



Youtube Video Trend Analysis

IST 719 Information Visualization
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Story

Youtube is a popular video platform both in terms of viewership and popularity. With this poster we analyze three things : (1) analyze top 5 video channel in the united states across top 5 categories; (2) The user engagement for each category; (3) Is there a pattern to how and when a video starts trending

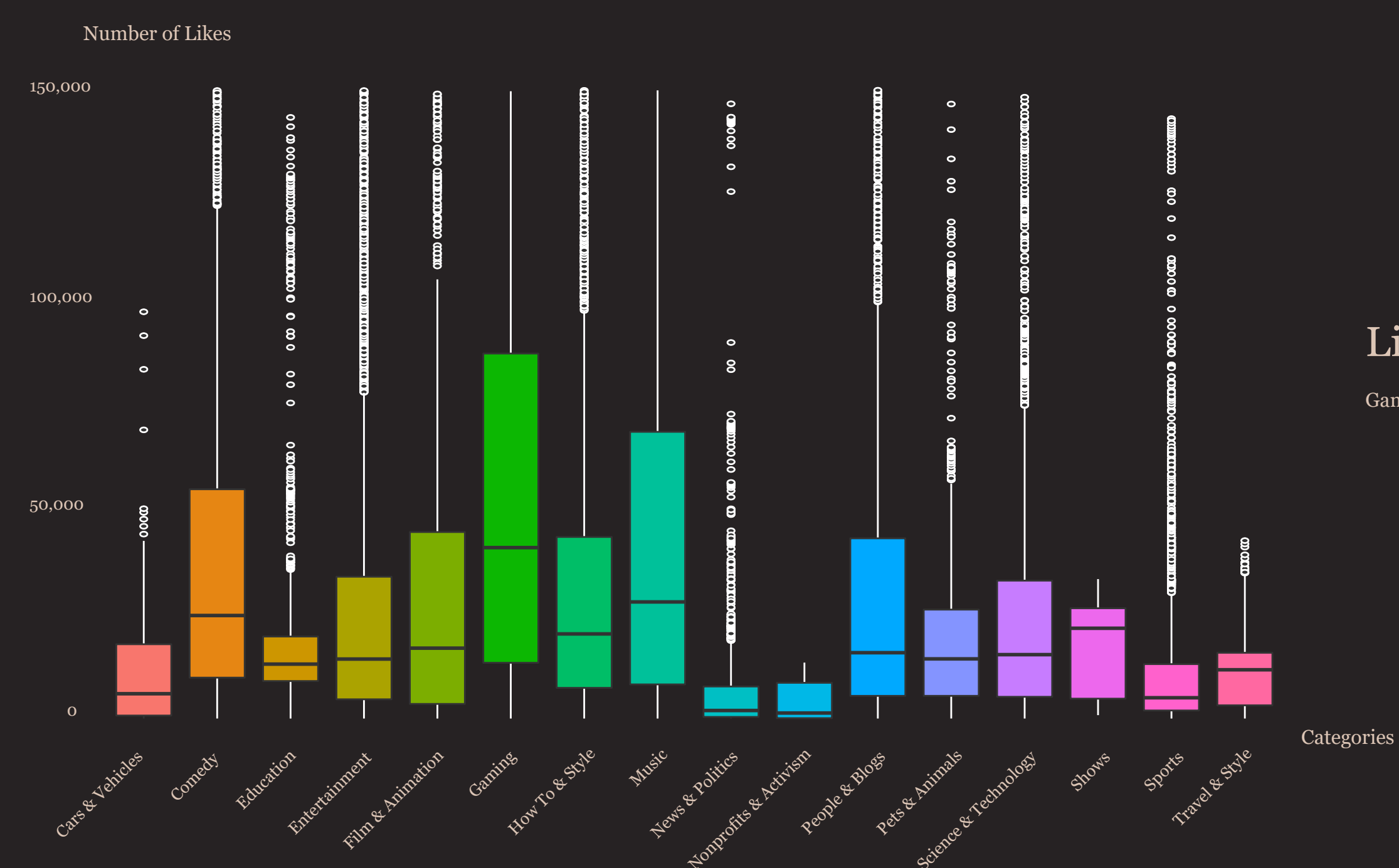
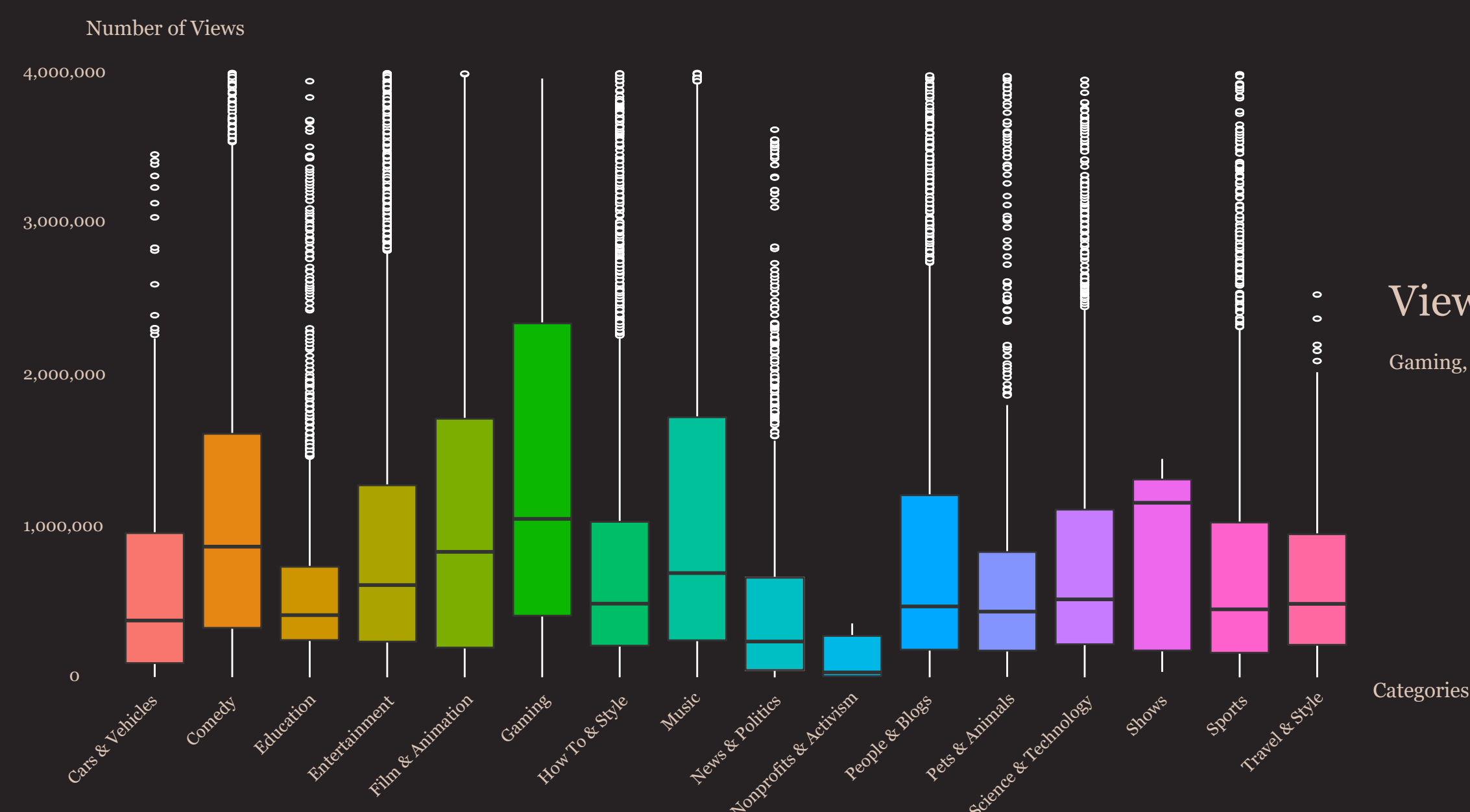
Audience

