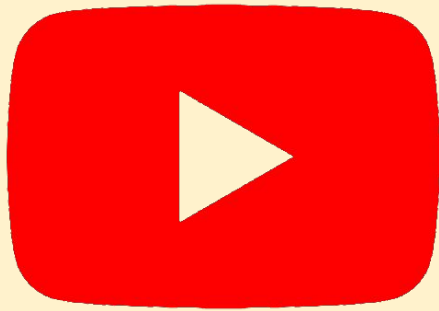


EXPLORATORY DATA ANALYSIS



U.S. TRENDING VIDEOS

By: NEVILLE AGNEL SANTAMARIA

INSAID COHORT JAN 2021 BATCH



INTRODUCTION

- YouTube is an online video platform owned by Google.
- It is the second most-visited website in the world.
- In 2019, more than 500 hours of video content were uploaded to YouTube servers every minute.
- It maintains a list of the top trending videos on the platform.





PROBLEM STATEMENT



WHAT IS TRENDING ?

Top trending video categories.

Best time to publish a video on YouTube.

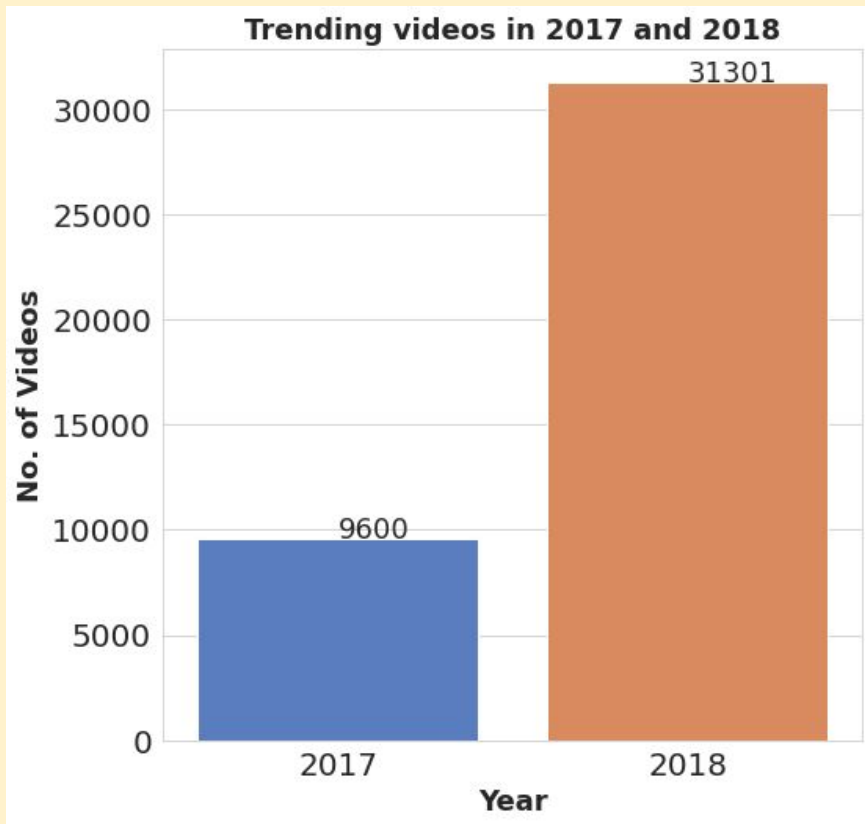
Top trending videos from the trending list.

Waiting time for a video to be trended

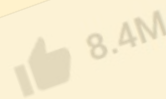
Key parameters for videos to get trended.



