

# Analysis of Youtube Channel


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# Project Description:

## Subscribers Galore : Exploring World's Top Youtube Channels

- ▶ 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 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 (T-Series) has surpassed 200 million subscribers.
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## Business Requirements:

- ▶ Channel Information: Each YouTube channel should have a dedicated page or profile that displays essential information, including the channel name, description, subscriber count, video views, upload frequency, and engagement metrics.
  - ▶ Subscription Management: Users should have the ability to subscribe to their favorite YouTube channels within the platform, allowing them to receive notifications about new uploads and updates from those channels.
  - ▶ Analytics and Insights: The platform should provide analytics and insights to track user engagement, popular channels, and trending content. This data can be used to improve content curation, personalize recommendations, and enhance the overall user experience.
  - ▶ These business requirements aim to create a user-friendly platform that facilitates the exploration and discovery of YouTube channels, while also providing features for personalization, social interaction, and monetization. By meeting these requirements, the platform can enhance user engagement and satisfaction, while also creating opportunities for revenue generation and growth.
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## Advantage of Analyze a Youtube Channel:

This helps a youtuber or a marketer using YouTube to create more brand awareness to understand the competitor's analysis and leverage these insights to grow their channel. This analysis helps understand the best time to upload a video, ways to increase engage YouTube as an information disseminating platform for students.

It's the perfect place to learn and gain expertise. ...


YouTube's user-friendliness.

YouTube for Brand Promotion.

YouTube benefits talented people.

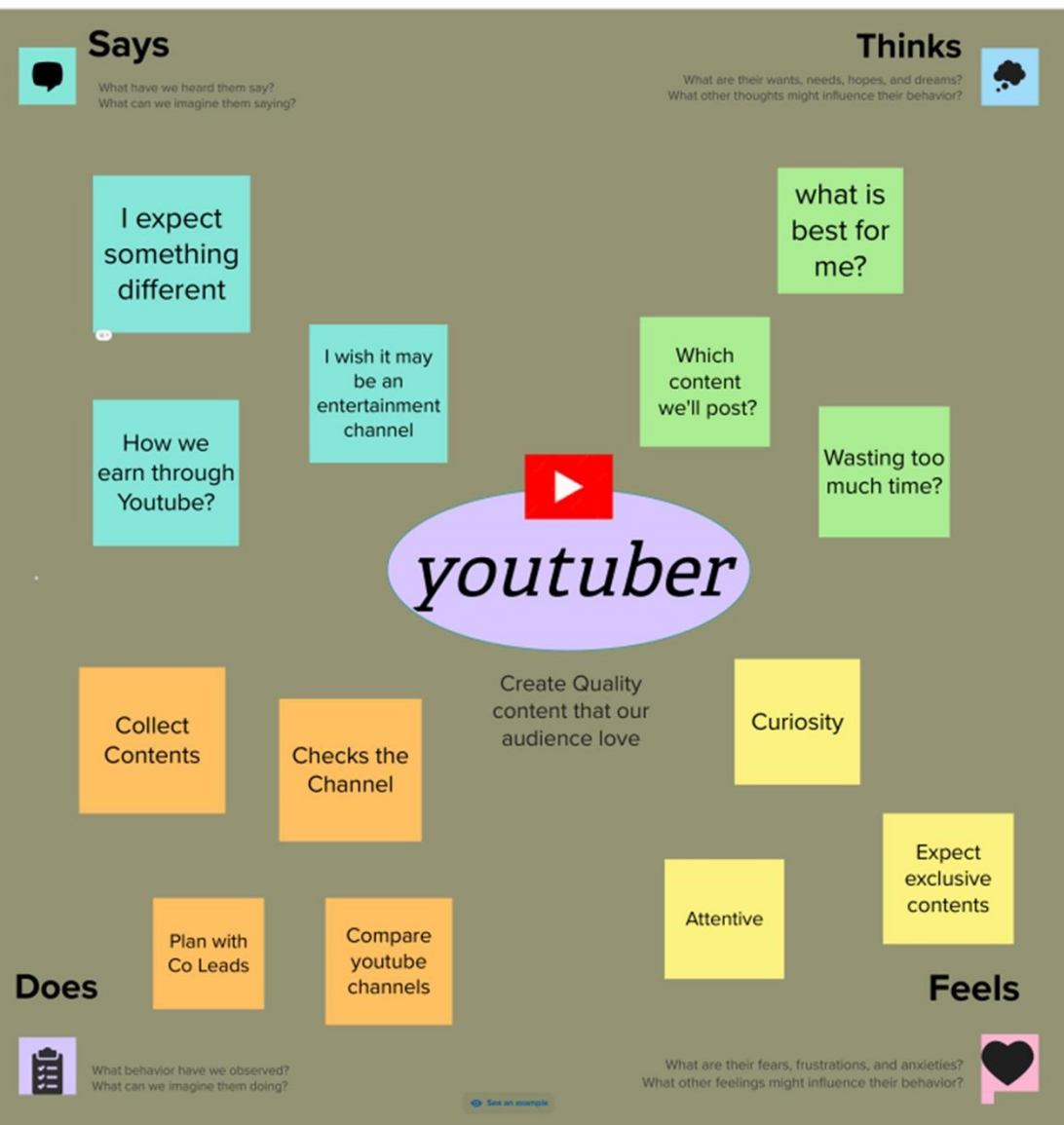
Easy Earning is at the very top of the list of YouTube benefits for Vloggers.

