



Trending Videos on Youtube

Date : 18-06-2021 - 20-06-2021

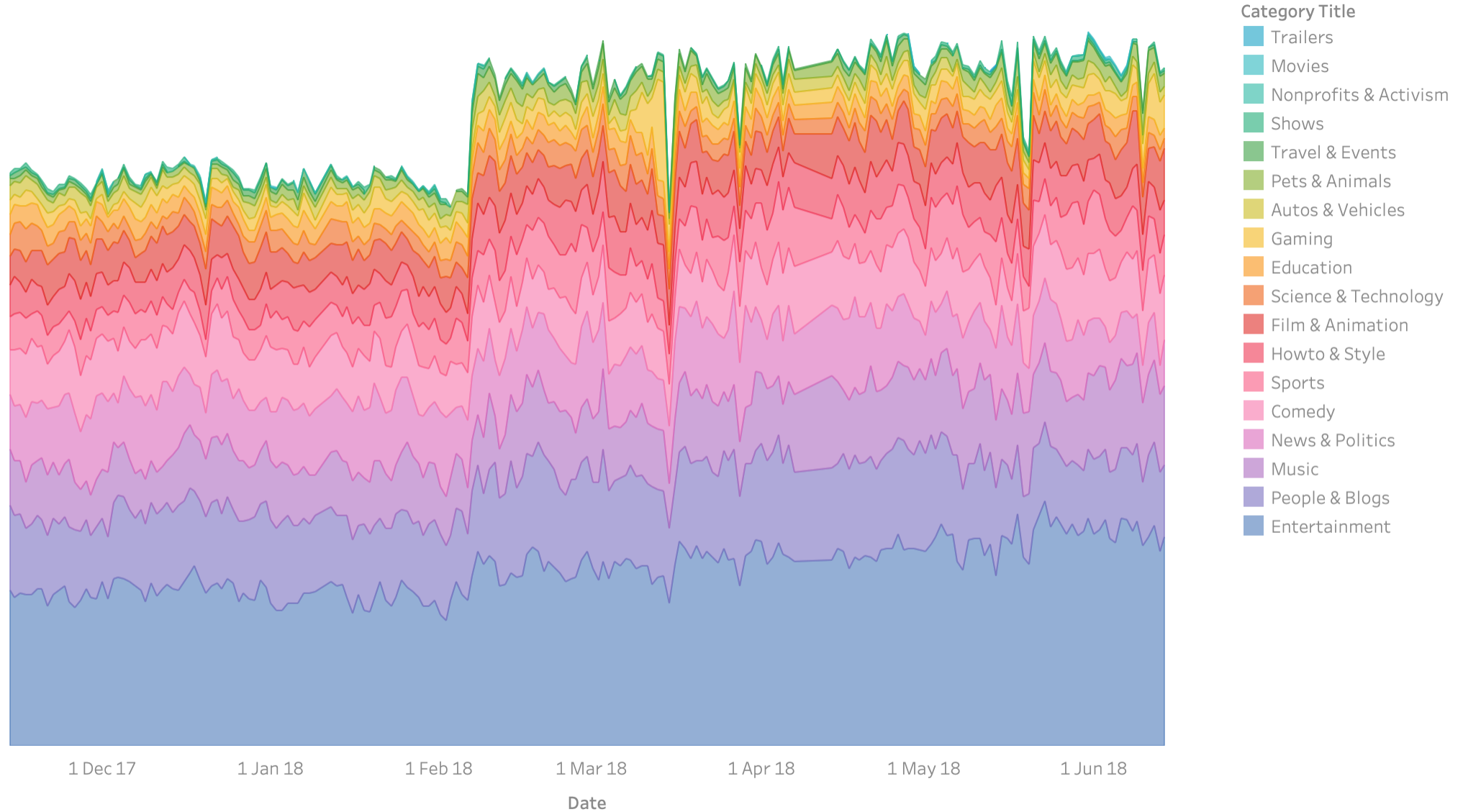
~Poornima Venkatesha

Purpose of analysis:

- To find which categories were leading among the trending videos
- To find how these trending videos are distributed across different regions
- To find Which specific category was popular in which region

