

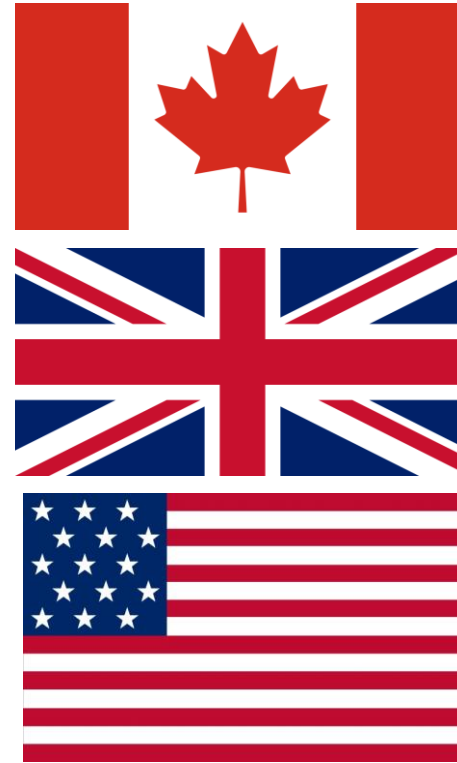


Youtube Trending Video Analysis

• Background and Data •

YouTube (the world-famous video sharing website) maintains a list of the top trending videos on the platform. According to Variety magazine,

“To determine the year’s top-trending videos, YouTube uses a combination of factors including measuring users interactions (number of views, shares, comments and likes). Note that they’re not the most-viewed videos overall for the calendar year”. Understanding the patterns in these videos can aid in running a successful youtube channel

