TRENDING VIDEOS BY REGION, DATE AND CATEGORY DASHBOARD

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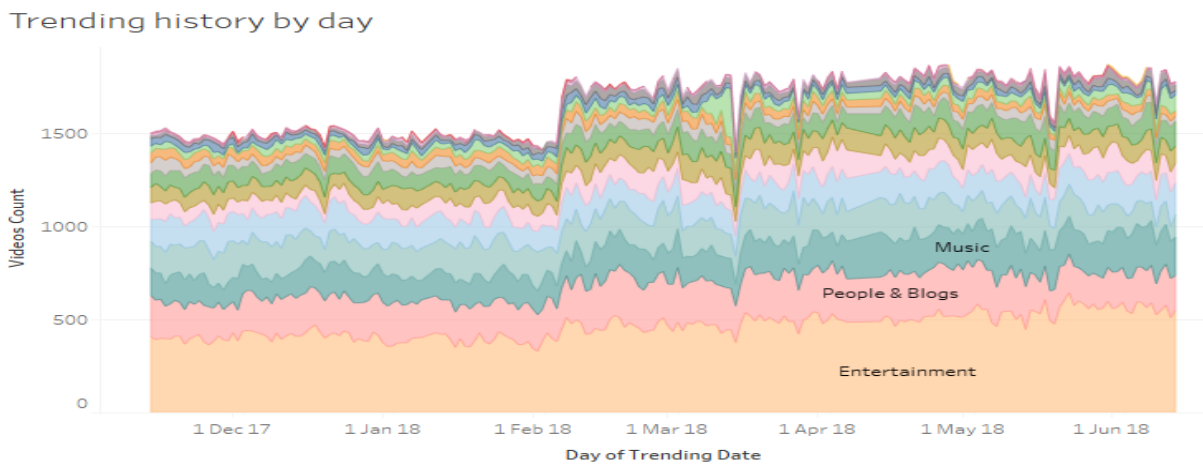
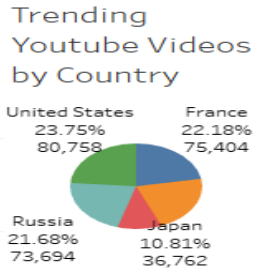
QUESTIONS WE NEED TO ANSWER AS DATA ANALYSIS IN OUR COMPANY:

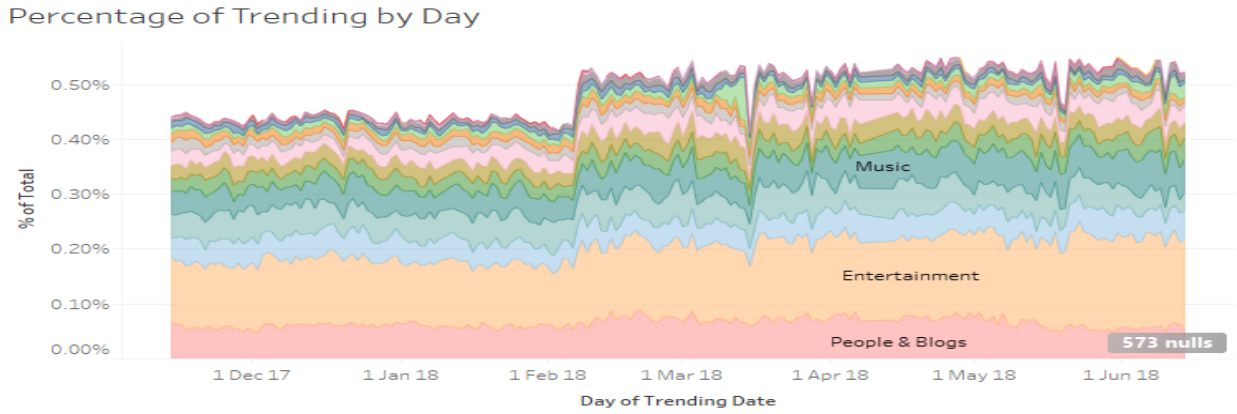
- What video categories were trending last week?
- How were they distributed among various regions?
- What categories were especially popular in the United States?

