Trending Videos Dashboard

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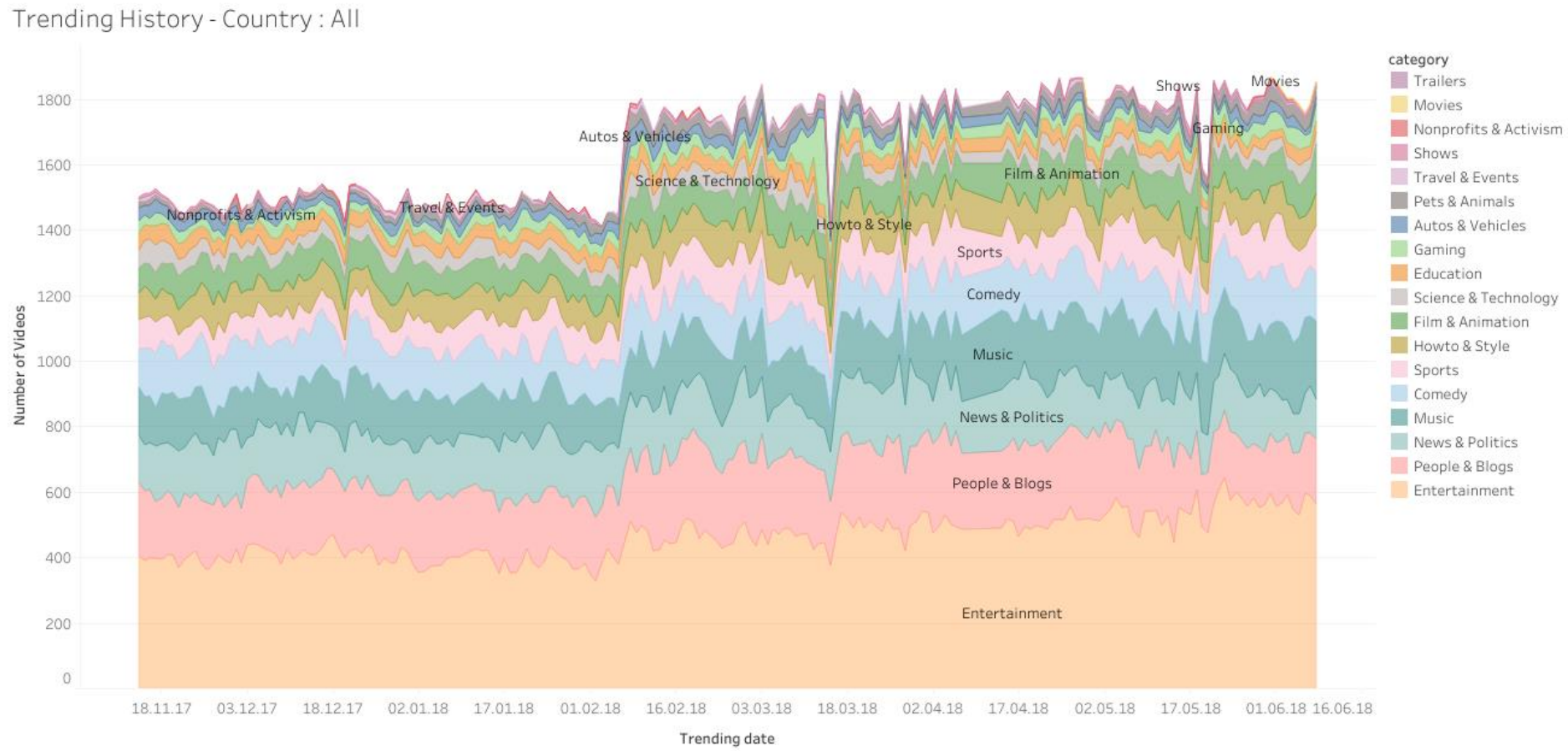
- Trending videos on YouTube were analyzed to determine what content deserves marketing attention.
- Data source: trending_by_time.csv
- There are 329264 videos trending from 14.11.17 to 8.06.18, each with a specific category (Entertainment, Music, News & Politics, etc.), region, and trending date. The data was grouped by trending date, by country, by video category, and several charts and a table were made to prepare a dashboard.
- Filtering by region and trending date allows us to analyze data in detail.
- Tableau presentation: https://public.tableau.com/views/TrendingVideos_16914021346520/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

