



Introduction

YouTube is the world’s most famous online video sharing platform. About 80% of all internet users have their own YouTube account. Most of the content is uploaded by individuals, but media corporations offer some of their material via YouTube. Here, in this poster, we analyze (1) Top video categories & channels, (2) User Engagement, (3) Any pattern in Videos Trending Time across categories.

Audience

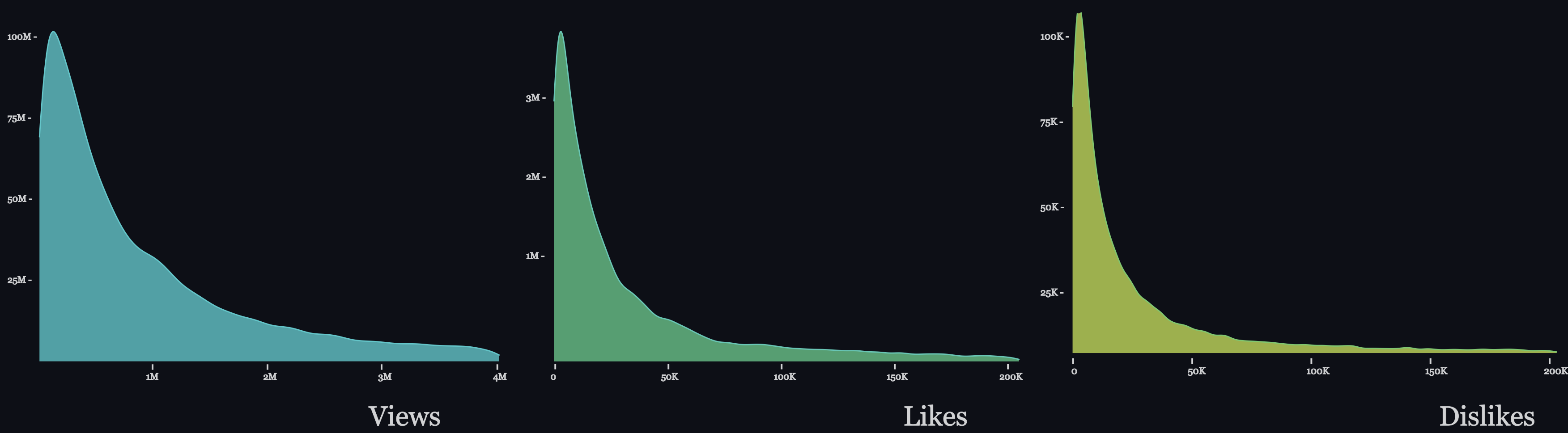
Tracking YouTube analytics is an important part of any YouTube marketing strategy. YouTube content creators can understand trending video categories and develop content accordingly. Corporations, Ad agencies & marketing firms can have focused marketing efforts. Understanding these statistics helps YouTube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

Summary of Data

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.

R - Packages used for analysis: dplyr, tidyverse, ggplot2, RcolorBrewer, lubridata

Understanding the distribution of data (Density Plots)



Which Video Categories are most Popular?
What are the top channels in those Categories?

Ranking the video categories based on the number of trending videos in that category, we can see the top 5 trending categories from the graph.