The anlysis can provide some insights to the **YouTube content creators** as to where they can direct their content and when would be ideal. Our analysis is also helpful to **companies** who need to understand where the YouTube traffic is at so that they can direct their sponsorships accordingly

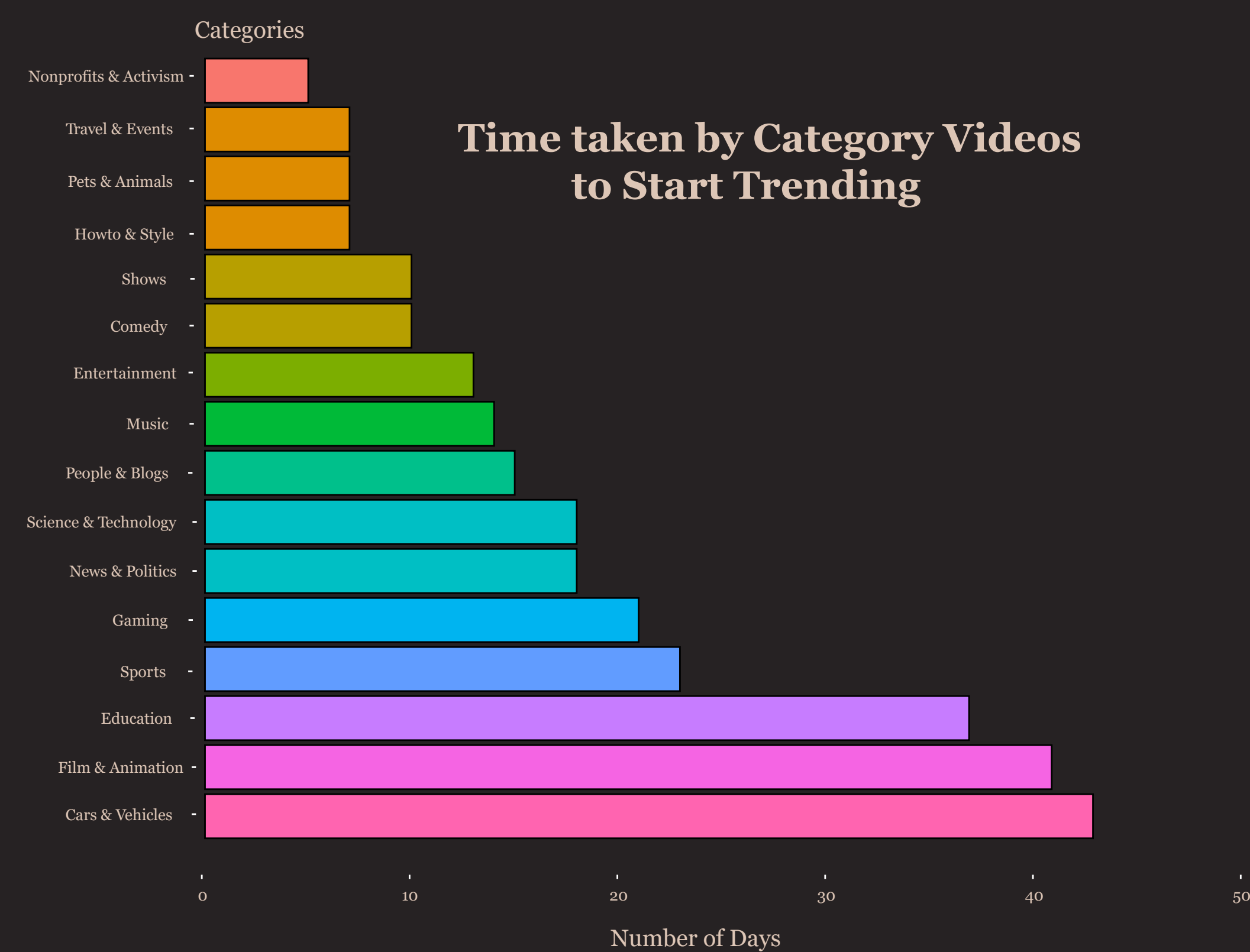
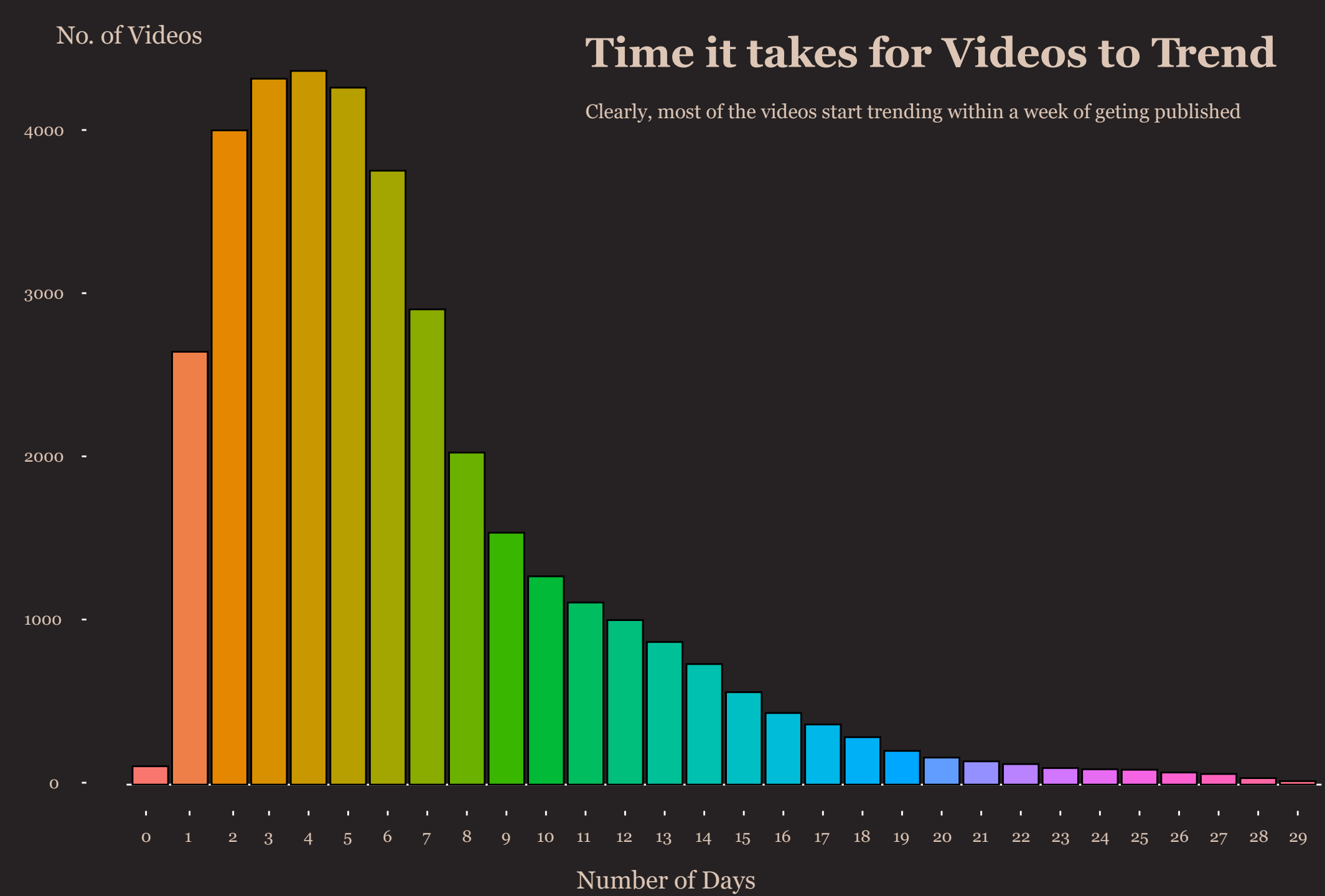
Dataset

The dataset which we are using is the months of data obtained from youtube across one region united stats. The data set contain 17 columns and 40909 variables.

