



AUTOMATION PROJECT

Analysis of trending-video history on YouTube



Contents

- Main goal:

- *Analyse trending-video history on YouTube*

- Main questions:

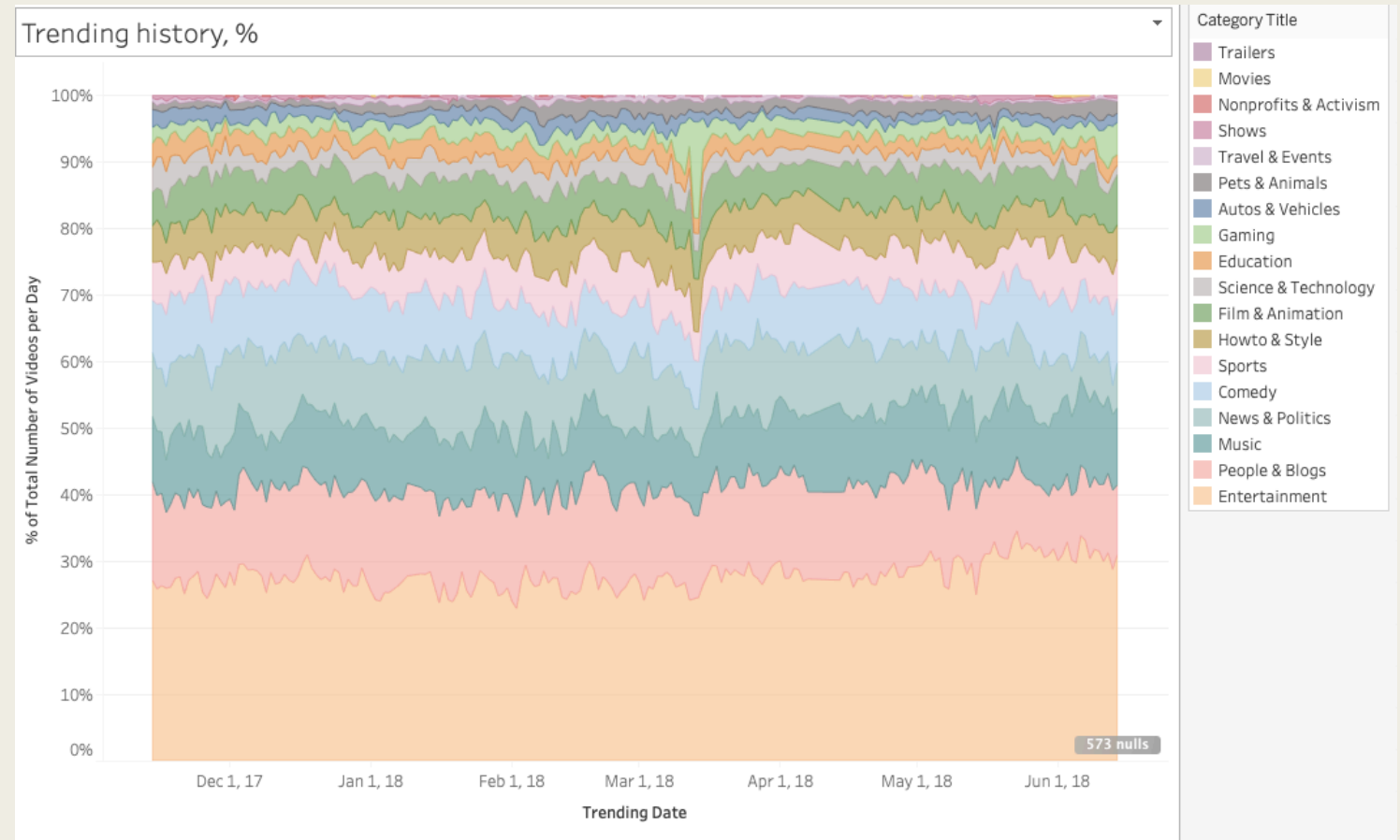
- *Which video categories trended most often?*
- *How were they distributed among regions?*
- *What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?*

- Project can be found here: [Project Link](#)

Which video categories trended more often?

