

Data Analysis Team Presenting:

TRENDING VIDEOS DASHBOARD

A SIMPLE VIEW DASHBOARD FOR YOUR BUSINESS NEEDS

What task our dashbord will solve?



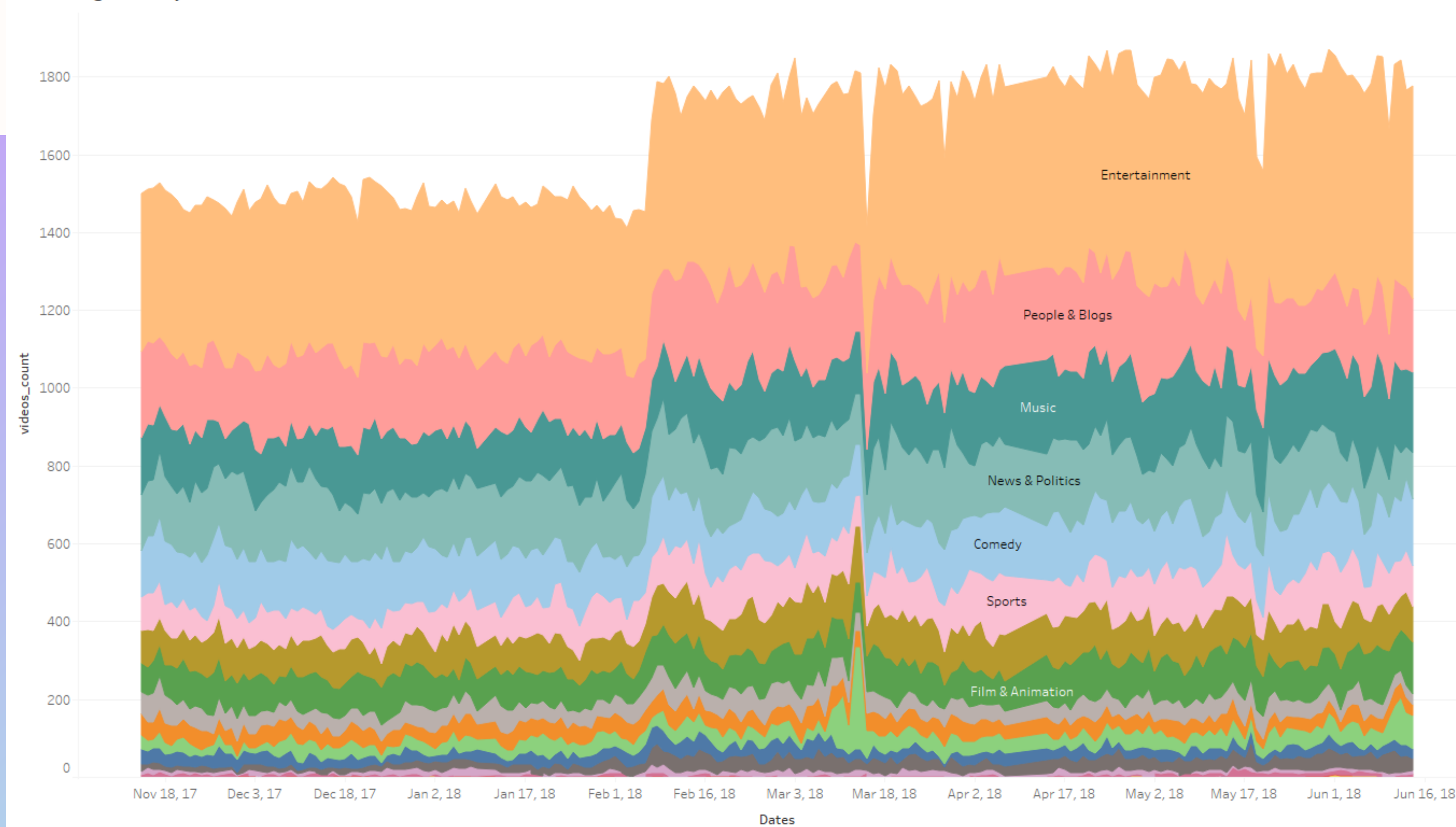
IT WILL PROVIDE A COMFORTABLE ACCESS TO DATA ABOUT TRENDING VIDEOS AND WILL HELP TO DETERMINE WHAT CONTENT DESERVES MARKETING ATTENTION

- Which video categories trended most often?

