



# **LRG GOVT ARTS COLLEGE FOR WOMEN, TIRUPUR..**

## **DEPARTMENT OF MATHEMATICS**

**Course Name : Data Analytics with Tableau**

**Academic Year: 2023-2024**

**A project report entitled as**

## **“Subscribers Galore: Exploring World’s Top YouTube Channels”**

Work done by

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**TEAM ID: NM2023TMID01948**

# SUBSCRIBERS GALORE: EXPLORING WORLD’S TOP YOUTUBE CHANNELS

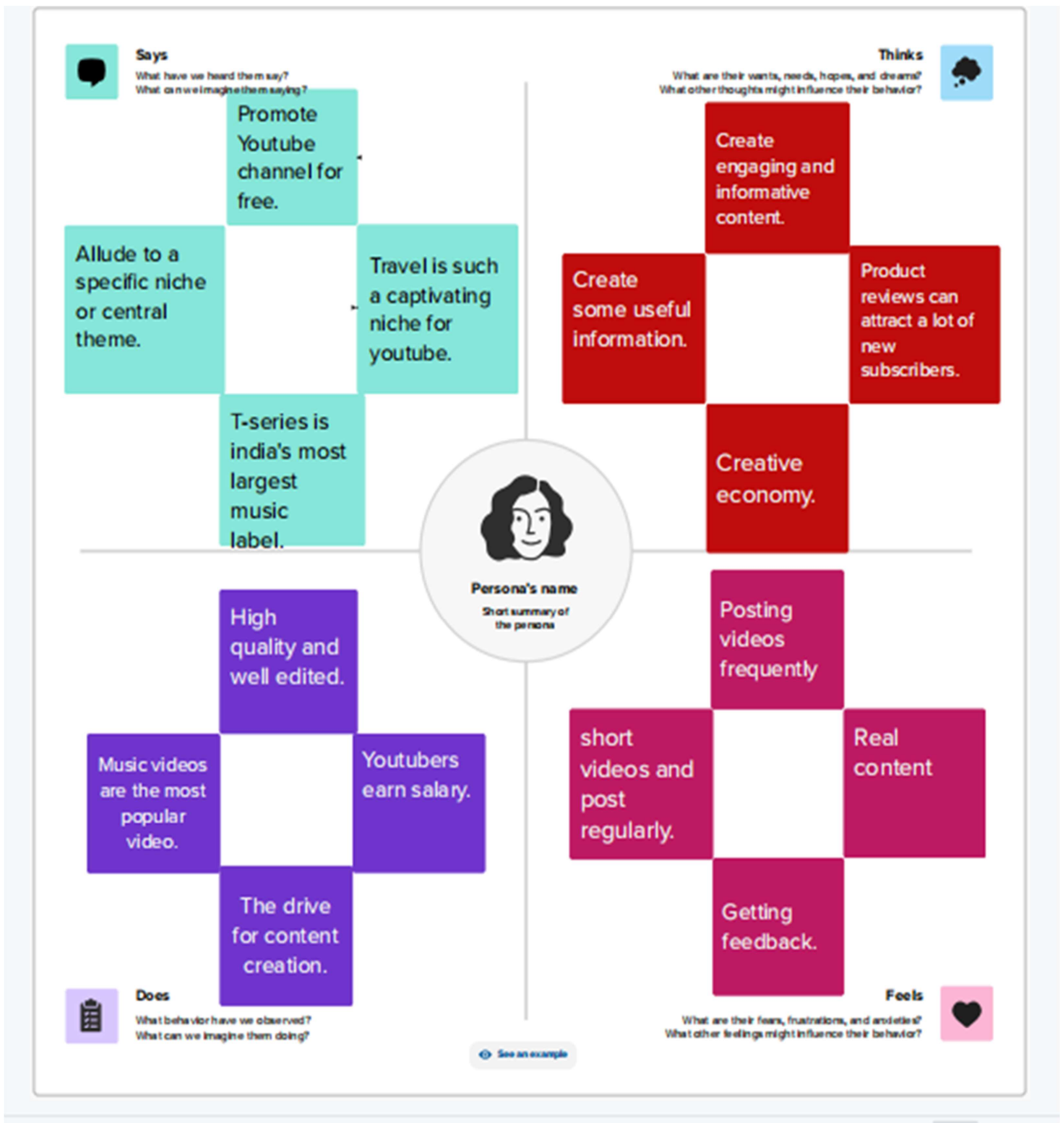
## 1. INTRODUCTION




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 (T-Series) has surpassed 200 million subscribers.


## 2. EMPATHY MAP



### 3. BRAINSTORMING & IDEA PRIORITIZATION



## Template



# Brainstorm & idea prioritization

Use this template for your own brainstorming sessions or for your team. The template includes a section for brainstorming ideas and a section for prioritizing ideas.

- 1. Brainstorming
- 2. Prioritization
- 3. Final selection

### 1. Brainstorming

Write down all your ideas, no matter how silly or outrageous they seem. The more ideas, the better. You can use sticky notes or a whiteboard to write down your ideas.

### 2. Prioritization

Now it's time to prioritize your ideas. You can use the following criteria to help you decide which ideas are the most important and feasible:

- How much time and money does it take to implement?
- How many people will be affected?
- How much risk is involved?
- How much effort is required?
- How much time is needed to implement?
- How much money is needed to implement?
- How much risk is involved?
- How much effort is required?

### 3. Final selection

Now it's time to select the ideas that you want to implement. You can use the following criteria to help you decide which ideas are the most important and feasible:

- How much time and money does it take to implement?
- How many people will be affected?
- How much risk is involved?
- How much effort is required?
- How much time is needed to implement?
- How much money is needed to implement?
- How much risk is involved?
- How much effort is required?

[illegible]

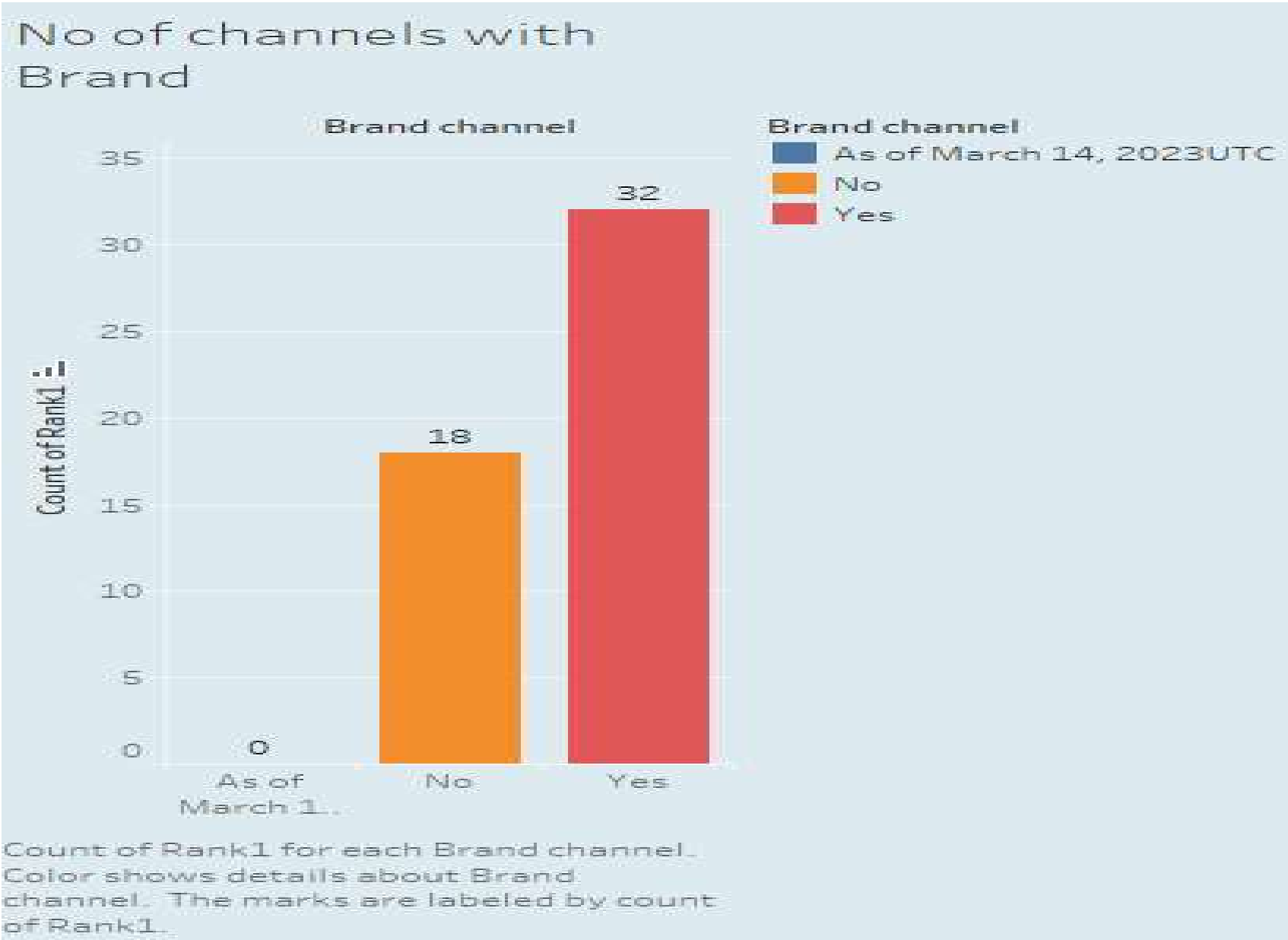
## 4. VISUALIZATIONS

### 1. Rank Wise Channel

Rank wise channel	
Channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	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
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33
LooLoo Kids	34
Ed Sheeran	35
Yash Raj Films	36
Ariana Grande	37
Taylor Swift	38
BillionSurpriseToys	39
Infobells	40
JuegaGerman	41
Billie Eilish	42
Badabun	43
Fernanfloo	44
Bad Bunny	45
SonyMusicIndiaVEVO	46
Shemaroo	47
Get Movies	48
Felipe Neto	49
A4	50
Sum of Rank1 broken down by Channel.	



