

Trending Videos on Youtube

James Amezcua, Yandex100 Data Analyst

Task

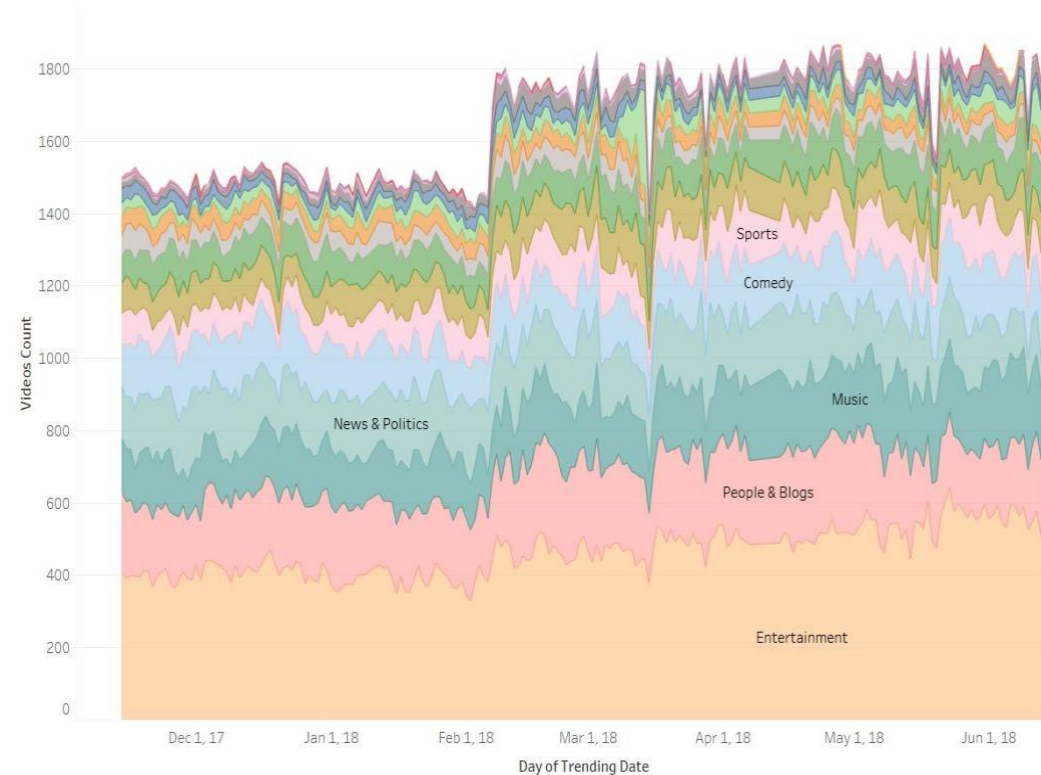
- Each trending video on Youtube has been analyzed in order to determine what content deserves marketing attention.
- I created a Tableau dashboard which displays:
 - The video categories that were trending last week
 - How they were distributed among various regions
 - Which categories were popular in the United States.

- Dashboard:

- <https://public.tableau.com/app/profile/james.amezcua/viz/YandexProjectAutomation/TrendingHistory?publish=yes>



