# YouTube Trending Videos Analysis: Categories, Regional Distribution, and US Popularity

Objective of the Project: YouTube Trending Videos Dashboard

This project aims to develop a dashboard that automates the analysis of trending videos on YouTube. The dashboard will provide valuable insights to the video ad analysts at the Sterling & Draper advertising agency, specifically for the new employees Melanie and Ashok.

# Which video categories trended most often?

Trending Video History
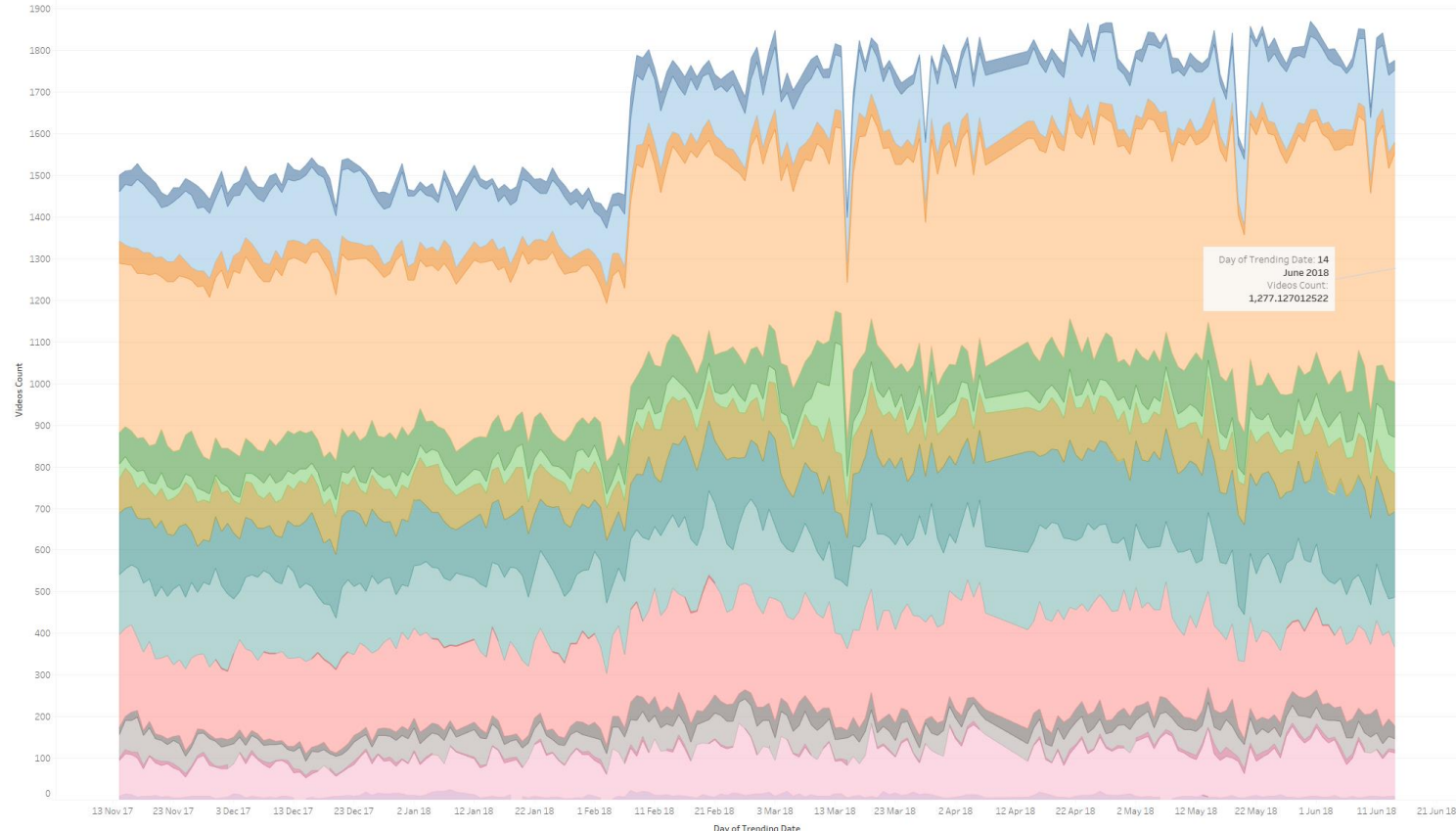
Based on the provided data, the video categories that trended most often are:

- Entertainment: This category had the highest number of videos, with a total count ranging from 6,696 to 16,908 across the months.
- People & Blogs: The People & Blogs category also had a high number of trending videos, with counts ranging from 2,710 to 7,382.
- News & Politics: The News & Politics category had a significant presence as well, with video counts ranging from 1,662 to 5,594.
- Music: Music videos were also popular and frequently trended, with counts ranging from 2,332 to 6,134.
- Sports: The Sports category had a considerable number of trending videos, with counts ranging from 1,360 to 3,624.

These categories consistently appeared in the provided data and had a high number of trending videos, indicating their popularity and frequency in the trending section during the given months.

How were they distributed among regions?

