

PROJECT-REPORT

SUBSCRIBERS GALORE :EXPLORING WORLD'S TOP YOUTUBE CHANNELS



YOUTUBE CHANNELS

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PROJECT FLOW

● **DEFINE PROBLEM /PROBLEM UNDERSTANDING**

- ❖ SPECIFY THE BUSINESS PROBLEM
- ❖ BUSINESS REQUIREMENTS
- ❖ LITERATURE SURVEY

● **DATA COLLECTION AND EXTRACTION**

- ❖ COLLECT THE DATA
- ❖ CONNECT DATA SET WITH TABLEAU

● **DATA PREPARATION**

- ❖ PREPARE THE DATA FOR VISUALIZATIONS

● **DATA VISUALIZATION**

- ❖ NO OF UNIQUE VISUALIZATION

● **DASH BOARD**

- ❖ RESPONSE AND DESIGN OF DASHBOARD

● **STORY**

- ❖ NO OF SCENES OF STORY

● PERFORMINF TESTING

- ❖ UTILIZATION OF DATA FILTERS
- ❖ NO OF CALCULATION FIELDS
- ❖ NO OF VISUALIZATION/GRAPS

● PUBLISHING

- ❖ PUBLISHING DASHBOARD AND STORY TO TABLEAU PUBLIC

● PROJECT DEMONSTRATION AND DOCUMENTATION

- ❖ RECORD EXPLANATION VIDEO FOR PROJECT END TO END SOLUTION
- ❖ PROJECT DOCUMENTATION STEP BY PROJECT DEVELOPMENT PROCEDURE

