

YouTube Insights Report: Indian Languages

Problem Statement

The social media agency needed a clear view of YouTube performance across Indian languages. Until now, decisions were often based on assumptions since no single consolidated view existed. This report combines video and channel-level insights to reveal trending topics, fastest-growing languages, and leading creators.

Data Preparation & Quality Check

Before examining the insights, the data was thoroughly cleaned:

- * The data-set initially included 4,348 unique channels and 6,461 unique videos.
- * Some duplicates were found (8 duplicate channels and 3 duplicate videos) and were noted for transparency.
- * After removing duplicates, all charts and tables were created using clean, reliable data.

This process ensured that the final analysis reflects the actual state of YouTube activity.

Key Insights

1. Content Distribution Across Languages

YouTube in India is language-driven. The analysis reveals that:

- * Hindi has the largest share of content.
- * Regional languages like Tamil, Telugu, Bengali, and Malayalam are also thriving.
- * These languages together lead most of the content creation, showcasing India's rich linguistic diversity online.

2. Top Channels by Reach

When ranked by subscriber count, some well-known names lead the list:

- * T-Series, Zee Music, Sony, Tips Official, among others.
- These publishers set the tone for music and entertainment trends in India.

3. Emerging & Trending Creators

While established players dominate, new talent is rising quickly.

- * The analysis highlighted the Top 5 trending channels, which are gaining traction rapidly.
- * These new creators represent fresh opportunities for brand partnerships, especially in niche categories.

4. Data Integrity

By identifying duplicates (3 videos, 8 channels), the report ensures transparency. This step reassures stakeholders that the insights rely on authentic and validated data.

Conclusion & Recommendations

This report turns raw YouTube data into a strategic view for the agency. Key takeaways:

- * Language focus: Hindi is dominant, but regional languages (Tamil, Telugu, Bengali, Malayalam) show great growth potential.
- * Partnerships: Established channels like T-Series and Zee Music are strong collaborators, but agencies should also support emerging creators.
- * Quality assurance: Regular checks for duplicates are crucial to maintain reliable insights.