

# **PROJECT REPORT**

## **SUBSCRIBERS GALORE: EXPLORING WORLD'S TOP YOUTUBE CHANNELS**

### **TEAM MEMBERS:**

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### **MENTOR:**

**C. RAMACHANDRAN**

**This project was all about how to use tableau software, which involved the following Steps:**

- Empathy map**
- Brainstorming map**
- Collection and Connection of data set**
- Preparation of Visualization sheets**
- Dashboard**
- Story**
- Publishing in Tableau**

### **INTRODUCTION:**

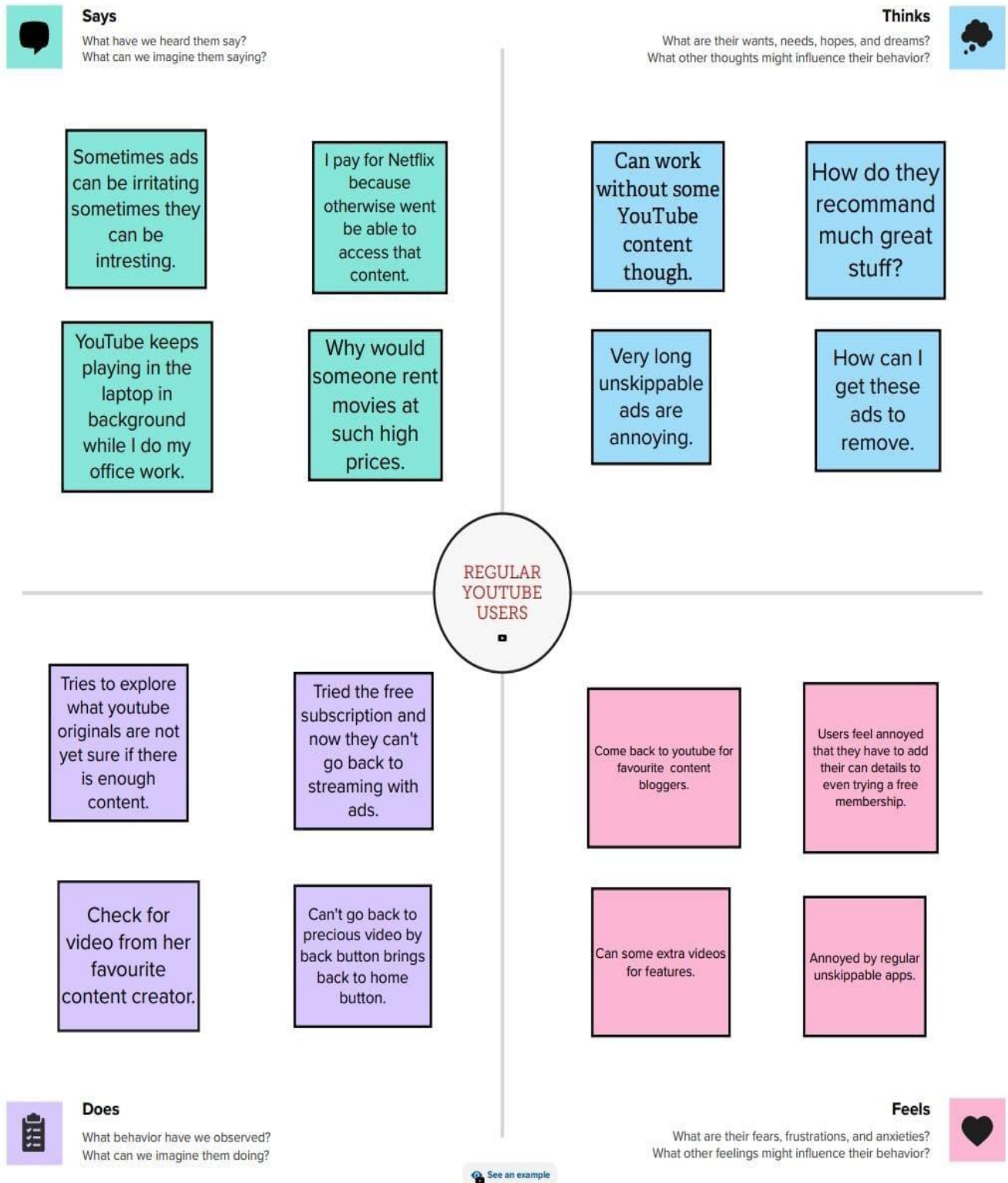
YouTube subscribers are users who have chosen to follow a YouTube channel, allowing them to stay updated with the channel's latest videos and content. Subscribers play a crucial role in a YouTuber's success as they indicate a loyal viewer base. When viewers subscribe to a channel, they receive notifications about new uploads, making it easier for them to engage with the creator's content.