ABOUT THE DATASET



2,447,613,048 views • 11 Jun 2014



8.4M

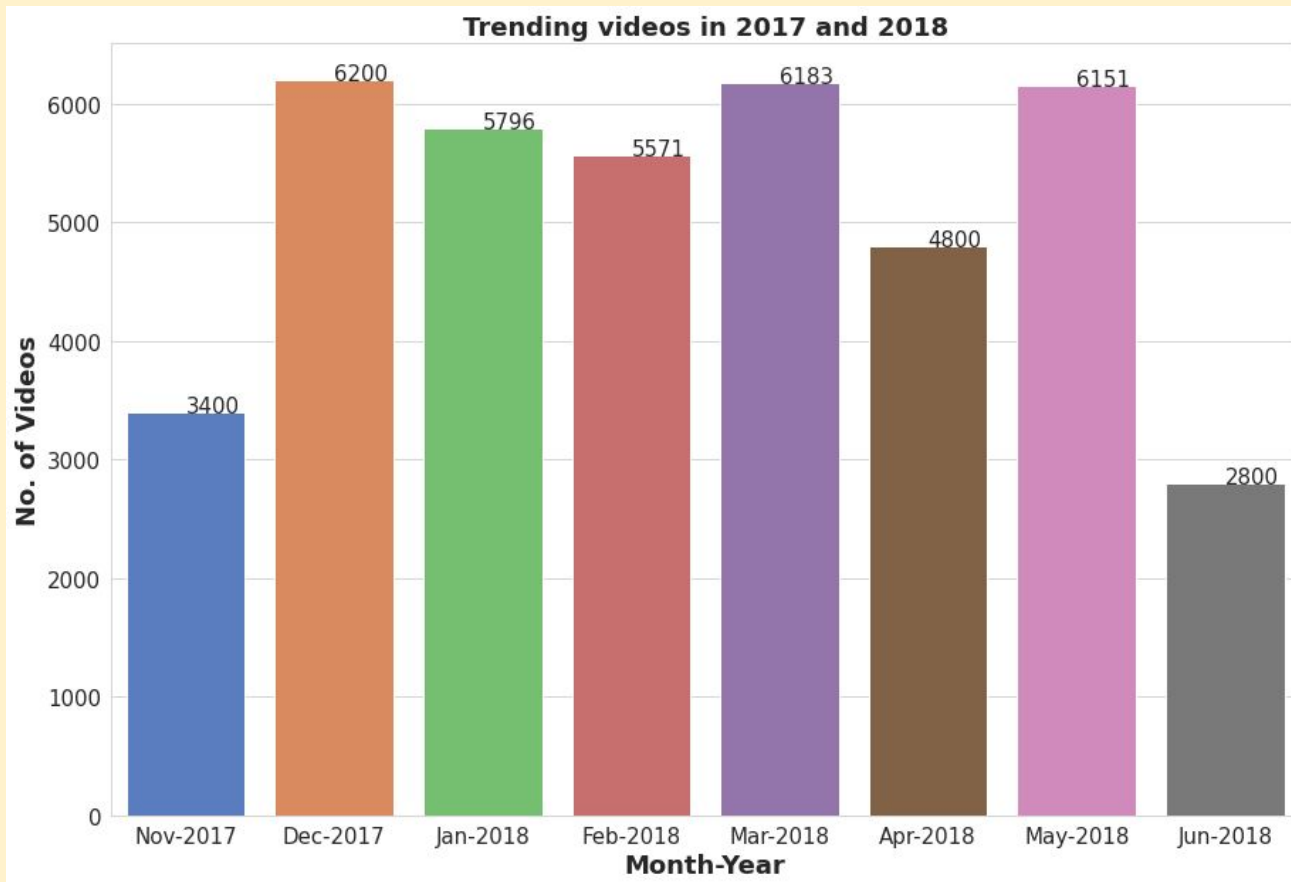


873K

487,692 Comments