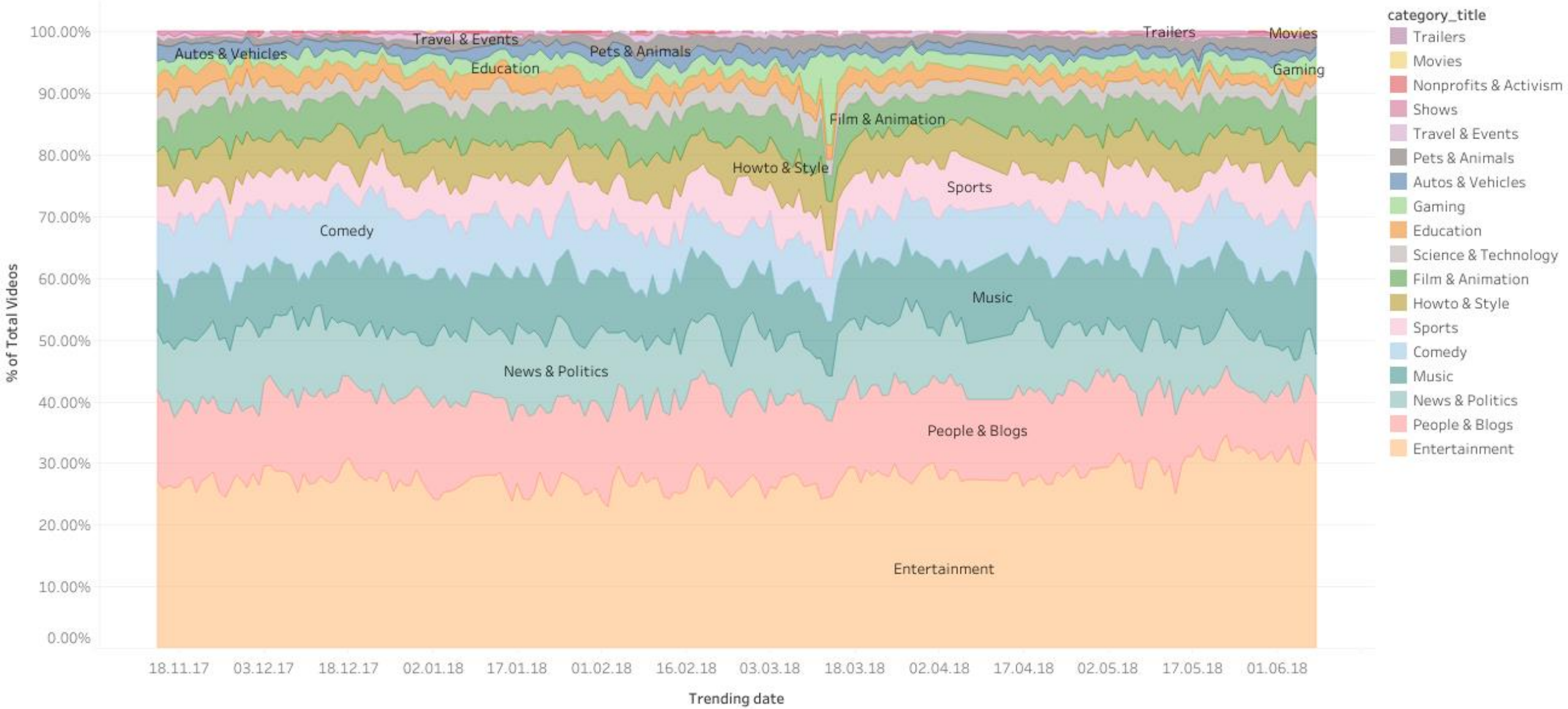
The dashboard was created containing:

- “Trending History” chart— trending videos split by trending time and category (absolute values, stacked area chart)
- “Trending History, %” chart— trending videos split by trending time and category (% of total, stacked area chart)
- “Trending Vids by Country” chart– trending videos split by country (relative values, pie chart)
- “Trending by Country and Category” table showing correspondence between the categories and countries with the absolute number of videos in cells highlighted relative to their values (highlighted table)

The first two charts answer question 1: Which video categories trended most often?