Having a large number of subscribers can enhance a channel's visibility, credibility, and revenue potential. YouTubers often aim to increase their subscriber count by creating high-quality, engaging content that resonates with their target audience. Subscribers can like, comment, and share videos, contributing to the overall interaction and community around the channel.

YouTube provides various features to creators with a substantial base, such as live streaming, custom channel URLs, and the ability to monetize their videos through ads and memberships. Subscribers not only support creators but also form a community, fostering discussions and connections among people with similar interests.

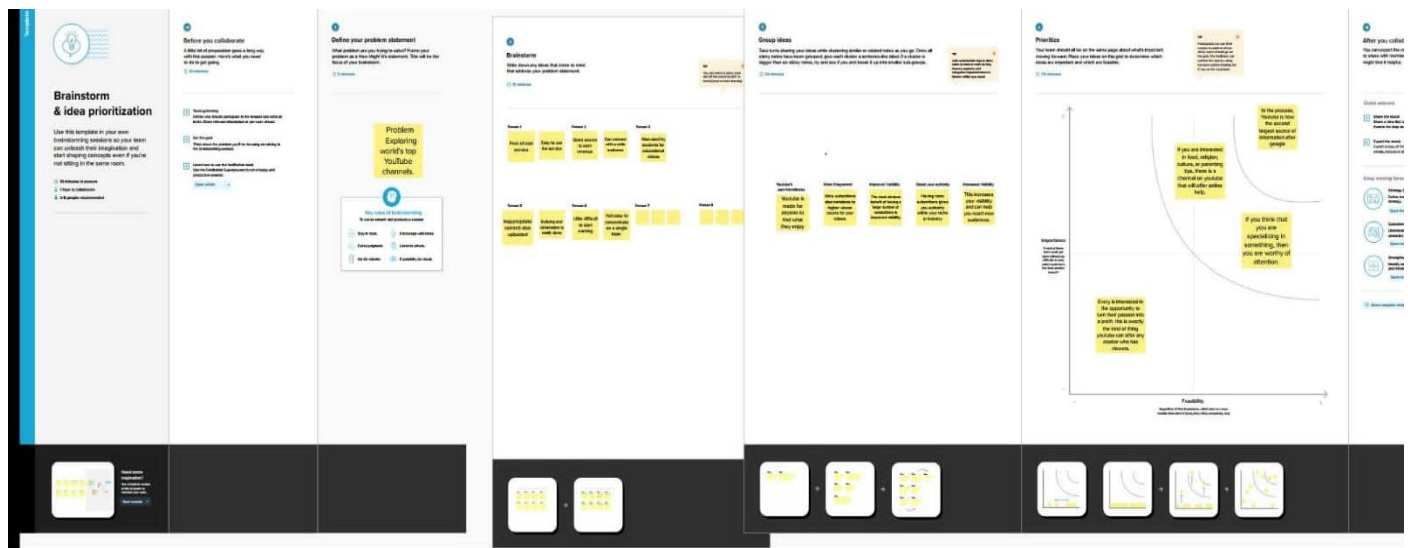
## EMPATHY MAP:

Our team started our project with the creation of Empathy Map. Firstly we collected the points about Subscribers Galore: Exploring world's top YouTube channles.



## BRAINSTORMING MAP:

In the brainstorming Map, Each contributed 3 points regarding the Subscribers Galore: exploring world's top YouTube channels and grouped in Brainstorming Map.

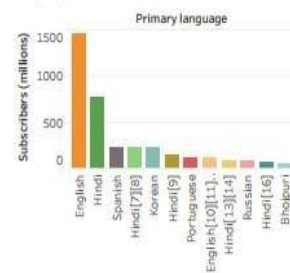


## RESULT:

### Rank wise channel

channel	
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

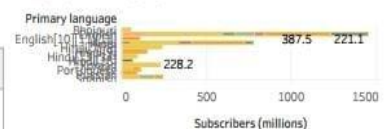
### Language wise Sub



### Channel Brand

channel	Brand channel
5-Minute Crafts	Yes
A4	No
Aaj Tak	Yes
Ariana Grande	No
Bad Bunny	No
Badabun	Yes
BangtanTV	No
Billie Eilish	No
Billion Surprise Toys	Yes
Blackpink	Yes