User Engagement

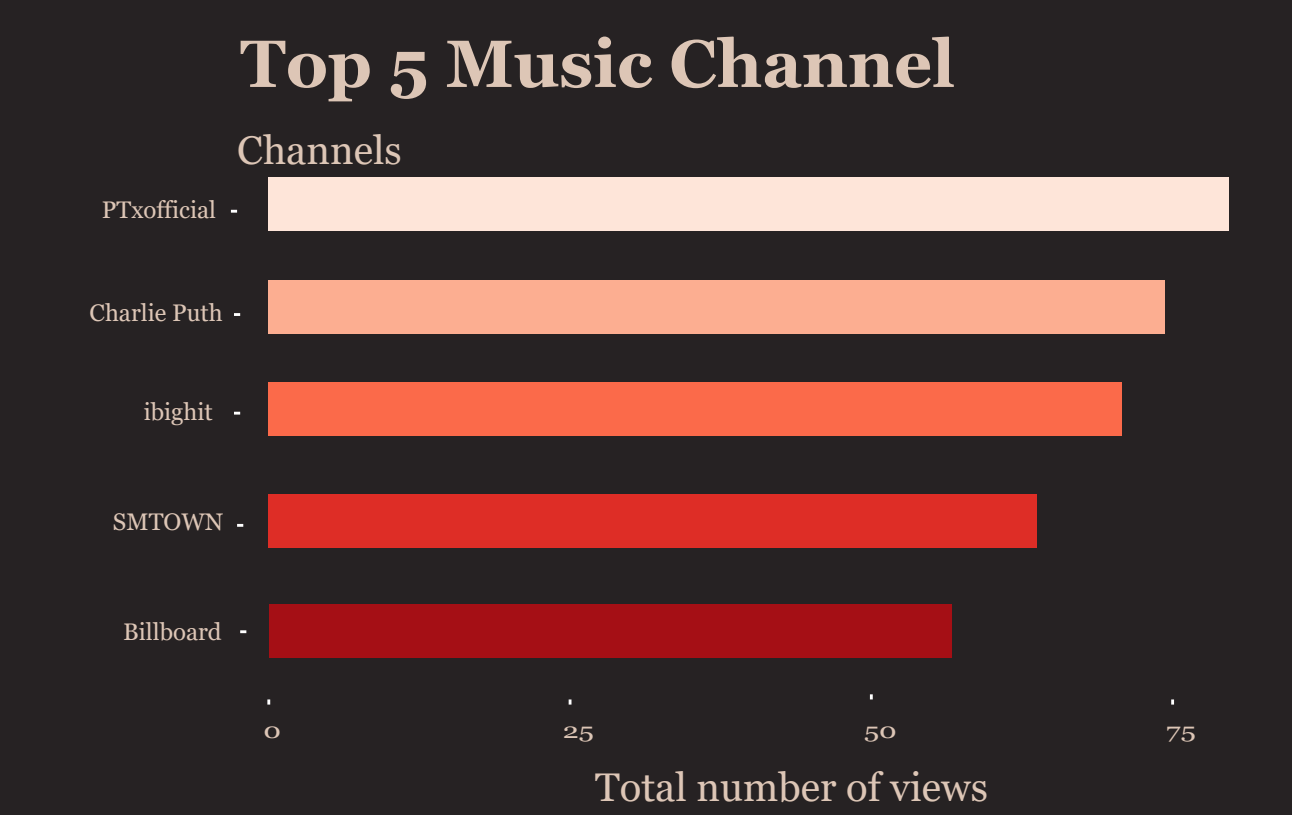
