

# *video ad analysis*

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# Welcome!

- This project's aim was to facilitate the analysis of trending videos on YouTube, to determine what content deserves marketing attention most.
- We used Tableau to analyzed 12343 Youtube videos from France, Japan, India, USA, and Russia, during the years 2017-2018.

**You can visit our dashboard:**

[https://public.tableau.com/views/LilachsProject/Dashboard1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/LilachsProject/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)



# Three questions will be addressed :

*1. What video categories were trending last week?*

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*2. How were they distributed among various regions?*

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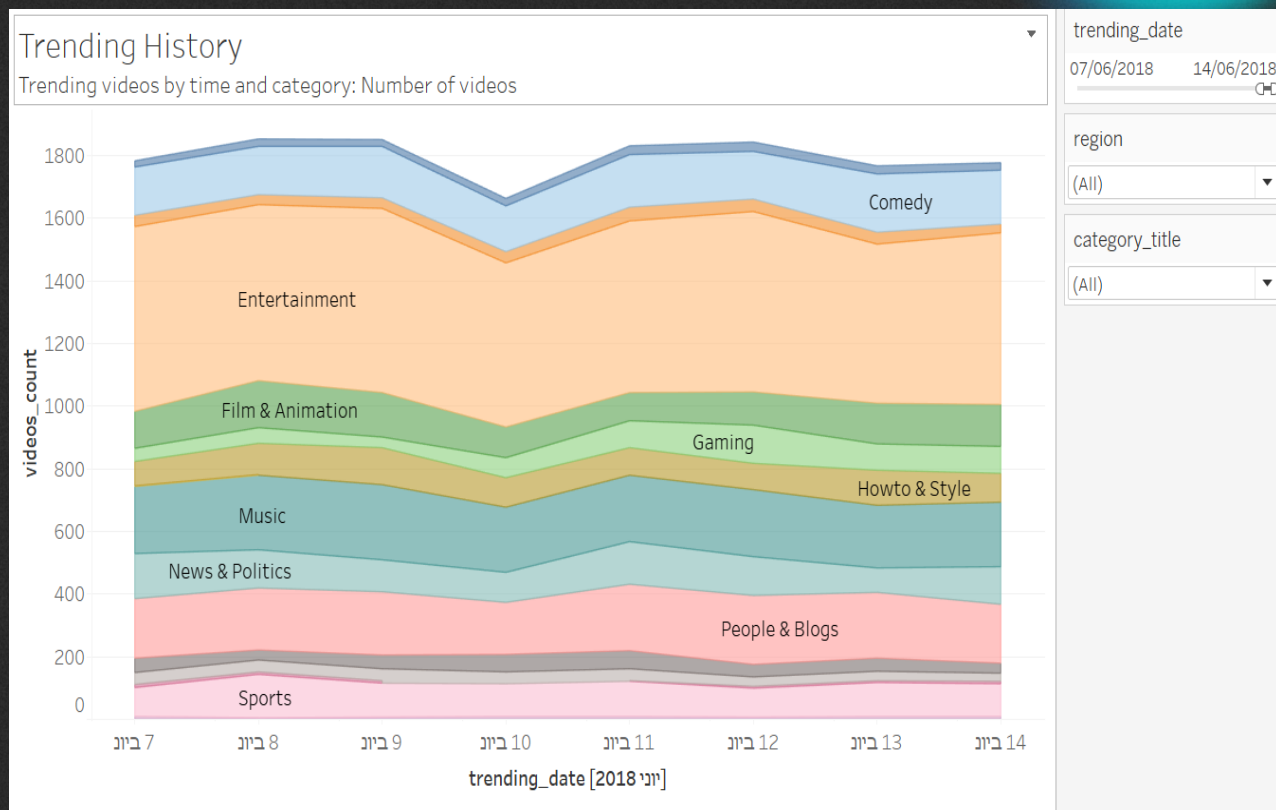
*3. What categories were especially popular in the United States?*

01

*What video  
categories were  
trending last week?*

The most popular video categories were:

1. Entertainment
2. Music
3. People & Blogs
4. Comedy





# 02

*How were they distributed  
among various regions?*

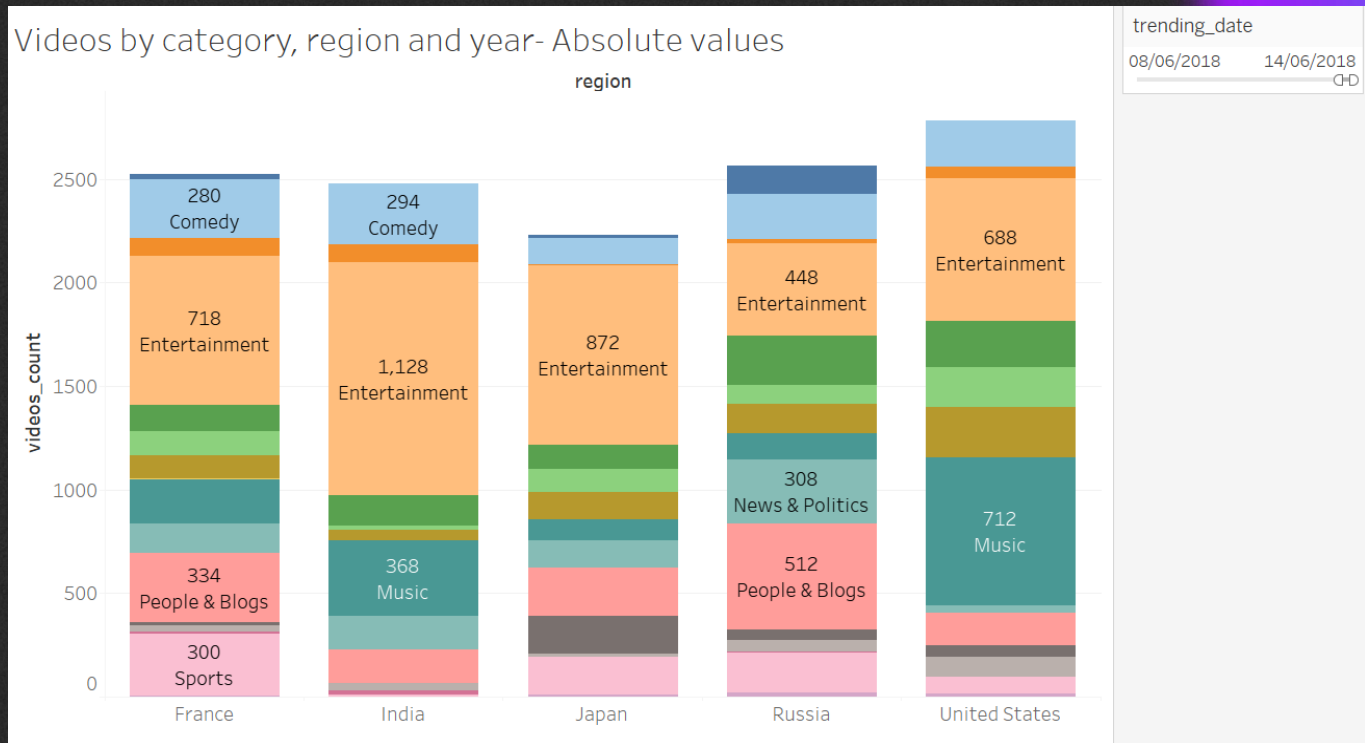
Vid categories were not evenly distributed in the world:

**ENTERTAINMENT** was prominent in all countries, but especially in France, India and Japan.

**MUSIC**, however, especially in the USA and India.

Other categories were more country-specific.