Based on subscribers, and viewers' interests.



## Youtube Channel

Brainstorming Map	Rank wise Channel	No of Channels with Brand	Channel Brand	Dashboard1	Channel Name with S..
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## Empathy map:

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user.



Brainstorming Map	Rank wise Channel	No of Channels with Brand	Channel Brand	Dashboard1	Channel Name with S..
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**Brainstorming Map:**  
a visualization technique and brainstorming tool which allows you to explore a central idea, and all of its related topics, in a non-linear way.



# Collecting the Dataset from Datasource:

Subscribers Galore :  
Exploring World's Top  
Youtube Channels

Project Flow

+ Define Problem /  
Problem Understanding

- Data Collection &  
Extraction

- **Collect The Dataset**

Dataset Link

+ Connect Dataset With  
Tableau

+ Data Preparation

## Collect The Dataset

Please use the link to download the dataset:

<https://www.kaggle.com/datasets/rajkumarpandey02/list-of-most-subscribed-youtube-channels-in-world>

### Understand the data

Data contains all the meta information regarding the columns described in the CSV files. We have provided csv file.

- Column Description for Youtube\_Channels.csv:
- (17) Countries: \* India, United States, Sweden, Ukraine, Russia, South Korea, Cyprus[a], Canada, Brazil, Argentina, Romania, United Kingdom, Chile, Mexico, El Salvador, United States (Puerto Rico), Belarus.
- (8) Categories: Music, Education, Entertainment, Games, Sports, Film, How-to, News.
- (7) Primary Languages: English, Hindi, Spanish, Korean.

# Connecting Dataset to Tableau:

of Youtube Channel 23 09

Window Help



Add

Tube channels



Interpreter

eter might be able to  
Microsoft Excel

Extension

Sheet1 (List of most-subscribed YouTube channels)

Connection

☐ Live

☒ Extract

[Edit](#)

[Refresh](#)

Filter

0

Extract will contain all data.

Sheet1



Need more data?

Drag tables here to relate them. [Learn more](#)

Sheet1

9 fields 51 rows

50

→

rows



Table Details

# Sheet1 F1	# Sheet1 Rank1	Abc Sheet1 Channel Name	Abc Sheet1 Link	Abc Sheet1 Brand channel	# Sheet1 Subscribers (millions)	Abc Sheet1 Primary language	Abc Sheet1 Category
2	3	Sony Entertainment Televisio...	Link	Yes	153.000	Hindi[9]	Entertainment
3	4	MrBeast	Link	No	137.000	English	Entertainment
4	5	PewDiePie	Link	No	111.000	English	Games
5	6	Kids Diana Show	Link	Yes	109.000	English[10][11][12]	Entertainment
6	7	Like Nastya	Link	No	105.000	English	Entertainment
7	8	Vlad and Niki	Link	No	94.900	English	Entertainment
8	9	WWE	Link	Yes	93.800	English	Sports
9	10	Zee Music Company	Link	Yes	93.400	Hindi[13][14]	Music
10	11	Blackpink	Link	Yes	84.800	Korean	Music

Language Country and language Dashboard 3 Country wise Subscriber Language wise Subscriber Dashboard 4 Country Wise Channel Story 1 Analysis of Youtube Channel



## Youtube Channel

Brainstorming Map	Rank wise Channel	No of Channels with Brand	Channel Brand	Dashboard1	Channel Name with S..
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### Rank wise Channel:

Rank wise channels show us the order of the Top 50 youtube channels .This order based on how much Subscribers a channel Got.



