

Trending-video history on YouTube

Analyze content for the advertising agency

Content

- The goal of the project
- Trending history
- Trending history, %
- Trending videos split by country
- Trending videos split by categories on region United States
- Trending by country and category
- Conclusion

Summary

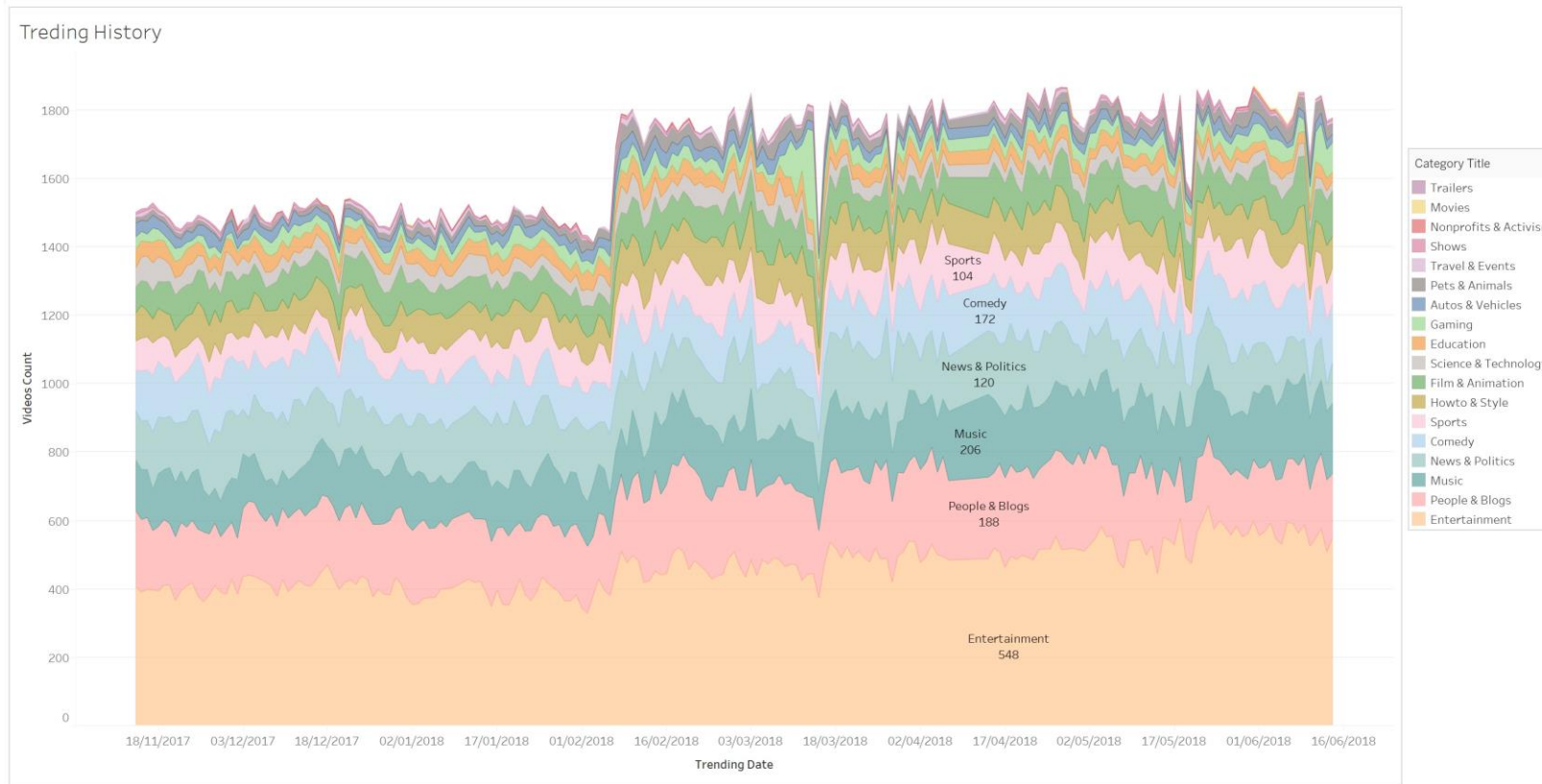
In this project we analyzed data on trending video history on You Tube. Based on the analyzes, Trend History graph was built (number of videos is presented in the form of a graph of the number of videos broken down by dates), as well as Trending Video by Region chart.

