

# Youtube Streamer Analysis

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## Description:

This Analysis contains valuable information about the top Youtube streamers, including their ranking, categories, subscribers, country, visits, likes, comments, and more. Performed a comprehensive analysis of the dataset to extract insights about the top Youtube content creators.

## Data Analysis Method

In this analysis, followed these six steps for data analysis:

1. Ask - Business task.
2. Prepare - A description of all data sources used.
3. Process - Documentation of any cleaning or manipulation of data.
4. Analyze - A summary of your analysis.
5. Share - Supporting visualizations and key findings.
6. Act - Top high-level content recommendations based on the analysis.

### Ask

Business Talk:

1. Identify trends among the top Youtube streamers, which categories are the most popular?
2. Is there any correlation between the number of subscription and number of likes or comments?
3. Finding Distribution of streamers audiences by country. Are there regional preferences for specific content categories?
4. Calculating the average number of subscribers, visits, likes and comments?
5. Which categories have the highest number of streamers?
6. Identify streamers with above average performance in terms of subscribers, visits, likes and comments?
7. Who are Top Performing Content Creator?

Content Recommendation :

propose a system for enhancing content recommendation to youtube users based on streamers categories and performance metrics...

## Prepare:

Data Source:

Top 1000 Youtubers Statistics - CSV file.

Downloaded data and stored appropriately.

## Process:

Tools Used: Excel, SQL and Tableau.

Cleaning:

1. In the dataset, the categories and country were in Spanish language, which initially replaced with English.
2. Replaced Blank Data to N/A
3. Checked all rows counts so that all rows and column have values.
4. Checked for duplicate row and column.
5. Ensured data clean and ready for Analyze.

## Analyze

1. Loaded the dataset in SQL for analyze, checked all data type are in correct data type.
2. Performed calculation and created summary to identify the trends and relationship.

## Share

Created a data visualization using Tableau and presenting the findings as ..

