

YouTube Trending Videos Report

Date Prepared: May 19, 2025

Prepared by: Sankar Prabu M

1. Background / Purpose

This report explores YouTube trending videos across five countries to understand:

- What makes a video trend
- When videos are most likely to trend
- Which videos gain the most views and engagement
- How creators can improve their posting strategy

The aim is to provide simple insights from trending video data to help content creators and analysts make informed decisions.

2. Key Questions Answered

- What are the general stats of trending videos?
 - Which videos get the most views?
 - What countries have the most trending content?
 - What is the best time to publish a video?
 - Which videos have high engagement (not just high views)?
-

3. Dataset Summary

- **Data Source:** YouTube Trending Dataset
 - **Date Range:** February 11 2025 – May 10 2025
 - **Total Trending Videos:** 32,449
 - **Countries Included:** India (IN), United States (US), Great Britain (GB), Canada (CA), Australia (AU)
 - **Tool Used:** Power BI,
-

4. Insights from the Dashboard

General Statistics

- **Average Views:** 12.65 million

- **Average Likes:** 387,000
- **Average Trending Duration:** 5 days
- **Average Engagement Rate:** 0.04 (Engagement = (Likes + Comments) / Views)

□ Trending videos get high reach but low user interaction overall.

□ Top Countries by Trending Videos

Each of the five countries contributed roughly **4,500 trending videos**, showing balanced participation across regions.

□ Top 5 Most Viewed Videos

Rank	Video Title	Views (Approx.)
1	Cool Items! New Gadgets	0.14 trillion
2	Too Late	0.14 trillion
3	Can You Guess the Fake?	0.12 trillion
4	HUMAN GLUE TRAP	0.10 trillion
5	DIY Bamboo Creation	0.10 trillion

□ Top videos are surprising or creative — viewers are drawn to curiosity and novelty.

□ Best Time to Publish a Video

Time Posted Time to Trend

12 AM	Fast
2 AM	Fast
5 AM	Very Fast
11 PM	Slowest

✓Best time to post: Between **12 AM and 5 AM**, where trending happens fastest.

✗Avoid posting late at night (like 11 PM) — slower to trend.

□ Trending Activity by Month

Month	Time to Trend
March	146,414
April	131,469

Month	Time to Trend
February	105,556
May (1–10)	23,869

- **March** had the highest trending activity.
May's data is **only up to the 10th**, so it appears lower.
-

□ **High Engagement Videos (Hidden Gems)**

These are videos with lower views but high engagement — great for understanding loyal or active audiences:

Video ID	Engagement Rate
QtRBM9wsduU	0.44
dakLW-V5I5Y	0.33
VTY-2NlS75k	0.29
Urme2yKeM0I	0.29
2Ubkv-32zM	0.21

- These videos prove that **quality engagement** can matter more than just high views.
-

5. Final Takeaways

- Post videos between **12 AM – 5 AM** for better trending performance.
- Focus on **creative, curiosity-driven content** — it drives massive reach.
- **March** is the most active month for trending — time your big releases around this.
- Don't just aim for views. Prioritize **engagement (likes and comments)** for long-term growth.
- Watch “hidden gem” videos for ideas — they're high quality but under the radar