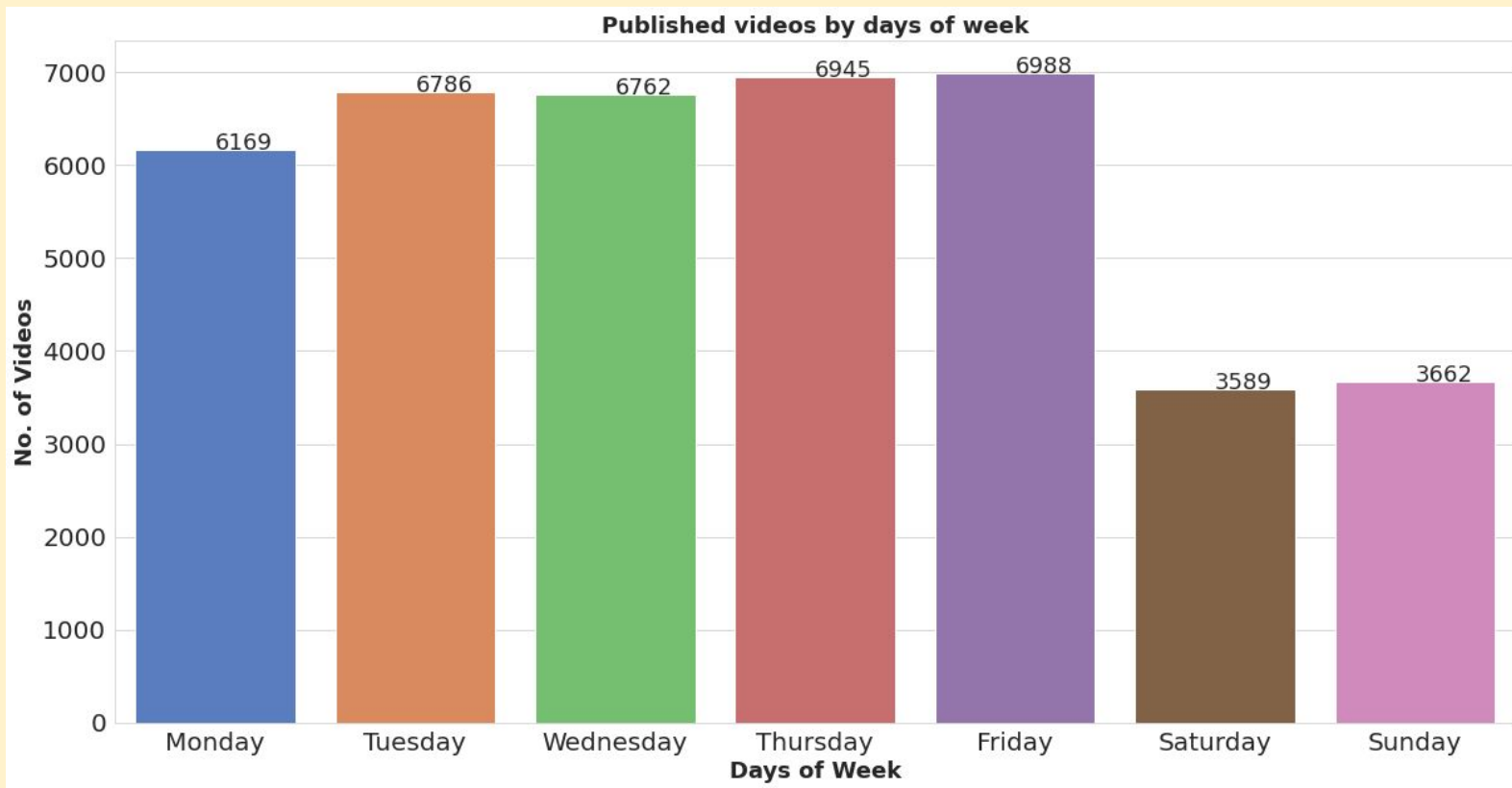


TOTAL TRENDING VIDEOS



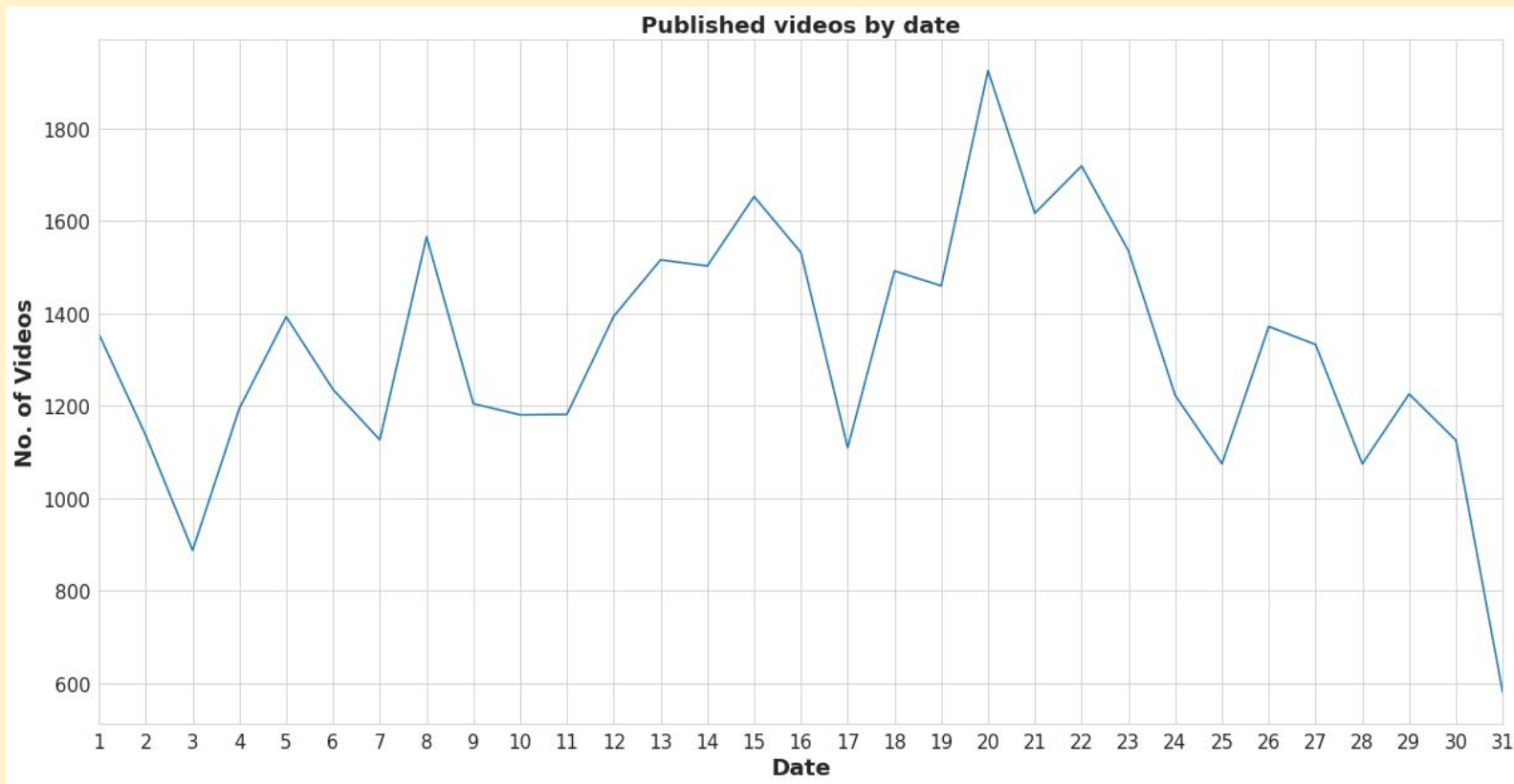


PUBLISHED BY DAYS OF WEEK