Trending Videos by Country
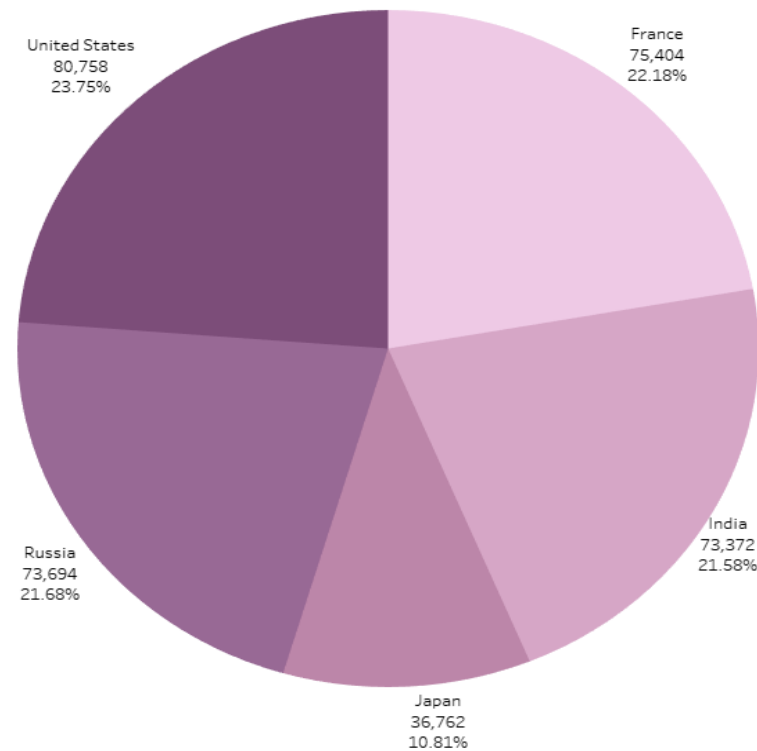
- The United States has the highest percentage contribution to the total number of videos with 24%.
- Russia follows closely with a contribution of 22% of the total videos.
- Japan and India have a relatively lower contribution, each accounting for 11% and 22% of the total videos, respectively.
- France also has a 22% contribution to the total number of videos.
- These percentages highlight the varying levels of video content production across different regions, with the United States and Russia leading the pack.

What categories were especially popular in the United States?

Trending by Category and Country

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

Region

- From the table, the categories that were especially popular in the United States are:
- Travel & Events: It accounted for 44.42% of the total videos in the United States, which is a relatively high percentage compared to other regions.
- Science & Technology: This category had a significant presence in the United States, representing 47.54% of the total videos. It indicates a strong interest in scientific and technological content.
- Howto & Style: With a percentage of 41.14%, the Howto & Style category was also popular among viewers in the United States.
- Music: Music videos accounted for 37.44% of the total videos in the United States, indicating a strong interest in music-related content.
- Education: The Education category had a substantial presence in the United States, representing 37.91% of the total videos.

- When comparing the popular categories in the United States to those popular elsewhere, some notable differences can be observed. While categories like Travel & Events, Science & Technology, and Howto & Style were popular in the United States, they may not have the same level of popularity in other regions. On the other hand, categories like Movies, Shows, and Autos & Vehicles had significant popularity in multiple regions, including France and Russia. The preferences and interests of viewers can vary across regions, leading to differences in the popularity of certain categories in different countries.

Based on findings from the analysis of trending videos on YouTube, I have the following detailed recommendations to support determining what content deserves attention for marketing:

1. Identify Popular Video Categories:
   - Pay close attention to the video categories that consistently trend in the previous weeks.
   - Focus on categories such as Entertainment, Music, News & Politics, Howto & Style, and Sports, as they tend to attract a significant viewership.

2. Tailor Marketing Efforts to Trending Categories:
   - Allocate a portion of the marketing budget towards creating video commercials that align with the popular video categories.
   - Create engaging and relevant advertisements that resonate with viewers' interests in those categories.

3. Consider Regional Distribution:
   - Analyze the distribution of trending video categories among different regions.
   - Identify regions where certain categories are more popular and tailor marketing campaigns accordingly.
   - Allocate resources to target specific regions where the identified trending categories have a higher viewership.

4. Leverage Popular Categories in the United States:
   - Recognize the video categories that are particularly popular in the United States.
   - Prioritize marketing efforts towards these categories as the US market holds significant potential and reach.
   - Create localized and culturally relevant advertisements to connect with the US audience.

5. Stay Updated with Current Trends:
   - Continuously monitor and analyze trending videos on YouTube to identify emerging categories and content trends.
   - Regularly update the marketing strategy to align with the evolving preferences of the audience.
   - Keep a close eye on viewer engagement metrics, comments, and feedback to gain insights into what content resonates the most.

6. Collaborate with Influencers and Content Creators:
   - Identify popular influencers and content creators within the trending video categories.
   - Explore partnership opportunities to leverage their audience reach and create sponsored content or collaborations.
   - Engage with influencers to promote your brand or product within their videos, increasing visibility and credibility.

7. Experiment with Different Ad Formats and Placement:
   - Test various ad formats such as pre-, mid-, and post-roll commercials to find the most effective approach.
   - Explore targeted placements within trending videos to maximize exposure and engagement.
   - Monitor ad performance metrics and optimize campaigns based on conversion rates, click-through rates, and viewer engagement.

8. Utilize Data Analytics:
   - Implement a robust data analytics system to track the performance of video commercials and their impact on brand awareness and sales.
   - Leverage analytics tools to gain insights into viewer demographics, watch time, and engagement metrics.
   - Use data-driven decision-making to refine marketing strategies and optimize campaign effectiveness.

- Remember, it is essential to assess the performance of marketing efforts regularly, adapt to changing trends, and refine strategies based on the insights gathered from the analytics dashboard.

Link to Tableau :

https://public.tableau.com/app/profile/naufal.nasarudin/viz/TrendingYoutubeHistory/Dashboard2?publish=yes

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