

## **WORK IN PROGRESS REPORT**

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**SECTION:** IST719 Moo2 (Information Visualization)

**TITLE:** Trending YouTube Video Analysis

### **STORY**

YouTube is the world's most famous online video sharing platform. Most of the content is uploaded by individuals, but media corporations offer some of their material via YouTube. YouTube maintains a list of the top trending videos on the platform. To determine the year's top-trending videos, YouTube uses a combination of factors including measuring users' interactions. Here, I have analyzed top video categories & channels, user engagement, and video trend time across categories.

### **DATASET DESCRIPTION**

This dataset is a daily record of the top trending YouTube videos. I used a dataset from Kaggle that contains statistics of some top trending YouTube videos. The dataset contains United States YouTube data for the months of 2017-2019. There are 17 columns and about 40950 rows. This dataset was collected using the YouTube API.

### **AUDIENCE**

Tracking YouTube analytics is an important part of any YouTube marketing strategy. YouTube content creators can understand trending video categories and develop content accordingly. Corporations, Ad agencies & marketing firms can have focused marketing efforts. Understanding these statistics helps YouTube develop better algorithms to process videos.

### **QUESTIONS**

1. Which video categories are most popular? (Figure 1)
2. What are the top channels among the top video categories? (Figure 1)
3. What is the User Engagement like, and which video categories are users most tied up to? (Figure 2)
4. What is the trend time for video according to categories? (Figure 3)
5. Are Number of Views different on different days of week? (Figure 4)

# SECTION 2

## TRENDING YOUTUBE VIDEOS ANALYSIS

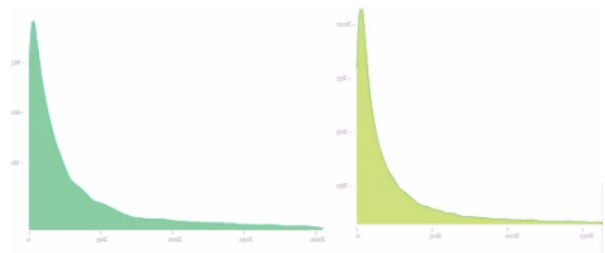
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Introduction

