

Analysis of Youtube Trending Videos



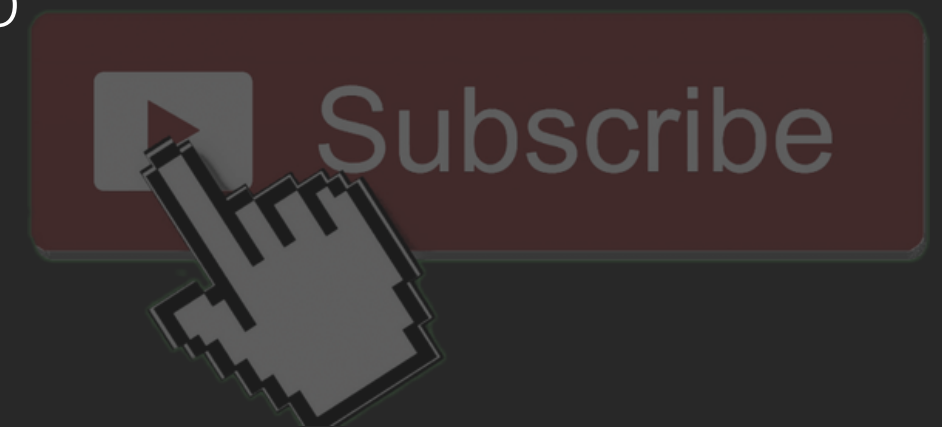
*Click here to see the
dashboard for this project*

Introduction

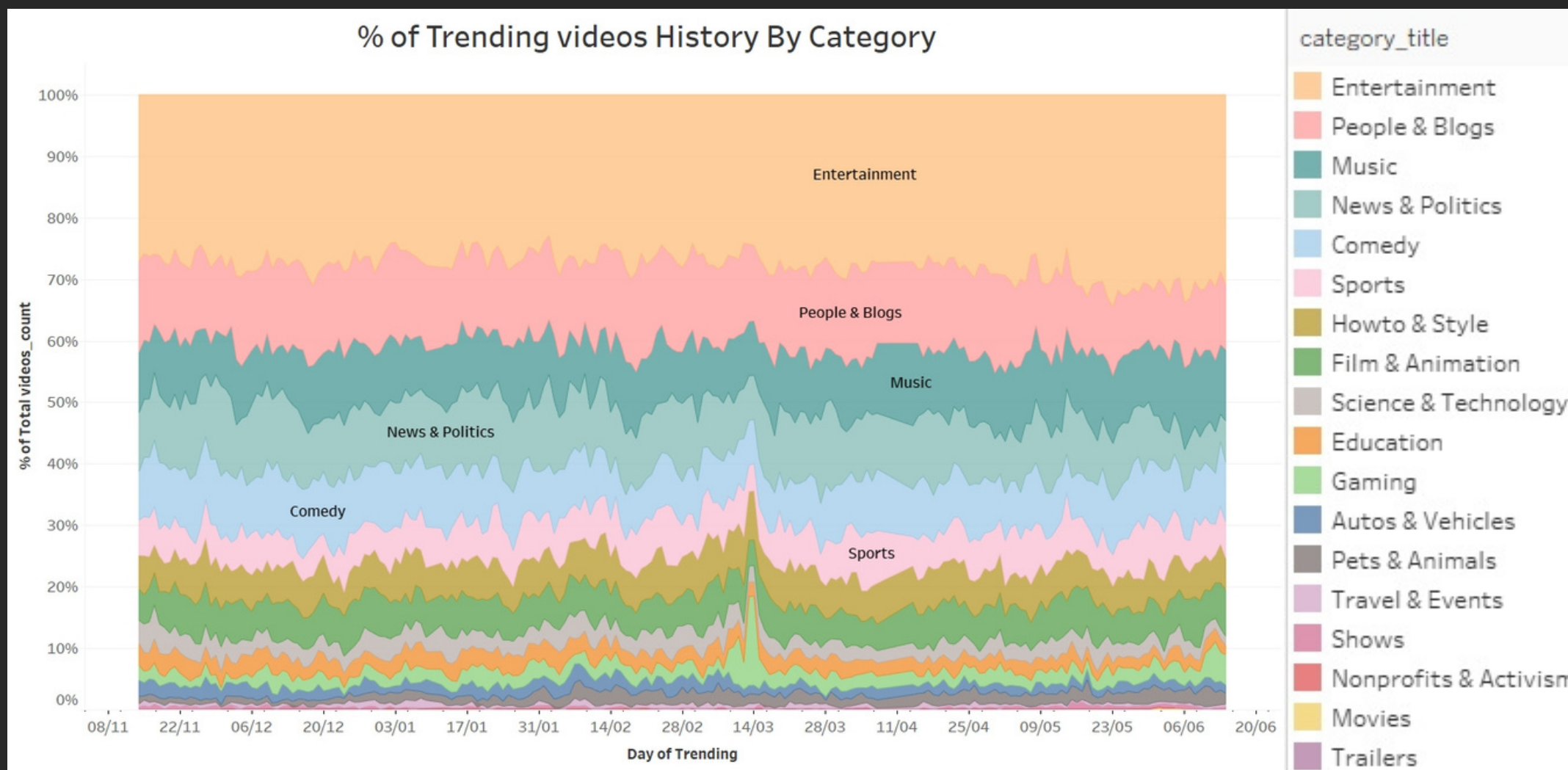
What are Trending Videos?

