

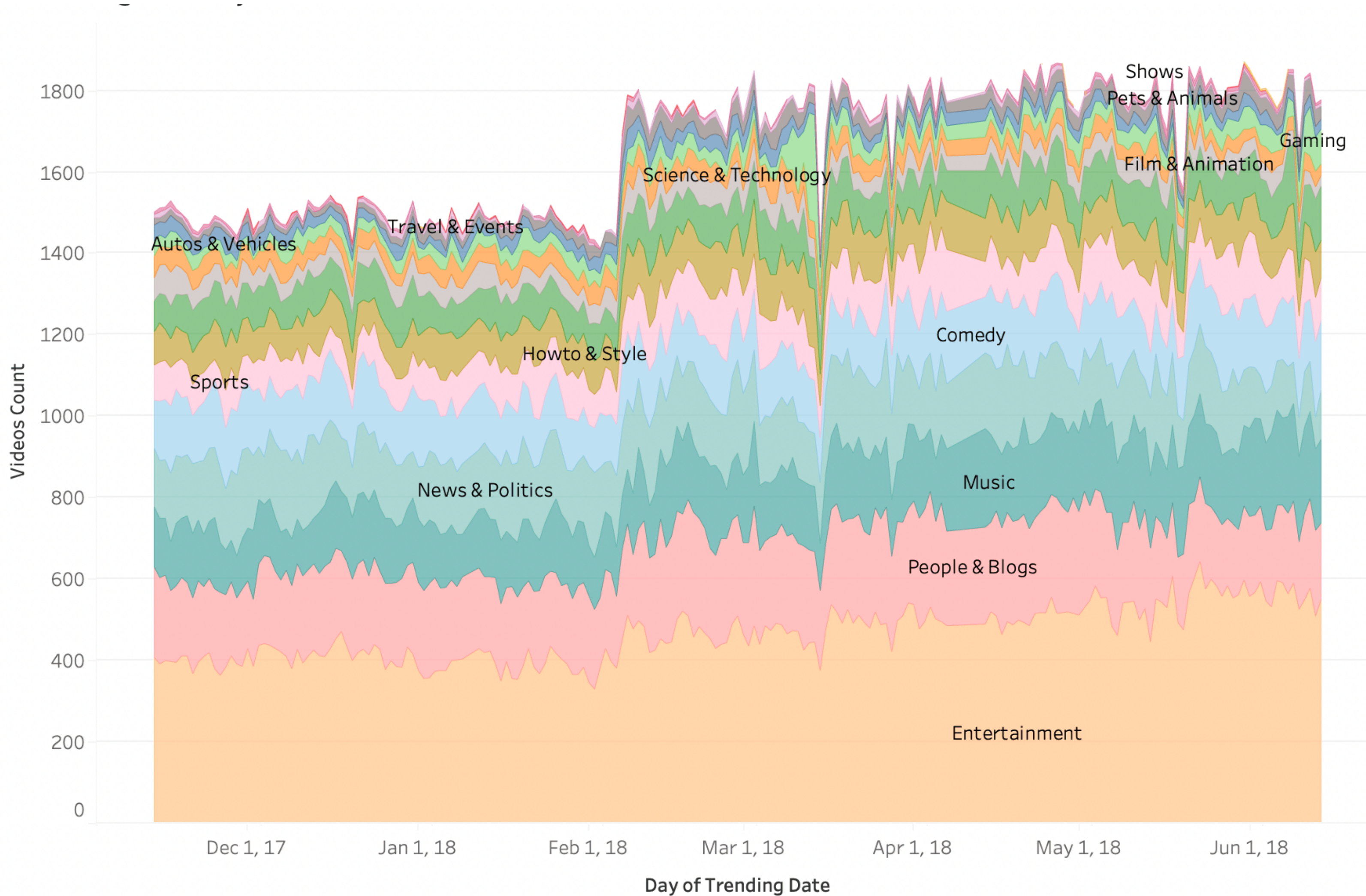
Analyzing Trending Videos on Youtube

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Task:

- Which video categories trended most often?
- How were they distributed among regions?
- What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?
- https://public.tableau.com/app/profile/olga6173/viz/YandexPracticum_16471802643750/AnalyzingTrendingVideosonYoutube