2.No of Channels with Brand



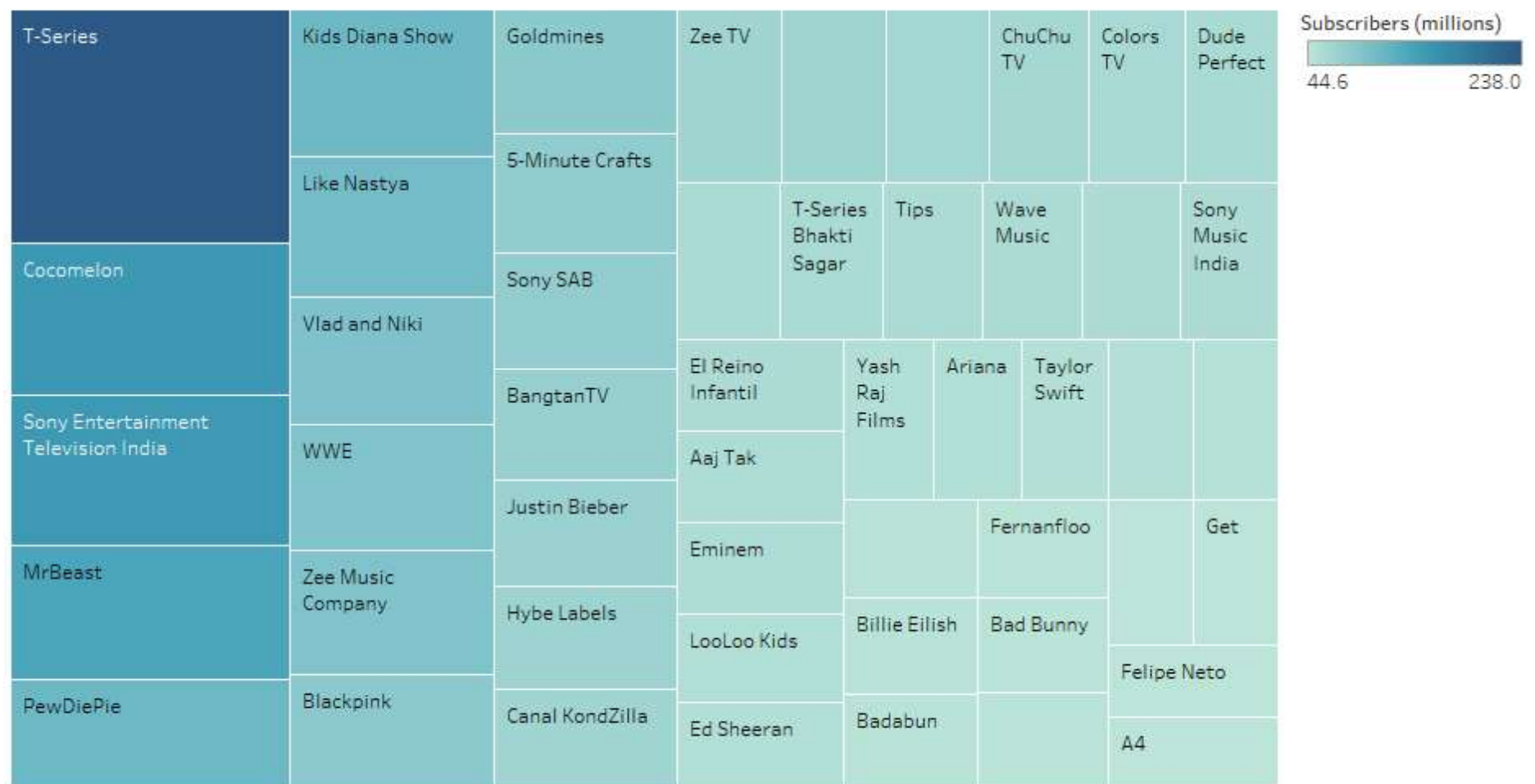
3.Channel Brand

Channel Brand		Brand channel	
Channel	As of M...	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M...		
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
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	
PewDiePie		No	
Pinkfong			Yes
Shemaroo			Yes
Shemaroo Entertainment			Yes
Sony Entertainment Telev...			Yes
Sony Music India			Yes
Sony SAB			Yes
SonyMusicIndiaVEVO			Yes
T-Series			Yes
T-Series Bhakti Sagar			Yes
Taylor Swift		No	
Tips Industries			Yes
Vlad and Niki		No	
Wave Music			Yes
WWE			Yes
Yash Raj Films			Yes
Zee Music Company			Yes
Zee TV			Yes

Brand channel broken down by Brand channel vs. Channel.

## 4. Channel name with Subscribers

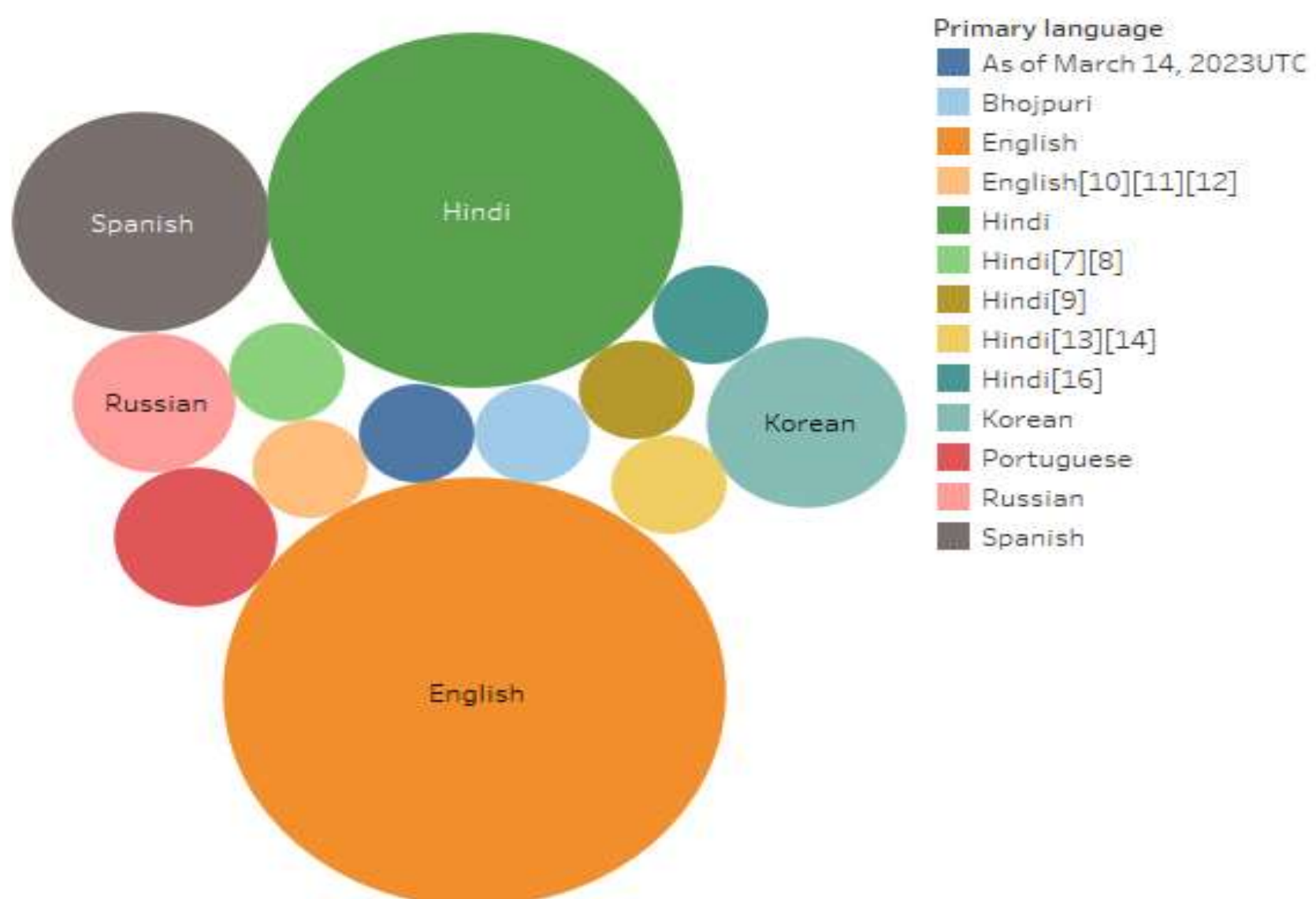
Channel name with sub



Channel. Color shows sum of Subscribers (millions). Size shows sum of Subscribers (millions). The marks are labeled by Channel.

