



Natalie and Jingjue
[Trending YouTube Data Viz](#)

Motivation

“YouTube Stars Influence Millennials More Than
Traditional Celebrities” ([Forbes](#) Magazine)

Goal: Understand trends and culture of different regions over time through analyzing the trending youtube videos.

Data

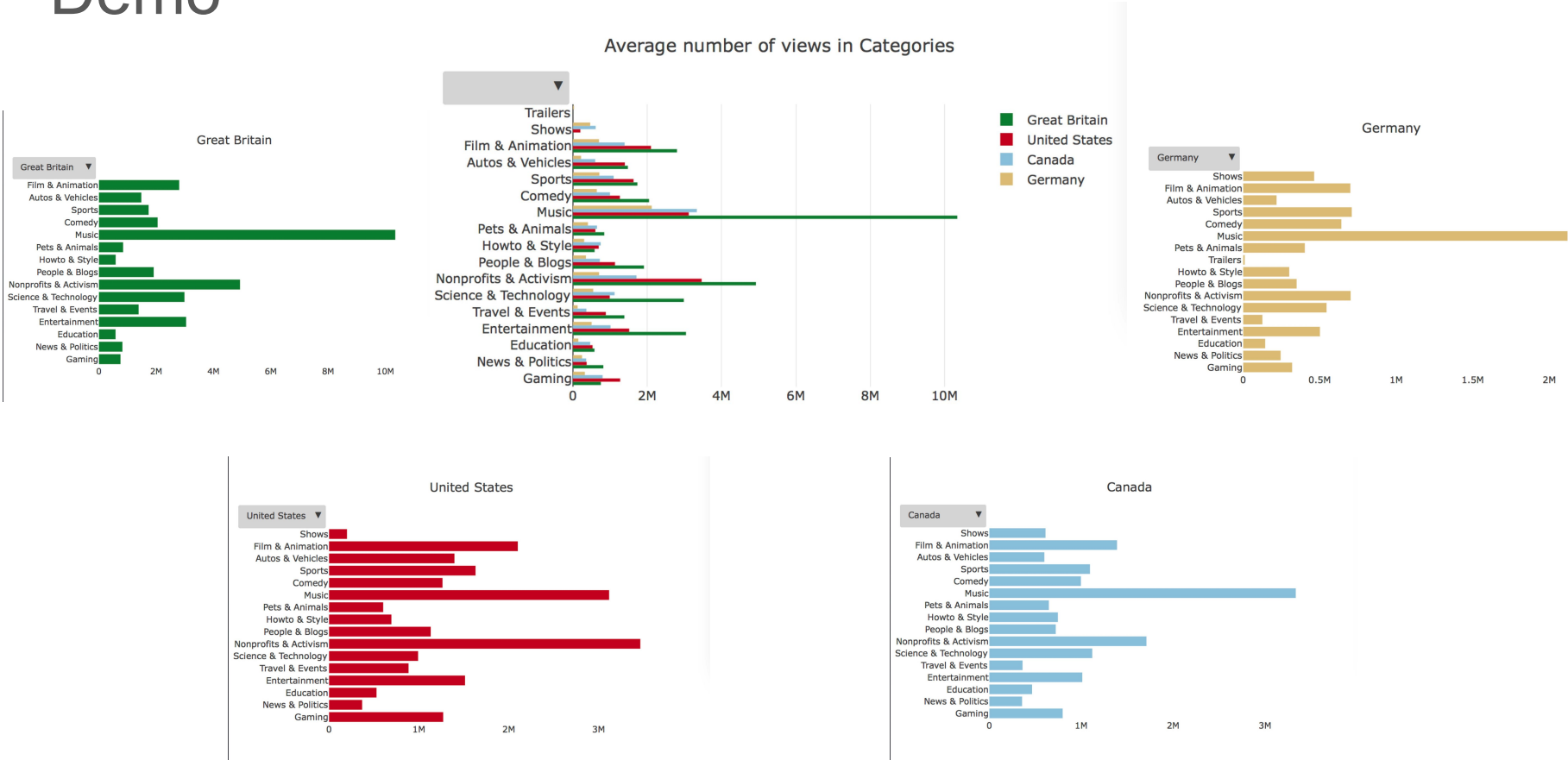
Kaggle Data

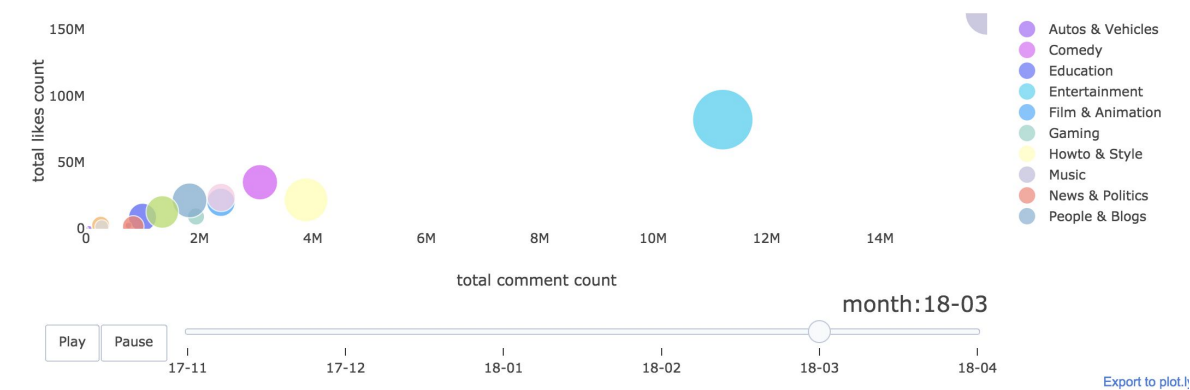
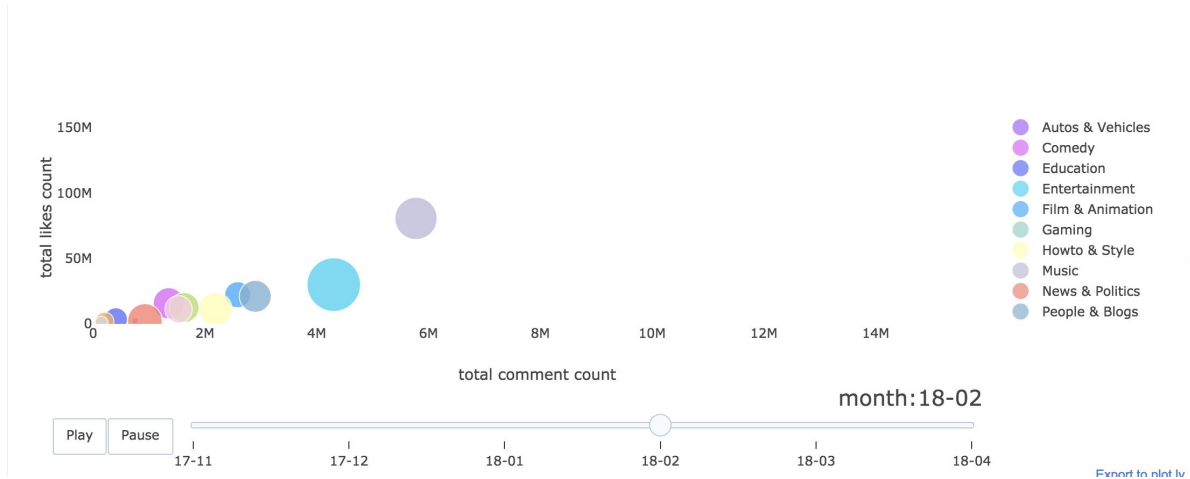
- Collected using YouTube API
- Four regions: Great Britain, United States, Canada, Germany
- 16 features in total. Picked 7 features to explore
 - Trending_date – from Nov. 2017 to April 2018 (not full data)
 - Title of video
 - category_id → used to join with category JSON files
 - Number of views
 - Number of likes
 - Number of comments
 - Description of video

Types of Graph

- Bubble Charts
 - With Sliders to interact with different timestamps
- Bar Chart
 - With a drop-down menu to select different regions
- Word Cloud
 - Video tiles analysis
 - Video descriptions analysis

Demo





U.S. Video Titles



U.S. Video Descriptions



Canada Video Titles



Canada Video Descriptions

