

# Trending YouTube Videos Analysis

A Report for The Sterling & Draper advertising agency.  
Data collected from November 14, 2017 to June 14, 2018.

# Goals of Dashboard

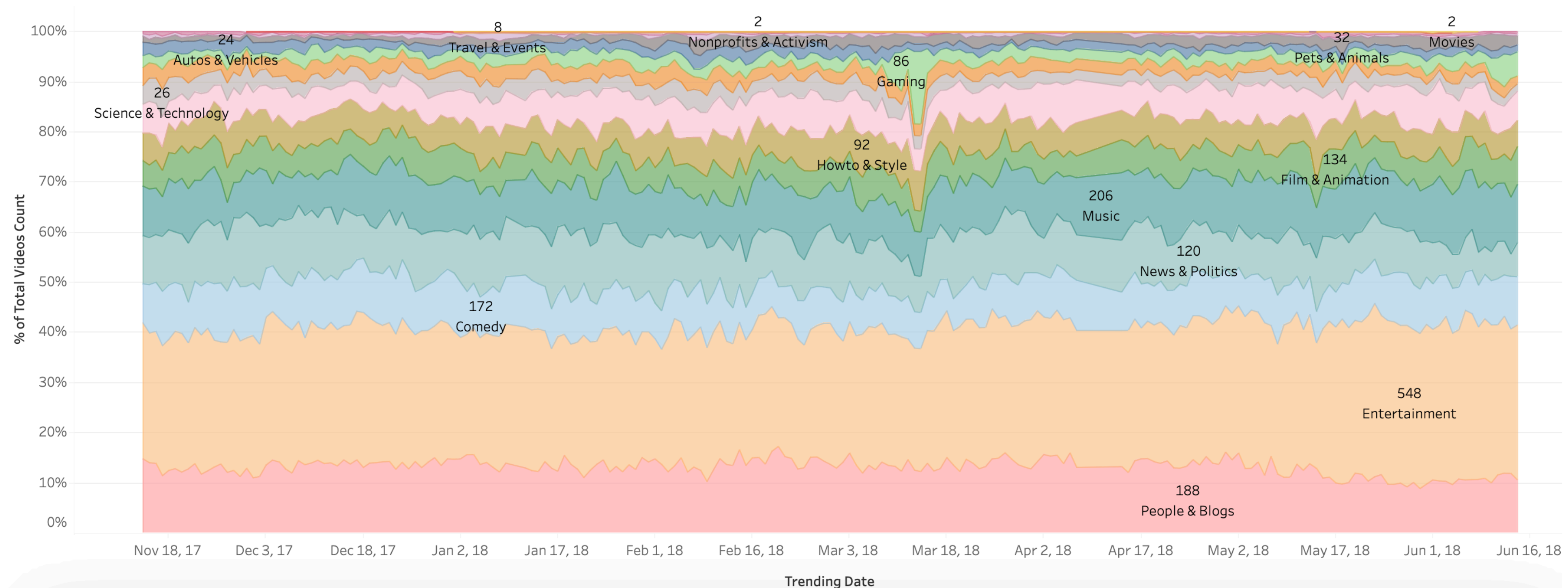
- Analyzing trending-video history on YouTube
- Assisting new video ads planning managers on independently determining what content deserves marketing attention

# Dashboard Data Content

- Trending videos from the past, broken down by day and category
- Trending videos, broken down by countries
- A table of correspondence between categories and countries