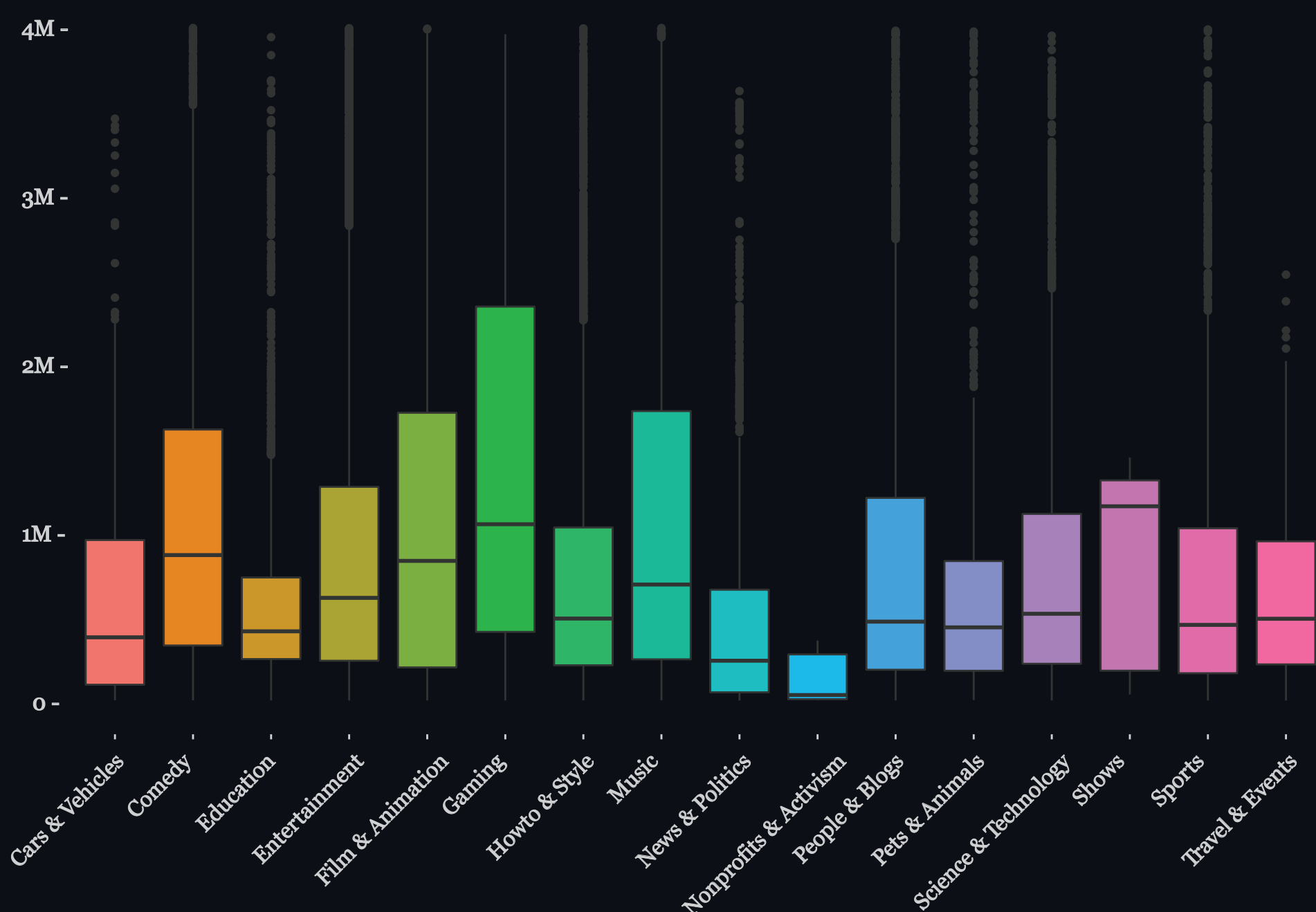
Among these categories, Entertainment and Comedy are the top two most popular categories with a share of 37% and 24%.

The results from the two charts of top channels in the Entertainment and Comedy category are not surprising. The top trending channels are mostly official channels including talk shows, comedy shows, sports channels, and movie platforms.

