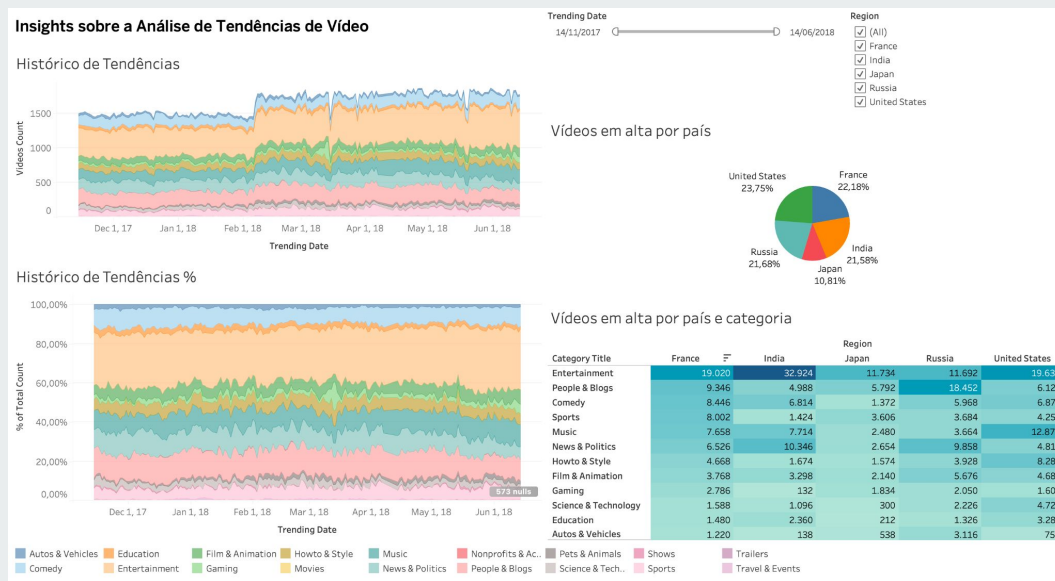


Insights on Video Trend Analysis

Tableau Dashboard



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Insights on Video Trend Analysis



Context:

This project analyzes YouTube trending videos over time, focusing on categories, regions, and their popularity shifts.

Objective:

To provide actionable insights for video marketing strategists by visualizing trends in video categories across different countries.

What's included:

- Absolute and relative trends over time
- Distribution of trending videos by country
- Cross-analysis of video categories and regions

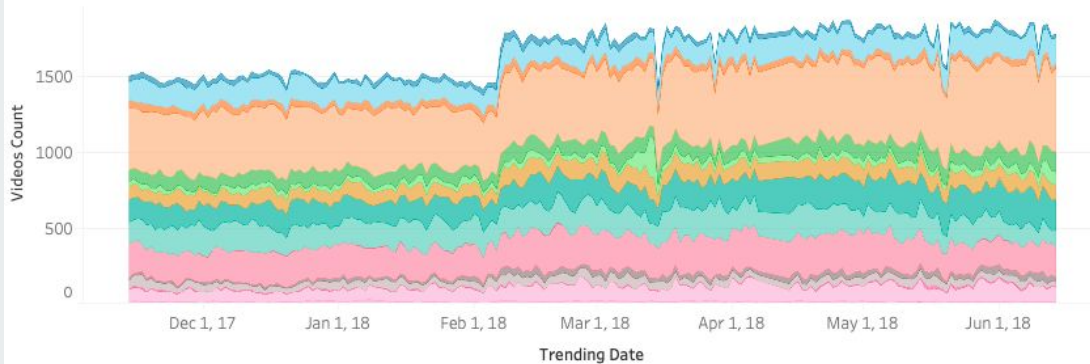
This dashboard was developed using Tableau Public with data aggregated daily.

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Which video categories have been trending most frequently?

- *Entertainment* fluctuated mostly between 20% and 30%, but has been gaining prominence, frequently exceeding 30% in the last month.
- *People & Blogs* reached over 16%, but recently dropped below 11%.
- *Music*, which used to vary between 8% and 10%, has maintained levels above 10% over the past 3 months.

Trend History



Other important categories:

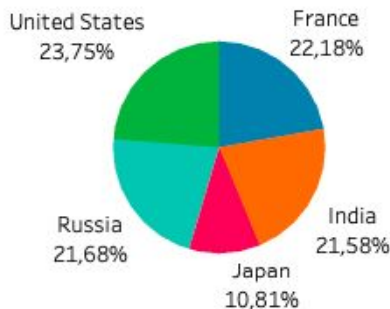
- *Comedy* fluctuated between 8% and 10%;
- *News & Politics* shows significant variation, sometimes exceeding 10%;
- *Sports* usually accounts for between 5% and 10% of the total.