- Trending videos are videos which are picked by youtube (by Algorithm, Staff or both) and are presented to the entirety of the users of the website.*
- Trending on Youtube means, your video is getting massive coverage and is seen by millions of people.

It is no surprise then, that many ad companies, media channels and independent creators are constantly looking for ways to determine what kind of video will receive the Trending tag.

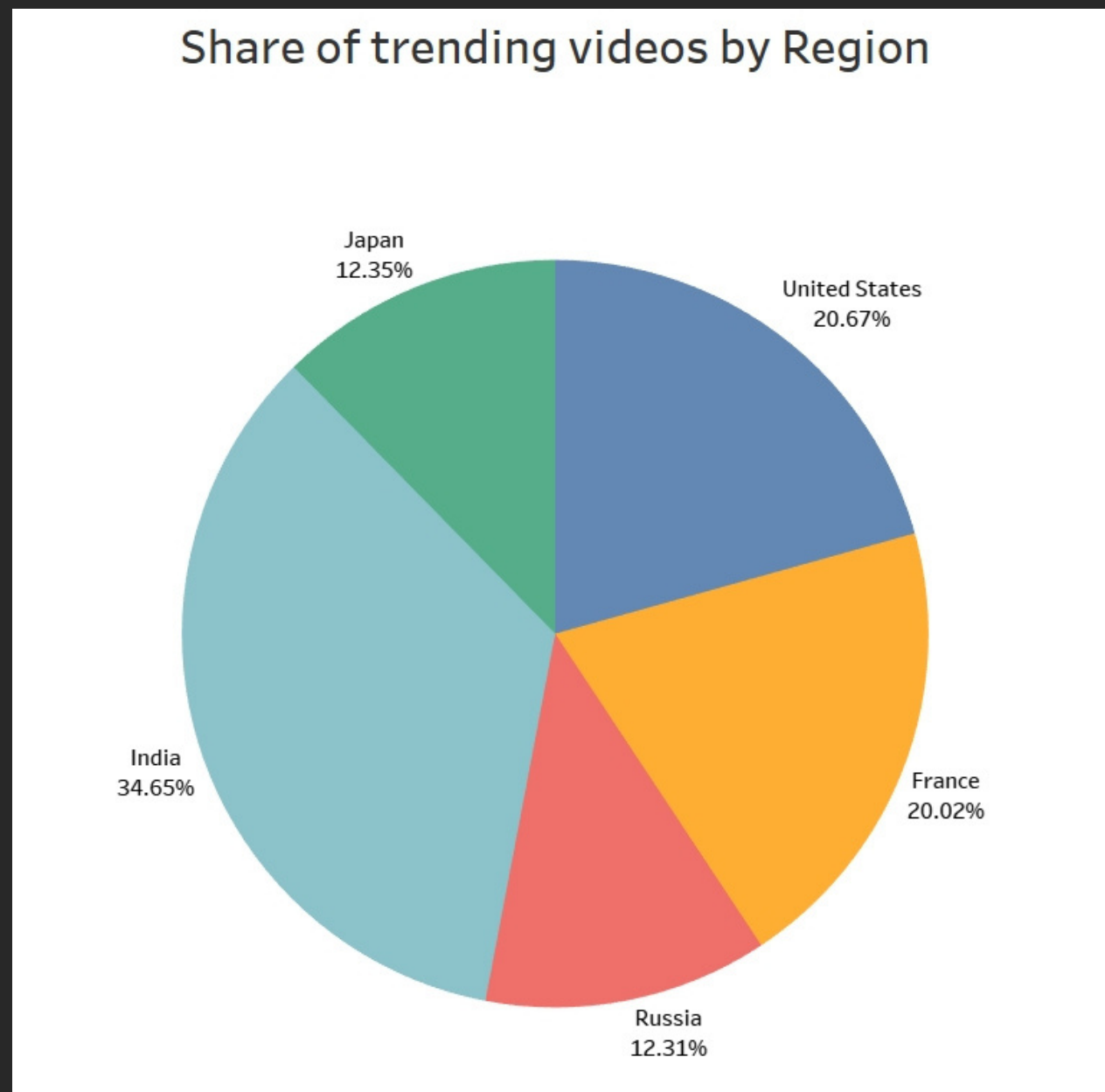


The name of the game: Entertainment



- We can see that the most frequently trending category is entertainment, which consistently makes over 25% of the trending videos daily.
- The runner ups are: People & Blogs, Music, News & politics, and Comedy.

India is the Leader in Entertainment Trending Videos



- India boasts an almost 35% share of the entertainment trending videos
- This is followed by the US and France, with Japan and Russia lagging behind.

Most Regions #1 Trend is Entertainment while Russia's #1 Trend is Blogs

Trending Videos by Country and Category					
Category	United States	Russia	region France	India	Japan
Entertainment	19,638	11,692	19,020	32,924	11,734
People & Blogs	6,122	18,452	9,346	4,988	5,792
Music	12,874	3,664	7,658	7,714	2,480
News & Politics	4,818	9,858	6,526	10,346	2,654
Comedy	6,870	5,968	8,446	6,814	1,372

- While Russia has as high entertainment trend numbers as Japan, it's most trending category by far is People & Blogs.
- Interestingly the Music genre trends high in the US but suffers greatly in Japan and Russia.

Conclusion

We set out to determine the profile of videos which tend to receive the trending tag on Youtube.

We examined videos from multiple regions of interest: USA, Japan, Russia, India, and France.

Our final results show:

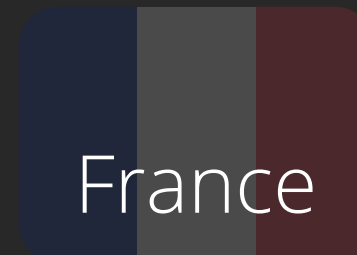
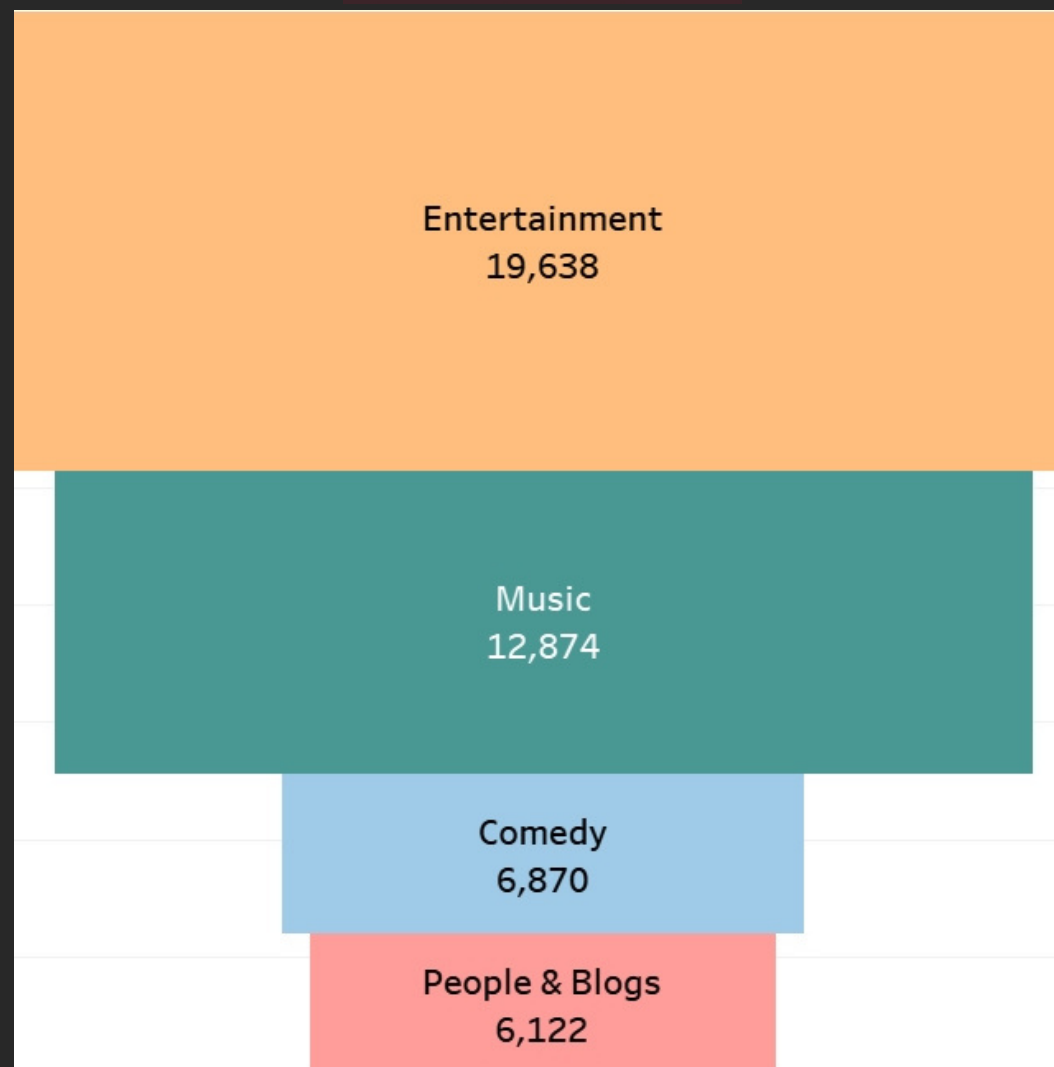
- The Overall **#1** trending category is **Entertainment**, which is strong especially in India.
- Other noteworthy categories are: **People & Blogs, Music, News & Politics, Comedy**
- Trends seem to change between the regions. For example Music is trending high in the US but low in Japan.