### Category wise Language



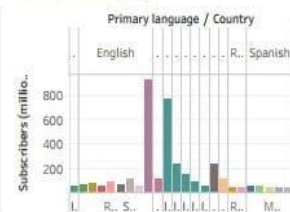
### Country wise Sub



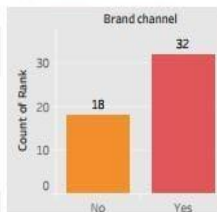
### Country wise Channel and Sub



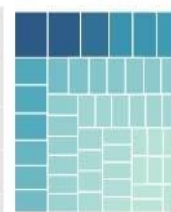
### Country and Language



### No of channels with Brand



### Channel with Sub



### No of Channels of Language



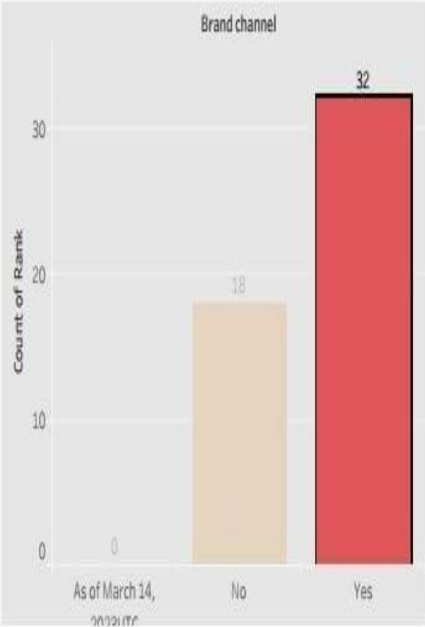
Story 1

channel details	List of channels wit..	Category wise langua..	language and country wis..	country wise primary lang..
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Rank wise channel

Channel	
5-Minute Crafts	13
A4	50
Aaj Tak	32
Ariana Grande	37
Bad Bunny	45
Badabun	43
BangtanTV	15
Billie Eilish	42
BillionSurpriseToys	39
Blackpink	11
Canal KondZilla	18
ChuChu TV	22

No of channels with Brand



channel Brand

	Brand channel	
Channel	No	Yes
5-Minute Crafts		Yes
A4	No	
Aaj Tak		Yes
Ariana Grande	No	
Bad Bunny	No	
Badabun		Yes
BangtanTV	No	
Billie Eilish	No	
Billion Surprise Toys		Yes
Blackpink		Yes
Canal KondZilla		Yes
ChuChu TV		Yes
Cocomelon		Yes

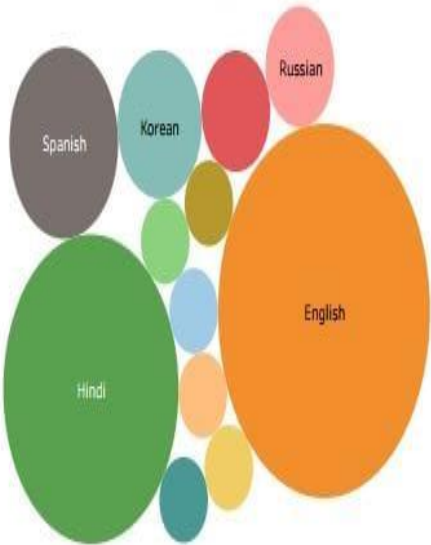
Story 1

channel details	List of channels wit..	Category wise langua..	language and country wis..	country wise primary lang..
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Channel with Sub

T-Series	PewDiePie	Zee Music Company	Justin Bieber			Dude		Tips
	Kids Diana Show	Blackpink	Hybe Labels				Ed	Yash
Cocomelon	Like Nastya	Goldmines						
Sony Entertainment	Vlad and Niki		Zee TV					
MrBeast	WWE	Sony SAB	Pinkfong			Infobells		Get
		BangtanTV		Aaj Tak				

