

# TRENDING YOUTUBE VIDEOS

---

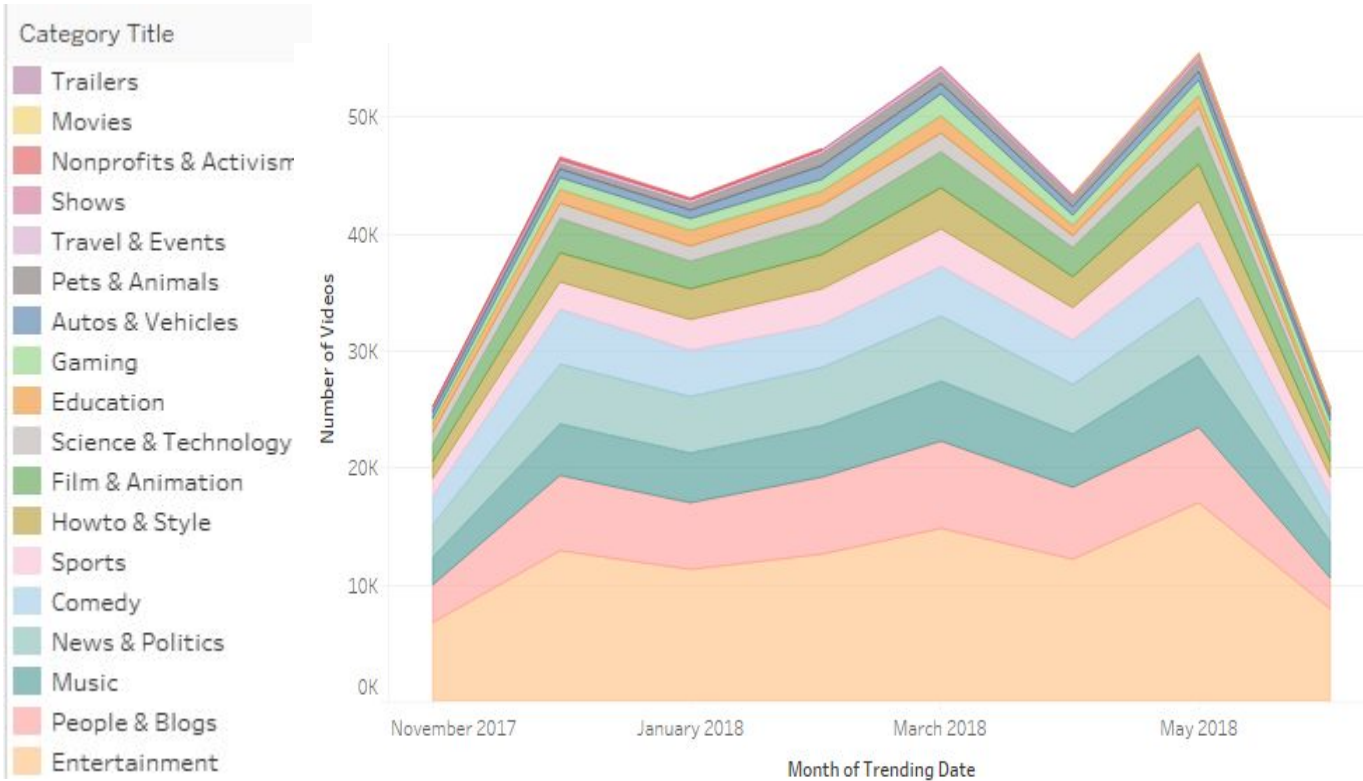
Quick Analysis of Trending YouTube  
Videos from 11/14/2017 - 6/14/2018

Presented by: Michelle Le  
Presentation date: 5/2/23  
Contact: [t.michelle.le@gmail.com](mailto:t.michelle.le@gmail.com)

# ABOUT THE DATA

- This data set includes the regions of United States, France, India, Japan, and Russia
- The categories include:
  - 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