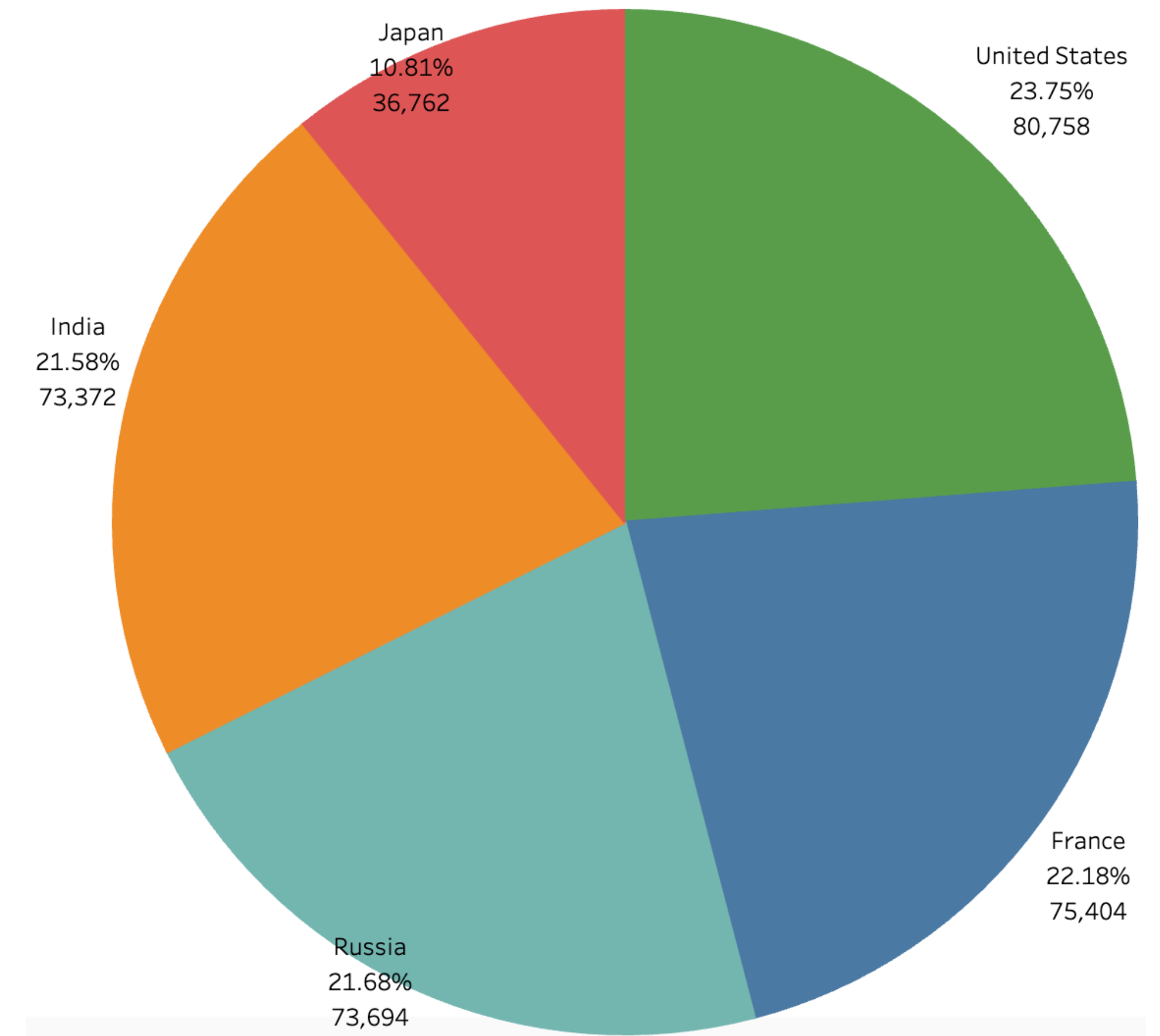
# Which video categories trended most often?

- Entertainment is the main trending category, which was all along ~30% of trending videos.
- The other categories that trended most often are Music, People & Blogs, News & Politics, Sports and Comedy.



# How were they distributed among regions?

- United States has the highest amount of videos watched.
- All countries are distributed almost evenly, between 21-24%.
- Japan is not as interested in these videos as the rest of countries, because they only watched ~11% of the videos.





# What categories were especially popular in the United States?

The Top 5 categories in the United States were:

1. Entertainment
2. Music
3. How to & Style
4. Comedy
5. People & Blogs

Category Title	United States
Entertainment	19,638
Music	12,874
Howto & Style	8,280
Comedy	6,870
People & Blogs	6,122
News & Politics	4,818
Science & Technology	4,722
Film & Animation	4,680
Sports	4,250
Education	3,284
Pets & Animals	1,832
Gaming	1,606
Travel & Events	804
Autos & Vehicles	758
Shows	114
Nonprofits & Activism	106
Trailers	
Movies	

# Were there any differences between the categories popular in the US and those popular elsewhere?

This table shows the other countries' preferences based on popularity order of the United States.

France, Japan and India also have **Entertainment** as their #1 category, and it is Russia's #2 category.

All countries find **People & Blogs** popular, with it being Russia's #1 category.

**News & Politics** is India's #2 and Russia's #3.

All countries but Russia find **Music** popular.

Only Japan and France like **Sports**.

All countries but Japan find **Comedy** popular.

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

# Recommendations

- Focus on Entertainment and People & Blogs videos worldwide
- Comedy videos may be advertised everywhere but Japan
- Music videos may be advertised everywhere but Russia
- Sports videos may be advertised in France and Japan only
- News & Politics videos are for India, Russia and Japan.
- Ignore movies, trailers and Nonprofit & Activism



**Link to Tableau Dashboard**