## 5.No of Channels of Language

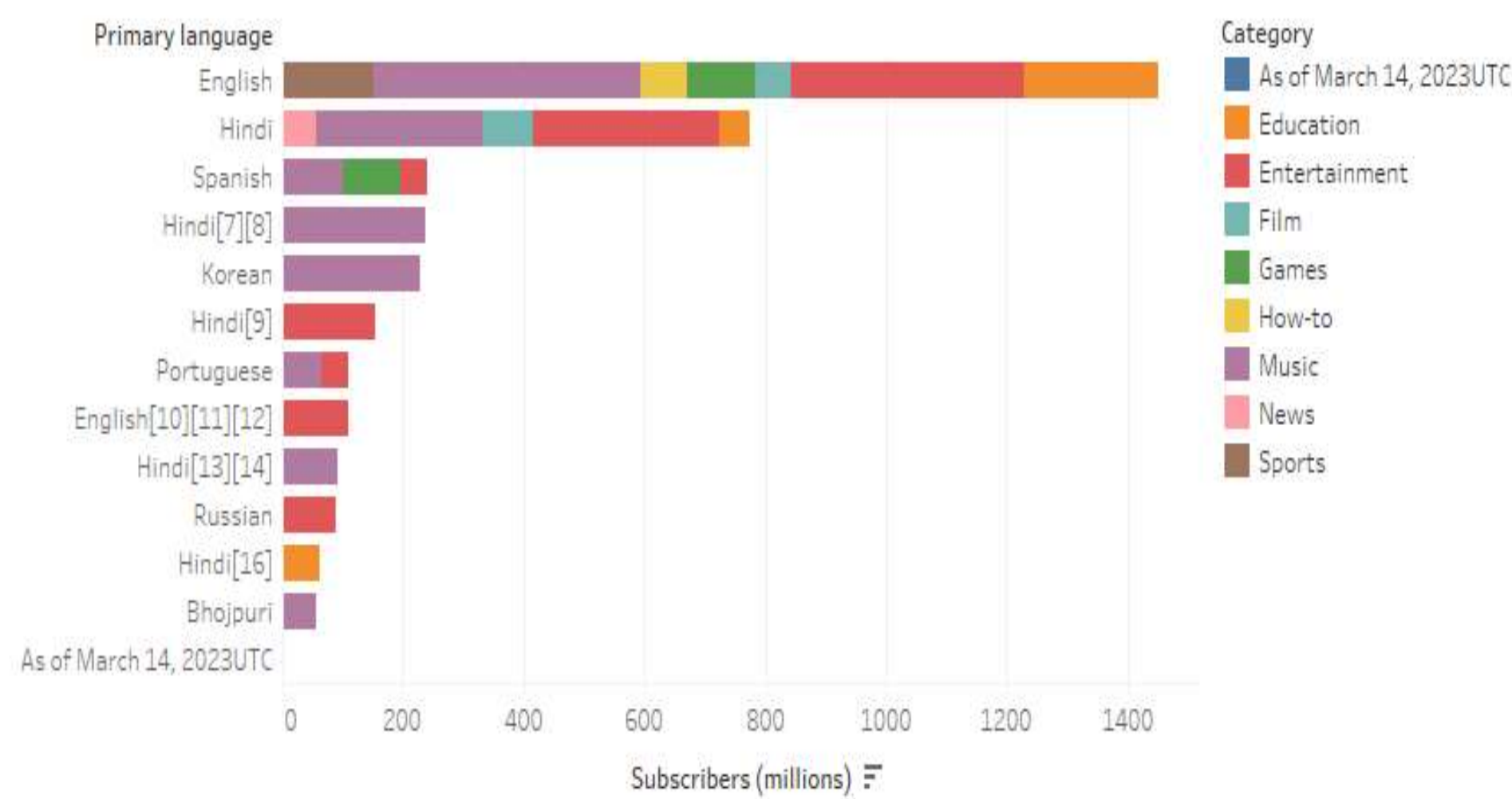
No of Channels of language



Primary language. Color shows details about Primary language. Size shows count of Primary language. The marks are labeled by Primary language.

## 6.Category wise language

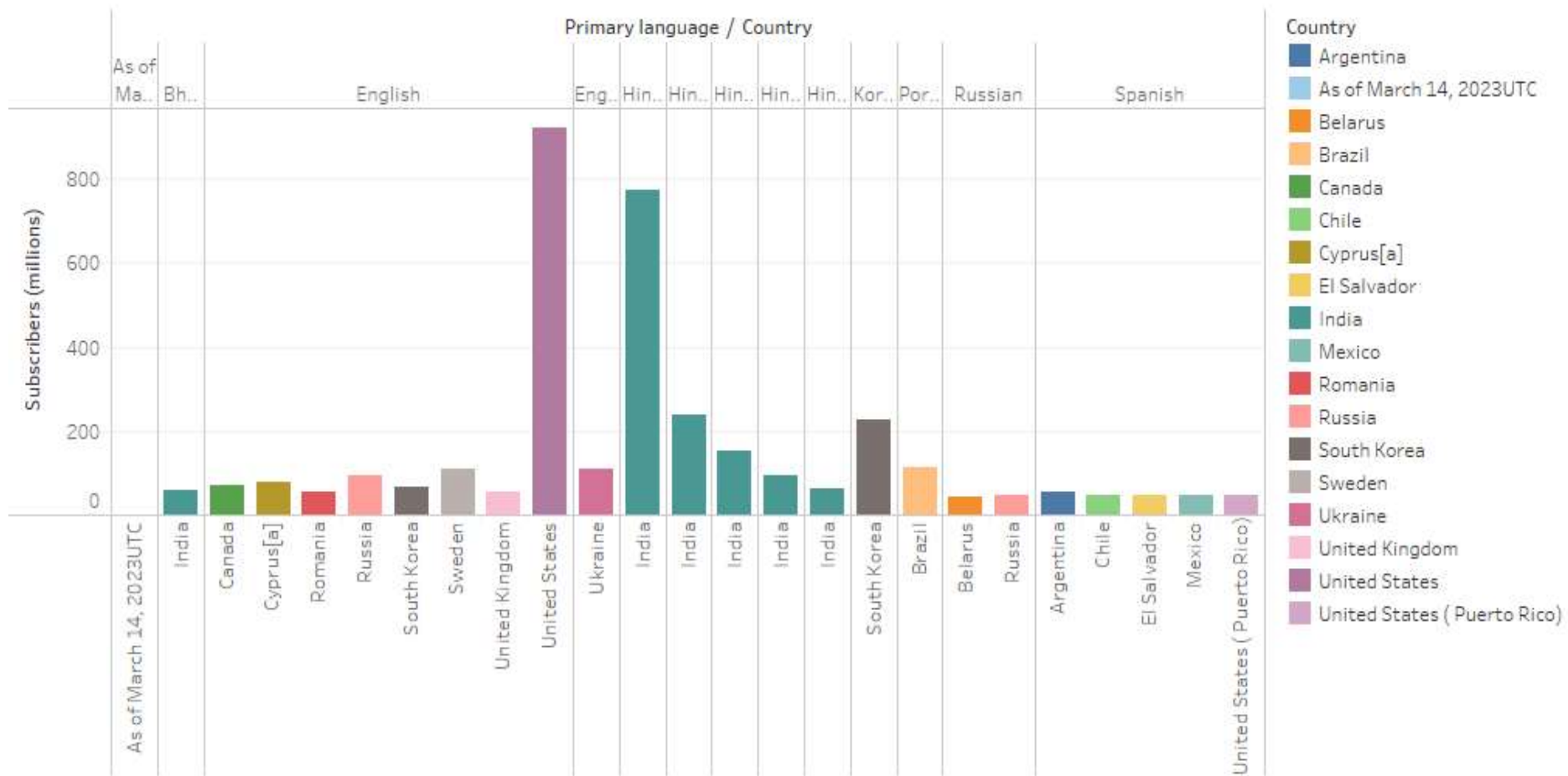
Category wise language



Sum of Subscribers (millions) for each Primary language. Color shows details about Category.

