

DATA ANALYTICS WITH TABLEAU



ARASU COLLEGE OF ARTS AND SCIENCE FOR WOMEN

WELCOMES YOU ALL

SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS

III.B.SC MATHEMATICS

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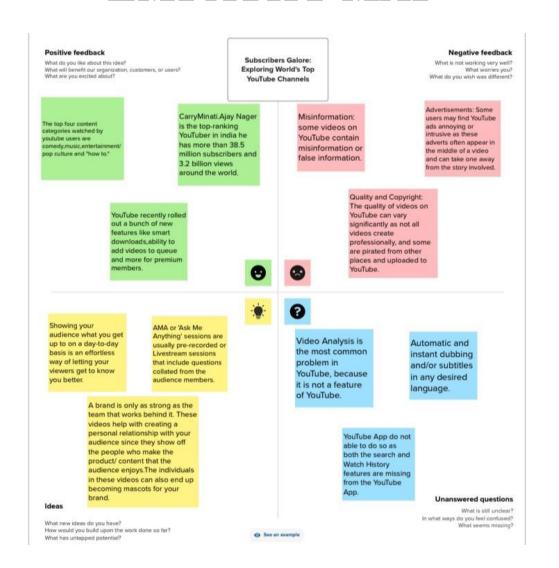
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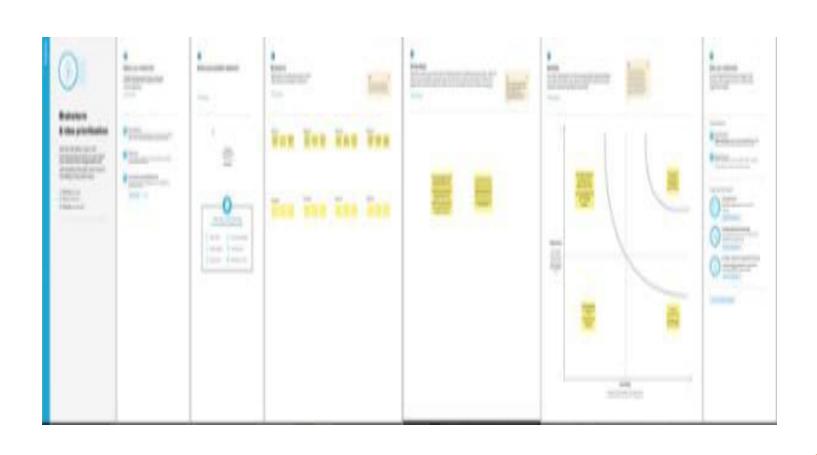
INTRODUCTION

• 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 mostsubscribed channels in April 2006. An early archive of the list dates to May 2006.