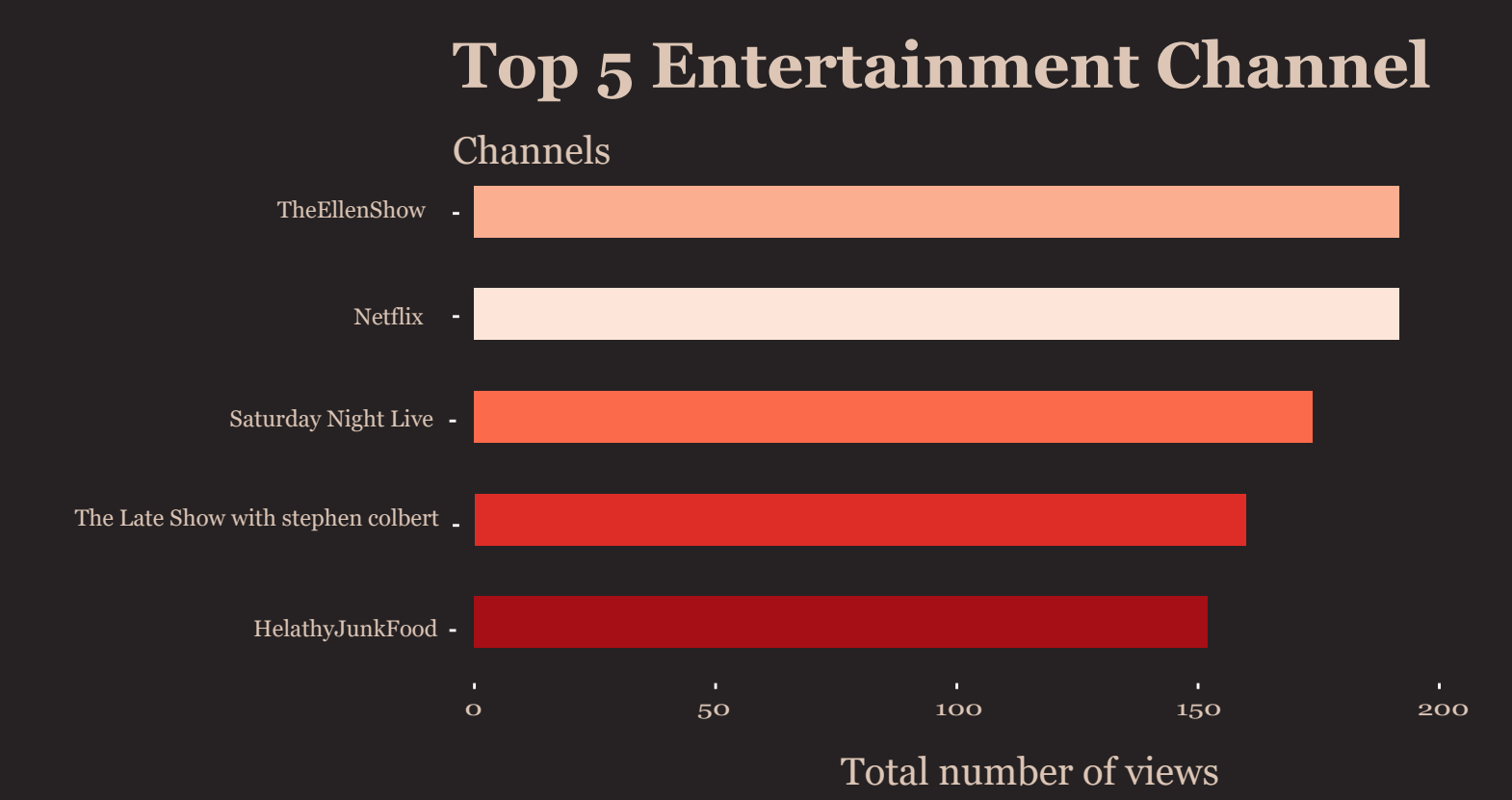
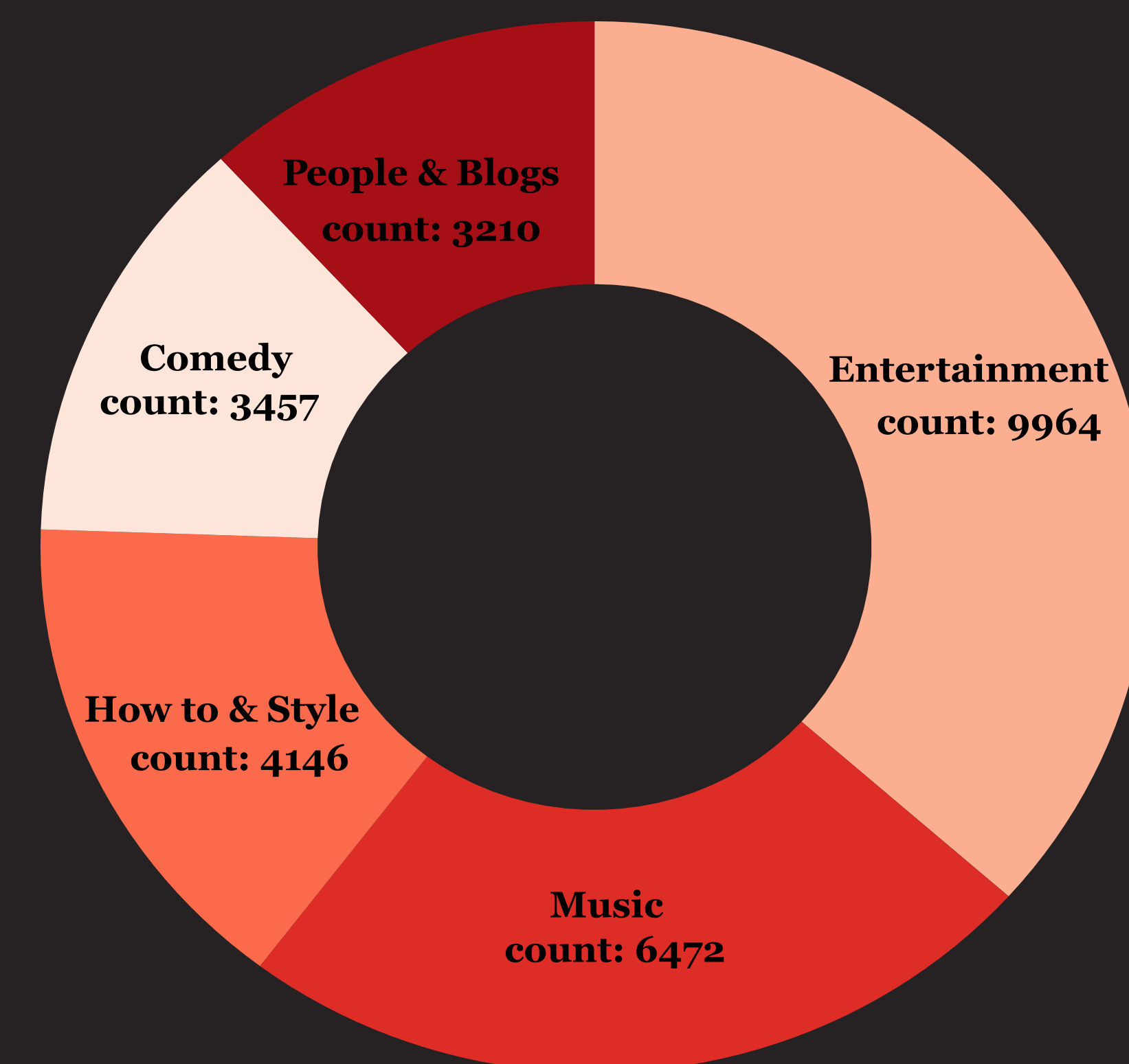
