



# YOUTUBE TRENDING VIDEOS

DATA VISUALIZATION

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# ABSTRACT

- 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”. Top performers on the YouTube trending list are music videos (such as the famously virile “Gangnam Style”), celebrity and/or reality TV performances, and the random dude-with-a-camera viral videos that YouTube is well-known for.
- This dataset is a daily record of the top trending YouTube videos.

# ACKNOWLEDGEMENTS

This dataset was collected using the YouTube API.

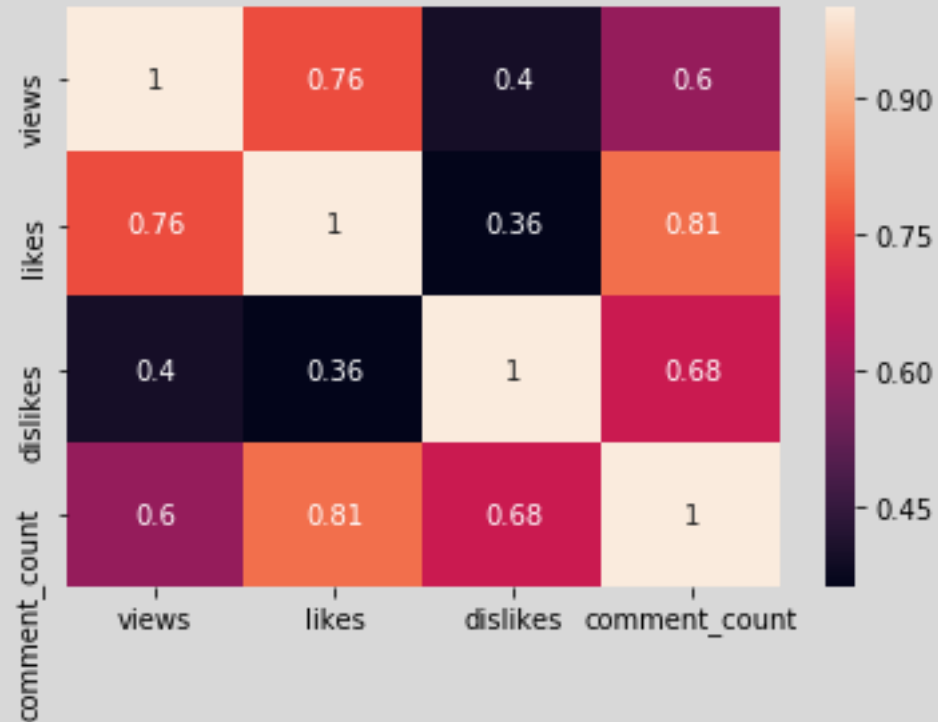
# ABOUT THE DATASET

The columns in the dataset are:

- Video id
- Trending date
- Title
- Channel title
- Category id
- Publish time
- Tags
- Views
- Likes
- Dislikes
- Comment count
- Thumbnail link
- Comments disabled
- Ratings disabled
- Video error or removed
- Description