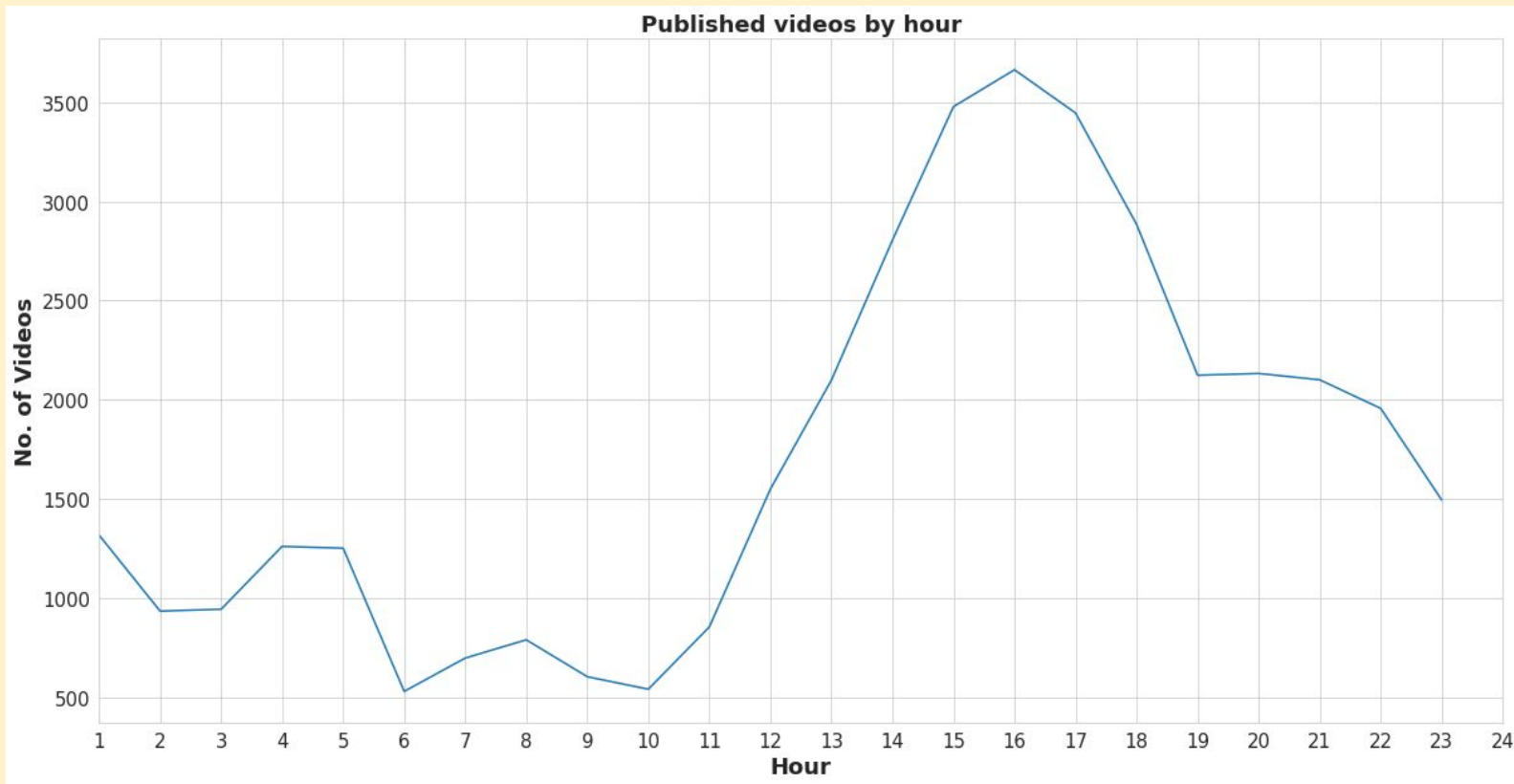


DATE OF PUBLISHED VIDEOS



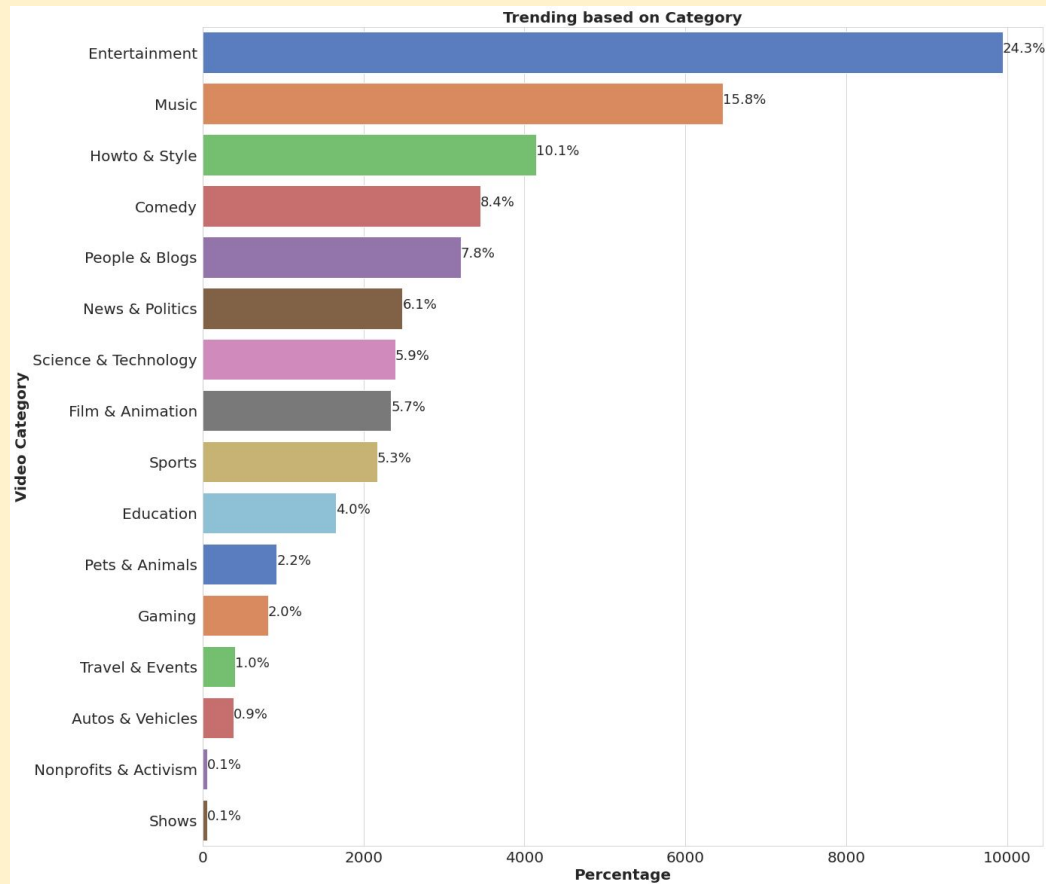


AT WHAT HOUR THE VIDEOS WAS PUBLISHED ?