Dataset Summary

Audience

Plots Showing Data Distribution



Findings 1

EXPLANATION TEXT



Findings 2

EXPLANATION TEXT

Relevant Plots

Findings 3

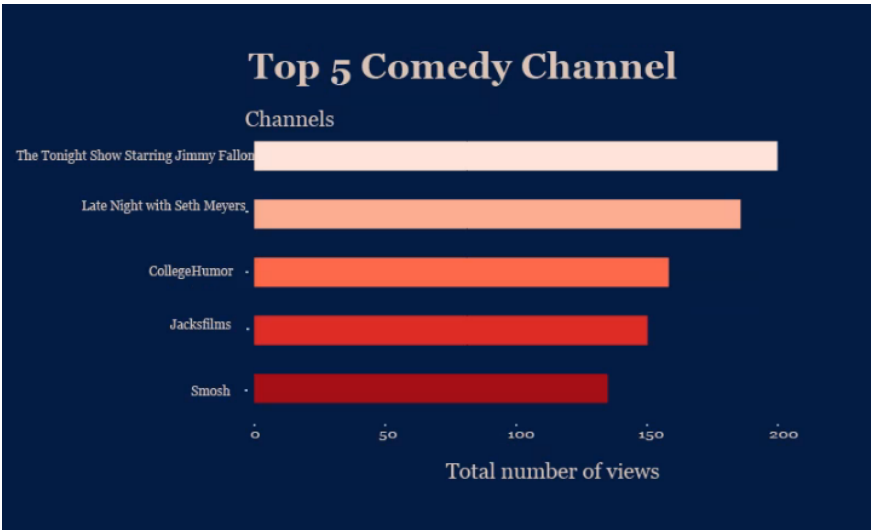
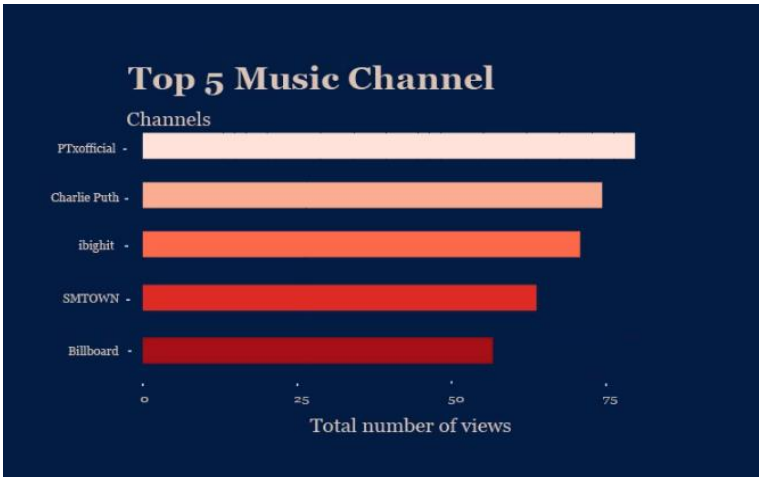
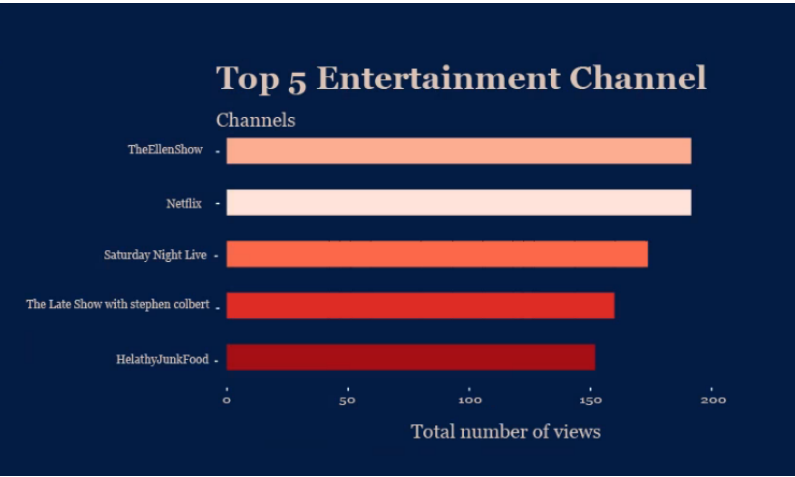
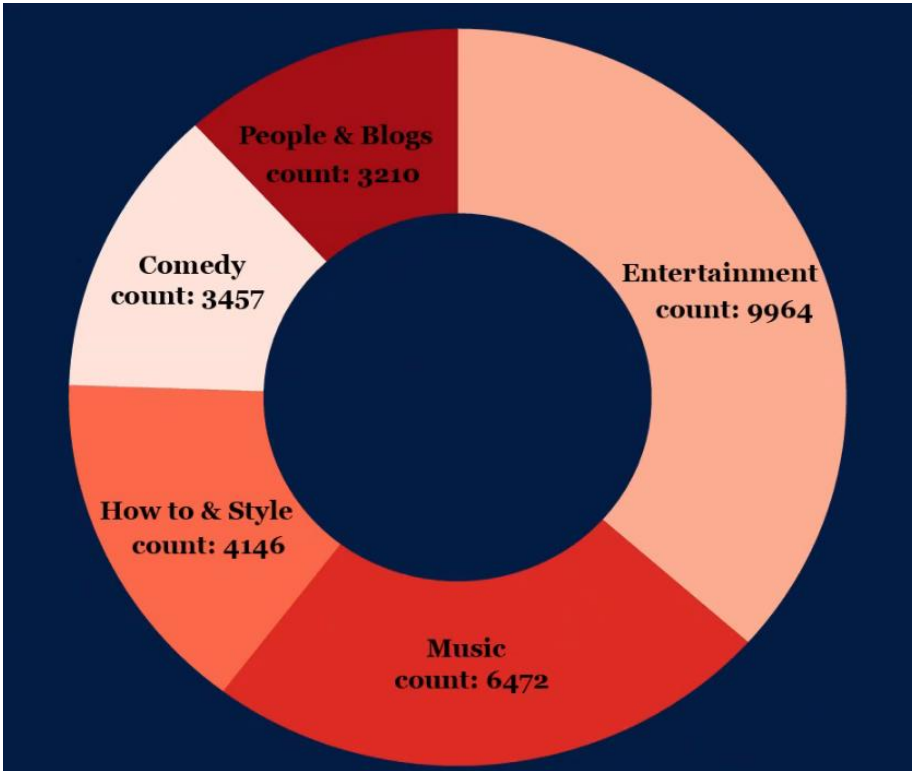
EXPLANATION TEXT

