

Trending Videos Dashboard

Analyzing YouTube trends for targeted marketing

The scope

- **Business goal:** analyze trending-video* history on YouTube for the advertising agency, to determine what content deserves marketing attention.
- **How often the dashboard will be used:** at least once a day
- **Target dashboard users:** video ads planning managers
- **Dashboard data content:**
 - Trending videos from the past, broken down by day and category
 - Trending videos, broken down by countries
 - A table of correspondence between categories and countries
- **Importance:** all graphs are equally important

* Each video has a specific category (Entertainment, Music, News & Politics, etc.), region, and trending date. A video can be in the trending section for several days in a row.

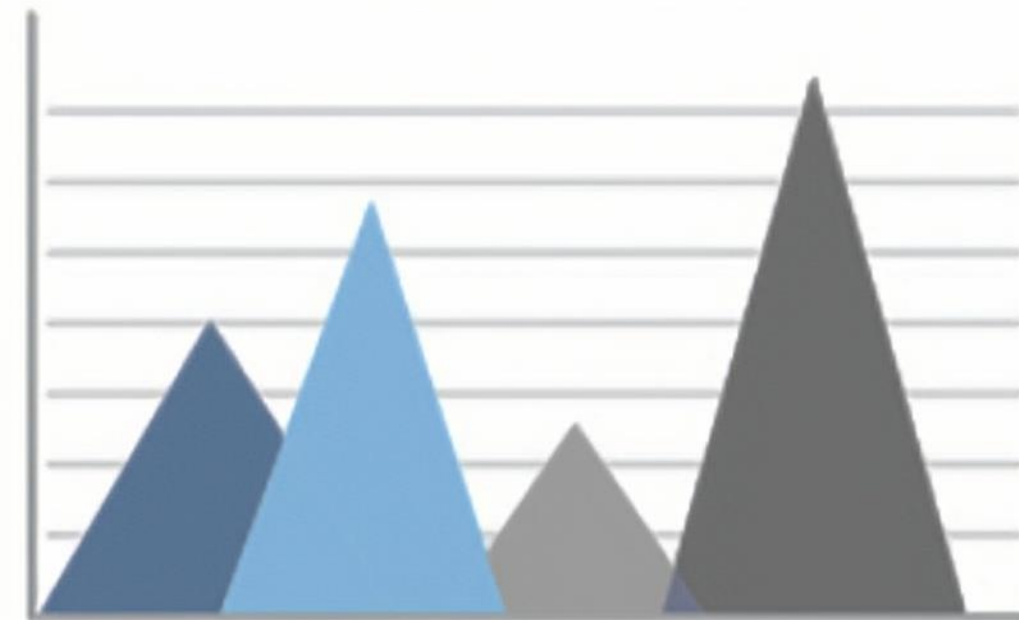
Reasoning

■ Enhancing profit

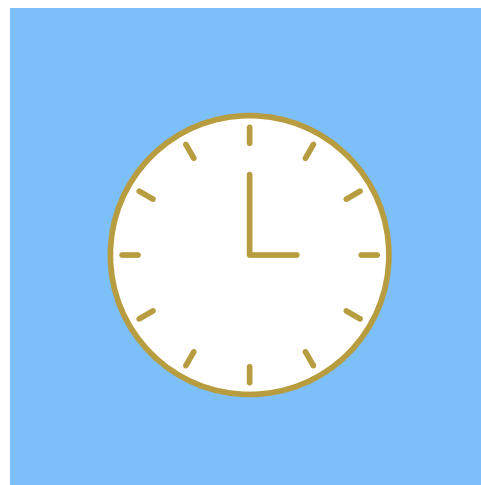
- We can better allocate marketing expenses through regular and accurate analysis of trending videos.
- Thus gain more profit.

■ Saving employees time

- The formalization and automation of our reporting saves time for analysts, data engineers, and decision makers.