History of Trending Videos



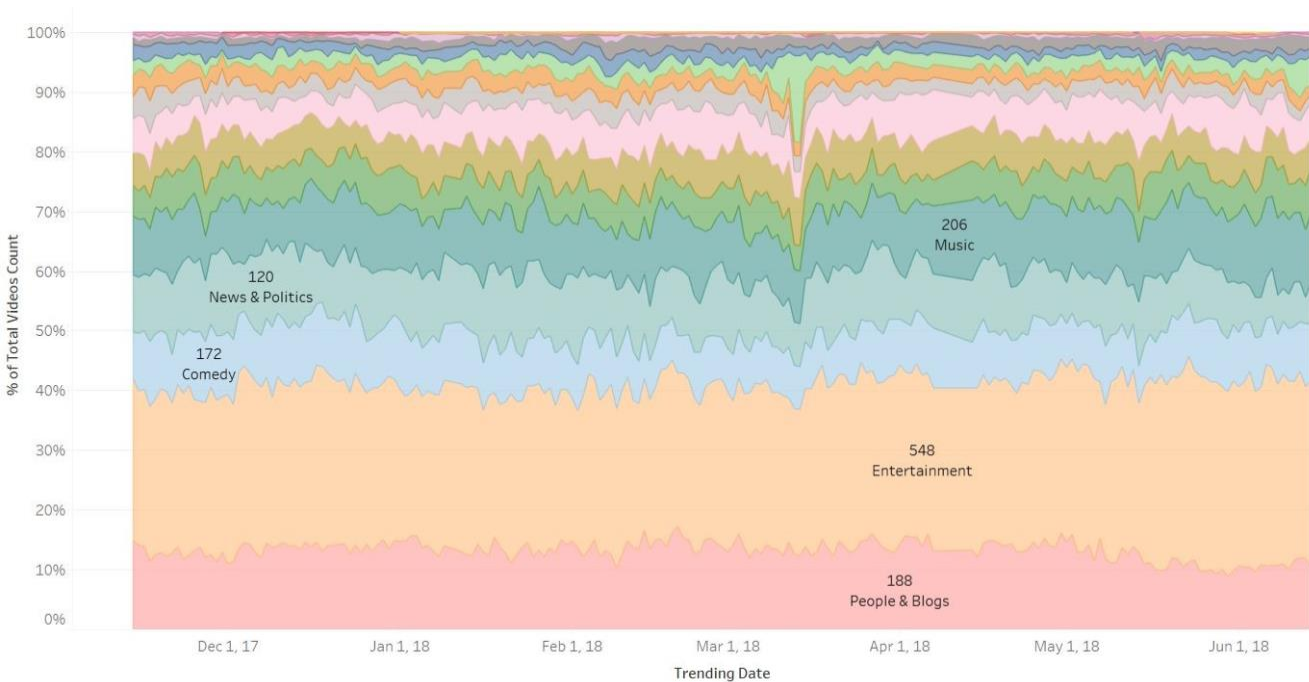
- This graph displays the history of trending videos: the trending videos split by datetime and category.

- The frequently trending categories are entertainment, people & blogs, music, news & politics, comedy and sports.

- The remaining categories are not as often trending.

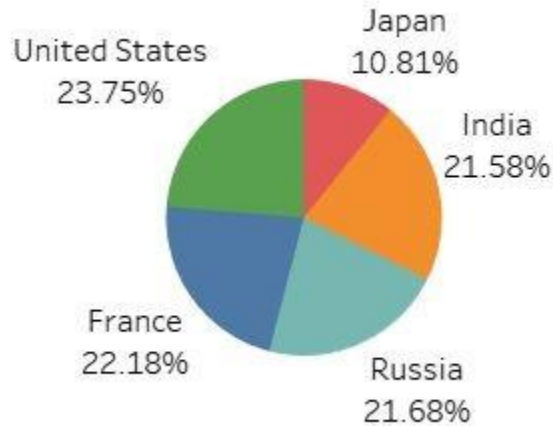
Category Title	
Trailers	
Movies	
Nonprofits & Activism	
Shows	
Travel & Events	
Pets & Animals	
Autos & Vehicles	
Gaming	
Education	
Science & Technology	
Film & Animation	
Howto & Style	
Sports	
Comedy	
News & Politics	
Music	
People & Blogs	
Entertainment	

History of Trending Videos



● This the same as the prior but in total percentage

Trending Videos by Country



- This pie chart displays trending videos by country: most videos happen to trend in the US and France, followed by Russia and India, then Japan.
- These are all countries that have large populations who have access to the Internet and smartphones.

Trending Videos by Region and Category

- The highlight table displays the number of trending videos by region and category, with the relative amount highlighted.
- As you can see India has the most trending videos in entertainment but all of the other regions have also quite high numbers.
- The least trending videos are in the category of nonprofits & activism, trailers and movies.

Category Title

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

Summary

- In summary, the video categories that are trending most often are entertainment, people & blogs, music, news & politics, comedy and sports - in that order.
- The distribution of these categories can be seen in the highlight table: with India having the most trending videos in entertainment and news & politics, Russia having the most trending videos in people & blogs, US having the most trending videos in music, and France having the most trending videos in sports and comedy.
- The categories that were especially popular in the United States are education, entertainment (coming in second most after India), how to videos, music, science and travel.