Yandex 100 - Automation Project

Goal:

Analysis of video trends in different regions worldwide.

Approach:

- Use csv file of videos counts by different categories
- Use Tableau for analysis, use different data calculations and graphs.
- Link to Tableau dashboard: Video Trends Dashboard

Nadav Navon

Popular Categories: Entertainment tops trended videos

- Entertainment makes 27.9% of the total data, 95K total views.
- Other noticeable categories: People & Blogs, Music, News & Politics, Comedy
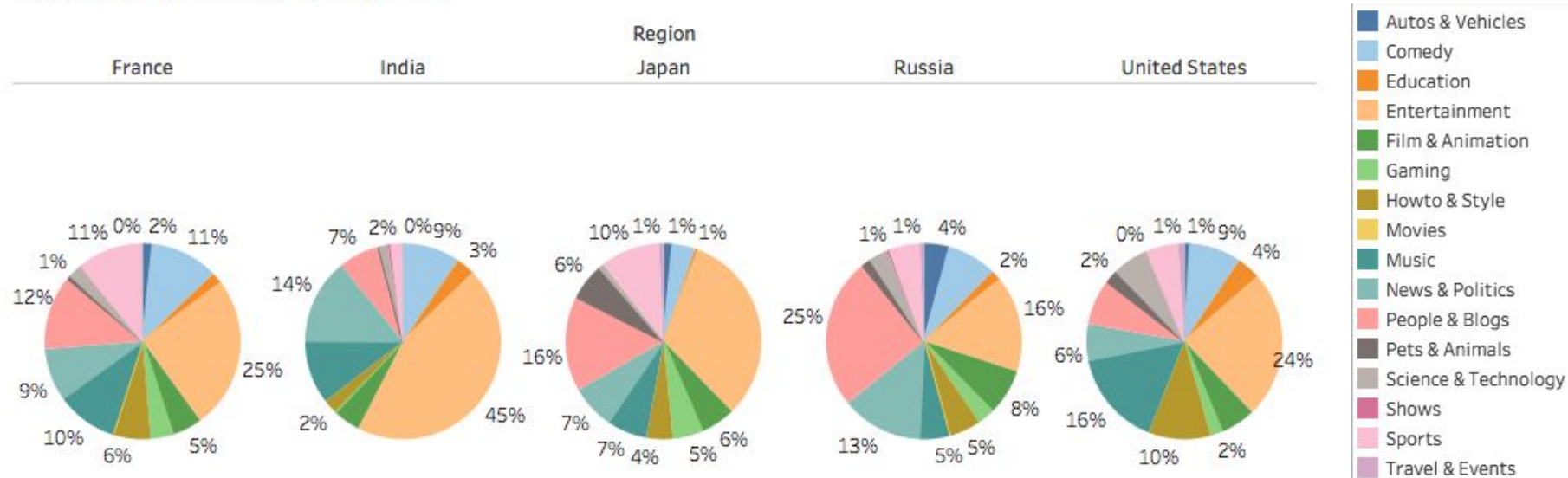
Regional Video Count Total

Category Title ⊟	France	India	Japan	Russia	United States	Grand Total

Top Trended Categories - Overall Look

Noticeable quick insights:

- There are significant variations between different regions.
- Entertainment makes ~45% of the videos in India.
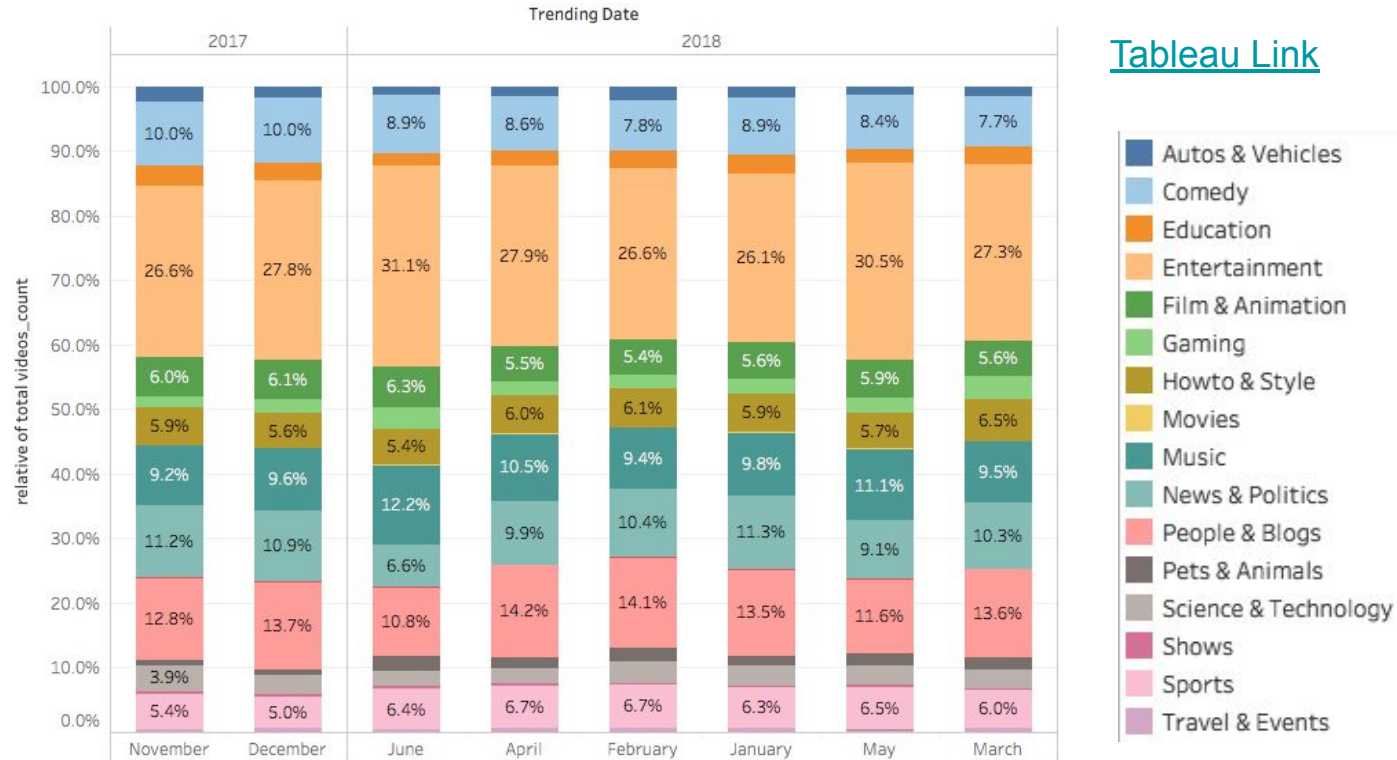- Entertainment is the most popular category overall.
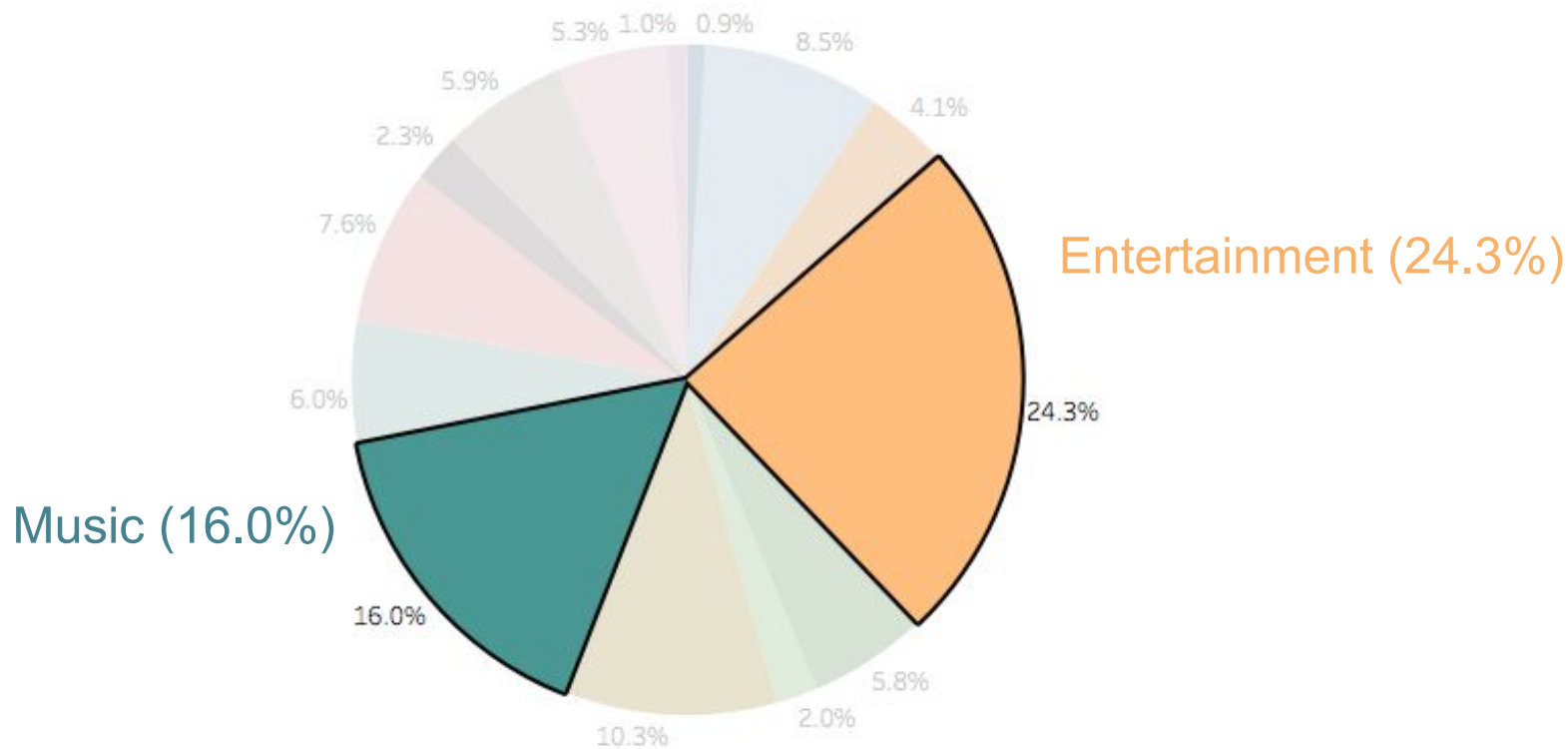
Regional Trending Categories