## Youtube Channel

Brainstorming Map	Rank wise Channel	No of Channels with Brand	Channel Brand	Dashboard1	Channel Name with Sub
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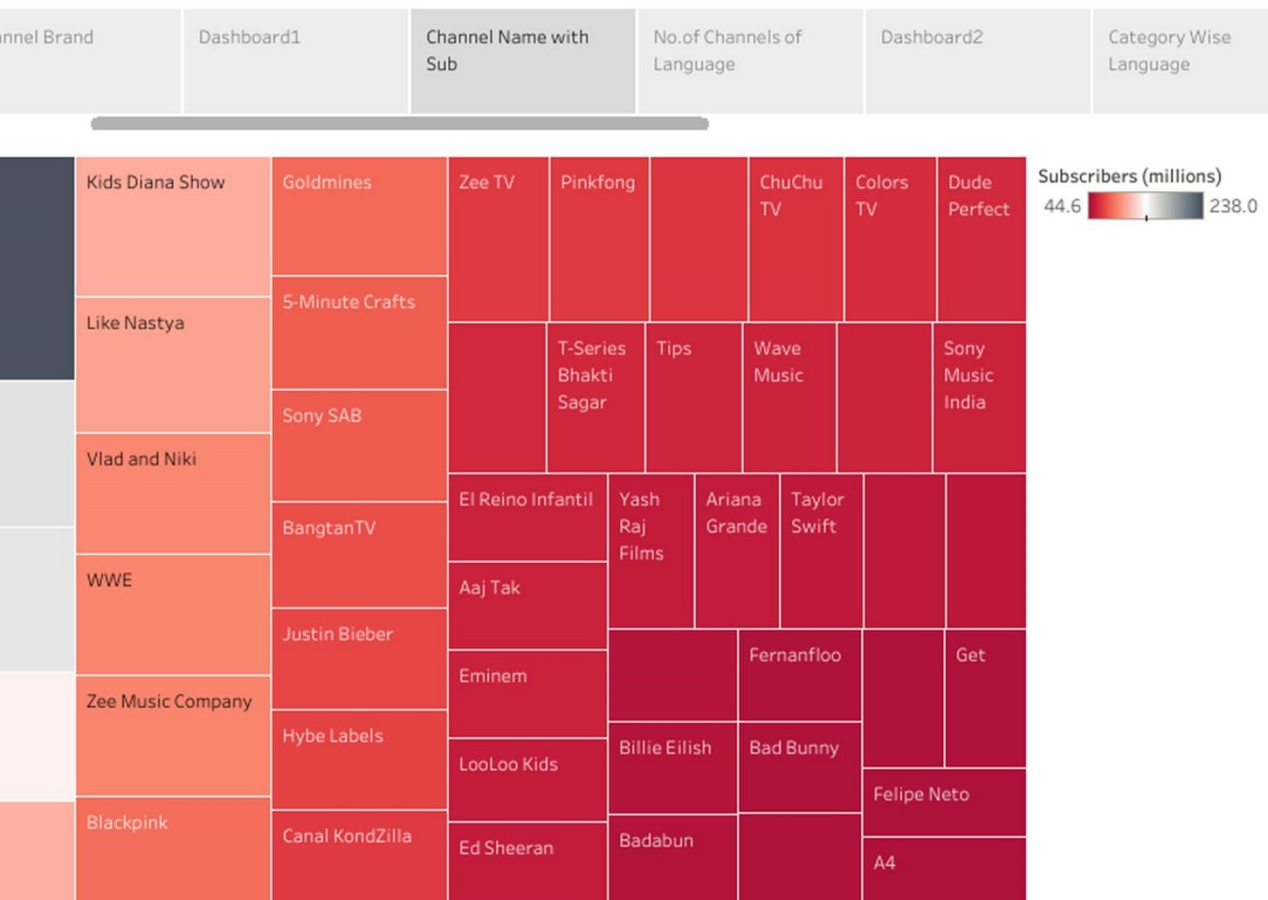


## Channel with Brand:

From this we'll Analyze that how many channels are branded. In this sheet 32 Channels were Branded Channels and 18 Channels were non branded channels.



