

Youtube Trending Video Analysis within United States

Group 12
Anything



Social media has taken a vital role in people's lives today. Among all the social media platforms, Youtube is one of the biggest platforms that most people use.

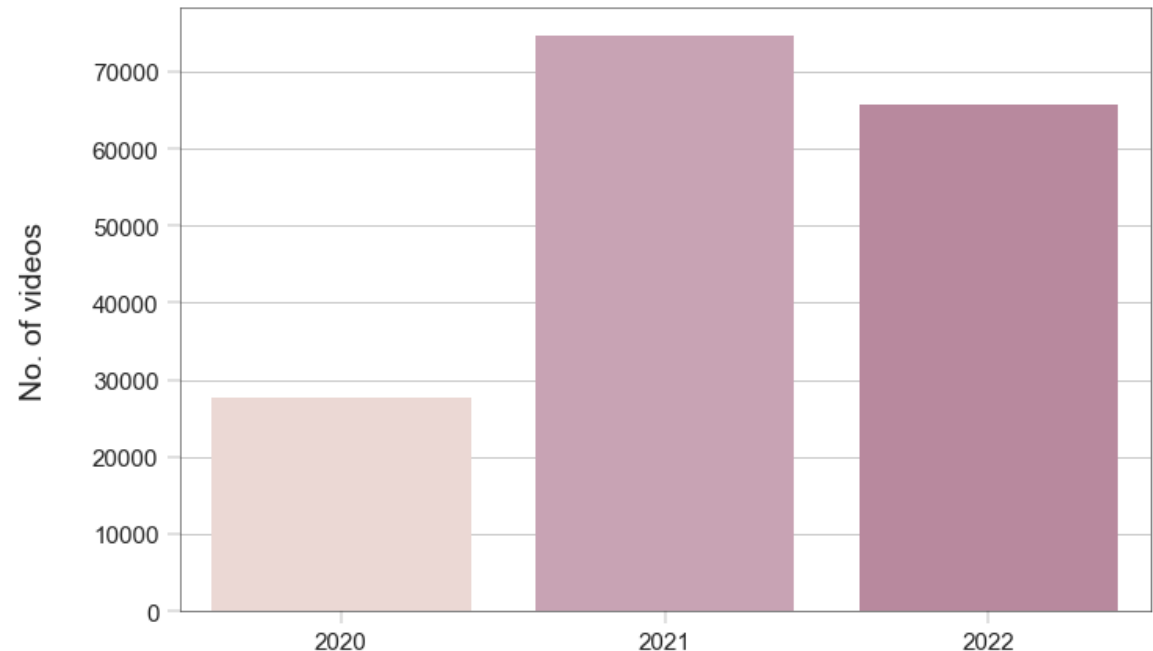
Our team wanted to find out what videos people are most interested in and how these trending videos are categorized. During our project, we decided to focus on the **Youtube Trending Video Analysis within United States**. Our project was done in **python** through the **Jupyter Notebook**.

In which year was the dataset collected?

