

Analyzing trending youtube videos to enhance marketing attention

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General Conclusion

❖ Marketing attention should be given to:

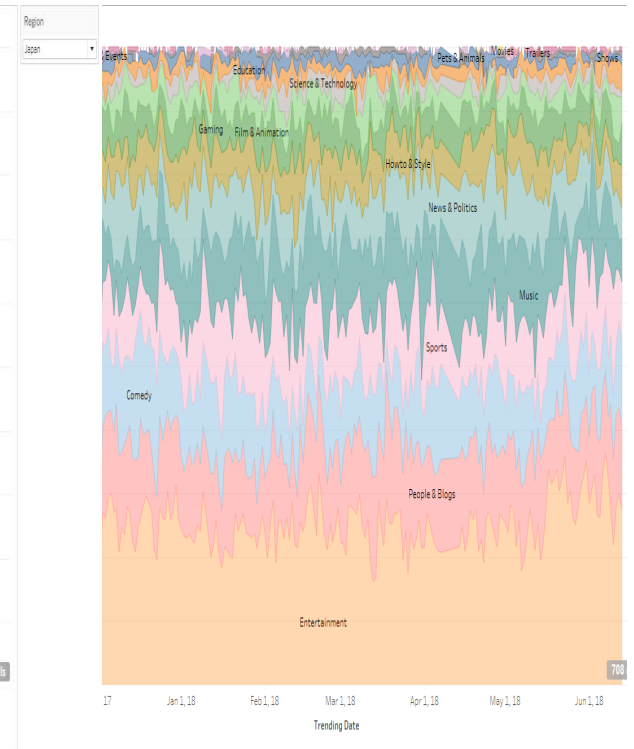
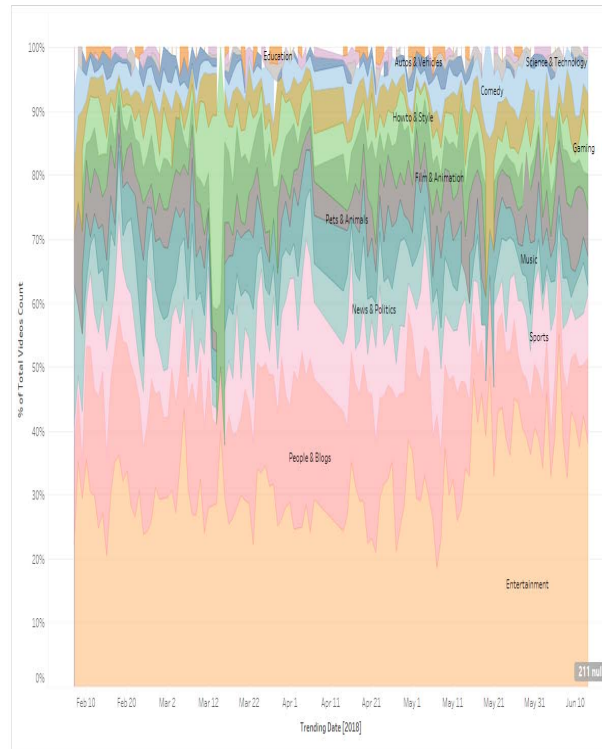
- ☐ Entertainment video categories in France, India and Japan

- ☐ People & Blogs and Entertainment in Russia.