OUR DASHBOARD:

Trending Videos by Region, Date and Category Dashboard







Trending by Country and Category

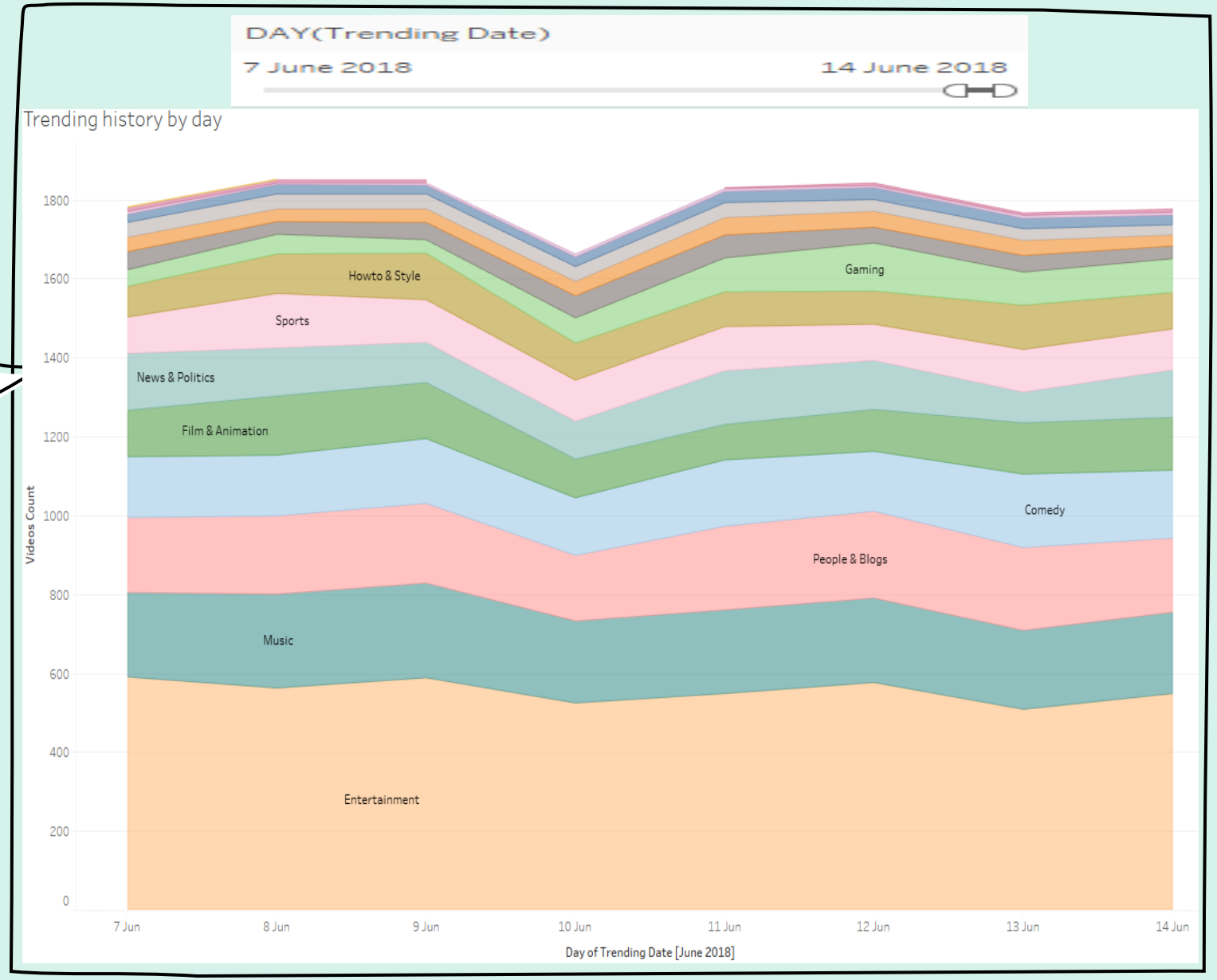
Category Title	Region: France	India	Japan	Russia	United ..
Entertainment	19,020	32,924	11,734	11,692	19,638
People & Blogs	9,346	4,988	5,792	18,452	6,122
Music	7,658	7,714	2,480	3,664	12,874
News & Politics	6,526	10,346	2,654	9,858	4,818
Comedy	8,446	6,814	1,372	5,968	6,870
Sports	8,002	1,424	3,606	3,684	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
Education	1,480	2,360	212	1,326	3,284
Gaming	2,786	132	1,834	2,050	1,606
Autos & Vehicles	1,220	138	538	3,116	758
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	

Dashboard link: https://public.tableau.com/views/GamesProject_16793058921580/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

OUR DASHBOARD DATA PRESENTS:

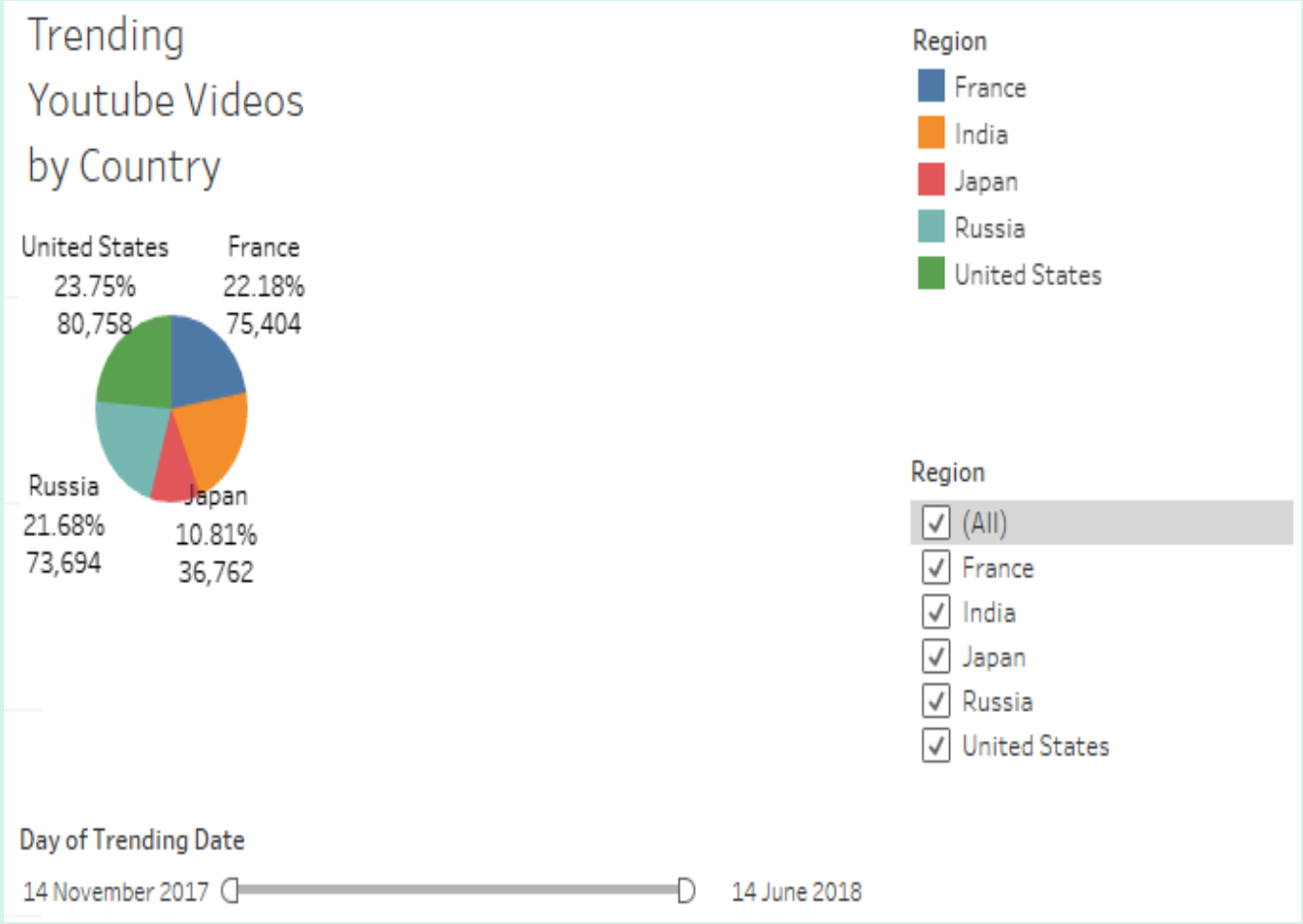
1. Trending videos by region - Pie chart of the number of trending videos in every region and their percentage(with a date and region filter).
2. Trending videos by day and category - Stacked area graph of all the video categories and the amount of trending videos in every category for every day in our data.
3. Percentage of trending videos by day and category - Stacked area graph describing the percentage of trending videos in every category by date.
4. Trending videos by region and category - highlight table that consists of the most trending videos by region(with a region filter)

WHAT VIDEO CATEGORIES WERE TRENDING LAST WEEK?