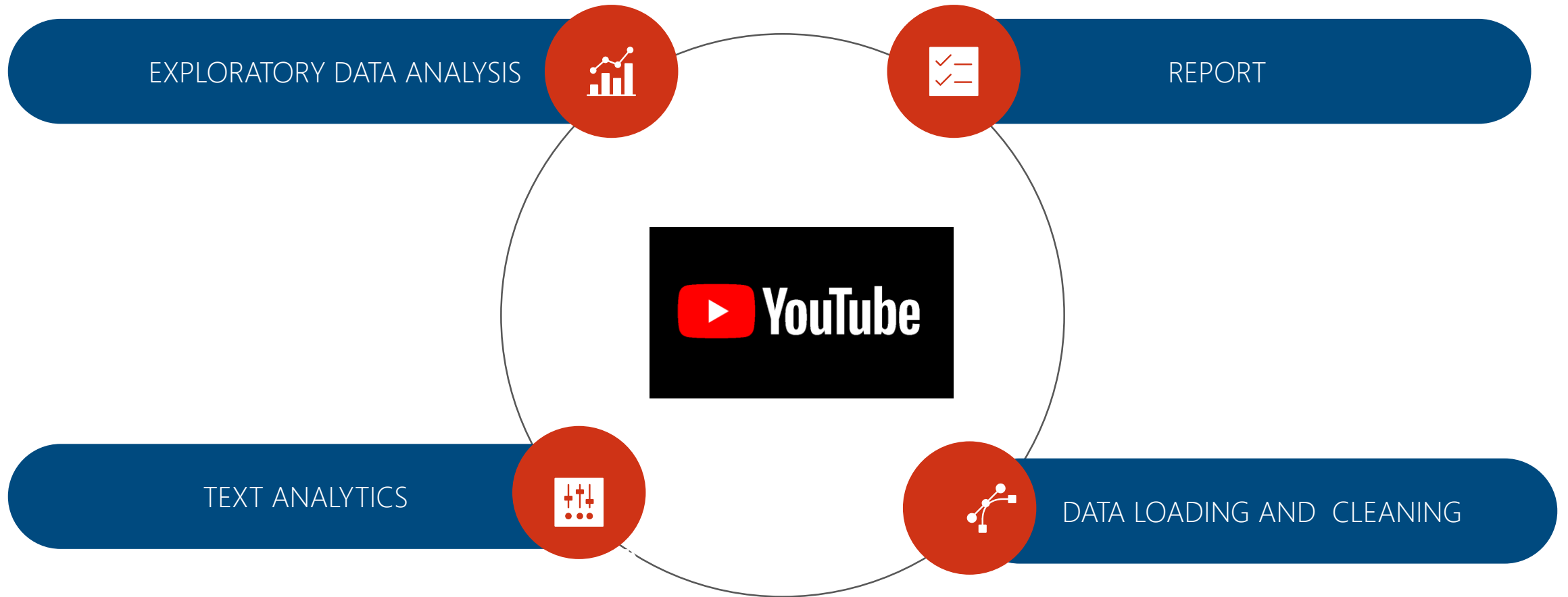


The Canada dataset has 17 rows and 42019 columns

The Great Britain dataset has 17 rows and 42467 columns

The USA dataset has 17 rows and 46978 columns

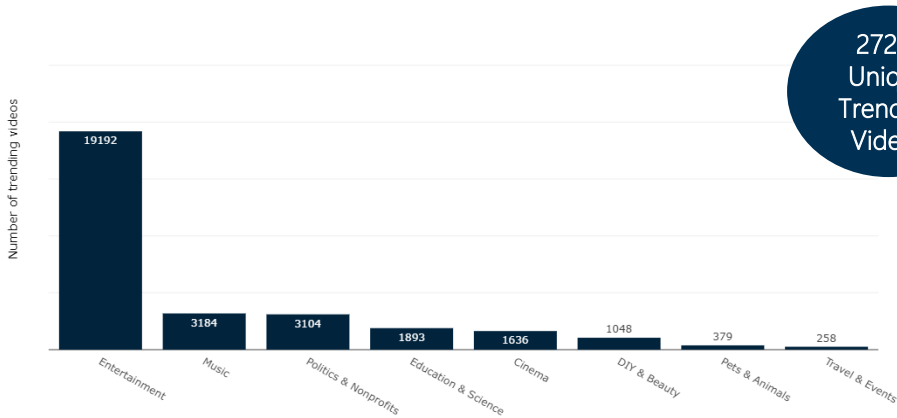
Approach



This project was carried out using python on jupyter notebook, [here](#) is the link to the project

Categories and Engagements

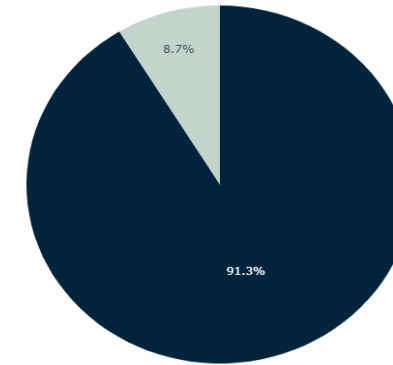
Video trending distribution by categories



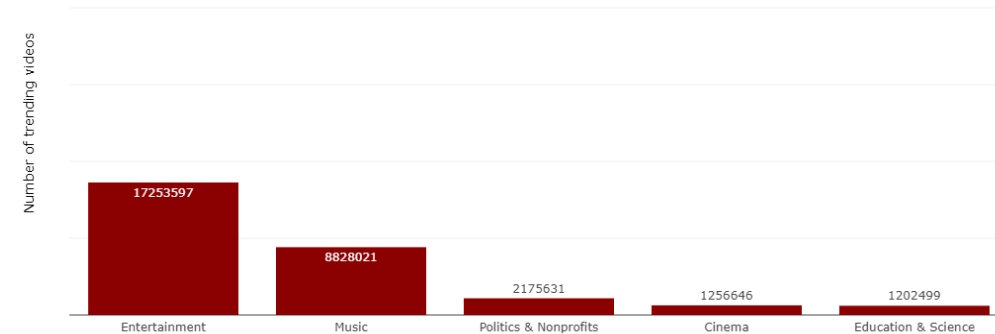
- Entertainment videos are more likely to trend than the other categories
- 46 videos without engagements made it to the trending list but 91.3 percent of these videos has their ratings disabled, this explains why there were no engagements for these videos

