Sprint 12 proyecto

YouTube Video Trends Analysis - Summary Report

Objective:

This analysis aims to identify and understand trending video patterns on YouTube across different countries and categories. The insights derived from this analysis help video advertising planners make data-driven decisions to optimize content strategy.

https://public.tableau.com/app/profile/daniel.l.pez5518/viz/Dashboarddetendenciasdevideos/YouTubeVideoTrendsDashboard?publish=yes

Key Findings:

1. Most Frequent Trending Categories:

• The category "Entertainment" consistently appears as the most frequently trending across multiple countries, indicating its high appeal and broad audience.

• "Music" and "News & Politics" are also significant contributors to trending content, especially during key events or music releases.

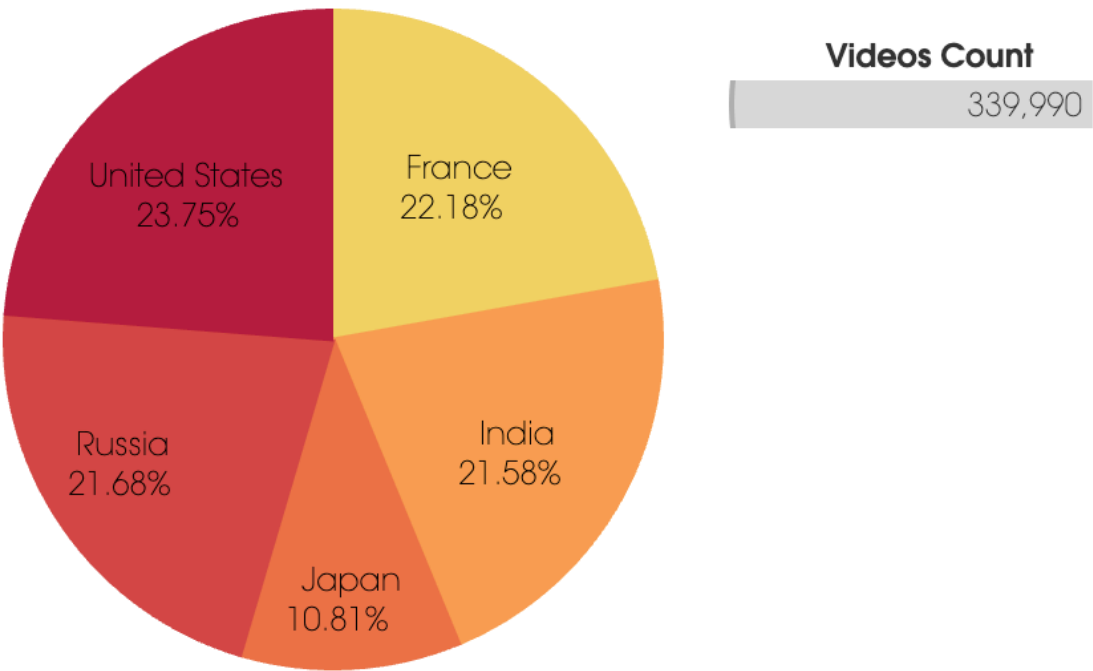Trend History: Video Trends by Time and Category (absolut values)
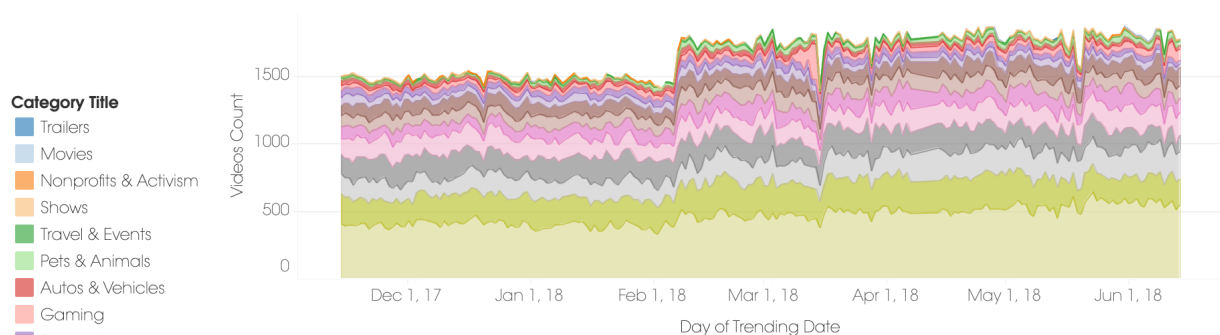
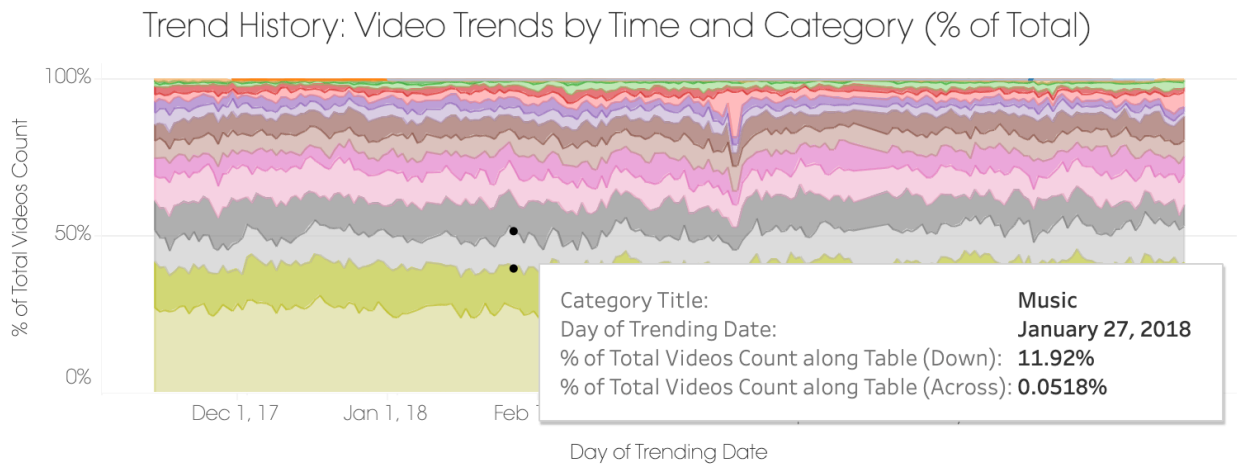Trend History: Video Trends by Time and Category (% of Total)
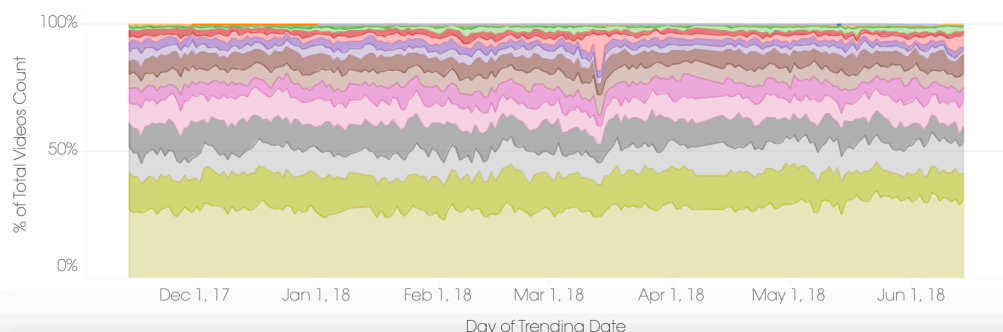
2. Regional Distribution of Video Trends:

•The United States shows a strong preference for "Entertainment" and "Music", while "News & Politics" gains more traction in European countries.

•   Countries like France and Germany also display a notable presence of "Sports" and "Autos & Vehicles" categories, reflecting local interests.

Video Trends by Country

Videos Count
339,990

United States 23.75%
France 22.18%
India 21.58%
Russia 21.68%
Japan 10.81%

3. Video Trend Evolution (% of Total):

Trend History: Video Trends by Time and Category (% of Total)

Category Title:	Music
Day of Trending Date:	January 27, 2018
% of Total Videos Count along Table (Down):	11.92%
% of Total Videos Count along Table (Across):	0.0518%

Day of Trending Date

• The share of "Music" videos tends to spike during major global events (e.g., music awards), while "News" videos dominate during political or social developments.

• Seasonal patterns are observed, with "Sports" becoming more prominent during major tournaments or national events.

4. Country and Category Trends (Highlight Table):

• The United States leads in the number of trending videos, especially in the "Entertainment" category.

• France and Germany show diversity in their trending content, including "Gaming" and "Autos & Vehicles".

• The heatmap clearly indicates that "Entertainment" is the dominant category in most regions, followed closely by "Music".

Video Trends by Country and Category (Absolute Values)

Category Title	France	India	Japan	Russia	United S..
Entertainment	19,020	32,924	11,734	11,692	19,638
People & Blogs	9,346	4,988	5,792	18,452	6,122
Music	7,658	7,714	2,480	3,664	12,874
News & Politics	6,526	10,346	2,654	9,858	4,818
Comedy	8,446	6,814	1,372	5,968	6,870
Sports	8,002	1,424	3,606	3,684	4,250
Howto & Style	4,668	1,674	1,574	3,928	8,280
Film & Animation	3,768	3,298	2,140	5,676	4,680
Science & Technology	1,588	1,096	300	2,226	4,722

Region

Videos Count
2 — 32,924

Conclusions:

• Understanding regional preferences is crucial for targeted advertising. Tailoring video campaigns based on trending categories in specific countries can significantly increase audience engagement.

• Keeping track of temporal patterns helps identify when certain categories are likely to trend, allowing for strategic content releases.

• The dashboard's interactive filters provide valuable insights into how trends evolve over time and across different regions, making it a vital tool for planners.

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For further details, refer to the interactive YouTube Video Trends Dashboard to explore specific trends and perform custom analysis.