YOUTUBE TRENDING VIDEO ANALYSIS: CATEGORIES, COUNTRY DISTRIBUTION AND US POPULARITY

INTRODUCTION

- This project aims to develop a dashboard that automates analysis of trending videos on Youtube. The dashboard can be utilized according to its specification based on what users want to analyze.
- The dashboard will provide valuable insights to the video ad analysts at the Sterling & Draper advertising agency, specifically for the new employees Melanie and Ashok.

GOALS

1) To develop a dashboard that automates the analysis of trending videos on Youtube.
2) To analyse the trending Youtube videos according to timeline
3) To identify trending Youtube videos by country

ENTERTAINMENT VIDEO CATEGORIES HAD THE MOST OFTEN VIEW

Trending Videos History
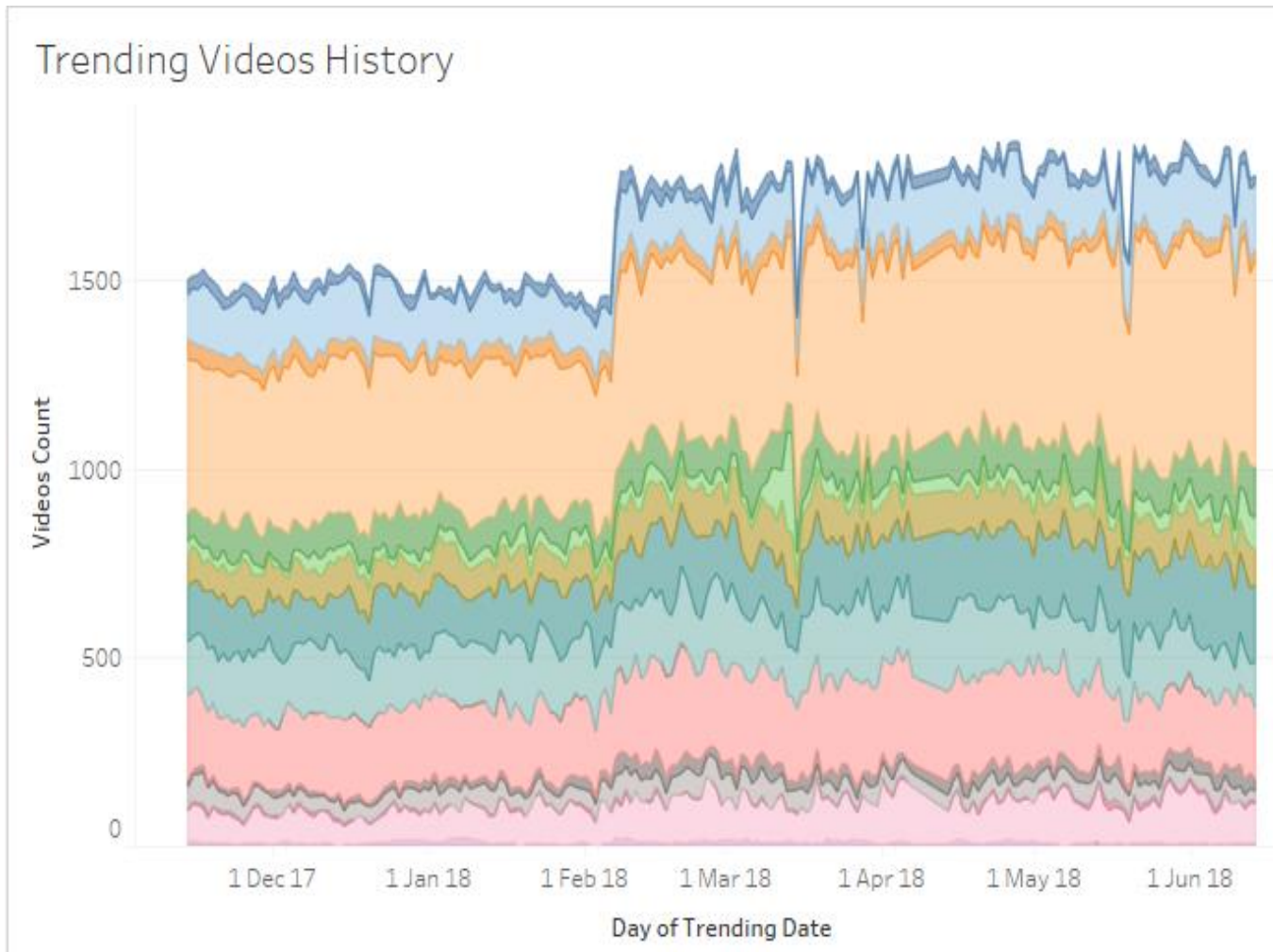
- The Entertainment category consistently stood out as the most prevalent among trending videos, boasting a substantial total count ranging from 6,696 to 16,908 videos each month.
- People & Blogs also commanded a significant presence within the trending video landscape, with its video counts ranging from 2,710 to 7,382.
- News & Politics emerged as another prominent category, showcasing a notable presence with video counts ranging from 1,662 to 5,594.
- Music videos maintained their popularity, consistently appearing among the trending videos with counts ranging from 2,332 to 6,134.
- Sports category also garnered a significant following, with a notable number of trending videos ranging from 1,360 to 3,624. This suggests a strong interest among viewers in sports-related content, including highlights, analysis, and behind-the-scenes glimpses into the world of sports.