Ratings Disabled for videos with zero engagements

■ true
■ false

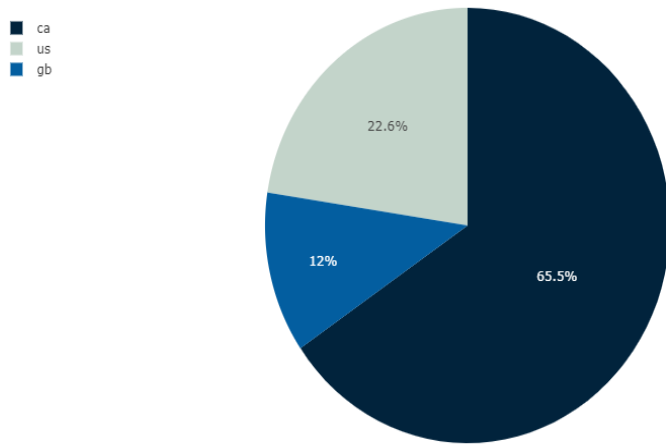


Top 5 categories by dislikes

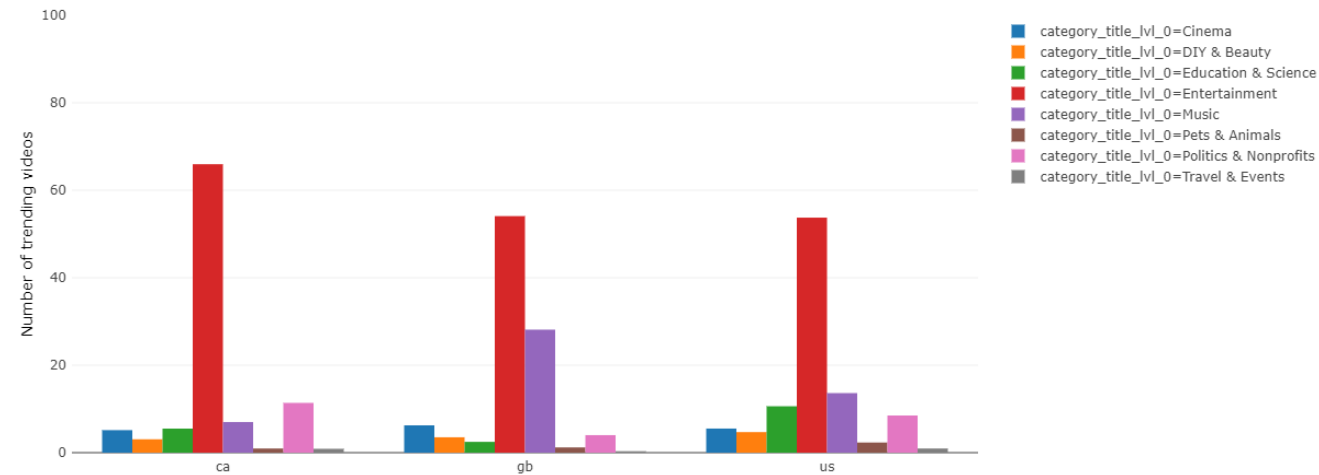


Country Analysis

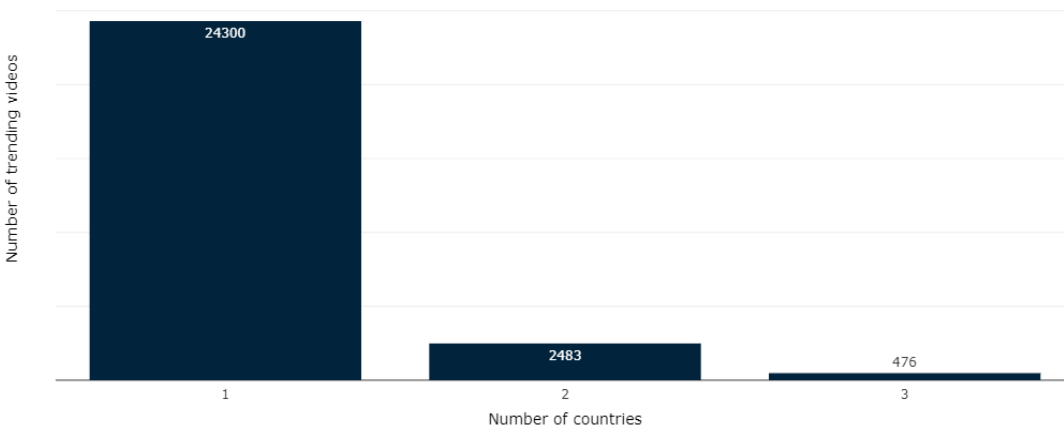
Distribution of trending videos in countries