## 7.Country & Language

Country and Lang

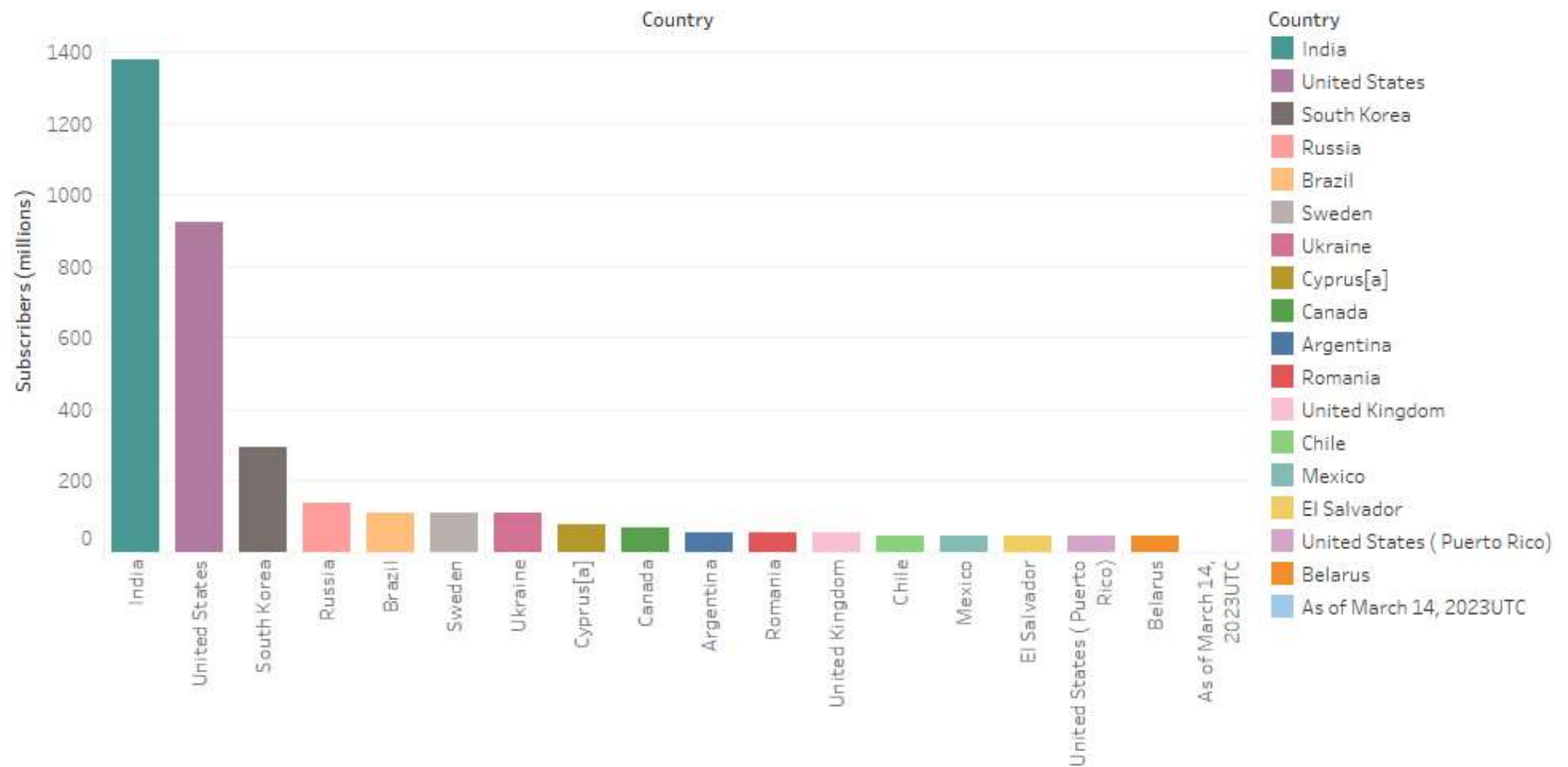


Sum of Subscribers (millions) for each Country broken down by Primary language. Color shows details about Country.



## 8.Country wise Subscribers

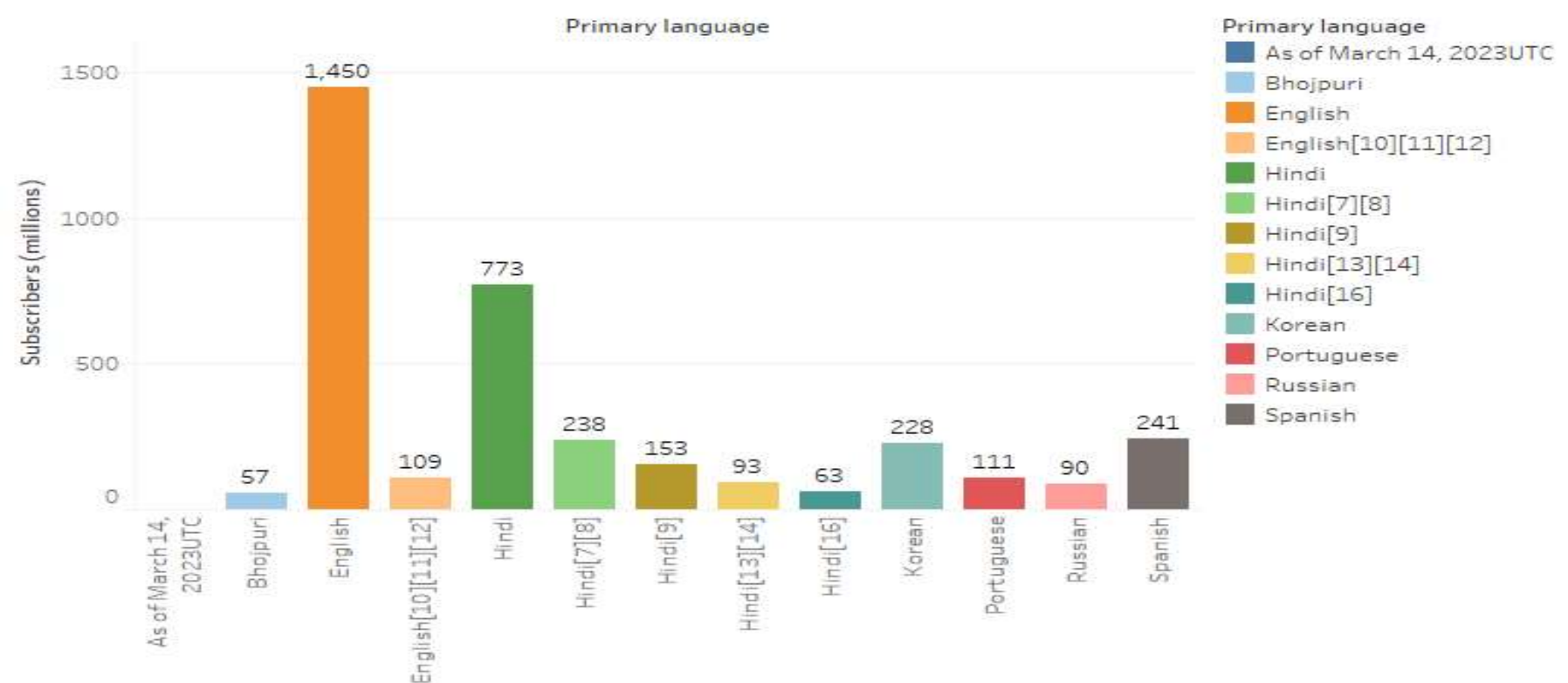
Country wise sub



Sum of Subscribers (millions) for each Country. Color shows details about Country.

## 9.Language wise Subscribers

Language wise sub



Sum of Subscribers (millions) for each Primary language. Color shows details about Primary language. The marks are labeled by sum of Subscribers (millions).

# 10.Country wise Channel

Country wise channel



Map based on Longitude (generated) and Latitude (generated). Color shows count of Channel. The marks are labeled by Country. Details are shown for Country and Primary language.

Sheet 11



Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Country. Details are shown for Country and Primary language.