## Youtube Channel

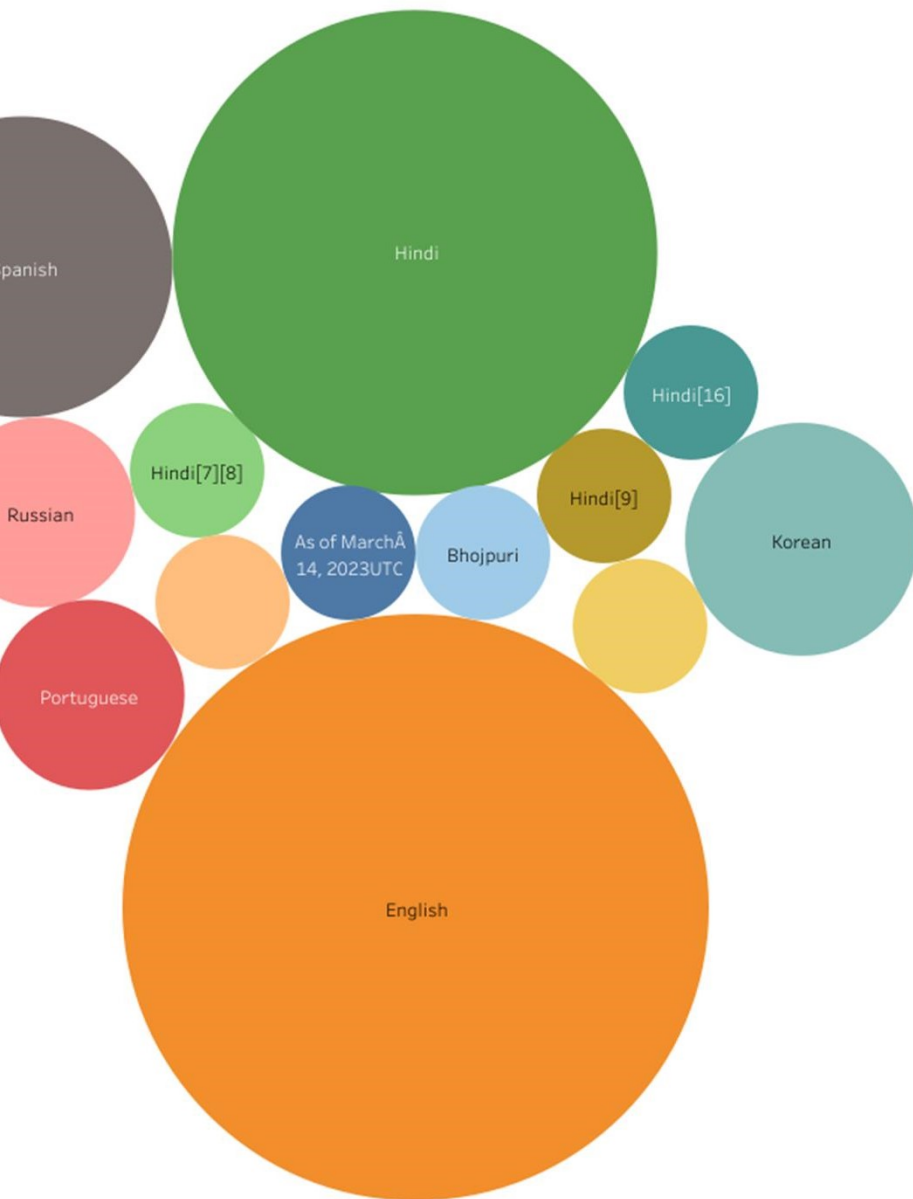


Channel With Subscribers:  
Top 50  
Channels with their Subscriber  
Count .T-Series leads the  
Table .



## Youtube Channel

Dashboard1	Channel Name with Sub	No.of Channels of Language	Dashboard2	Category Wise Language	Country and language
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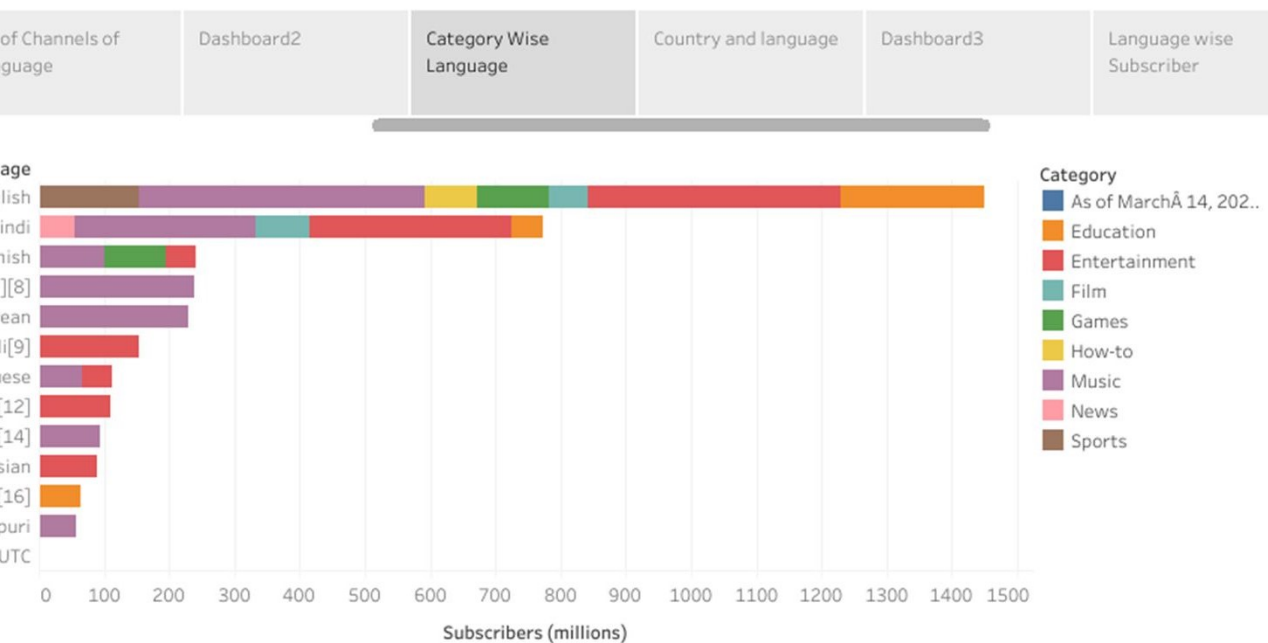


## Channel Based on Languages:

In this Slide we'll Analyze ,how these youtube Channel Based on their Language.