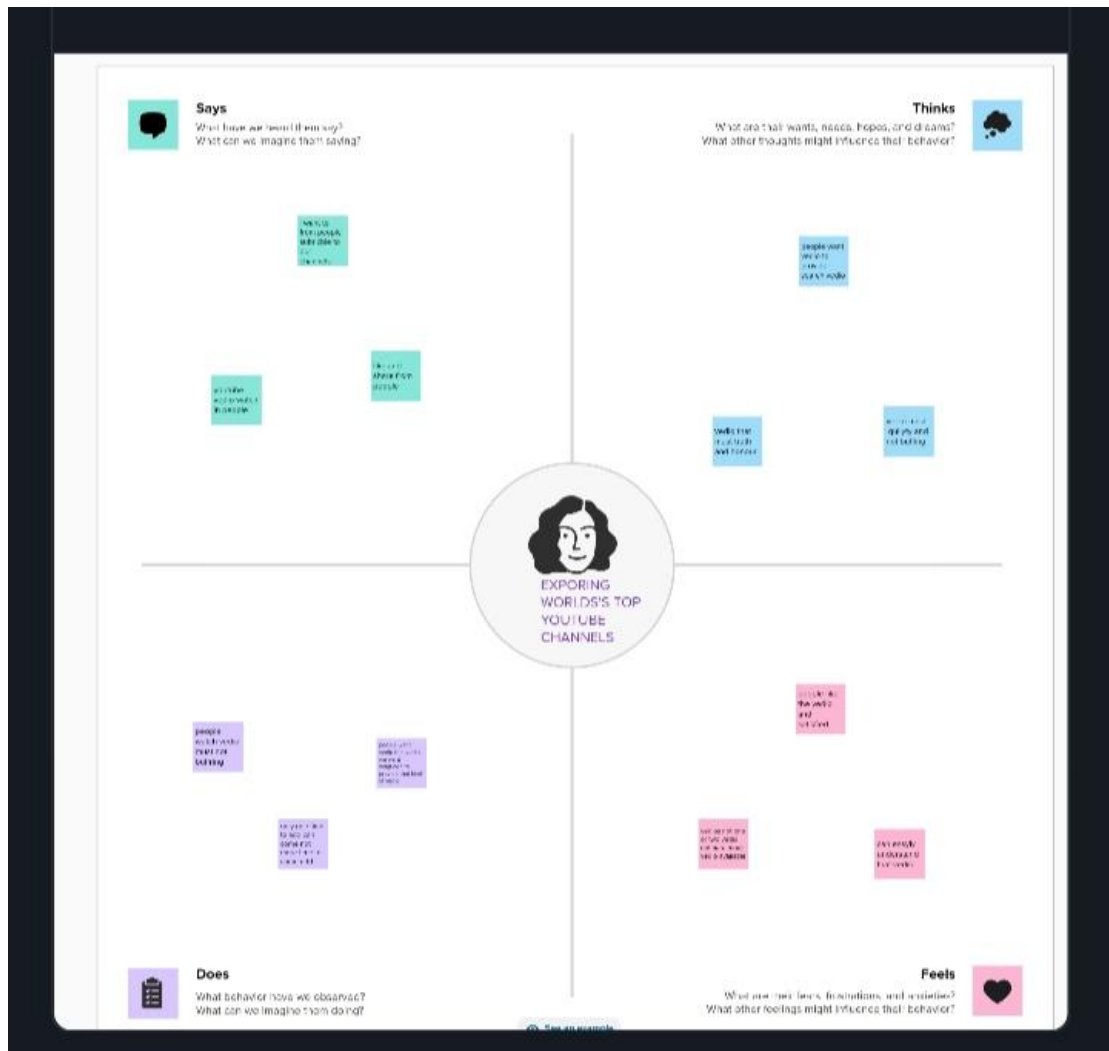
INTRODUCTION

1.1 Overview

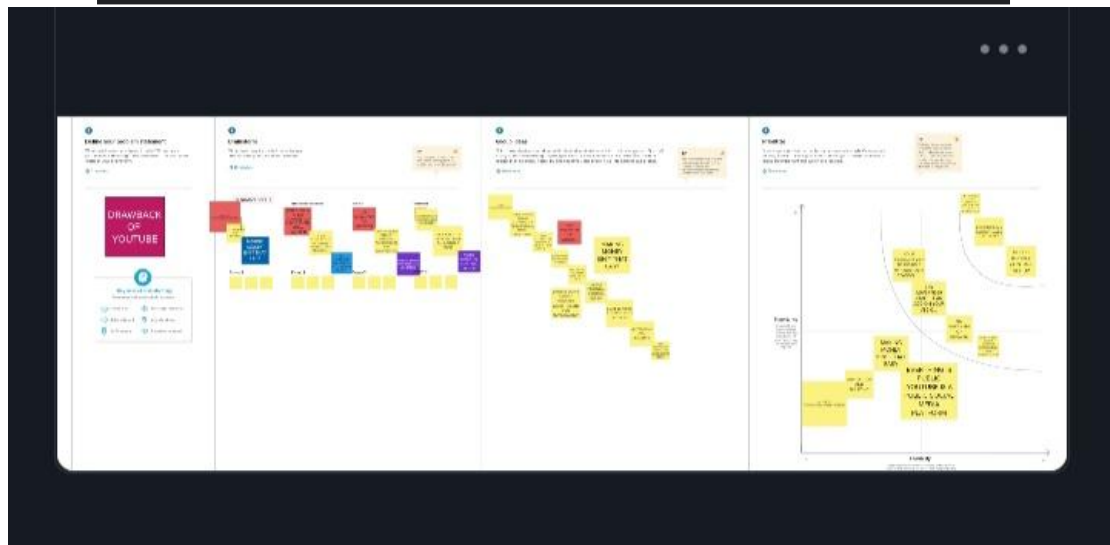
YouTube is **an online video sharing and social media platform** headquartered in San Bruno, California, United States. Accessible worldwide, it was launched on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim

1.2 Purpose

YouTube is considered a social media platform because you can **share content with “followers” (subscribers) and foster communities through interaction and engagement**

