

Trending Videos
on



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Project Description and Goal

- Working as a video ad analyst at the Sterling & Draper advertising agency, we devote a lot of time to analyzing trending videos on YouTube to determine what content deserves marketing attention.
- Every week, the employees ask the same questions, So we're going to make a dashboard.

Questions

We are going to answer these Questions:

- Which video categories trend most often?
- How were they distributed among various regions?
- What categories were especially popular in the United States?
Were there any differences between the categories popular in the US and those popular elsewhere?

Data sources

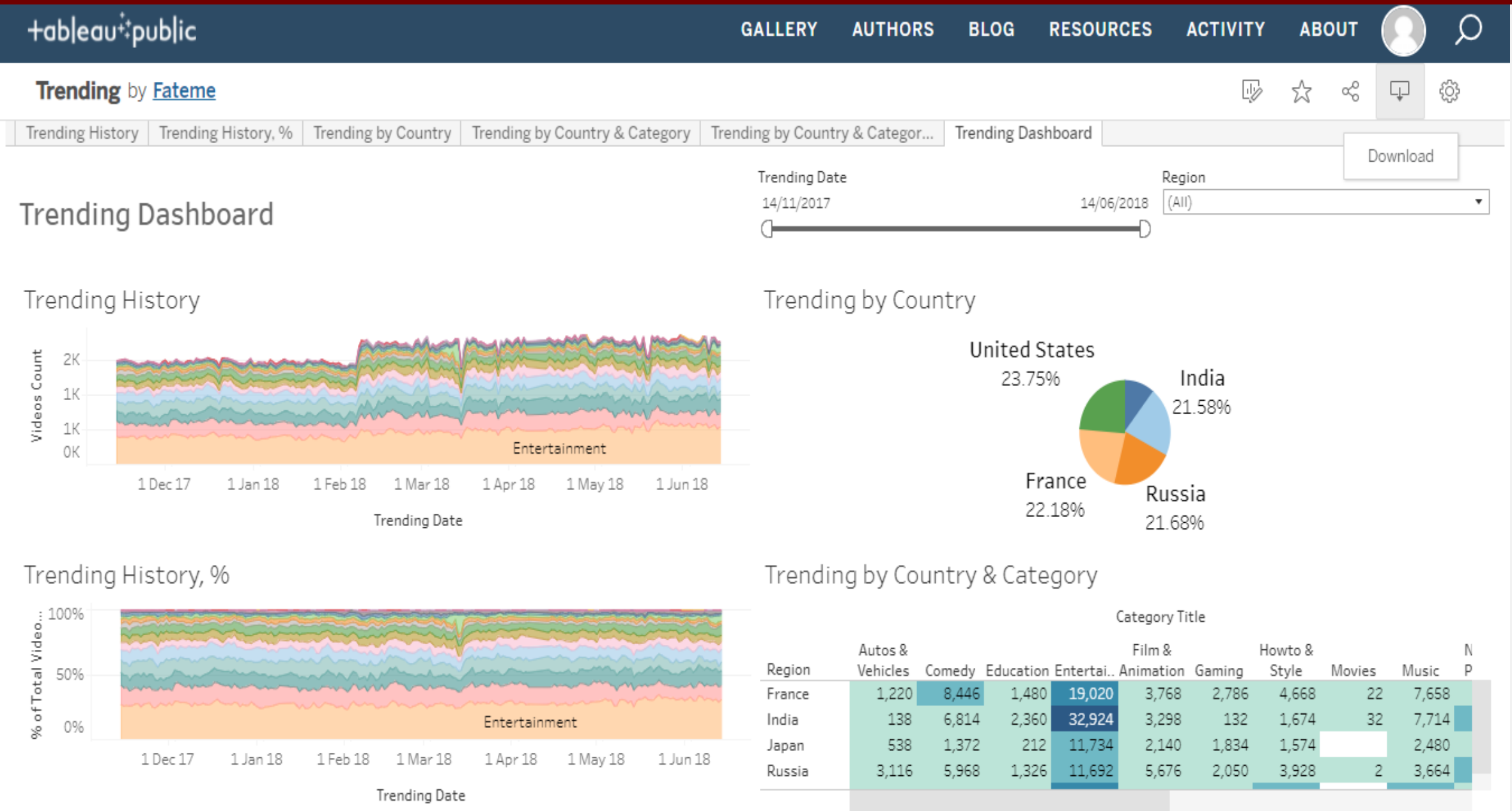
- Data sources for the dashboard: the data engineers created an aggregate table called `trending_by_time`.
- Here's its structure:
 - `record_id` — primary key
 - `region` — country/geographical region
 - `trending_date` — date and time
 - `category_title` — the video category
 - `videos_count` — the number of videos in the trending section