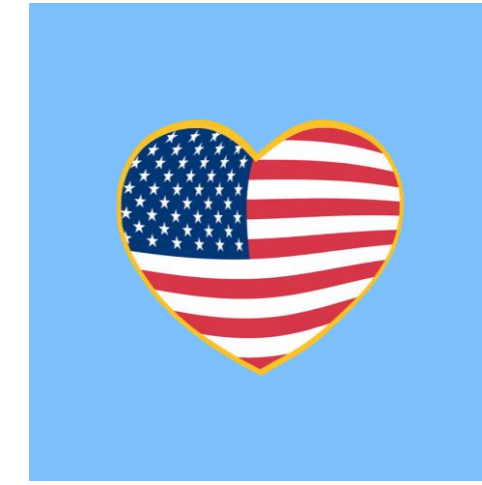
Questions to be answered



1. Which video categories trended most often?

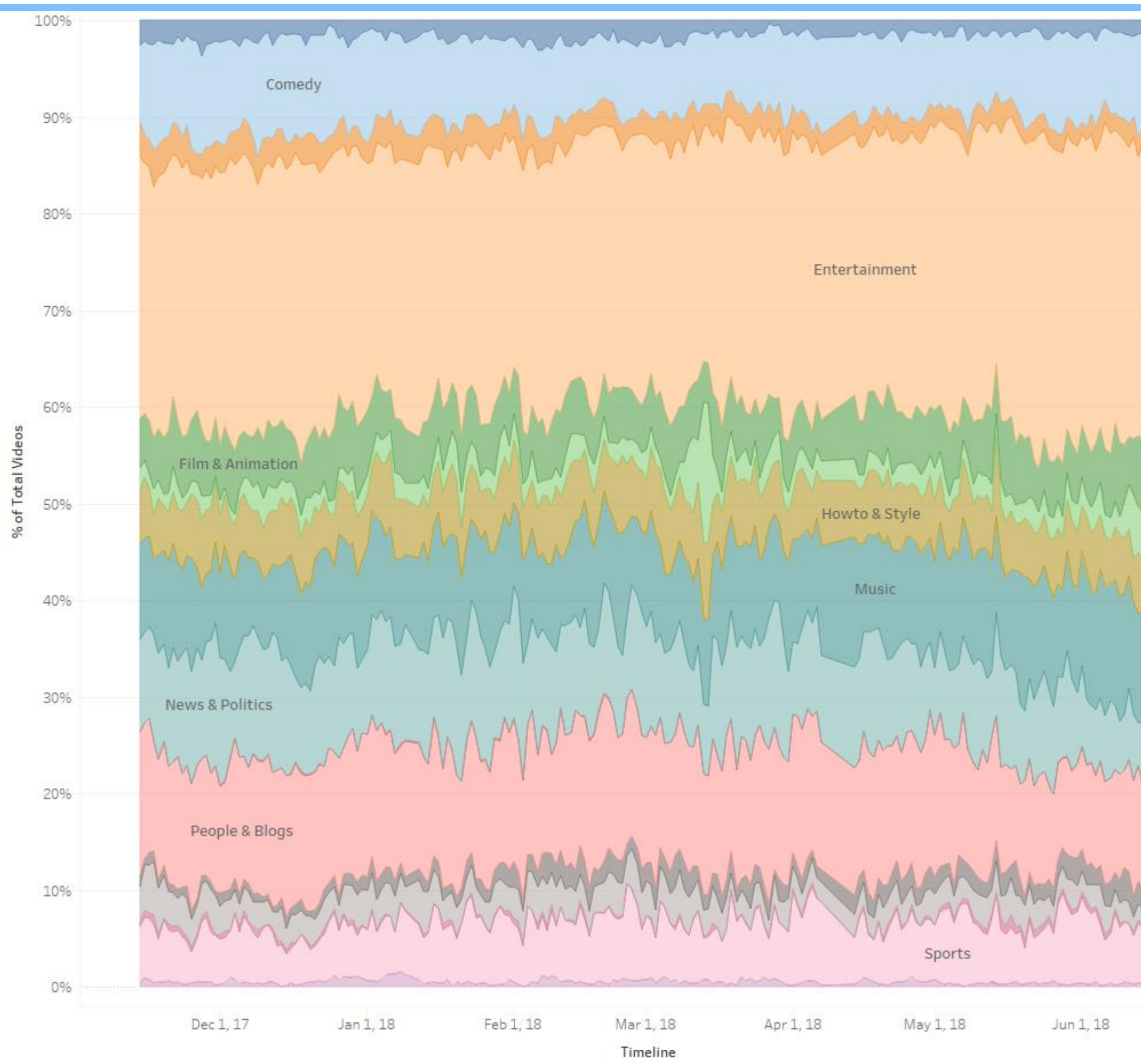


