

# Trending YouTube Videos

## Dashboard for Sterling & Draper Advertising Company

Automation: Build a Dashboard  
Practicum Course Project  
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# Dashboard and Project Outline

## Project:

- Create a dashboard to analyze trending YouTube videos to determine what content deserves marketing attention

## Project Outline:

- Completed:
  - Determine dashboard use and needs with target users
  - Create database and aggregate table containing necessary data
- Build a dashboard using Tableau Public
- Answer requested questions - presented below
- Present conclusions and recommendations

[Dashboard Link](#)



# Dashboard Technical Requirements

Goal: Analyze trending video history on YouTube

Use: Daily

Target dashboard user: Video ads planning managers

Data content:

- Trending videos from November 14, 2017 - June 14, 2018 examined by:
  - Trending date and time
  - Video Category
  - Country

Special information: All graphs are equally important and must be manipulatable by date

Data source: trending\_by\_time.csv - aggregate table created by data engineers

- Stored in the data-analyst-youtube-data database
- Updated once every 24 hours at midnight UTC



# Dashboard Layout

Title and Description			
<b>Number of videos per category</b> 'Trending history' chart - trending videos split by trending time & category (absolute values, stacked area)	<b>Proportion of videos per country</b> 'Trending videos by country' chart - trending videos split by country (relative values, pie chart)	<b>Number of videos per category per country</b> 'Trending by country and category' columns = countries, rows = categories, table cells = absolute numbers of trending videos, table cells should be highlighted relative to their values (highlight table)	<b>Filters &amp; Keys</b>
<b>Percentage of videos per category</b> 'Trending history, %' - split by trending time & category (% total, stacked area)			



# About the Data

- The data covers:
  - A 6 month period: November 14, 2017 - June 14, 2018
  - 5 countries
  - 18 categories
- There are 339,990 videos in the table used for analysis



# Conclusions and Recommendations

## Conclusions:

- Region with the most videos: United States (80,758 / 24%)
- Top 5 categories:
  - Entertainment
  - People & Blogs
  - Music
  - News & Politics
  - Comedy
- Most popular category: Entertainment (4 out of 5 countries)
- Top 5 category popularity varies from country to country

## Recommendations:

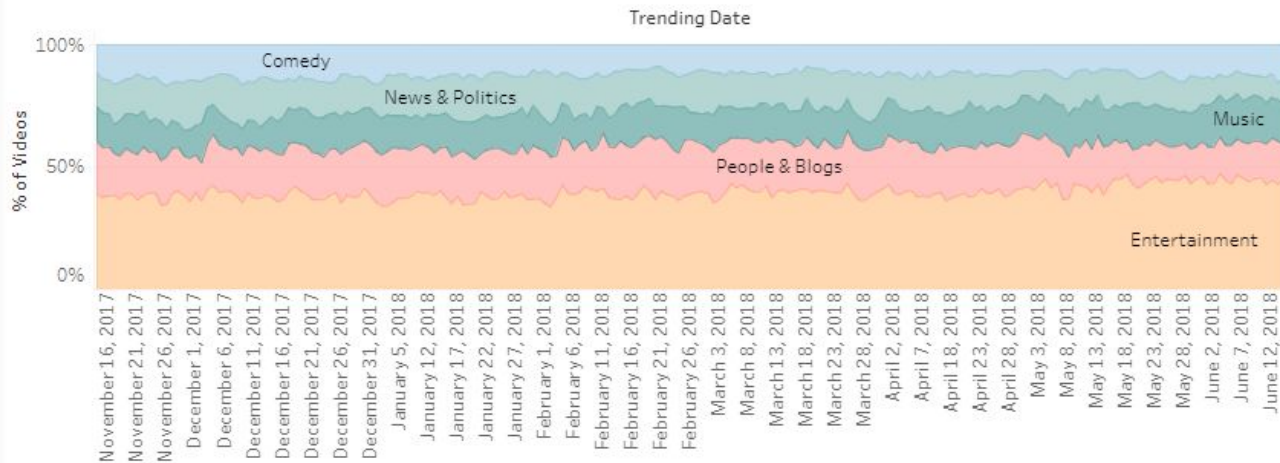
- Top investment choices: Entertainment and People & Blogs
  - This will cover the 1st and 2nd most popular categories for most regions
- Where possible invest in the top 2 categories for each region
  - This will cover ~40% or more of the videos



