



Trending Videos on YouTube

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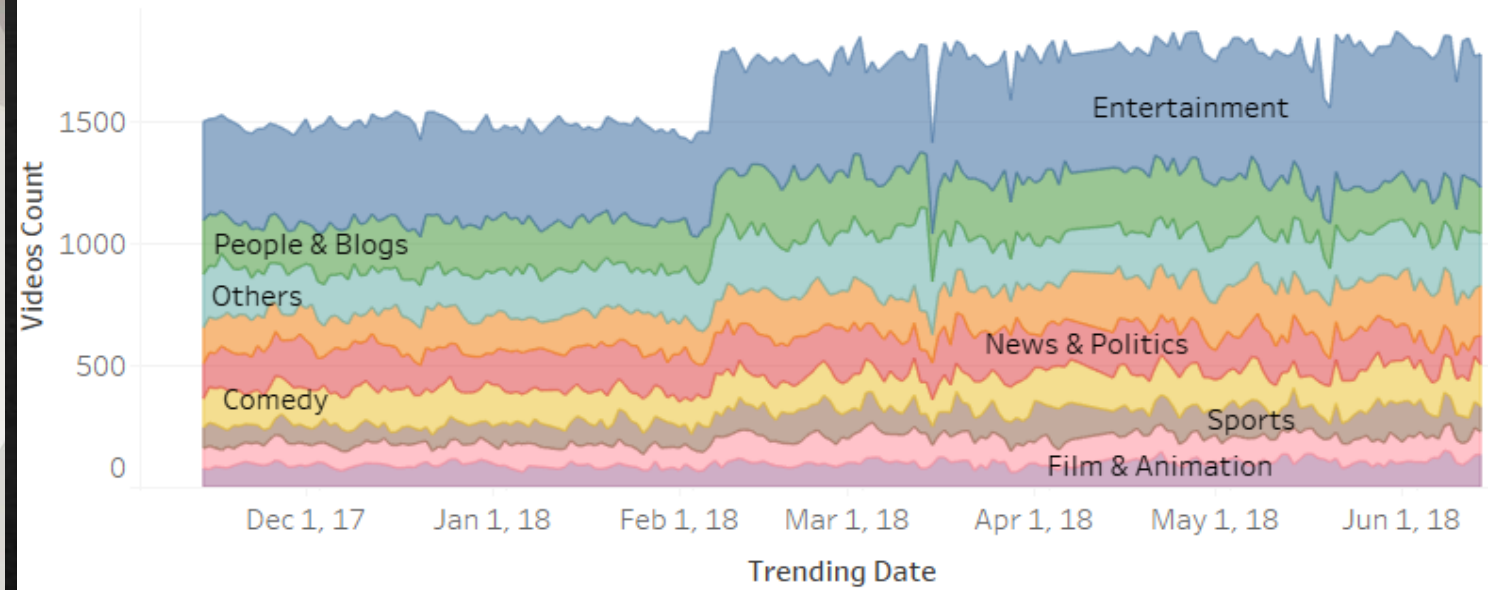
Data Description

- ◆ There are 18 category titles ranging from **Entertainment** to **Education**
- ◆ The dataset contains numbers of daily views from five countries: **France, India, Japan, Russia and United States**
- ◆ Data is taken from Nov 2017 to June 2018
- ◆ Dashboard Link:
https://public.tableau.com/app/profile/francis3907/viz/VideoTrends_16442538687440/VideoTrends?publish=yes