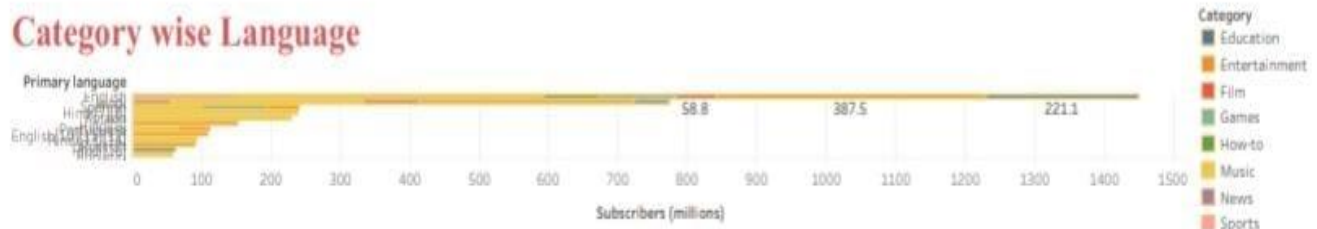
No of Channels of Language



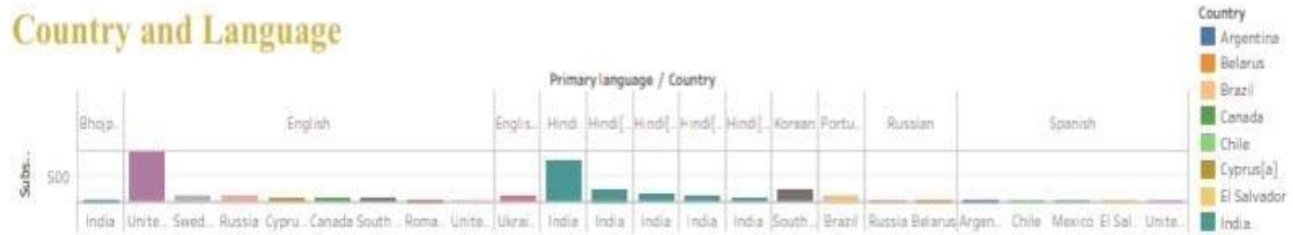
Story 1

channel details	List of channels with	Category wise language	language and country wise	country wise primary lang.
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Category wise Language



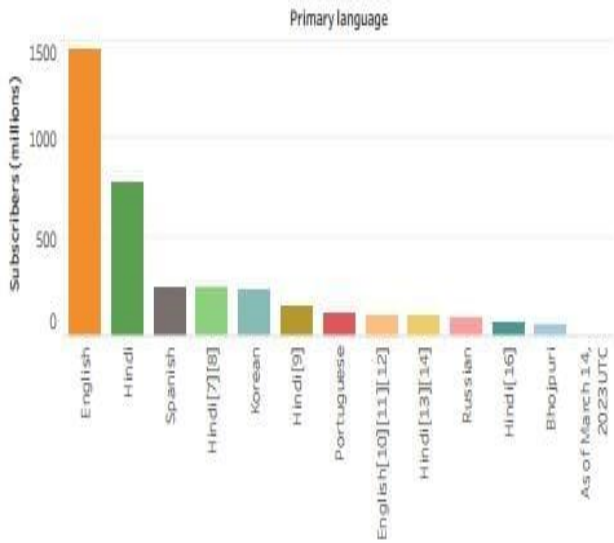
Country and Language



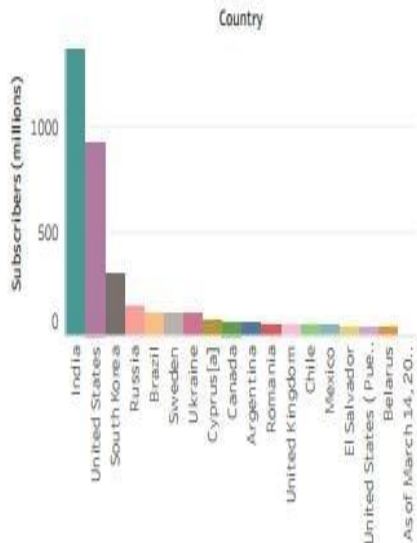
Story 1

channel details	List of channels wit..	Category wise langua..	language and country wis..	country wise primary lang..
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Language wise Sub



Country wise Sub



Story 1

channel details	List of channels wit..	Category wise langua..	language and country wis..	country wise primary lang..
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## **ADVANTAGES:**

### **AUDIENCE LOYALTY:**

Subscribers are more likely to watch your videos consistently. They are your loyal audience, and they often engage more by liking, sharing and commenting on your videos.

### **HIGHER VISIBILITY:**

YouTube's algorithm tends to promote videos from channels with higher subscriber counts. Subscribers can boost your video's visibility, leading to more views and potential subscribers.