2. How were they distributed among regions?



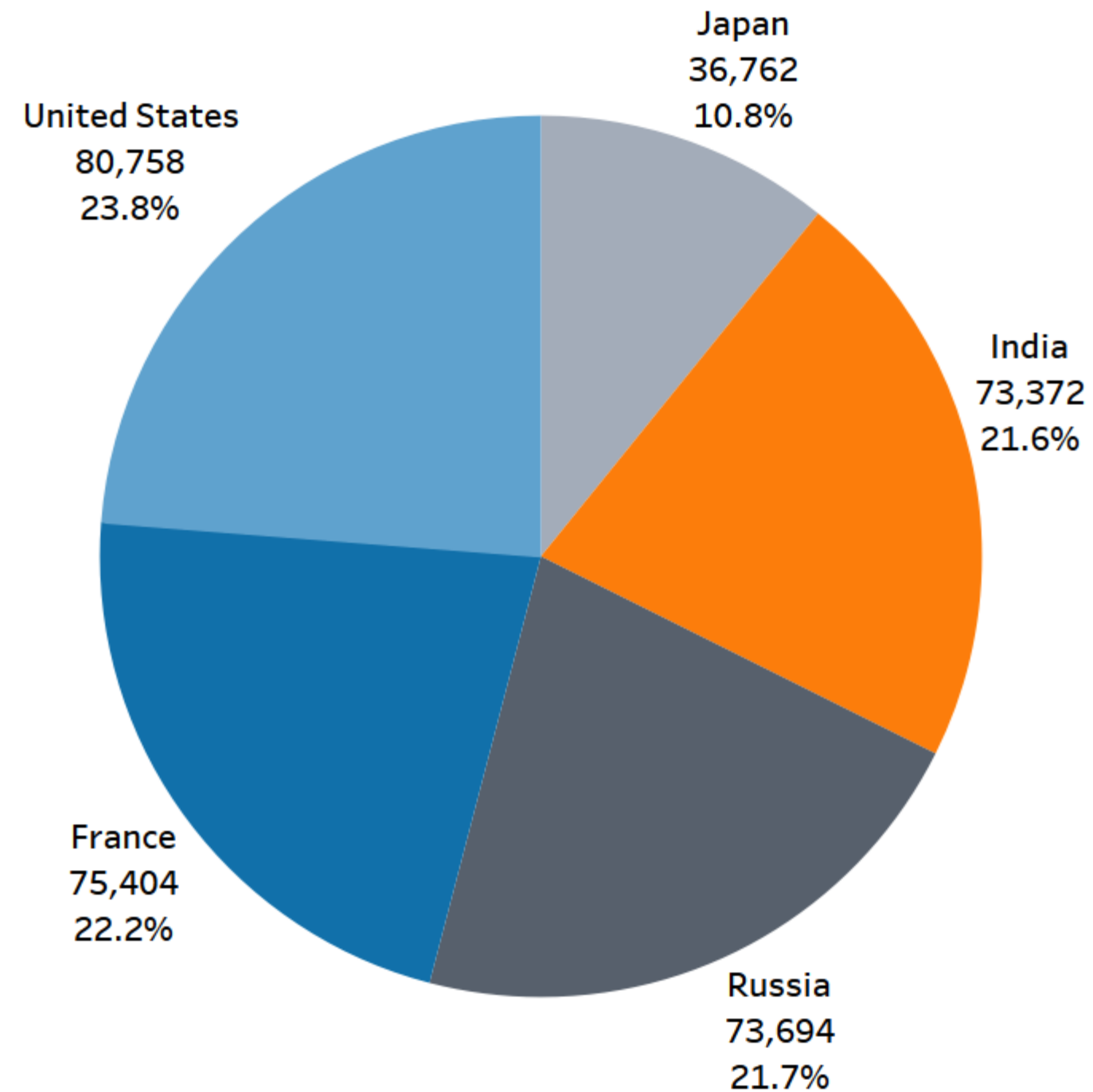
3. What categories were especially popular in the US?