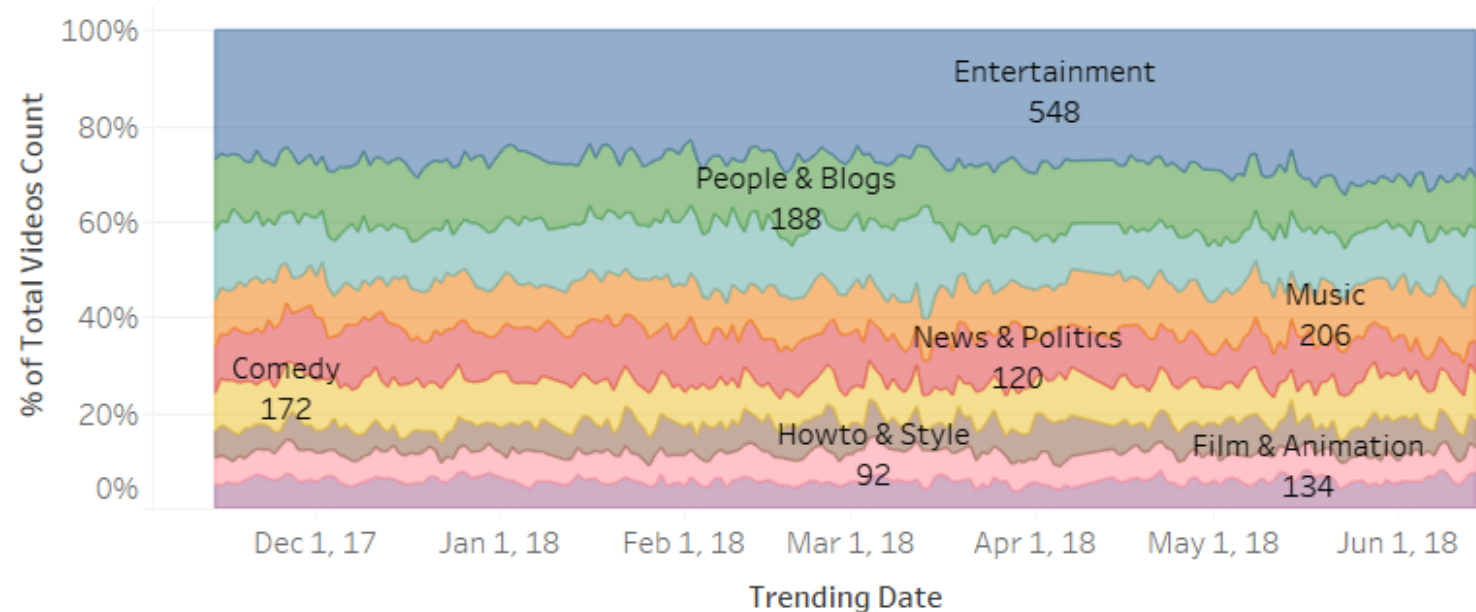
Trending Video History

- ❖ Entertainment trended most often for four countries: France, Japan, India and United States
- ❖ People & Blogs is the most trended video in Russia
- ❖ The most popular videos based on category:
 - ❖ Entertainment (about 29%)
 - ❖ People & Blogs (13%)
 - ❖ Music (11%)
 - ❖ News & Politics (about 9%)
 - ❖ Comedy (8%)

Trending History



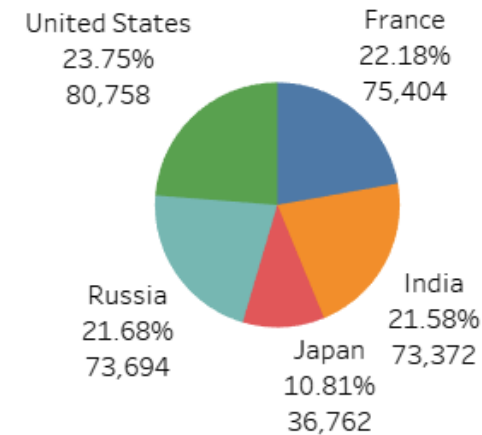
Trending History, %



Trending Videos by Country

- ❖ Trending videos are equally distributed among five countries
- ❖ United States and France have more trended videos than other 3 countries but not much
- ❖ Japan has the least trending videos

Trending Videos by Country



Trending Videos By Country and Category

- ❖ Entertainment is the most trending video followed by People & Blogs . Trailers is the least trending video among the five countries
- ❖ News & Politics are particularly popular in India and Russia
- ❖ Music is the second popular video in US
- ❖ Sports and Comedy are more popular in France compared to other countries

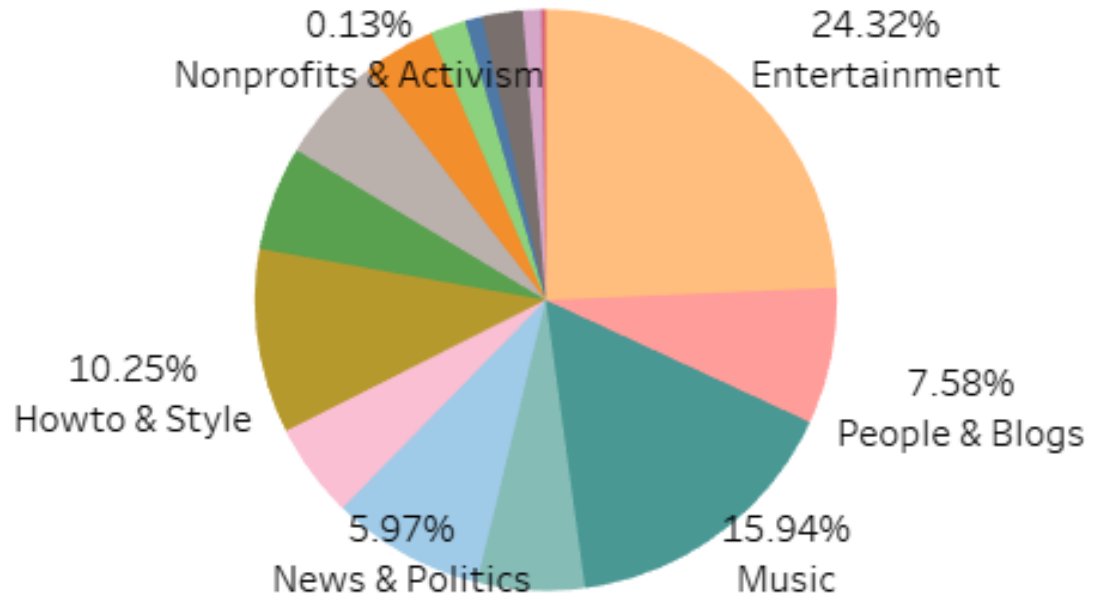
Trending Videos Table

Category Title	Region				
	France	India	Japan	Russia	United States
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 & Technolo..	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

Video Trends in the US

- ◆ Entertainment is the most trending video in the US with 24% followed by Music with 16%
- ◆ Entertainment is the most trending videos among US, India, France and Japan except for Russia
- ◆ Howto & Style is particularly popular in US

Country - United States



Conclusion

- ❖ The most popular videos based on category: Entertainment (about 29%), People & Blogs (13%), Music (11%), News & Politics (about 9%) and Comedy (8%)
- ❖ Entertainment is the most popular video in US, India, Japan and France
- ❖ People & Blogs is the most popular in Russia
- ❖ News and Politics are particularly popular in India and Russia
- ❖ Sports and Comedy are popular in France compared to other countries
- ❖ Howto & Style is particularly popular in US compared to other countries