- ☐ Entertainment and music in USA

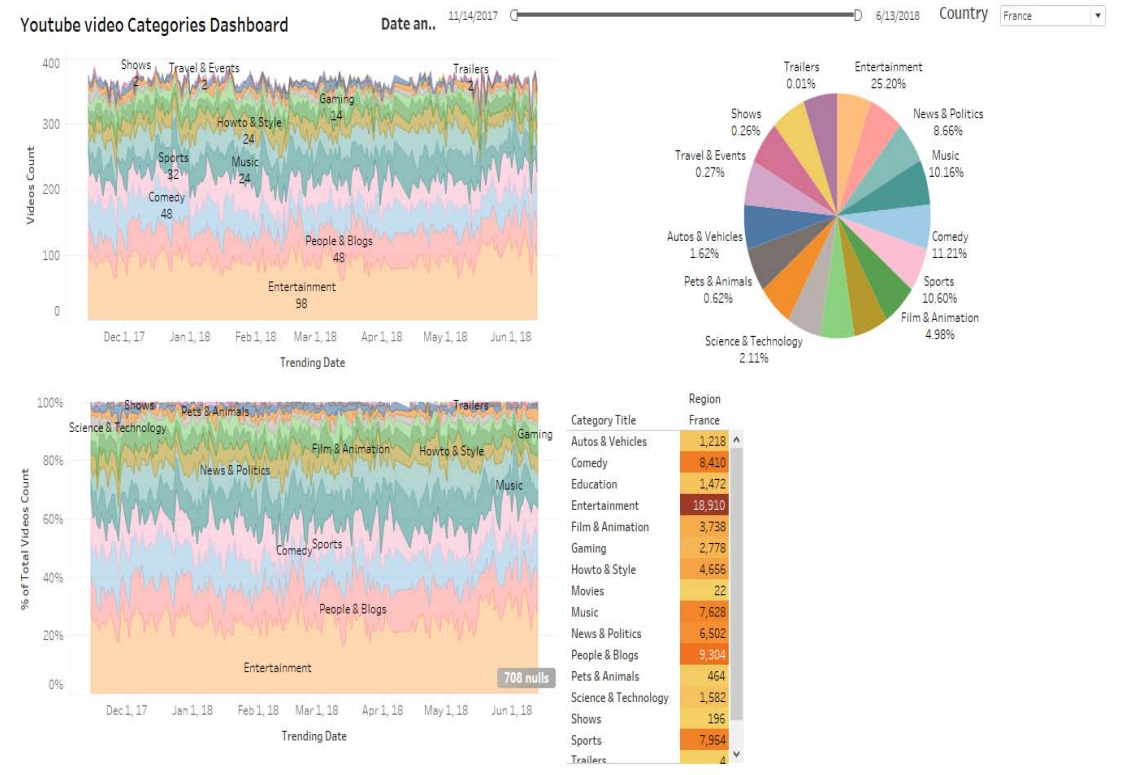
Video Category that trend mostly

- ❖ Among Japan ,France, India and USA entertainment videos trend the most
- ❖ People & Blogs trend the most in Russia



Distribution of videos among countries (France, Japan, India)

- ❖ Entertainment videos trend mostly throughout the entire period of the study
- ❖ Followed by People & Boys for France and Japan
- ❖ Followed by News and Politics for india



Distribution of videos among countries (Russia)

❖ People & Blogs videos trend mostly throughout the entire period of the study

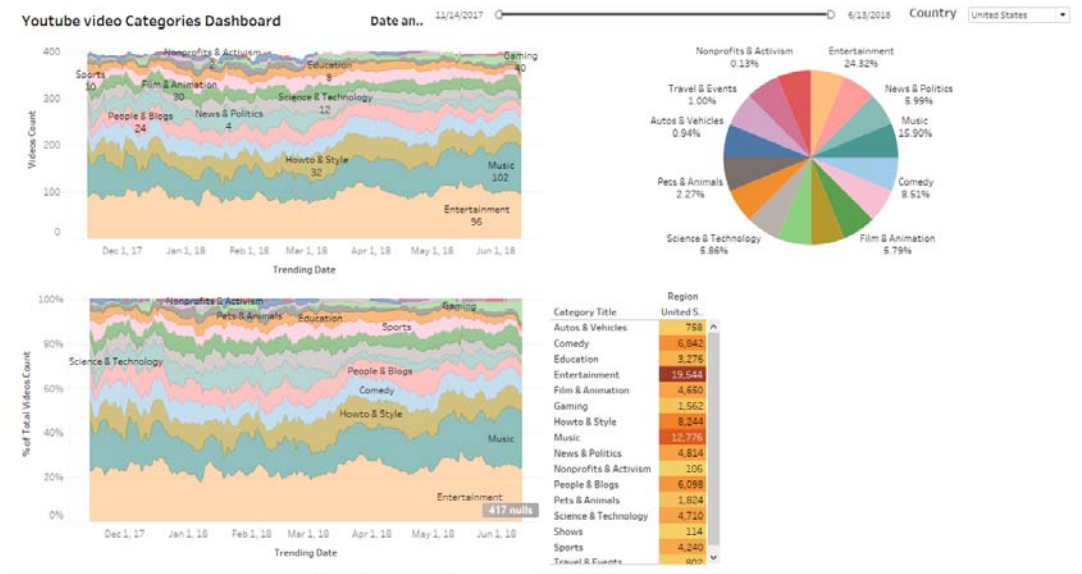
❖ Followed by Entertainment



Distribution of videos among countries (USA)

❖ Entertainment and Music are the videos that trend the most in USA

❖ Entertainment as the highest video trends and music is the second



Popular categories in USA Against Russia

- ❖ In USA the most popular video category is Entertainment whiles that of Russia is People & Blogs.
- ❖ The second most popular in USA was Music whiles that of Russia was Entertainment

Recommendation

- ❖ More ads can be run on Entertainment and Music in USA
- ❖ People & Blogs in Russia
- ❖ Whiles in other countries ads run on Entertainment