PLOTS

Recommendation &  
Conclusion

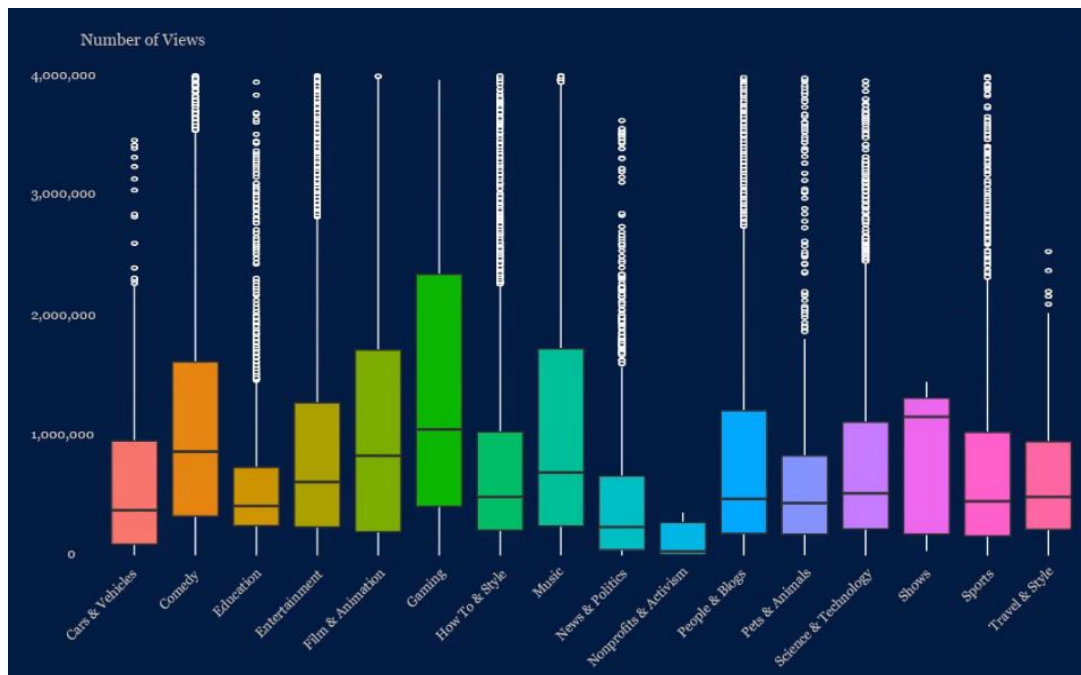
SECTION 3

Figure 1

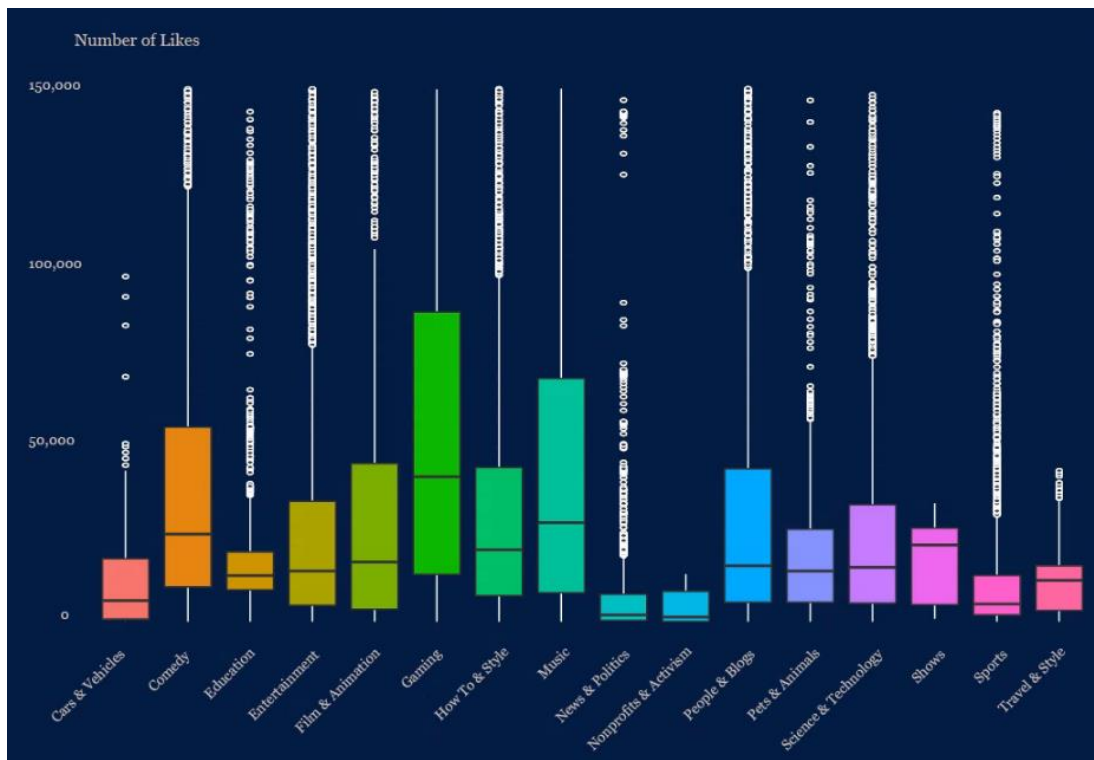


# Figure 2

## Views Distribution for Each Category