### **MONETIZATION:**

To earn money on YouTube, channels need a minimum of 1,000 subscribers. Subscribers are essential for channels aspiring to generate revenue through ads, memberships, or merchandise shelf features.

### **SOCIAL PROOF:**

A high subscriber count gives your channel credibility. People often trust and follow channels that already have a substantial following.

### **COMMUNITY BUILDING:**

Subscribers can form a community around your channel. They can participate in discussions, provide feedback, and even support you through crowdfunding platforms or merchandise sales.

### **FEEDBACK AND SUGGESTIONS:**

Subscribers can offer valuable feedback and suggestions. They might suggest video ideas, improvements, or provide insights into what your audience wants.

## **DISADVANTAGES:**

### **PRESSURE TO PERFORM:**

with a large subscriber base comes the pressure to consistently create high-quality content. Subscribers might have high expectations, and falling to meet them could lead to disappointment and unsubscribes.

### **NEGATIVE FEEDBACK:**

Subscribers can leave negative comments and dislikes. While constructive criticism can be helpful, dealing with hate comments and dislikes can be emotionally challenging.

### **DEPENDENCY:**

Relying solely on subscriber count might lead to neglecting other important aspects of content creation such as video quality, SEO optimization and audience engagement.

### **ALGORITHM CHANGES:**

YouTube's algorithms change frequently. Relying solely on subscribers might not be enough if your videos don't align with the current algorithm's preferences.

### **IN ACTIVITY:**

Not all subscribers actively watch every video. Some might Subscribe and then rarely or never engage with your content. These inactive subscribers can skew your analytics and engagement metrics.

In conclusion, while having YouTube subscribers is essential for channel growth and monetization, it's quality important to focus on creating high-quality content, engaging with your audience, and adapting to the ever-changing platform algorithms, subscribers are valuable, but they are just one part of a successful YouTube strategy.

## **APPLICATIONS:**

### **INCREASED VISIBILITY:**

YouTube's algorithms prioritize content that has higher subscriber engagement, channels with more subscribers are likely to get higher visibility through recommendations and search results.

### **MONETIZATION:**

To qualify for YouTube's partner program and monetize videos through ads, Channels need a least 1,000 subscribers are therefore, essential for earning revenue from ad placements.

### **CREDIBILITY AND TRUST:**

Higher subscriber counts lend credibility to a channel. People are likely to trust and engage with content from channels with a substantial subscriber base.

### **COMMUNITY BUILDING:**

Subscribers from the core audience of a channel. They are more likely to engage in discussions, leave comments and participate in the channel's community tab, fostering a sense of community around the content.

### **FEEDBACK AND INTERACTION:**

Subscribers often provide valuable feedback. They can suggest ideas for new videos, provide constructive criticism, and engage in meaningful discussions in the comment section.

### **COLLABORATION OPPORTUNITIES:**

Brands and other content creators are more inclined to collaborate with channels that have a large subscriber base. Subscribers are, therefore, a gateway to collaboration opportunities.

### **SUBSCRIBER NOTIFICATIONS:**

Subscribers receive notifications when a new video is uploaded. This immediate notification ensures that a significant portion of your audience is promptly informed about new content.

### **CHANNEL GROWTH:**

Channels with more subscribers tend to attract more subscribers organically. As the subscriber count increases, more viewers are likely to discover the channel through recommendations and social shares.

## **YOUTUBE LIVE AND SUPER CHAT:**

Channels with more than 1,000 subscribers can use YouTube live to interact with their audience in real-time. Additionally, during live streams, subscribers can use the super chat feature, providing an additional revenue stream for the creator.

## **YOUTUBE PREMIUM REVENUE:**

Channels receive a share of the revenue generated from YouTube premium subscribers who watch their content. More subscribers can lead to increased revenue from this source.

## **COLLECTION AND CONNECTION OF DATA SET:**

Regarding our project Title, A dataset is been collection from the Nan Mudhalvan, Smartinternz platform and connected the dataset to the Tableau.

## **PREPARTION OR VISUALIZATION SHEETS:**

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chart and histogram.

## **DASHBOARD:**

We created a dashboard placing all the visualization sheets in single dashboard.

## **STORY:**

After the completion our dashboard, we have created a story section in which we extracted the observation from the visualization sheets.

## **PUBLISHING IN TABLEAU:**

We have published our dashboard and story in our team leader's Tableau public ID.

## **CONCLUSION:**

From this project we learned to analyse a dataset and the usage of Tableau software.