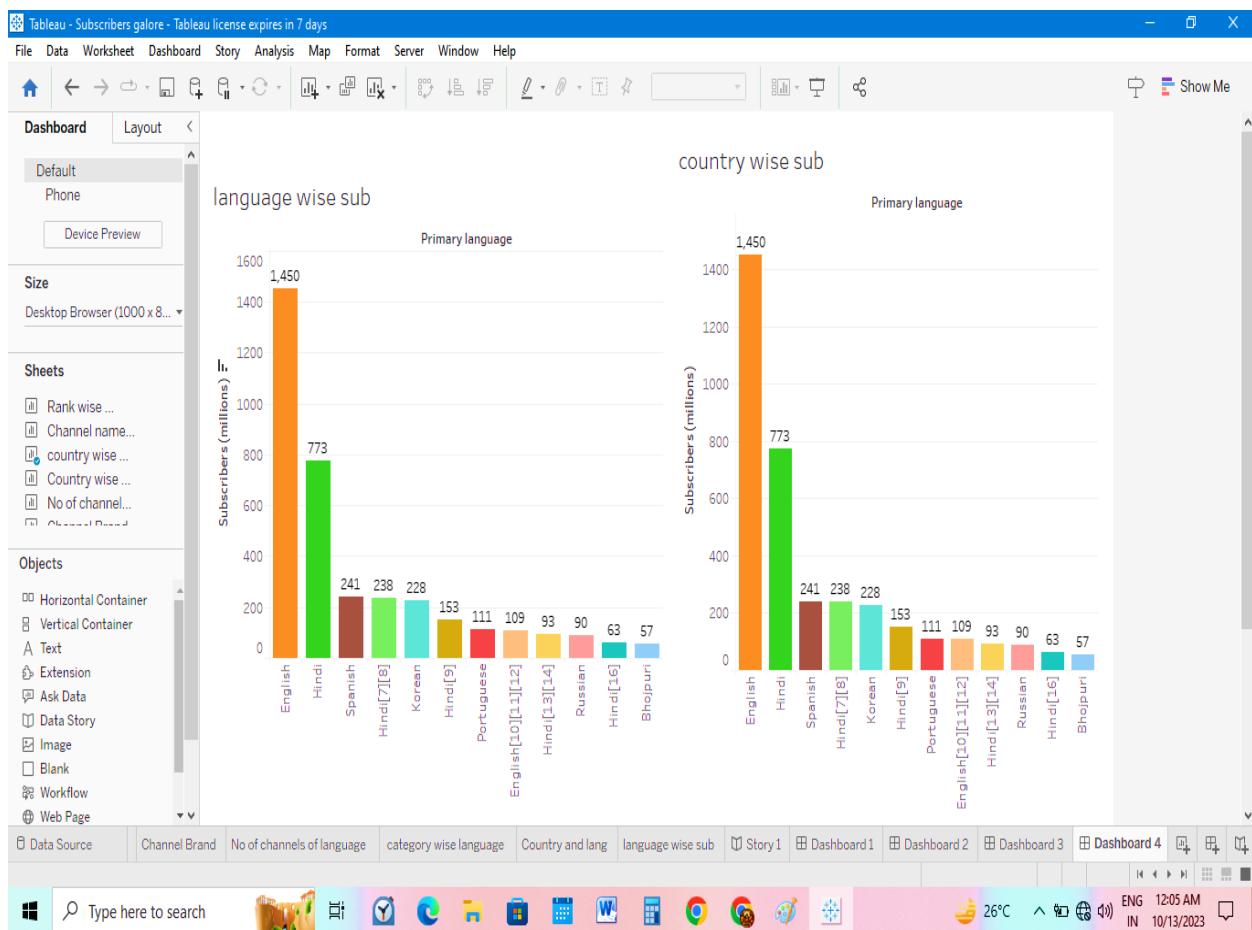