`plt.subplots()`

`sns.barplot`

`ax.set`



Year



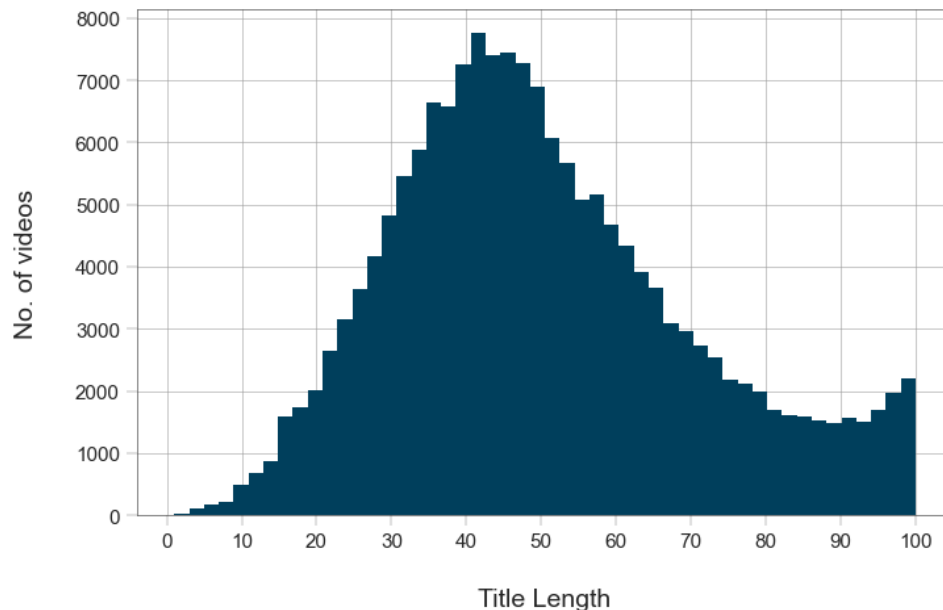
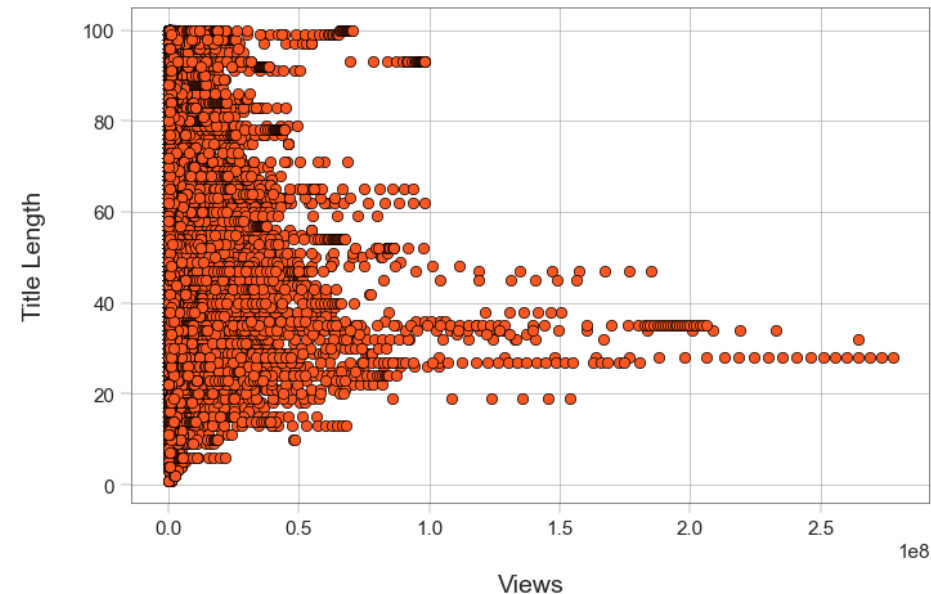
The dataset was collected in 2020, 2021 and 2022 with 16%, 44% and 39% respectively

Title Length

What is the relationship between title length and number of views ?

`plt.subplots()` `ax.scatter` `ax.set` →

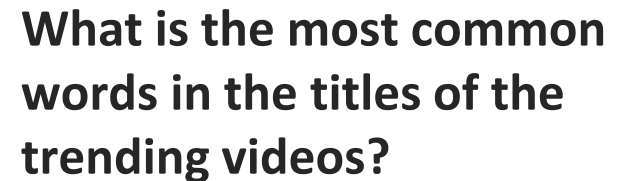
Videos that have 100,000,000 views and more have title length between 25 and 50 characters approximately.



← `plt.subplots()` `sns.distplot` `ax.set`

Most videos have title lengths between 30 and 60 character approximately.

```
plt.subplots
sns.heatmap
```



