

Trending Videos by Date, Region and Category Dashboard

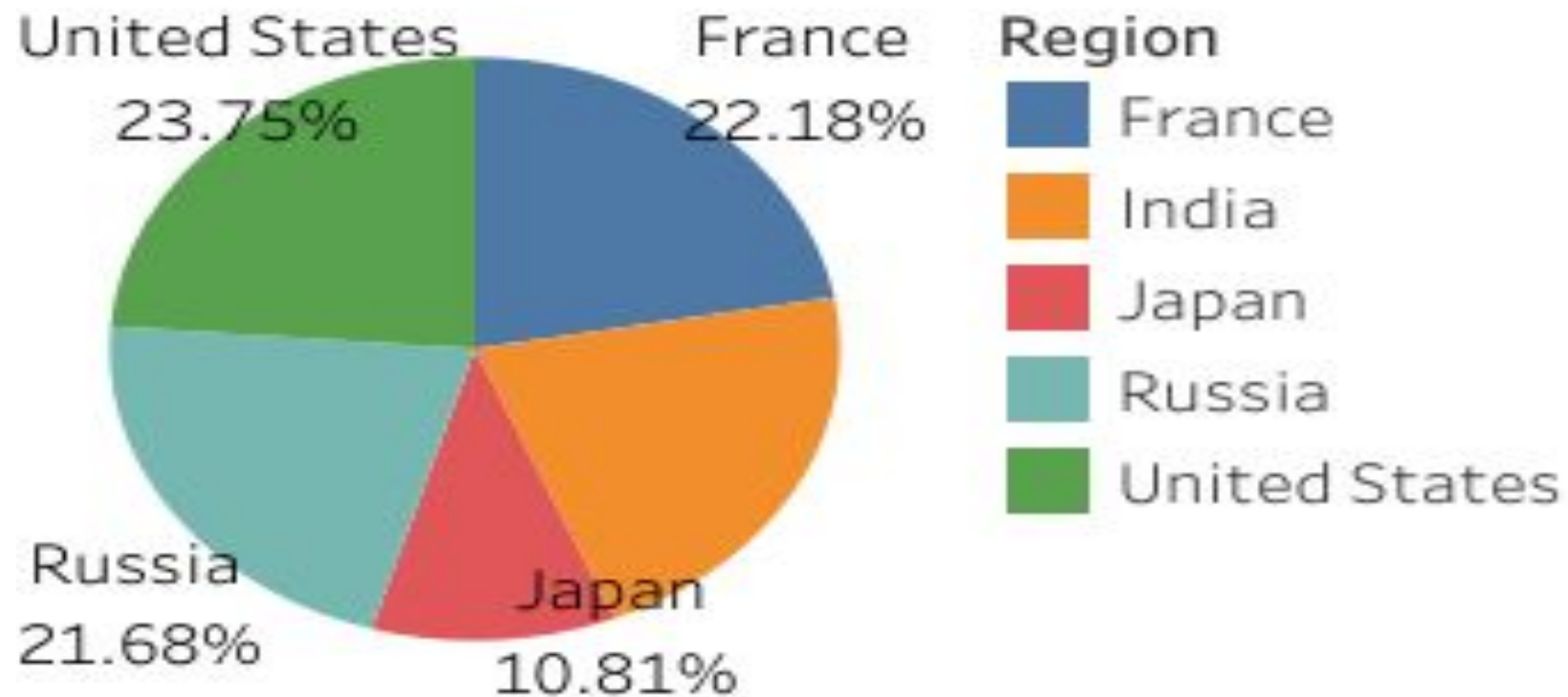
Link to dashboard:

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

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1. Trending Videos by country (pie chart)