# DATA VISUALIZATIONS

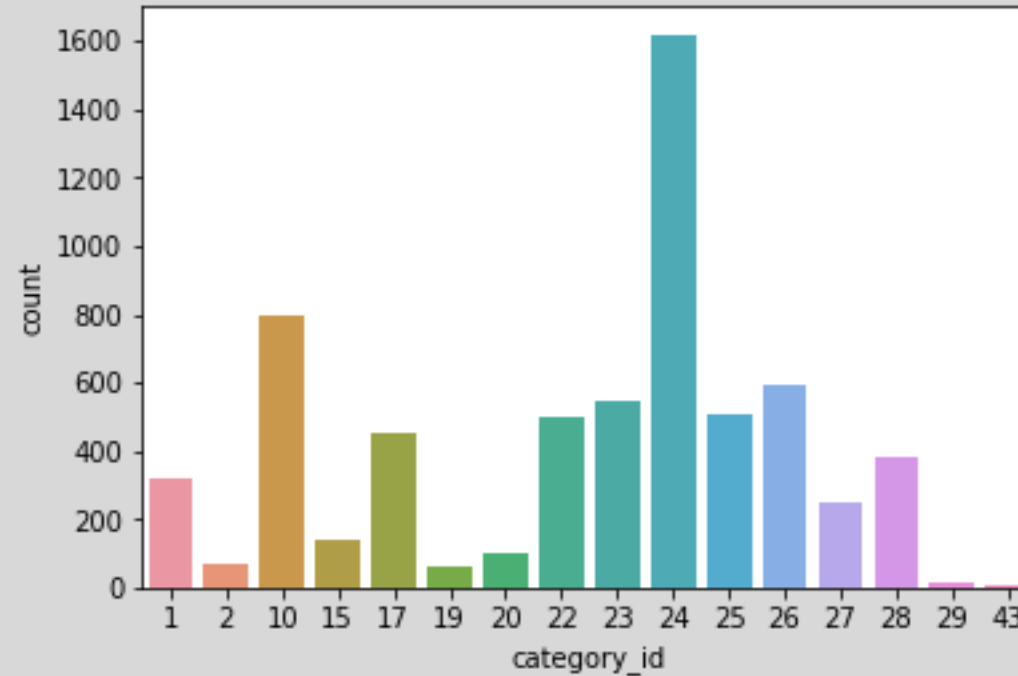
## 1. Correlation heat map for views, likes, dislikes and comment count(Correlation map



### INFERENCE:

This shows that there is a strong positive correlation between number of likes and number of views.

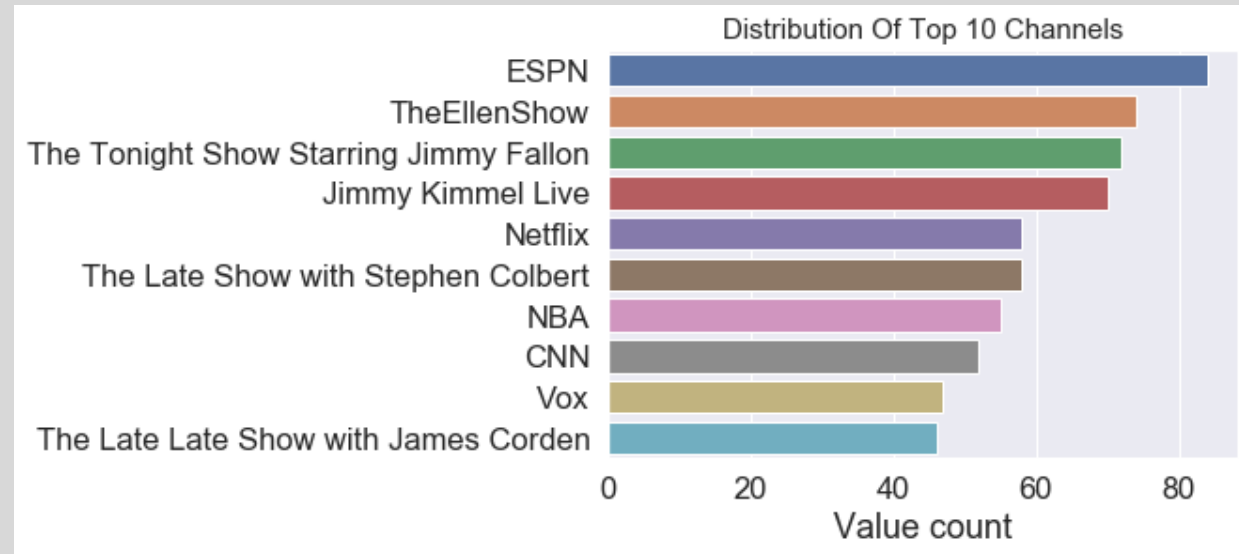
## 2. Number of videos in each category(Count plot)



### INFERENCE:

Category 24 has the most number of videos.