Region

France | India | Japan | Russia | United States

Legend:
- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Movies
- Music
- News & Politics
- People & Blogs
- Pets & Animals
- Science & Technology
- Shows
- Sports
- Travel & Events

Categories trend are stable year round:

Monthly Trends Precentage [%]

Top Trended Categories in the United States

Popular Trends Outside of the United States:

The following categories are more trended in other regions:

People & Blogs	News & Politics	Sports	Comedy
🇷🇺 25.0%	🇮🇳 14.1%	🇫🇷 10.6%	🇫🇷 11.2%
🇯🇵 15.8%	🇷🇺 13.4%	🇯🇵 9.8%	🇷🇺 9.3%
🇫🇷 12.4%	🇫🇷 8.7%		
	🇯🇵 7.2%		
🇺🇸 7.6%	🇺🇸 6.0%	🇺🇸 5.3%	🇺🇸 8.5%

For full Tableau table: Link

Conclusions

- **Entertainment** is the most trending category, with overall views of 95K worldwide, making 27.9% of the total data.

- **Entertainment** category is most dominant in India with 44.9% of the regions' total views.

- In the U.S, **Music** is the 2nd most popular category, with 16.0% of the region' total views.

- Other regions outside of the US show more popular trends of other categories, mostly:
    - News & Politics.
    - People & Blogs.
    - Sports.
    - Comedy.