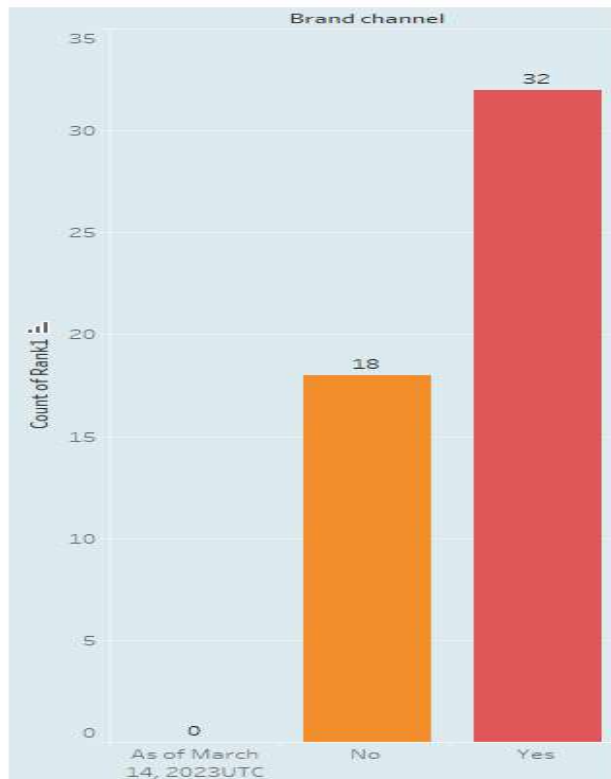
# 5.RESULT

## Dashboard 1

Rank wise channel

Channel	
As of March 14, 2023UTC	
T-Series	1
Cocomelon	2
Sony Entertainment Telev..	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
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32

No of channels with Brand



Brand chan... As of March 14, 2023UTC No Yes

Channel Brand

Channel	As of M...	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M...		
Bad Bunny		No	
Badabun			Yes
BangtanTV		No	
Billie Eilish		No	
Billion Surprise Toys			Yes
Blackpink			Yes
Canal KondZilla			Yes
ChuChu TV			Yes
Cocomelon			Yes
Colors TV			Yes
Dude Perfect		No	
Ed Sheeran		No	
El Reino Infantil			Yes
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes
Juega German		No	
Justin Bieber		No	
Kids Diana Show		No	Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	

## Dashboard 2

Channel name with sub

T-Series	Kids Diana Show	Goldmines	Zee TV					Dude
	Like Nastya	5-Minute Crafts			Tips	Wave Music		Sony Music India
Cocomelon	Vlad and Niki	Sony SAB						
Sony Entertainment Television India	WWE	BangtanTV		Yash Raj				
MrBeast	Zee Music Company	Justin Bieber	Aaj Tak					Get
		Hybe Labels	Eminem					
PewDiePie	Blackpink	Canal KondZilla	LooLoo Kids				Felipe Neto	
			Ed Sheeran	Badabun			A4	

Subscribers (millions)  
44.6 238.0

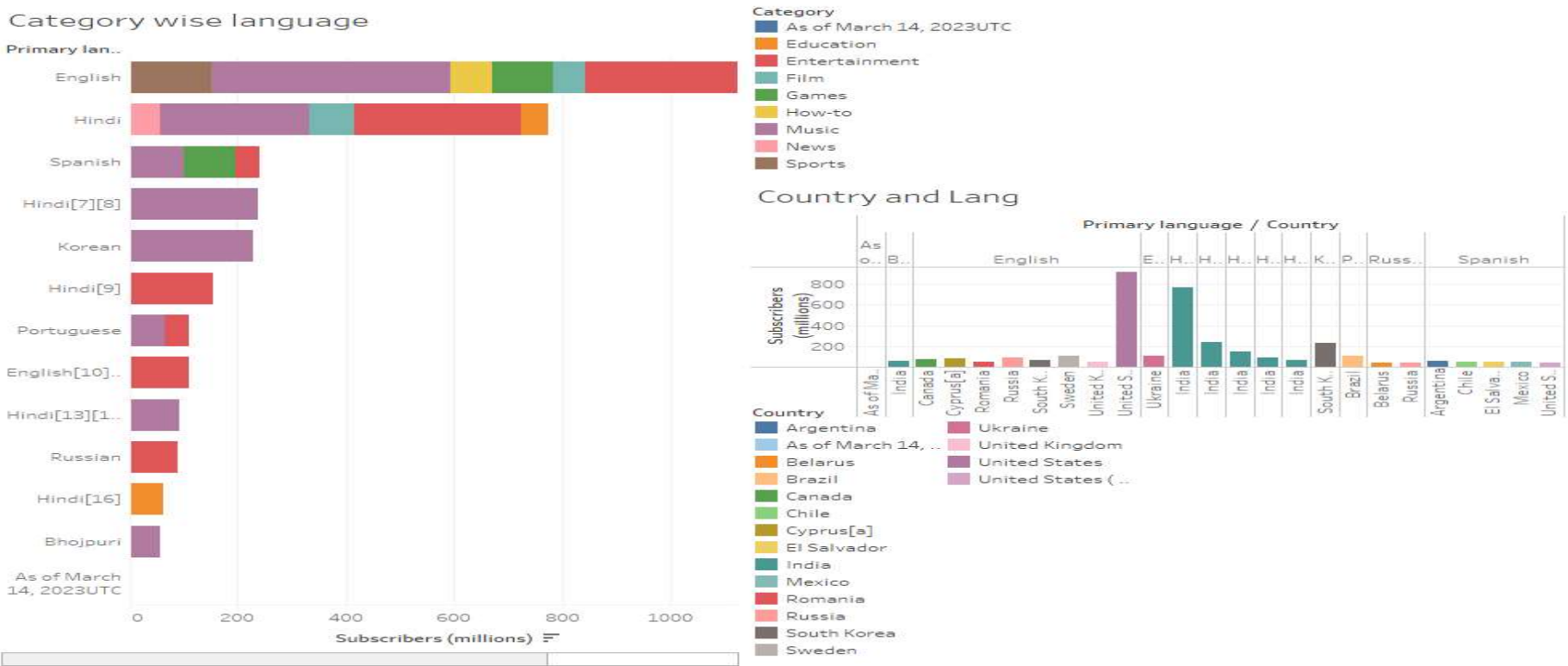
No of Channels of language



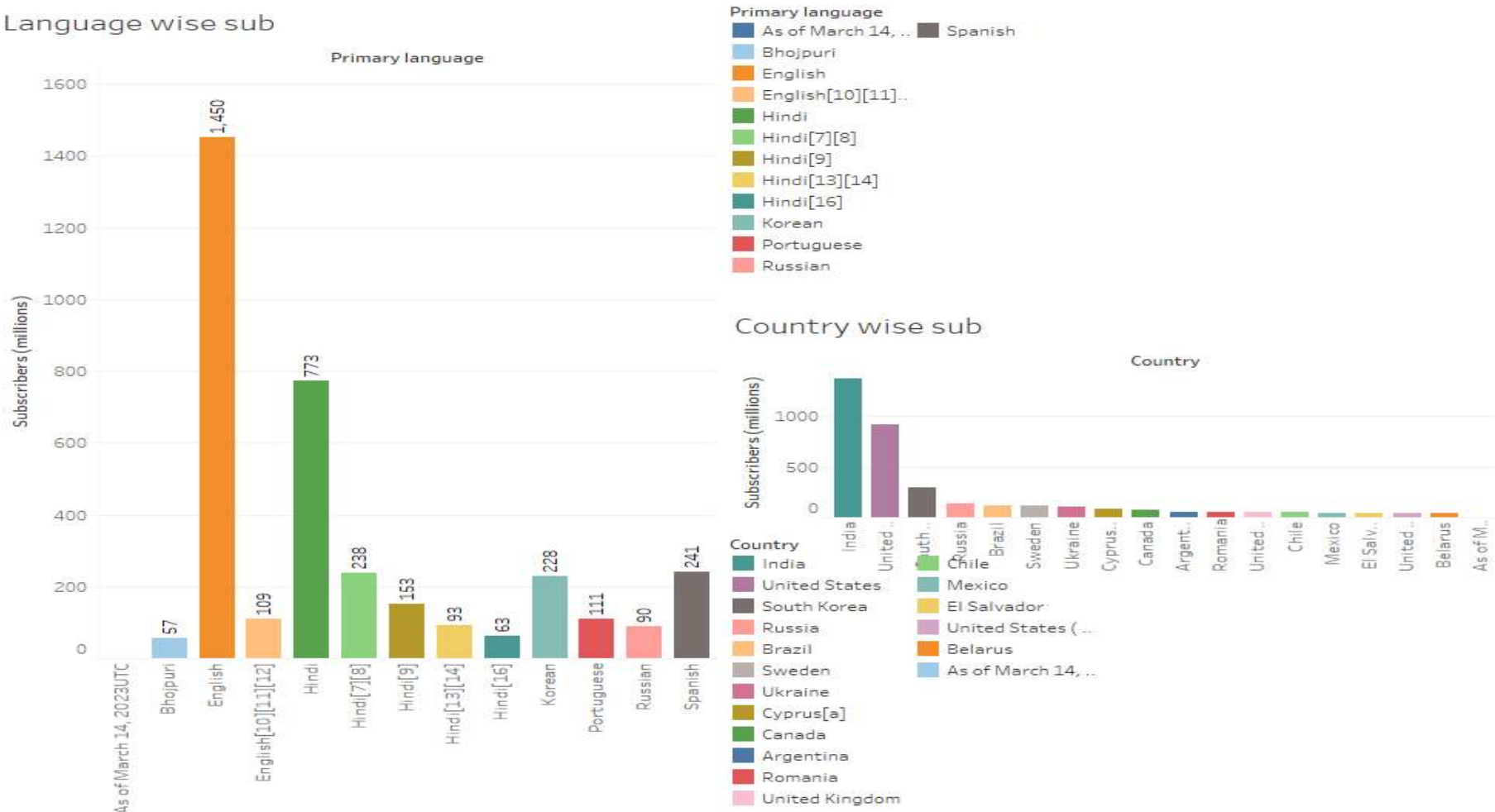
Primary language  
As of March 14, 2023UTC  
Bhojpuri  
English  
English[10][11][12]  
Hindi  
Hindi[7][8]  
Hindi[9]  
Hindi[13][14]  
Hindi[16]  
Korean  
Portuguese  
Russian  
Spanish