Video trending distribution by categories



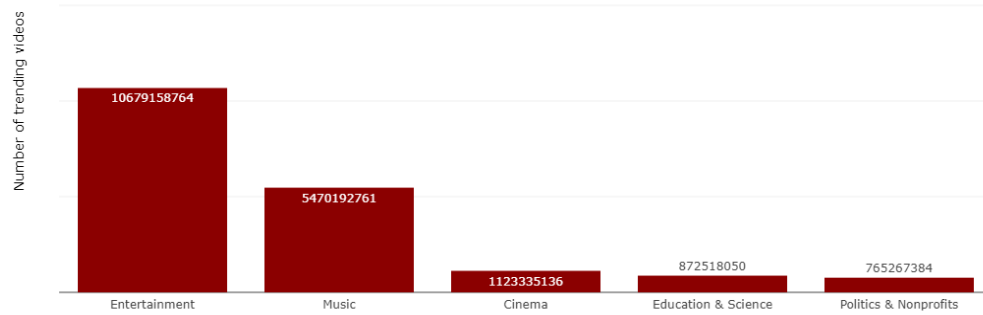
Cross country video trending distribution



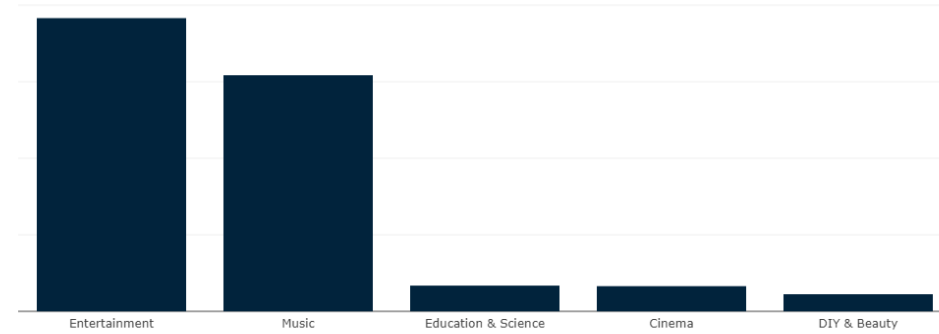
- 71.2 percent of videos were trending in Canada, 18.8 percent in United states of America and 10 percent in Great Britain
- Out of 27231 trending videos , 24,300 videos trended in only one country while the rest trended in 2 or 3 countries, you notice cross country video trending.
- Entertainment videos are very popular amongst the 3 countries, followed by other categories
- The country does not influence the videos tendency to trend.