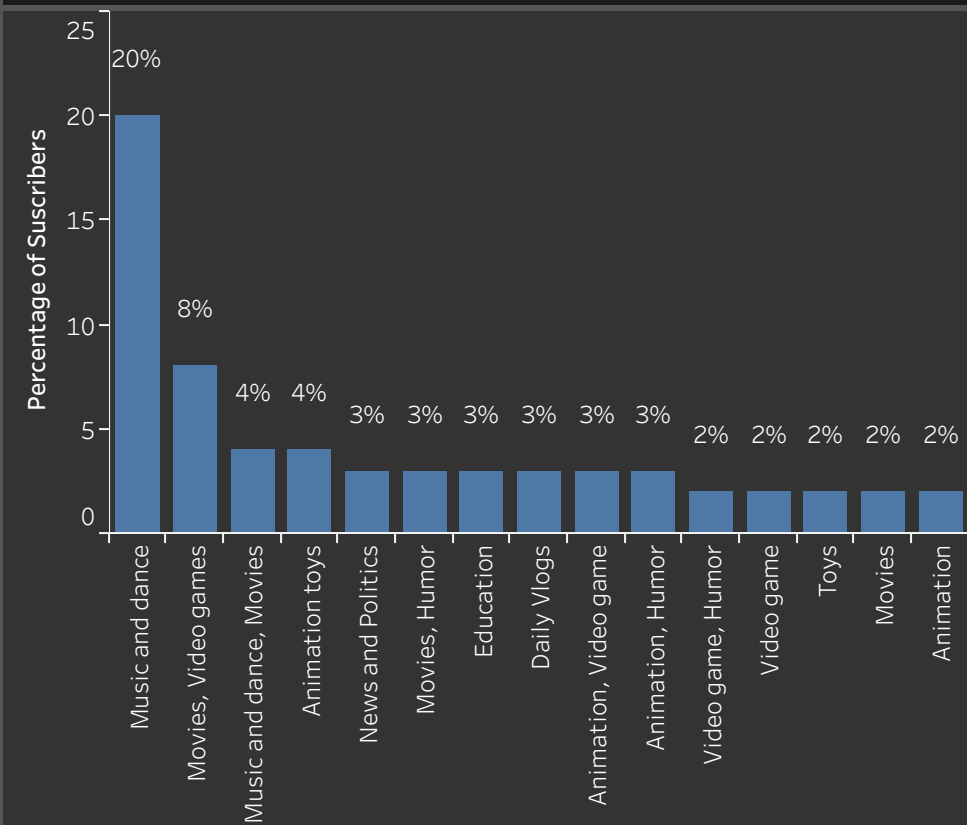
Conclusion & Act

Dashboard 1

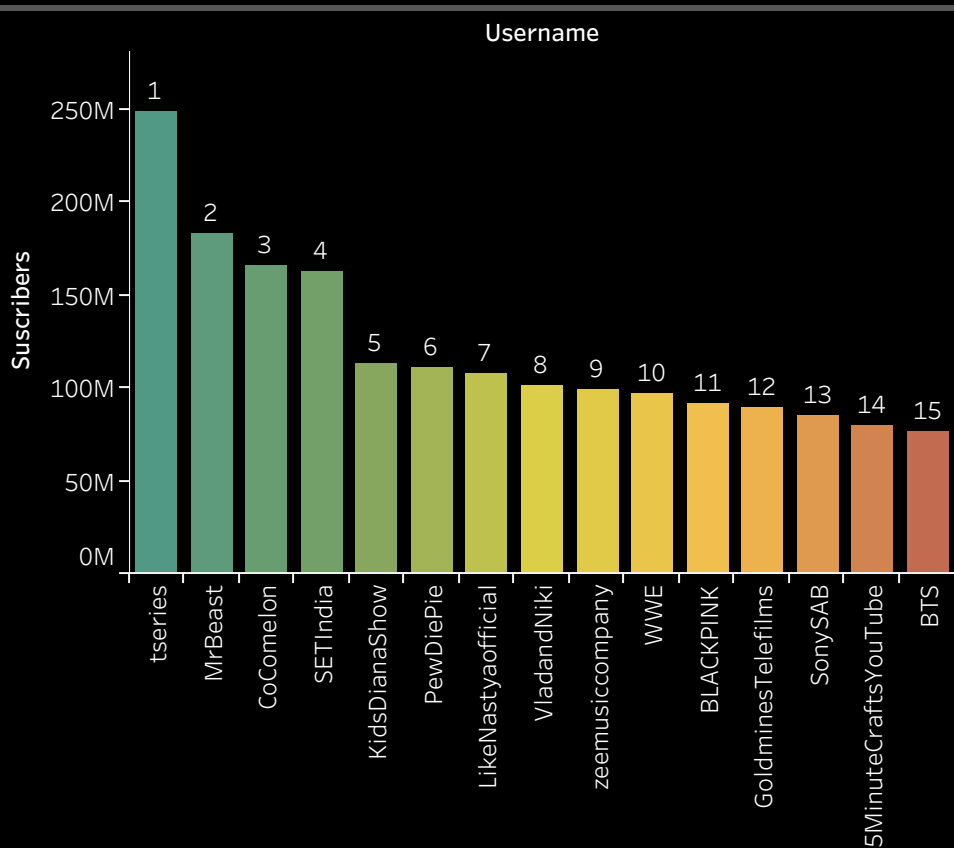
# Youtube Streamer Analysis

Dashboard 1

Most Popular Category



Top 15 Rank in Subscribers



## Key Findings:

The "Music and Dance" category is the most popular, boasting the highest count of 160, a substantial subscriber sum of 4,293,900,000, and constituting 20% of total subscribers. This indicates a widespread appeal for music and dance content within the dataset, suggesting it holds significant popularity among the audience...

## Key Finding

T-Series leads the list with 249.5 million subscribers, showcasing its dominance on YouTube. The compilation reflects a diverse range of content genres, from music to entertainment, highlighting YouTube's varied audience interests. The global presence is evident with international channels like BLACKPINK. Child-oriented content creators, such as KidsDianaShow and LikeNastyaofficial, wield considerable influence. Individual creators like PewDiePie and MrBeast demonstrate the enduring popularity of individual influencers alongside corporate channels. Overall, the list underscores YouTube's diverse content landscape and its appeal to a broad and global audience.

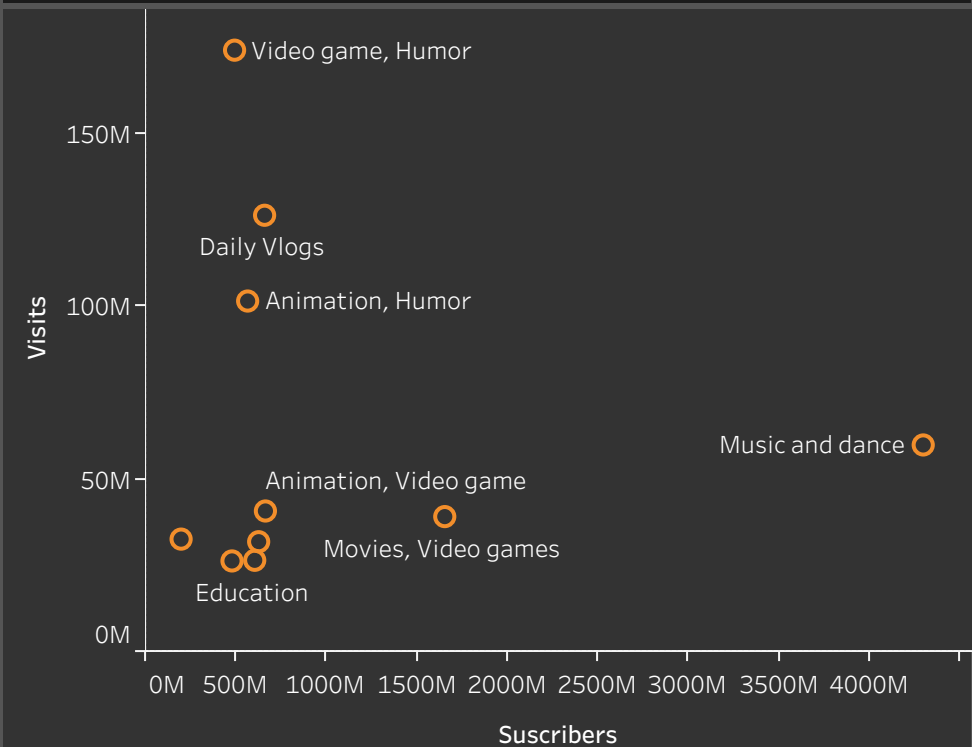
Home

Dashboard 2

# Youtube Streamer Analysis

Dashboard 2

Correlation between Subscriber and Visits

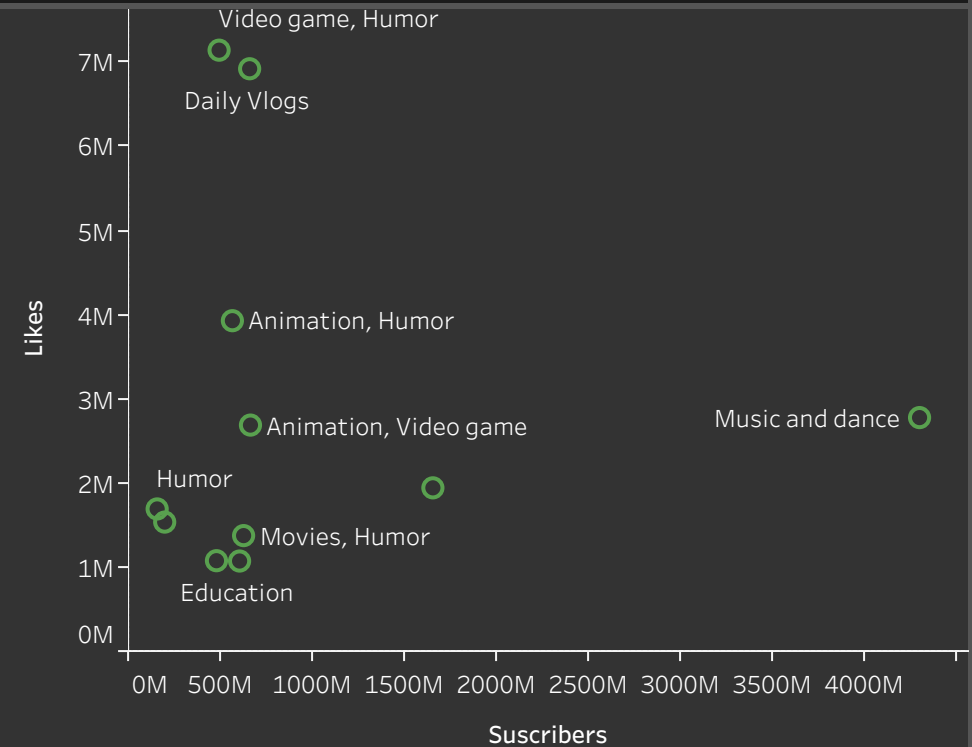


Key Findings:

Pearson correlation coefficient ( $r$ ) = 0.83

"In examining the data for different YouTube channel categories, a strong positive correlation ( $r = 0.83$ ) was observed between the number of subscribers and the number of visits. This suggests that channels with higher subscriber counts tend to receive a greater number of visits. While correlation does not imply causation, this finding indicates a robust relationship where the number of subscribers is associated with higher visit counts.

Correlation between Subscriber and likes



Key Findings:

Pearson correlation coefficient ( $r$ ) = 0.78

"In analyzing the data for various YouTube channel categories, a strong positive correlation ( $r = 0.78$ ) was observed between the number of subscribers and the number of likes. This suggests that channels with higher subscriber counts tend to receive a greater number of likes. While correlation does not imply causation, this finding indicates a robust relationship where the number of subscribers is associated with higher like counts.

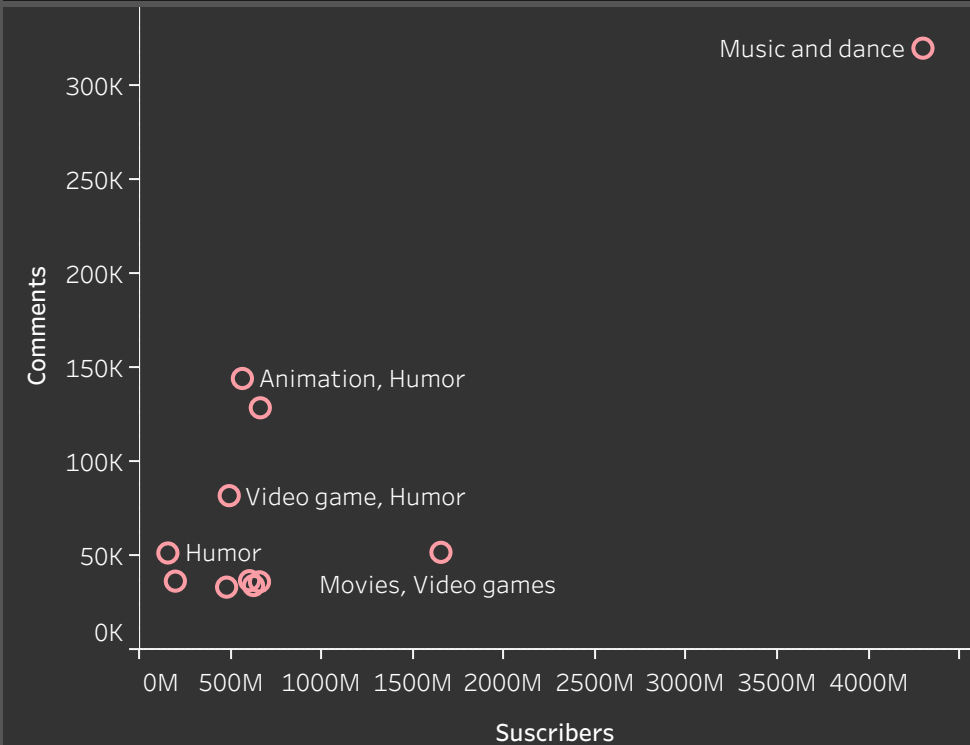
Dashboard 1

Dashboard 3

# Youtube Streamer Analysis

Dashboard 3

## Correlation between Subscriber and Comments



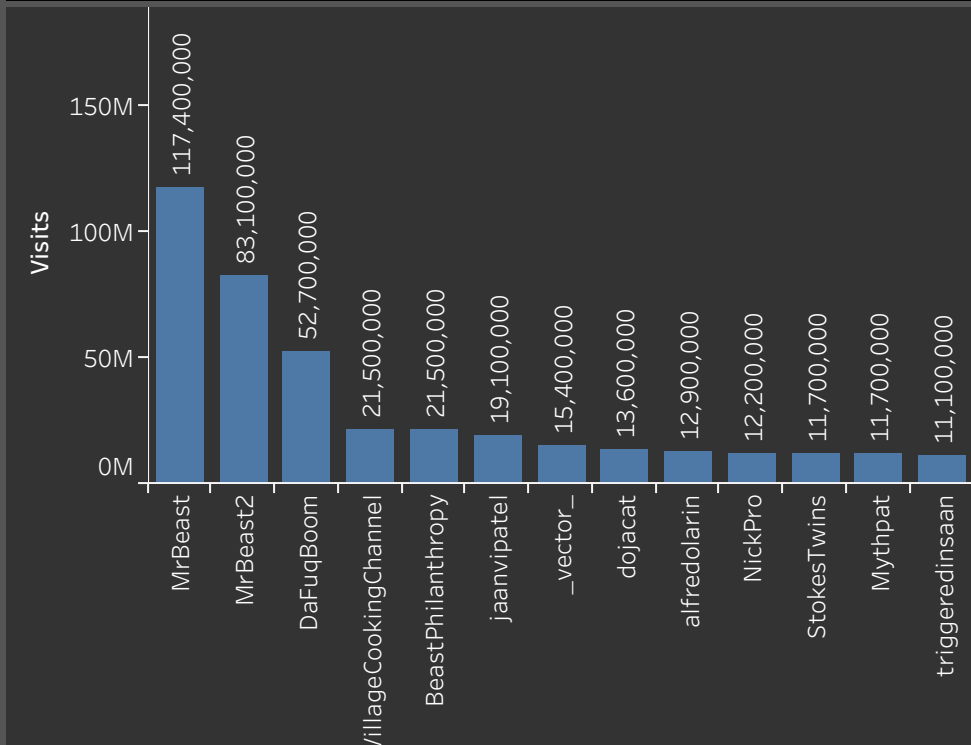
### Key Findings:

Pearson correlation coefficient ( $r$ ) = 0.83

“In analyzing the data for various YouTube channel categories, a strong positive correlation ( $r = 0.83$ ) was observed between the number of subscribers and the number of comments. This suggests that channels with higher subscriber counts tend to receive a greater number of comments. While correlation does not imply causation, this finding indicates a robust relationship where the number of subscribers is associated with higher comment counts

Dashboard 2

## Trending Youtube streamers

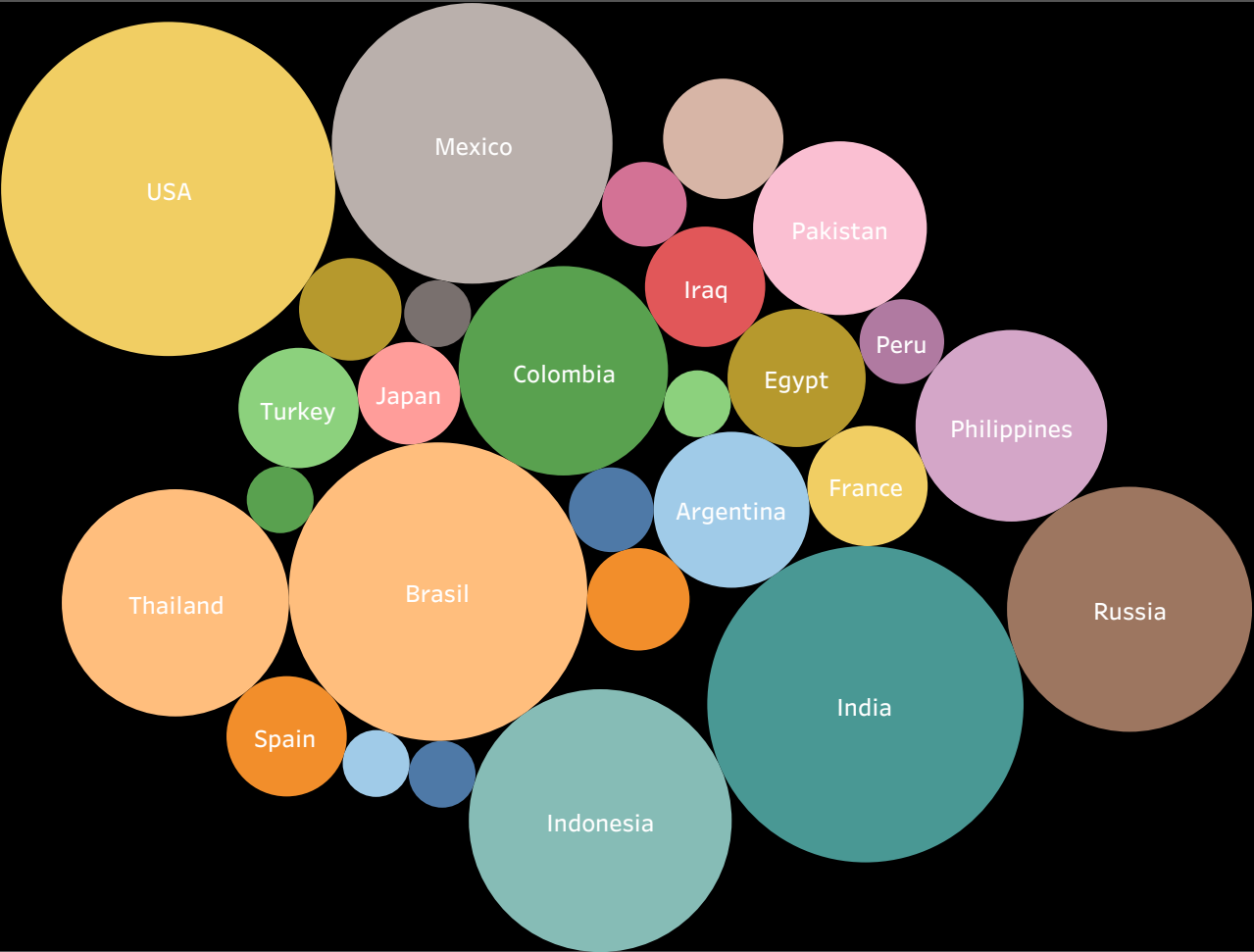


### Key Findings:

It’s evident that MrBeast is the most subscribed channel on this list, followed by MrBeast2 and DaFuqBoom. These streamers have accumulated substantial subscriber bases, indicating their popularity on the platform