Trending Videos by Country

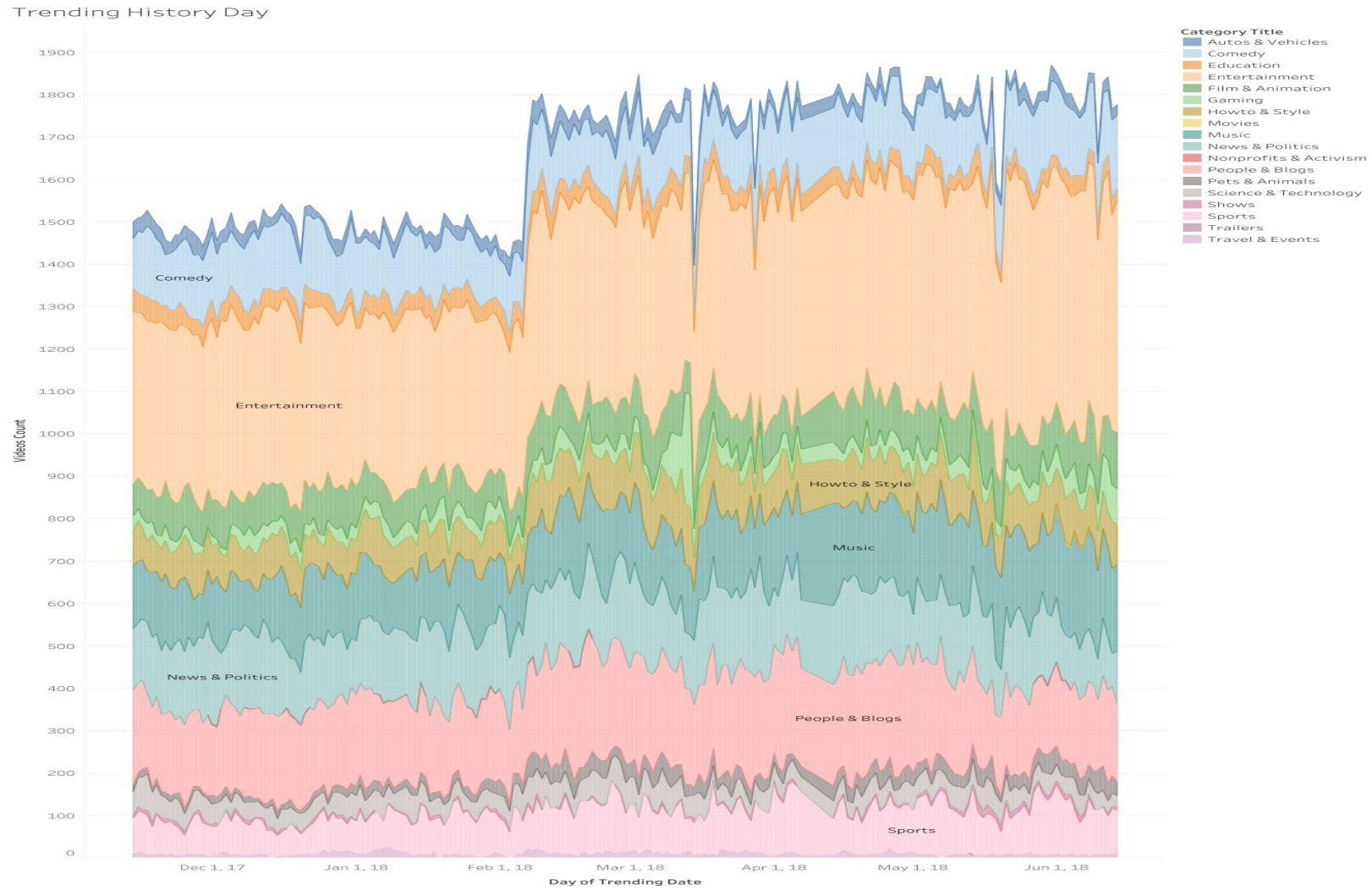


2. Trending videos by category (allows to sort in descending order)

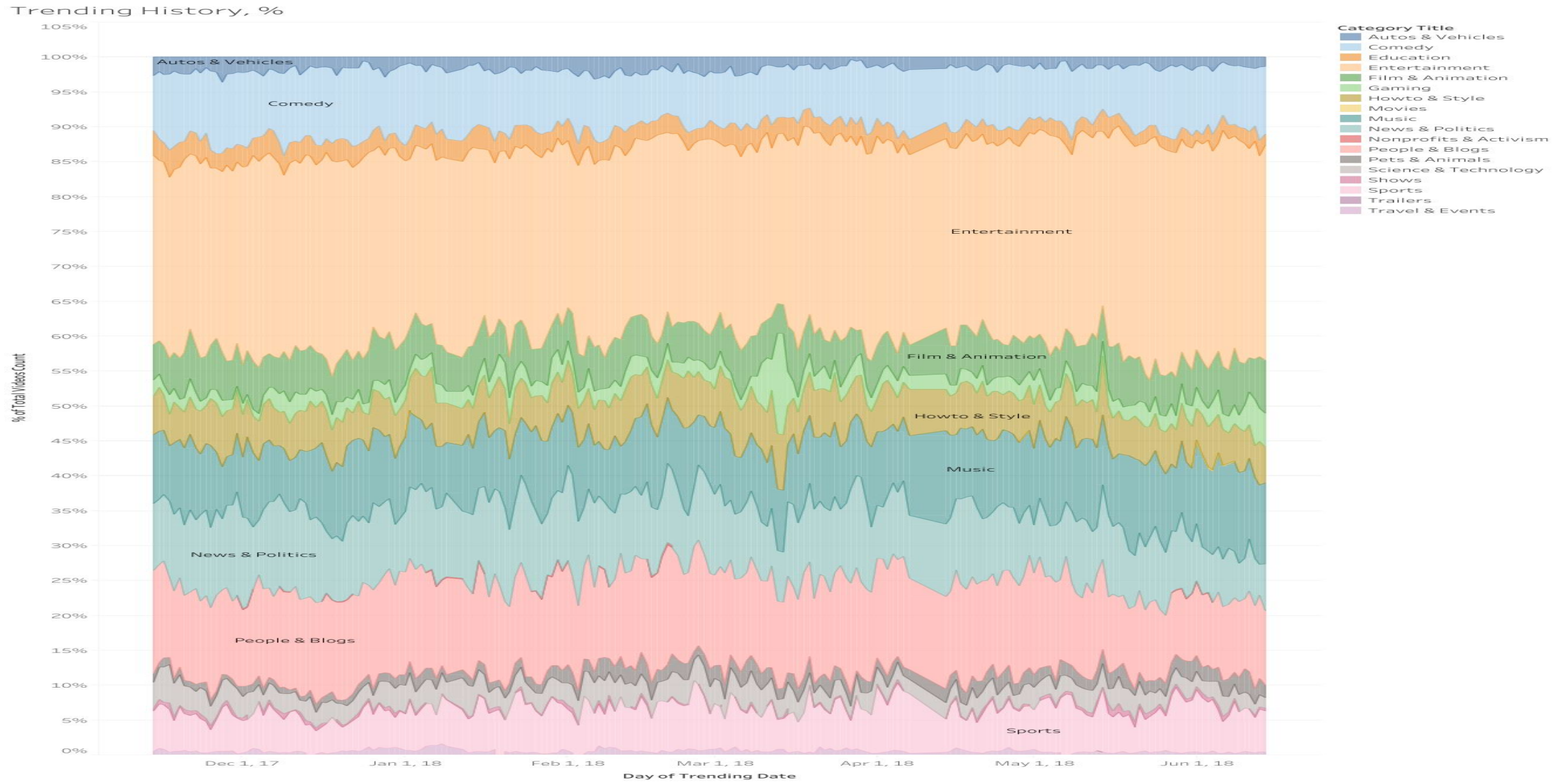
Trending Videos by Region and Category

| Category Title | Region | | | | | Videos Count |
|-----------------------|--------|--------|--------|--------|---------------|--|
| | France | India | Japan | Russia | United States | |
| Entertainment | 19,020 | 32,924 | 11,734 | 11,692 | 19,638 |  232,924 |
| News & Politics | 6,526 | 10,346 | 2,654 | 9,858 | 4,818 | |
| Music | 7,658 | 7,714 | 2,480 | 3,664 | 12,874 | |
| Comedy | 8,446 | 6,814 | 1,372 | 5,968 | 6,870 | |
| People & Blogs | 9,346 | 4,988 | 5,792 | 18,452 | 6,122 | |
| Film & Animation | 3,768 | 3,298 | 2,140 | 5,676 | 4,680 | |
