Business report (YouTube trending videos analysis)

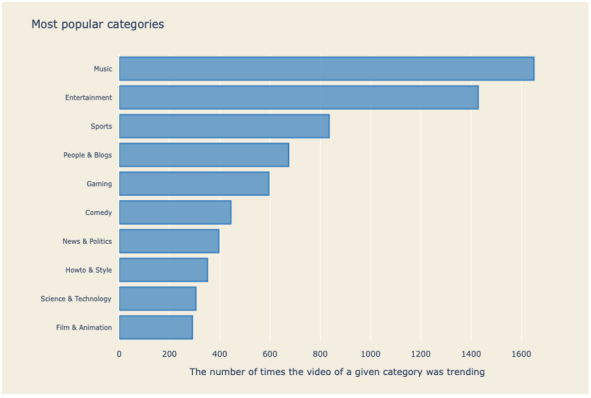
Abstract

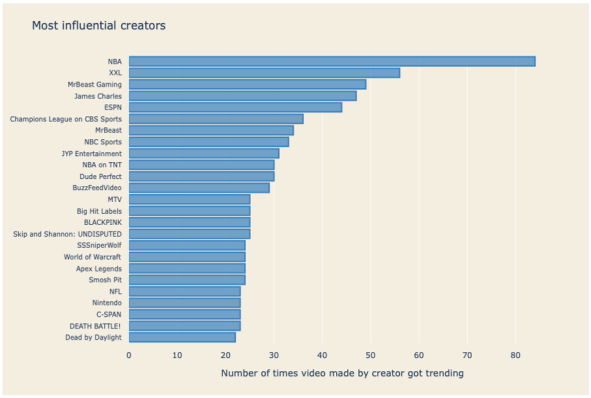
YouTube is the largest and strongest UGC(User Generated Content) Internet video site in the world with more than 1 billion active users worldwide and the world's highest Internet user satisfaction rating. While YouTube's sophisticated channels are already booming, many new YouTube creators are facing difficulties getting off to start. In this case, we're thinking about how we can get new YouTubers to create their suitable videos and attract more views efficiently.

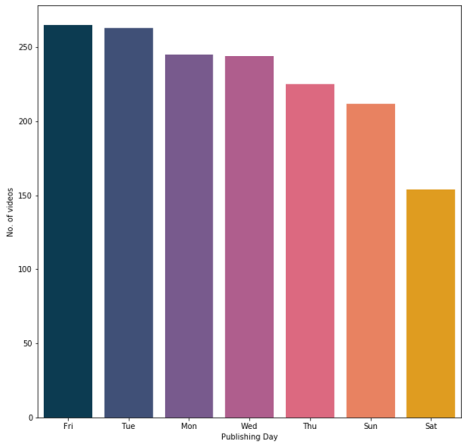
The first selected dataset includes data on daily trending YouTube videos in the US from August 4th to September 18th this year, with up to 200 listed trending videos per day. Data we processed include the video title, channel title, published time, tags, views, likes and dislikes, comment count, and category names. Additionally, based on the number of subscribers on September 18th this year, we select the top 50 YouTubers and choose the last 30 videos of them, dealing with their personal advantages and figures of their videos in this new dataset, including average video views, likes, dislikes, and comment count.

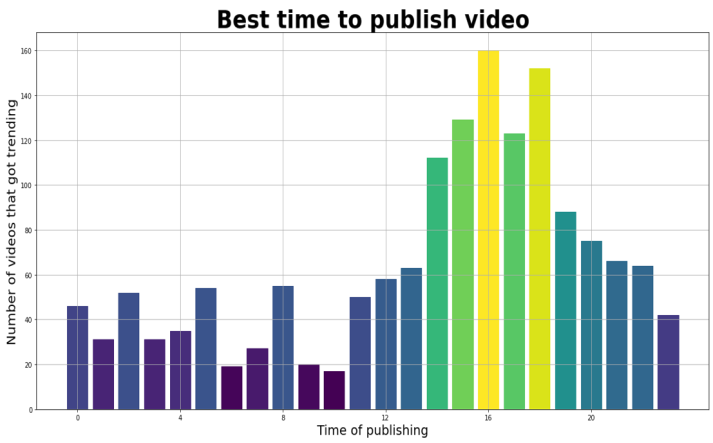
Analysis

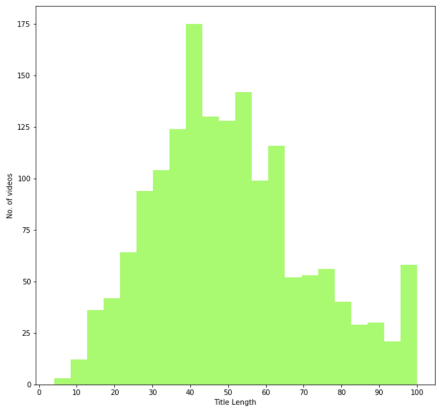
Achieve the commonly trending features from Number of Videos