In terms of absolute numbers
We can see that
there is an overall trend
to all video categories. The top
trended categories are:
**Entertainment, People & Blogs,
Music, News & Politics and
Comedy.** Altogether those 5
categories take up the majority of
the number of videos.

It is also important to point out
that there is a certain
surge in the number of
videos
starting from February 2018

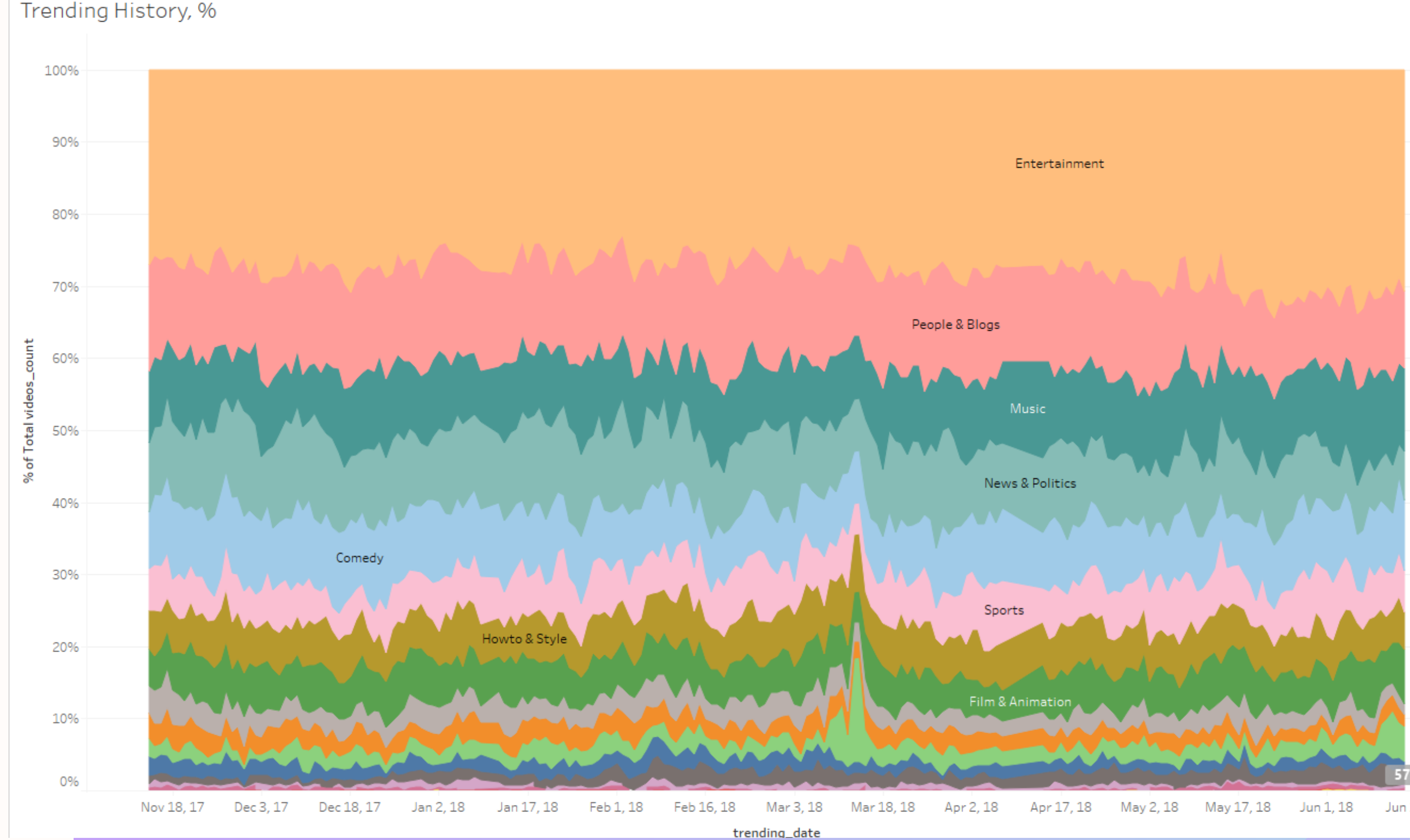
Trending History



What about relative numbers?