Marketing Recommendations

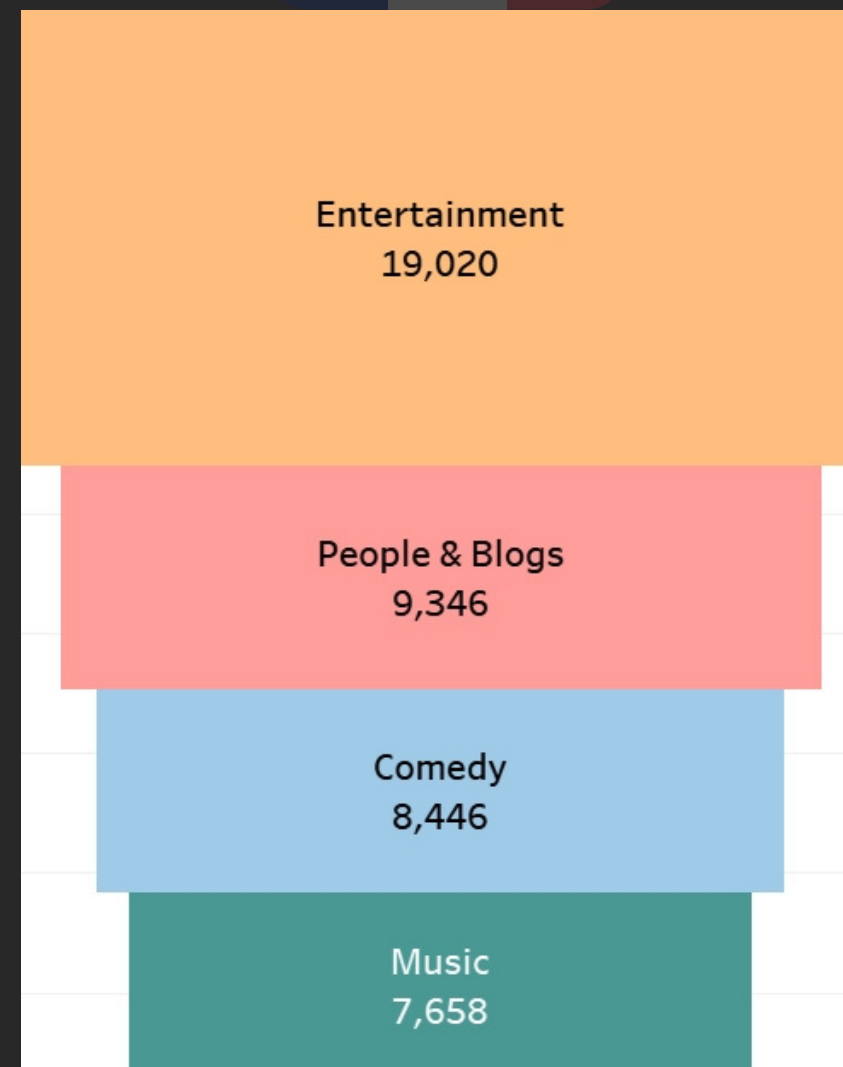
In light of our conclusions and in order to maximize marketing efforts, we collected the categories that are the most trending for each region