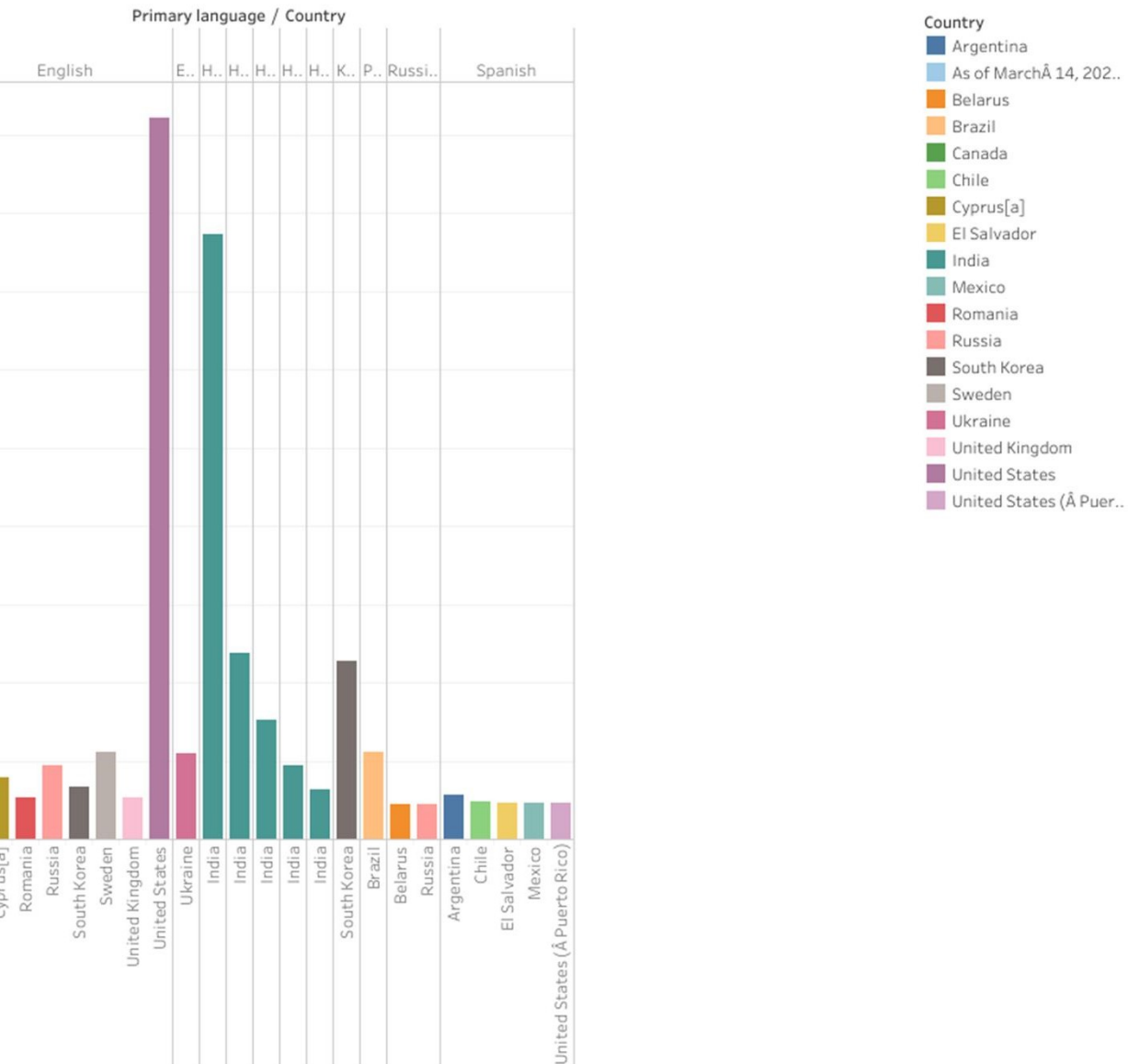
Youtube Channel



## Category wise Language:

In this Slide we'll Observe ,The Categories Like education, film, Games Based on the Languages .