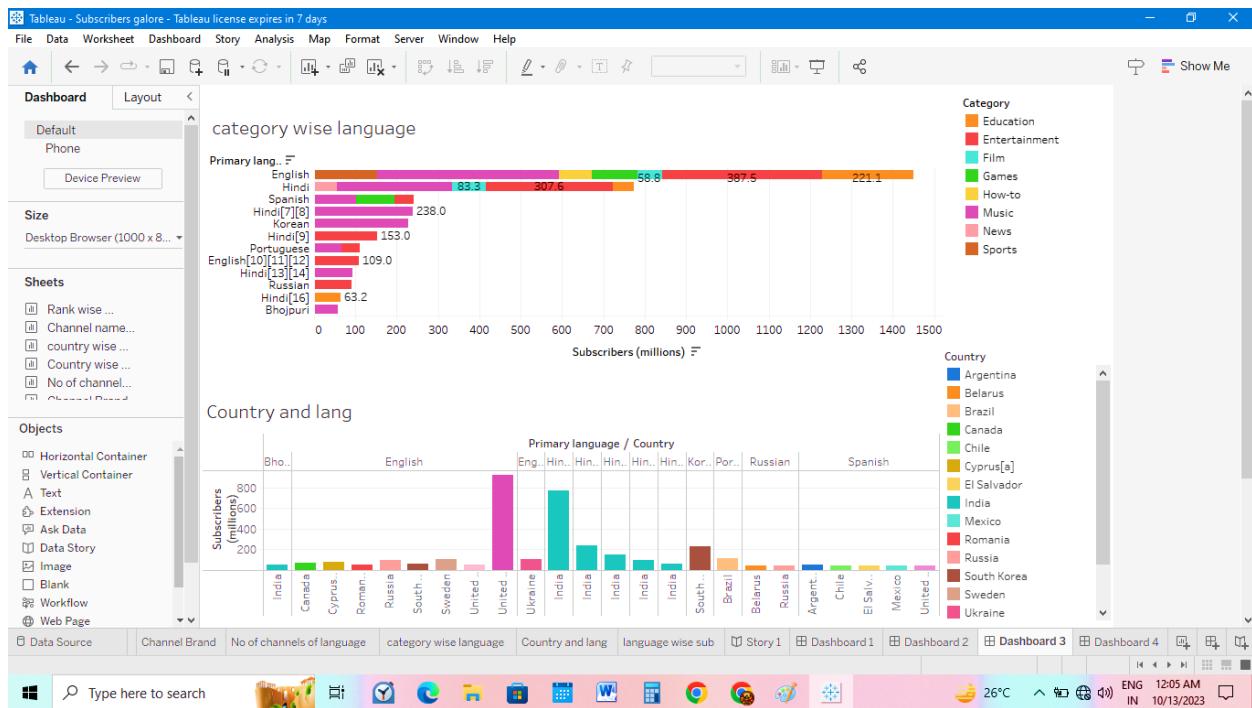
4.11 Language Wise Subscribers