Any variations in popular categories between the US and other regions?



1. Top trending categories

- **Entertainment Dominance:** this category is twice as popular as the next.
- **Top Categories:** Comedy, Music, News & Politics, and People & Blogs follow closely in popularity.
- **Second-tier Groups:** Film & Animation, Howto & Style, and Sports have a slightly lower but comparable popularity.
- **Less Popular Categories:** the remaining 10 out of 18 categories are considerably less popular.
- **Stability Over Time:** Comedy and Entertainment categories exhibit the most stable trend over time.



2. Regional distribution

- Almost equal distribution of trending videos among the USA, France, Russia, and India, with a minor dominance of the US.
- Notably, the share of trending videos in Japan is approximately half that of the other countries.

3. Top categories in the US vs those of other countries.

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

- **Top Categories in the US:** Entertainment (leads by a wide margin), Music, and How-to & Style.
- **Comparison with other countries:**
 - Entertainment remains in the top 3 across regions.
 - However, Music and How-to & Style, prominent in the US, are not in the top 3 outside the country.
 - Categories like People & Blogs (in all other countries) and News & Politics (in India and Russia) are among the top 3 in those regions but not in the US.

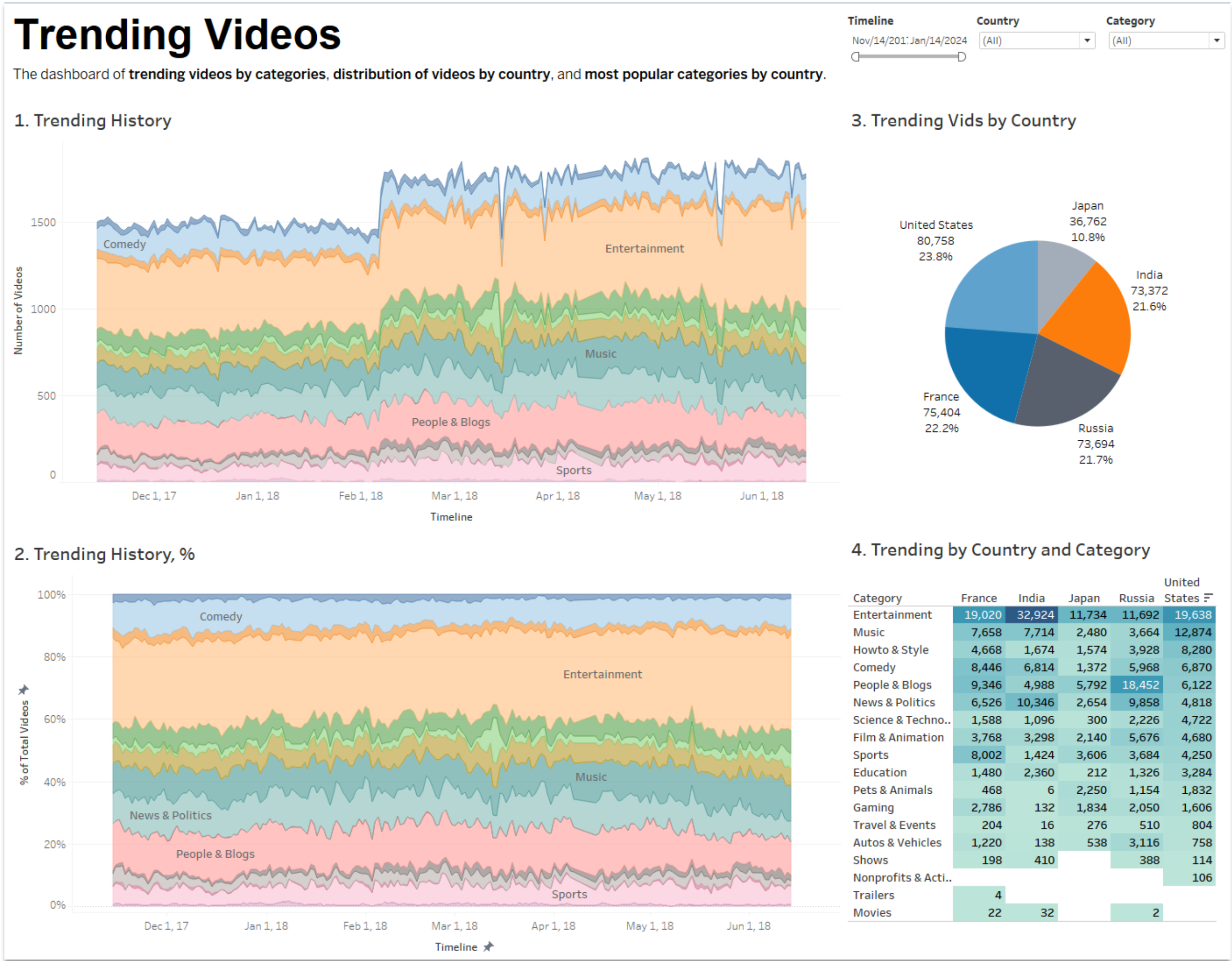
Recommendations for managers