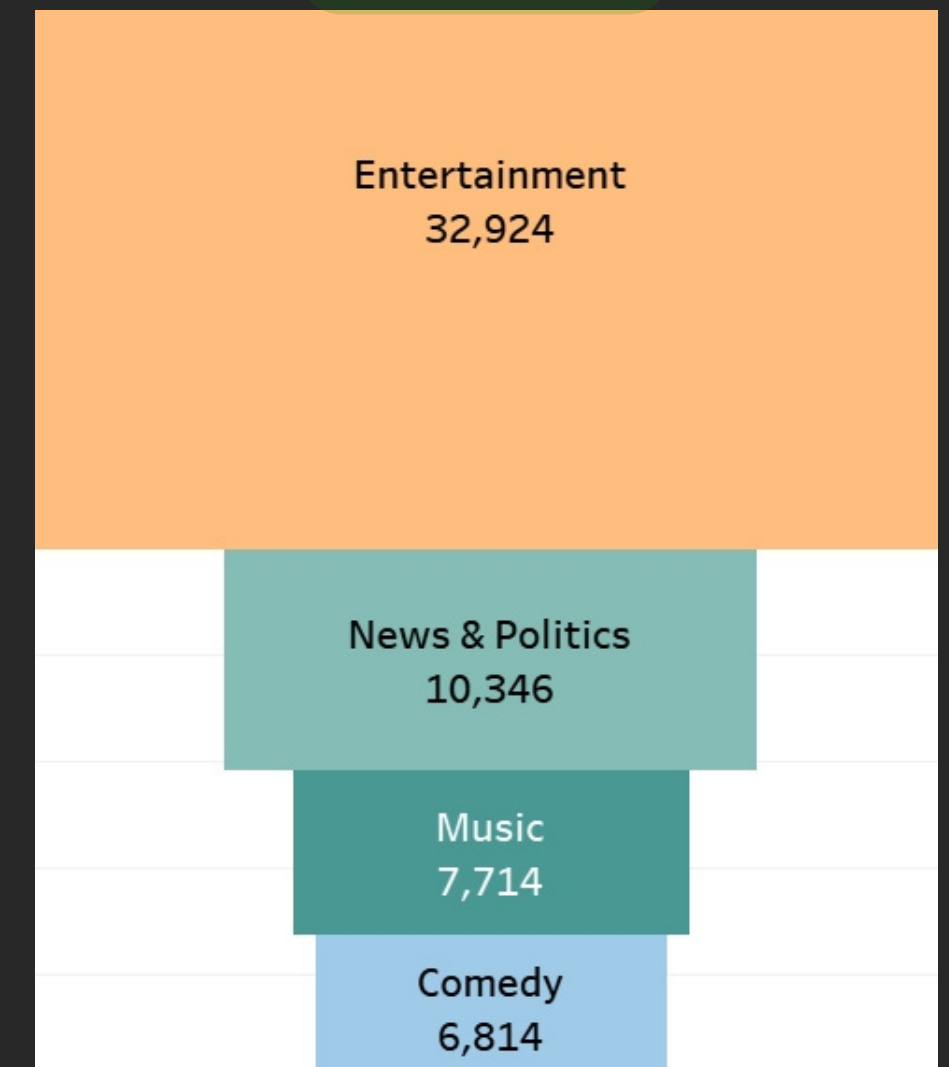
USA



France