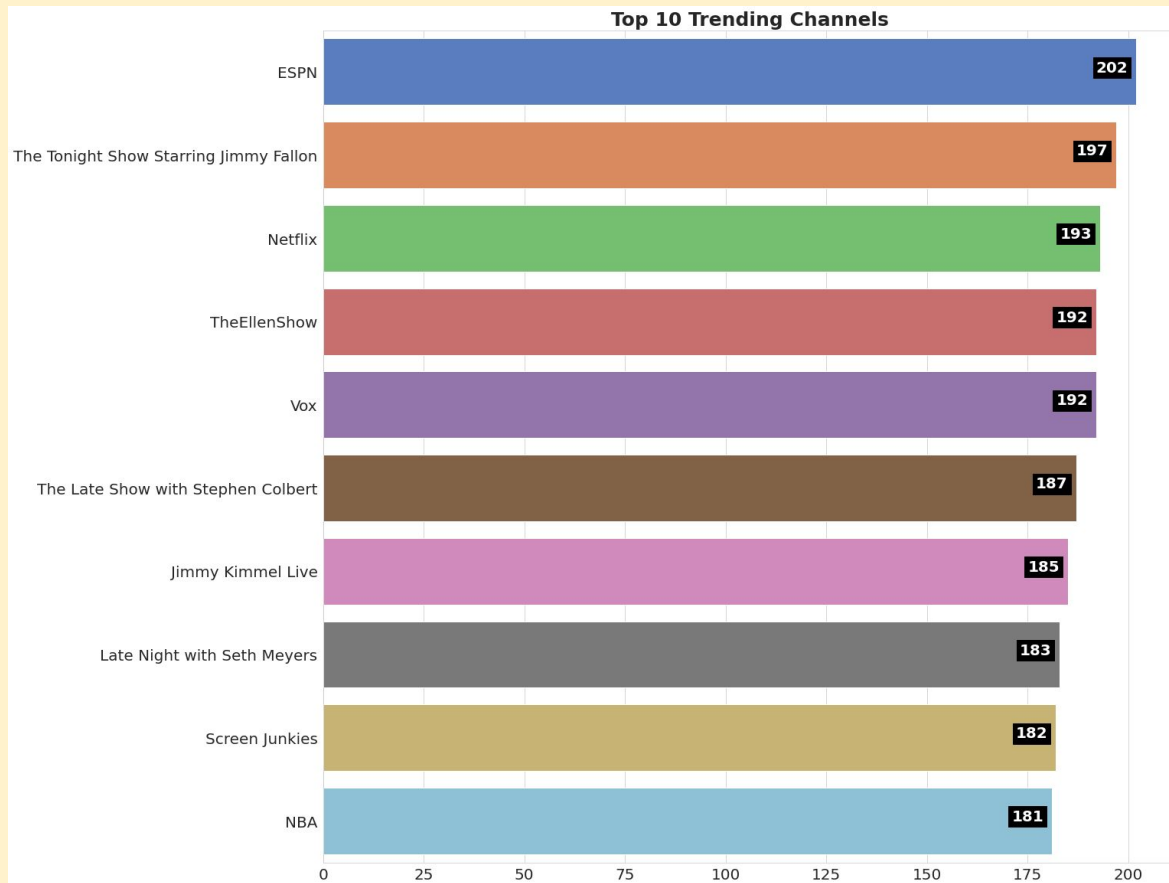


TRENDING CATEGORIES



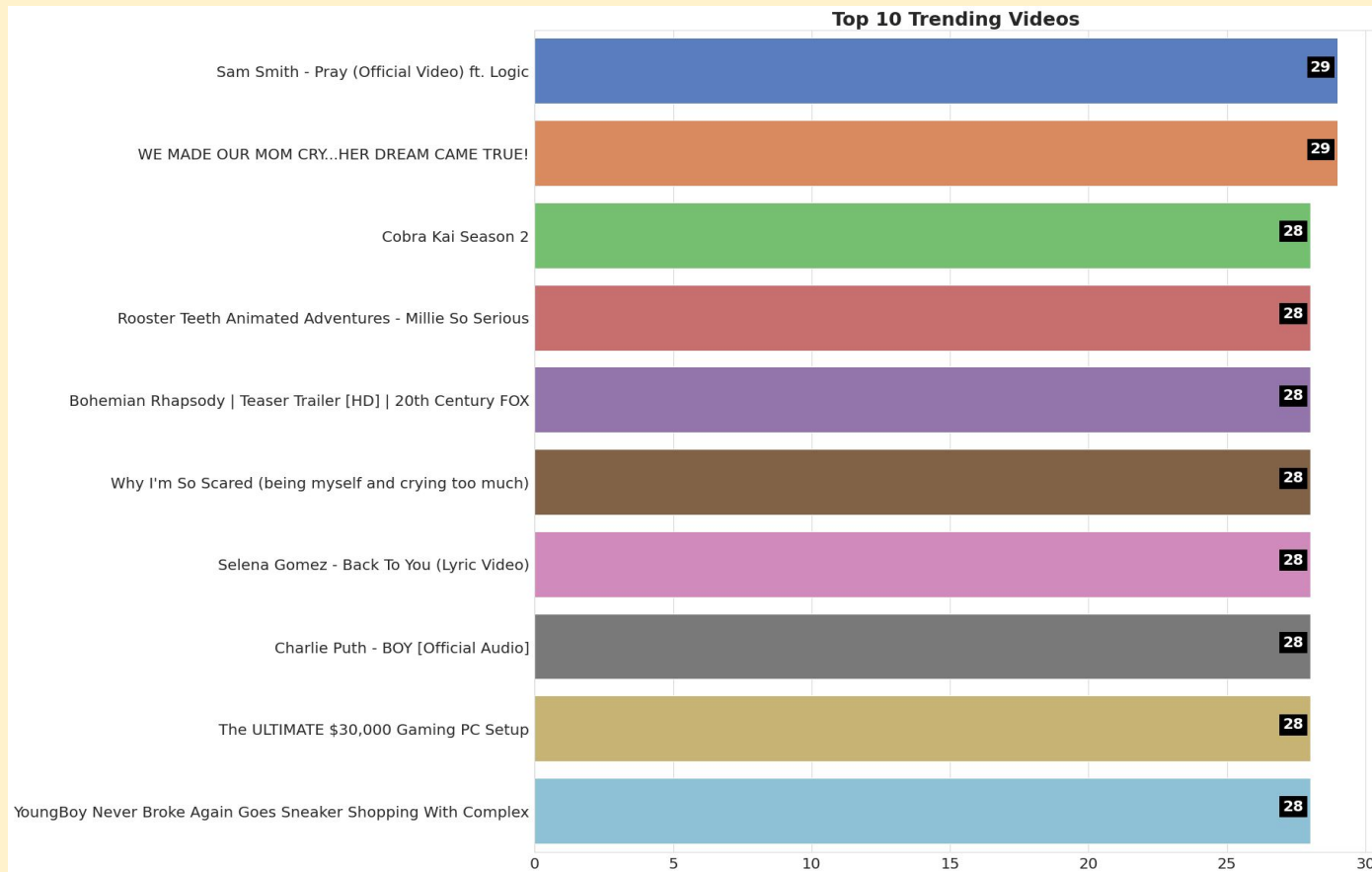


TOP 10 TRENDING CHANNELS



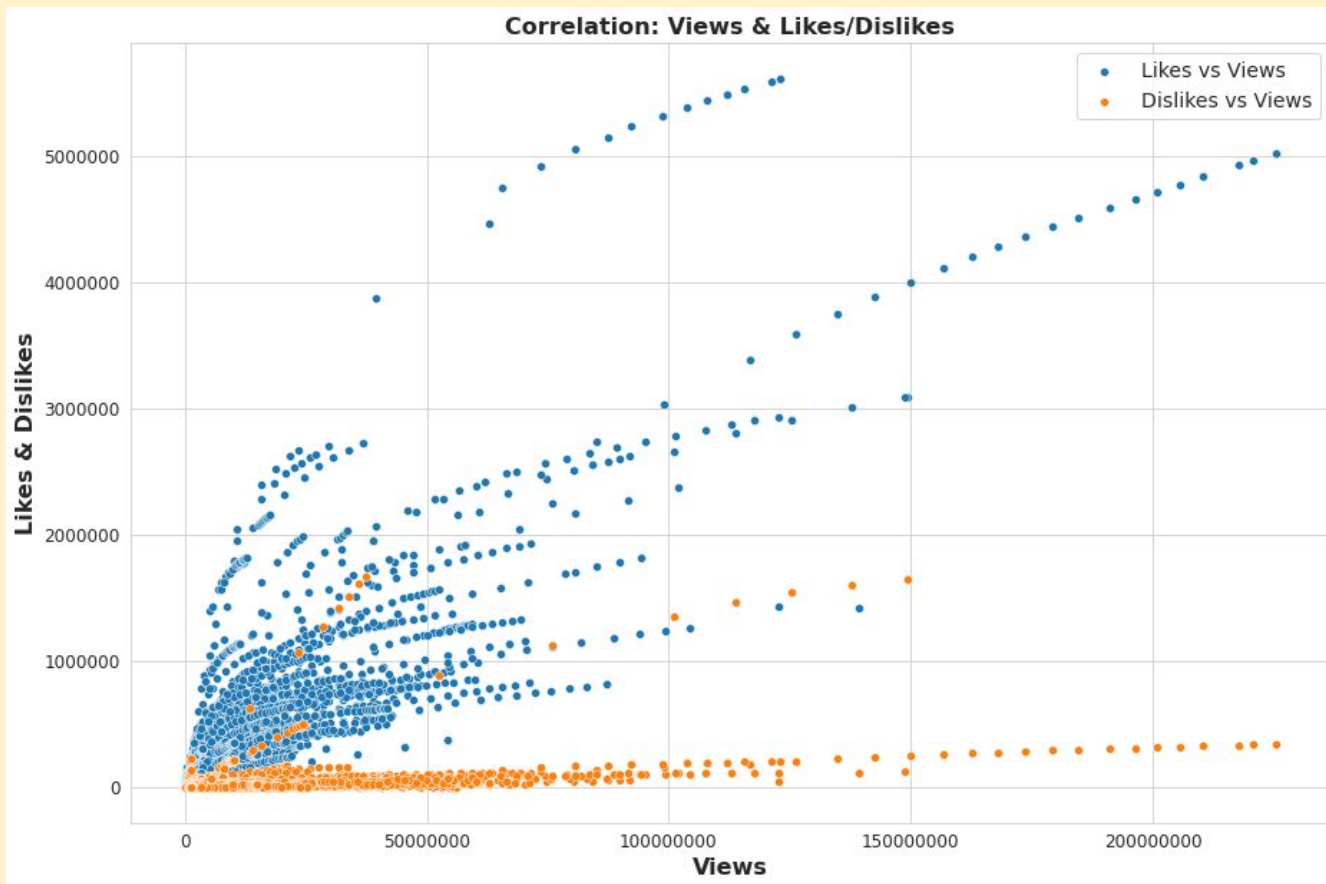


TOP 10 TRENDING VIDEOS FROM THE TRENDING LIST