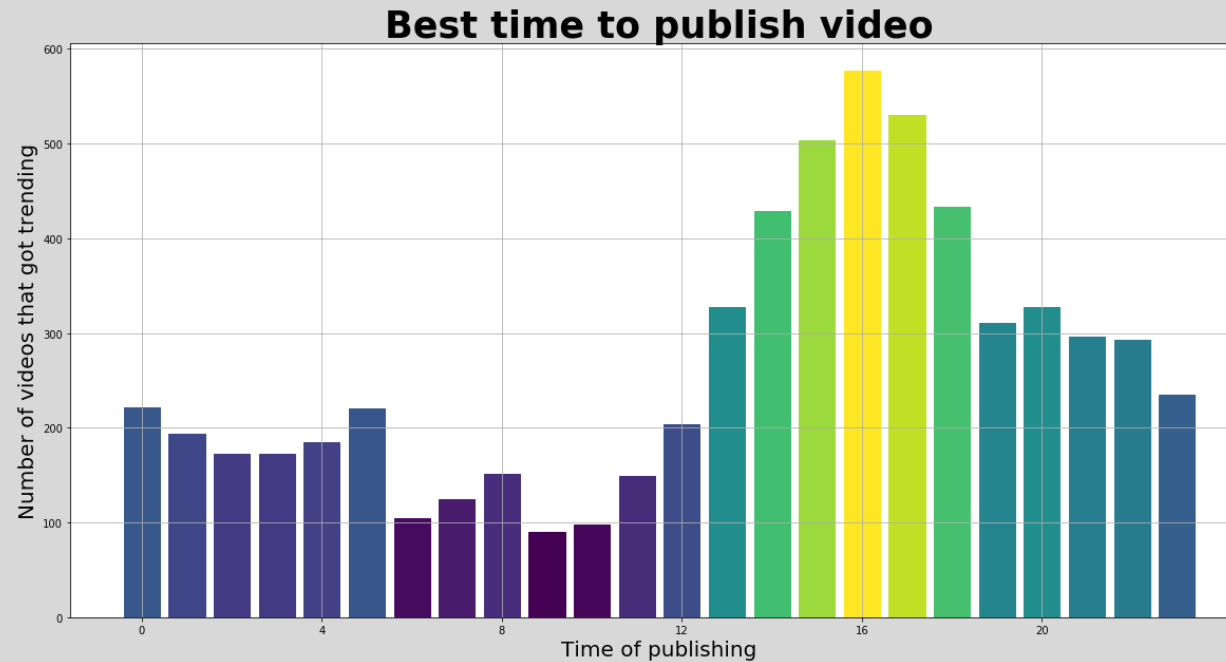
### 3. Top 10 channels' having largest number of Trending videos(Bar plot)



#### INFERENCE:

The ESPN is the most distributed channel among all channel.