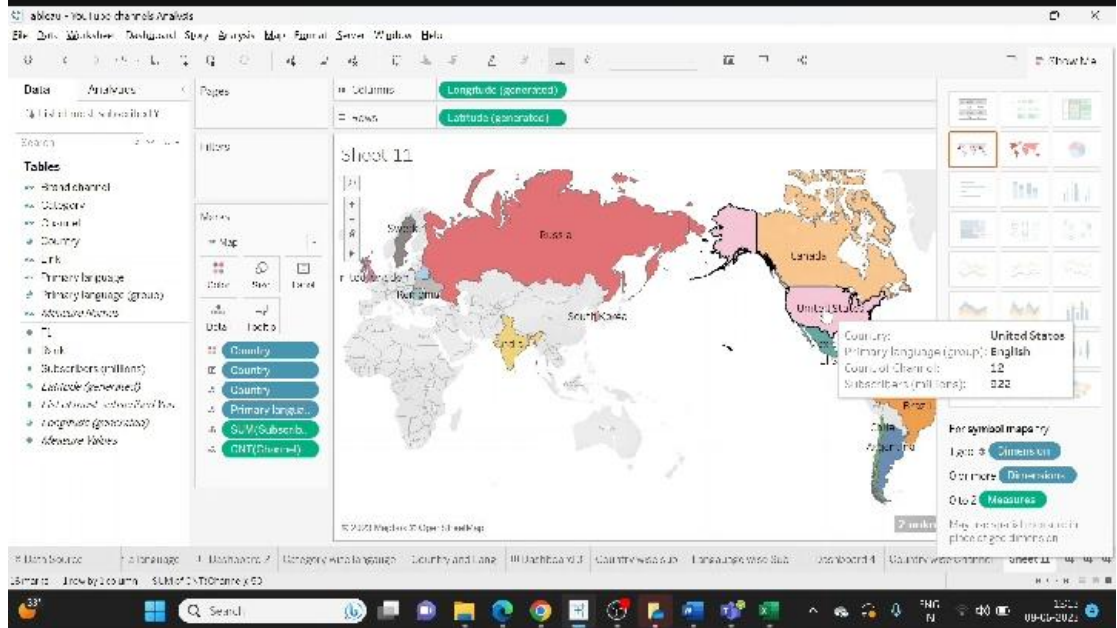


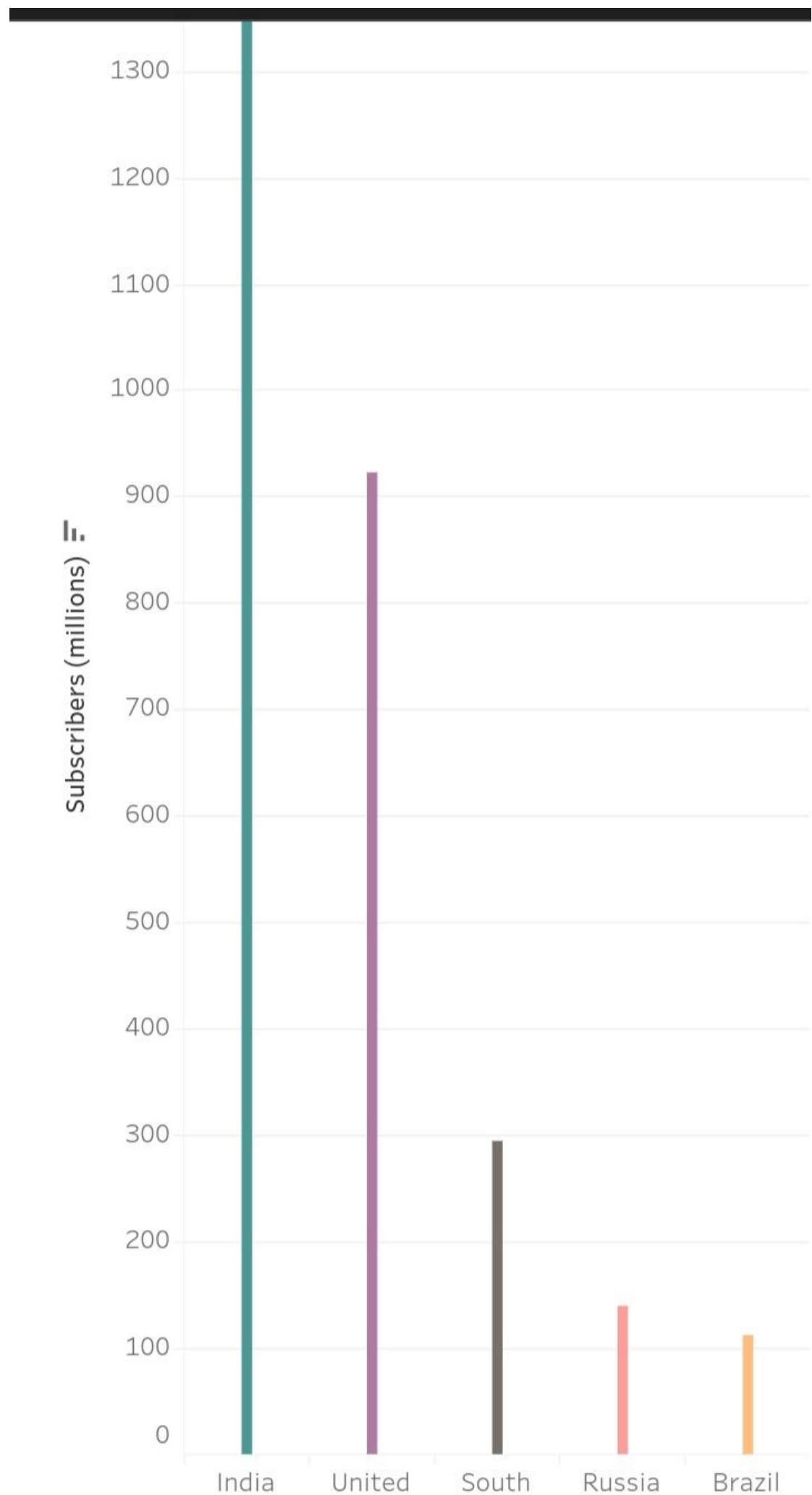
2.2 IDEATION & BRAINSTORMING MAP