Stacked bar plot





## 03

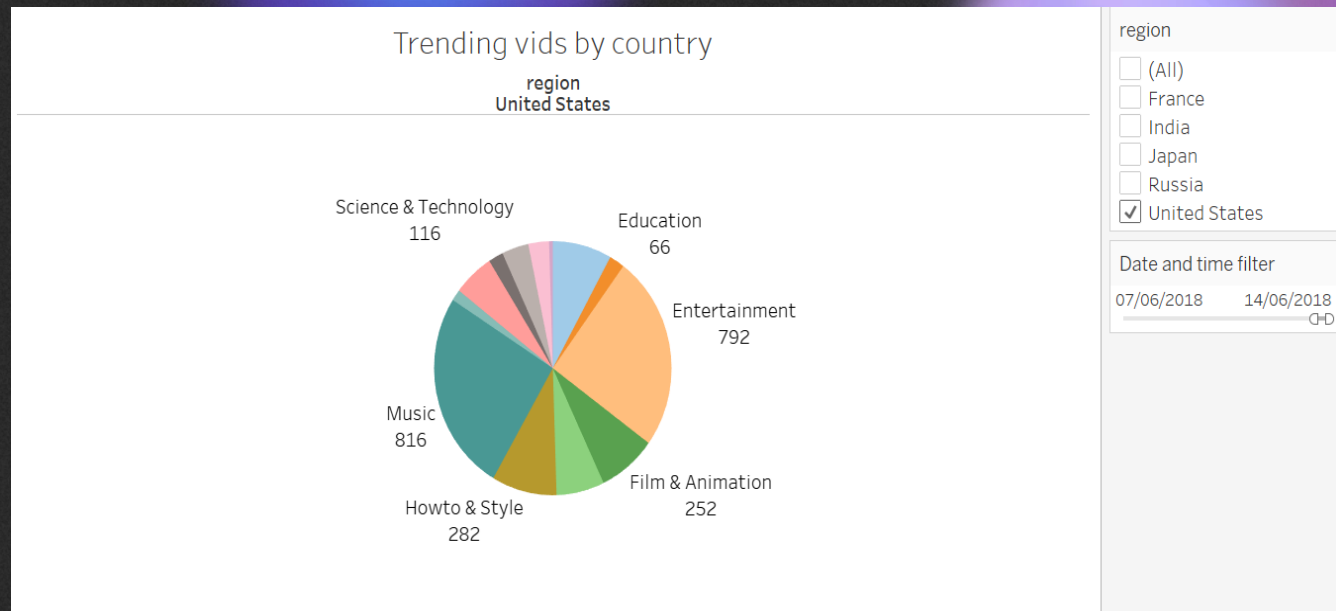
*What categories were especially popular in the United States?*



Last week, the top 5 most popular categories in the US were:

- ENTERTAINMENT
- MUSIC
- HOW TO & STYLE
- COMEDY
- FILM & ANIMATION

(Top to bottom)

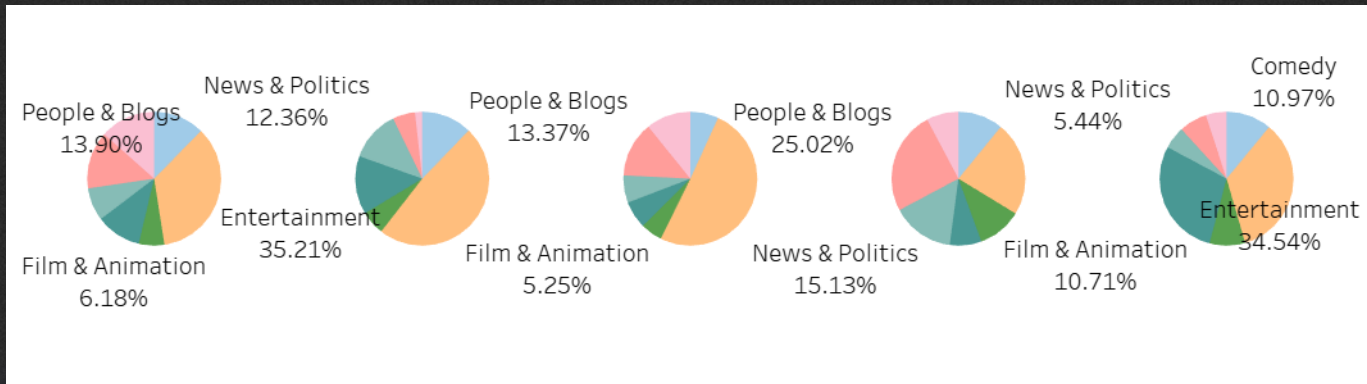


# Summary:

- Trending videos: despite having a slight drop in video numbers around June 10, the number of trending videos this week was quite similar to the one of the previous week.
- Videos by category: The top 5 categories were the same in both weeks, however, some categories lost a bit of their power this week (Entertainment) while others gained (Comedy, Film).
- Videos by category by country: The region is a factor that affects the distribution of trending videos across categories.



# *what content deserves marketing attention most? :*



*The answer is not simple: Category and region should definitely be taken into account.*

*See our dashboard:*

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