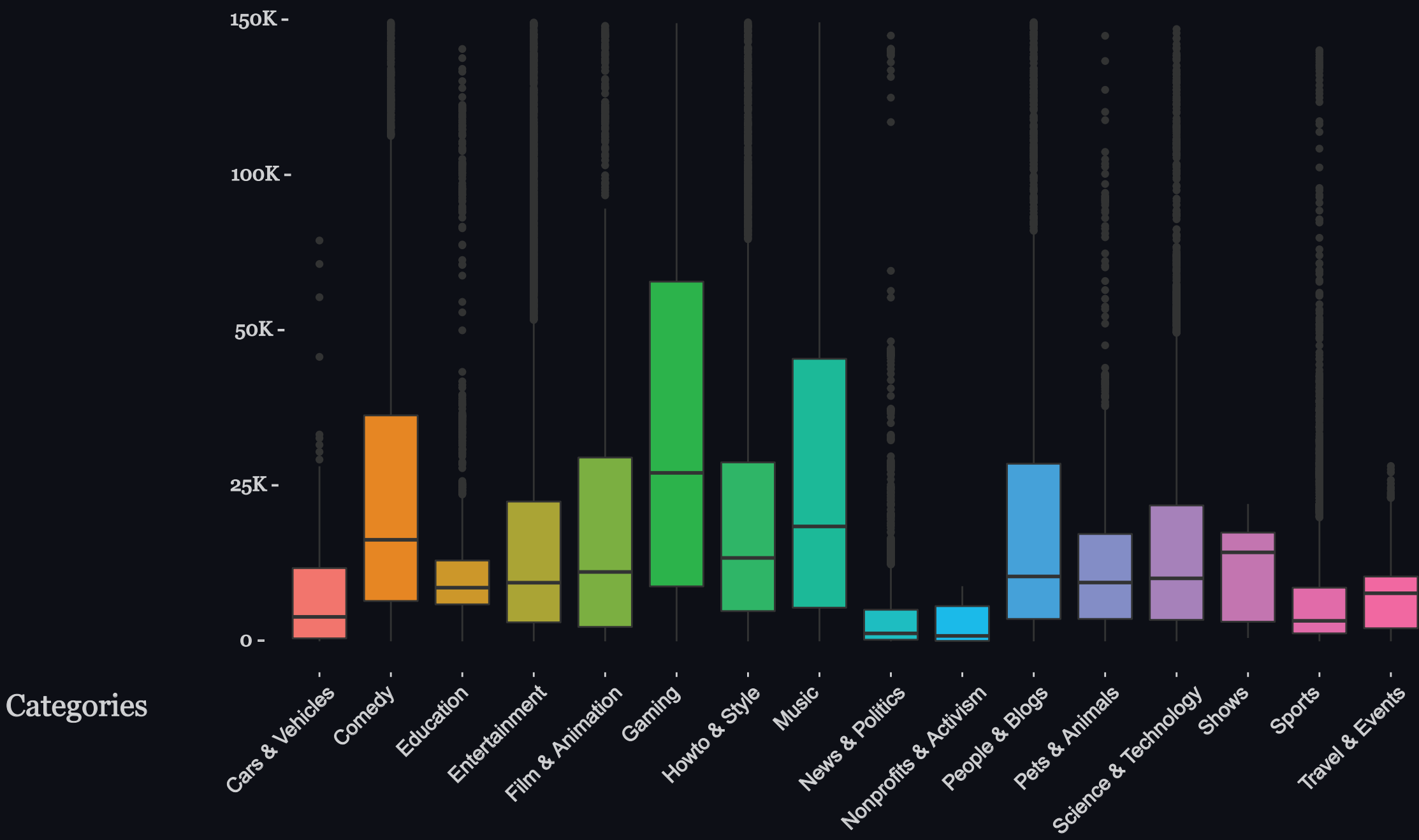


Which Categories are Users more Engaged to?

