

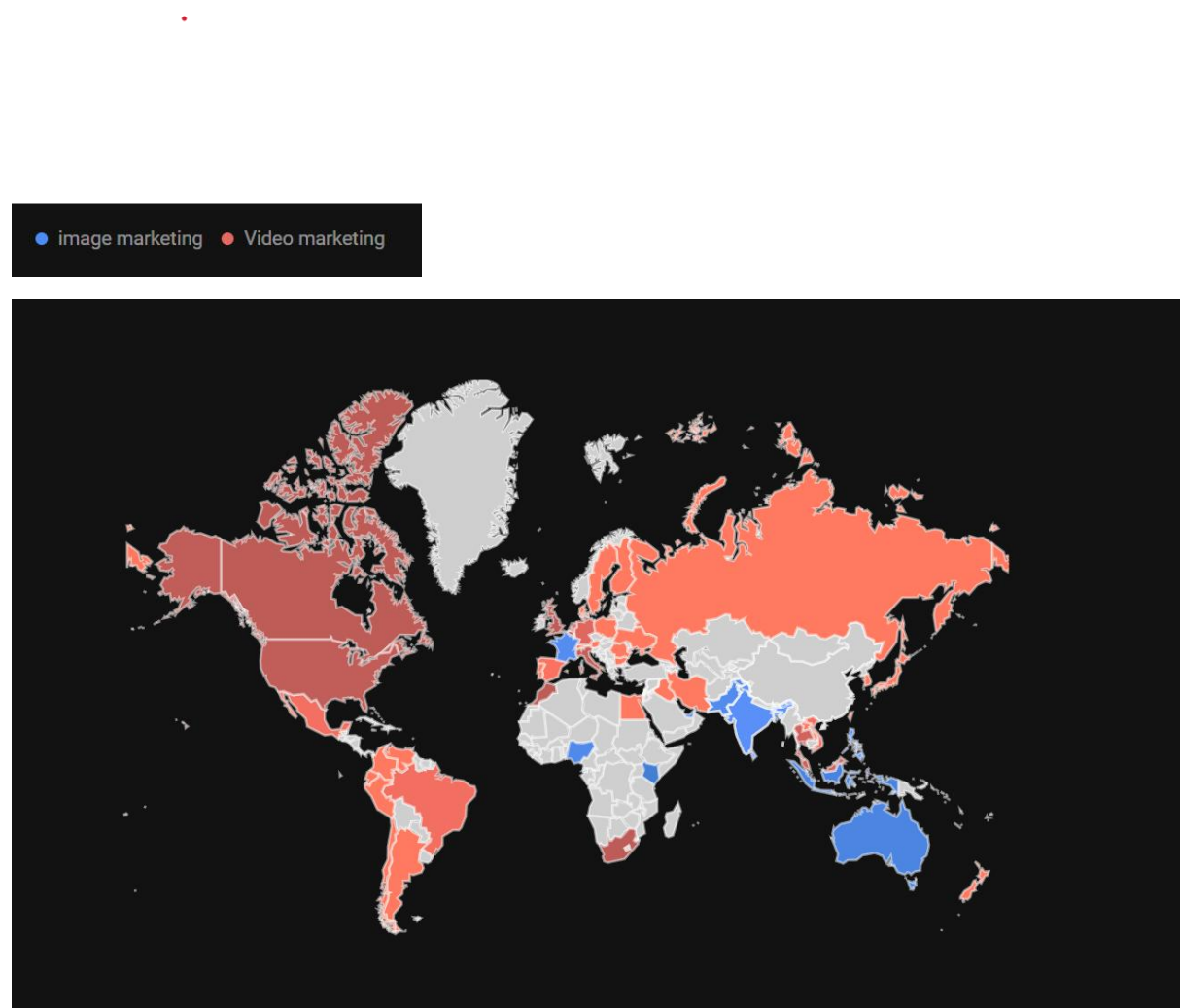
Dataset

<https://www.kaggle.com/datasets/dhruvildave/google-trends-dataset>

This is a curated dataset of Google Trends over the years. Every year, Google releases the trending search queries all over the world in various categories including details like location, year, category, rank, query. It has trends from 2001 to 2020.

Image marketing vs Video Marketing

In order to gain insights, between different kinds of marketing for example image marketing and video marketing from google trends data set, we compare the data and identify which form of marketing is popular across different countries.



We can observe many countries are dominated with video marketing than image marketing .