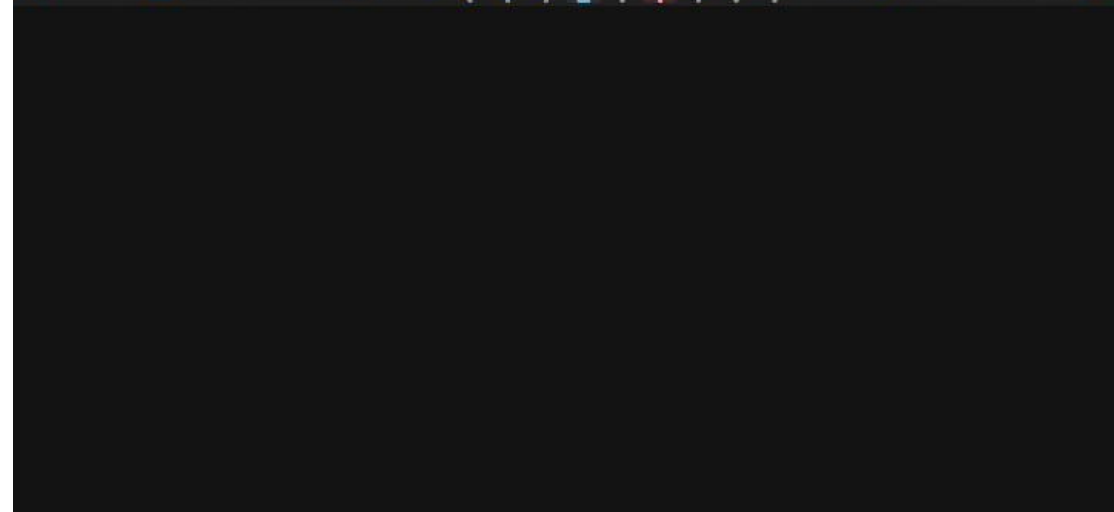


3.RESULT

USING TABLEAU SOFTWARE WE ANALYSED THE DATASET OF YOUTUBE CHANNELS MARKET AND HOW CREATE VISULIZATION