1. **Targeted Campaigns:** Focus marketing efforts on top categories, particularly Entertainment, Comedy, Music, News & Politics, and People & Blogs, for maximum impact.
2. **Strategic Regional Planning:** Allocate resources evenly among the USA, France, Russia, and India, considering the minor dominance of the US. Adapt strategies for Japan, where trending videos have half the share.
3. **US-Centric Approach:** Tailor content to align with the most popular categories in the US – Entertainment, Music, and How-to & Style. Recognize differences in top categories between the US and other countries.
4. **Diversify Content Within Categories:** Explore content variations within popular categories to capture a broader audience.
5. **Utilize Stable Trends:** Leverage the stability of Comedy and Entertainment categories over time for consistent marketing impact.
6. **Collaborate with Influencers:** Partner with influencers and creators within top categories to amplify marketing reach.
7. **Data-Driven Decision Making:** Continue investing in tools for comprehensive trend analysis to guide informed marketing decisions.
8. **Adapt to Regional Preferences:** Recognize and adapt to regional preferences for cultural relevance and resonance.

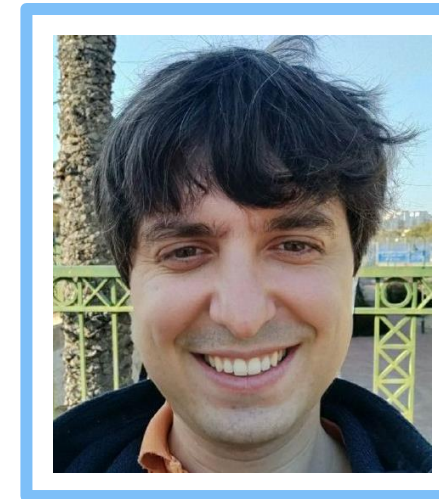
General view of the dashboard

 [The dashboard link](#)



Thank you for your attention!

Should you have any questions or wish to discuss this topic further, feel free to contact me.



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