5.RESULT:

5.1 DASHBOARD





5.2 STORY

Tableau - Subscribers galore - Tableau license expires in 7 days

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < Story 1

New story point

Blank Duplicate

Rank wise ... Channel name... country wise ... Country wise ... No of channel... Channel Brand No of channel... category wise... Country and ... language wise ... Dashboard 1

A Drag to add text

Show title

Size Story (1016 x 964)

Channel details List of channels with number of subscribers and language Category wise language and country wise subscribers Language and country wise subscribers Country wise primary language, number of subscribers and total

Rank Wise Channel

Name	Rank
T-Series	1
Cocomelon	2
Sony Entertainment T...	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nastya	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
5-Minute Crafts	13
Sony SAB	14
BangtanTV	15
Justin Bieber	16
Hybe Labels	17
Canal KondZilla	18
Zee TV	19
Pinkfong	20
Shemaroo Entertainm...	21
ChuChu TV	22
Colors TV	23
Dude Perfect	24
Moviedclips	25

No of channels with Brand

Brand channel

Channel Brand

Name	Brand
5-Minute Crafts	Yes
A4	No
Aaj Tak	Yes
Ariana Grande	No
Bad Bunny	No
Badabun	Yes
BangtanTV	No
Billie Eilish	No
BillionSurpriseToys	Yes
Blackpink	Yes
Canal KondZilla	Yes
ChuChu TV	Yes
Cocomelon	Yes
Colors TV	Yes
Dude Perfect	No
Ed Sheeran	No
El Reino Infantil	Yes

Type here to search 26°C ENG 12:08 AM IN 10/13/2023

Tableau - Subscribers galore - Tableau license expires in 7 days

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout < Story 1

New story point

Blank Duplicate

Rank wise ... Channel name... country wise ... Country wise ... No of channel... Channel Brand No of channel... category wise... Country and ... language wise ... Dashboard 1