EMPATHY MAP



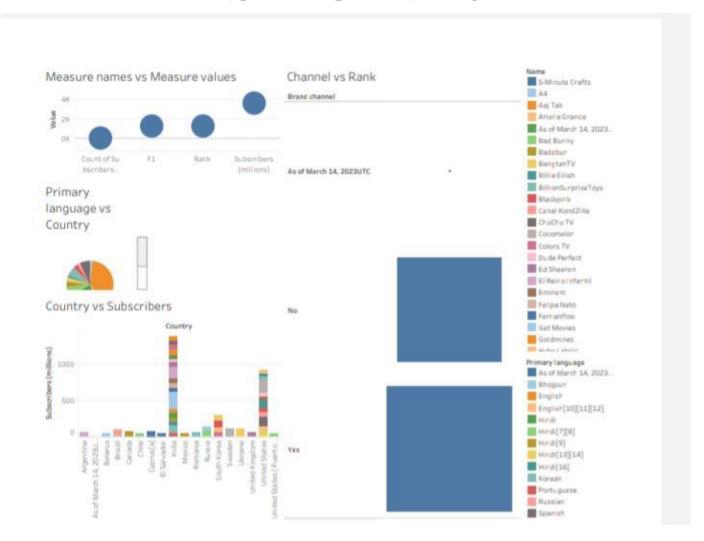
BRAINSTORM



DATA SET

4	A	В	C	D	£	F	G	н	- 1	3	K	1	M	
1		Rank	Name	Link	Brand cha	Subscriber	Primary la	Category	Country					
2	0	1	T-Series	Link	Yes	238	Hindi[7][8	Music	India					
3	1	2	Cocomelo	Link	Yes	155	English	Education	United State	25				
4	2	3	Sony Ente	Link	Yes	153	Hindi[9]	Entertains	India					
5	3	4	MrBeast	Link	No	137	English	Entertainr	United State	20				
6	4	5	PewDiePie	Link	No	111	English	Games	Sweden					
7	5	6	Kids Diana	Link	Yes	109	English[10	Entertains	Ukraine					
£	6	7	Like Nasty	Link	No	105	English	Entertains	United State	20				
9	7	8	Vlad and !	Link	No	94.9	English	Entertains	Russia					
10	8	9	WWE	Link	Yes	93.8	English	Sports	United State	25				
11	9	10	Zee Music	Link	Yes	93.4	Hindi[13][Music	India					
12	10	11	Blackpink	Link	Yes	84.8	Korean	Music	South Korea	100				
13	11	12	Goldmine		Yes	83.3	Hindi	Film	India					
14	12	13	5-Minute		Yes	79.2	English	How-to	Cyprus[a]					
15	13	14	Sony SAB		Yes	78.2	Hindi	Entertains						
16	14	15	BangtanT		No	73.9	Korean	Music	South Korea	(1)				
17	15	16	Justin Biel		No	71.1	English	Music	Canada	509				
18	16	17	Hybe Labe		Yes	69.5	Korean	Music	South Korea					
19	17	18	Canal Kon		Yes	66.4	Portugues		Brazil	500				
20	18	19	Zee TV	Link	Yes	66.3	Hindi	Entertains						
21	19	20	Pinkfong		Yes	66.1	English		South Korea	00				
22	20	21	Shemaroc		Yes	64.2	Hindi	Music	India	100				
23	21	22	ChuChu T		Yes	63.2		Education						
24	22	23	Colors TV		Yes	60.6	Hindi	Entertains						
25	23	24	Dude Perf		No	59	English	Sports	United State					
26	24	25	Movieclip		Yes	58.8	English	Film	United State					
27	25	26	T-Series B		Yes	58.4	Hindi	Music	India	2.5				
28	26	27	Tips Indus		Yes	57.3	Hindi	Entertains						
29	27	28	Wave Mu		Yes	56.6	Bhojpuri	Music	India					
30	28	29	Marshmel		No	56.2	English	Music	United State					
31	29	30	Sony Mus		Yes	56.1	Hindi	Music	India	7.0	100			
32	30	31	El Reino Ir		Yes	56	Spanish	Music	Argentina					
33	31	32	Aaj Tak	Link	Yes	55.9	Hindi	News	India		()-(
34	32	33	Eminem		No	55.6	English	Music	United State	as:	-)	
35	33	34	LooLon Ki		Yes	53.1	English	Music	Romania	2.8		-		
36	34	35	Ed Sheera		No	53	English	Music	United King	dom				
37	35	36	Yash Raj F		Yes	52.7	Hindi	Music	India	and the				
38	36	37	Ariana Gra		No	52.4	English	Music	United State	ne.				
39	37	38	Taylor Swi		No	51.1	English	Music	United State					
40	38	39	BillionSur		Yes	50.6	English		United State					
41	39	40	Infobells		Yes	49.8	Hindi	Education						
42	40	41	JuegaGerr		No	47.6	Spanish	Games	Chile					
43	41	42	Billie Eilist		No	47.4	English	Music	United State	be				
44	42	43	Badabun		Yes	46.5	Spanish	Entertains						
45	43	44	Fernanflor		No	45.7	Spanish	Games	El Salvador					
46	44	45	Bad Bunn		No	45.4	Spanish	Music	United State	es (A Prop	ertn Ricol			
40	45	46	SonyMusi		Yes	45.4	Hindi	Music	India	the Line	- co meny			
48	45	47	Shemarod		Yes	45.2	Hindi	Entertain						
40	47	48	Get Movie		Yes	45.2	Russian	Entertains						
50	48	49	Felipe Net		No	44.9		Entertainr						
51	48	50	A4	Link	No		Russian	Entertains						
52	HI 22.57		As of Man			44,6								

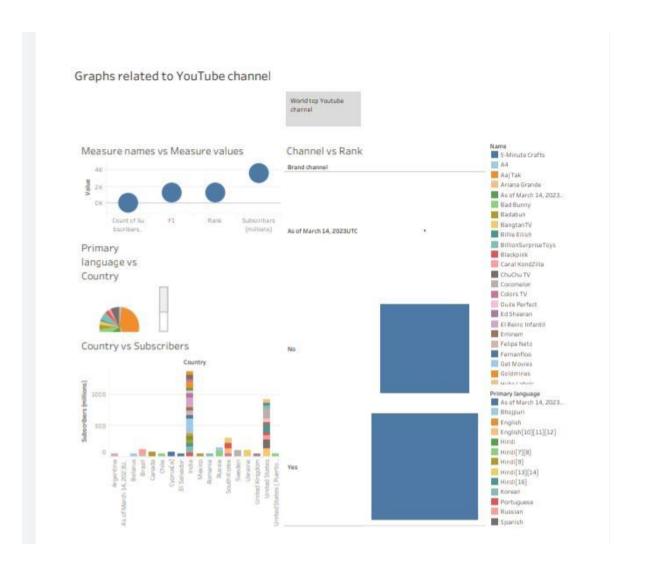
ACTIVITY 01 DASHBOARD 01



ACTIVITY 02 DASHBOARD 02

ACTIVITY 03 DASHBOARD 03

ACTTIVIY 04 STORY 01



HTML DASHBOARD AND STORY

+ableau⁺public



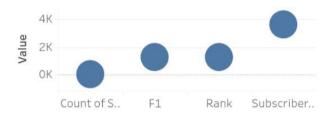
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Show me →

Vaishnavi4 dashboard by

Vaishnavi M

Measure names vs Measure values



Channel vs Rank

Brand channel

+ableau+public





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• • •

Graphs related to YouTube char

Measure names vs Measure values



WEB INDEX

- https://public.tableau.com/app/profile/vaishnavi.
 m4998/viz/Vaishnavi4dashboard/Dashboard1?pu blish=yes
- https://public.tableau.com/app/profile/vaishnavi.
 m4998/viz/Vaishnavi4story/Story1?publish=yes

Advantages

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluate outcomes and generate insights from the data.

Disadvantage

A literature survey conducted by students exploring YouTube channels would typically involve researching existing studies, academic papers, and publications related to the topic.

CONCLUSION

• 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.

