

WORLD TRENDING VIDEOS

analysis of trending-video history on YouTube
for the period of November 14, 2017 – June 14, 2018

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World Trending Vids dashboard functionality

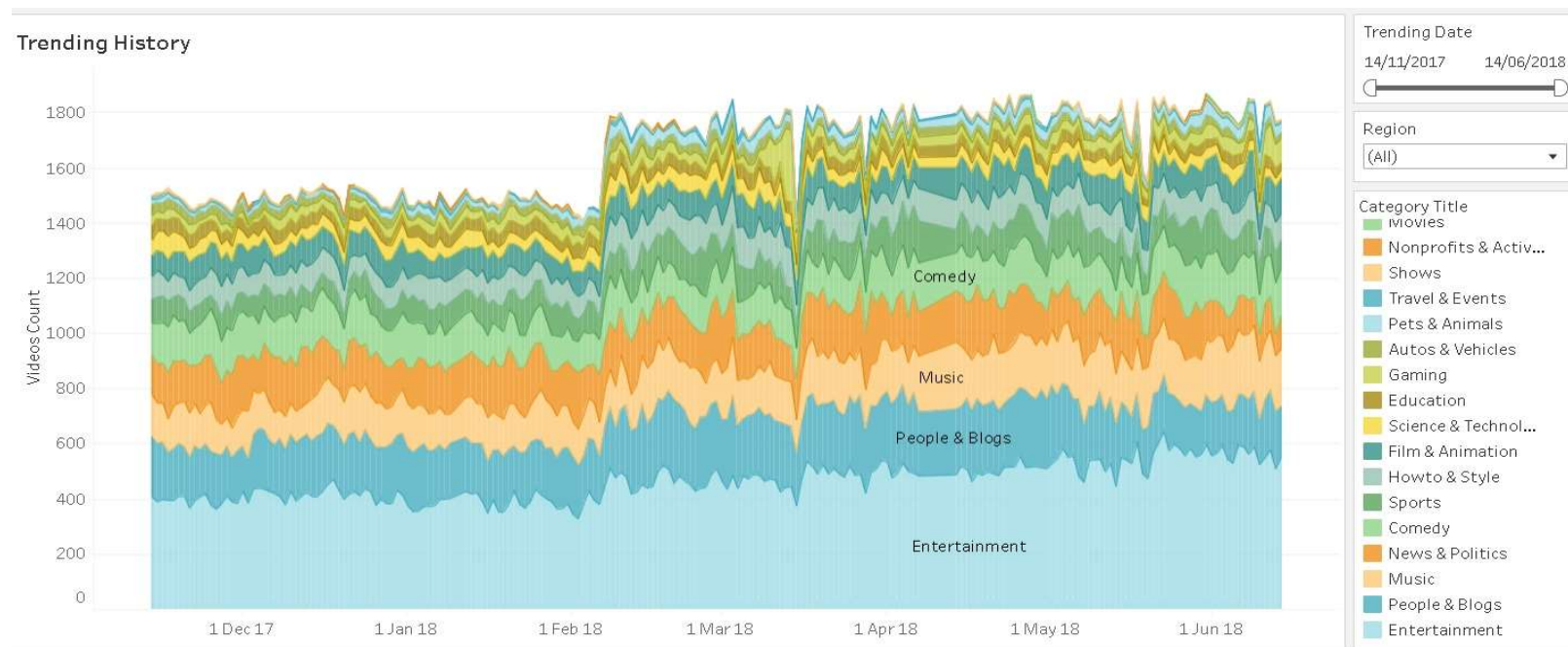
The dashboard [World Trending Vids](#) was designed for Sterling & Draper advertising agency to help its managers to get the following information on the daily basis:

1. What video categories were trending last day/week/month/period.
2. How were they distributed among various regions.
3. What categories were especially popular in each region.

Which video categories trended most often?

