PROJECT REPORT

PROJECT TITLE: Subscriber's Galore: Exploring World's Top Youtube Channels
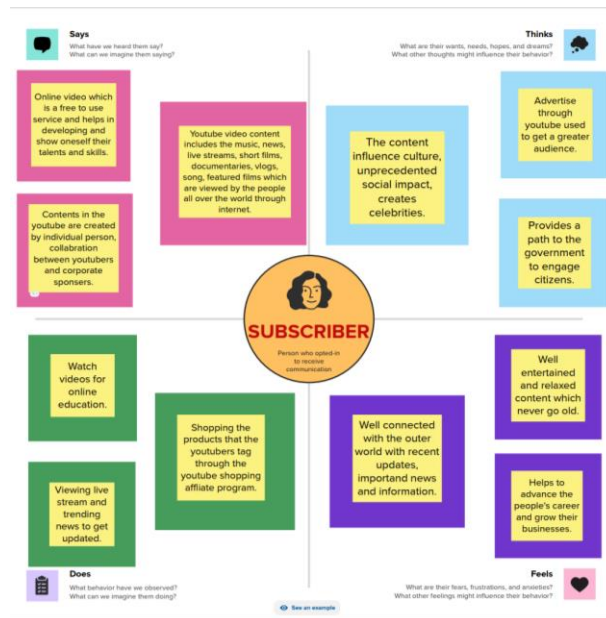
1. INTRODUCTION

❖ OVERVIEW

A subscriber to a youtube channel is a user who has chosen to receive the channel's content by clicking the "Subscribe" button that feed consist of videos published by channels to which the user is subscribed. A List of 50 most subscribed channel is given with their primary language, content category, country which the channel belongs and number of subscribers.
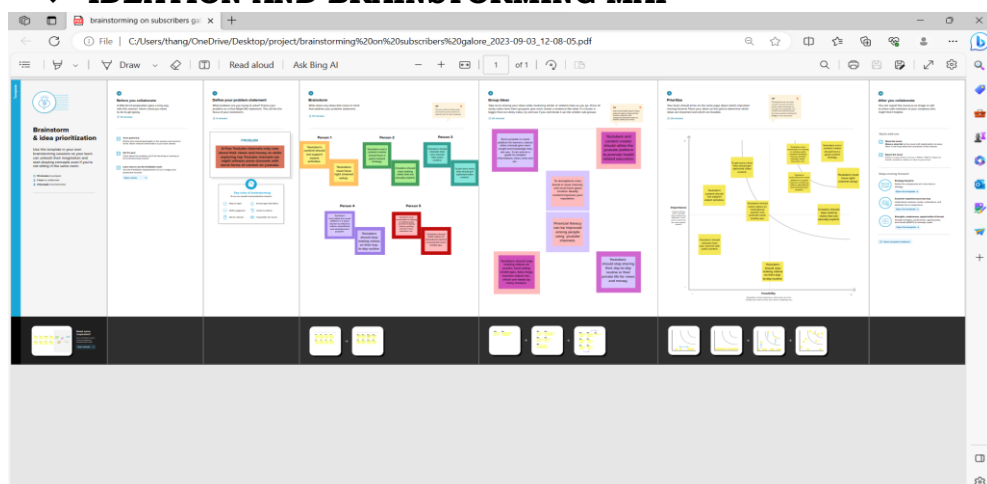
❖ PURPOSE