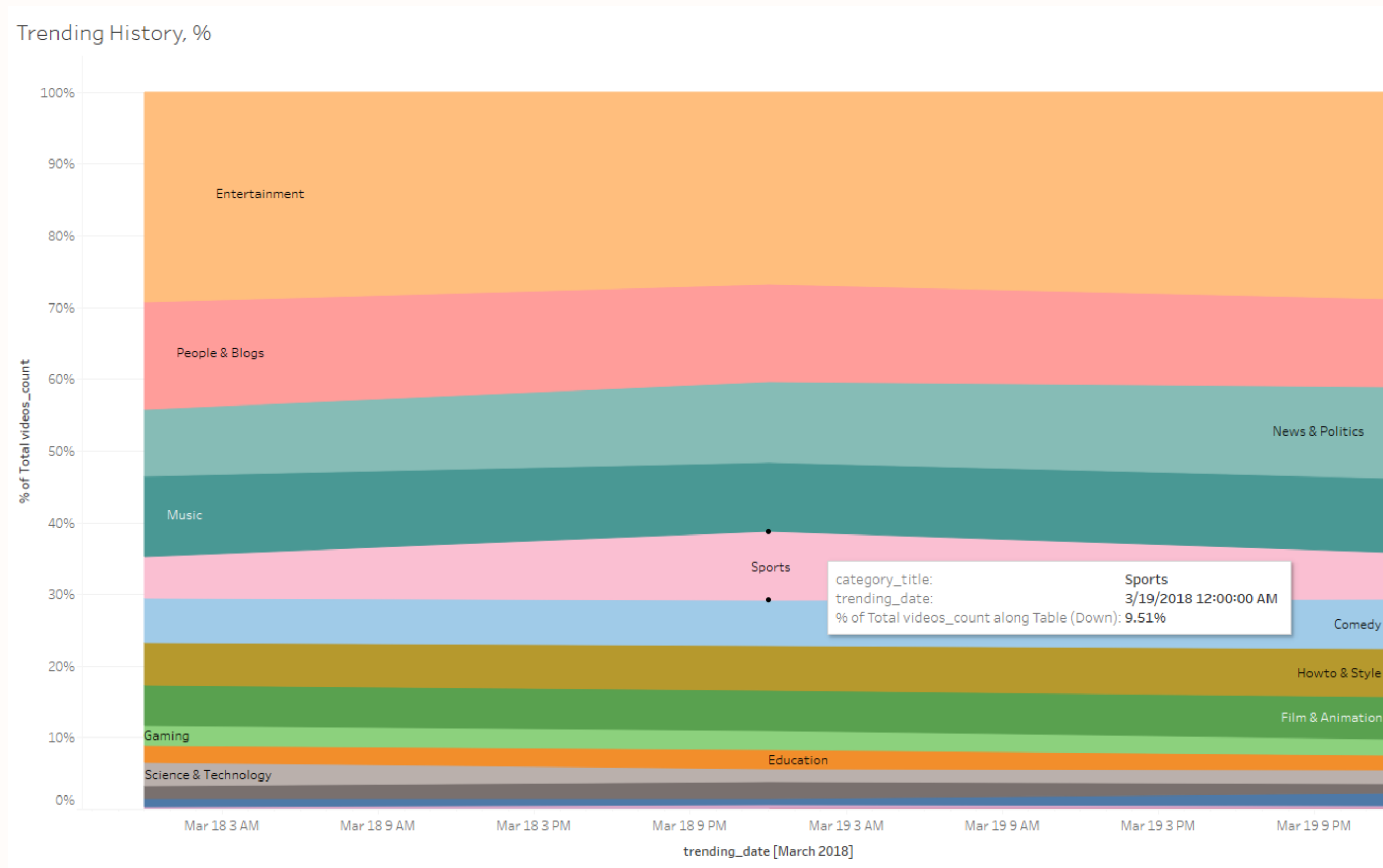


Through all the given period we see the same trends as on the previous graph, but without the surge in February 2018. For the categories in the lower, less trending part of the graph we see that there is a high peak there in the middle of March 2018 and this peak impacted those categories stronger, than the leading categories.