## 4. Best time to publish videos for trending (Bar plot)

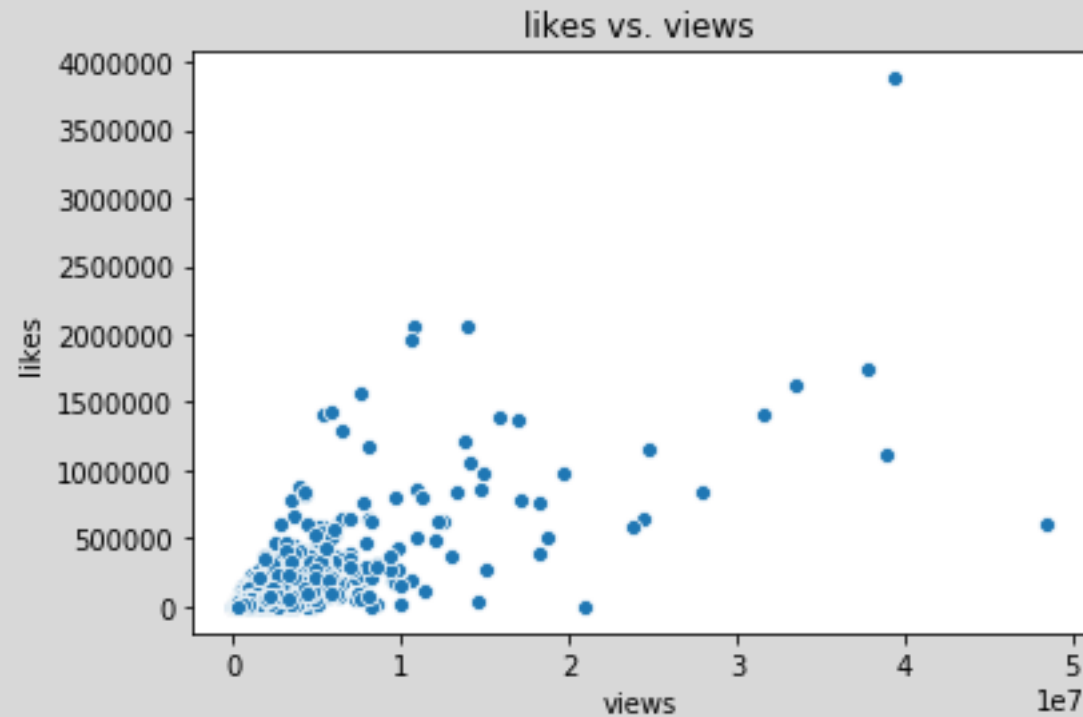


INFERENCE:

4PM is the best time to publish videos in YouTube for trending.



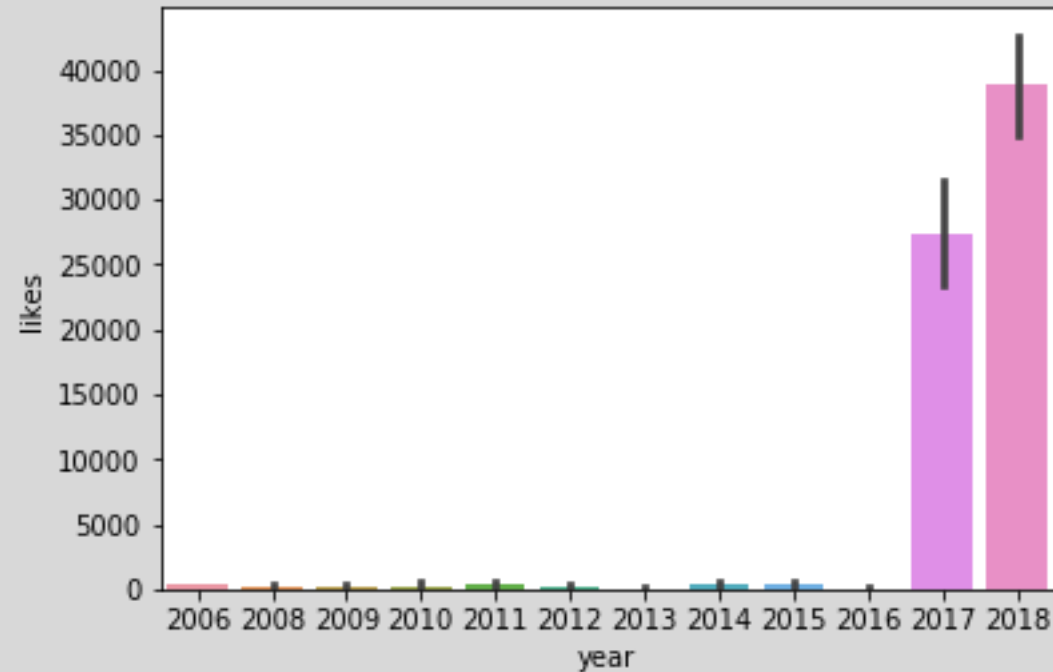
## 5. Posting time vs likes (Scatter plot)



### INFERENCE:

We see that views and likes are truly positively correlated: as one increases, the other increases too—mostly.