# Dashboard 3



# Dashboard 4





# 6. STORY

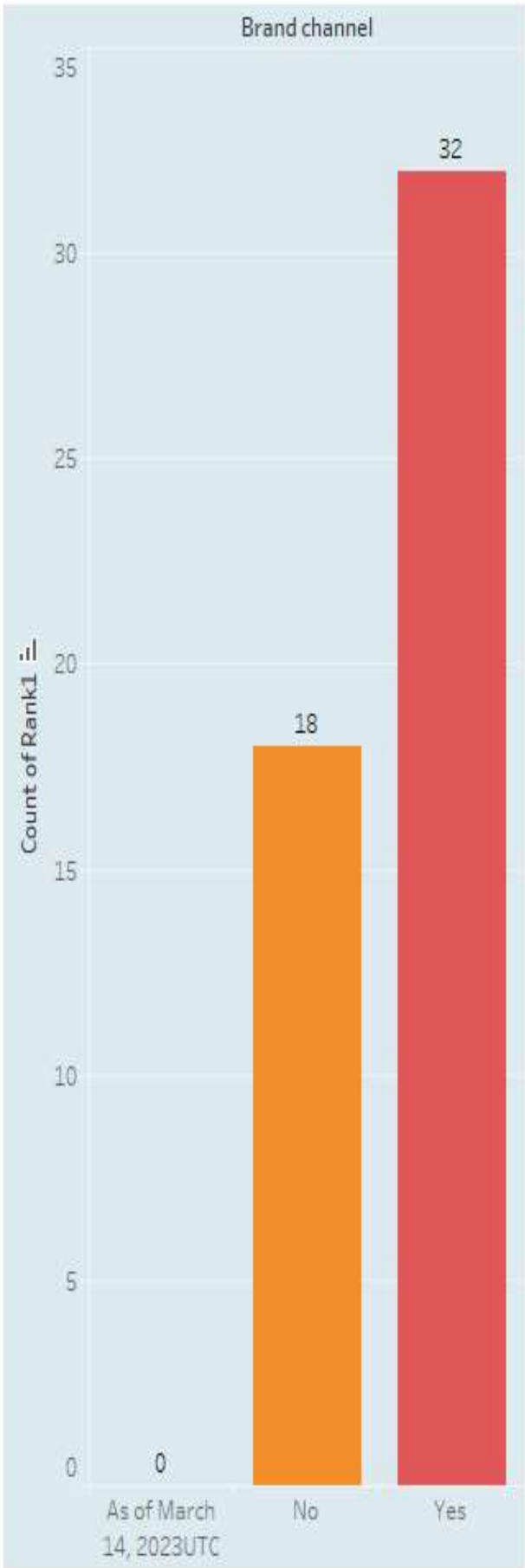
## Story 1

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 ..
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### Rank wise channel

Channel	
As of March 14, 2023UTC	
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
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Movieclips	25
T-Series Bhakti Sagar	26
Tips Industries	27
Wave Music	28
Marshmello	29
Sony Music India	30
El Reino Infantil	31
Aaj Tak	32
Eminem	33

### No of channels with Brand



Brand chan.. As of March 14, .. No Yes

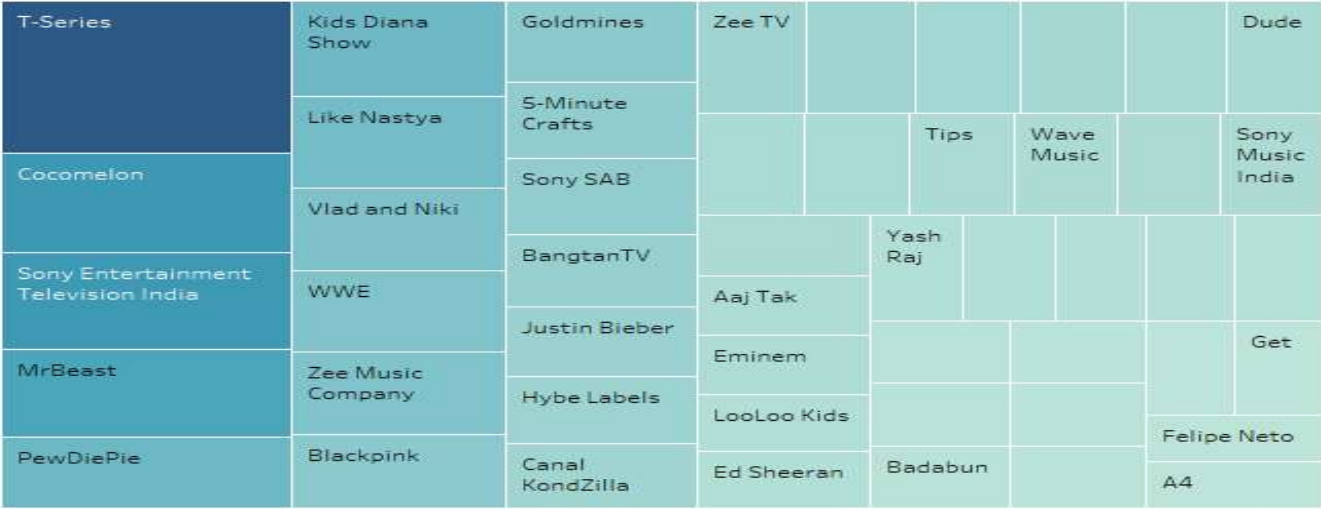
### Channel Brand

Channel	As of M..	No	Yes
5-Minute Crafts			Yes
A4		No	
Aaj Tak			Yes
Ariana Grande		No	
As of March 14, 2023UTC	As of M..		
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
Eminem		No	
Felipe Neto		No	
Fernanfloo		No	
Get Movies			Yes
Goldmines			Yes
Hybe Labels			Yes
Infobells			Yes
JuegaGerman		No	
Justin Bieber		No	
Kids Diana Show			Yes
Like Nastya		No	
LooLoo Kids			Yes
Marshmello		No	
Movieclips			Yes
MrBeast		No	

Story 1

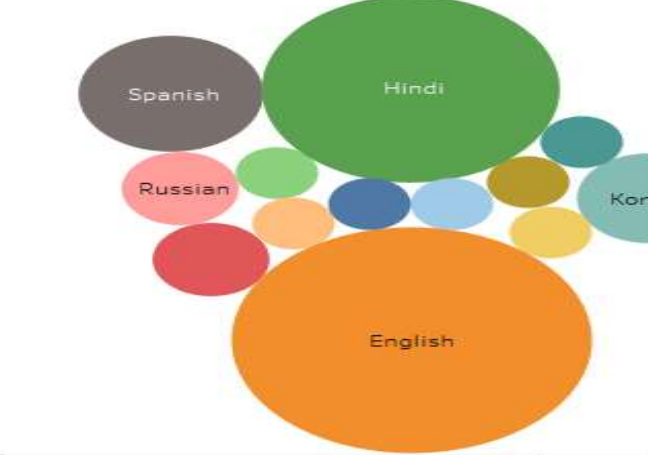
Channel details	List of channels with number of subscribers and language	Category wise language and country wise language	Language and Country wise subscribers	Country wise primary Language,number of subscribers and total ..
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Channel name with sub



