



MARKETING REPORT



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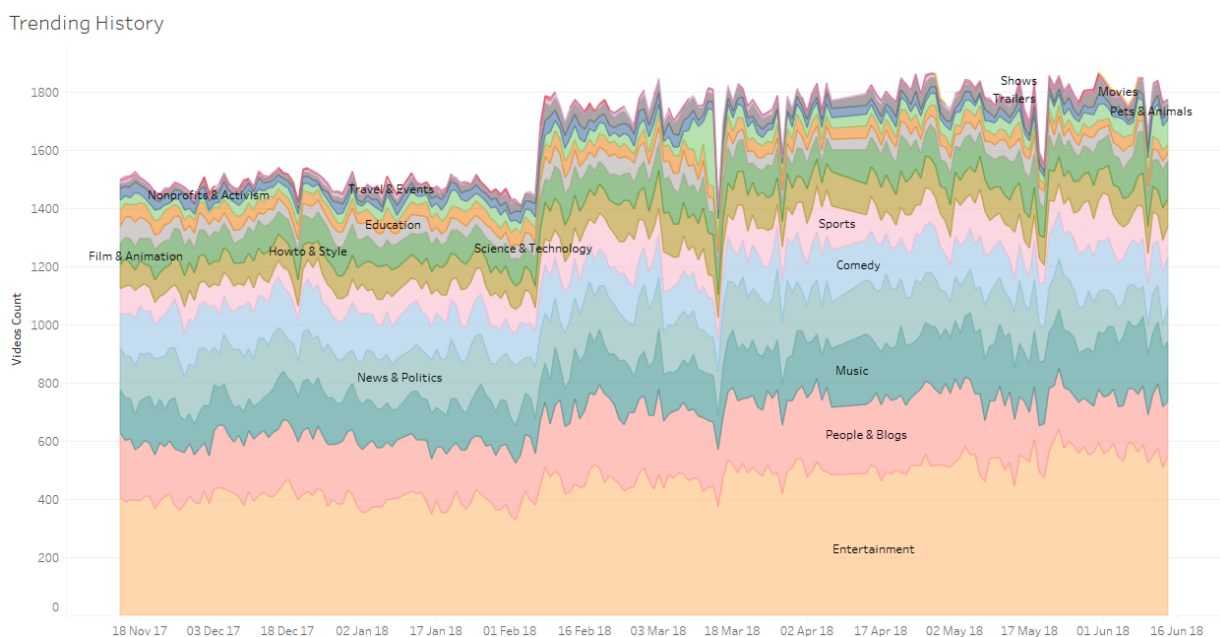


Prepared by: Wandile Dube

Introduction

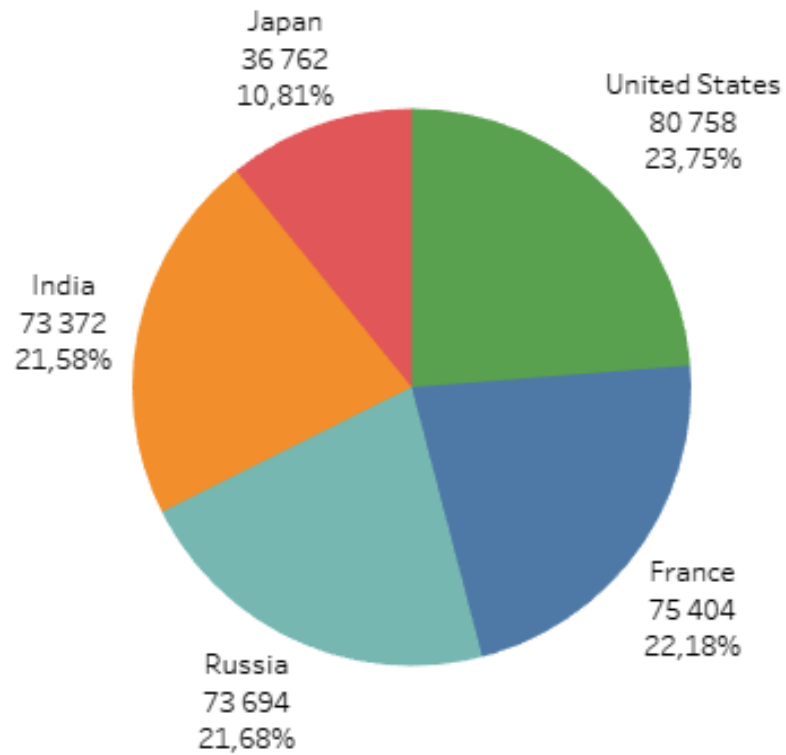
This report outlines the technical requirements for developing a YouTube Trending Video Analysis Dashboard. The primary business goal is to analyze the history of trending videos on YouTube to assist video ads planning managers. The dashboard will be used daily and will present data on trending videos broken down by day, category, and country. Additionally, it will feature a correspondence table between video categories and countries.

Which video categories trended most often?



The 3 categories that trended most are Entertainment, People & Blogs and Music respectively, followed by the other categories.

How were they distributed among regions?



All the categories are roughly fairly distributed with the United States, France, Russia and India all at around 20%. Lastly, Japan has the lowest amongst the region with a share of 10,81%.

What categories were especially popular in the United States?

Trending by Country and Category

Category Title	Region				United States 🇺🇸
	France	India	Japan	Russia	
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	

The top 3 popular categories in the United States were Entertainment, Music, Howto & Style.

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

Yes, in Russia the most popular category is People & blogs followed by Entertainment then News & Politics. In Japan, the second most popular category is News & Politics followed by Sports. In India, the second most popular is News & Politics followed by Music. Lastly, in France, the second most popular category is People & Blogs followed by Comedy.