Categories and Engagements

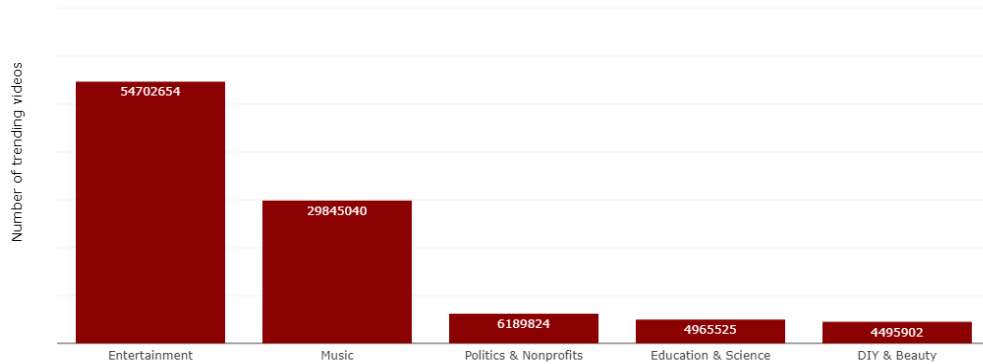
Top 5 categories by views



Top 5 categories by likes

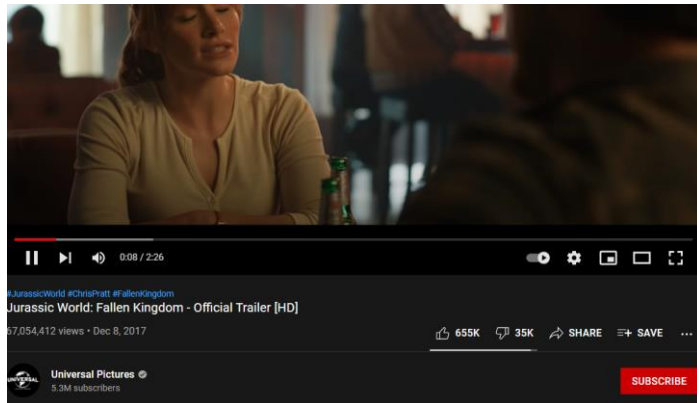
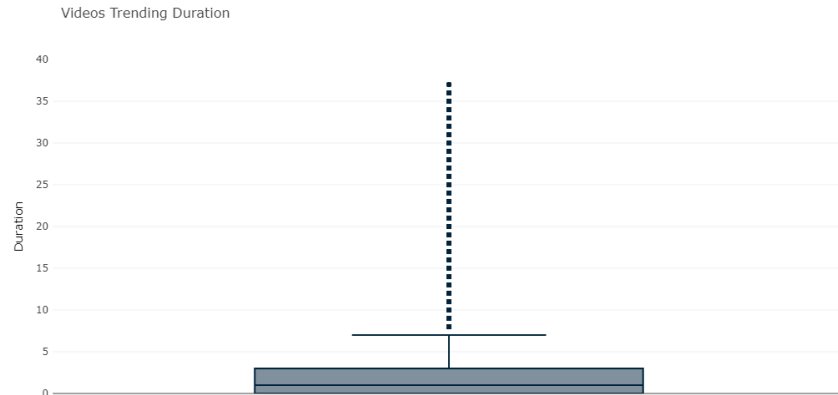


Top 5 categories by comments

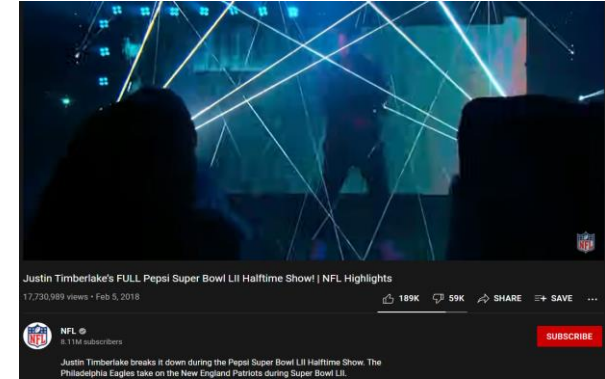


Most users generally and watch engage with e
ntertainment add music more than the other ca
tegories. Entertainment has the highest number
of trending videos