Subscribers (millions)  
44.6 238.0

No of Channels of language

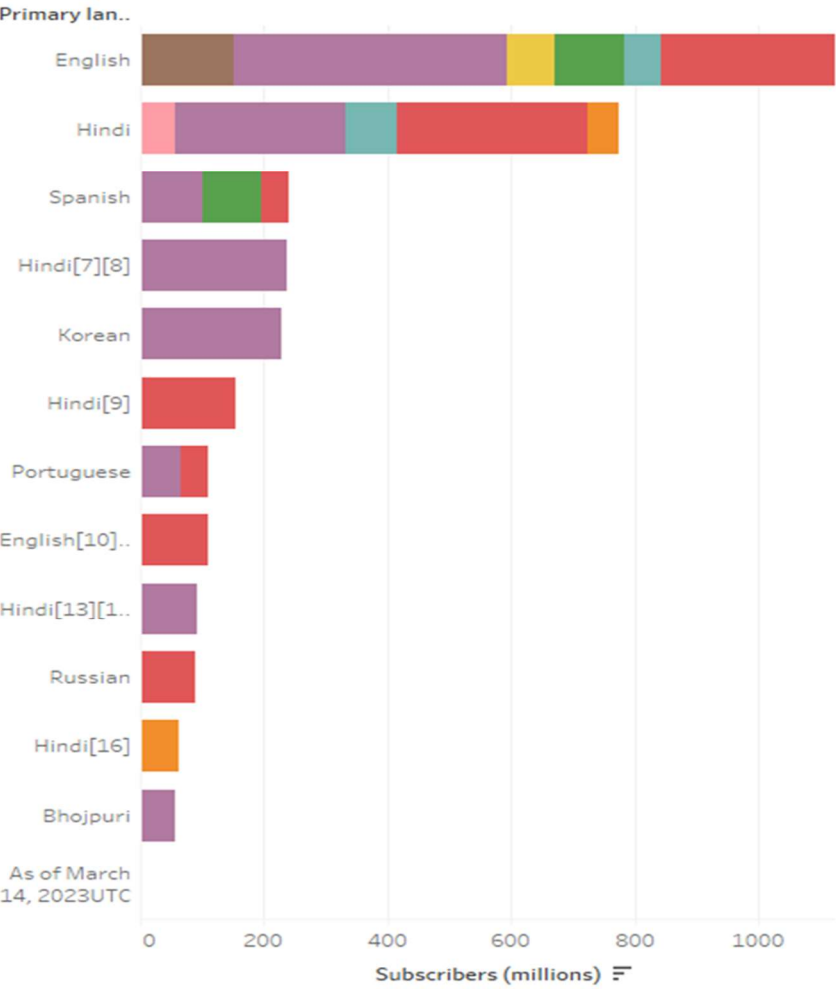


- Primary language
- As of March 14, 2023UTC
  - Bhojpuri
  - English
  - English[10][11][12]
  - Hindi
  - Hindi[7][8]
  - Hindi[9]
  - Hindi[13][14]
  - Hindi[16]
  - Korean
  - Portuguese
  - Russian
  - Spanish

Story 1

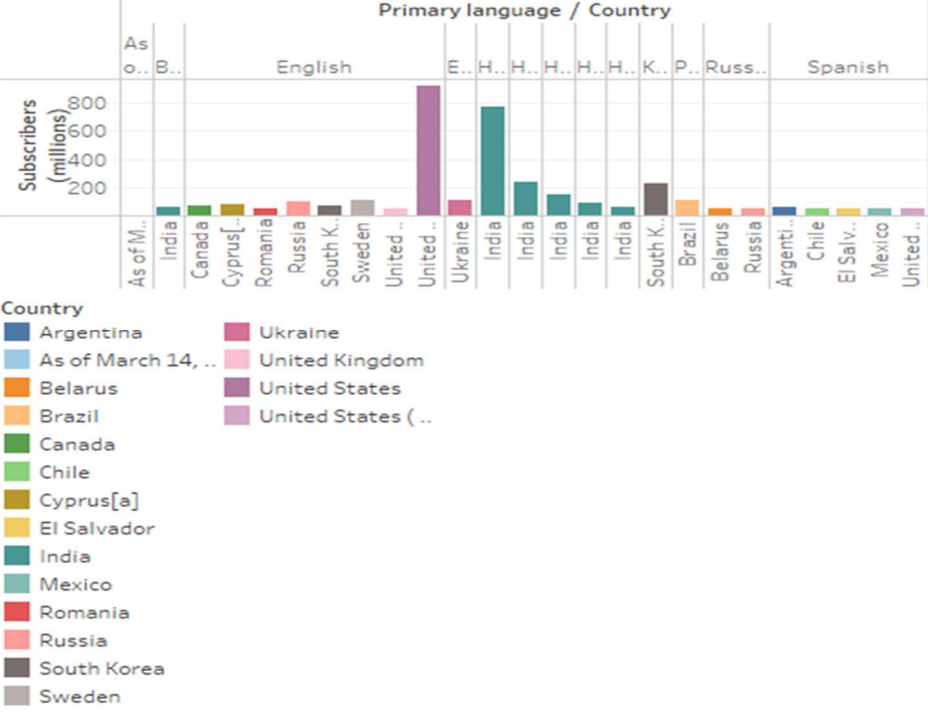
Channel details	List of channels with number of subscribers and language	Category wise language and country wise language	Language and Country wise subscribers	Country wise primary Language,number of subscribers and total ..
-----------------	--	--	---------------------------------------	--

Category wise language

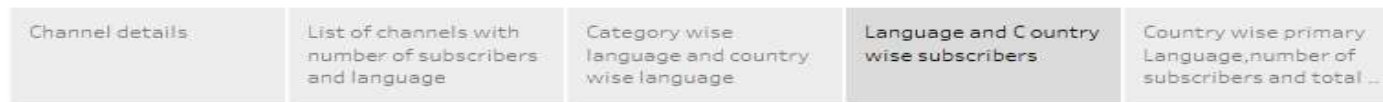


- Category
- As of March 14, 2023UTC
  - Education
  - Entertainment
  - Film
  - Games
  - How-to
  - Music
  - News
  - Sports