ashboard2	Category Wise Language	Country and language	Dashboard3	Language wise Subscriber	Country wise Subscriber
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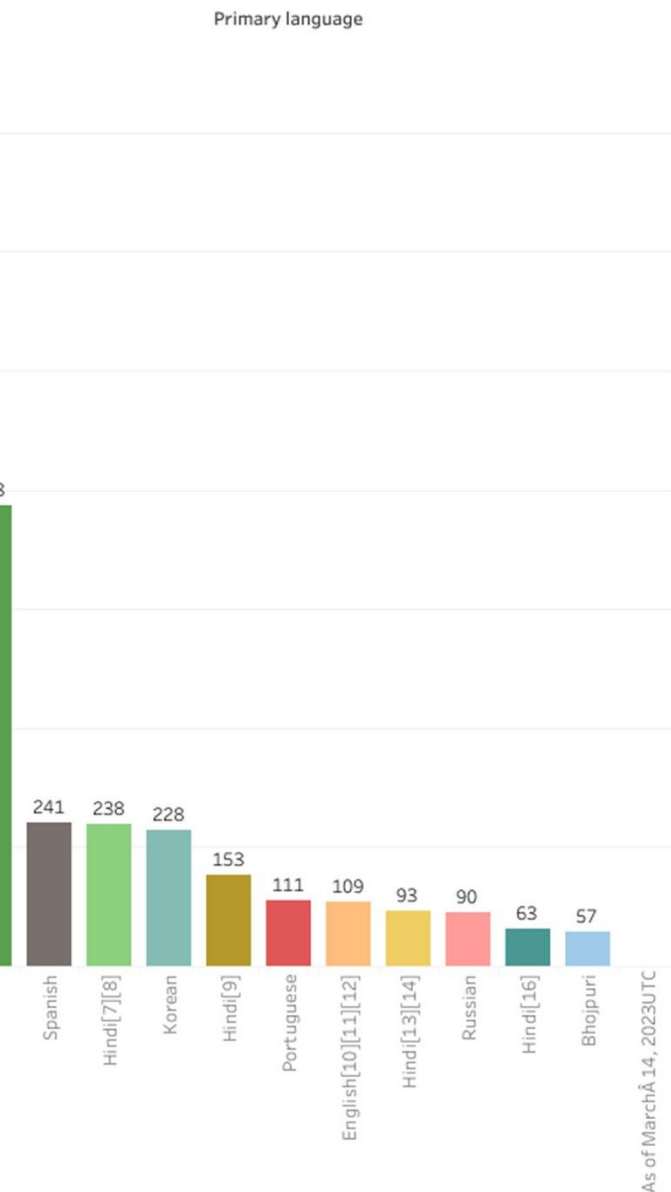


## Country and Languages:

In this slide we'll see the Youtube Channels based on by their Country and Languages



Country and language	Dashboard3	Language wise Subscriber	Country wise Subscriber	Dashboard4	Country Wise Channel
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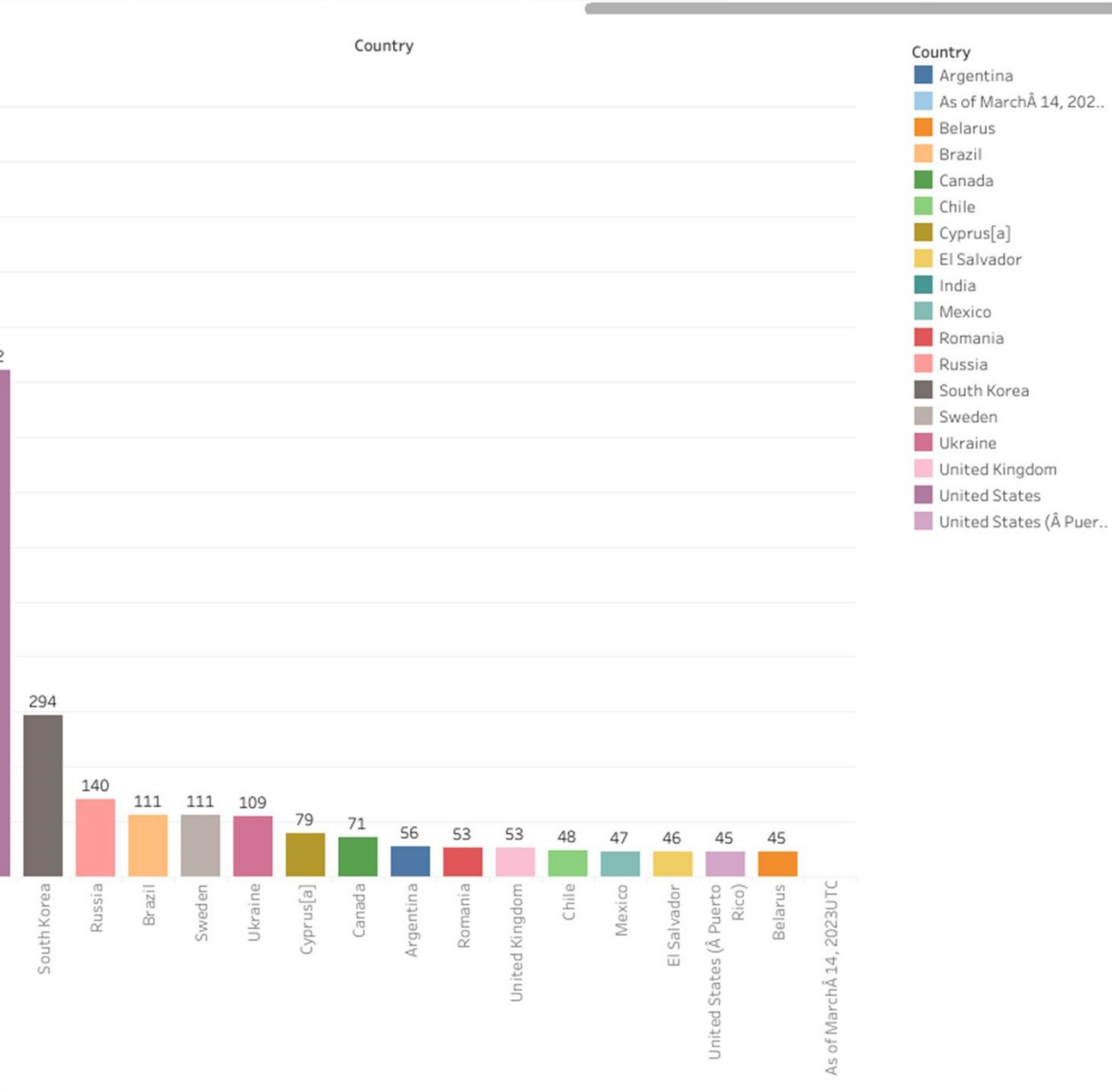