Trending History, % - Country : All



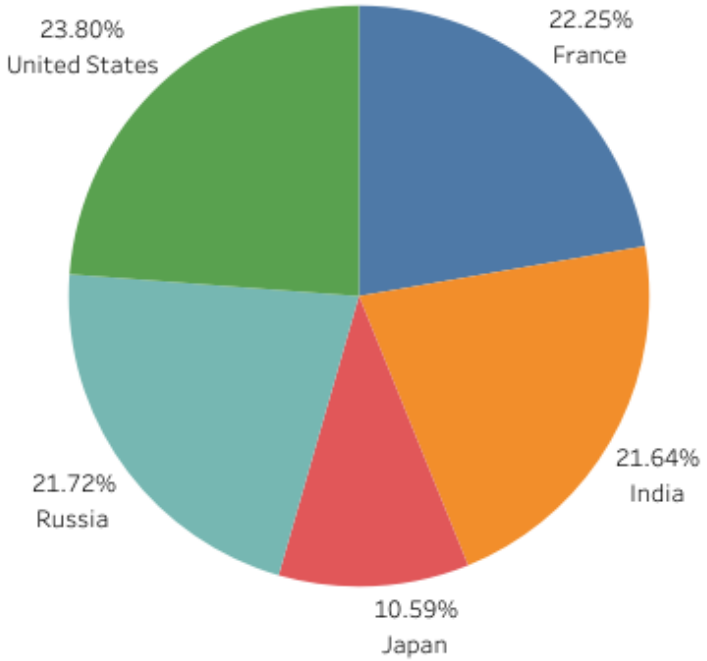
Which categories trended most often?

Trending videos can be of 18 different categories, which differ a lot by popularity.
For the entire period of observation, Entertainment category trended most often: 328 - 643 videos a day (23-34% of total videos). The second comes People and Blogs (10-16% of total), then News & Politics, Music and Comedy.
Each day there were about 1500 videos and after 6.02 about 1850 videos, but all the time these top 5 categories together make up about 70% of total videos.

Pie Chart: videos distributed per country

Trending Vids by Country : All

Total 329264 videos



Question 2: How were the trending videos distributed among regions?

The pie chart above shows the results aggregated over the whole period observed. The shares of videos are almost equal among the four countries:

- **US** 23.80%
- **France** 22.25%
- **Russia** 21.72%
- **India** 21.64%

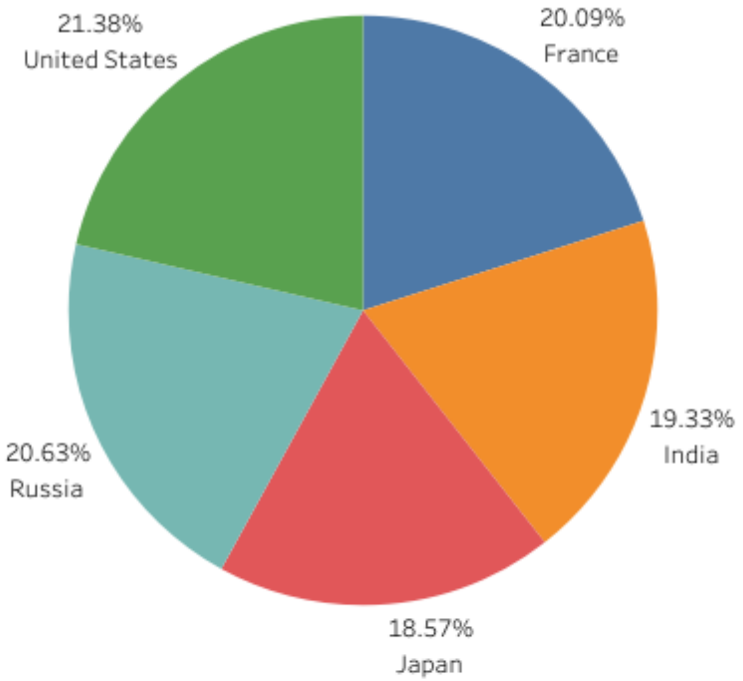
The difference between the countries is just 1-2 %.

