

# YouTube Trends Report

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**STERLING & DRAPER**

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TABLEAU DASHBOARD LINK:

[HTTPS://PUBLIC.TABLEAU.COM/APP/PROFILE/JONATHAN.CHAN5881/VIZ/YOUTUBETRENDSDASHBOARD/DASHBOARD1?PUBLISH=YES](https://public.tableau.com/app/profile/jonathan.chan5881/viz/youtubetrendsdashboard/dashboard1?publish=yes)

# Introduction

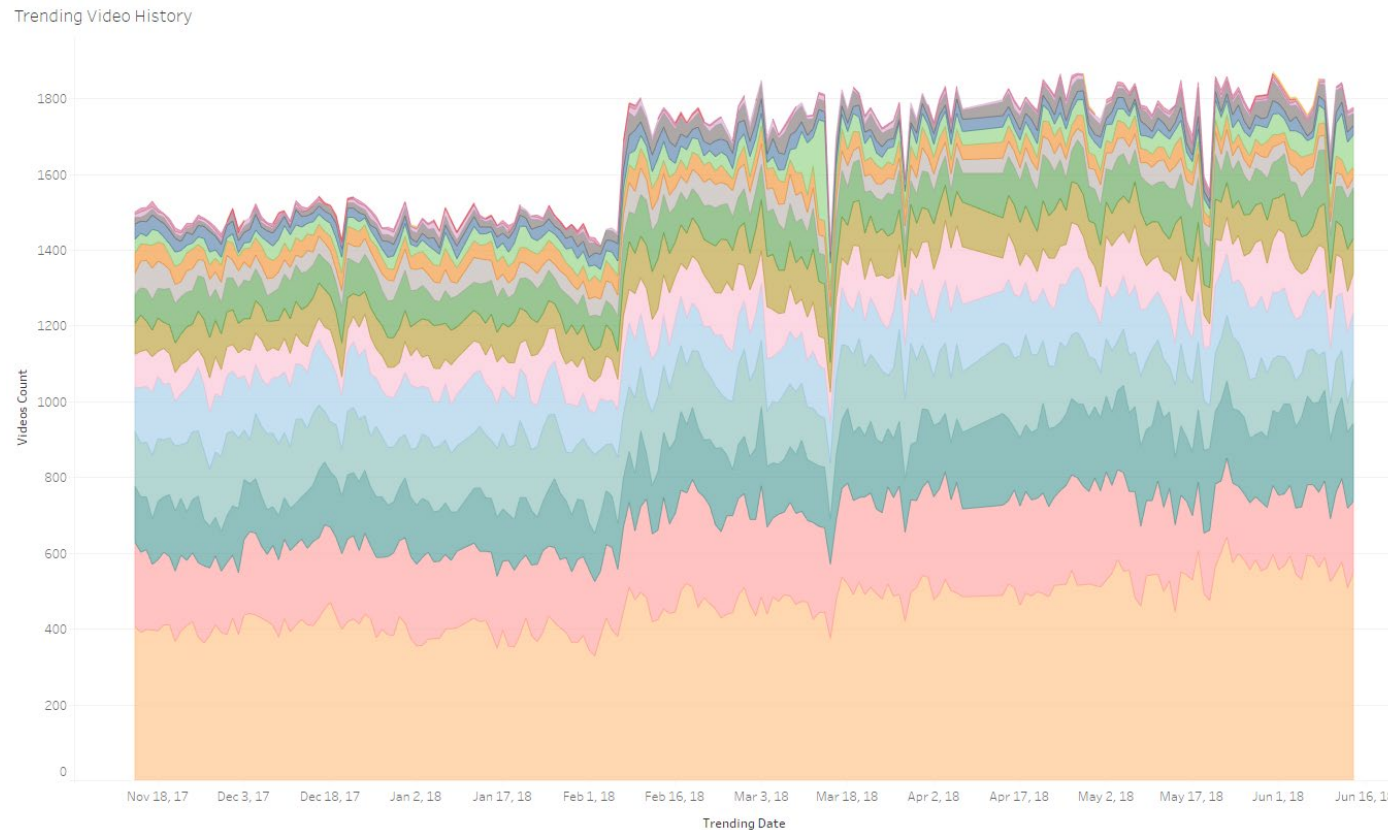
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This report is the result of our newly constructed dashboard that automates visualizations of trends regarding YouTube video across time and countries. This dashboard will allow us to better observe category trends across unique regions that deserve marketing attention.