Dashboard 4

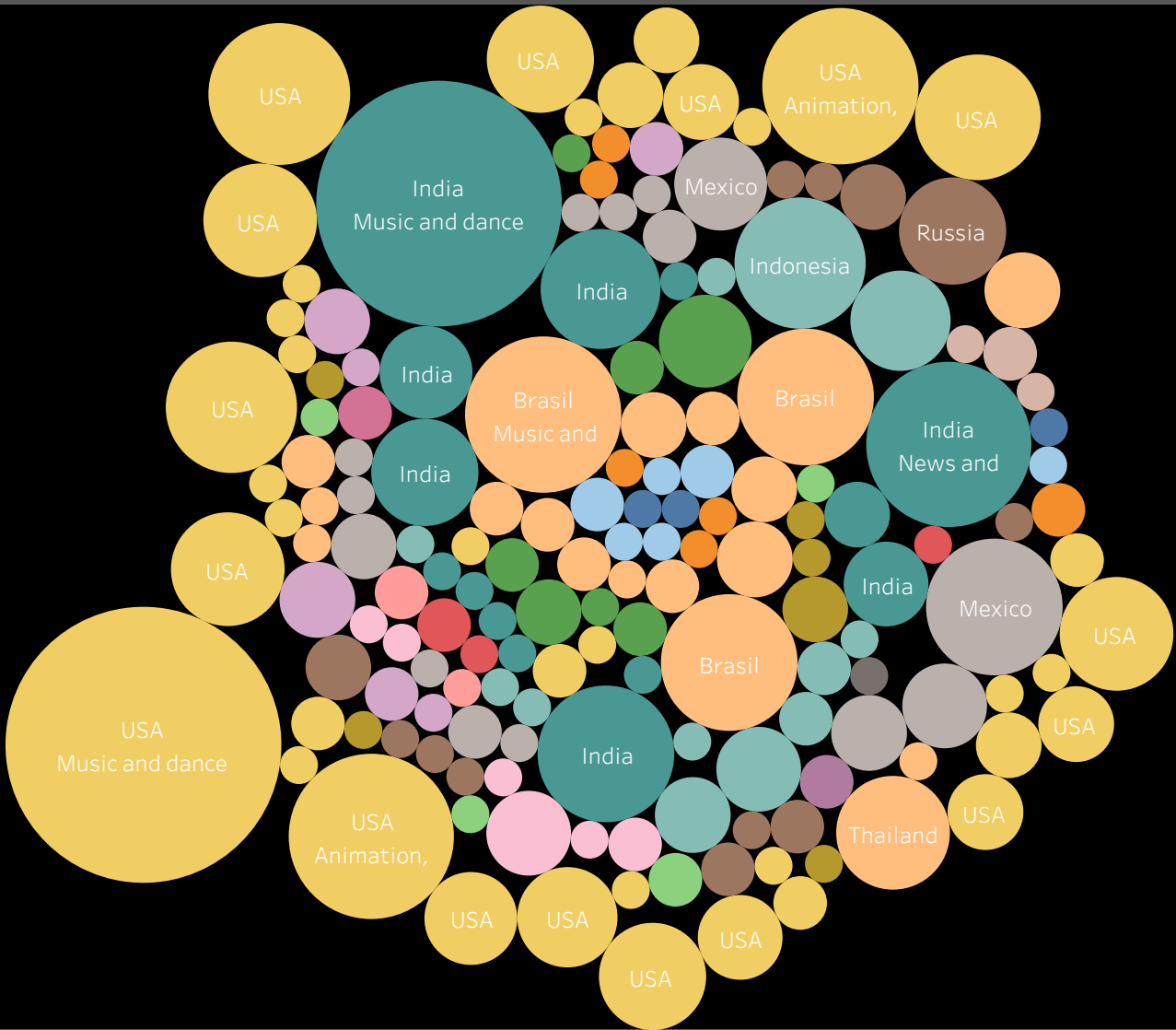
Distribution of Steamers Audience by country Wise



Key Findings:

The data on the distribution of YouTube streamers’ audiences by country indicates a diverse and widespread global viewership. The United States and India lead in audience numbers, showcasing YouTube’s popularity in these regions. However, a notable portion falls under the “Unknown” category. The data underscores the international appeal of content from these streamers, with emerging markets like Brazil and Mexico demonstrating substantial viewership. For content creators, understanding the geographic distribution offers opportunities for tailored strategies, cross-cultural content, and international collaborations. Overall, the global nature of the audience highlights the significance of a broad-reaching and culturally aware approach for sustained success on the YouTube platform.

Distribution of Steamers Audience by Specific Content



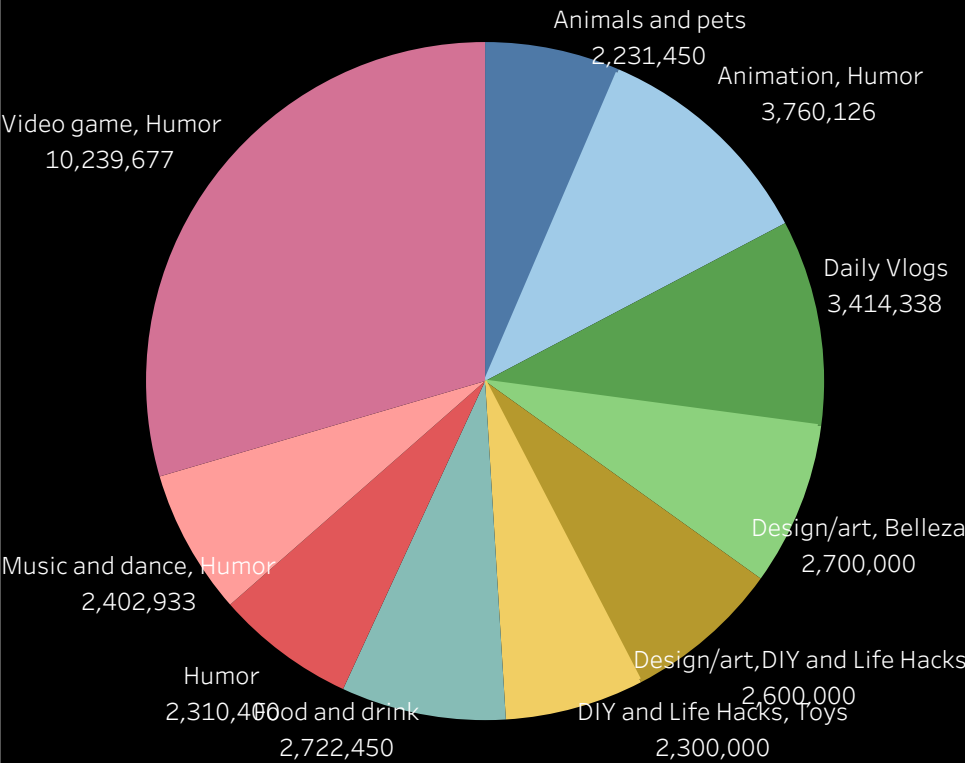
Key Findings:

This data provides insights into the geographic and categorical preferences of YouTube audiences, offering content creators valuable information for audience targeting and content strategy.