Trending Categories over time

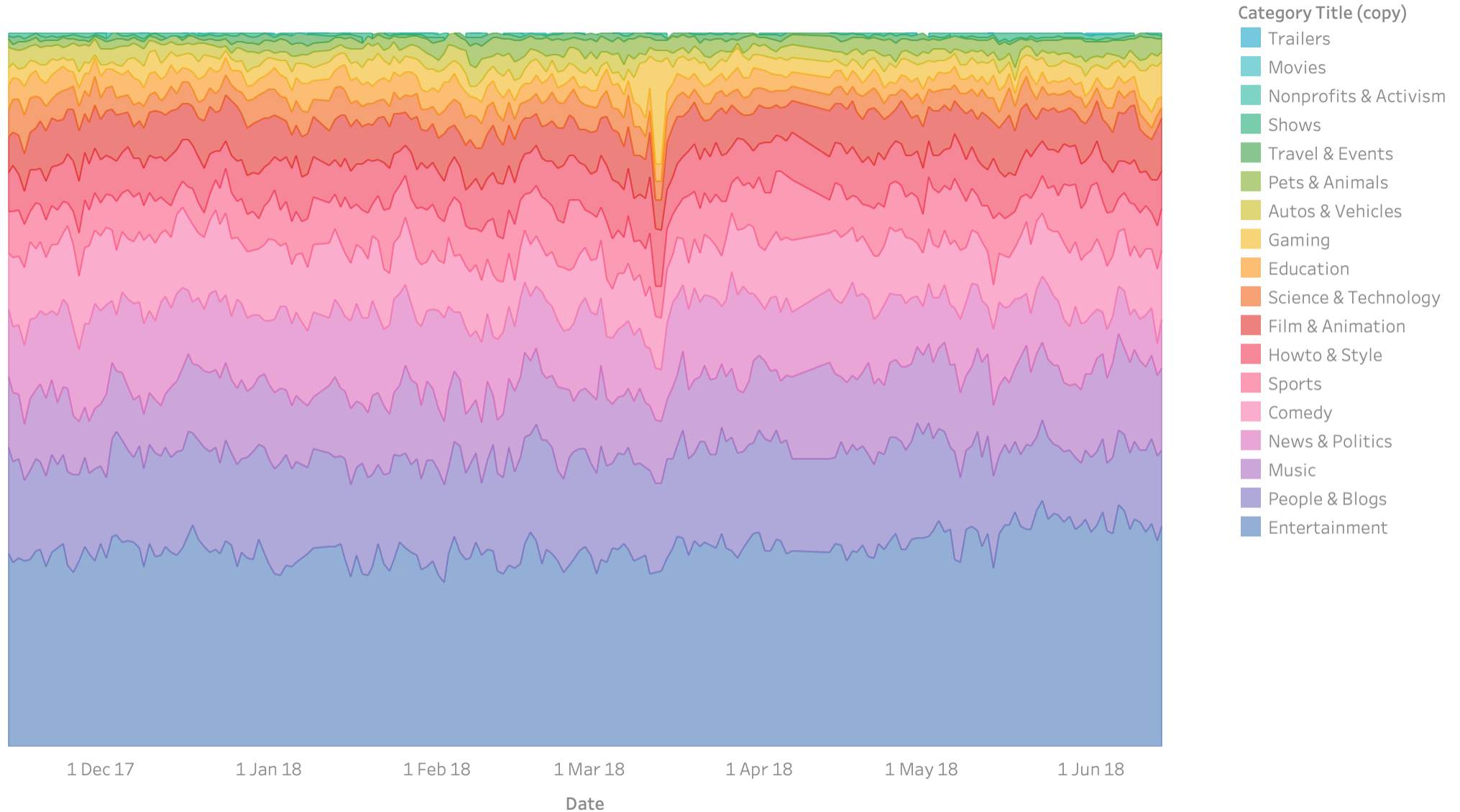
Hover over each stack to find the category and the count / Select a category to filter graphs



Analysing trending video over time based on different categories, it was found that people most commonly watched entertainment videos the most, followed by blogs and music