UNITED STATES HAD THE MOST VIDEO WATCHED BY ITS CITIZENS

Trending Videos by Country

United States
23.75%
80,758

France
22.18%
75,404

Russia
21.68%
73,694

Japan
10.81%
36,762
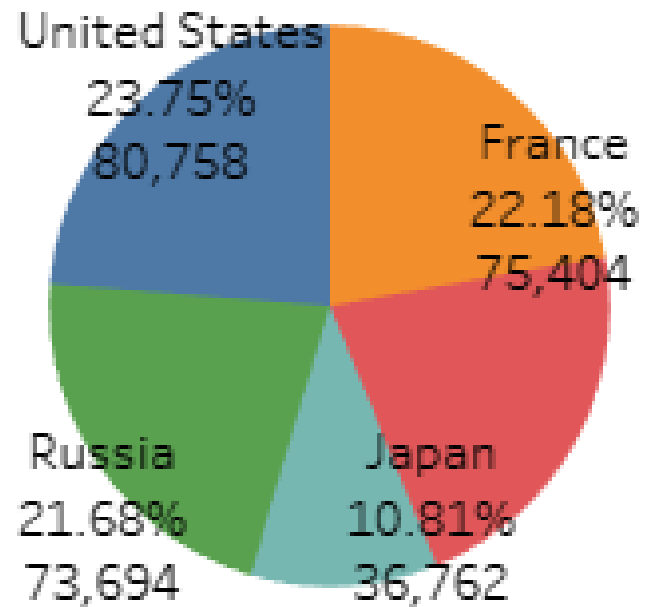
- The United States leads with the highest percentage of total videos, contributing 23.75% with a count of 80,758 videos.
- France comes in second, accounting for 22.18% with 75,404 videos viewed by its citizens.
- Russia and India are close contenders, each contributing 21.68% and 21.58% respectively, with video counts of 73,694 and 73,372.
- Japan has the smallest share, contributing only 10.81% with 36,762 videos viewed.

ENTERTAINMENT MOST POPULAR IN THE UNITED STATES

Trending Videos by Category and Region

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

- From the table, the categories that were especially popular in the United States are:
- Entertainment: It accounted for 19,638 videos watched , which is a relatively high number compared to others in United States.
- Music: Music had a significant presence in the United States followed by Entertainment, with 12,874 Youtube videos watched.
- Howto & Style: The third most watched are Howto & Style at 8,280 total number of videos.
- Comedy, People & Blogs: Comedy and People & Blogs had relatively same number of total videos watched, each accounted for 6,870 and 6,122.
- When comparing popular categories in United States to those popular elsewhere, some notable differences can be observed. While categories like Entertainment, Music, Howto & Style were popular in United States, they may not have the same level of popularity in other region. On the other hand, categories such as People & Blogs had significant popular in Russia.

LINK TO TABLEAU

https://public.tableau.com/app/profile/muhammad.asraf.ridhuan.bin.sapiee/viz/YoutubeTrendingVideos_MuhammadAsrafRidhuan/Dashboard#1

CONCLUSION

- The data underscores the diverse interests of YouTube viewers across different regions and categories. The United States leads in overall video views, with a strong preference for Entertainment and Music. However, regional variations in category preferences highlight the importance of understanding local audience trends for effective video content and ad planning. This analysis provides valuable insights for video ad planning managers to tailor their strategies according to the specific interests of different regional audiences.

RECOMMENDATIONS

- Data for Continuous Improvement: Regularly update the dashboard to track trends. Adjust content and ad strategies based on the latest data.
- Targeted Ad Placement: Place ads in videos trending in top categories for each region. Use demographic data to refine targeting.
- Collaborate with Influencers: Partner with popular influencers in trending categories. Run campaigns involving influencer collaborations to increase visibility.
- Create Multilingual Content: Provide content in local languages for regions like Russia and France. Use subtitles or translations to reach a broader audience.
- Diversify Content: While focusing on top categories, include Howto & Style, Comedy, and Sports to capture a wider audience. Monitor and adapt to emerging trends.
- Enhance Viewer Engagement: Encourage comments, likes, and shares to increase visibility. Use calls to action to drive interaction.