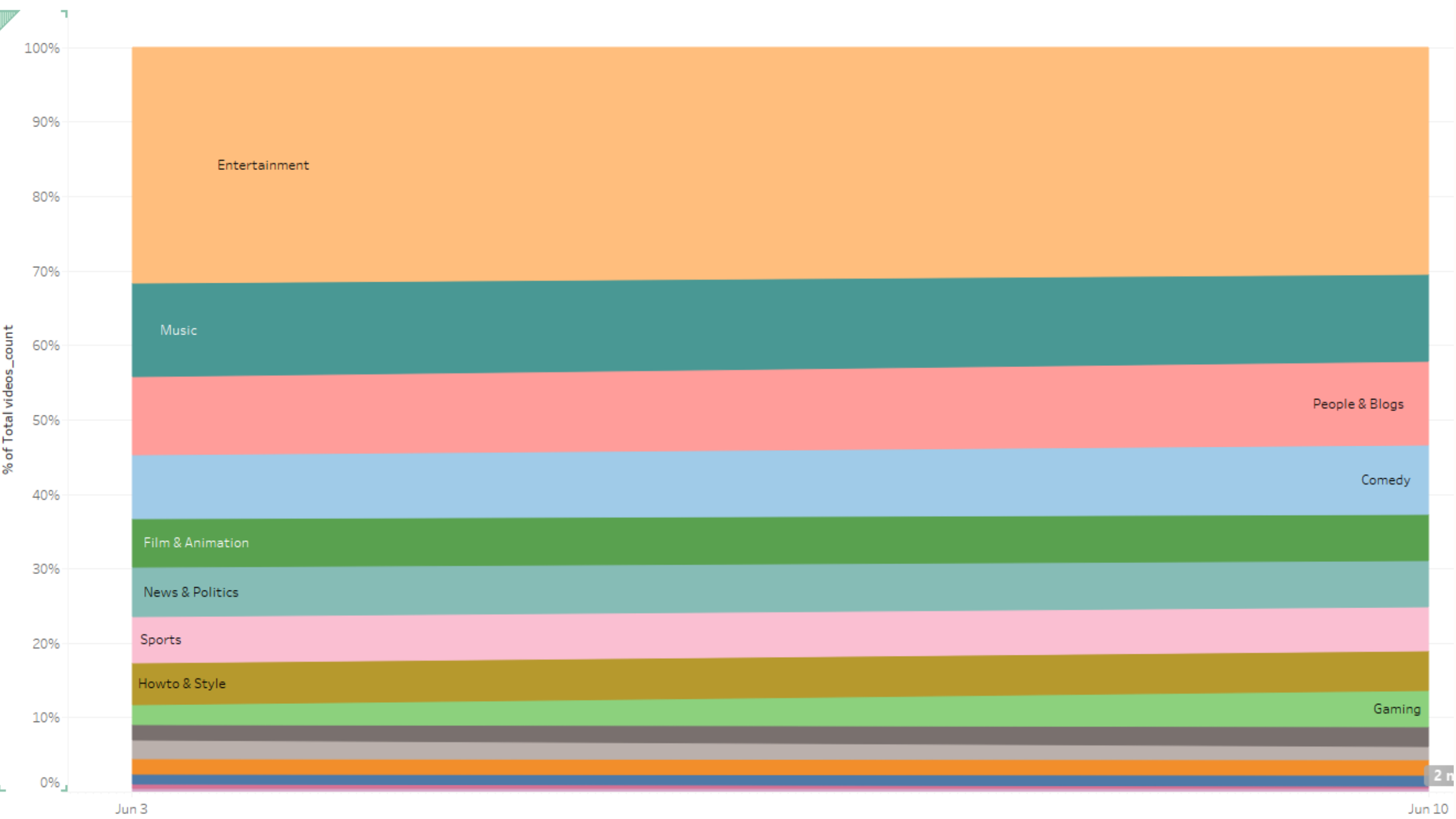


What does a daily trend look like?

Sports category almost doubled in trend on the 18-th of March at 21.00.
That must have been a good match :)



Trending History, % (weekly view)



What video categories were trending last week?