The share of **Japan** is twice smaller – 10.59%, but we got data from Japan only since 6.02.2018 (2.5 months are missing – more than half of the whole period of observation). We may suppose that if we had complete information on Japanese videos, their share would be much greater. Let's check it.

Distribution per country on 8.06.2018

Trending Vids by Country : All

Total 329264 videos



%_of_Total
100

region
France
India
Japan
Russia
United States

When we set the filter on 8.06. 2018 (the last day of observation) the shares of videos per country are:

- US 21.38%
- Russia 20.63%
- France 20.09%
- India 19.33%
- Japan 18.57%

We see that the first four countries have lost about 2 % compared to the total aggregated numbers, but Japan's share has grown up to 18.57%.

If we exclude the period before 6.02.2018 and only look at data when Japan's videos were presented, the distribution of trending videos will be more or less the same: US about 22%, then Russia, France, India very close to each other, and Japan with about 17 -18% of total videos is the last.

Question 3: what categories were especially popular in the US?

Trending by Country and Category: All

	France	India	Japan	Russia	United States
Entertainment	18,422	31,954	10,974	11,316	19,050
People & Blogs	9,048	4,852	5,608	18,008	5,986
Sports	7,758	1,416	3,462	3,520	4,182
News & Politics	6,404	10,208	2,548	9,598	4,788
Music	7,488	7,390	2,400	3,566	12,266
Pets & Animals	454	6	2,086	1,108	1,784
Film & Animation	3,660	3,180	2,056	5,474	4,492
Gaming	2,682	116	1,740	1,964	1,430
Howto & Style	4,562	1,626	1,464	3,812	8,072
Comedy	8,200	6,568	1,256	5,780	6,678
Autos & Vehicles	1,198	138	524	2,998	758
Science & Technology	1,558	1,072	284	2,180	4,638
Travel & Events	200	16	264	494	792
Education	1,400	2,288	210	1,310	3,234
Trailers	4				
Shows	190	392		384	114
Nonprofits & Activism					106
Movies	22	32		2	

videos_count

2 31,954

The top 5 categories in the US are:

- Entertainment – 19050 videos
- Music – 12266
- Howto & Style – 8072
- Comedy – 6678
- People & Blogs – 5986

The US category rating is unique, each region has its own hierarchy of popular categories.

Question 4: Were there any differences between the categories popular in the US and those popular elsewhere?

No country follows the same order of categories by popularity as the one mentioned above (question 1) when the data is not split by country.

The most popular in US **Entertainment** is also the first in ratings of almost all countries except for Russia, where People & Blogs has come forward with 18008 videos VS 11316 Entertainment.

