



Trending Videos on Youtube

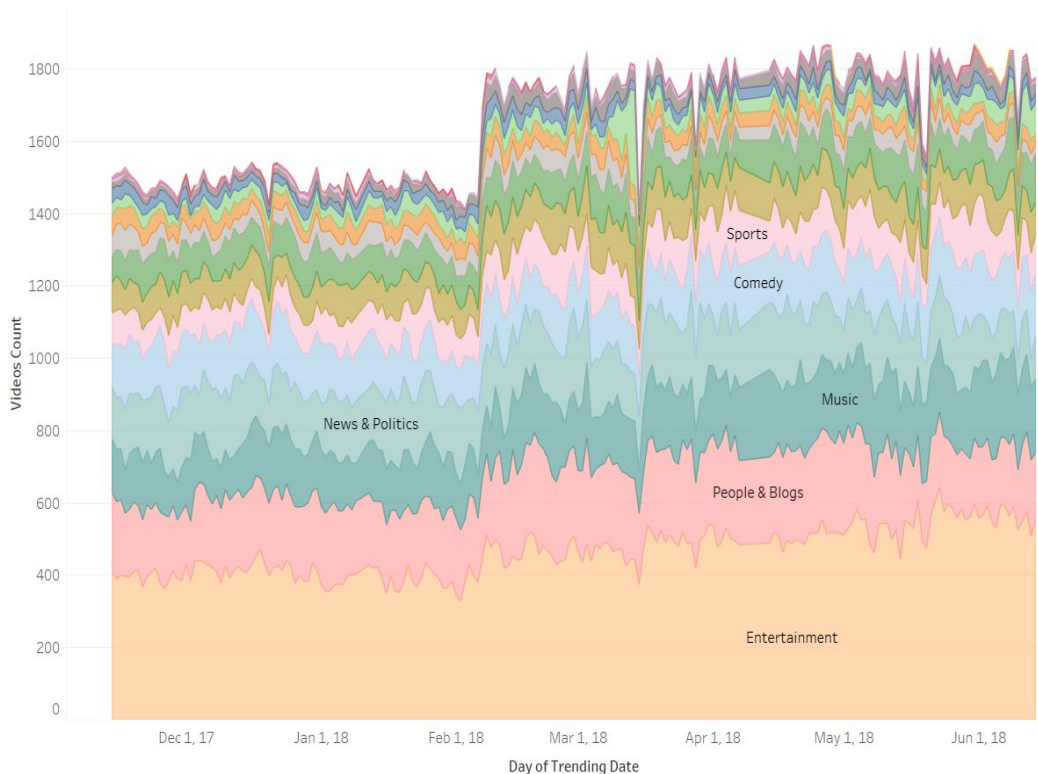
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Task



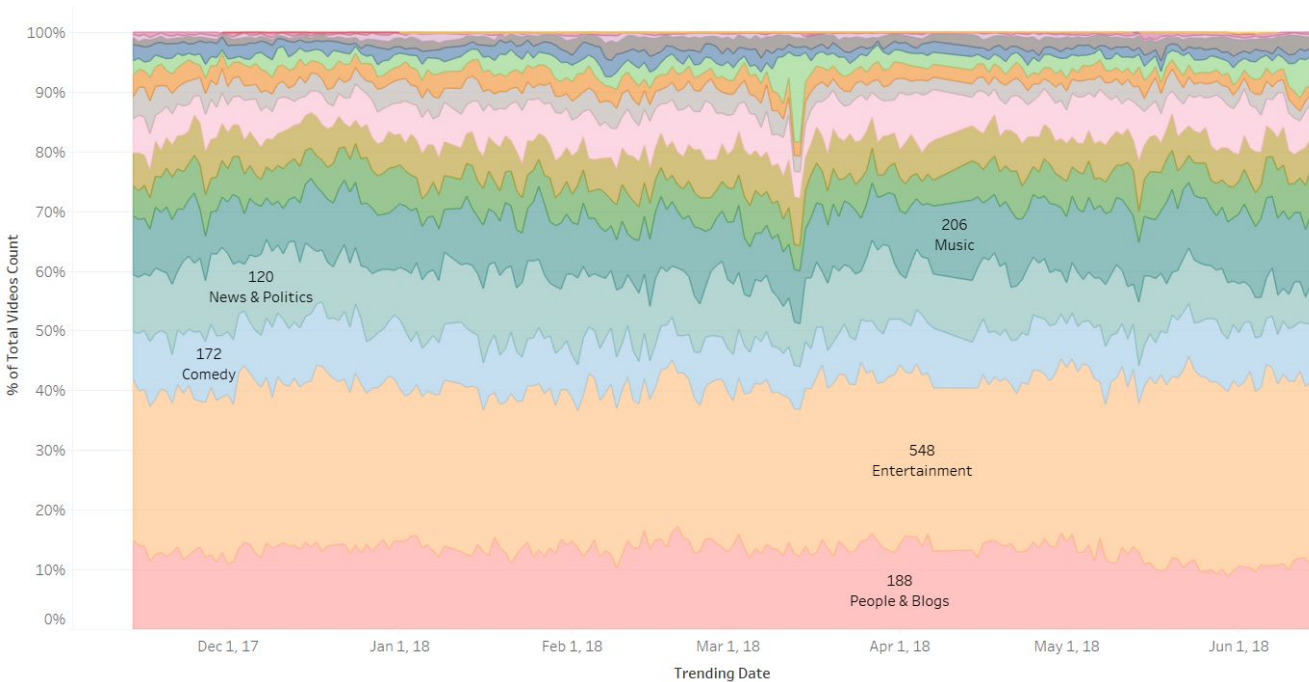
- Each trending video on Youtube has been analyzed in order to determine what content deserves marketing attention.
- I created a Tableau dashboard which displays:
 - The video categories that were trending last week
 - How they were distributed among various regions
 - Which categories were popular in the United States.
- Dashboard:
 - <https://public.tableau.com/profile/agate.benichou#!/vizhome/YandexProject/Dashboard2?publish=yes>