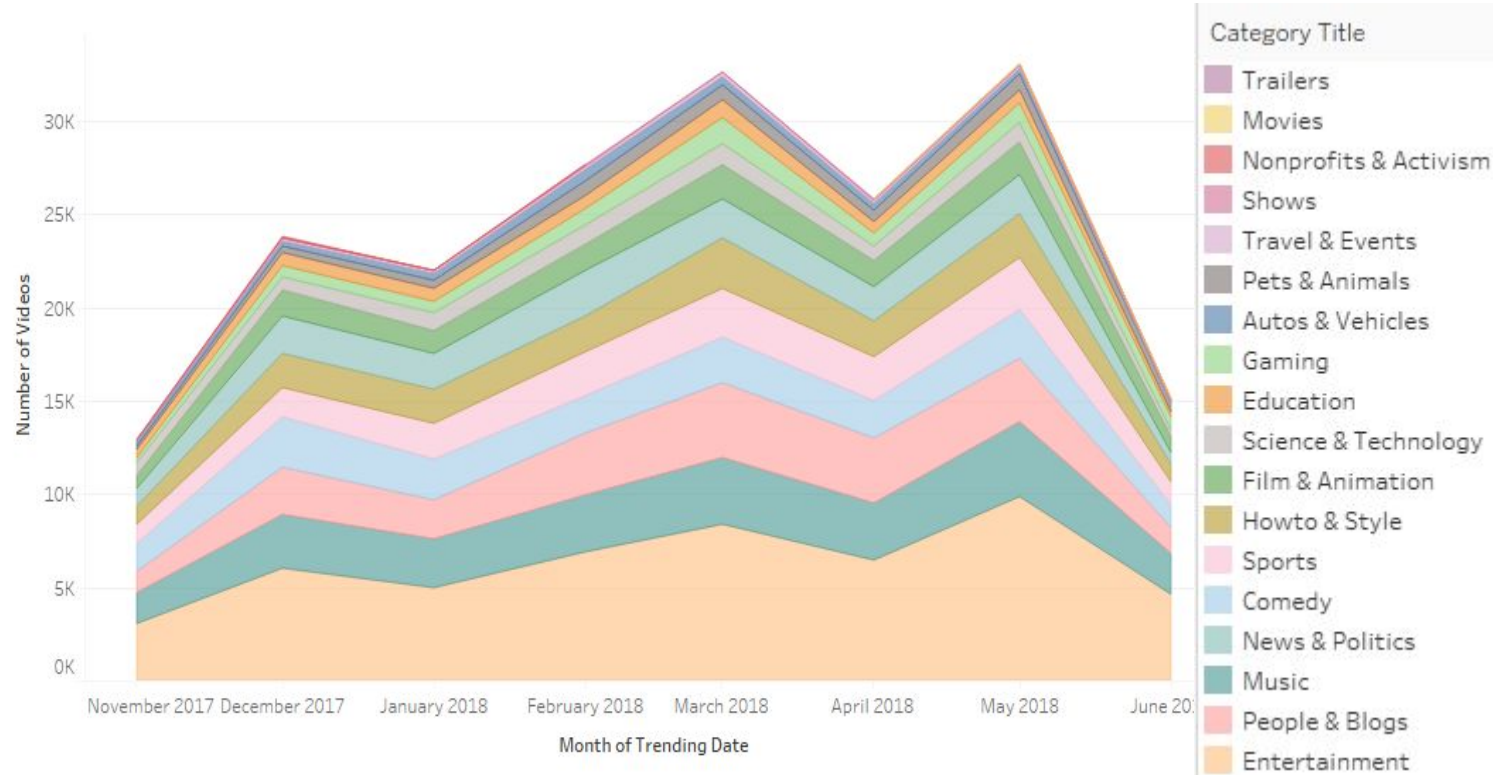
# TRENDING HISTORY FOR ALL COUNTRIES



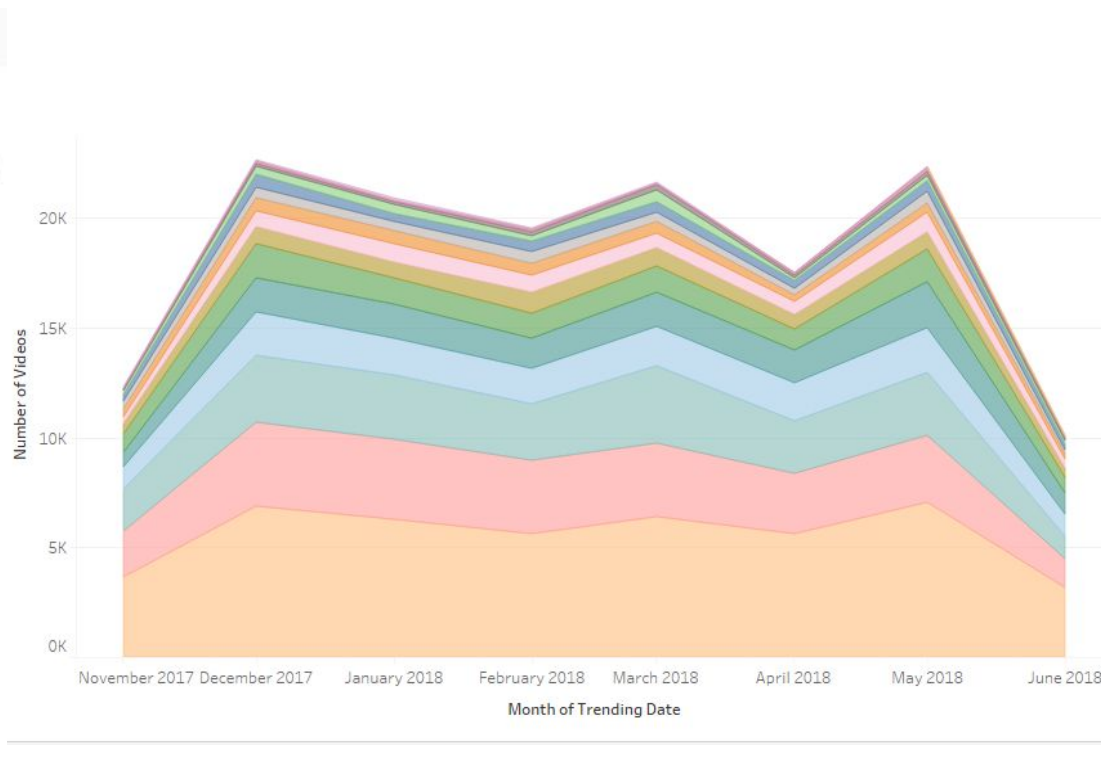
- Pets & animals and shows are the least popular category
- The highest observed peak is in May, but they all proceed to dip in June
- Entertainment is the most popular category of video

# TRENDING HISTORY FOR FRANCE, JAPAN, AND U.S

Interestingly,  
Japan, France,  
and US are  
three countries  
where news &  
politics are not  
in the top 3