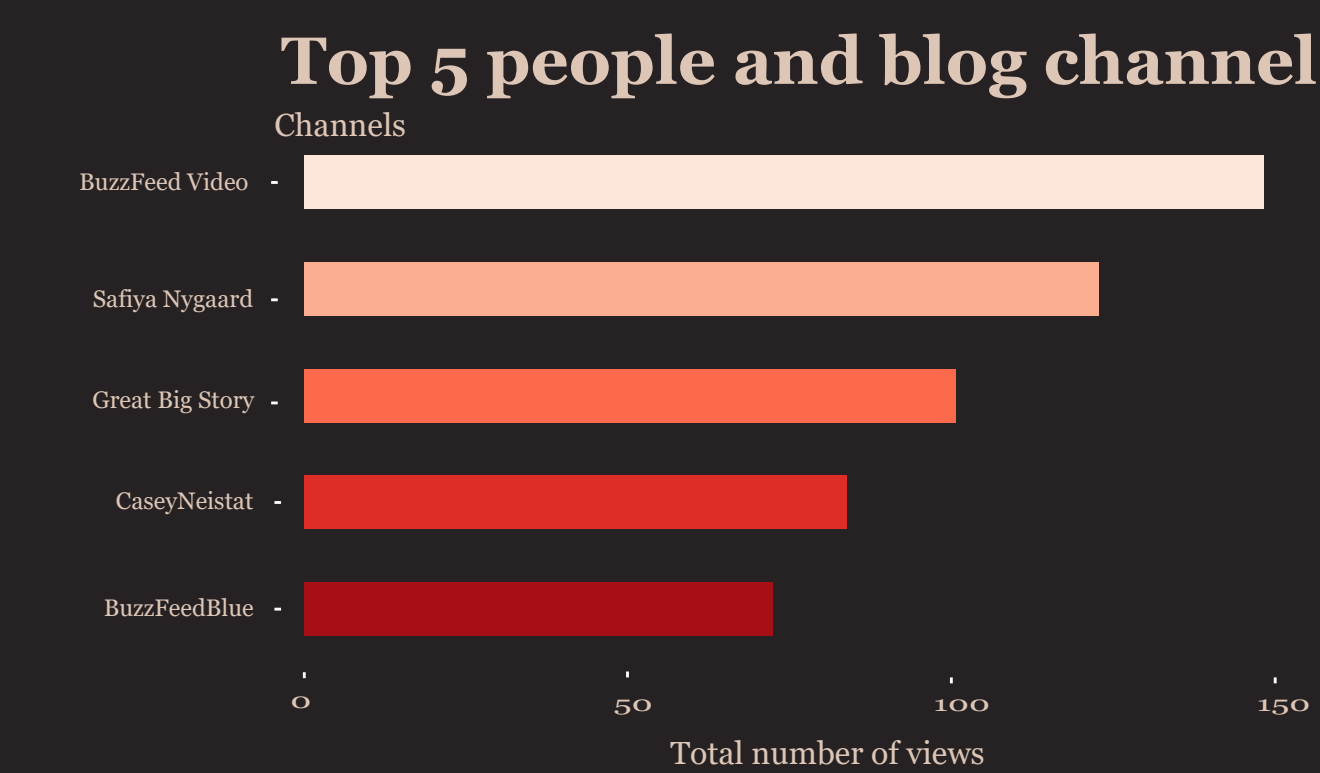