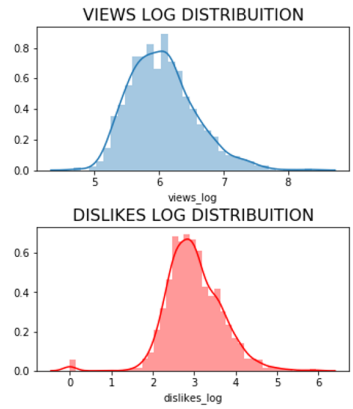


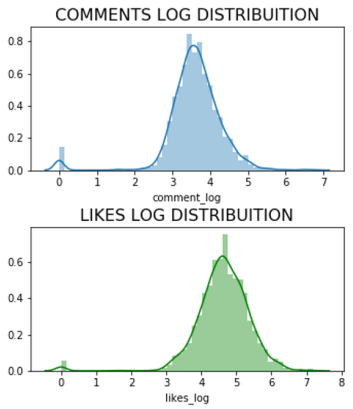






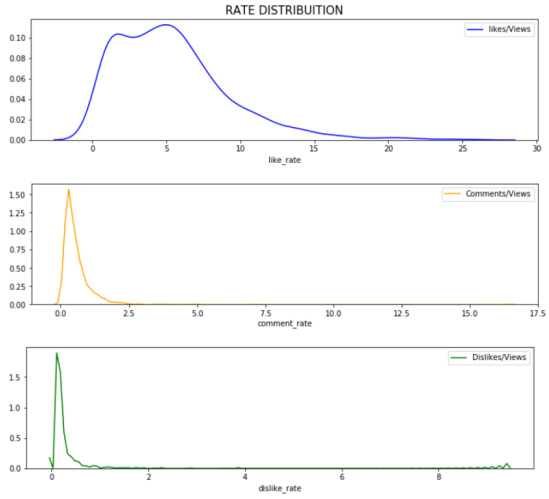


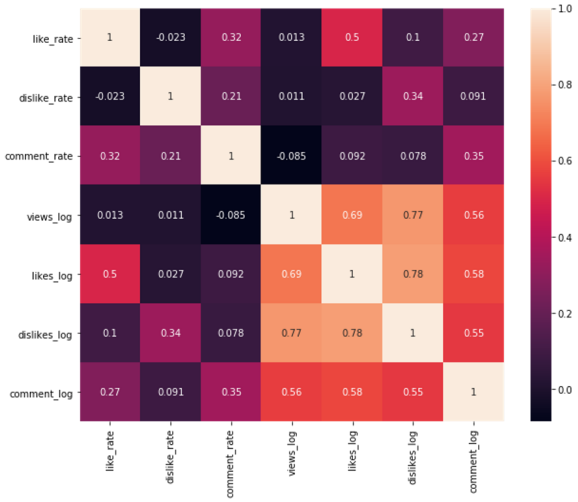




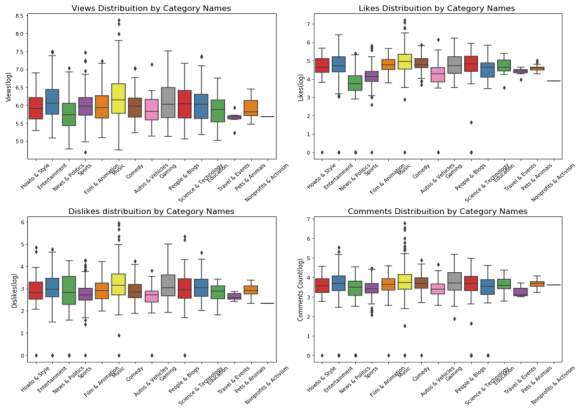
WordCloud for two datasets respectively

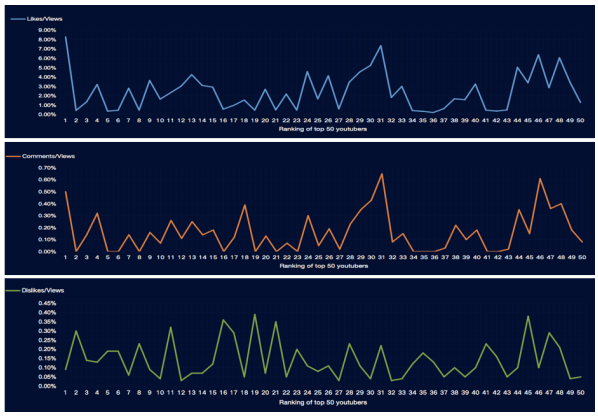
Advanced statistics and relations





Advantageous categories and You Tubers





Conclusions and Recommendations

On the whole, we find viewers' liking for popular videos vary from person to person, and preferred videos tend to be uniformly dispersed. However, videos that want to comment and dislike are relatively concentrated. Additionally, dislikes and views are more strongly associated, which means lots of trending videos reviews vary.

To claim in detail, initially, it is important to decide the categories and contents of the videos. Entertainment, music are two attractive categories, and they greatly vary according to people's preferences. Also, gaming, people & blogs are not bad choices compared with news & politics or sports. What's more, video tags that cater specifically to the theme of the season are more possibly to be trending. Additionally, afternoons in weekdays dominate the popular publishing time and title length is better to be 40-60 letters. Finally, top YouTubers commonly have the sincerity to subscribers and the sense of humor and content variety.

Overall, the recommendations are as follows. Firstly, choose better and suitable categories as mentioned in conclusions, with a broader range and various content. Also, try to learn from some top YouTubers in attitudes and creations. Lastly, do not forget to set proper title length and publish videos in popular time.