

# NAAN MUDHALVAN PROJECT REPORT

## INTRODUCTION

### OVERVIEW

In this project we analysis about subscribers galore: exploring world's top you tube channels subscribers by language, country and categories this analysis help us to easily understood about the top you tube channels status.

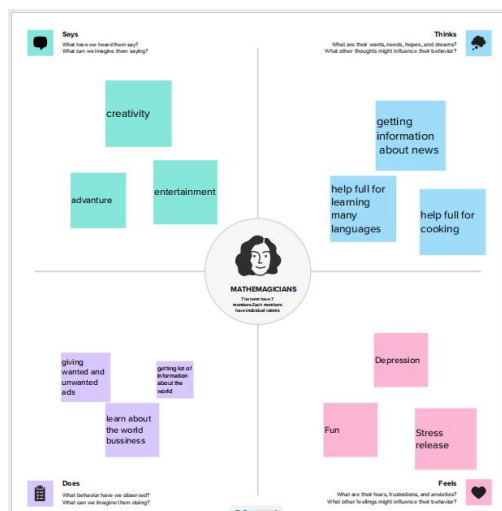
### PURPOSE

From this project the you tube channels owners know about their channels status then they take action top grow their channels . The normal peoples known about best channels .The you tuber get now creative ideas from it . The new you tubers will know which category is low in that country , then the new you tubers choose their favourite platform and grown up in that area they choose.

## PROBLEM DEFINITION & DESIGN THINKING

### EMPATHY MAP

In Empathy Map have 4 topics there are SAYS, THINKS, DOES, FEELS



### SAYS:

Says means what we can get to after watching top you tube channels .After watching top you tube channels we can get more creativity, Entertainment and adventure.

### THINKS:

Thinks means why we can watching top you tube channels. After watching top you tube channels we can gather lot of information's, helpful for cooking and learning more languages.

### DOES:

Does means what have observed watching top you tube channels. While watching channels Ads are unavoidable, we have to watch or will be skip, also we able to gather about world business and can collect world NEWS instantly.

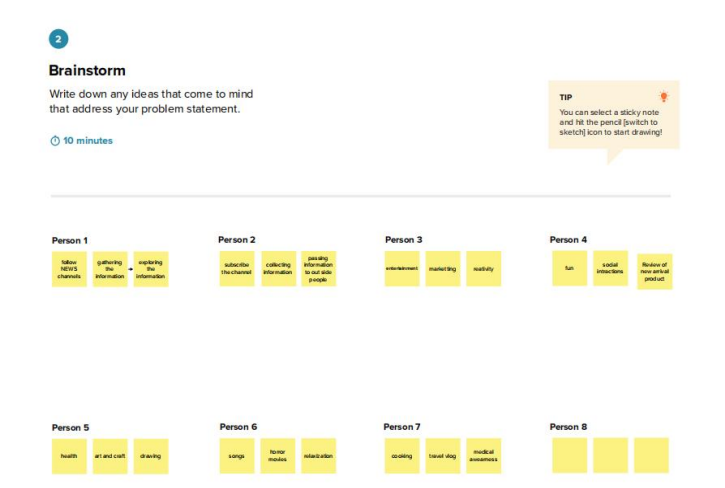
## FEELS:

Feels means benefits for watching top you tube channels .After watching you tube channels we can feel entertainment, stress reliefs, and more fun

## IDEATION & BRAINSTROMING MAP

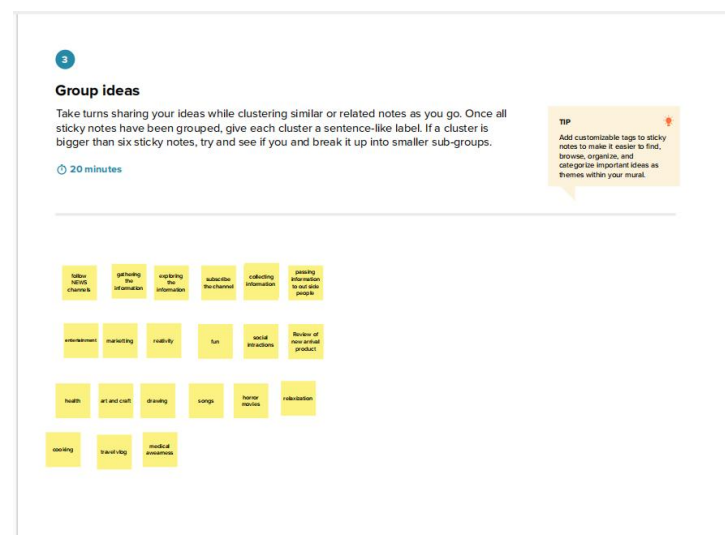
### BRAINSTROM:

Brainstrom is place for the group members write down the ideas that come to mind that address the problem statement.



