

# Youtube Research

***Sterling & Draper advertising agency***

***Analysis of trending video history to determine  
what content deserves marketing attention***

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**\* Source:** The table is stored in the data-analyst-youtube-data. database



# Project description

## Context:

- Business goal: analyze trending-video history on YouTube to set marketing efforts

## Dashboard details:

- Link to [dashboard](#)
- Data update interval: once every 24 hours, at midnight UTC
- 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

## Analysis:

- Which video categories trended most often?
- How were they distributed among regions?
- What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?



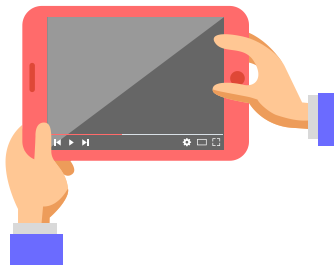
# Video Trends: Which video categories trended most often?

December, 2017 - June, 2018

## TOP CATEGORIES

- Entertainment
- People & Blogs
- Music
- News & Politics

*\* Popularity of each category keeps consistent throughout the examined period.*



TRENDING HISTORY > Trending videos on Youtube



TRENDING HISTORY % > Trending videos on Youtube

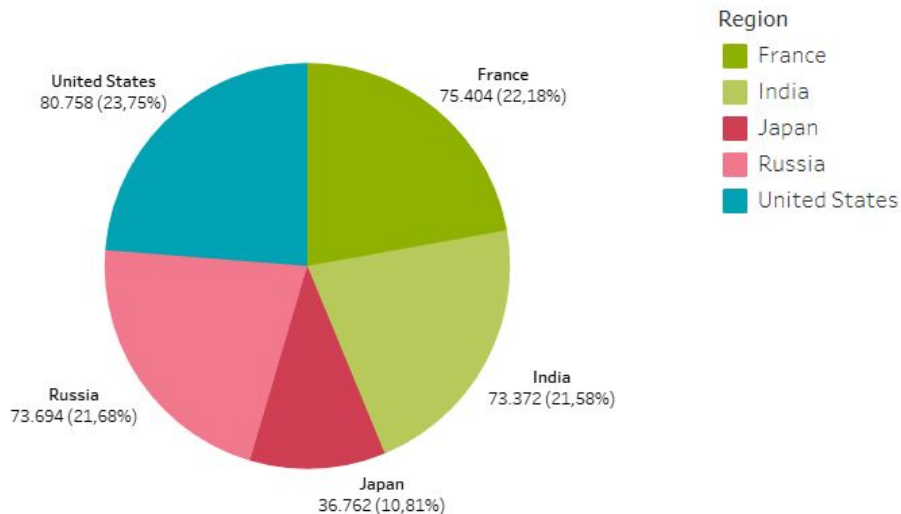


# Video Trends: How were they distributed among regions?

December, 2017 - June, 2018

## Insights:

- **United States** leads the trend with 80k videos streamed (almost 24% of the total)
- **France, Russia & India** have a pretty similar share of the streamed videos.
- While **Japan** stays in a shy last category with only 10% of the total.



# Distribution of categories across countries

December, 2017 - June, 2018

## Insights:

- The **top trending** categories are, as mentioned before, Entertainment, People & Blogs, Music, News & Politics
- The top 4 categories **change** a bit depending on the country

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	

# Popularity of categories: US vs. ALL

December, 2017 - June, 2018



## Insights:

- We can see that across all countries, **Entertainment** is always present, usually on the top.
- We can see changes on **France & Japan**, where we can see Sports in 4th and 3rd position respectively.
- We can say the effort in the **marketing** should be around these popular areas and be **adjusted by country**, to call the attention to the relevant audience
- **News & Politics** is on the top 3 in Russia and India, while in the other countries is less popular.

Category Title	Region
	United States
Entertainment	19.638
Music	12.874
Howto & Style	8.280
Comedy	6.870

Category Title	Region
	Russia
People & Blogs	18.452
Entertainment	11.692
News & Politics	9.858
Comedy	5.968

Category Title	Region
	India
Entertainment	32.924
News & Politics	10.346
Music	7.714
Comedy	6.814

Category Title	Region
	France
Entertainment	19.020
People & Blogs	9.346
Comedy	8.446
Sports	8.002

Category Title	Region
	Japan
Entertainment	11.734
People & Blogs	5.792
Sports	3.606
News & Politics	2.654

**Thank you**