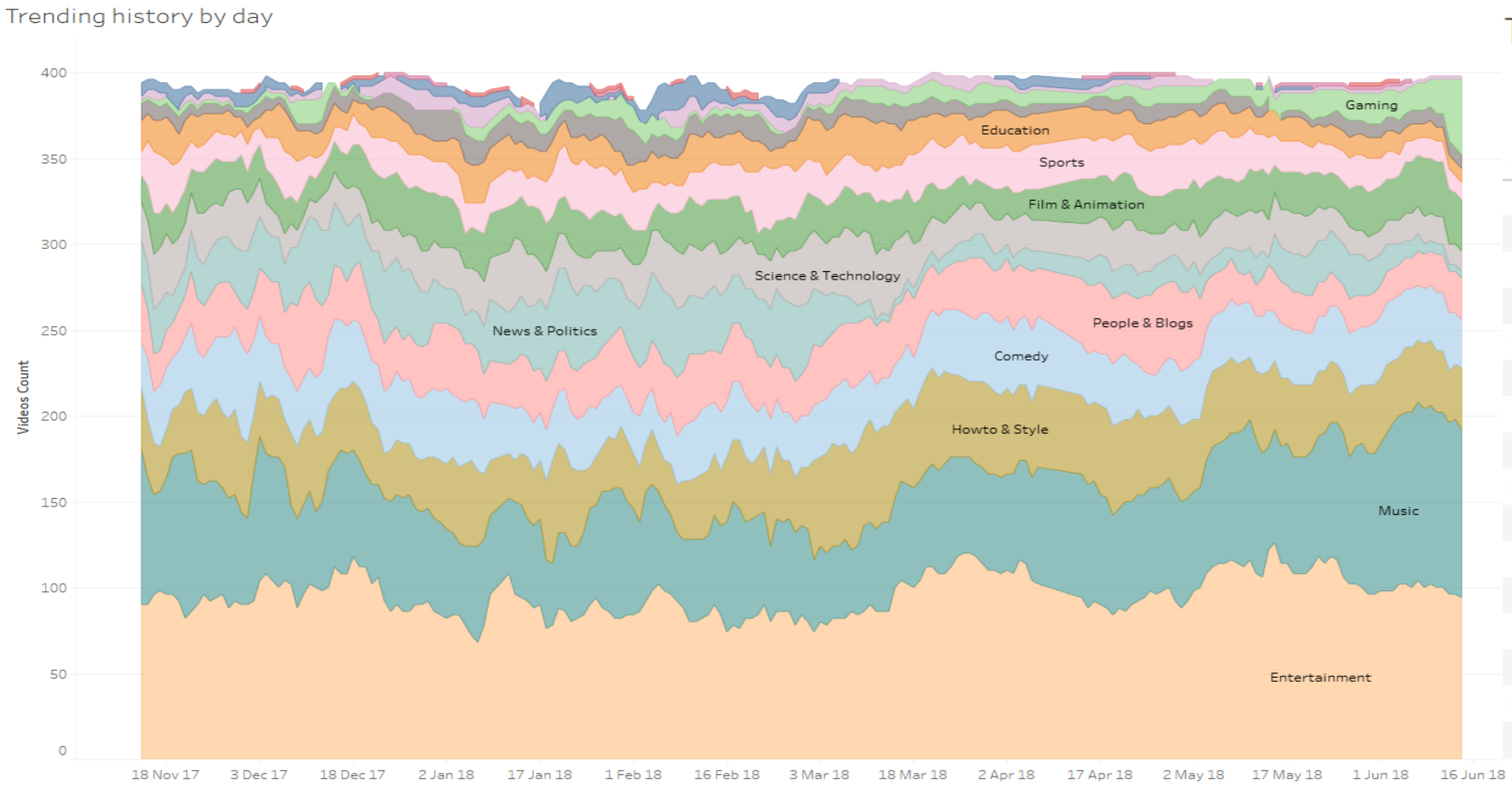
Last week we had mostly entertainment, music, people & blog trending videos.

HOW WERE THEY DISTURBED AMONG REGIONS?



Our pie chart will automatically show you how many trending videos were there in every selected region (filtered by date) and the percentage of these videos out of all the videos from that time period.

WHAT CATEGORIES WERE ESPECIALLY POPULAR IN THE UNITED STATES?



Trending by Country and Category

Category Title	Region: United States
Entertainment	19,638
People & Blogs	6,122
Music	12,874
News & Politics	4,818
Comedy	6,870
Sports	4,250
Howto & Style	8,280
Film & Animation	4,680
Science & Technology	4,722
Education	3,284
Gaming	1,606
Autos & Vehicles	758
Pets & Animals	1,832
Travel & Events	804
Shows	114
Nonprofits & Activism	106

The most popular categories in the US on the dates given are Entertainment, Music, Howto & Style and Comedy.

CONCLUSIONS / RECOMMENDATIONS:

We, as ad analysts in Sterling & Draper advertising agency were devoting our time to analyze rending videos on YouTube to determine what content deserves marketing attention. After some research we have built a dashboard and found out that:

- The most trending videos by categories are: Entertainment, People & Blogs and Music.
- Most trending country is USA(23.75%).
- Most trending categories in USA are Entertainment, Music, Howto & Style and Comedy.

My recommendation for the team is to focus on English language for our ads to focus on the main region that uses YouTube platform.

Also, I would suggest to focus mostly on Entertainment and Music categories because they are the most world and particularly in USA.