- Primary language
- As of March 14, 2023
  - Bhojpuri
  - English
  - English[10][11][12]
  - Hindi
  - Hindi[7][8]
  - Hindi[9]
  - Hindi[13][14]
  - Hindi[16]
  - Korean
  - Portuguese
  - Russian
  - Spanish

Language wise Subscriber:  
Language wise Subscriber Slide, let us to know about the subscriber based on the Languages. For Example, English Language had a High Count of Subscribers.

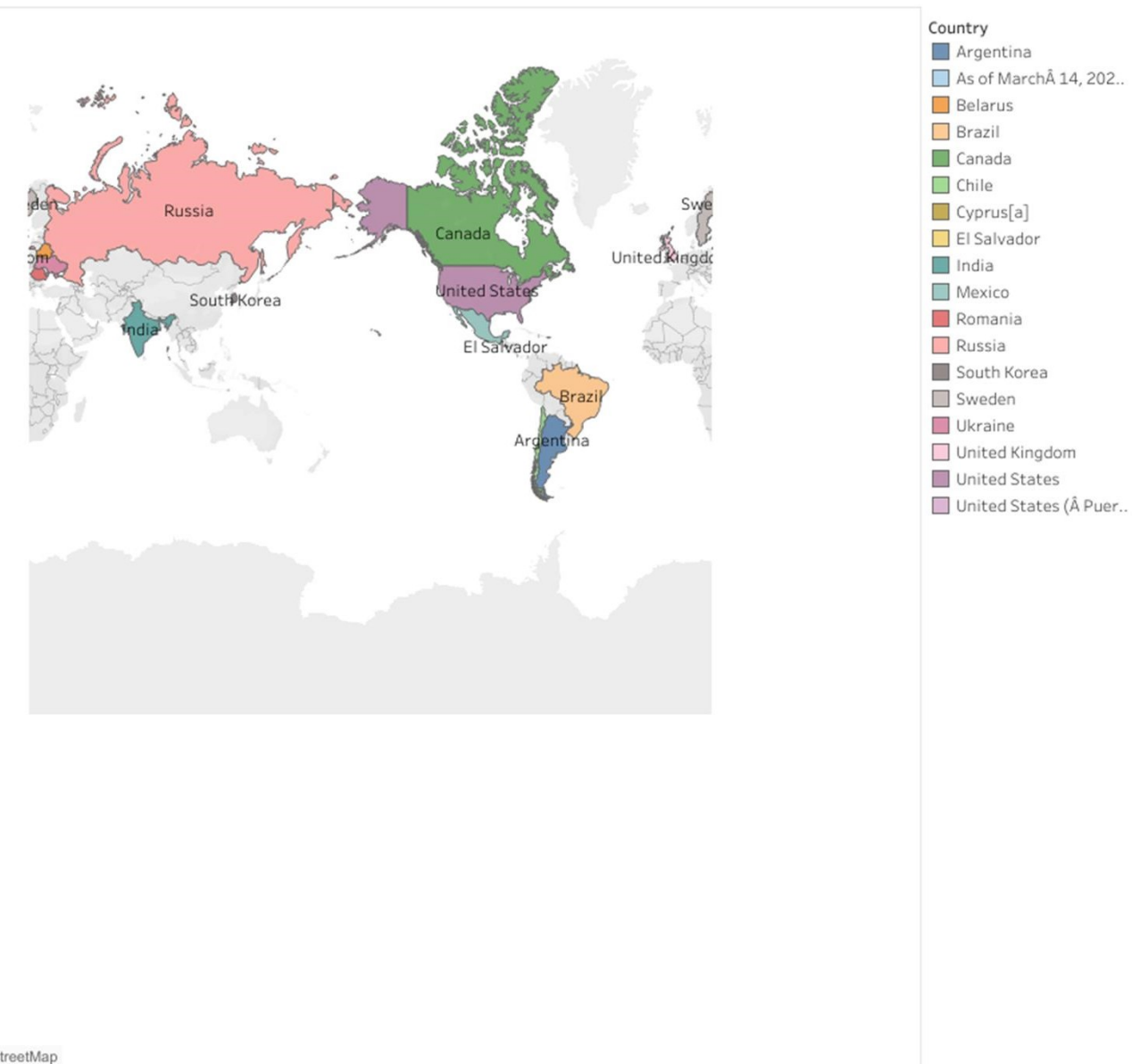


y and language	Dashboard3	Language wise Subscriber	Country wise Subscriber	Dashboard4	Country Wise Channel
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Country wise Subscriber:  
Country wise  
Subscriber slide ,help us to  
Analyze the data based by  
the Subscribers that the  
Country have.