With the help of the given list of 50 most subscribed channels, we can identify which type of category is mostly liked by people and we get to know which youtube channel is the most subscribed one among all.
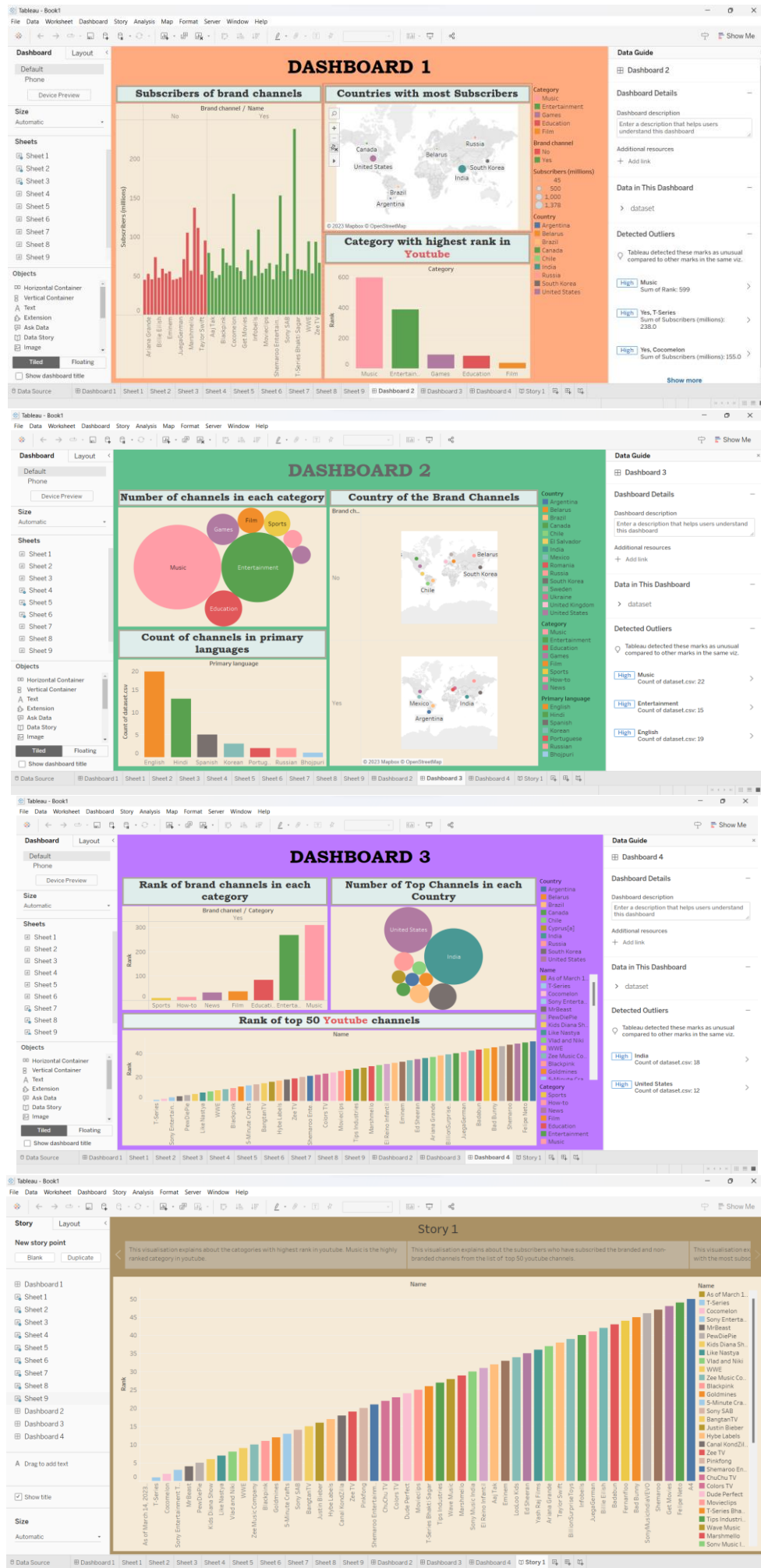
2. PROBLEM DEFINITION AND DESIGN THINKING

- **EMPATHY MAP**

❖ IDEATION AND BRAINSTORMING MAP

3. RESULT

4. ADVANTAGES AND DISADVANTAGES

❖ ADVANTAGES

- With the help of the solution that we have proposed we can understand the highly ranked youtube channels.
- We can identify which category of the content is liked by the people all over the world.
- With the help of the proposed solution, we can differentiate the branded and non-branded channels from top 50 list of most subscribed youtube channels.
- Also, we can understand that the primary language of the top channels and which country those youtube channels belongs.
- We can identify the most subscribed channels of each country.

❖ DISADVANTAGES

- With the proposed solution, we may promote others to create content on the most subscribed category rather than their own content type and style.

5. APPLICATIONS

❖ Education

A person can create and post educational content videos through youtube platform related as it is one of the top categories of the most subscribed channels which also helps in learning for more people all over the world.

❖ Music

The most highly ranked youtube category is music. With this information, a person who is really interested in music is opportunity to show their talent with confidence.

Also, entertainment, news and information, movies, sports, games are some of the areas where the proposed solution can be applied.

6. CONCLUSION

Using all the proposed solution, we can promote others to create videos and content in youtube with the highly ranked category. It also act as a guide and boost others who have been creating videos in the popular category. With this list of 50 most subscribed youtube channels we are able to understand and identify the channels with more subscribers and to which country they belong to.

7. FUTURE SCOPE

Youtube is one of the best video content sharing applications and one of the finest search engines. In future, youtube may invest more on original content and continue its growth and expansion.