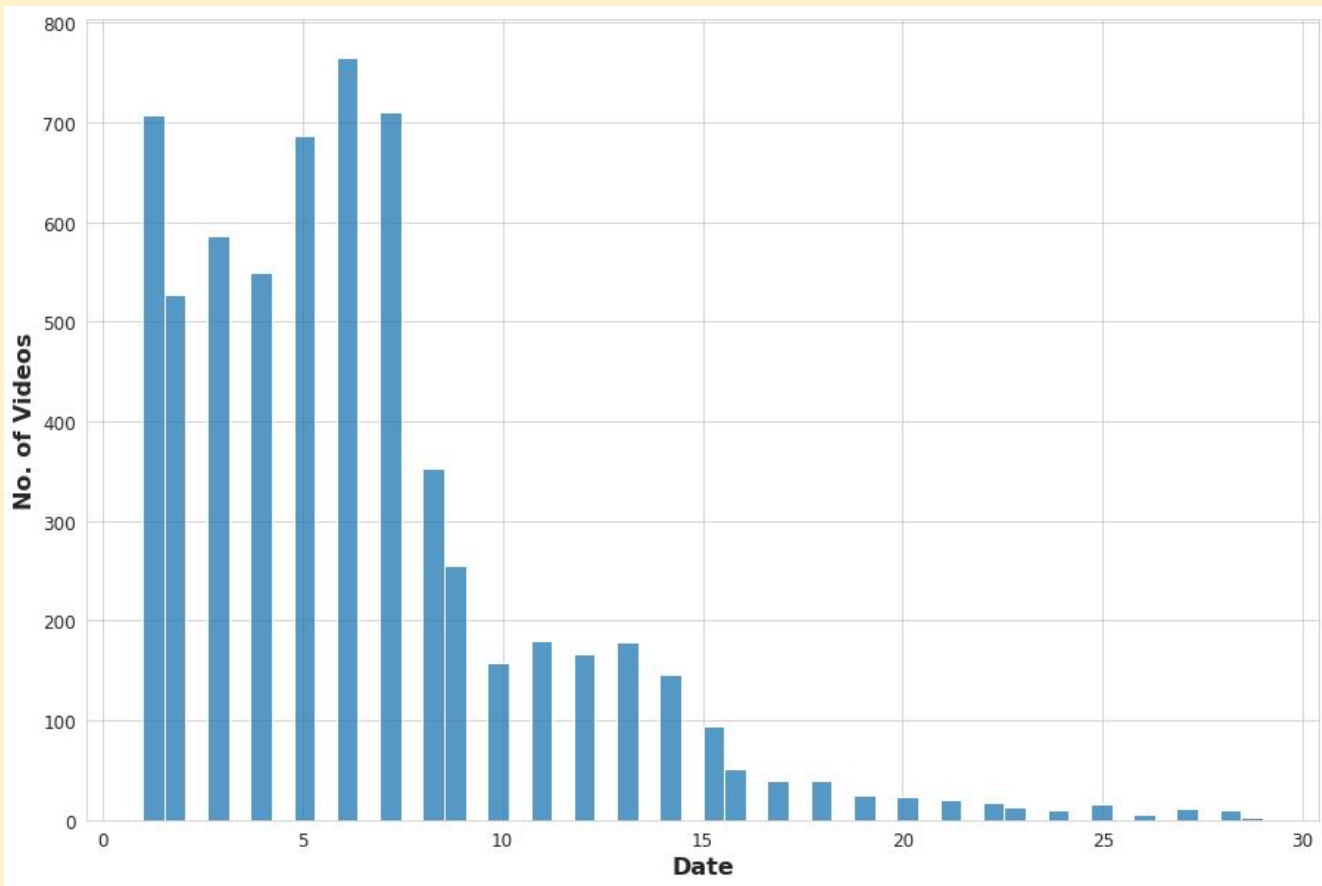


LIKE vs VIEWS & DISLIKES vs VIEWS



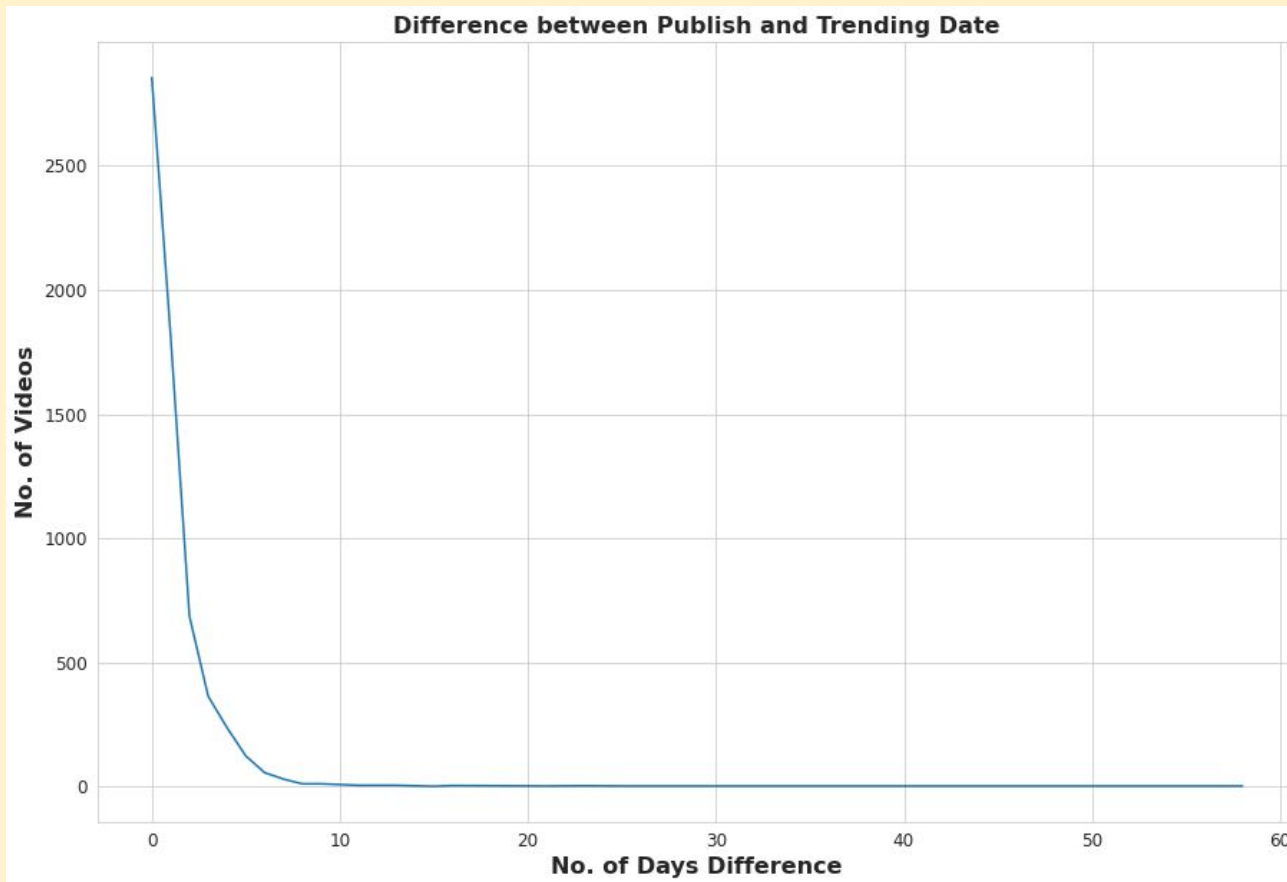


MOST OF THE VIDEOS PUBLISHED





WAITING TIME FOR A VIDEO TO BE TRENDED





SUMMARY

- Most of the videos were published in the between 1st and 10th of the month.
- Most of the videos were published between 12 PM to 11 PM during the day.
- Most of the videos were uploaded during weekdays.
- Waiting time for a video to get trended is 10 days.
- Views, Likes & Comments are the key factors in-order to get the video trended.
- Entertainment followed by Music categories holds the highest number of trending videos.