Trending Categories over time in percentage of total

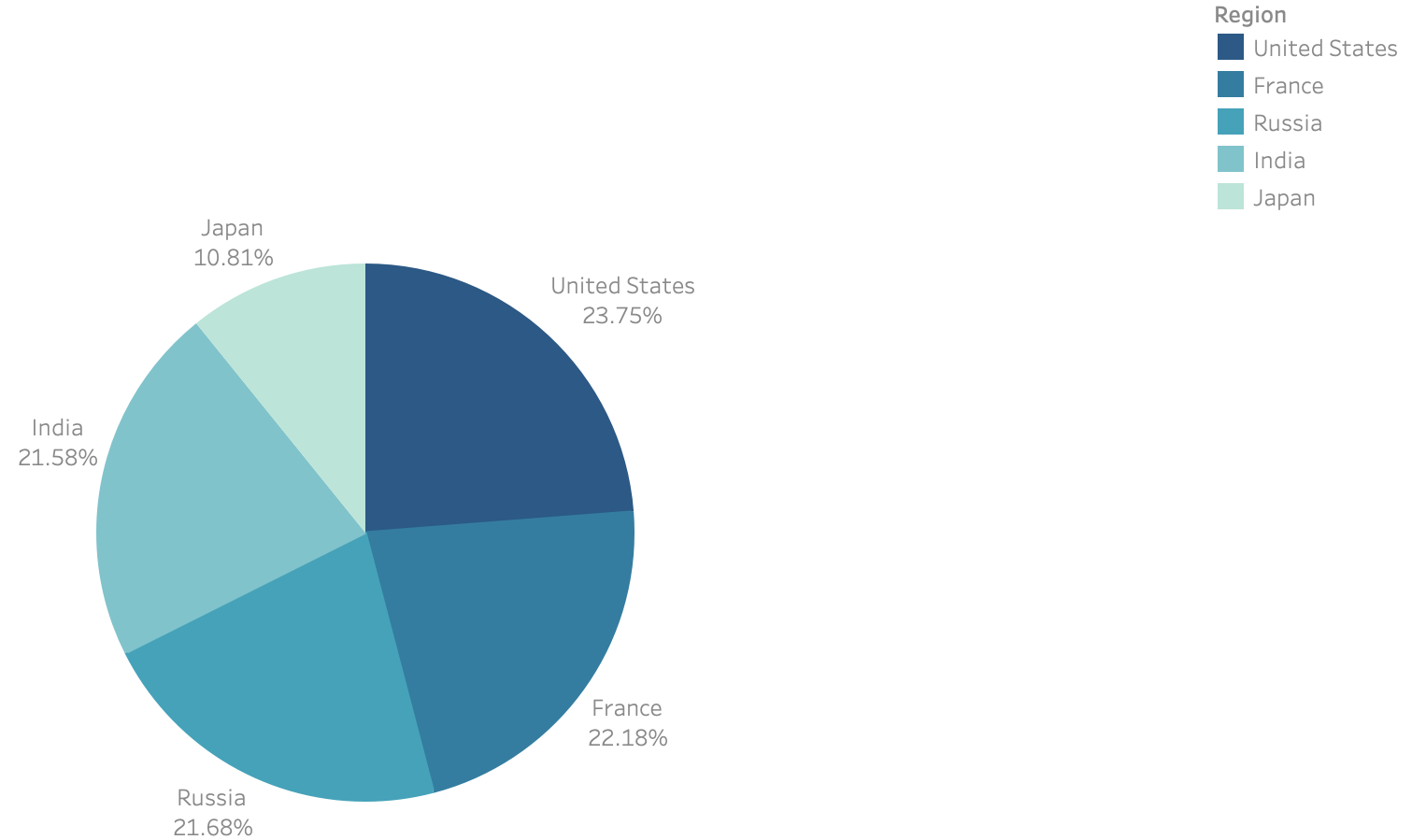
Hover over each stack to find the category and its percentage / Select a category to filter graphs



Showing the values in terms of percentages, it can be seen that entertainment comprises of 25%-30% of the trending videos watched followed by blogs with about 10-15% and then music with about 9-13%

Percentage of Videos trending across Regions

Select a region to filter graphs



The pie chart reveals that majority of the trending videos come from united states comprising of about 24% of all the trending videos, followed by France and then by Russia

Trending video count for each region for each category

	France	India	Japan	Russia	United States	Videos Count
Entertainment	19,020	32,924	11,734	11,692	19,638	2 32,924
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					

The cross tab shows trending video count for each Region for each category sorted by the count. India seems to lead for entertainment category followed by United States. However, United States takes over almost all other regions in all the categories. It can also be seen that activism, movies and trailers are trending in only a certain regions

Conclusion:

- The most popular categories are Entertainment, Blogs and Music
- Majority of the trending videos are watched in United States followed by France and then a close competition between Russia and India with Japan being the least and out of competition
- The video count among each region for different category was found. It was seen that different categories had higher counts in different regions

Recommendations:

- Uploading more videos on popular categories such as Entertainment, Blogs and Music might increase views
- Since a lot of videos come from United States, focus can be given to it
- Considering the video counts for different categories might help find favourites across different regions. This might help to increase video distributions across regions that are on the lower end like Japan

Thank You