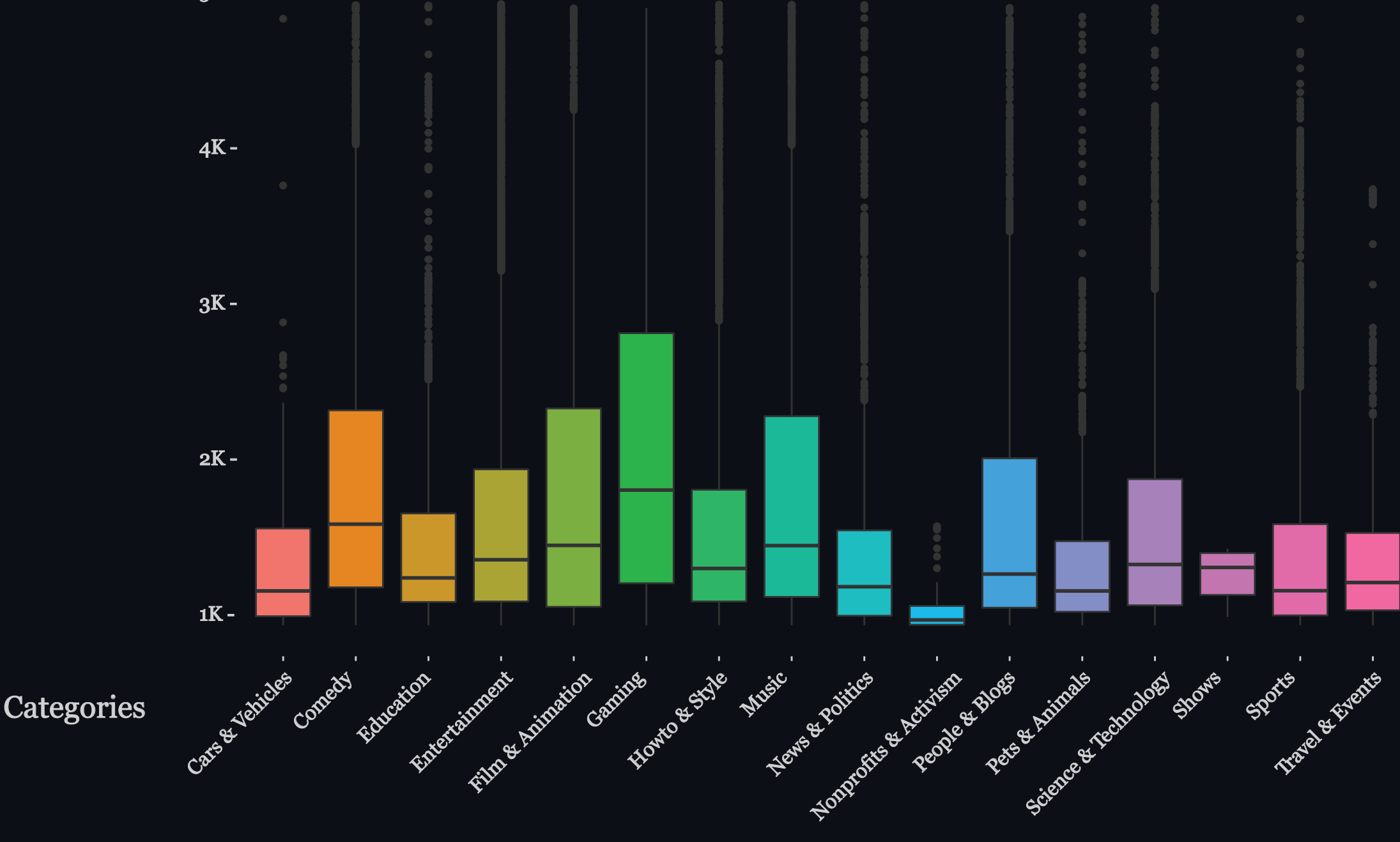
Views Distribution for Each Category
Gaming, Music, Film & Animation and Comedy category videos get the highest views



Likes Distribution for Each Category
Gaming, Music, and Comedy category videos get the highest likes