The more common the word is, the bigger its font size is

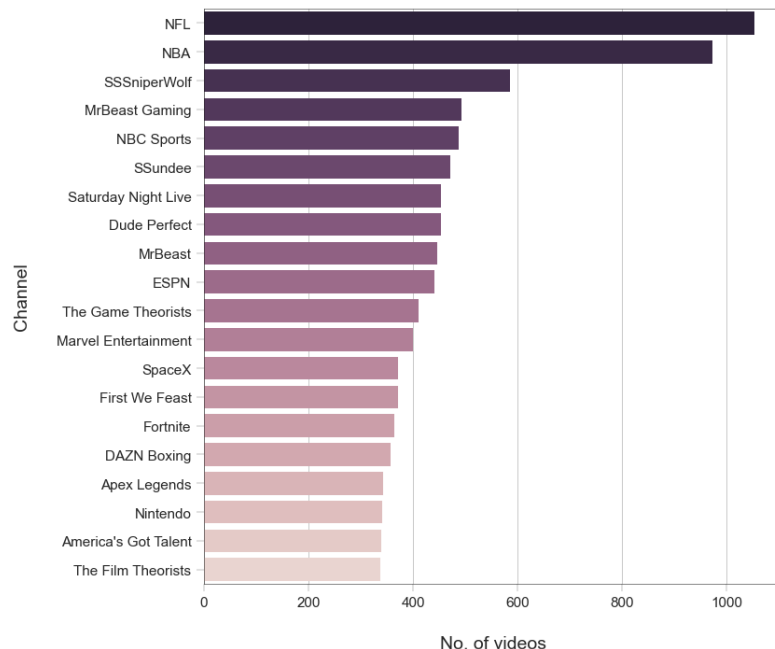
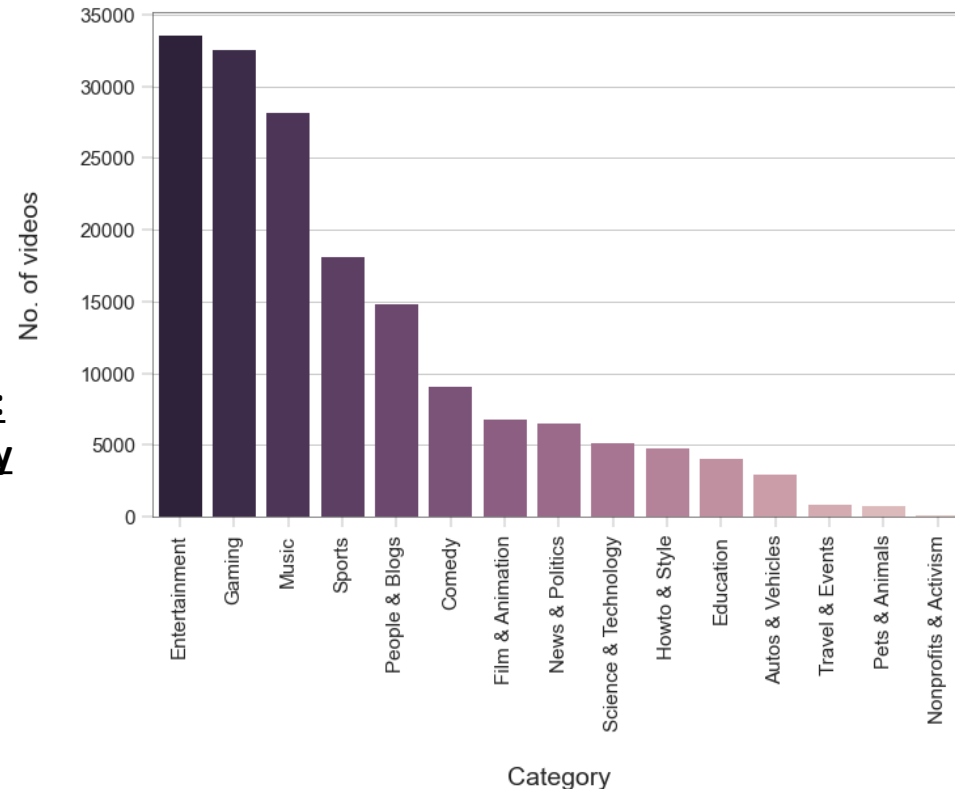


Category & Channel

Which video category has the largest number of trending videos?

`plt.subplots()` `sns.barplot` `ax.set` →

The Entertainment category contains the largest number of trending videos among other categories: around 34,000 videos, followed by Gaming category with around 33,500 videos, followed by Music category with around 28,000 videos, and so on.



Which channels have the largest number of trending videos?