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How were the trends distributed among regions?

- Japan has a smaller share of the total, with 10.81%, while the other countries (USA, France, Russia, and India) have similar shares ranging from 21.58% to 23.75%.
- Japan was not present in the data until January 2018.
- The USA holds the largest percentage share of trending videos most of the time, closely followed by France, Russia, and India.

Trending Videos by Country

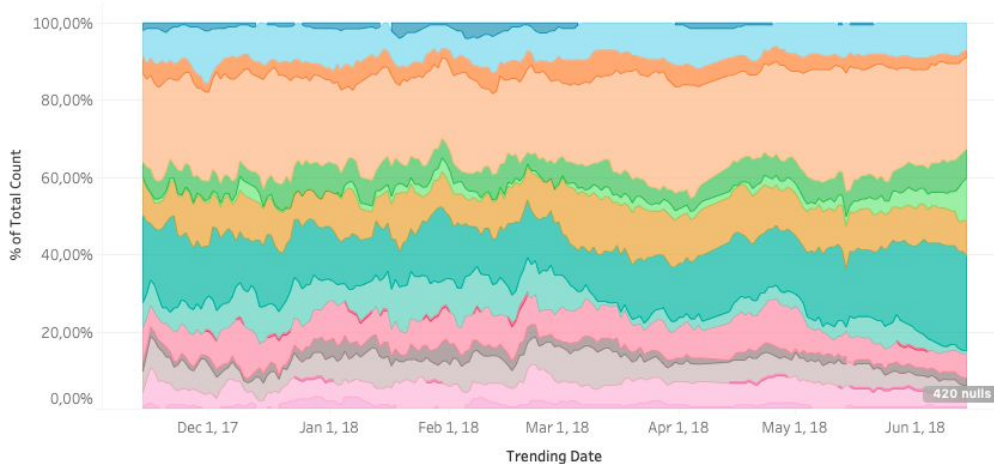


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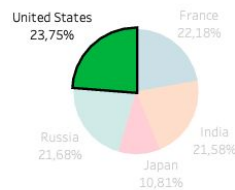
Which categories were especially popular in the United States?

- *Entertainment and Music are the two most popular categories, together accounting for about 50% of all trends. Music has grown significantly in the last 45 days, increasing from around 15% to approximately 25%.*

Trend History %



Trending Videos by Country



Trending Videos by Country and Category

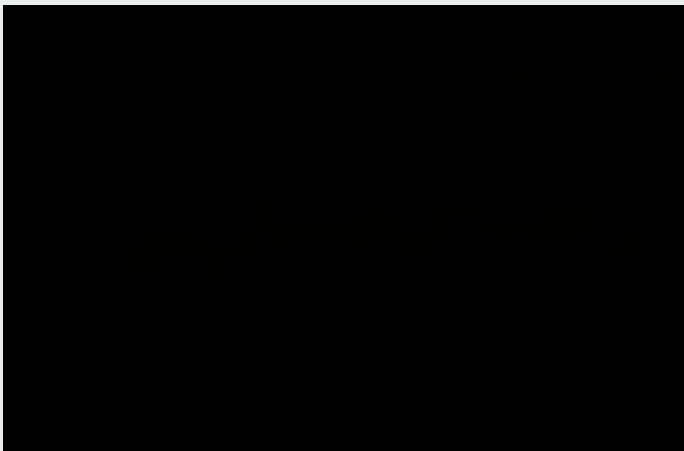
Category Title	Region	
	United States	
Travel & Events		804
Sports		4.250
Shows		114
Science & Technology		4.722
Pets & Animals		1.832
People & Blogs		6.122
Nonprofits & Activism		106
News & Politics		4.818
Music		12.874
Howto & Style		8.280
Gaming		1.606
Film & Animation		4.680
Entertainment		19.638
Education		3.284
Comedy		6.870
Autos & Vehicles		758

Insights on Video Trend Analysis

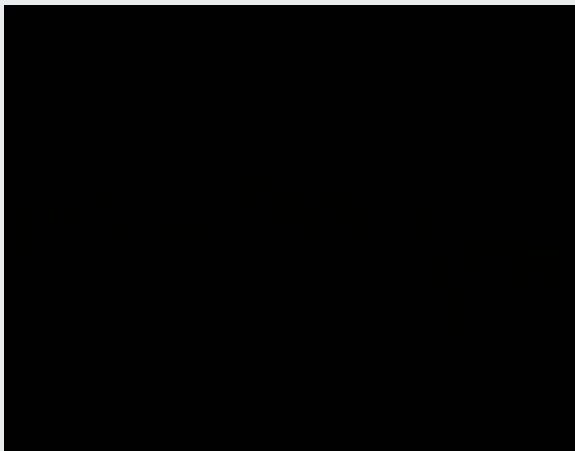
Were there differences between popular categories in the US and other regions?