Video trending Duration



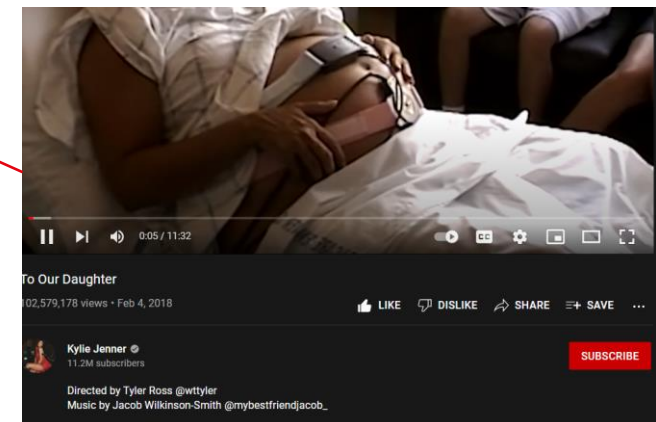
Jurassic World: Fallen Kingdom - Official Trailer [HD]



Justin Timberlake's FULL Pepsi Super Bowl LII Halftime Show! | NFL Highlights

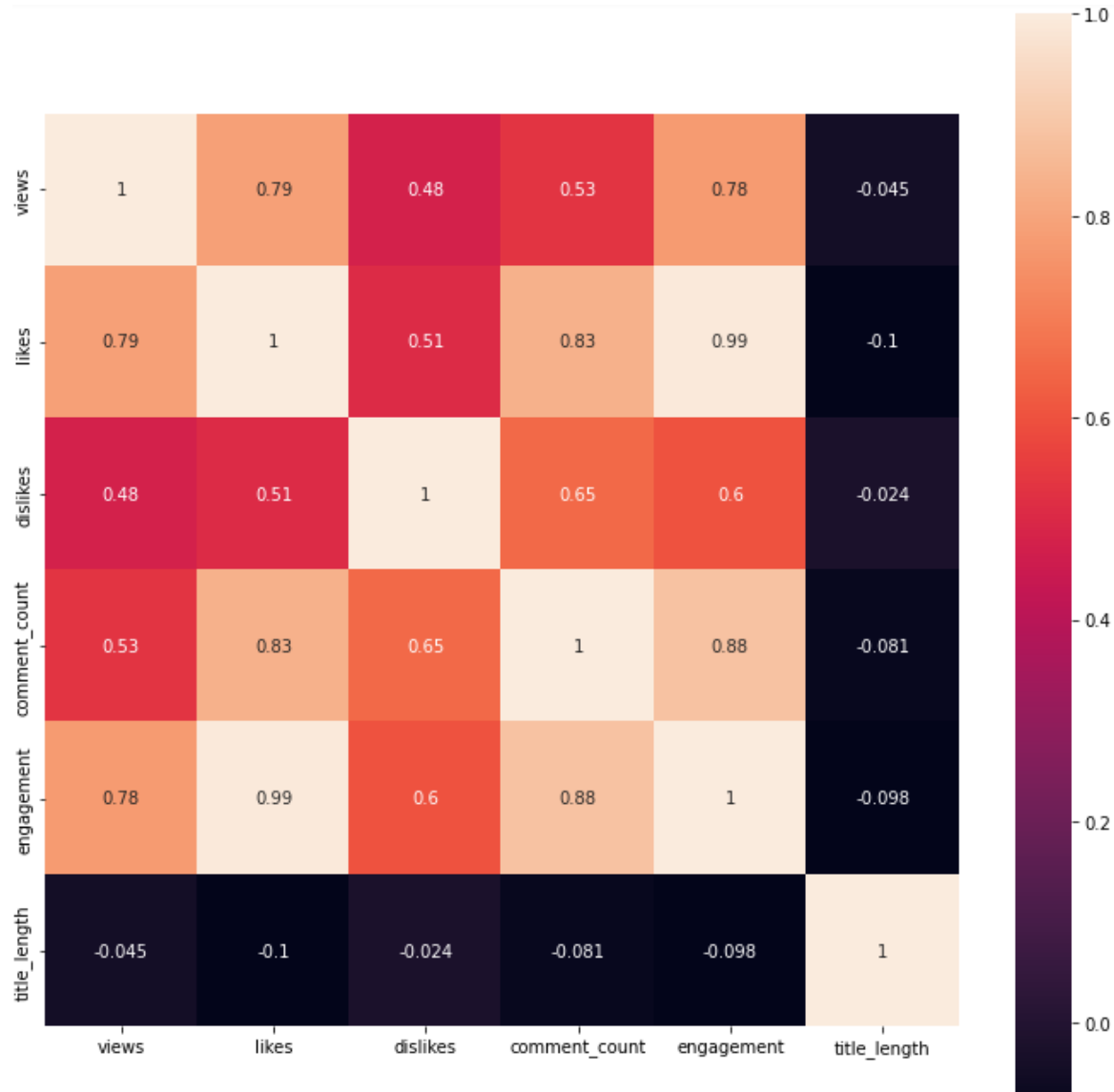
Max
Trending
Duration
: 37 days

There are 3 videos with the longest trending duration, 37 days, although there are still videos that trending only the day they were uploaded.



To our Daughter

Correlation of comments, likes, views, title length, dislikes

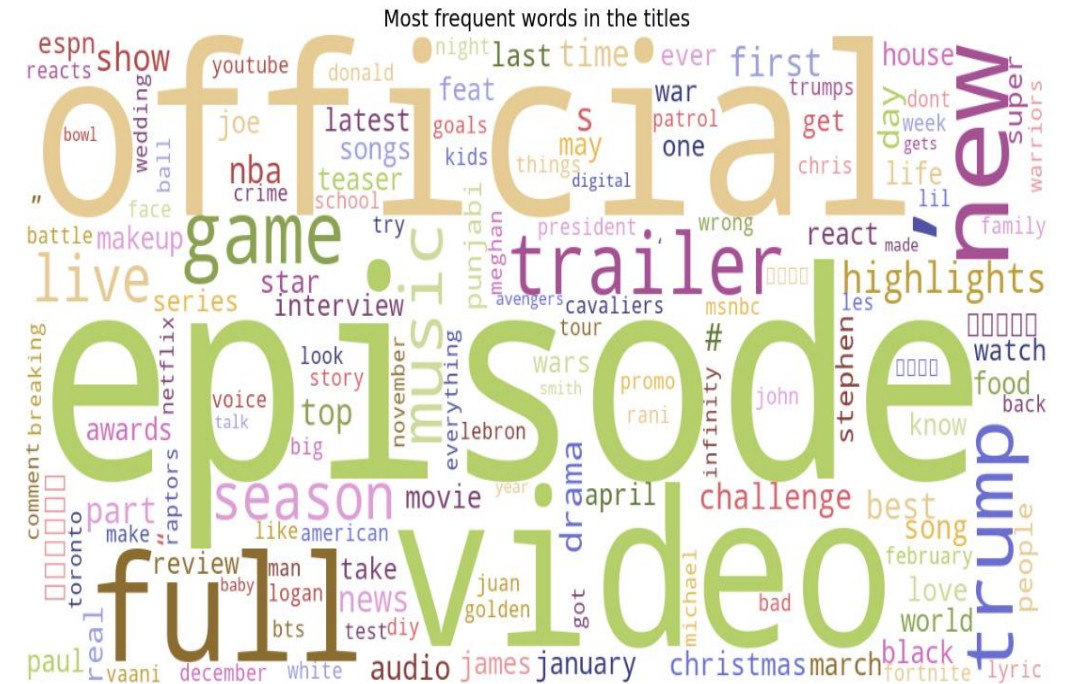


- Likes and dislikes are positively correlated to comment count which means as the likes and dislikes increase/ decrease there is an equal tendency for the comment to increase/decrease or vice versa
- Also, Views and likes are positively correlated.
- Engagement which is the sum of likes, comments and dislikes is positively correlated to the views

Text analytics



Word suggestion for tags include; the, News , funny ,show, new , video, comedy .



Word suggestion for in video title include; official, episode, video, full, new, game, trailer

Conclusion

- The country does not influence a videos ability to trend .
- Entertainment videos are more likely to trend than other categories.
- The likes is greatly influenced by the number of views
- Words suggestions for title: official, episode, video, full, new, game, trailer
- Words suggestions for tags: News , funny ,show, new , video, comedy .

Thank You