

Automation Sprint Project-- Practicum 100

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# Trending Video Categories around the World

# Information about Data

Sterling & Draper advertising agency provided us with trending video counts at specific date, region, and category:

- The covered time period is from mid November 2017 to mid June 2018;  
**[8 months]**
- Videos are from 5 regions;  
**[France, India, Japan, Russia, United States (US)]**
- Videos classified in one of the 18 Categories.  
**[ Entertainment, Music, News & Politics, etc.]**

# Problem Statement

- The goal of this research is to analyze trending-videos history on YouTube to help decision-making processes of the marketing department of Sterling & Draper;
- We have designed and built a daily updated interactive dashboard to help video ads planning managers determine what content deserves marketing attention.

# Questions for Champions

In this presentation, we answer the following questions:

- 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?

# Top trending categories

- With ca 31% of total,  
# 1 category:

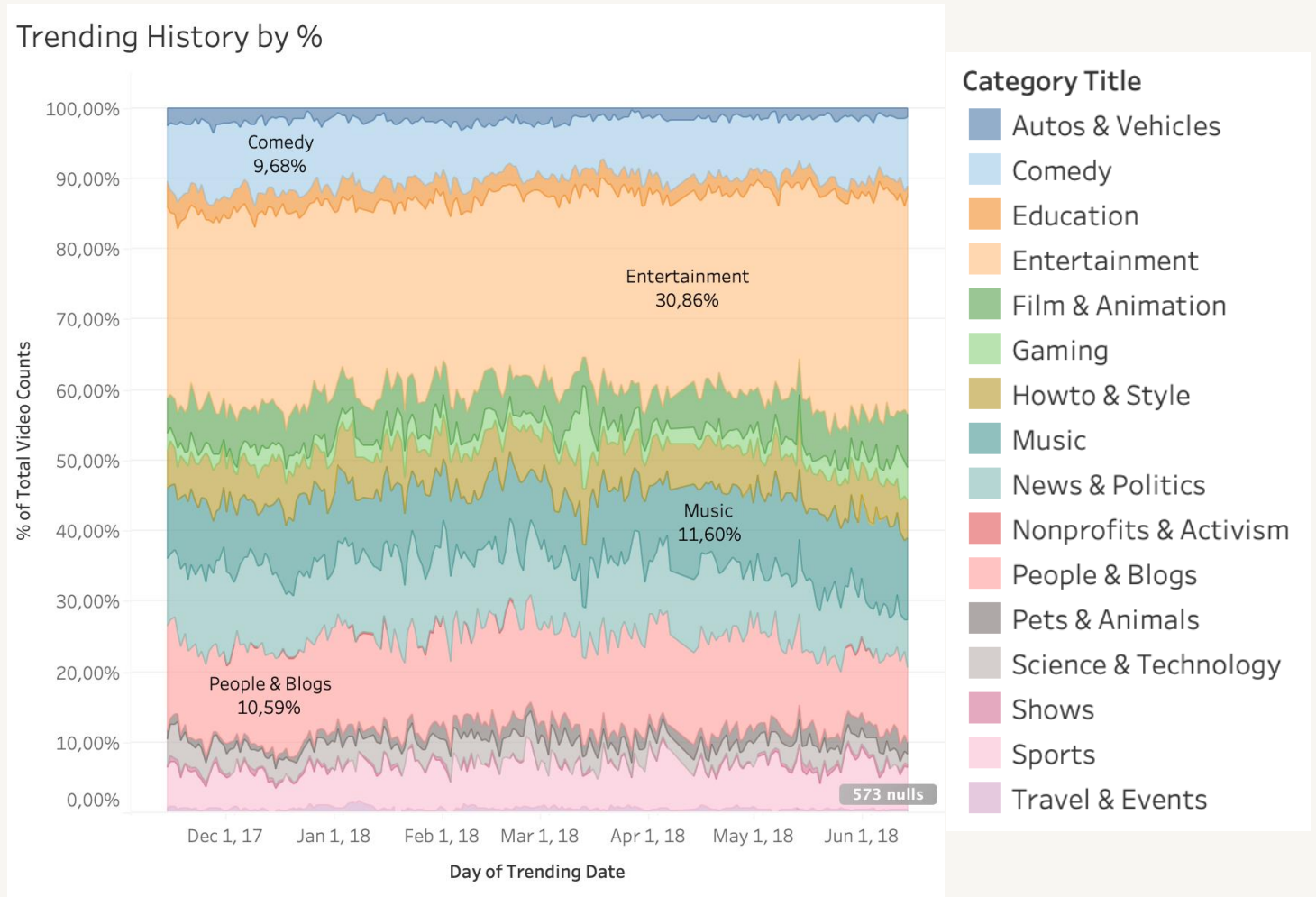
**[Entertainment]**

- With ca 11.6% of total,  
# 2 category:

**[Music]**

- With ca 10.6% of total,  
# 3 category:

**[People & Blogs]**



# Top trending categories by regions

- # 1 in all regions: (Yeah, first comes fun!)

## [Entertainment]

- # 2 in India: (Fear the political vloggers!)

## [News & Politics]

- # 2 in France, Japan, and Russia: (into people & life-style!)

## [People & Blogs]

- # 2 in US: (most profitable?)