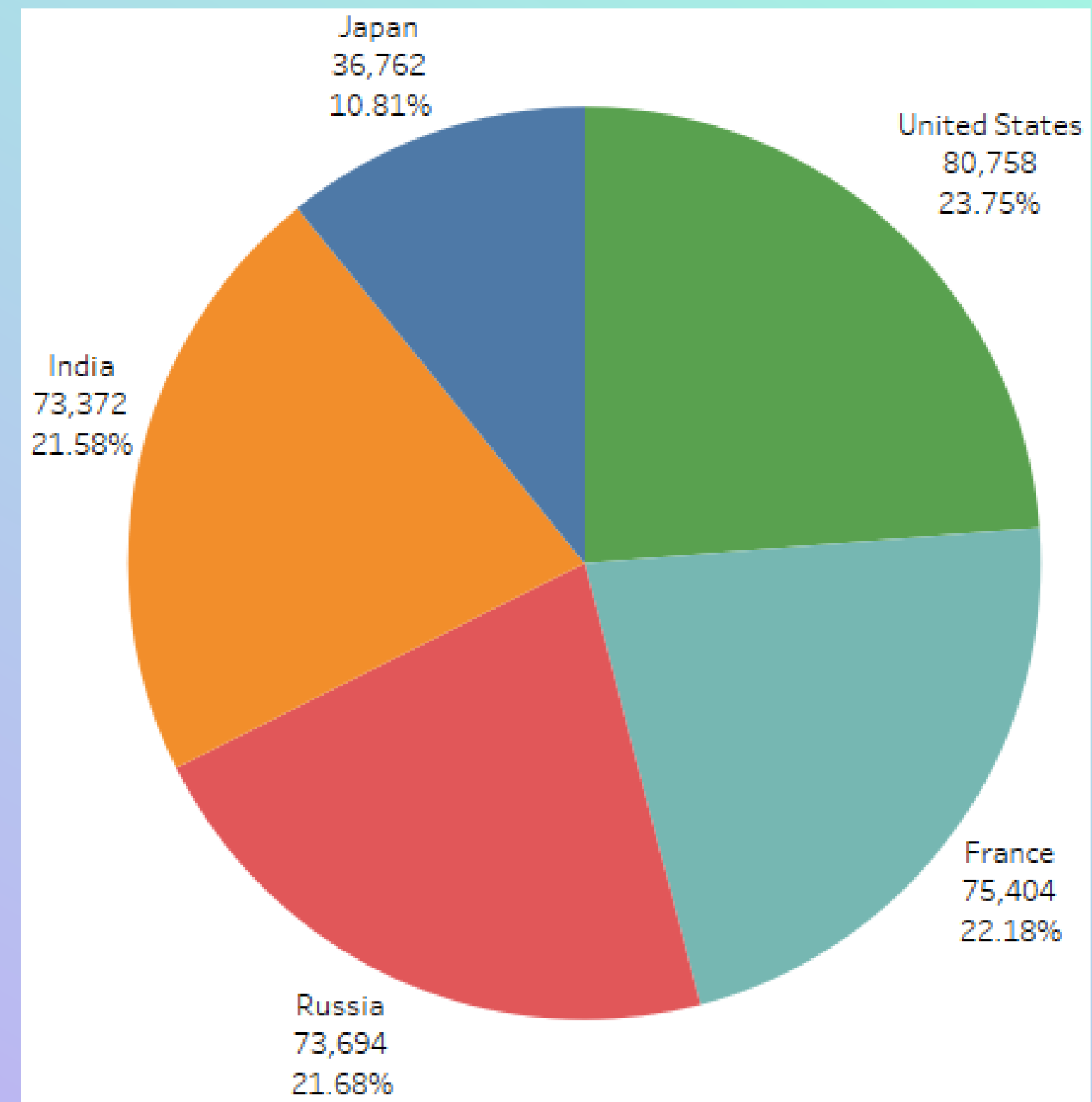


The changes in trends throughout the week are quite subtle almost in all categories, except from **Games** - the percent of videos at this category almost doubled by the end of the week in comparison with start of the week

How were trends distributed among regions?



This is an overall picture - all videos for the given period of time, grouped by regions. The trends distributed almost equally among **United States, France, Russia and India respectively**, Japan has approximately twice a lower percent of trending videos.



TO SEE THE TREND FOR A CERTAIN PERIOD OF TIME USE THE DATE FILTER

What categories were especially popular in the United States?



