

# **Youtube Research**

***Sterling & Draper advertising agency***

***Analyzing the trending video history to identify deserving  
content for marketing focus***

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# Project description

## Context:

- Business objective: Analyze YouTube's trending video history to strategize marketing initiatives

## Dashboard details:

- Link to [dashboard](#)
- Data update frequency: Every 24 hours, scheduled for midnight UTC.
- Dashboard data content:
  - Past trending videos categorized and organized by day
  - Trending videos segmented by country
  - A table illustrating the relationship between video categories and countries

## Analysis:

- Which video categories consistently appeared as top trends?
- What was the distribution of these categories among different regions?
- Which categories showed exceptional popularity in the United States? Were there notable variations between the categories favored in the US and those trending in other regions?

# Which video categories consistently appeared as top trends?

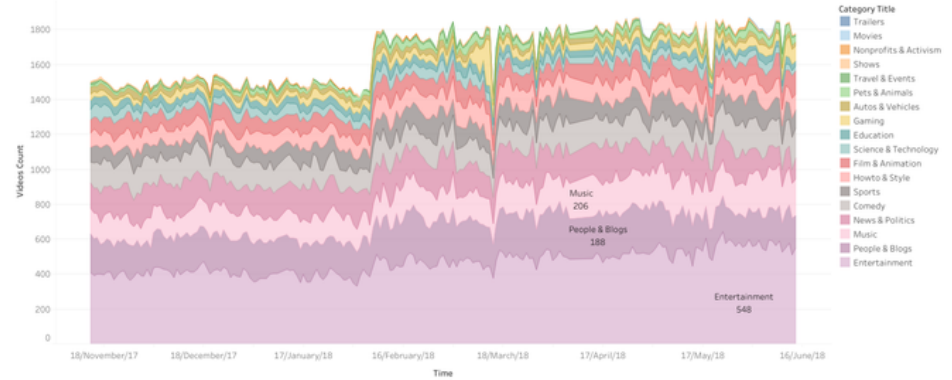
November, 2017 - June, 2018

## TOP CATEGORIES

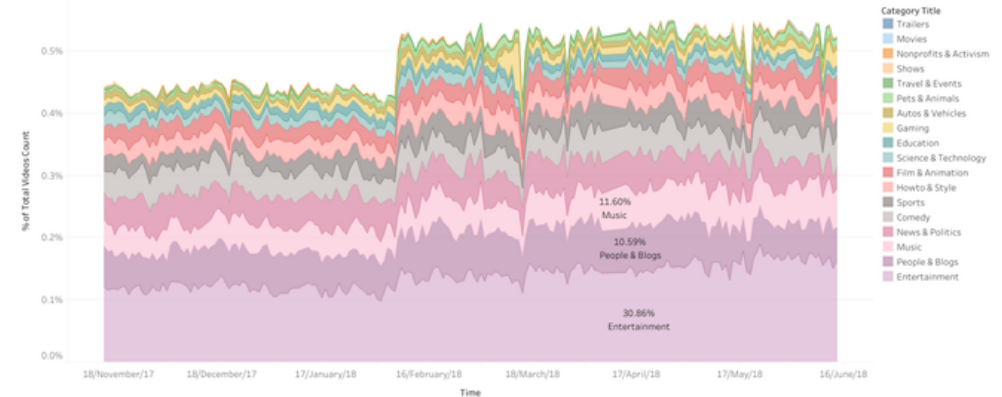
- Entertainment
- People & Blogs
- Music
- News & Politics

*\* The popularity of each category remains consistent throughout the analyzed timeframe..*