## [Music]

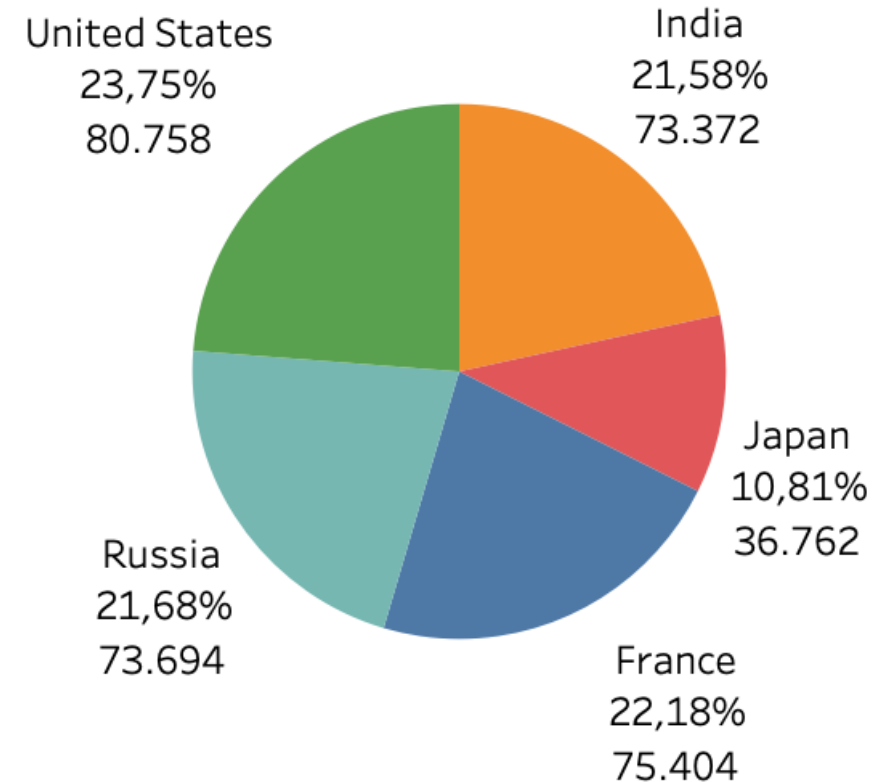
Trending Videos by Country and Category

Category Title	Region				
	France	India	Japan	Russia	United States
Autos & Vehicles	1.220	138	538	3.116	758
Comedy	8.446	6.814	1.372	5.968	6.870
Education	1.480	2.360	212	1.326	3.284
Entertainment	19.020	32.924	11.734	11.692	19.638
Film & Animation	3.768	3.298	2.140	5.676	4.680
Gaming	2.786	132	1.834	2.050	1.606
Howto & Style	4.668	1.674	1.574	3.928	8.280
Movies	22	32		2	
Music	7.658	7.714	2.480	3.664	12.874
News & Politics	6.526	10.346	2.654	9.858	4.818
Nonprofits & Activism					106
People & Blogs	9.346	4.988	5.792	18.452	6.122
Pets & Animals	468	6	2.250	1.154	1.832
Science & Technology	1.588	1.096	300	2.226	4.722
Shows	198	410		388	114
Sports	8.002	1.424	3.606	3.684	4.250
Trailers	4				
Travel & Events	204	16	276	510	804

# Videos shares by regions

- Biggest share with ca 24% of total  
**[US]**
- Followed by regions having each ca 21-22% share of total:  
**[France, India, Russia]**
- Smaller share with ca 11% goes to:  
**[Japan]**
- BUT, normalizing to the population size, France (ca 1/5-th US population) would lead per person video counts!

Trending Videos by Country



# US market dynamics

- # 1 category: with close to 20000 videos  
**[Entertainment]**
- # 2 category: with close to 13000 videos  
**[Music]**
- # 3 category: with little more than 8000 videos  
**[Howto & Style]**
- Lasts and leasts: with only about 100 videos  
**[Nonprofits & Activism and Shows]**

Trending Videos by  
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# US vs. Other regions (con't)

- # 1 category in US -- **[Entertainment]** -- is also the most popular one in the other regions.
- # 2 category in US -- **[Music]** -- is also relatively popular in France (5th place) and in India (3rd place), but not so much in Japan and in Russia
- # 3 category in US -- **[HowTo & Style]** -- is not popular in the other regions, and much less in India and in Japan than in France and in Russia

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# Conclusions

- Through our research, we have provided dashboard tools that can be used to track Youtube trending video categories among 18 categories in 5 regions;
- Our analysis for the 8 months period revealed the followings:
  - Entertainment, Music, People & Blogs are the top 3 categories worldwide;
  - Although the US has the largest share among regions (ca 24%), closely followed by France, India, and Russia having similar shares (ca 21-22%), and with Japan having the smallest share (ca 11%), France turned out to be the leader region in shares as per population size;
  - In all regions, Entertainment is the top category. However, other most popular categories varies considerably accross regions. For instance, Music and HowTo & Styles are among the top 3 categories in the US. But Music is only also in the 3 top categories for India.

# Recommendations

- Based on our research, we recommend the marketing department to focus at least half of the ad planning efforts to trending videos in the Entertainment category;
- The remaining planning efforts call for careful regional considerations and we recommend the ad planning managers to consult the dashboard for more details;
- Finally, we recommend to specifically target France more as the most dominant region in the shares of the trending videos history per population size.

Thank You!