Draft of Dashboard

Dashboard title and description	Date and time filter	Country filter
"Trending History" chart – trending videos split by trending time and category (absolute values, stacked area chart)	"Trending Vids by Country" chart – trending videos split by country (relative values, pie chart)	
"Trending History, %" chart – trending videos split by trending time and category (% of total, stacked area chart)	"Trending by Country and Category" table. Columns should stand for countries, rows should indicate trending categories. Table cells should contain absolute numbers of trending videos. Table cells should be highlighted relative to their values (highlight table).	

The Dashboard and the link

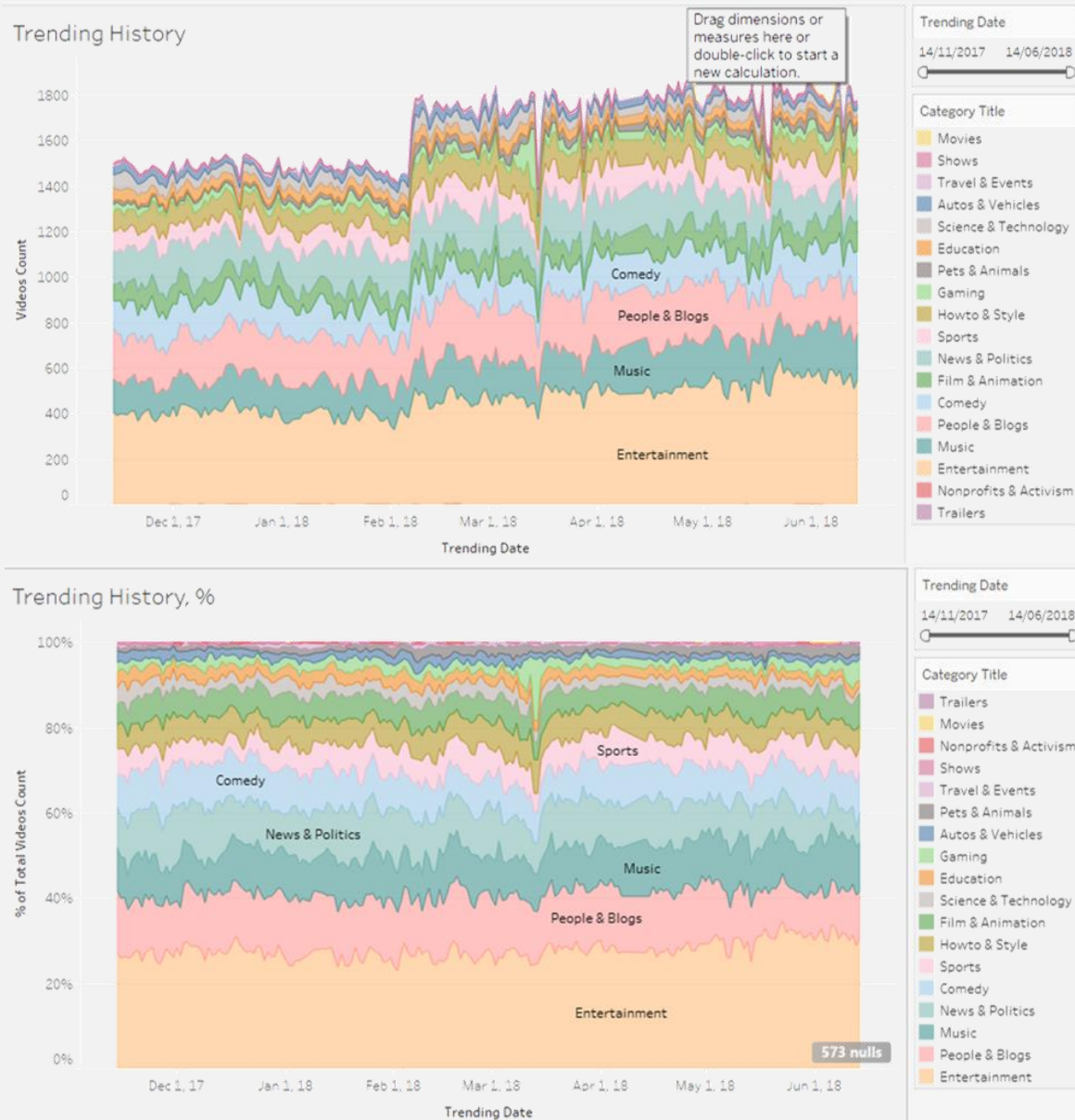
[Link to Dashboard](#)