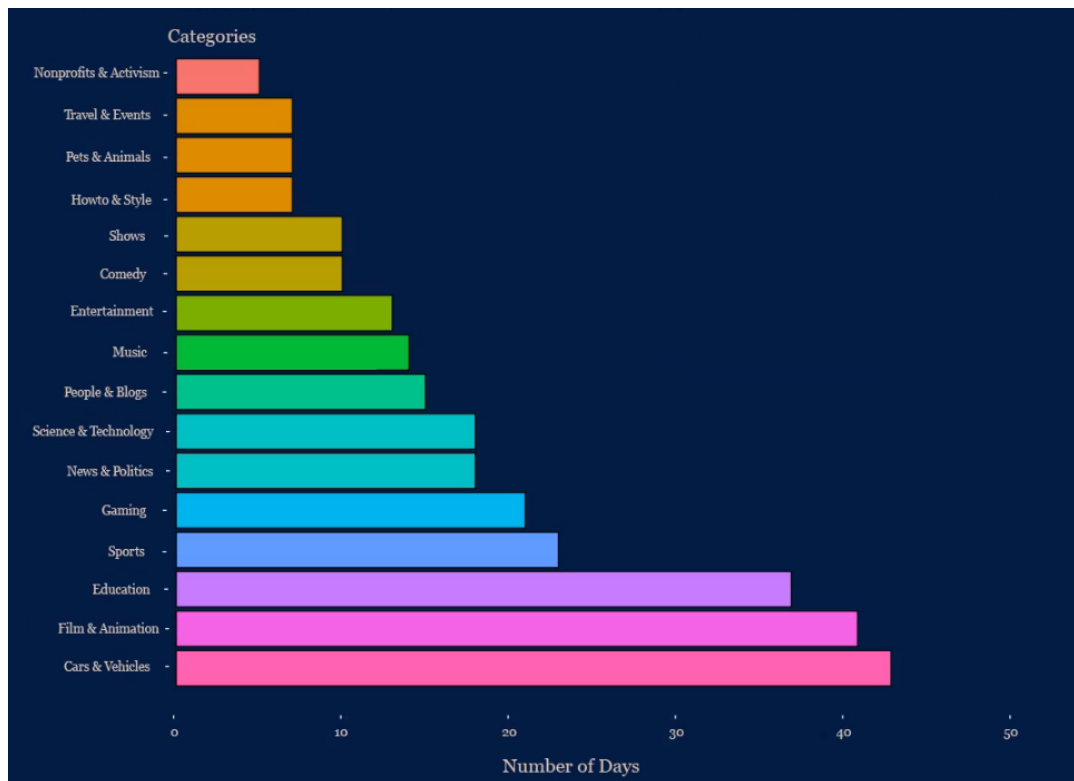


## Likes Distribution for Each Category



# Figure 3

Time taken by Category Videos to Trend



# Figure 4

Percentage of views w.r.t Days of the week