History of Trending Videos



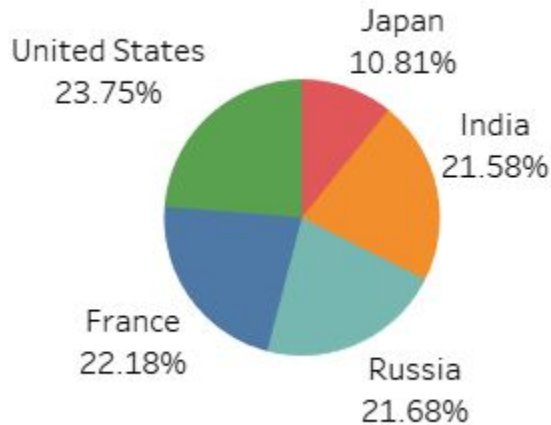
- This graph displays the history of trending videos: the trending videos split by datetime and category.
- The frequently trending categories are entertainment, people & blogs, music, news & politics, comedy and sports.
- The remaining categories are not as often trending.

History of Trending Videos



- This the same as the prior but in total percentage

Trending Videos by Country



- This pie chart displays trending videos by country: most videos happen to trend in the US and France, followed by Russia and India, then Japan.
- These are all countries that have large populations who have access to the Internet and smartphones.

Trending Videos by Region and Category

- The highlight table displays the number of trending videos by region and category, with the relative amount highlighted.
- As you can see India has the most trending videos in entertainment but all of the other regions have also quite high numbers.
- The least trending videos are in the category of nonprofits & activism, trailers and movies.

Category Title

| Region | Autos .. | Comedy | Educat.. | Entert.. | Film & .. | Gaming | Howto.. | Movies | Music | News .. | Nonpr.. | People.. | Pets & .. | Scienc.. | Shows | Sports | Trailers | Travel .. |
|---------------|----------|--------|----------|----------|-----------|--------|---------|--------|--------|---------|---------|----------|-----------|----------|-------|--------|----------|-----------|
| France | 1,220 | 8,446 | 1,480 | 19,020 | 3,768 | 2,786 | 4,668 | 22 | 7,658 | 6,526 | | 9,346 | 468 | 1,588 | 198 | 8,002 | 4 | 204 |
| India | 138 | 6,814 | 2,360 | 32,924 | 3,298 | 132 | 1,674 | 32 | 7,714 | 10,346 | | 4,988 | 6 | 1,096 | 410 | 1,424 | | 16 |
| Japan | 538 | 1,372 | 212 | 11,734 | 2,140 | 1,834 | 1,574 | | 2,480 | 2,654 | | 5,792 | 2,250 | 300 | | 3,606 | | 276 |
| Russia | 3,116 | 5,968 | 1,326 | 11,692 | 5,676 | 2,050 | 3,928 | 2 | 3,664 | 9,858 | | 18,452 | 1,154 | 2,226 | 388 | 3,684 | | 510 |
| United States | 758 | 6,870 | 3,284 | 19,638 | 4,680 | 1,606 | 8,280 | | 12,874 | 4,818 | 106 | 6,122 | 1,832 | 4,722 | 114 | 4,250 | | 804 |

Summary



- In summary, the video categories that are trending most often are entertainment, people & blogs, music, news & politics, comedy and sports - in that order.
- The distribution of these categories can be seen in the highlight table: with India having the most trending videos in entertainment and news & politics, Russia having the most trending videos in people & blogs, US having the most trending videos in music, and France having the most trending videos in sports and comedy.
- The categories that were especially popular in the United States are education, entertainment (coming in second most after India), how to videos, music, science and travel.