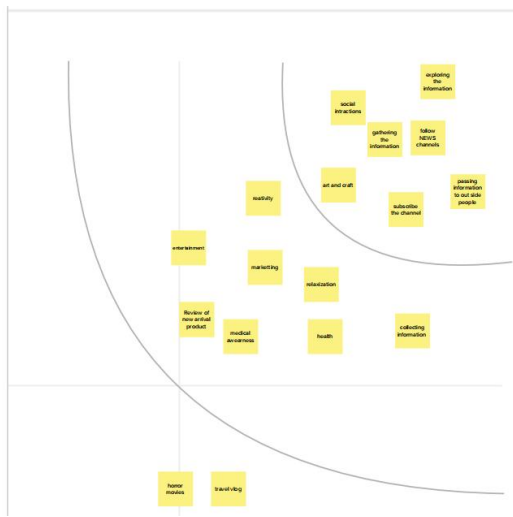
### GROUP IDEAS:

In brainstrom group member give ideas in individual sticky notes. The sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.



### PRIORITIZE:

Our team should all be on the same page about what's important moving forward. Place our ideas on this grid to determine which ideas are important and which are feasible.

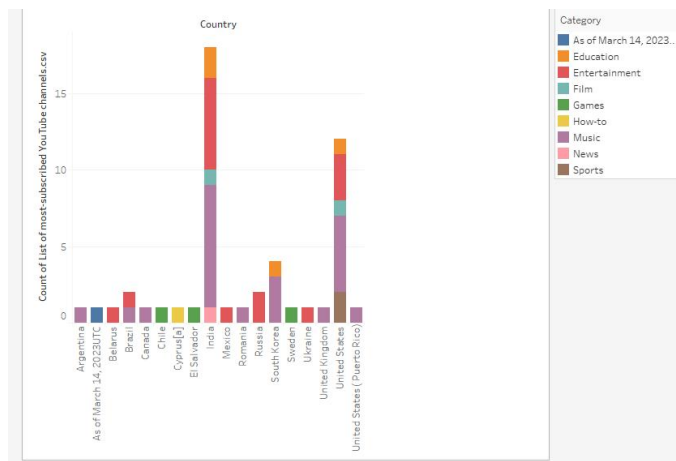


## RESULT

The analysis finished by using Tableau application. Using worksheets we complete which we want analysis

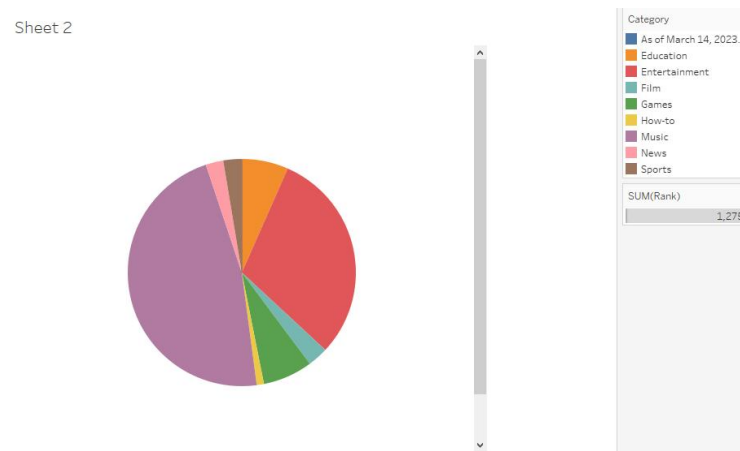
### Sheet 1:

In sheet 1 we analyse about subscribers level for categories and countries



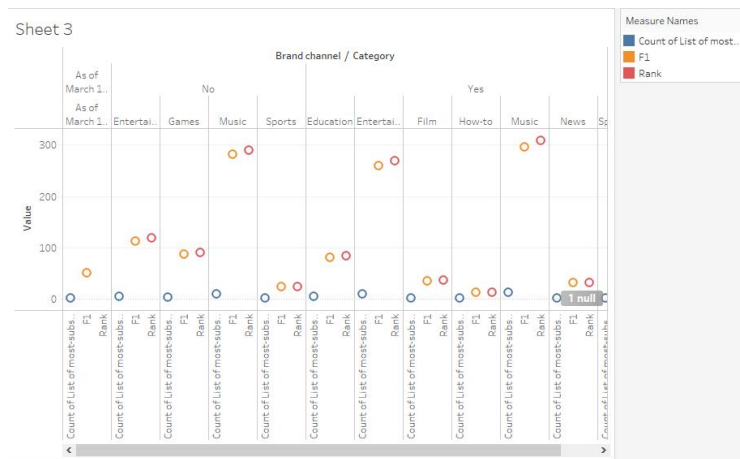
### Sheet 2:

In sheet 2 we analyse about categories popular in pie chart



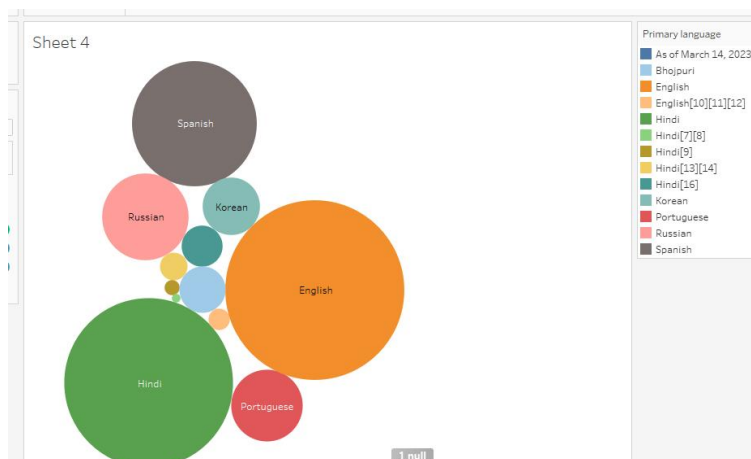
### Sheet 3:

In sheet 3 we analyse about subscribers range based channel categories



### Sheet 4:

In Sheet 4 we analyse about primary language

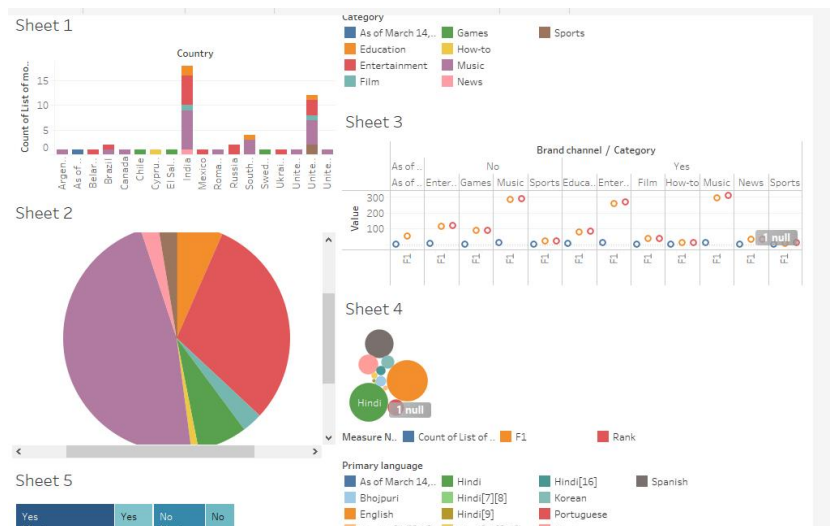


### Sheet 5:

In sheet 5 we analyse about brand channels and categories using yes or no pattern



### Dashboard:



## ADVANTAGES

- ◆ This project is useful for you tubers to grow their channels to the top position.
- ◆ This project is also useful for subscribers to subscribe the top you tube channels in the world.
- ◆ This project is useful for new creator.

## DISADVANTAGES

This project deactivate the person one who at the least position on the list of you tube.

## APPLICATIONS

- ◆ Useful for you tube analyst
- ◆ Useful for top you tubers
- ◆ Useful for government
- ◆ Useful for public to subscribe

## CONCLUSION

The tableau account was created first the collect the rough data about the top you tube channels. Then start the analysis by using tableau .create the sheets for what we know about .using the sheets we know easily about top you tube channels.

## FUTURE SCOPES

- ◆ More creativity got from you tubers
- ◆ More interesting channels choosing
- ◆ Best channels growing up
- ◆ Unwanted channels will be allocated

## APPENDIX

## SOURCE

◆ Tableau

◆ Mural