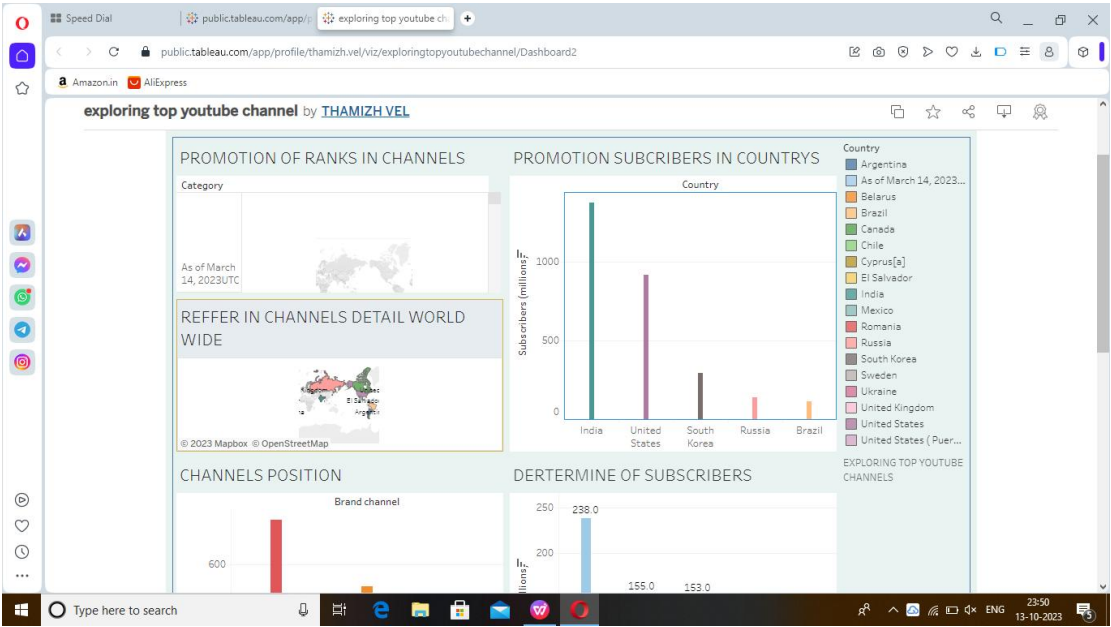




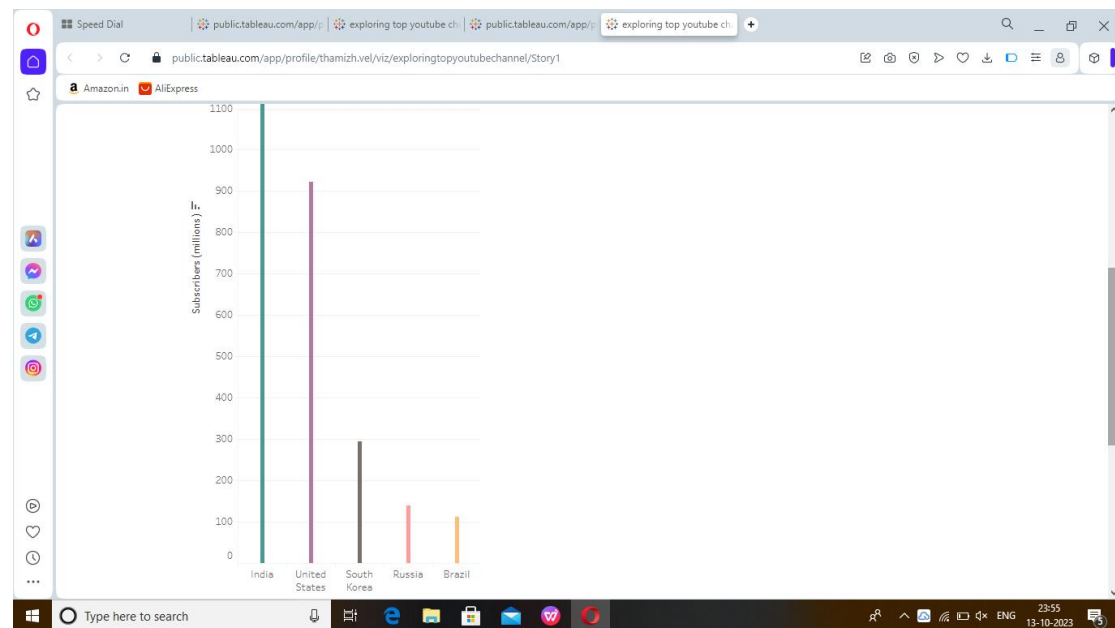
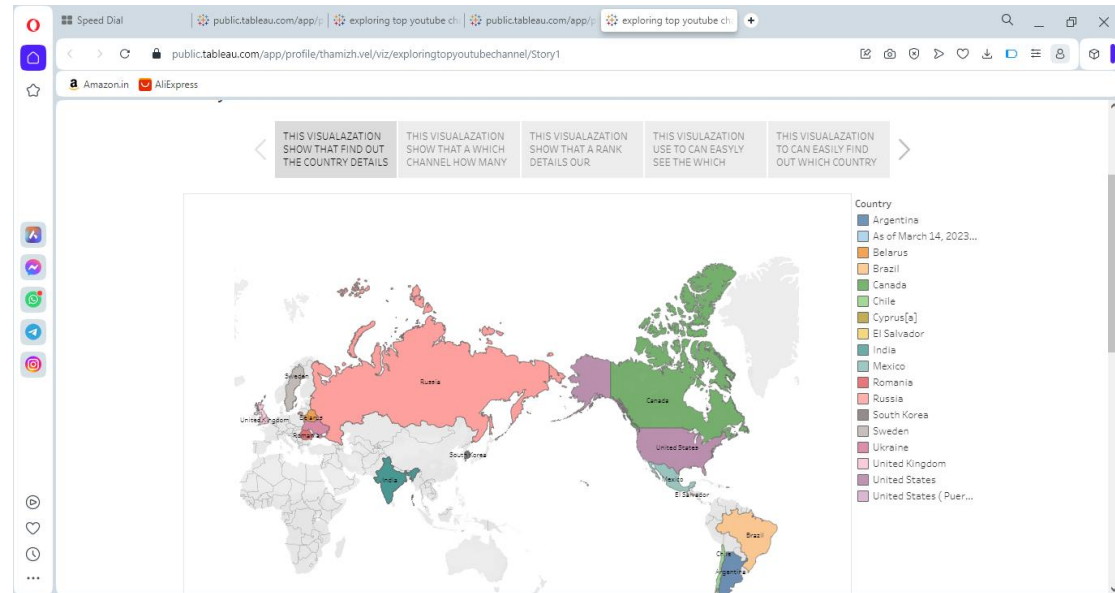