# Investigation Question:

## Which video categories trended most often?

Percentage of Videos per Category



### Top 5 categories:

- Entertainment
- People & Blogs
- Music
- News & Politics
- Comedy

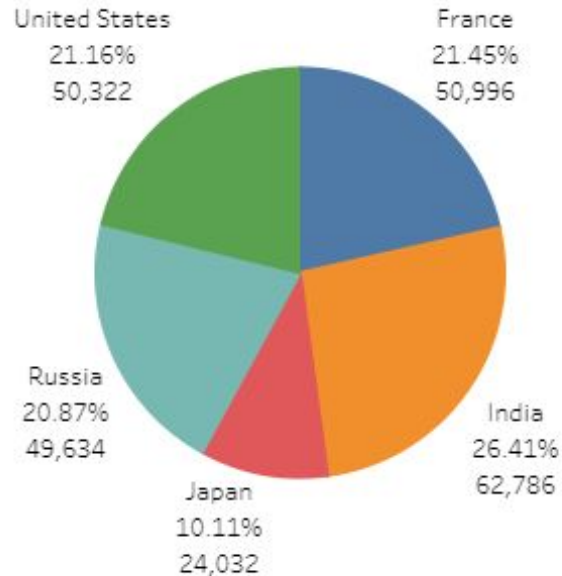
### Most Popular:

- Entertainment
- Roughly 30% of trending videos on any given day



## Investigation Question: How are the top 5 categories distributed among regions?

Proportion of Videos per Country



- India accounts for most of the top 5 trending videos (26%)
- France, Russia, and the United States account for ~21% each
- Japan accounts for 10%





### Investigation Question:

What categories were especially popular in the United States?

Were there any differences between the categories popular in the US and those popular elsewhere?

Number of Videos per Category per Country

Category Title	Ordered by U.S. top 5 Unite..	Region				
		France	Russia	India	Japan	
Entertainment	19,638	19,020	11,692	32,924	11,734	
	24.32%	25.22%	15.87%	44.87%	31.92%	
Music	12,874	7,658	3,664	7,714	2,480	
	15.94%	10.16%	4.97%	10.51%	6.75%	
Howto & Style	8,280	4,668	3,928	1,674	1,574	
	10.25%	6.19%	5.33%	2.28%	4.28%	
Comedy	6,870	8,446	5,968	6,814	1,372	
	8.51%	11.20%	8.10%	9.29%	3.73%	
People & Blogs	6,122	9,346	18,452	4,988	5,792	
	7.58%	12.39%	25.04%	6.80%	15.76%	

#### U.S. Top 5 Categories:

- Entertainment
- Music
- Howto & Style
- Comedy
- People & Blogs

Howto & Style  
is unique to  
U.S. top 5

- The order of category popularity differs from country to country
- Entertainment is most popular category in 4 out of 5 countries
- People & Blogs is top 1 or 2 for 3 out of 5 countries



# Conclusions and Recommendations Revisited

## Conclusions:

- Region with the most videos: United States (80,758 / 24%)
- Top 5 categories:
  - Entertainment
  - People & Blogs
  - Music
  - News & Politics
  - Comedy
- Most popular category: Entertainment (4 out of 5 counties)
- Top 5 category popularity varies from country to country

## Recommendations:

- Top investment choices: Entertainment and People & Blogs
  - This will cover the 1st and 2nd most popular categories for most regions
- Where possible invest in the top 2 categories for each region
  - This will cover ~40% or more of the videos