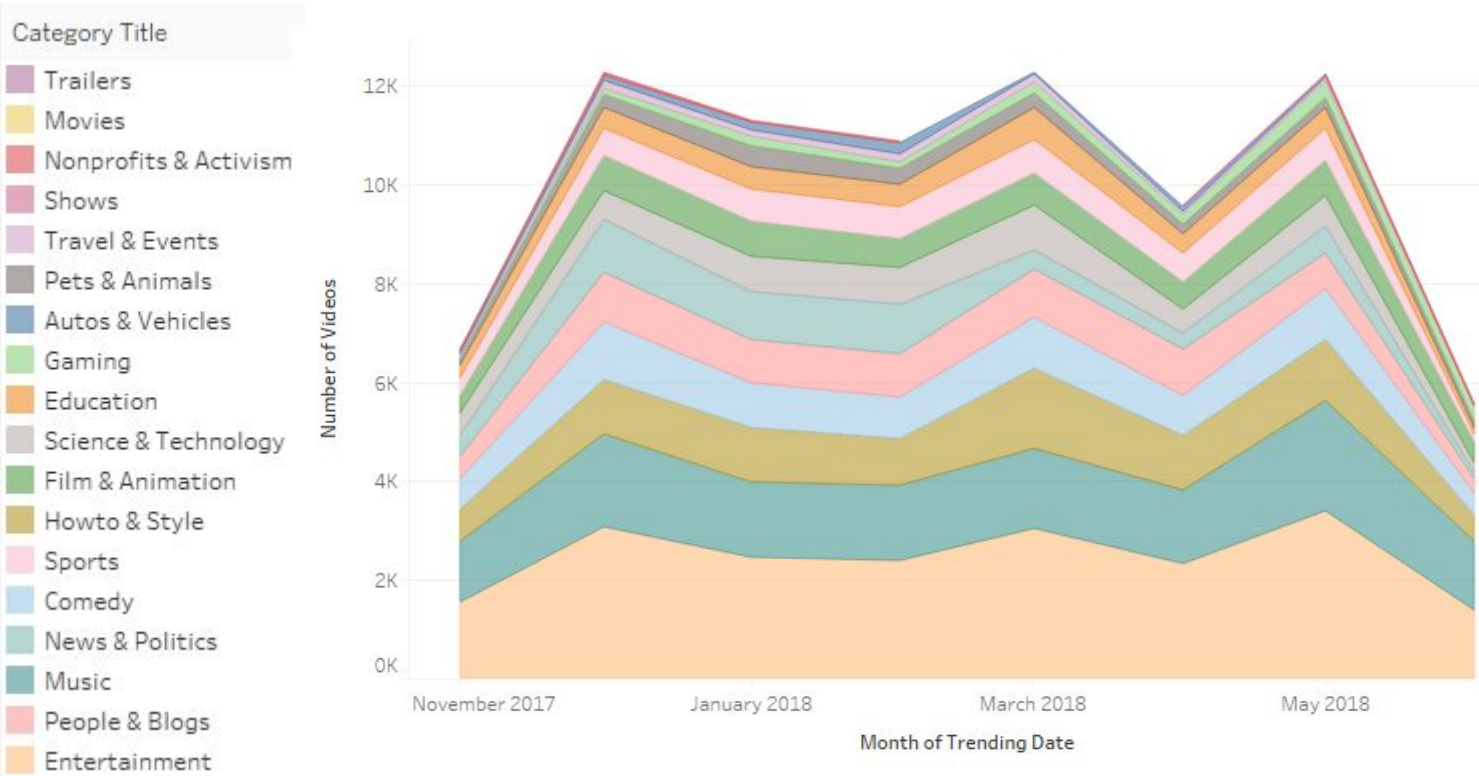
# TRENDING HISTORY FOR INDIA AND RUSSIA



Meanwhile news & politics is number 3 in India and Russia (next to people & blogs and entertainment)