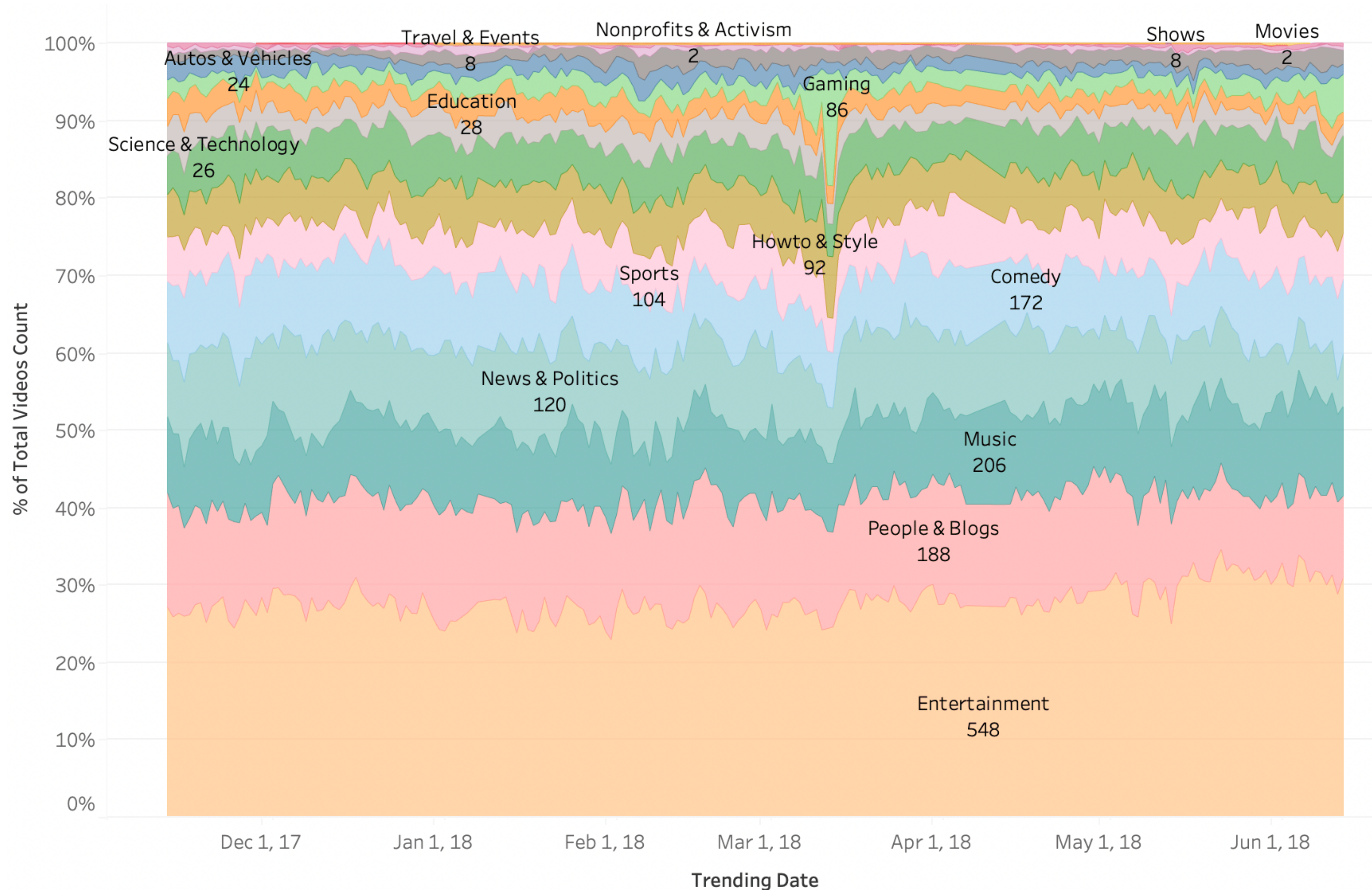
Trending History



**Which video categories
trended most often?**

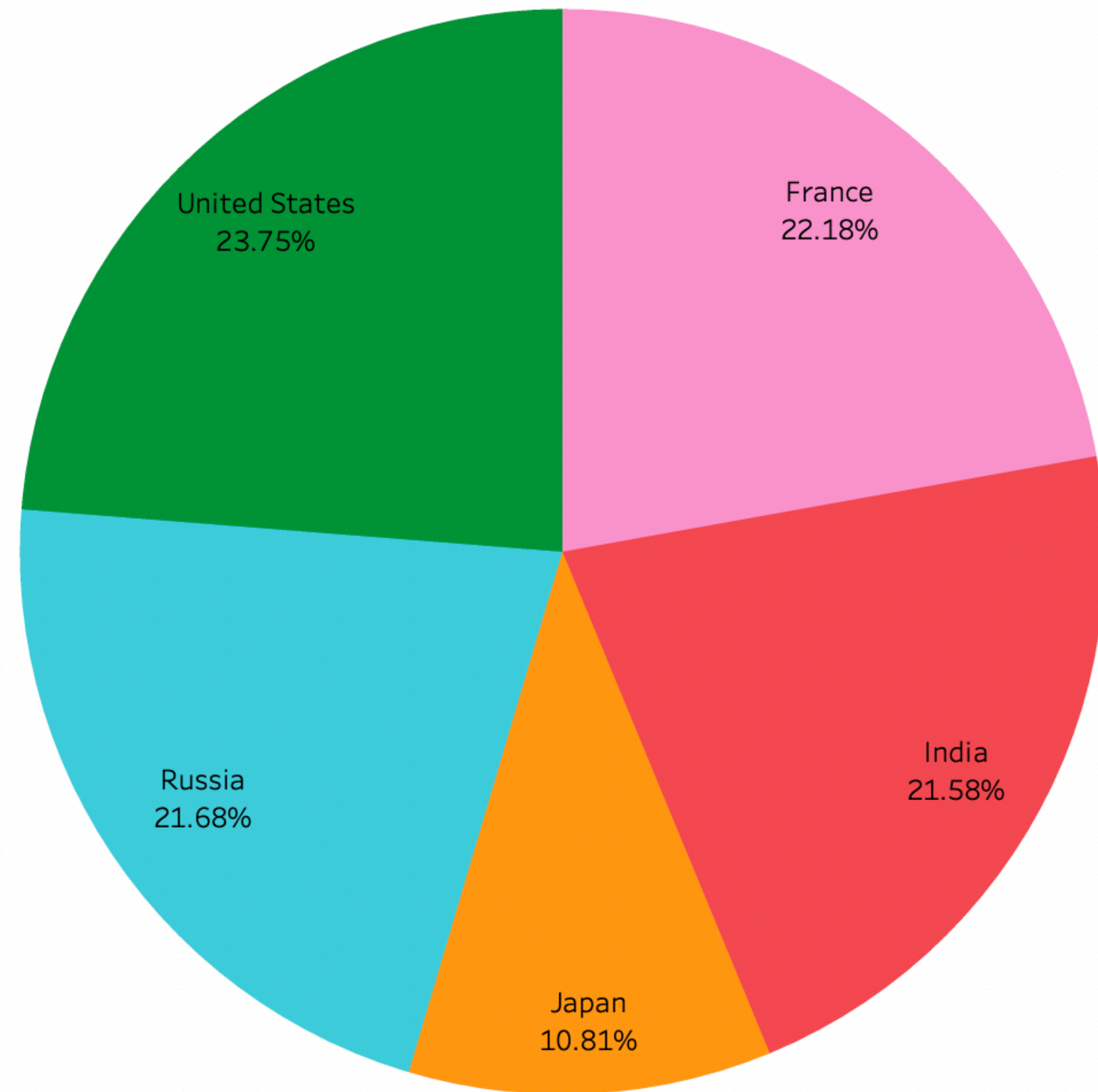
- Entertainment
- People & Blogs
- Music
- News & Politics
- Comedy
- Sports

Trending History, %



The same data as on the previous slide only as a percentage

Trending Videos by Country



How were they distributed among regions?

- They were distributed approximately equally across regions, only Japan is lagging behind, it has about 11%

Trending by Country and Category

Category Title	France	India	Japan	Russia	United States
Entertainment	19,020	32,924	11,734	11,692	19,638
People & Blogs	9,346	4,988	5,792	18,452	6,122
Music	7,658	7,714	2,480	3,664	12,874
News & Politics	6,526	10,346	2,654	9,858	4,818
Comedy	8,446	6,814	1,372	5,968	6,870
Sports	8,002	1,424	3,606	3,684	4,250
Howto & Style	4,668	1,674	1,574	3,928	8,280
Film & Animation	3,768	3,298	2,140	5,676	4,680
Science & Technology	1,588	1,096	300	2,226	4,722
Education	1,480	2,360	212	1,326	3,284
Gaming	2,786	132	1,834	2,050	1,606
Autos & Vehicles	1,220	138	538	3,116	758
Pets & Animals	468	6	2,250	1,154	1,832
Travel & Events	204	16	276	510	804
Shows	198	410		388	114
Nonprofits & Activism					106
Movies	22	32		2	
Trailers	4				

What categories were especially popular in the United States?

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

- In the USA, categories such as Entertainment, Music, Howto & Style and Comedy are especially popular.
- In other countries, the categories are also popular: People & Blogs, News & Politics and Sports

Conclusion

- The most trending video categories are Entertainment, People & Blogs, Music, News & Politics, Comedy and Sports.
- Distribution by country USA, Russia, France and India is between 21% - 23%, Japan has about 11%.
- The most trending video categories in the USA are Entertainment, Music, Howto & Style and Comedy.