This report aims to observe:

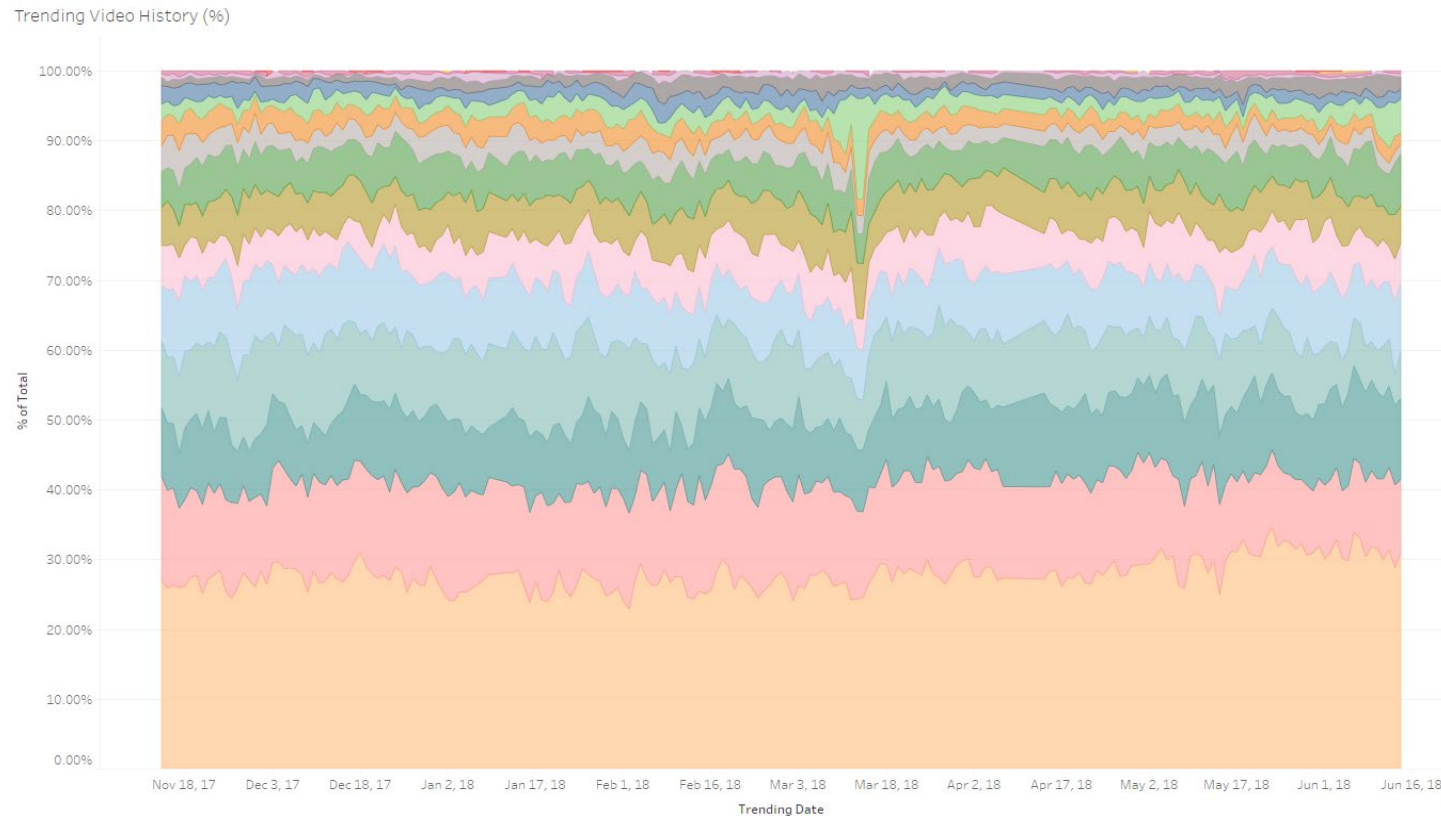
- a) Highest trending categories across time in absolute terms.
- b) Highest trending categories across time in relative terms.
- c) Relative distribution of trending videos by country.
- d) Absolute distribution of trending videos by country, grouped by categories.