A Drag to add text

Show title

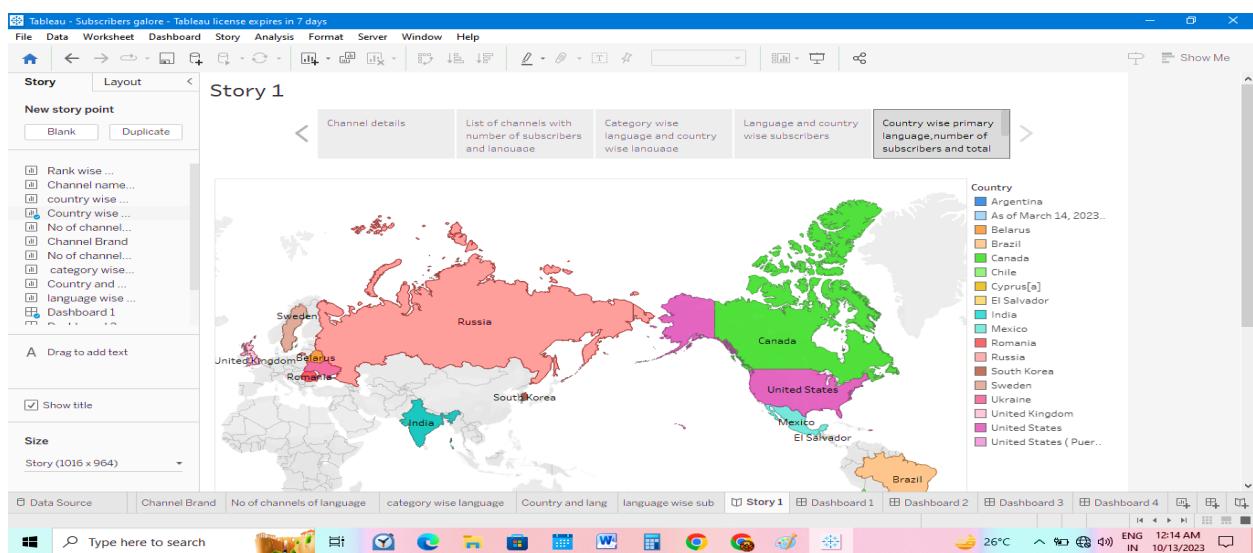
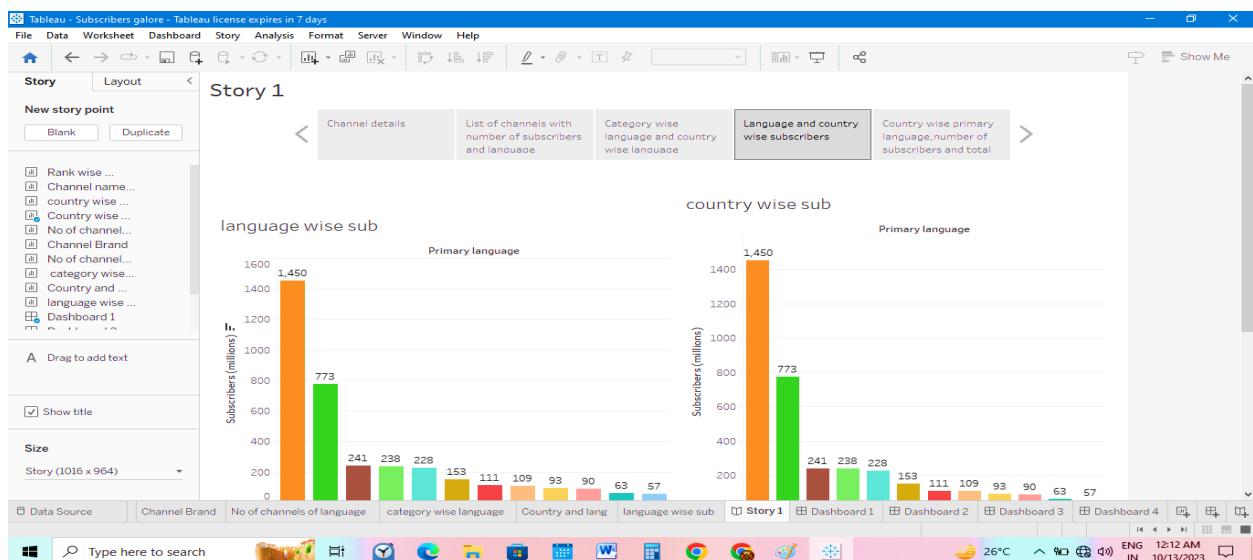
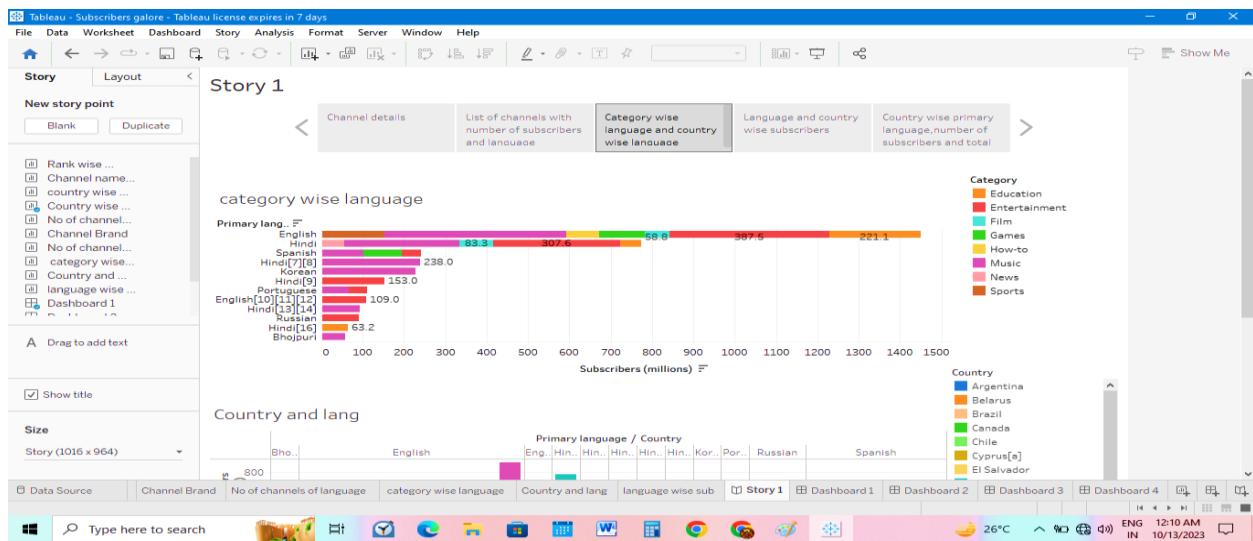
Size Story (1016 x 964)

Channel details List of channels with number of subscribers and language Category wise language and country wise subscribers Language and country wise subscribers Country wise primary language, number of subscribers and total