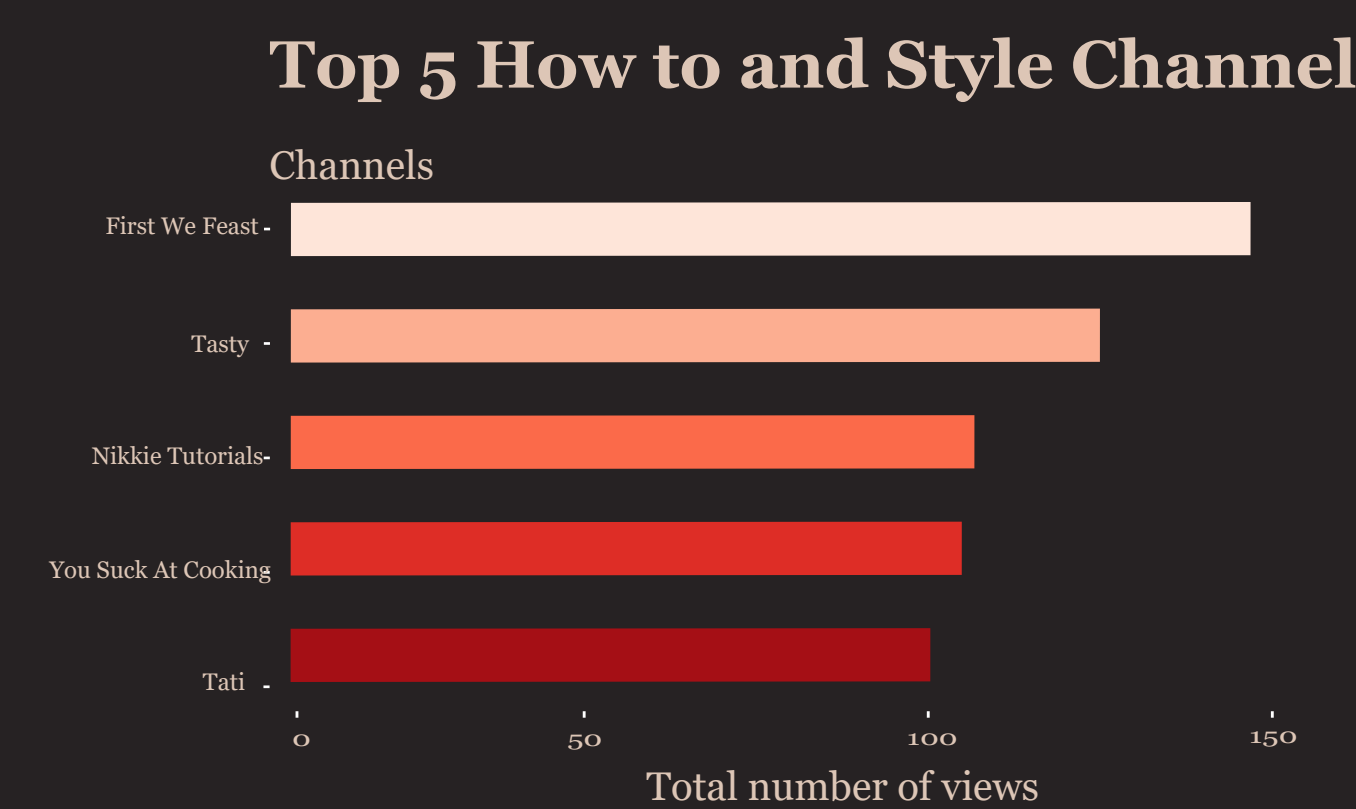
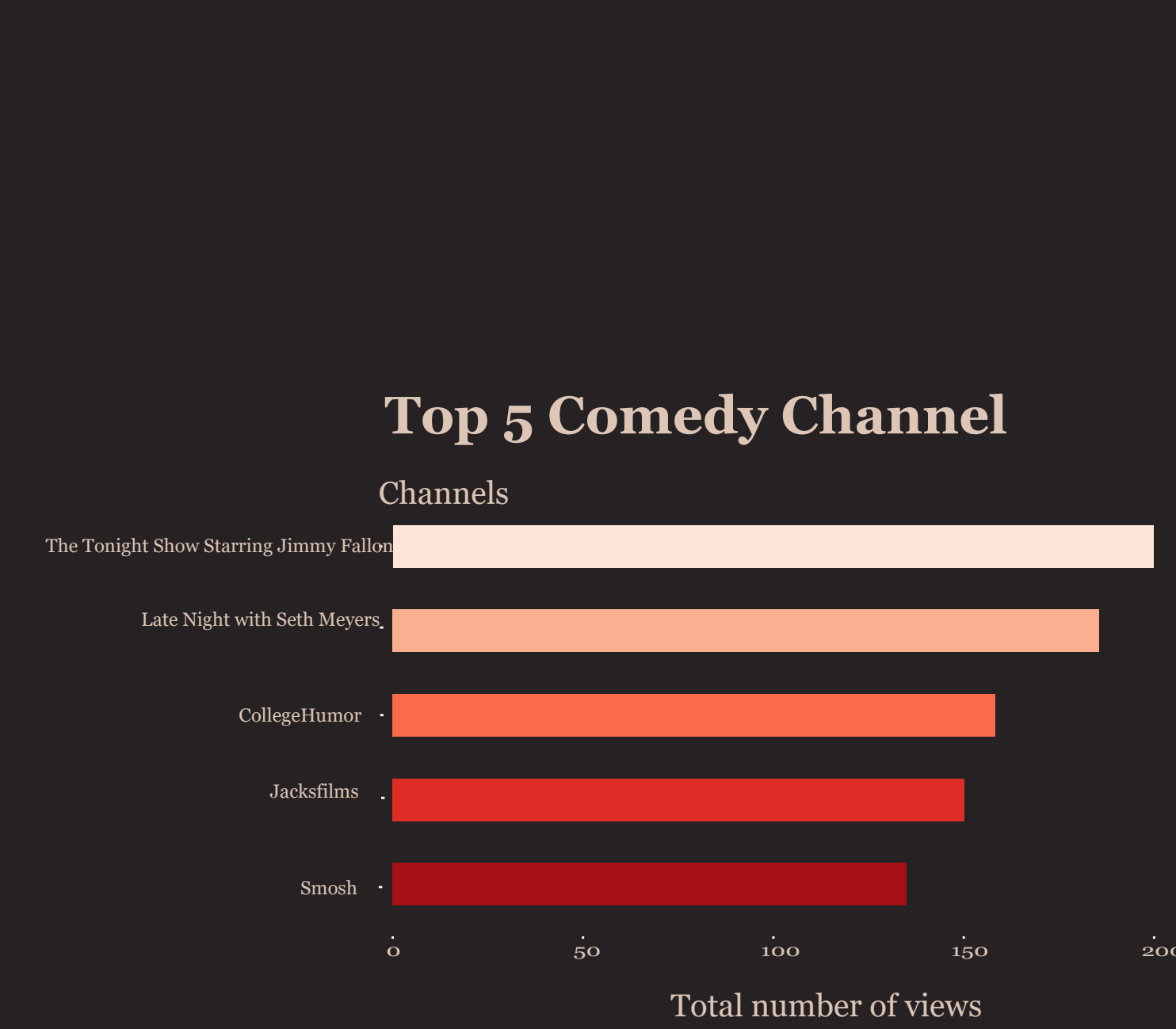