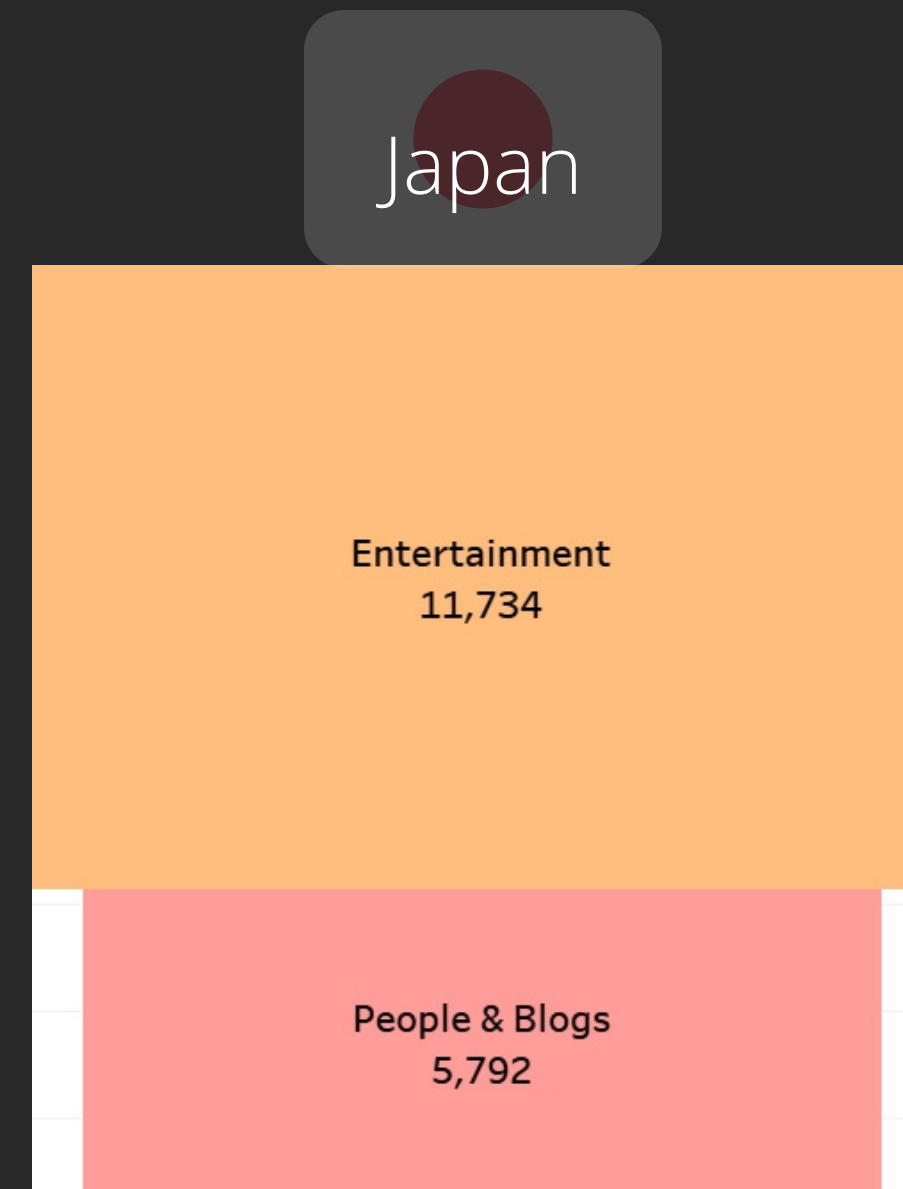
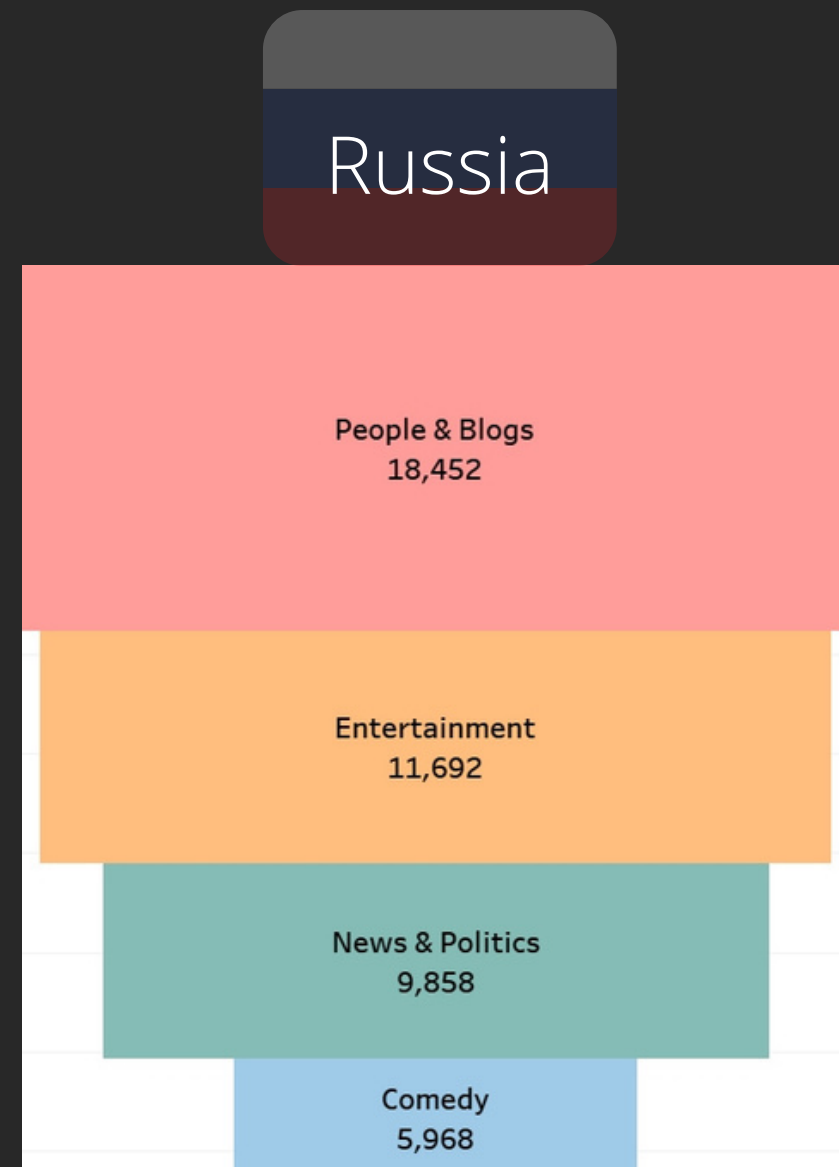


India



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Thank you
for your
time!