| Education | 1,480 | 2,360 | 212 | 1,326 | 3,284 | |
| Howto & Style | 4,668 | 1,674 | 1,574 | 3,928 | 8,280 | |
| Sports | 8,002 | 1,424 | 3,606 | 3,684 | 4,250 | |
| Science & Technolo.. | 1,588 | 1,096 | 300 | 2,226 | 4,722 | |
| Shows | 198 | 410 | | 388 | 114 | |
| Autos & Vehicles | 1,220 | 138 | 538 | 3,116 | 758 | |
| Gaming | 2,786 | 132 | 1,834 | 2,050 | 1,606 | |
| Movies | 22 | 32 | | 2 | | |
| Travel & Events | 204 | 16 | 276 | 510 | 804 | |
| Pets & Animals | 468 | 6 | 2,250 | 1,154 | 1,832 | |
| Trailers | 4 | | | | | |
| Nonprofits & Activi.. | | | | | 106 | |

3. Trending History by Day



4. Trending history (in percentage)

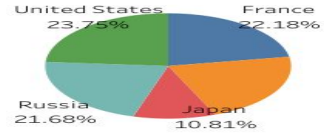


5. General view of the Dashboard

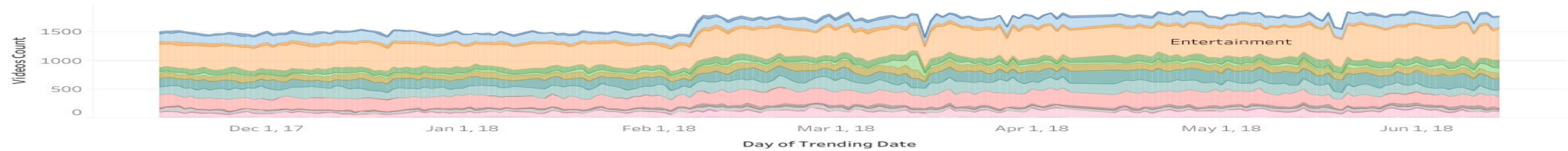
<Trending Videos by Date, Region and Category Dashboard>