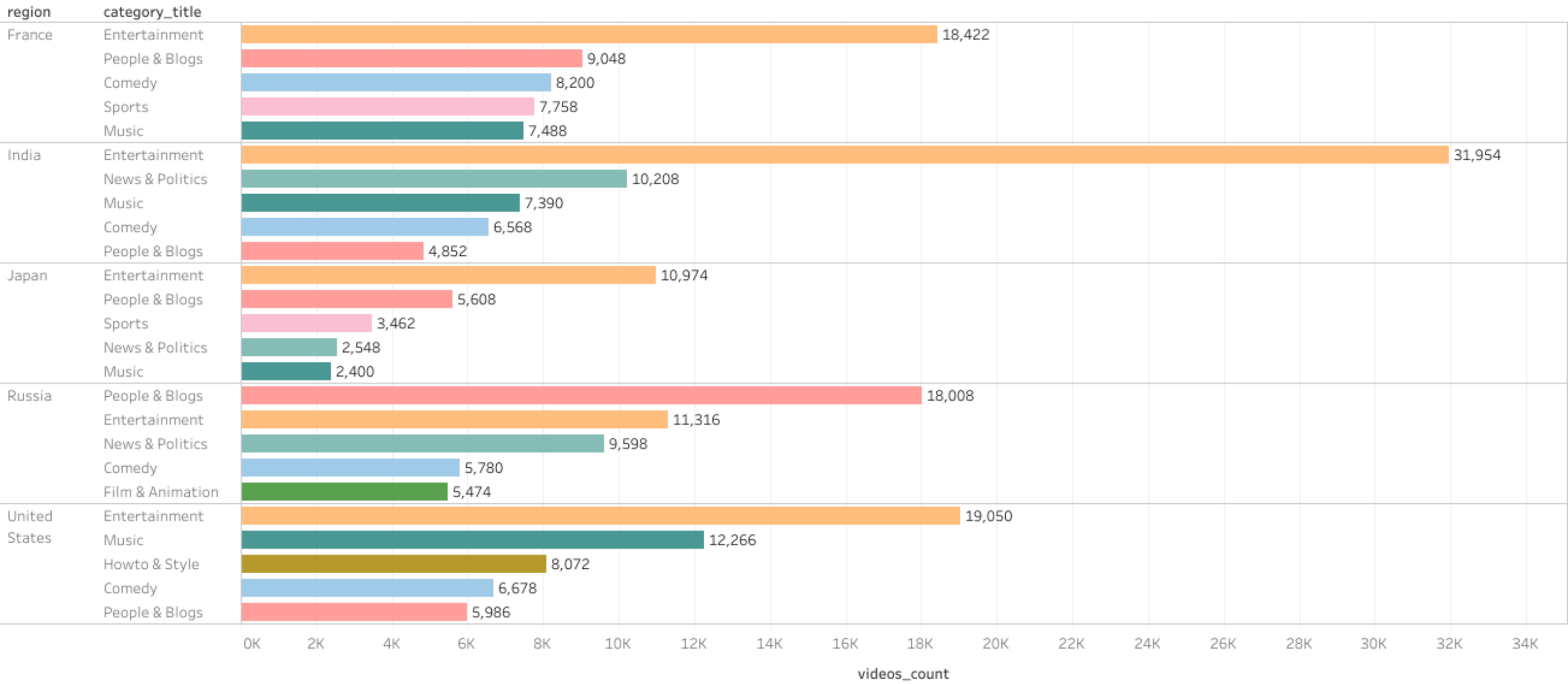
The second most popular in the US **Music** category is the 3rd in India, the 5th in Japan, and only the 6th and the 7th in France and Russia (out of the top 5), so the USA and India have the biggest share of music lovers.

Howto & Style - the third category in the US - is no more in Top 5 elsewhere, but it's the 6th in Russia, the 7th in India and France, the 9th in Japan.

Comedy - the fourth in the US - keeps its 4th place in Russia and India, goes up to the 3rd place in France, and drops down to 10th place in Japan.

People & Blogs – the fifth in the US – is also the 5th in India, but the 2nd in France and Japan and the 1st in Russia.

Top 5 categories by region



So, the US and India have three categories that take the same place in the top 5 ratings, while other countries have just 1 such common category in the same place.
If we count category shift in points (for instance, Comedy is 4th in the US, 4th in India (shift 0) and Russia (shift 0), 3rd in France (shift +1), 10th in Japan (shift -6), we find that the longest distance from the US is to Japan (20 points), then to Russia (13) and France.
India has the minimum number of shifting points (5), so its hierarchy of famous video categories is the closest to that of the US.

Recommendations

To make improvements the managers should take into account the results of our analysis:

- to focus on categories that trend most often and make the maximum share of trending videos;
- to pay attention to all regions, since their shares don’t differ much;
- to respect regional preferences and follow tending video ratings on each country’s market.