Trending videos on YouTube

2021.06.01

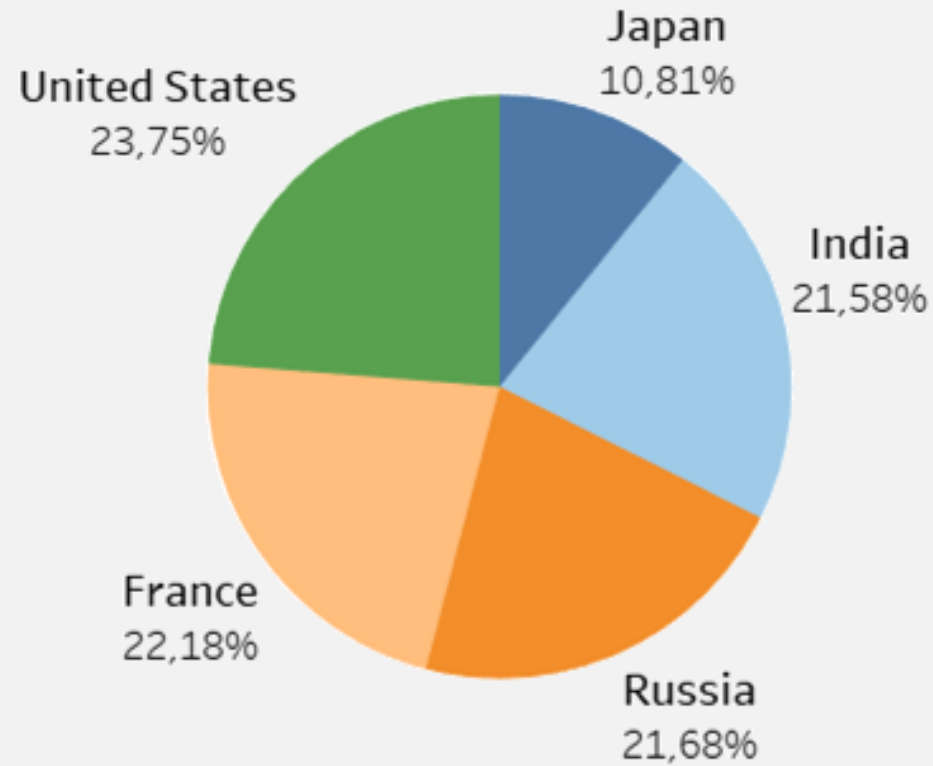
Which video categories trend most often?



Most popular video categories are:

- Entertainment – about 600 videos (30%)
- Music – about 200 videos (10%)
- People & blogs – about 200 videos (10%)
- Comedy – about 170 videos (9%)
- Film & Animation – about 130 videos (7%)

How were they distributed among various regions?



The most viewed videos are from the United States(24%) and the least ones from Japan(11%).

What categories were especially popular in the united states? Were there any differences between the categories popular in the US and those popular elsewhere?

The most popular categories are in:

- **United States:** Entertainment, Music and How to Style.
- **France:** Entertainment, People & Blogs and Comedy.
- **India:** Entertainment and News & Politics.
- **Japan:** Entertainment and People & Blogs .
- **Russia:** People & Blogs and Entertainment.

So Entertainment is the first most popular category in the world, except Russia and specially in India, which has the largest share of popularity in Entertainment.

Region	Category Title											
	Autos & Vehicles	Comedy	Education	Entertai..	Film & Animation	Gaming	Howto & Style	Movies	Music	News & Politics	Nonprofit s & Activi..	People & Blogs
France	1.220	8.446	1.480	19.020	3.768	2.786	4.668	22	7.658	6.526		9.346
India	138	6.814	2.360	32.924	3.298	132	1.674	32	7.714	10.346		4.988
Japan	538	1.372	212	11.734	2.140	1.834	1.574		2.480	2.654		5.792
Russia	3.116	5.968	1.326	11.692	5.676	2.050	3.928	2	3.664	9.858		18.452
United Stat..	758	6.870	3.284	19.638	4.680	1.606	8.280		12.874	4.818	106	6.122



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