# Highest Trending Video Categories



Across our time period, categories of (1) **Entertainment**, (2) **People & Blogs**, (3) **Music**, (4) **News & Politics** and (5) **Comedy** in that order consistently assume the title of highest trending categories in YouTube

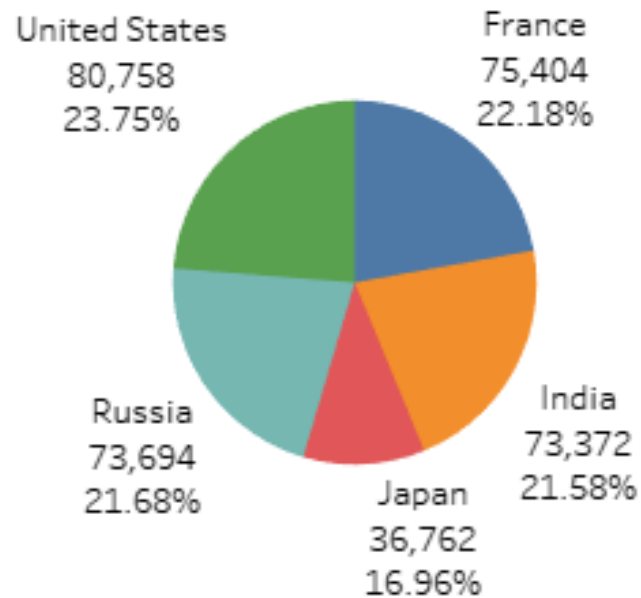
# Highest Trending Video Categories



Our top 5 categories amount to roughly 70% of total video categories. The major outlier here is **Entertainment**, which on its own, accounts for about 28% of total volume across video categories.

# Trending Video Distribution by Countries

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With regards to proportions of total overall trending videos, The United States takes the lead by an approximate 2% margin compared to our other nations excluding Japan. France, Russia and India tally roughly similar proportions. Japan however is an outlier, in that its proportion of distribution amounts to about half or less than its other counterparts, at 17% of total trending videos across our timeline thus far.

# Trending Videos by Categories & Countries

## Analyzing the United States

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

Based on our table of category data across countries, a few things stand out. Apart from the entertainment category, all our countries except the US have at least one of **People & Blogs** or **News & Politics** in their top 3 categories. With regards to the United States however, there is an observed nuanced shift towards more light-hearted lifestyle and leisure-based categories in their top 3 categories. There is also a more linear dispersion as we make our way across the numerous categories, similar to France and Russia. In other words, we can observe more variety in preferences here.

### Top 3 categories by country in descending order:

- a) France – Entertainment, People & Blogs, Comedy
- b) India – Entertainment, News & Politics, Music
- c) Japan – Entertainment, People & Blogs, Sports
- d) Russia – People & Blogs, Entertainment, Politics
- e) United States – Entertainment, Music, Howto & Style

# Findings & Conclusion

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Here are the findings and preliminary recommendations:

1. Categories of Entertainment, People & Blogs, Music, News & Politics and Comedy were consistently high in terms of overall share of trending videos across all regions and should be prioritized on a macro scale.
2. Entertainment, and either of People & blogs and News & Politics in particular tended to show up in top 3 rankings in each unique region of study (apart from the US) and should be given some added focus, depending on the region.
3. Apart from Japan, the rest of our regions are roughly similar in terms of volume of trending videos, averaging roughly 21-24% of overall share of trending videos each. It would be prudent to put more focus on these countries instead, with slightly less emphasis on the Japan region (17% share).
1. The United States ranking of trending categories and overall distribution of popular categories are quite nuanced compared to the rest; As mentioned in point (2), the region's top 3 rankings differ from the patterns of other countries when viewed as one single entity. These categories are Entertainment, Music, Howto & Style.
4. Beyond the top 3 categories, we see a relatively linear decline and even dispersion from popular to non-popular categories in the United States, France and Russia. This should be noted, as while we would like to hone in on popular categories, we don't want to neglect mid-volume categories of substantial share. This is in contrast to Japan and India, of which are very top-heavy volume wise.