Country and language	Dashboard3	Language wise Subscriber	Country wise Subscriber	Dashboard4	Country Wise Channel
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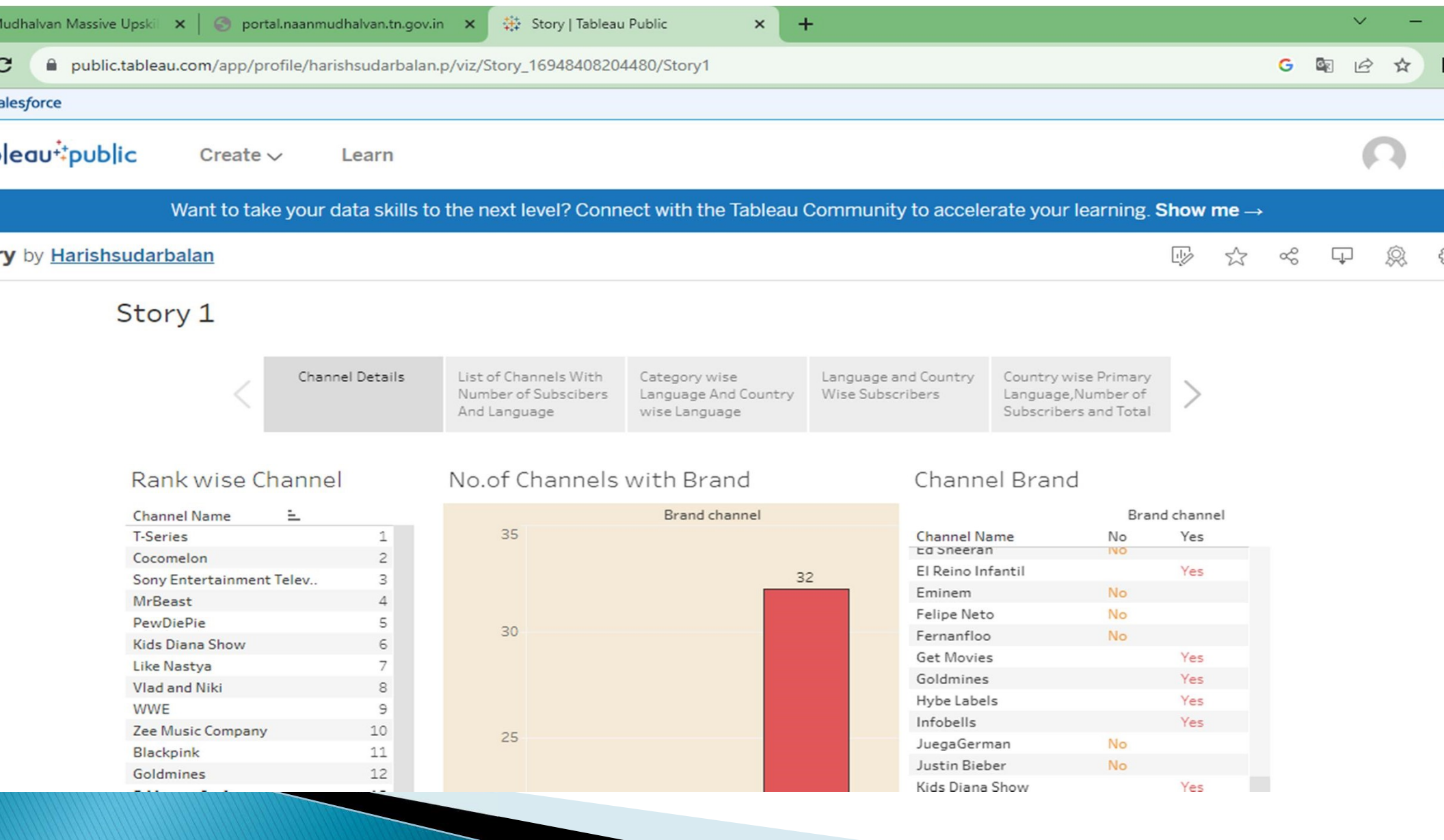
## Country wise Channel:

Country wise Channel show us that How much Channels that the Country Have.





# Dashboard and Story in Tableau Public:



## Conclusion:

This article teaches you us how to leverage the power of YouTube Analytics Data and draw crucial insights into the performance of your YouTube channel. It also provides in-depth knowledge about metrics such as audience retention, real-time activities, traffic, etc. that you keep track of, to refine and optimize your content and strategies using the YouTube Analytics functionality.



Thanking you!!