Channel name with sub

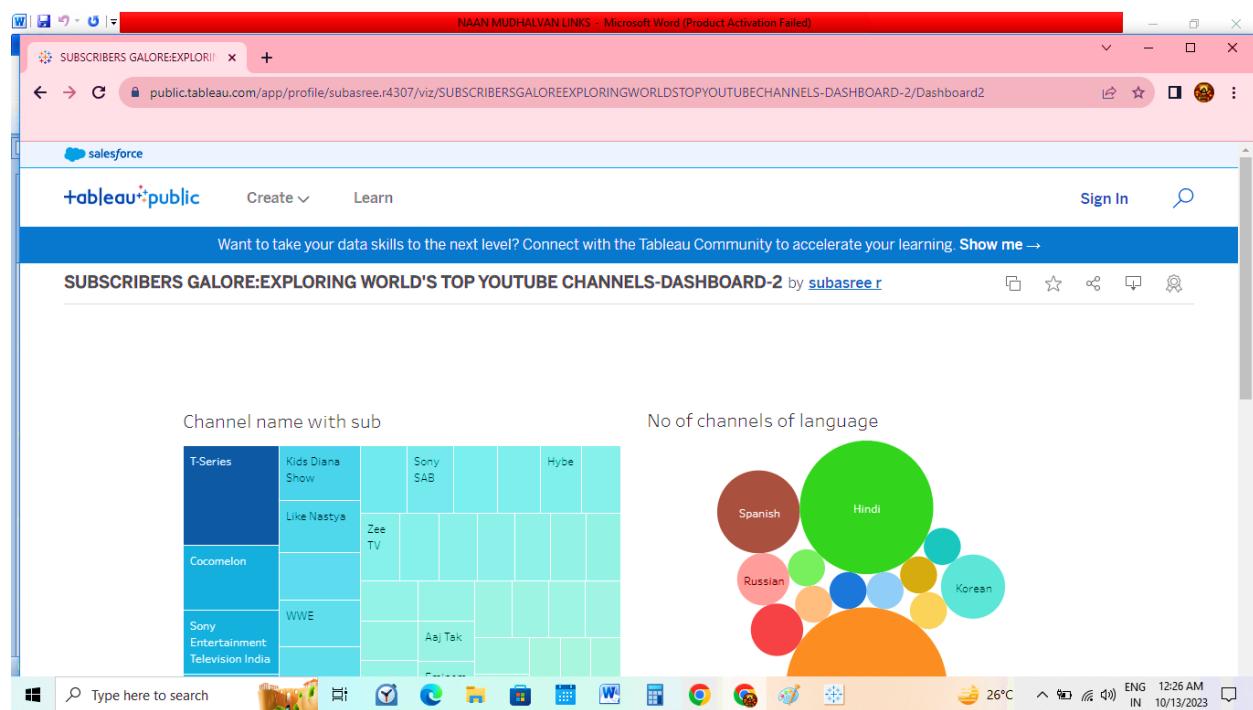
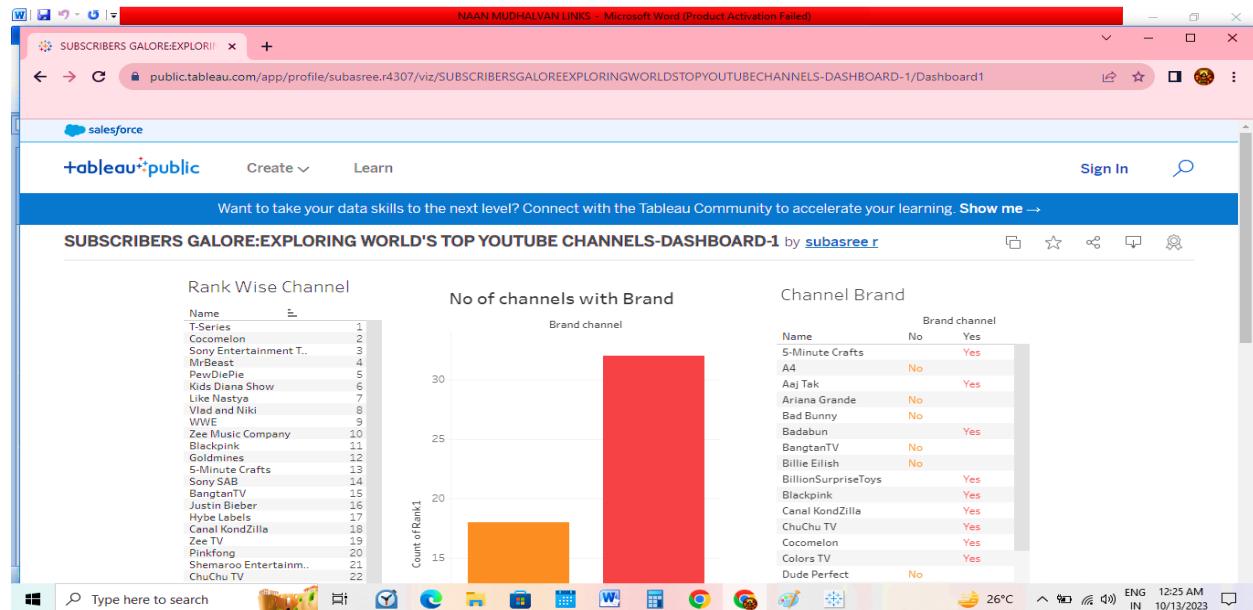
No of channels of language

