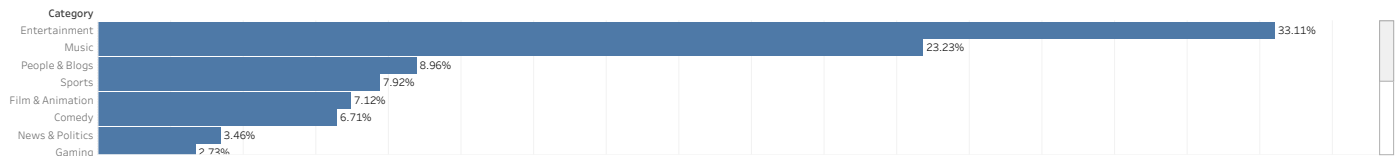
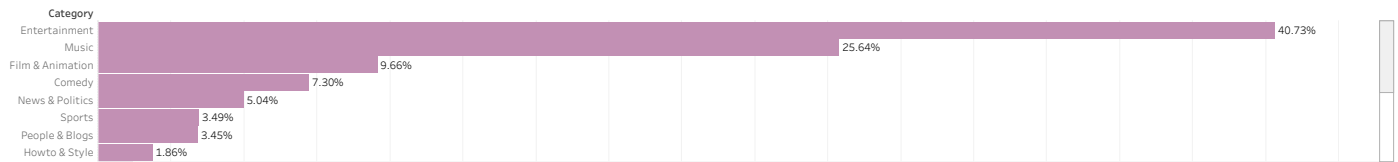


## What are the categorical differences in viewing patterns between Germans and Indians?

Percentage of views relative to categories [Germany]



Percentage of views relative to categories [India]



More or less we expected this result, as people nowadays mostly use YouTube for finding content which is entertaining (pranks, memes, vlogs, cat/dog videos, podcasts, giveaways etc.).

We see the same pattern comparing any other country!

In this particular case, based on the timespan we have data for, we see that people in Germany are much more interested in Sports. We can assume that's because there are much more football fans and famous European football clubs in Germany (Bayern Munchen). I think that football isn't "part of a culture" on the side of India people.

It is interesting enough to find that out of all views percentage of people that are listening to Music specific channel are relatively the same in Germany and in India. As expected, since apart from entertainment average behaviour of any user is to search for music. That might explain why Music is in the second place.