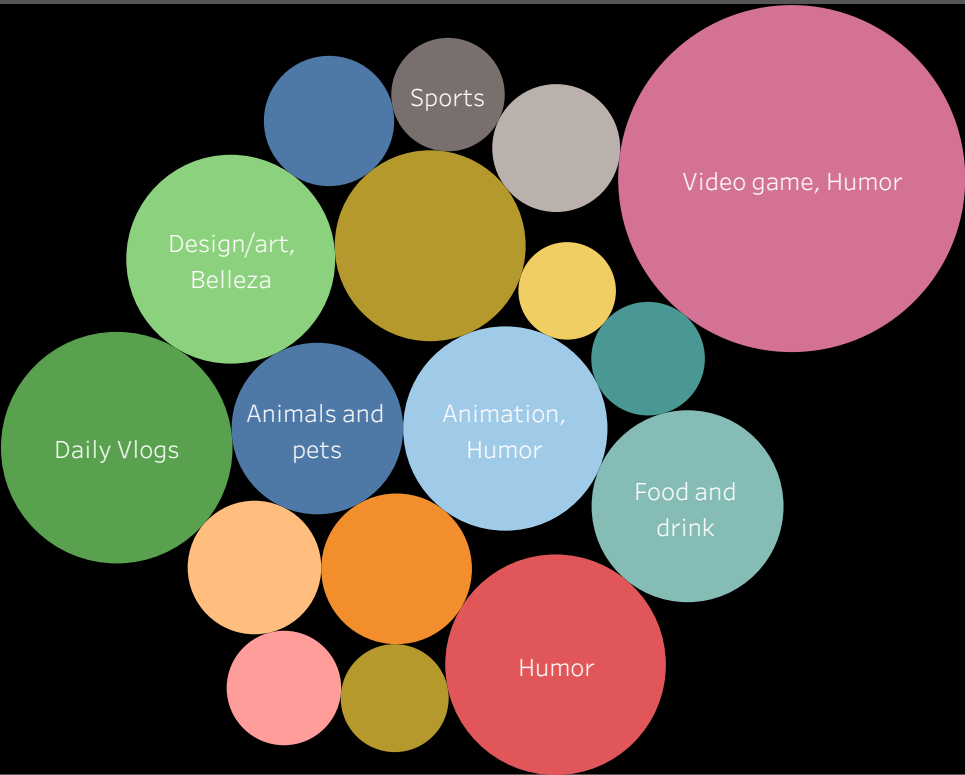
# Youtube Streamer Analysis

Dashboard 6

Average Visits



Average likes



Key Findings:

- Video game, Humor: High engagement with 10,239,677 Avg. Visits
- Animation, Humor: Strong engagement at 3,760,126 Avg. Visits
- Daily Vlogs: Balanced with 3,414,338 Avg. Visits
- Food and drink: Solid engagement at 2,722,450 Avg. Visits
- Video game, Humor: High engagement with 10,239,677 Avg. Visits
- Animation, Humor: Strong engagement at 3,760,126 Avg. Visits
- Daily Vlogs: Balanced with 3,414,338 Avg. Visits
- Food and drink: Solid engagement at 2,722,450 Avg. Visits

Key Finding

- Video game, Humor: Strong engagement with an average of 420,512 likes.
- Daily Vlogs: Maintains good engagement with an average of 187,245 likes.
- Humor: Solid performance with an average of 169,990 likes.
- Design/art, Belleza: Decent engagement with an average of 152,400 likes.
- Animation, Humor: Engaging content with an average of 145,768 likes.
- Food and drink: Respectable engagement with an average of 128,665 likes.
- Design/art, DIY and Life Hacks: Good engagement with an average of 127,300 likes.
- Animals and pets: Maintains engagement with an average of 102,750 likes.