When does the Video Starts Trending?



Top Trending Categories and Channels

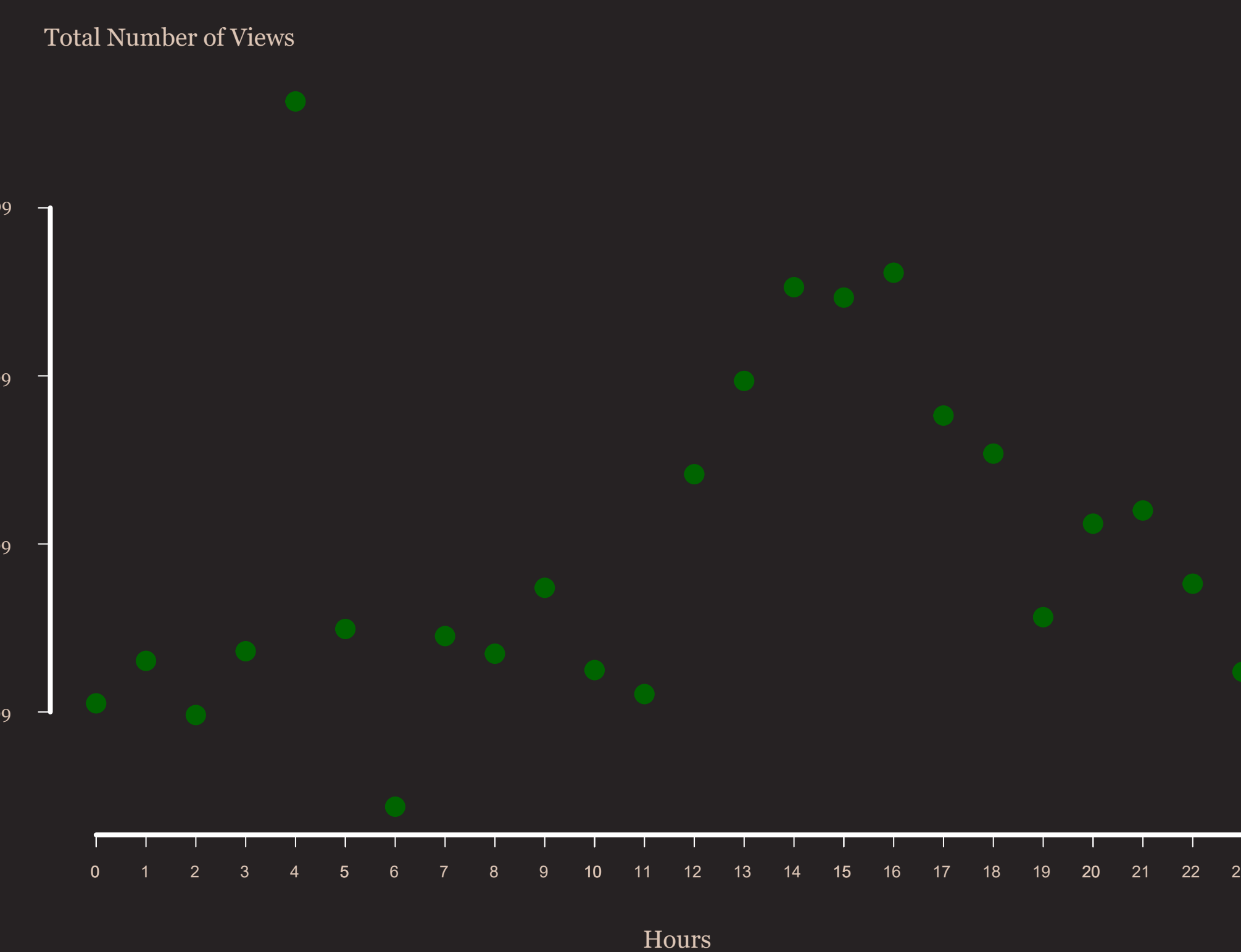
The visualization gives us the insight about how channels owned by independent artist are mores successful across categories like How To & style, Comedy and People & Blog Rest of the categories are Brand dominated



Number of Views vs Time

Analysing how views vary with the day of the week and time of the day

Total Number of Views in Terms of Different Hours



Percentage of Views w.r.t. Days of the Week