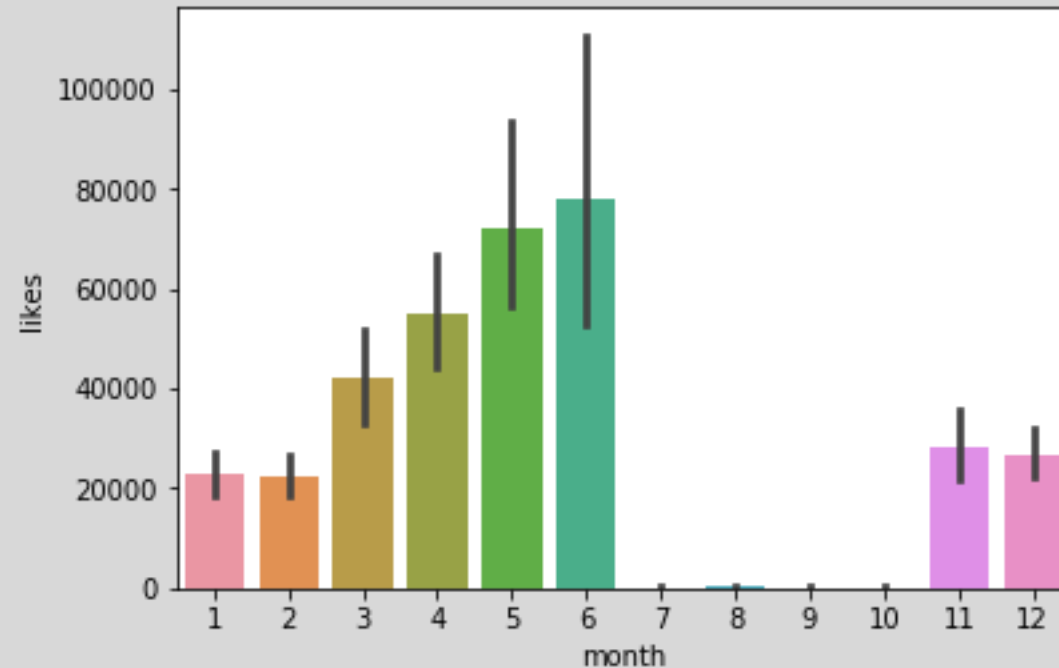
## 6. Publish year vs likes (Bar plot)



### INFERENCE:

The video published after 2017 has the most likes as the application YouTube got trending only after then. So, from the data we got, the year 2018 has the most number of likes for videos.

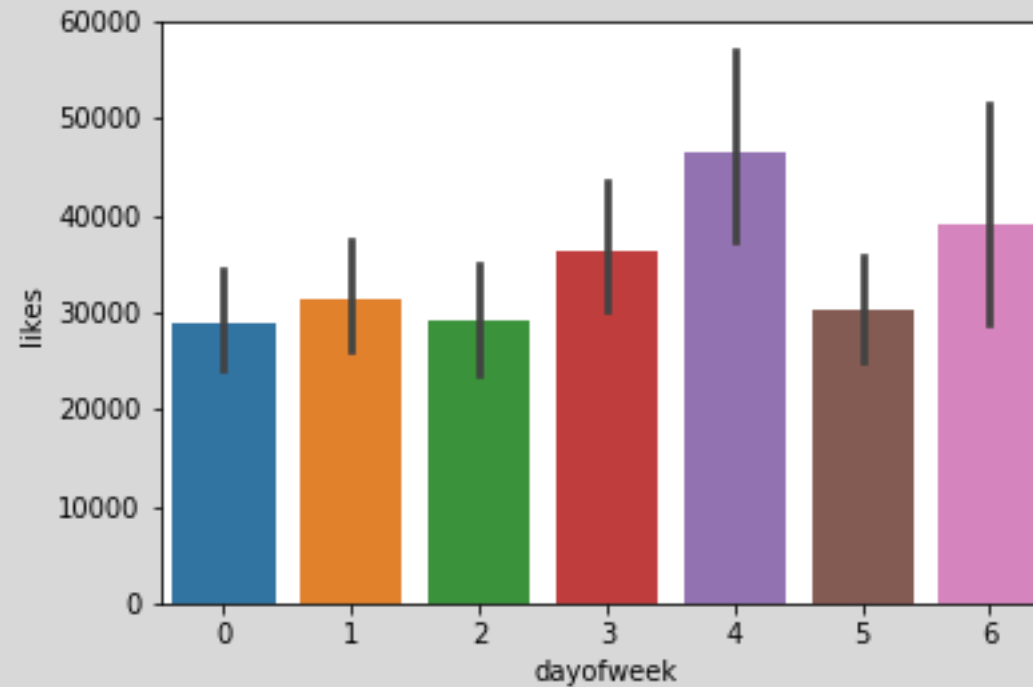
## 7. Publish month vs likes (Bar plot)



INFERENCE:

The videos published in the month of June has the most number of likes.