Highlight Region
No items highlighted

Trending Videos
by Country



Trending History Day

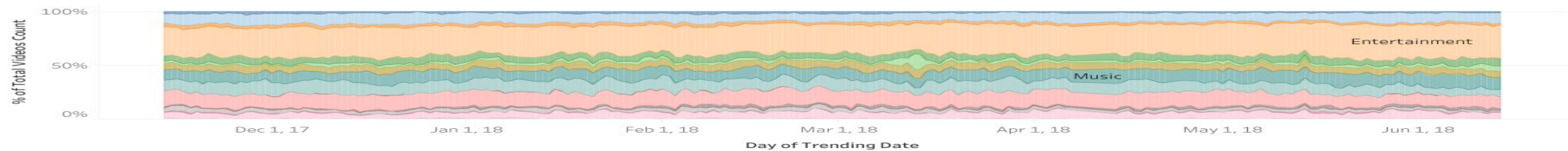


Trending Videos by Region and Category

| Category Title | France | India | Region Japan | Russia | United States |
|-----------------------|--------|--------|--------------|--------|---------------|
| Entertainment | 19,020 | 32,924 | 11,734 | 11,692 | 19,638 |
| News & Politics | 6,526 | 10,346 | 2,654 | 9,858 | 4,818 |
| Music | 7,658 | 7,714 | 2,480 | 3,664 | 12,874 |
| Comedy | 8,446 | 6,814 | 1,372 | 5,968 | 6,870 |
| People & Blogs | 9,346 | 4,988 | 5,792 | 18,452 | 6,122 |
| Film & Animation | 3,768 | 3,298 | 2,140 | 5,676 | 4,680 |
| Education | 1,480 | 2,360 | 212 | 1,326 | 3,284 |
| Howto & Style | 4,668 | 1,674 | 1,574 | 3,928 | 8,280 |
| Sports | 8,002 | 1,424 | 3,606 | 3,684 | 4,250 |
| Science & Technolo... | 1,588 | 1,096 | 300 | 2,226 | 4,722 |

Day of Trending Date
All values

Trending History, %



6.Popular video categories in US and other countries

Trending Videos by Region and Category

| Category Title | Region United States |
|----------------------|-------------------------|
| Entertainment | 19,638 |
| Music | 12,874 |
| Howto & Style | 8,280 |
| Comedy | 6,870 |
| People & Blogs | 6,122 |
| News & Politics | 4,818 |
| Science & Technolo.. | 4,722 |
| Film & Animation | 4,680 |

Trending Videos by Region and Category

| Category Title | Region India |
|------------------|-----------------|
| Entertainment | 32,924 |
| News & Politics | 10,346 |
| Music | 7,714 |
| Comedy | 6,814 |
| People & Blogs | 4,988 |
| Film & Animation | 3,298 |
| Education | 2,360 |
| Howto & Style | 1,674 |

Trending Videos by Region and Category

| Category Title | Region Japan |
|------------------|-----------------|
| Entertainment | 11,734 |
| People & Blogs | 5,792 |
| Sports | 3,606 |
| News & Politics | 2,654 |
| Music | 2,480 |
| Pets & Animals | 2,250 |
| Film & Animation | 2,140 |
| Gaming | 1,834 |
| Howto & Style | 1,574 |

Trending Videos by Region and Category

| Category Title | Region Russia |
|------------------|------------------|
| People & Blogs | 18,452 |
| Entertainment | 11,692 |
| News & Politics | 9,858 |
| Comedy | 5,968 |
| Film & Animation | 5,676 |
| Howto & Style | 3,928 |
| Sports | 3,684 |
| Music | 3,664 |
| Education | 3,576 |

Trending Videos by Region and Category

| Category Title | Region France |
|------------------|------------------|
| Entertainment | 19,020 |
| People & Blogs | 9,346 |
| Comedy | 8,446 |
| Sports | 8,002 |
| Music | 7,658 |
| News & Politics | 6,526 |
| Howto & Style | 4,668 |
| Film & Animation | 3,768 |

Conclusions:

- The biggest amount of videos is on US and French market.
- The most viewable trend is entertainment and comedy.
- For making marketing companies pay attention on client's product (for what trend it fits best).
- The amount of views are less in summer (vacation period).
- Almost in all countries (except Russia) entertainment category is the most popular.
- In The USA the most popular categories are Entertainment, Music, Howto&Style, Comedy, People and Blogs. Such categories should be considered as those who will provide the best result for marketing companies of our clients.