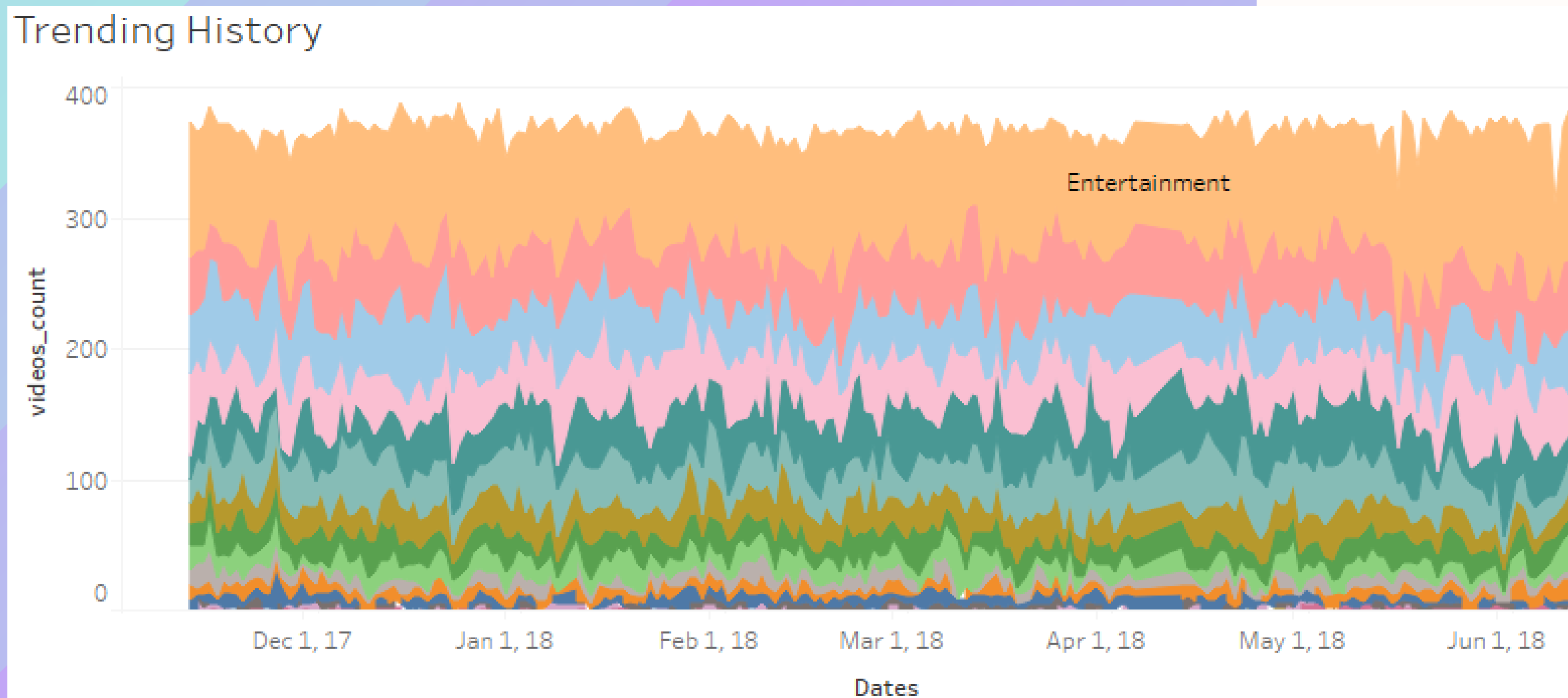
Trending by Country & Category

category_title	region
	United States
Entertainment	19,638
Music	12,874
Howto & Style	8,280
Comedy	6,870
People & Blogs	6,122
News & Politics	4,818
Science & Technology	4,722
Film & Animation	4,680
Sports	4,250
Education	3,284
Pets & Animals	1,832
Gaming	1,606
Travel & Events	804
Autos & Vehicles	758
Shows	114
Nonprofits & Activism	106

This interactive table shows us most trending vids in US. Recall, that the overall categories trend were Entertainment, People & Blogs, Music, News & Politics and Comedy.

In the context of **one** country the top 5 list is almost the same, however, what we see different in US region is the category **Howto & Style**. A lot of crafty talented viewers here :)

TO SEE THE TREND FOR A CERTAIN COUNTRY USE THE REGION FILTER



Applying the date and region filter to the dashboard's graphs lets' compare the US region top5 to France

Were there any differences between the categories popular in the US and those popular elsewhere?

Trending by Country & Category

category_title	region
	France
Entertainment	19,020
People & Blogs	9,346
Comedy	8,446
Sports	8,002
Music	7,658