- The *Entertainment* category also leads in France, Japan, and especially India, with a share between 40% and 50%.
- *People & Blogs* ranks among the top categories in France (10-15%), which appears to have the least disparity among categories, with five categories alternating between the second and sixth positions.

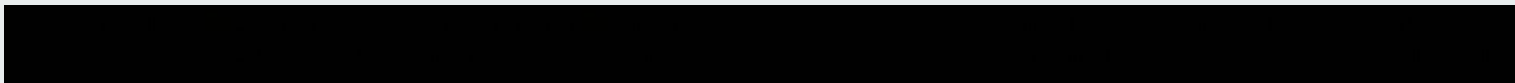
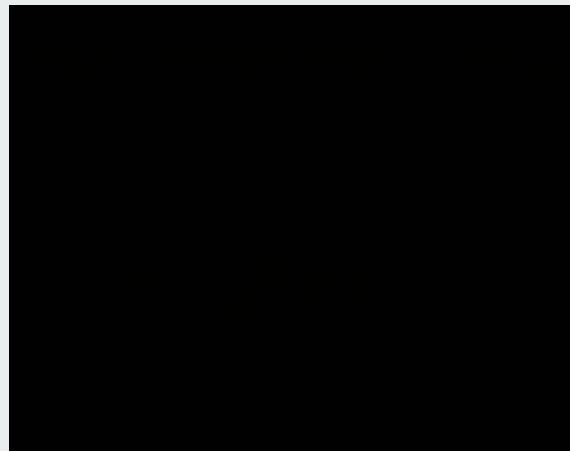
France



Japan



India



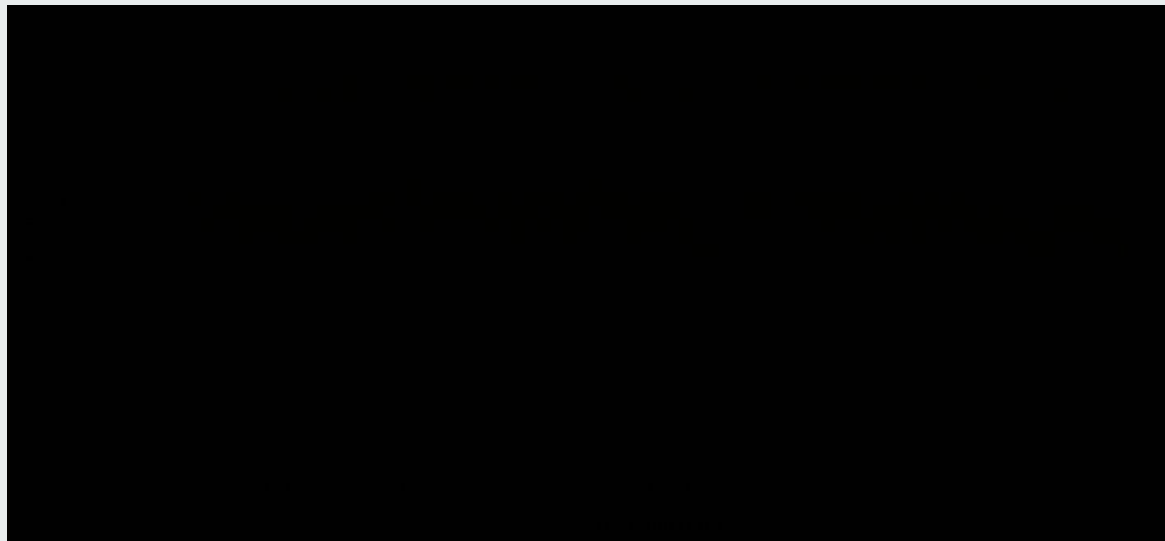
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Were there differences between popular categories in the US and other regions?

- In Russia, *Entertainment* holds 15-20%, ranking second behind *People & Blogs* (17-25%).

Russia



Insights on Video Trend Analysis



Conclusions

- *Entertainment* is the globally dominant category, with special prominence in India and the USA.
- *People & Blogs* stands out in Russia and remains relevant in France.
- *Music* has been growing in the USA, reaching 25% of recent trends.
- Regional distribution is balanced, except for Japan, which entered the dataset later and has a smaller share.
- France shows greater diversity, with no clearly dominant category.