`plt.subplots()` `sns.barplot` `ax.set`

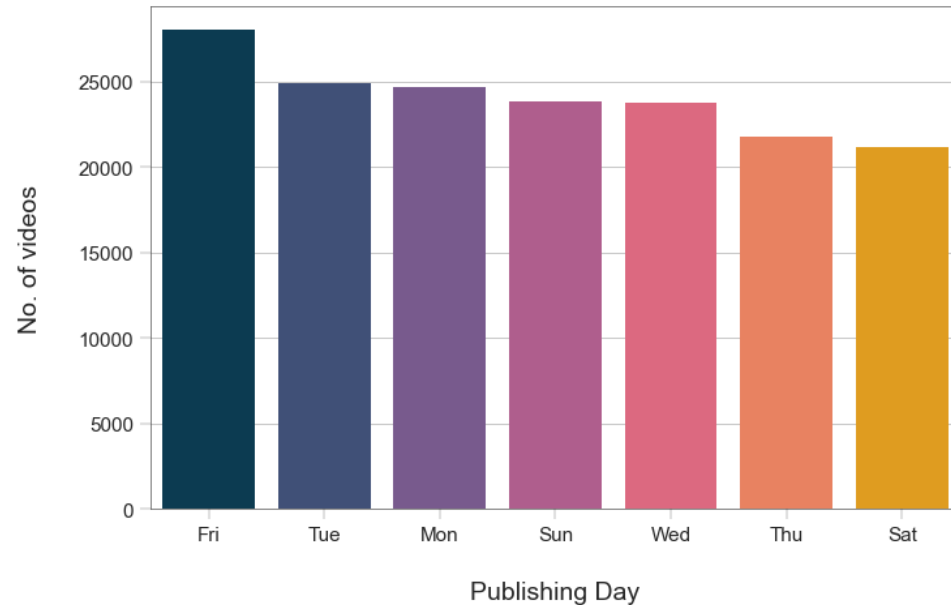
NFL, NBA, SSSniperWolf

Publishing time

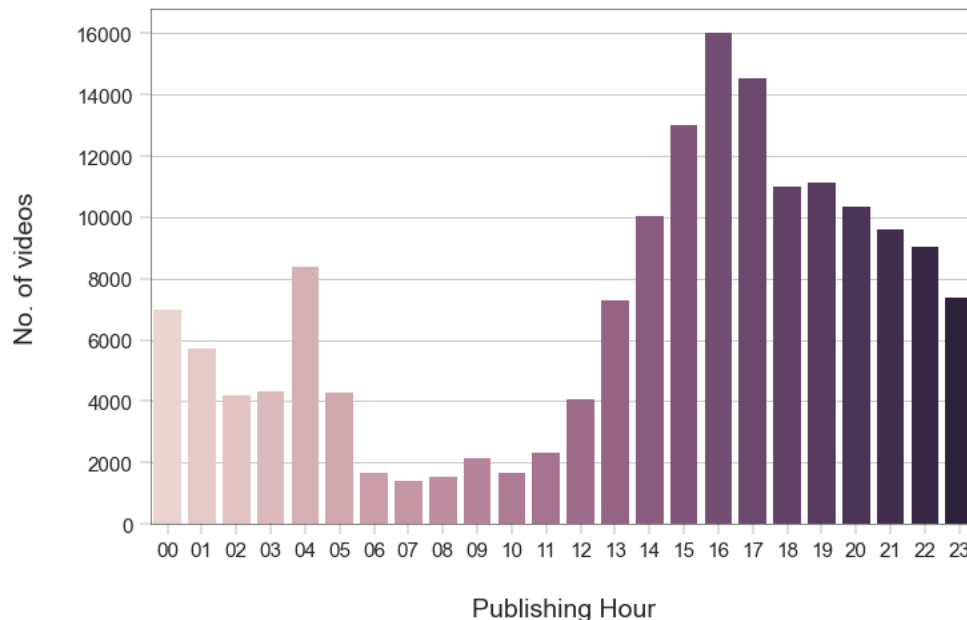
What is the relationship
between Trending videos and
their publishing time?

`plt.subplots sns.barplot ax.set` →

The number of trending videos published on Thursday and Saturday are noticeably less than the number of trending videos published on other days of the week.



← `plt.subplots sns.barplot ax.set`



Between 4PM and 5PM, had the largest number of trending videos.
We also notice that the period between 7AM and 8AM has the smallest number of trending videos.

Group Contribution

Responsibilities		Anqi Guan	Mengyue Liu	Minji Kim	Run Hou
Communication	Set up meetings	√			
	Take notes	√	√	√	√
	Time/objective tracking			√	
	Take notes on feedback	√	√		
Project Creation	Ideas and suggestions for group project	√	√	√	√
	Conduct research	√	√	√	√
	Create an outline	√	√	√	√
Project implementation	Coding Section A	√	√	√	√
	Coding Section B	√			√
	Comments	√			√
Presentation	One-page summary			√	
	Presentation slides	√	√		