Trending History > Trending videos on YouTube



Trending History % > Trending videos on YouTube

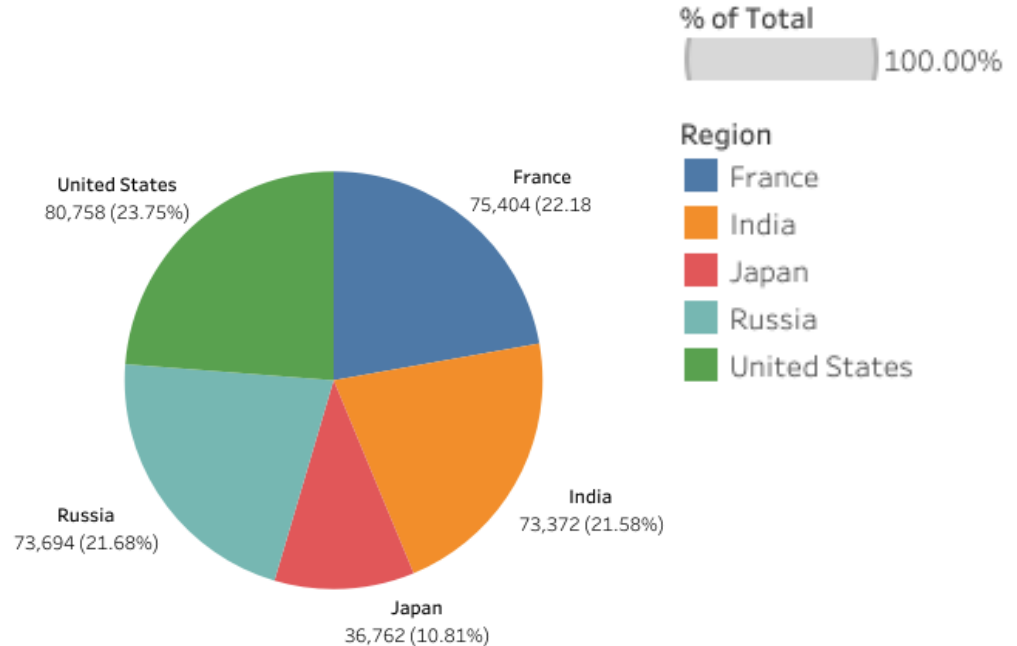


# What was the distribution of these categories among different regions?

November, 2017 - June, 2018

## Insights:

- **The United States** leads the trend with 80,000 videos streamed, comprising nearly 24% of the total.
- **France, Russia, and India** have a relatively similar share of the streamed videos.
- Meanwhile, **Japan** occupies a modest position, accounting for just 10% of the total



# The distribution of categories across different countries.


November, 2017 - June, 2018

## Trending by country and category

Select category to filter dashboard

### Insights:

- The **top trending** categories, as mentioned earlier, include Entertainment, People & Blogs, Music, and News & Politics.
- The top four categories exhibit some variation depending on the country.

Category Title	Region					Videos Count
	France	India	Japan	Russia	United States	
People & Blogs	9,346	4,988	5,792	18,452	6,122	 2 32,924
Entertainment	19,020	32,924	11,734	11,692	19,638	
News & Politics	6,526	10,346	2,654	9,858	4,818	
Comedy	8,446	6,814	1,372	5,968	6,870	
Film & Animation	3,768	3,298	2,140	5,676	4,680	
Howto & Style	4,668	1,674	1,574	3,928	8,280	
Sports	8,002	1,424	3,606	3,684	4,250	
Music	7,658	7,714	2,480	3,664	12,874	
Autos & Vehicles	1,220	138	538	3,116	758	
Science & Technology	1,588	1,096	300	2,226	4,722	
Gaming	2,786	132	1,834	2,050	1,606	
Education	1,480	2,360	212	1,326	3,284	
Pets & Animals	468	6	2,250	1,154	1,832	
Travel & Events	204	16	276	510	804	
Shows	198	410		388	114	
Movies	22	32		2		
Trailers	4					
Nonprofits & Activism					106	

# Popularity of categories: US vs. ALL

November, 2017 - June, 2018

## Insights:

- It's noticeable that **Entertainment** consistently maintains a presence across all countries, often occupying the top spot
- We observe notable differences in **France and Japan**, where Sports ranks in the 4th and 3rd positions, respectively
- We can conclude that **marketing** efforts should primarily focus on these popular categories while being customized for each country to effectively target the relevant audience
- News & Politics** holds a position in the top 3 in Russia and India, whereas it is less popular in the other countries

Category Title	Region
	United States
Entertainment	19.638
Music	12.874
Howto & Style	8.280
Comedy	6.870

Category Title	Region
	Russia
People & Blogs	18.452
Entertainment	11.692
News & Politics	9.858
Comedy	5.968

Category Title	Region
	India
Entertainment	32.924
News & Politics	10.346
Music	7.714
Comedy	6.814

Category Title	Region
	France
Entertainment	19.020
People & Blogs	9.346
Comedy	8.446
Sports	8.002

Category Title	Region
	Japan
Entertainment	11.734
People & Blogs	5.792
Sports	3.606
News & Politics	2.654

**Thank you**