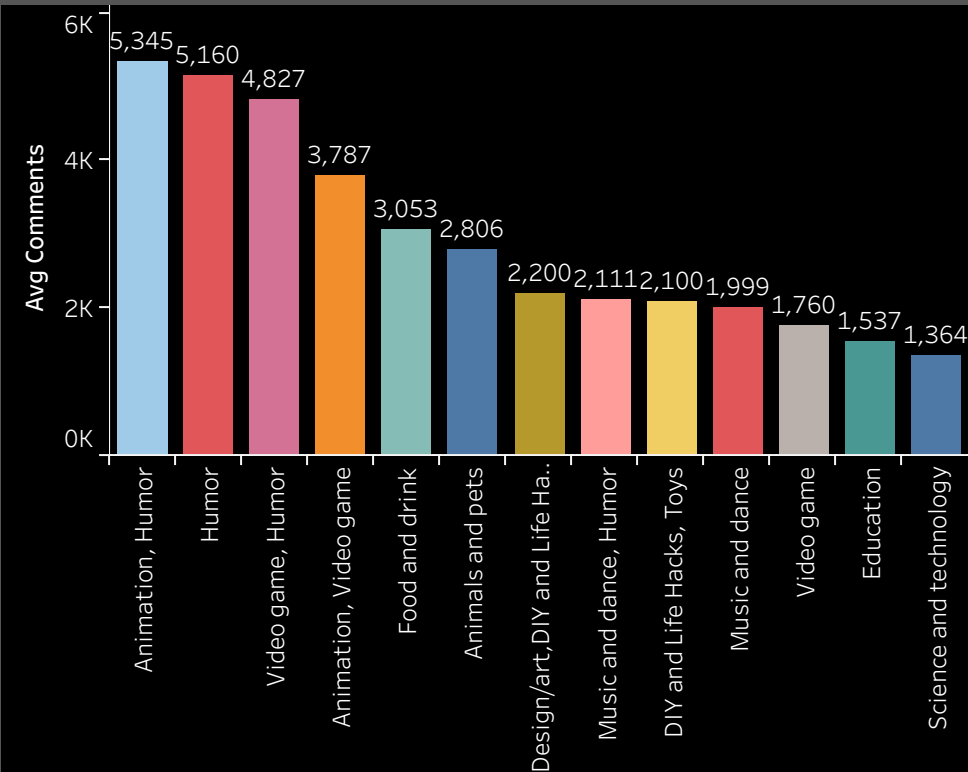
Dashboard 5

Dashboard 7

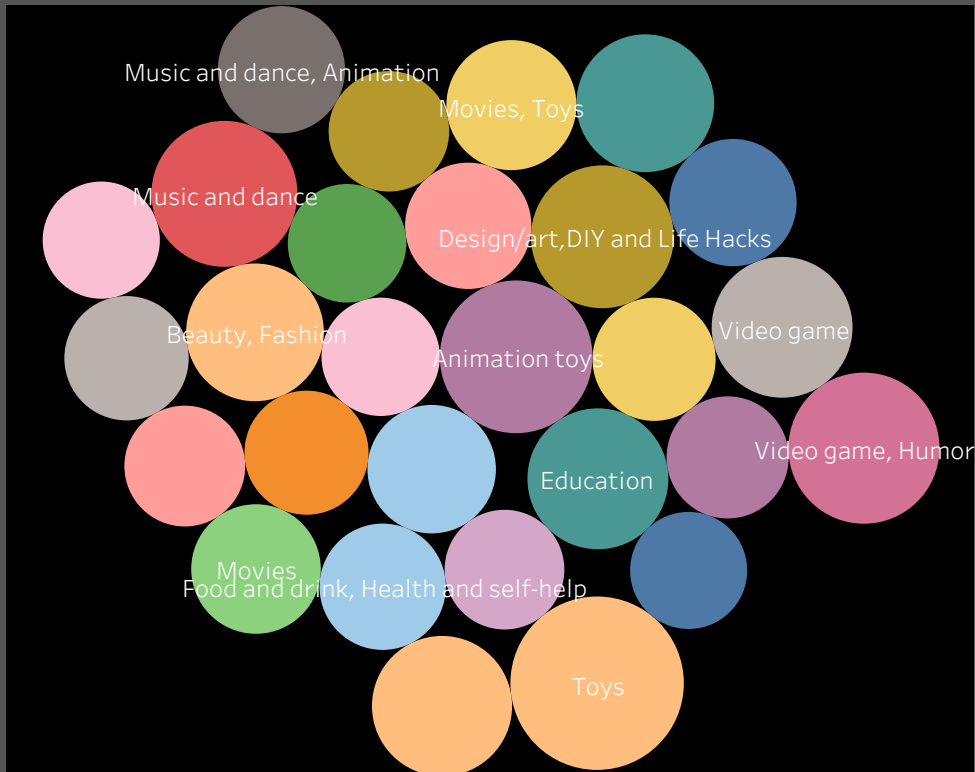
# Youtube Streamer Analysis

Dashboard 7

Average Comments



Average Subscribers



## Key Findings:

The average comments data suggests that content in the "Animation, Humor" category receives the highest level of engagement, followed closely by "Humor" and "Video game, Humor." These categories consistently generate more comments compared to others. On the other hand, "Science and technology," "Education," and "Video game" categories have relatively lower average comments, indicating less interactive or engaging content in these genres. This information can be valuable for content creators or marketers looking to understand audience engagement across different YouTube categories.

## Key Finding

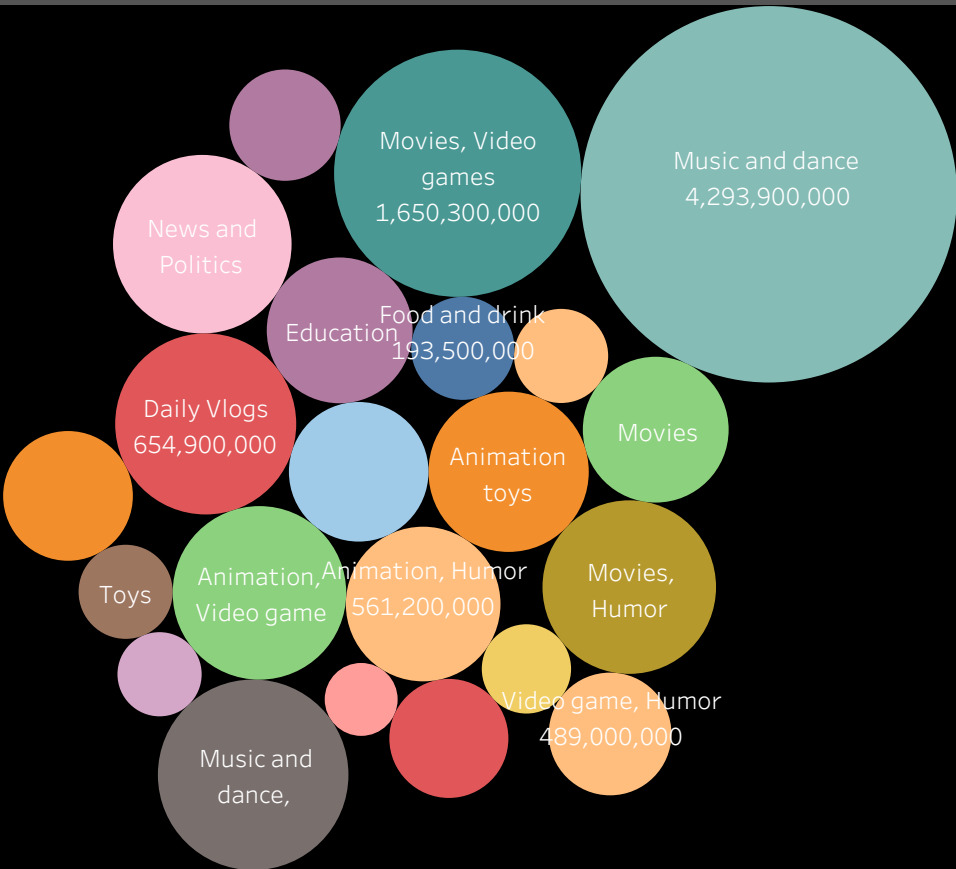
Categories related to Toys and Animation toys have the highest average subscribers, indicating a strong interest in these types of content. Video game-related categories (Video game, Humor; Video game; Video game, Toys) also attract a significant subscriber base. Movies, Beauty, and Fashion categories have comparatively lower average subscribers.

Dashboard 6

Dashboard 8



Top Content Catagories of Streamers



Key Findings:

**Top Categories by Subscribers:**Music and dance (4,293,900,000)Movies, Video games (1,650,300,000)Animation toys (851,900,000)

**Top Categories by Visits:**Daily Vlogs (126,330,500)Video game, Humor (174,074,500)Music and dance (59,902,100)

**Observations:**Music and dance is the most subscribed category, indicating a broad audience interest.Daily Vlogs have the highest number of visits, suggesting strong viewer engagement.Video game content combined with humor attracts significant subscriber counts and visits.Education, despite having fewer subscribers, maintains a notable presence with substantial visits.

In summary, the data reflects diverse content interests, with a strong emphasis on music and dance, engaging daily vlogs, and a substantial audience for video game and humor content.