The most often trended video categories for the relevant period:

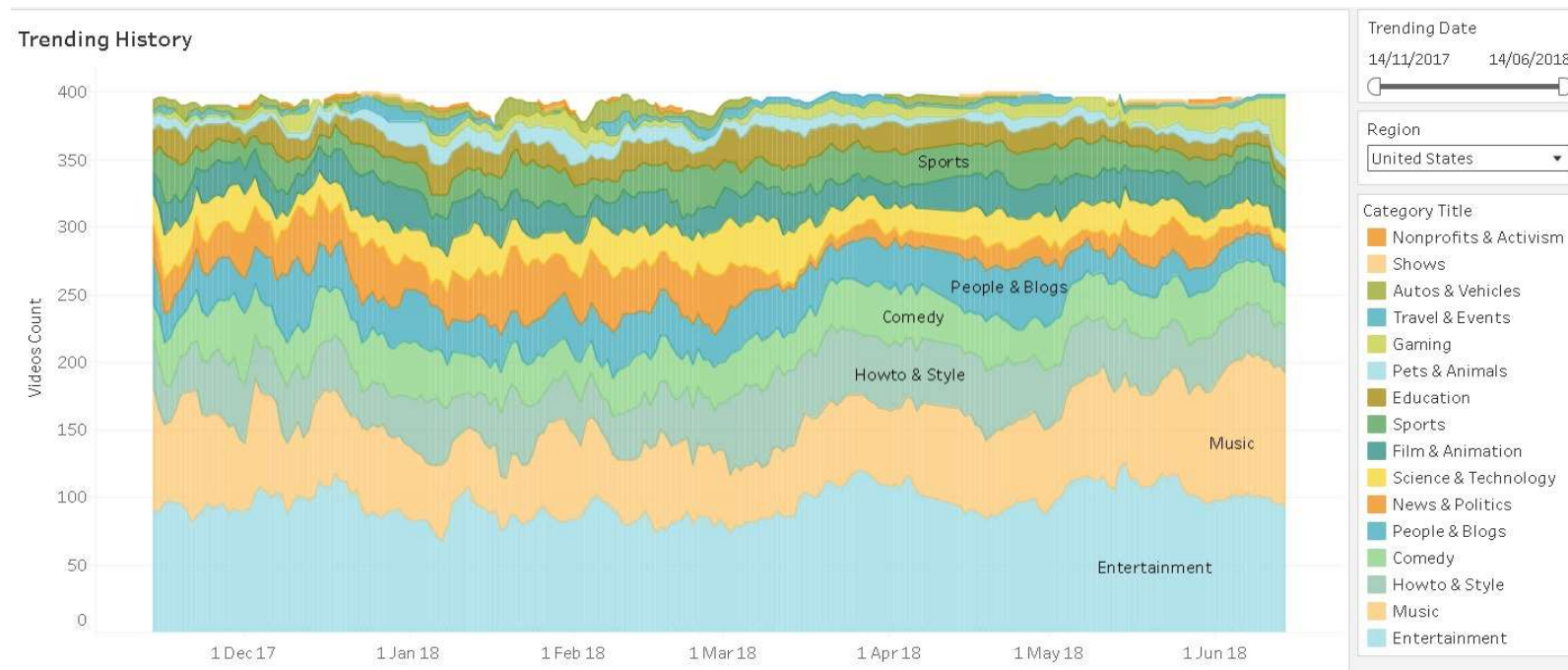
1. Entertainment
2. Peoples and blogs
3. Music
4. News & Politics
5. Comedy



The most popular categories in the United States?

The following video categories were the favorites in the USA:

1. Entertainment
2. Music
3. Howto & Style
4. Comedy
5. People & Blogs



Distribution of the categories among regions

- **Entertainment** Videos were the most popular in all regions with exception of Russia (2), where **Peoples & Blogs** category was the leader.
- **Music** videos, the second trending category in USA hold third place in India, but not so popular in France (5), Russia (8) and Japan (5).
- **Howto & Style**, the third trending category in USA, is less popular in other regions: France (7), India (8), Russia (6) and Japan (9).

Trending Vids by Country