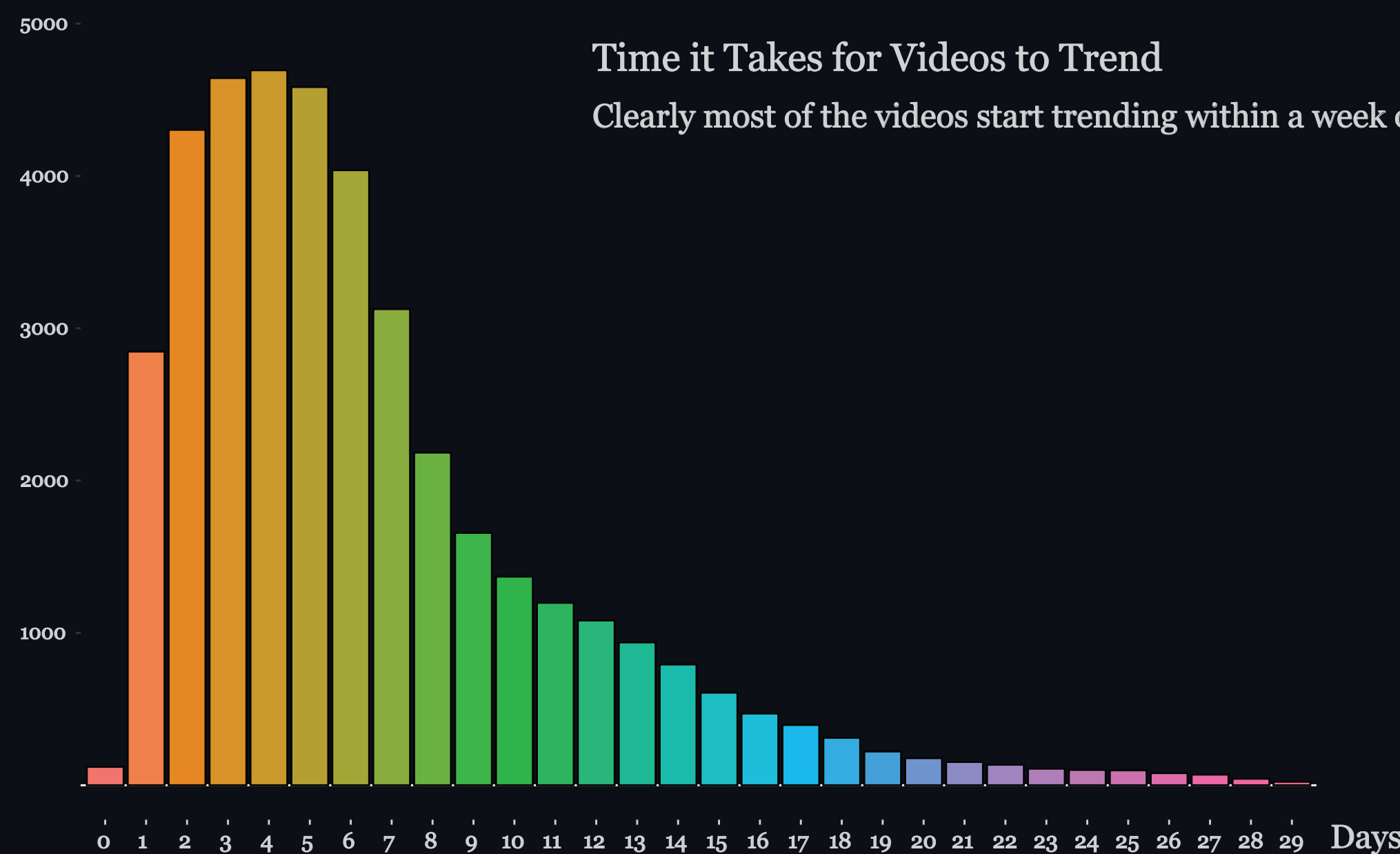


Dislikes Distribution for Each Category
Gaming, Music, Film & Animation and Comedy category videos get the highest dislikes too



How many days do Videos take to trend?

And, which videos categories get popular the fastest?



Time it Takes for Videos to Trend
Clearly most of the videos start trending within a week of getting published