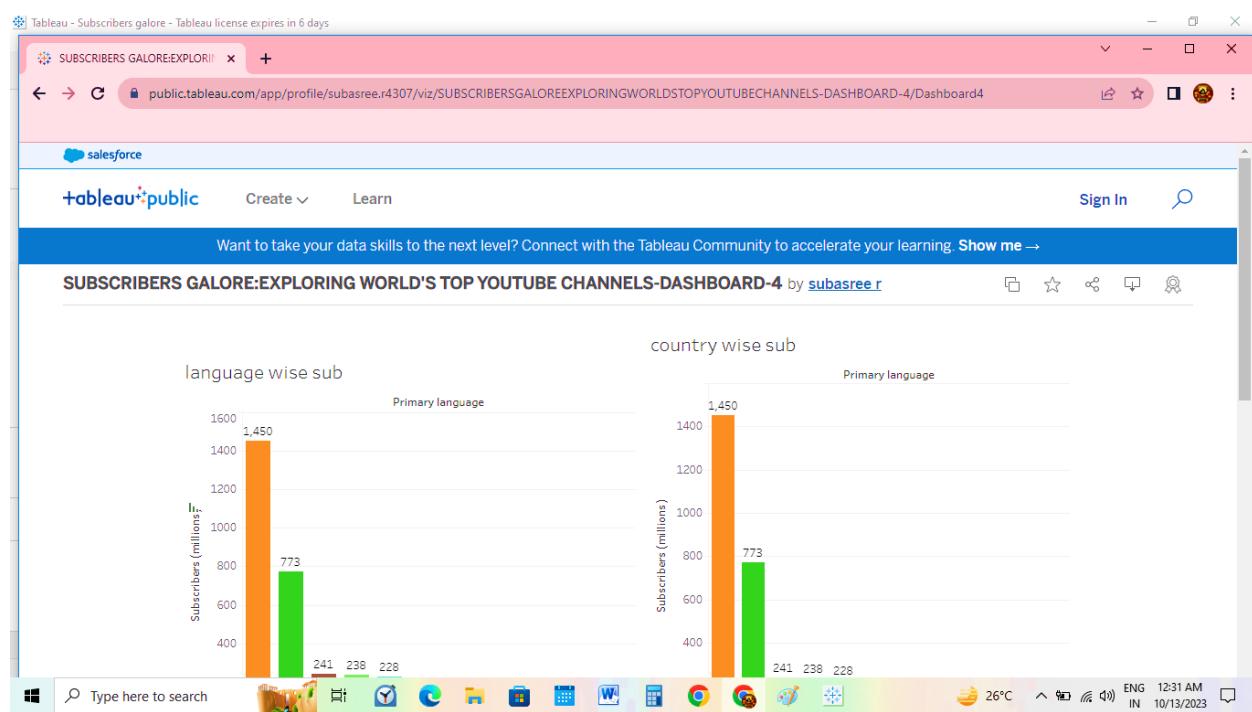
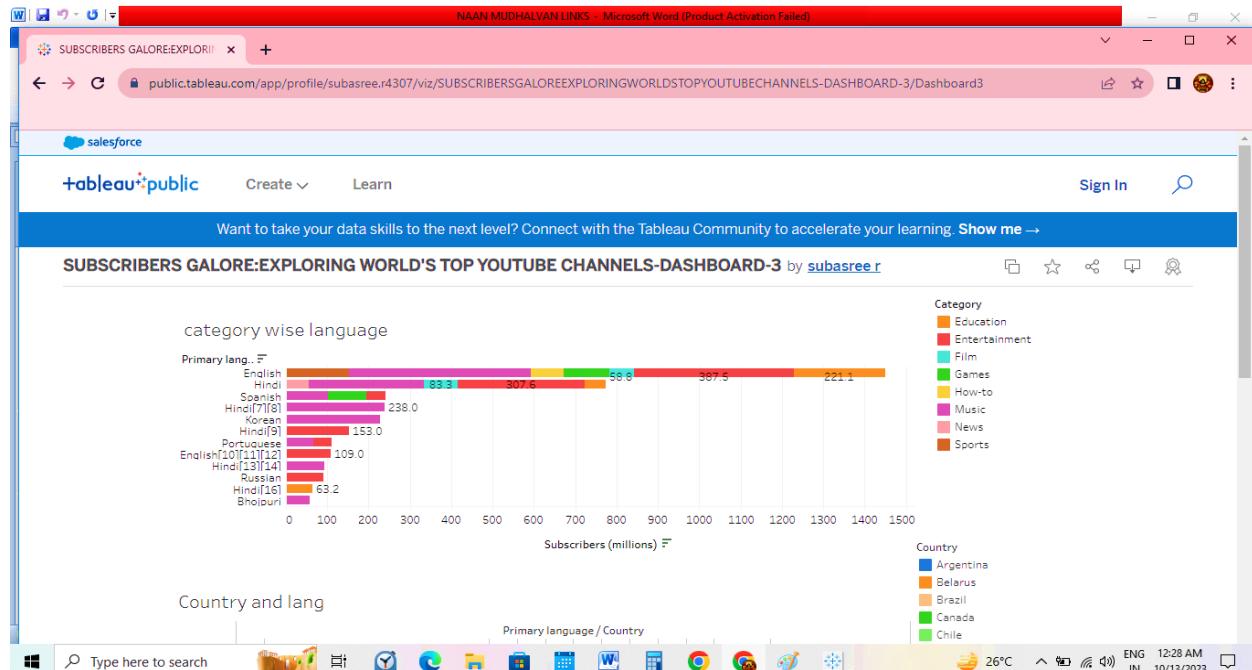
Type here to search 26°C ENG 12:09 AM IN 10/13/2023