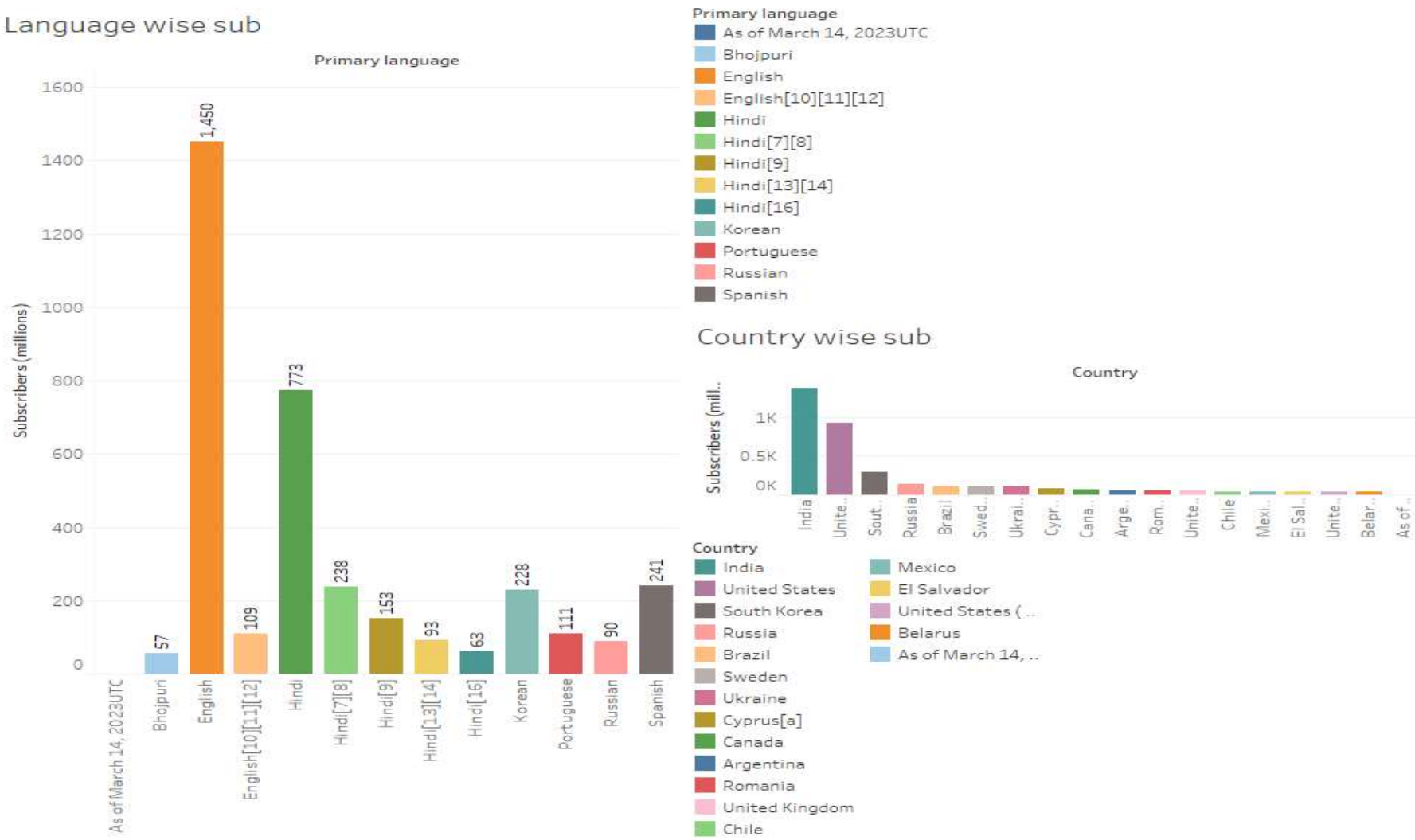
Country and Lang



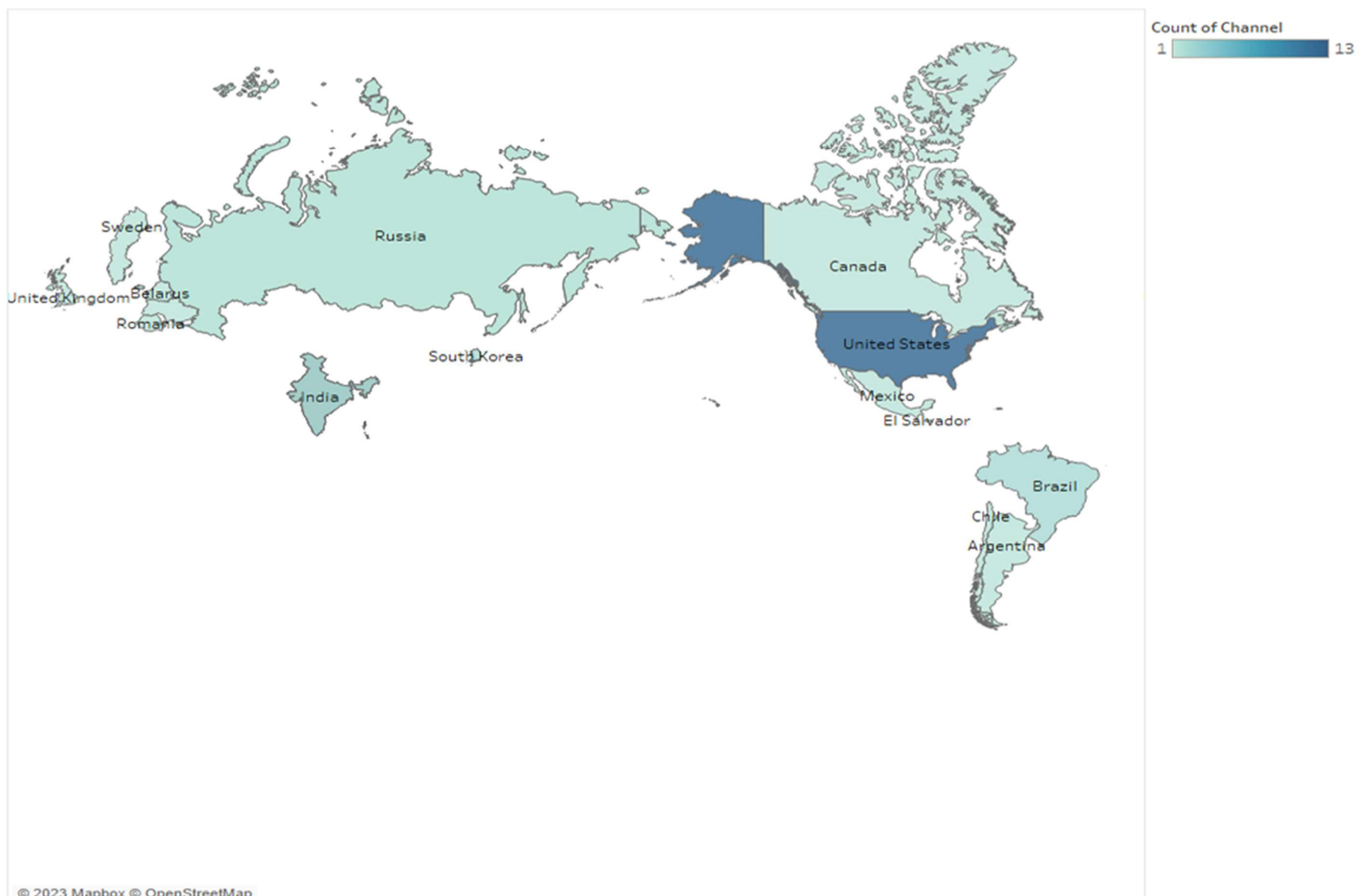
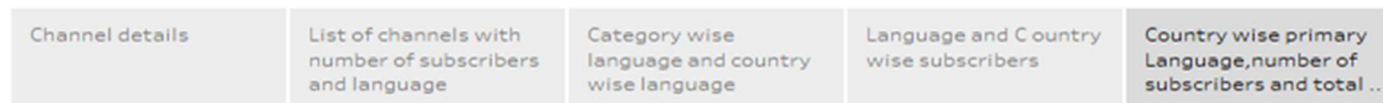
## Story 1



Language wise sub



## Story 1



## 7. ADVANTAGES & DISADVANTAGES

### Advantages

#### ❖ **FREE TO USE**

Uploading and watching videos on YouTube is completely free. This gives you the opportunity to experiment and find out whether it works for you or not without worrying about the costs.

However, recently, YouTube has introduced YouTube Premium. YouTube Premium is a paid subscription that allows you to watch videos without ads, play videos in the background, and allows you to play videos when you're offline. This also gives you access to YouTube Music Premium (this is a streaming platform) and allows you to watch YouTube original series and movies.

Whether you have a YouTube Premium or a free account, this doesn't affect the way you can upload videos onto your account.

#### ❖ **EASY TO USE**

YouTube is easy to use for everyone, even if you don't have any computer skills. Still, don't know how to use this social media platform? Don't worry, there are many tutorials out there to show you how to upload a video and much more.





# Disadvantages

## ❖ **MANY RULES**

Like any other social media platform, YouTube has many rules which restrict what you can do within your channel. This can be through terms of optimisation, what things you can post on your channel and how your channel looks.



## ❖ **EVERYTHING IS PUBLIC**

YouTube is a public social media platform. This means people don't need to create an account to see any of your videos you publish on your channels. Also, anyone can post a video. This can cause copyright issues, and there could be issues with privacy invasion



## 8.APPLICATIONS

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

### **What Are the Main Functions of YouTube?**

- ✓ Users can search for and watch videos
- ✓ Create a personal YouTube channel
- ✓ Upload videos to your channel
- ✓ Like/Comment/share other YouTube videos
- ✓ Users can subscribe/follow other YouTube channels and users
- ✓ Create playlists to organize videos and group videos together



**YouTube is no longer just a single app. Here are all the YouTube apps and what they do. YouTube is the world's most popular streaming service.**

## 9.SCOPE FOR YOUTUBE IN BUSINESS



- If you use YouTube for your business, you can easily reach your audience, both by creating videos and advertising on other people's videos. YouTube is the 2nd largest search engine and the 3rd most visited website worldwide, behind only Google and Facebook respectively.

### **Massive Benefits of Using YouTube For Business**

- Tap in to The Horde of YouTube's Traffic.
- Your Content Never Dies.
- Grow Your Audience Worldwide
- Make Money with AdSense for Video



# **10.CONCLUSION**

YouTube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a short video. YouTube is full of different types of videos that can easily be incorporated and used in classrooms that will give students a better insight on a particular subject. Many online classes today are using YouTube as a source for students to learn. One course that uses YouTube a lot is History. History courses have documentary clips and videos that can be found on YouTube. Having YouTube be a part of education can help students get the one-on-one time with their teachers and ask questions that they may have. Students can watch and take notes from the lecture on YouTube and work on their homework at home, then come to class the next day and ask their teacher any particular questions that they may have regarding the assignment or the lecture.



# APPENDIX

## VISUALIZATIONS:

- ❖ [https://drive.google.com/file/d/1ugnhFw4DczVBAQKw5oXoo0v1iJtkWP3Y/view?usp=drive\\_link](https://drive.google.com/file/d/1ugnhFw4DczVBAQKw5oXoo0v1iJtkWP3Y/view?usp=drive_link)
- ❖ [https://drive.google.com/file/d/1MCVdEoDtUsGDG\\_QfLe6HRjZQ8zbmZdVw/view?usp=drive\\_link](https://drive.google.com/file/d/1MCVdEoDtUsGDG_QfLe6HRjZQ8zbmZdVw/view?usp=drive_link)
- ❖ <https://drive.google.com/file/d/1ljMrX6NQ-Ocy8vN3Pom9E3dc0-oWebCr/view?usp=sharing>
- ❖ [https://drive.google.com/file/d/1R4\\_xYImmPmGQWXTOLGglUPc-Cxfvhsry/view?usp=sharing](https://drive.google.com/file/d/1R4_xYImmPmGQWXTOLGglUPc-Cxfvhsry/view?usp=sharing)

## DASHBOARD:

- ❖ [https://drive.google.com/file/d/1iFdXI0SRILwF-fTKclRwFPCxARDXeeWS/view?usp=drive\\_link](https://drive.google.com/file/d/1iFdXI0SRILwF-fTKclRwFPCxARDXeeWS/view?usp=drive_link)

## STORY:

- ❖ <https://drive.google.com/file/d/1sabWtNDa62JGAz9j9pQY5cnkga-b-IVhU/view?usp=sharing>