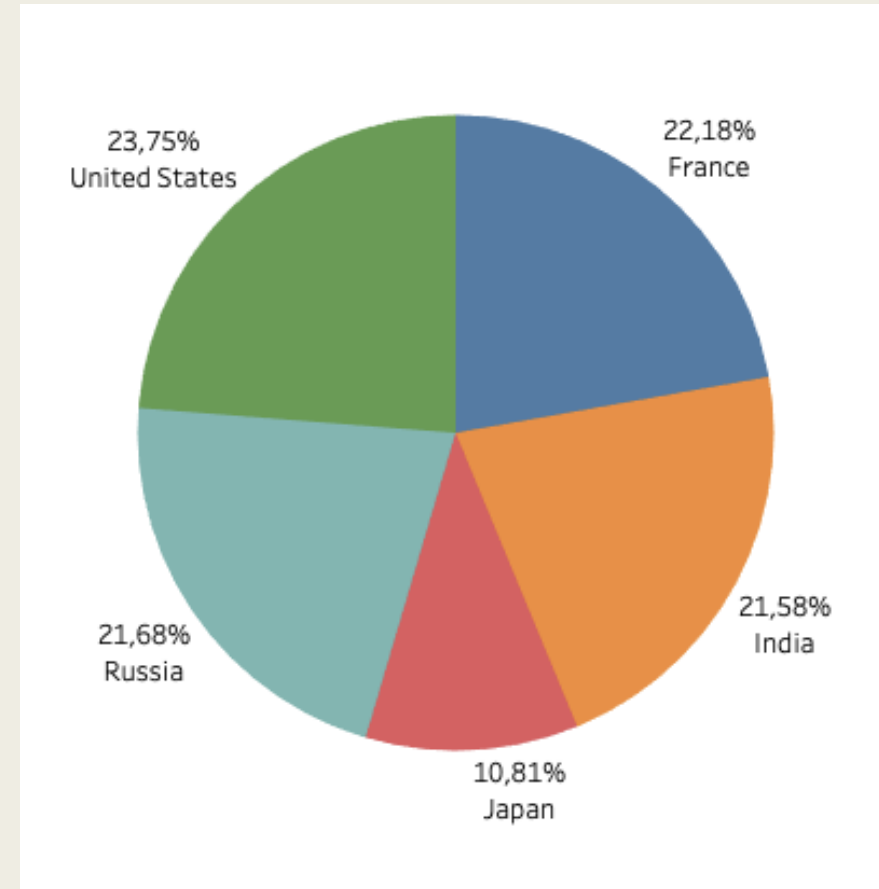
- The most popular categories have stayed the same throughout last 2 years:

1. *Entertainment* (26-31%)
2. *People & Blogs* (10-14%)
3. *Music* (9-12%)
4. *News & Politics*(9-11%)
5. *Comeby*(8-10%)



How were they distributed among regions?

- US, France, Russia and India seem to have similar share of YouTube market share, while Japan has smaller.



What categories were especially popular in the United States?
 Were there any differences between the categories popular in the US and those popular elsewhere?

- In US the most popular categories are “Entertainment” and “Music”.
- “Music” category is not as popular in other regions. It may be due to less strict regulations for downloading and listening on pirate services.
- Popular categories vary from region to region. In India “Entertainment” is way ahead of other categories, while in Russia “People and Blogs” seem to be more popular.

Trending by Country and Category

Category Title	Region				
	France	India	Japan	Russia	United States
Entertainment	19 020	32 924	11 734	11 692	19 638
People & Blogs	9 346	4 988	5 792	18 452	6 122
Music	7 658	7 714	2 480	3 664	12 874
News & Politics	6 526	10 346	2 654	9 858	4 818
Comedy	8 446	6 814	1 372	5 968	6 870
Sports	8 002	1 424	3 606	3 684	4 250
Howto & Style	4 668	1 674	1 574	3 928	8 280
Film & Animation	3 768	3 298	2 140	5 676	4 680
Science & Technology	1 588	1 096	300	2 226	4 722
Education	1 480	2 360	212	1 326	3 284
Gaming	2 786	132	1 834	2 050	1 606
Autos & Vehicles	1 220	138	538	3 116	758
Pets & Animals	468	6	2 250	1 154	1 832
Travel & Events	204	16	276	510	804
Shows	198	410		388	114
Nonprofits & Activism					106
Movies	22	32		2	
Trailers	4				

Conclusions

- “Entertainment” category is the most popular one in all regions;
- In US market “Music” category is much more popular than in other regions
- All regions have different popular categories, there are specifics that need to be considered while working with these markets.