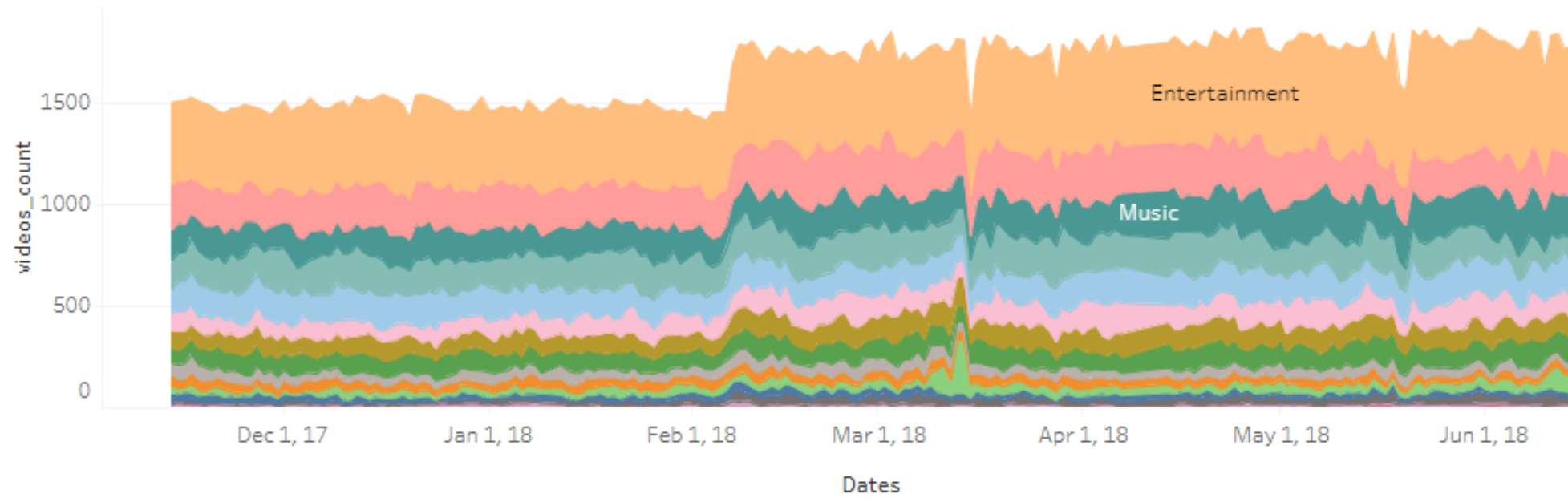
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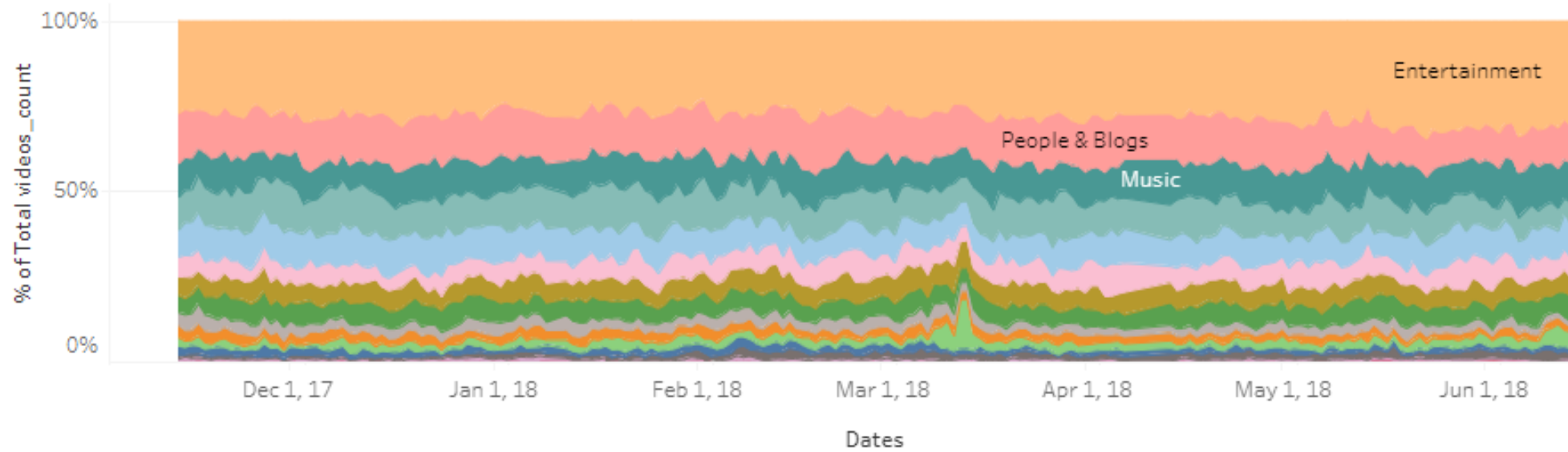
Trending Videos Dashbord

1. Trending History - trending videos split by time and catgory
2. Trending History, % - trending videos split by time and catgory, relative values
3. Trending Vids by Country
4. Trending by Country and Category

Trending History



Trending History, %



Date Filter

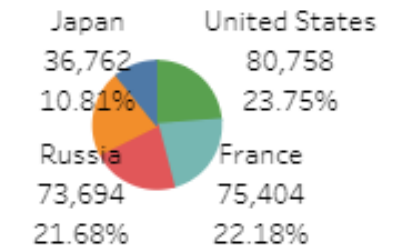
11/14/2017

6/14/2018

Region Filter

- ☒ (All)
- ☒ France
- ☒ India
- ☒ Japan
- ☒ Russia
- ☒ United States

Trending Vids by Country



Trending by Country & Category

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

General look of the dashboard

https://public.tableau.com/views/MyFirstViz_16526990619590/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

“The goal is to turn data into
information, and information into
insight.”

CARLY FIORINA, POLITICIAN AND
FORMER CEO OF HP