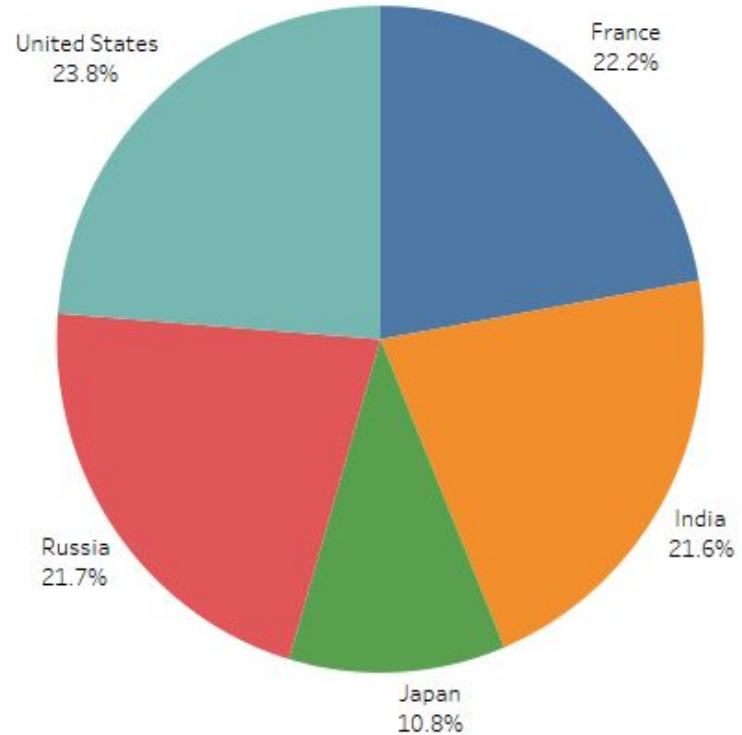
# TRENDING HISTORY FOR UNITED STATES



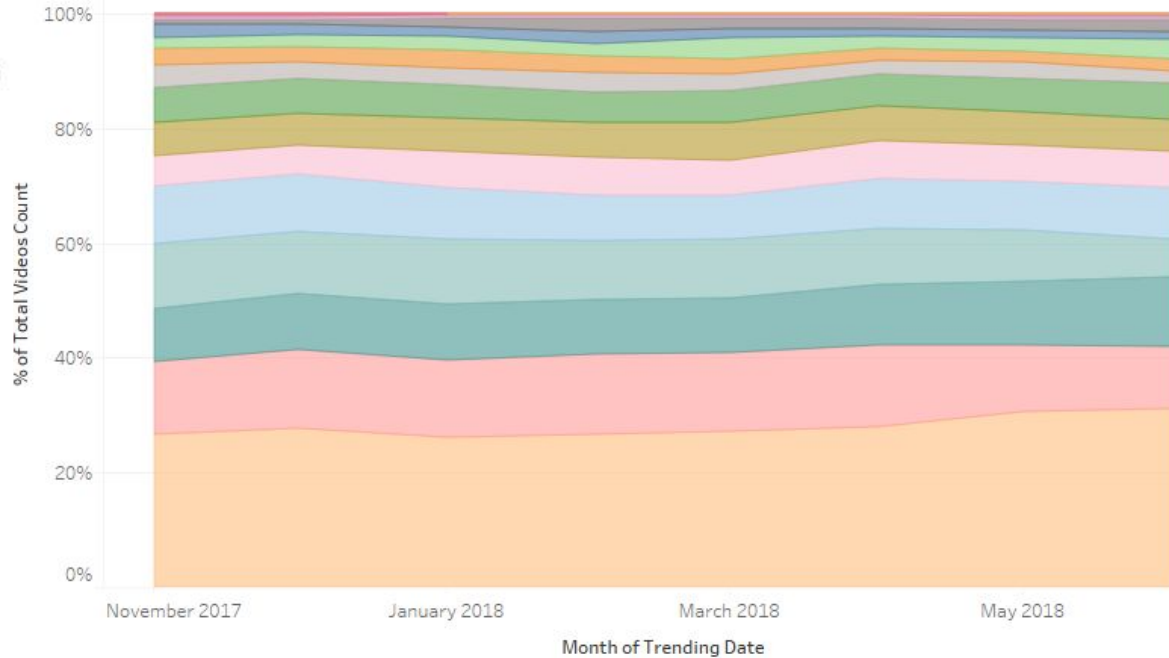
Entertainment, music, and howto & style are the top trending categories

## TRENDING VIDEOS BY COUNTRY

The US, followed by France, is the country that views the most videos during this time period



# PERCENT TOTAL OF TRENDING HISTORY FOR ALL COUNTRIES



- The category with the highest percent total for all trending videos is the entertainment category which stays steady at around 27% and increases to 30% in May
- This is followed by people & blogs which start at 17% and dips down to 13% at the end of the period



# TOTAL NUMBER OF VIDEOS BY CATEGORY AND REGION

- Entertainment is clearly the highest viewed category of videos with India having 32,924 videos during this period
- The following category are people & blogs
- There is not much information on trailers or movies
- Travel & events seem to be least popular next to movies

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

# CONCLUSION

- Entertainment followed by people & blogs trended the most often in all regions
- Japan, France, and US are three countries where news & politics are not in the top 3, while news & politics seem popular India and Russia (next to entertainment)
- Difference in popular categories might also vary due to cultural differences or laws that deal with censorship

Things to Consider:

- Movies and trailers had little to no data and can possibly be put in the same category
- Entertainment can be considered a broad name for a category. We suggest to further define the categories such as celebrities or dance

Link to Dashboard: [YouTube Trending Videos](#)