A highlight table Trending Vids by Region and Category presents data on the number of trending videos by region and category. Based on the analysis, a dashboard was developed, the link is provided below in the description.

The goal of the project

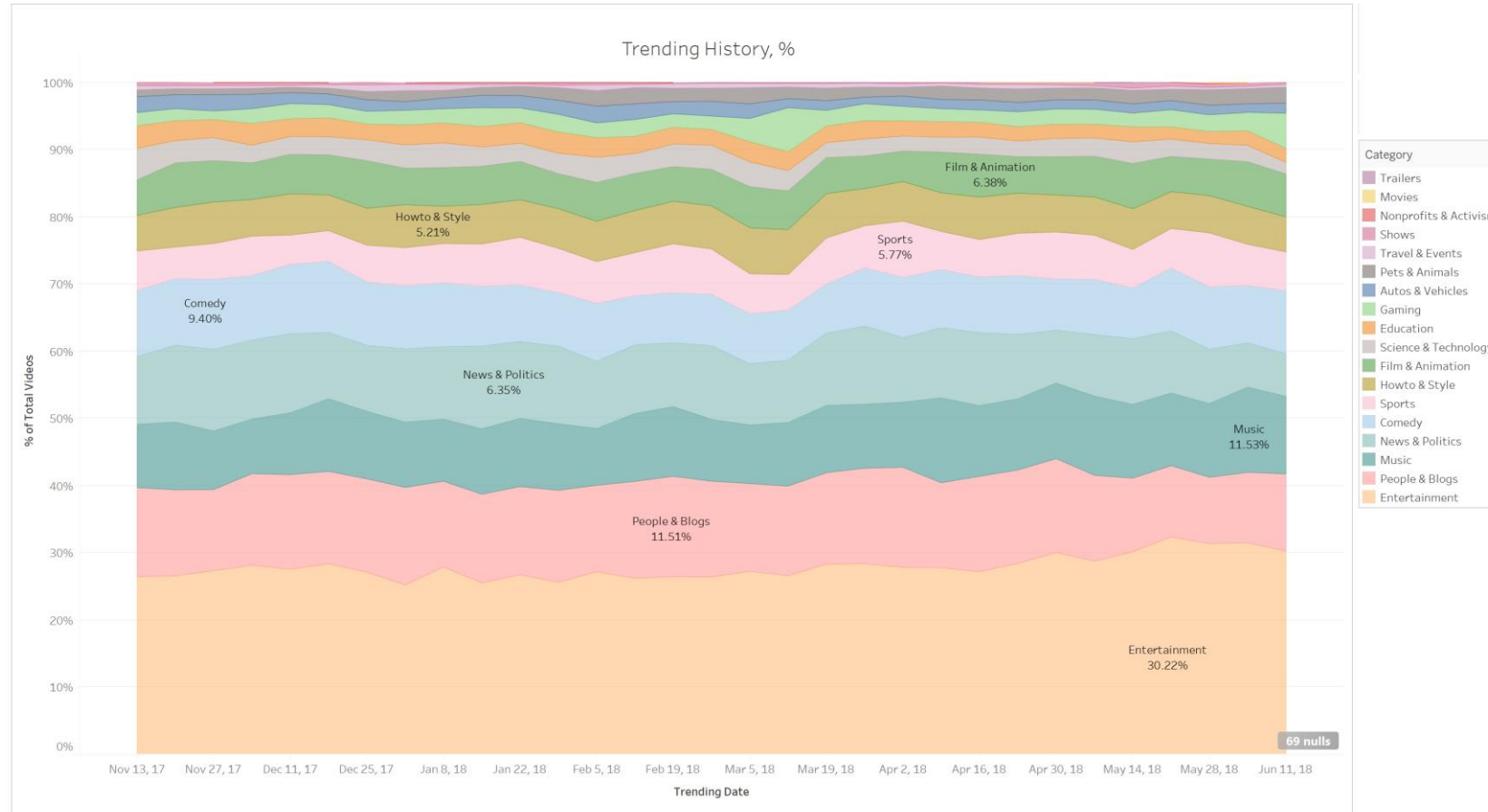
- The main goal of the project is to analyze and present current data on trending video history on You Tube.

The dashboard will be the most visual and convenient for use (the link is attached at the end of the project), where it is possible to filter data by date and country.