6.PUBLICATIONS IN TABLEAU PUBLIC

6.1 Publication of Dashboard





6.2 Publications of Story

NAAN MUDHALVAN LINKS - Microsoft Word (Product Activation Failed)

SUBSCRIBERS GALORE:EXPLORING WORLD'S TOP YOUTUBE CHANNELS-STORY-1 by subasree

Want to take your data skills to the next level? Connect with the Tableau Community to accelerate your learning. Show me →

Story 1

Channel details 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

Rank Wise Channel

Name	Rank
T-Series	1
Cocomelon	2
Sony Entertainment T..	3
MrBeast	4
PewDiePie	5
Kids Diana Show	6
Like Nasty	7
Vlad and Niki	8
WWE	9
Zee Music Company	10
Blackpink	11
Goldmines	12
E Minutes Center	13

No of channels with Brand

Brand channel

Name	No	Yes
5-Minute Crafts	No	Yes
A4	No	No
Aaj Tak	No	Yes
Ariana Grande	No	No
Bad Bunny	No	No
Badebun	No	Yes
BangtanTV	No	No
Billie Eilish	No	No

Channel Brand

Brand channel

26°C ENG 12:34 AM IN 10/13/2023

7. ADVANTAGES AND DISADVANTAGES

Advantages:

1. YouTube as an information disseminating platform for students

It's the perfect place to learn and gain expertise. With online videos and "how to do" tricks, gaining knowledge is simple. *In the process, YouTube is now the second largest source of information after Google. According to the most recent data, YouTube has around 2.3 billion active users as of 2021.*

2. YouTube's user-friendliness

If you're interested in food, religion, culture, or parenting tips, there's a channel on YouTube that will offer online help. It's not just for professionals or pupils; YouTube is made for anyone to find what they enjoy.

3. YouTube for Brand Promotion

YouTube videos have been an effective branding method for many businesses, especially during the lockdown. There are a lot of promotional videos from major business companies such as Red bull, shopping mode, Apple, BMW, Motorola, and many more.

4. YouTube benefits talented people

If you think that you're specializing in something, then you are worthy of attention. The time is right to launch your own channel and be awestruck by viewers from all over the world. DIY and craft projects are searched for constantly.

5. Easy Earning is at the very top of the list of YouTube benefits for V loggers

Everyone is interested in the opportunity to turn their passion into a profit. This is exactly the kind of thing You tube can offer any creator who has viewers. If your channel is populated with viewers and interesting content, you'll benefit the most from a YouTube Channel.

Disadvantages:

1. Ads- a drawback of YouTube for the audience

There are some distinct disadvantages of watching YouTube videos, which include a lot of commercials. It is possible to skip your mainstream. However, you're often required to watch commercials lasting between 15 and 20 seconds.

2. A lot of distraction

The platform is updated with new content each minute, making it difficult to avoid engaging and interesting videos. When you begin viewing YouTube videos, you'll be able to continue watching more videos in the "Related Videos" section.

3. Obscenity- one of the biggest drawbacks that YouTube has

The kind of content that is uploaded on YouTube is largely in control today. The amount of people uploading videos has grown in the past five years, and it's becoming challenging for parents, as well as YouTube, to review the content. Since YouTube is a no-cost and accessible platform for anyone, children are attracted to watching videos with explicit language and obscenity.

4. Defamation and Bullying

It's a tool that helps the public notice you; untrustworthy people may use YouTube to harm other people's image in public. The public has begun to consider YouTube as a potential social media, particularly over the past five years.

5. Making money isn't that easy

You can sign up for a YouTube affiliate or partner program to earn. However, to be eligible for these programs, you'll need to have at minimum 1000 subscribers as well as 4,000 watching hours over the last twelve months. If you're unable to achieve this, it will come with more drawbacks to YouTube than benefits.

8.FEATURES

- ❖ Audio/video file upload
- ❖ Live Captioning
- ❖ Reporting/Analytics
- ❖ Social Sharing
- ❖ Speech Recognition
- ❖ Subtitles/Closed Captions
- ❖ Text Overlay
- ❖ Time Stamps
- ❖ Video Streaming

9.CONCLUSION

There are many positive aspects to keep in mind about YouTube in comparison to the negatives. By analyzing the positives and negatives of YouTube, it is possible to get an idea of the number of users who receive the information and what percentage of them are misleading.

The whole thing is based on people's interests, which is the reason YouTube exists, and so do YouTube channels.

10.FUTURE SCOPE

- YouTube will be putting more money into the features and experiences that will make YouTube a better platform, such as doubling down on the streaming and connected TV experience and releasing the creative potential of YouTube in ways that have never been done before.
- However, the biggest accomplishment in the eyes of many will be the addition of proper podcasting.
- YouTube is already the second most popular place where people go to listen to podcasts, and this year YouTube will make it even easier for creators and artists to publish their podcasts through YouTube Studio.
- YouTube will start bringing both audio-first and video-first podcasts to the millions of people in the US who use YouTube Music, with more regions to come.
- Additionally, later this year, RSS integration will give podcasters another way to upload their shows to YouTube.