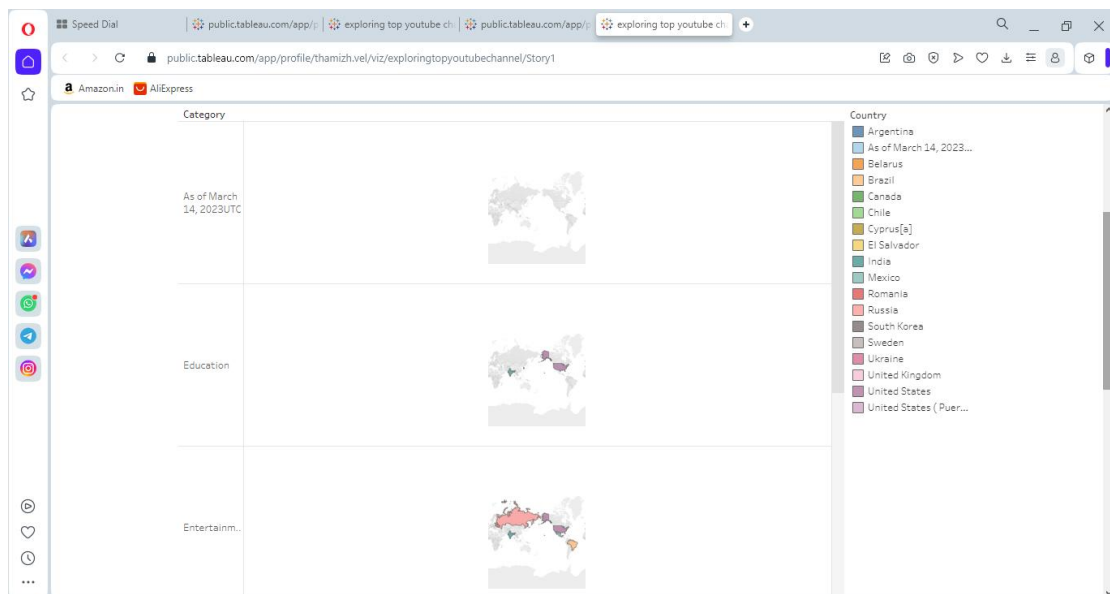
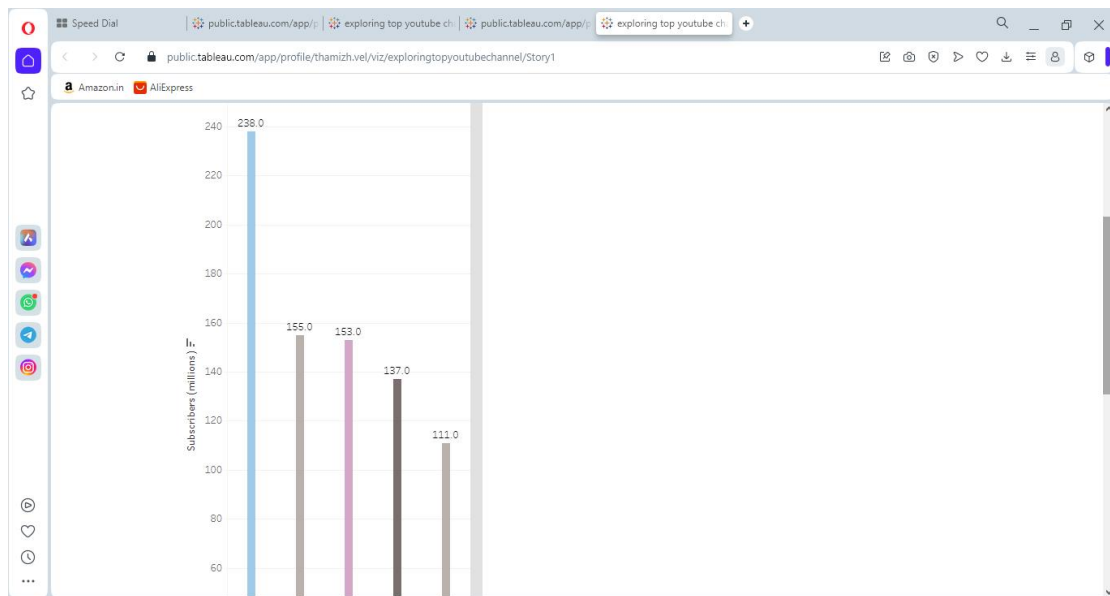
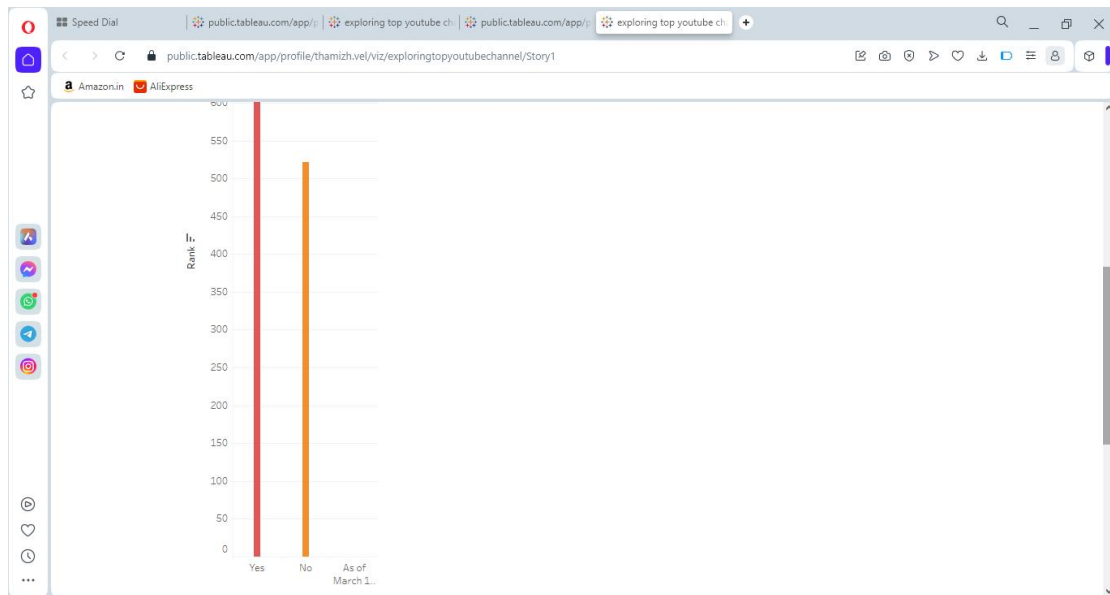


DASHBOARD



STORY





4. ADVANTAGES & DISADVANTAGES

ADVANTAGES

In conclusion, YouTube offers a wealth of content that can be used for learning, inspiration, entertainment, connection, and personal growth. Whether you're looking to learn a new skill, find inspiration, or just want to unwind, YouTube has something to offer.

DISADVANTAGES

Ads- a drawback of YouTube for the audience. ADVERTISEMENT. ...

A lot of distraction. ADVERTISEMENT. ...

Obscenity- one of the biggest drawbacks that YouTube has. The kind of content that is uploaded on YouTube is largely in control today. .

APPLICATION

Users can search for and watch videos.

Create a personal YouTube channel.

Upload videos to your channel.

Like/Comment/share other YouTube videos.

5. CONCLUSION

HEREBY WE UNDERSTAND HOW TO USE TABLEAU APPLICATION AND ANALYSING THE GIVEN DATA. USING TABLEAU APPLICATION WE CAN CREATE VISUALIZATION FOR EASY UNDERSTANDING.

6. FUTURE SCOPE

WE WILL GIVE THE SOLUTION FOR VARIOUS PROBLEM USING DATA SET BY TABLEAU SOFTWARE