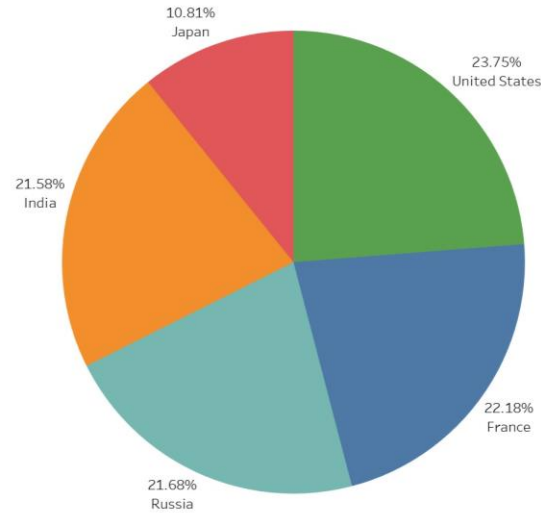
The graph above shows us the changes in the number of trending vids broken down by categories in absolute terms. We can draw some conclusions from this graph:

1. In February 2018 there was a sharp jump in the number of trending videos, and during the same year we see short-term but sharp drops (which is most likely due to some technical reasons)
2. Throughout the analyze period the category of entertainment was the most popular among users and its popularity is growing every day.



On this graph we can clearly see that the most trending YouTube video category is the Entertainment category (30 % from all trending categories). Categories are less popular are People & Blogs and Music (11 % from all trending categories).

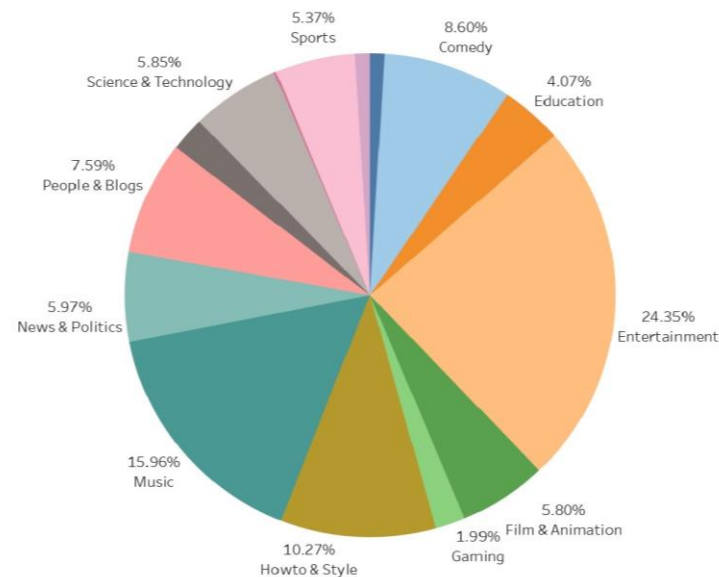
Trending Vids by Country



Trending videos split by country

- The graph shows the distribution of the number of all trending videos by region.
- The largest part of trending videos is represented by the United States (24%).
- The regions France, Russia and India are practically at the same level with US.
- The smallest number of trending videos is in the Japan region (11 %).

Trend by category on region United States




Trending videos split by categories on region United States

- What categories were especially popular in the United States?
- The most popular category in the US is Entertainment (24%).
- Additional popular categories are Music (16%), Howto & Style (10%), People & Blogs and Comedy (8 % each).

The table shows the absolute values of trending videos split by category and region

Trending by Country and Category Table



Category Title	France	India	Region 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	

- The table is presented in the form of a highlight table for a more convenient definition of preferences in categories for each region.
- There are certain differences in the preferences of users of each region. For example, the Science category is popular in the US, but it is not so popular in other regions. Or the Nonprofits category with a small number of trend videos is absolutely not popular in other regions.
- Each region has its own characteristics, I suppose that it is due to the mentality of the inhabitants of a certain region and also the political situation, and their preferences are based on this.

Conclusion

- In conclusion, I want to emphasize that we have completed all the tasks set for us and presented them in the format necessary for further work.

- Link to the Main Dashboard:

<https://public.tableau.com/app/profile/maryna2963/viz/Trending-videohistoryonYouTubeDashboard/Trending-videosonYouTube>

- Link to an additional Dashboard for a more detailed analysis of data broken down by countries and categories

<https://public.tableau.com/app/profile/maryna2963/viz/Trendssplitbycountryandcategory/TrendssplitbyCountryandCategoryDashboard>