# Youtube Streamer Analysis

Dashboard 9

## Above\_Average Performance in terms of Subscription,Likes,Visits,Comments

Username	Arge..	Brasil	India	Indon..	Iraq	Mexico	Russia	USA
A4a4a4a4							1	
AboFlah					1			
alanbecker								1
Alejolgoa	1							
ArianaGran..								1
BeastPhila..								1
BLACKPINK								1
BTS			1					
DaFuqBoom								1
DailyDoseO..								1
DanTDM								1
dream								1
dudeperfect								1
fedevigevani						1		
IanLucasOfi..	1							
jakepaul								1
JessNoLimit				1				

### Key Findings:

Top Channels by Subscribers: MrBeast, PewDiePie, and BLACKPINK lead in terms of subscriber count.

Top Channels by Visits: MrBeast and DailyDoseOfInternet have the highest average visits.

Top Channels by Likes: MrBeast, DailyDoseOfInternet, and Mikecrack receive the most likes on their videos.

Top Channels by Comments:MrBeast, DailyDoseOfInternet, and DaFuqBoom have the highest average comments.

Geographical Diversity:Channels are primarily from the USA, with notable representation from Mexico, Argentina, Russia, India, Indonesia, and Brazil.

Content Variety:Channels cover a diverse range of content, including gaming, vlogs,..

Dashboard 8

## Top Performing Content Creator

Country	Categories	Username	
Argentina	Animation	Alejolgoa	1
	Movies, Humor	IanLucasOficial	1
India	Humor	triggeredinsaan	1
Mexico	Moda	PPMussas	1
	Music and dance, Movies	LosPolinesios	1
Russia	Animation, Humor	A4a4a4a4	1
USA	Animals and pets	DailyDoseOfInternet	1
	Animation, Video game	markiplier	1
	Daily Vlogs	MrBeast2	1
	Fitness	jakepaul	1
	Food and drink	BeastPhilanthropy	1
	Movies, Video games	PewDiePie	1
	Music and dance	BLACKPINK	1
	Music and dance, Animati..	lyricalemonade	1
	Science and technology	Vsauce	1
	Video game	dudeperfect	1
	Video game, Humor	MrBeast	1

### Key Finding

**Top Categories by User Count:**

Music and dance, Video game, Humor, Movies, Animation, Humor, Daily Vlogs, Science and technology, Animals and pets, Food and drink, Fitness, Moda (Fashion).

**Geographical Distribution:**

Predominantly from the USA, with representation from India, Argentina, Mexico, and Russia.

**Observations:**

Diverse content categories, with a notable emphasis on humor across different regions.The USA hosts a wide range of content creators in various genres.Different channels represent unique content styles, from music and dance to science and tech..

Conclusion & Act

# Youtube Streamer Analysis

## Conclusion & Act

### Act

1. Identify trends among the top Youtube streamers, which categories are the most popular?

"Music and Dance" emerges as the most popular category with a substantial subscriber count of 4,293,900,000, constituting 20% of total subscribers. T-Series leads the list with 249.5 million subscribers, showcasing dominance in various content genres, including music and entertainment. Child-oriented content creators like KidsDianaShow and LikeNastyaoofficial wield considerable influence, and individual creators like PewDiePie and MrBeast showcase the enduring popularity of individual influencers.

2. Is there any correlation between the number of subscription and number of likes or comments?

A strong positive correlation ( $r = 0.83$  &  $r = 0.78$ ) exists between the number of subscribers and the number of visits, likes, and comments. This suggests that channels with higher subscriber counts tend to have higher engagement across these metrics.

3. Finding Distribution of streamers audiences by country. Are there regional preferences for specific content categories?

YouTube's global viewership is diverse, led by the United States and India. The "Unknown" category indicates widespread appeal. Emerging markets like Brazil and Mexico show substantial viewership, offering content creators opportunities for tailored strategies and international collaborations. A broad-reaching, culturally aware approach is essential for sustained success on the platform.

4. Calculating the average number of subscribers, visits, likes and comments?

Video games with humor, animated content, daily vlogs, and food and drink themes are highly engaging on YouTube. Creators in Video game, Humor, and Daily Vlogs receive strong likes and visits, emphasizing the enduring popularity of humor-centric content. Tailoring strategies to humor, daily vlogs, and creative elements is crucial for sustained success on the platform.

5. Which categories have the highest number of streamers?

The top categories on YouTube are Music and Dance, Movies, Video Games, and Animation Toys, with Music and Dance leading in subscribers. Daily Vlogs have the highest visits, showcasing robust viewer engagement. Video game content with humor attracts substantial subscribers and visits, while Education maintains a notable presence despite fewer subscribers. The data underscores diverse content interests on the platform.

6. Identify streamers with above average performance in terms of subscribers, visits, likes and comments?

Top YouTube channels like MrBeast, PewDiePie, and BLACKPINK lead in subscribers. MrBeast and DailyDoseOfInternet dominate in visits, while MrBeast, DailyDoseOfInternet, and Mikecrack receive the most likes. MrBeast, DailyDoseOfInternet, and DaFuqBoom lead in comments. Geographical diversity is notable, with channels from the USA, Mexico, Argentina, Russia, India, Indonesia, and Brazil, offering a diverse range of content.

7. Who are Top Performing Content Creator?

Top YouTube categories by user count include Music and Dance, Video Game, Humor, Movies, Animation, Humor, Daily Vlogs, Science and Technology, Animals and Pets, Food and Drink, Fitness, and Fashion. Geographically, the USA hosts diverse content creators, emphasizing humor across regions, showcasing a wide range of genres from music and dance to science and technology.

### Content Recommendation :

YouTube's top trends reveal "Music and Dance" as the most popular category, led by T-Series with 4.3 billion subscribers. Strong correlations exist between subscribers and engagement metrics. Global viewership, centered in the USA and India, showcases diverse preferences. Categories like Video Game with Humor, Animated content, and Daily Vlogs perform exceptionally well, emphasizing the importance of tailored strategies. Music and Dance lead in subscribers, while Daily Vlogs demonstrate robust engagement. Top creators like MrBeast, PewDiePie, and BLACKPINK stand out, reflecting geographical diversity. Overall, the data underscores YouTube's diverse content landscape, emphasizing the significance of humor and engaging content across regions and categories.