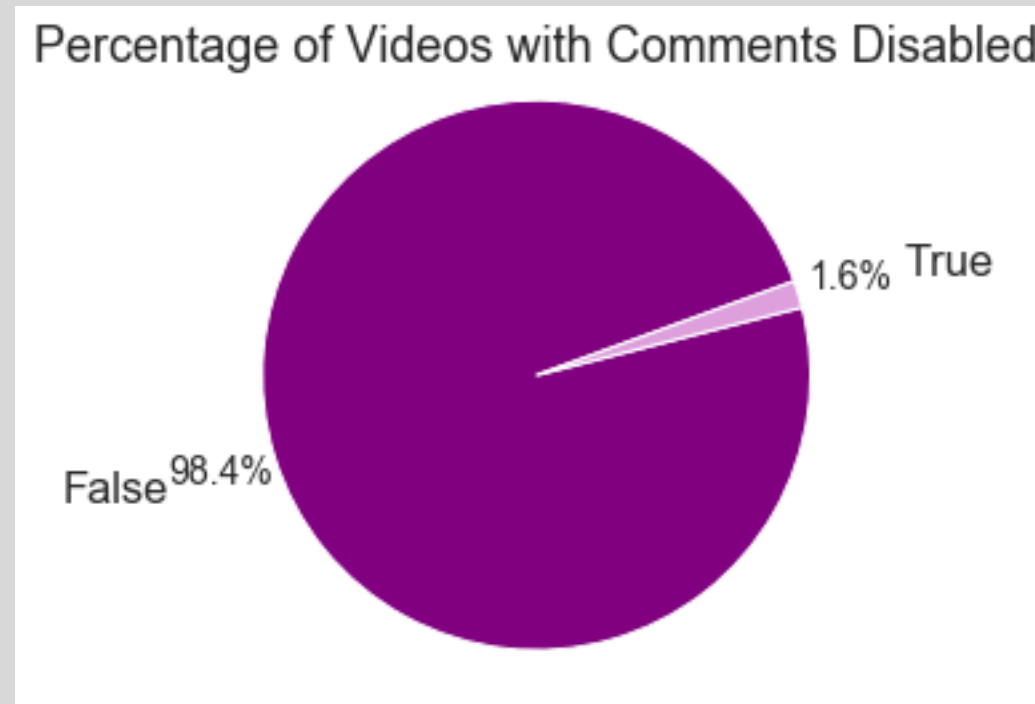
## 8. Publish week vs likes (Bar plot)



### INFERENCE:

The videos published on Thursday has the most number of likes.

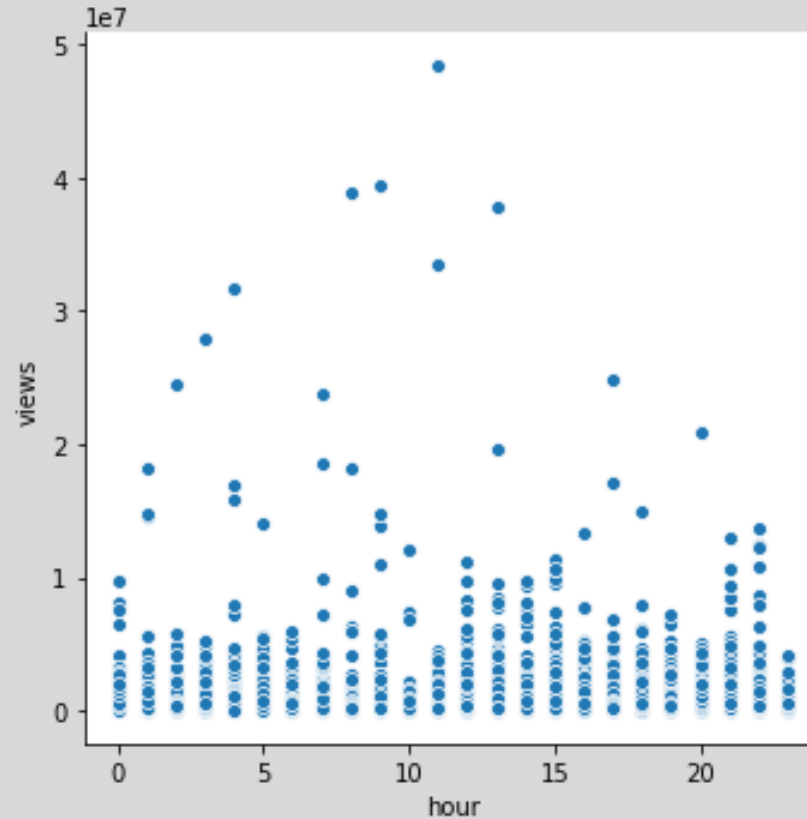
## 9. Percentage of videos with comments disabled (Pie chart)



### **INFERENCE:**

1.6% of the videos are left with comments disabled while 98.4% of the videos are enabled with comments section.

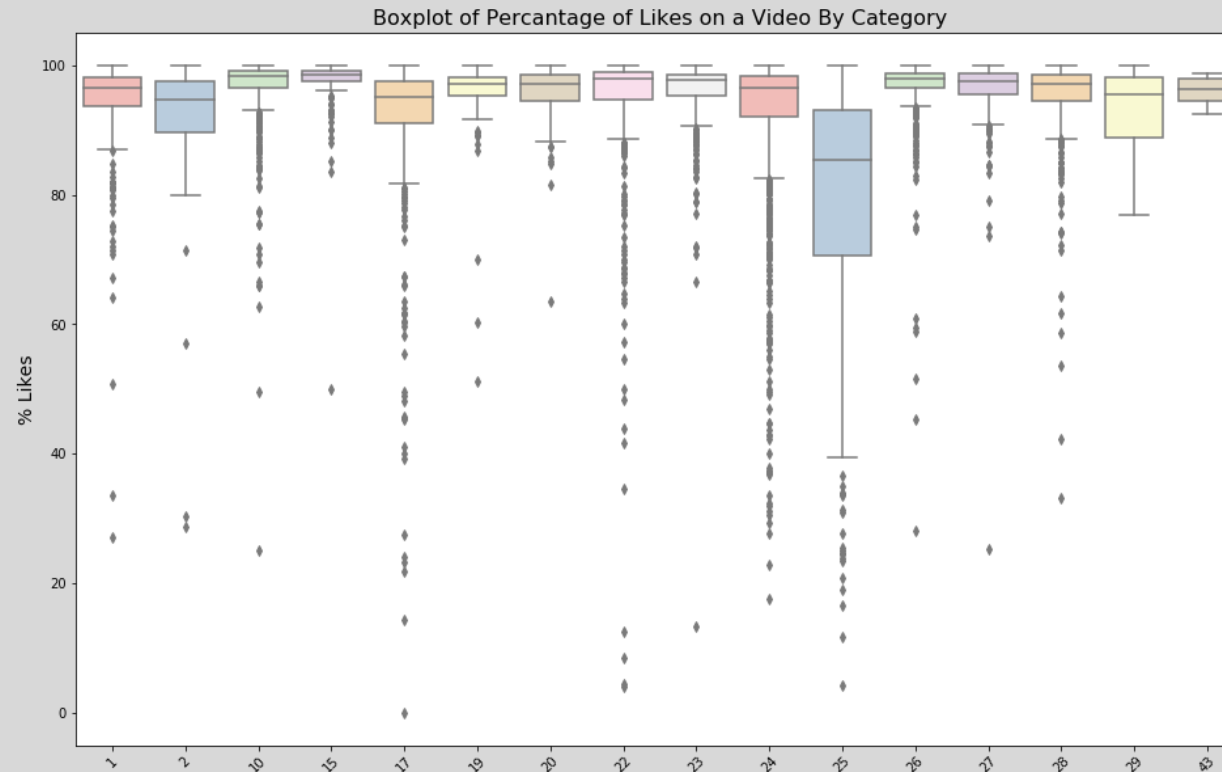
# 10. Views vs likes (Scatter plot)



## INFERENCE:

The graph shows that videos published around 23:00 at US Central Standard Time received the most views.

# 11. Percentage of likes on a video by category (Box plot)



## INFERENCE:

Category No 25 with a higher median and larger spread of likes.

THANK YOU!