

# Trending Videos Over Time

Tableau Dashboard Analysis & Report

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# Goals & project overview

- Ad analysts spend a lot of time analyzing trending videos on YouTube to determine what content deserves marketing attention. YouTube videos have a specific category (Entertainment, Music, News & Politics, etc.), region, and trending dates.
- The goal is to create a dashboard that can help fellow employees answer the following questions without having to consult another employee:
  - What video categories were trending last week?
  - How were they distributed among various regions?
  - What categories were especially popular in the United States?

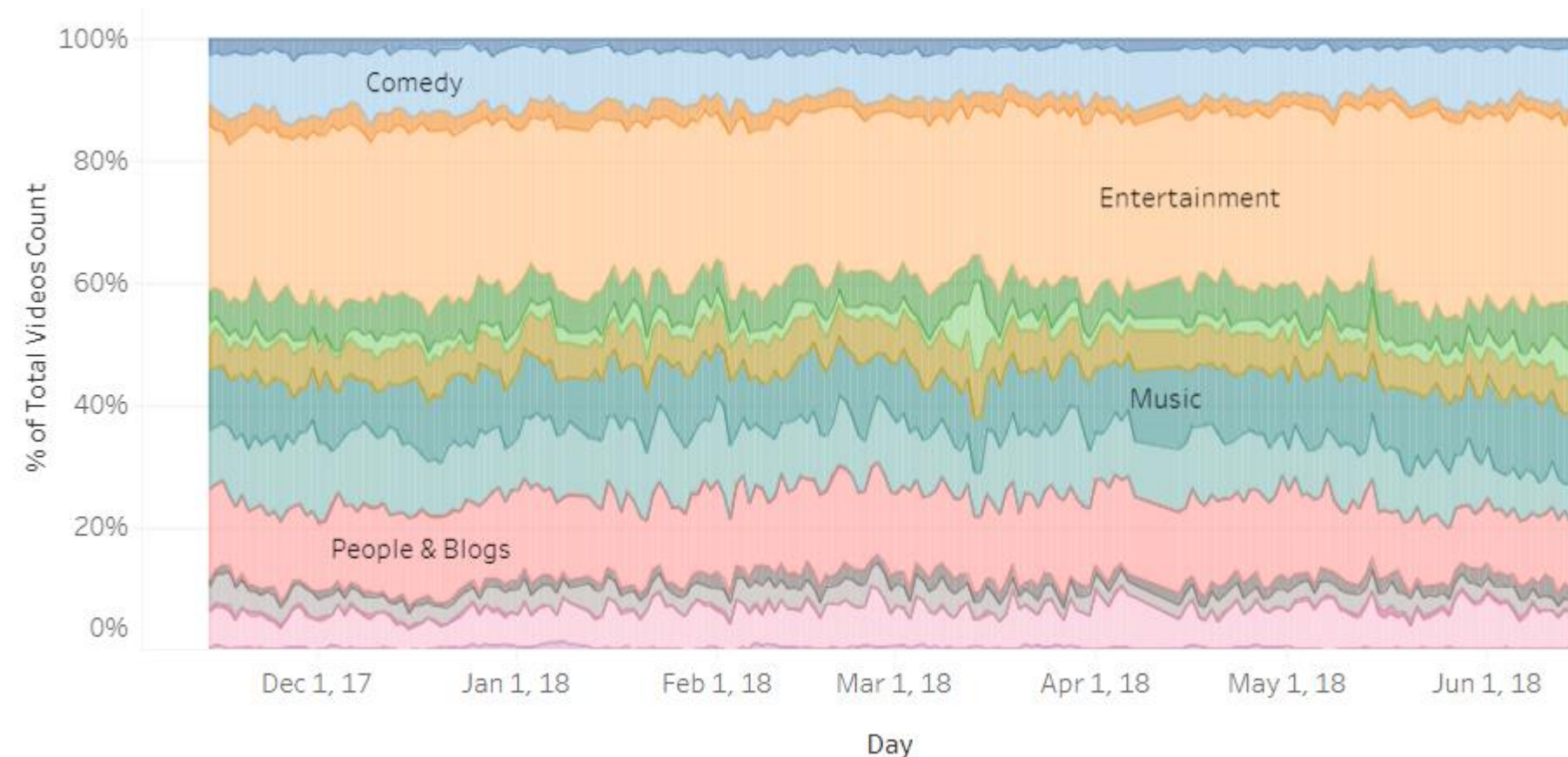
# Goals & project overview

- Business goal - analyze trending-video history on YouTube
- How often the dashboard will be used - at least once a day
- Target dashboard user - video ads planning managers
- Dashboard data content:
  - Trending videos from the past, broken down by day and category
  - Trending videos, broken down by countries
  - A table of correspondence between categories and countries
- Parameters according to which the data is to be grouped:
  - Trending date and time
  - Video category
  - Country
- Importance - all graphs are equally important
- Data sources for the dashboard - the data engineers promised to create an aggregate table called:
  - **trending\_by\_time.csv** with data structure as follows:
    - **record\_id** – primary key
    - **region** – country/geographical region
    - **trending\_date** – date and time
    - **category\_title** – the video category
    - **video\_count** – number of videos in the trending section
- Time period – November 14, 2017 to June 14, 2018

# Key findings & recommendations

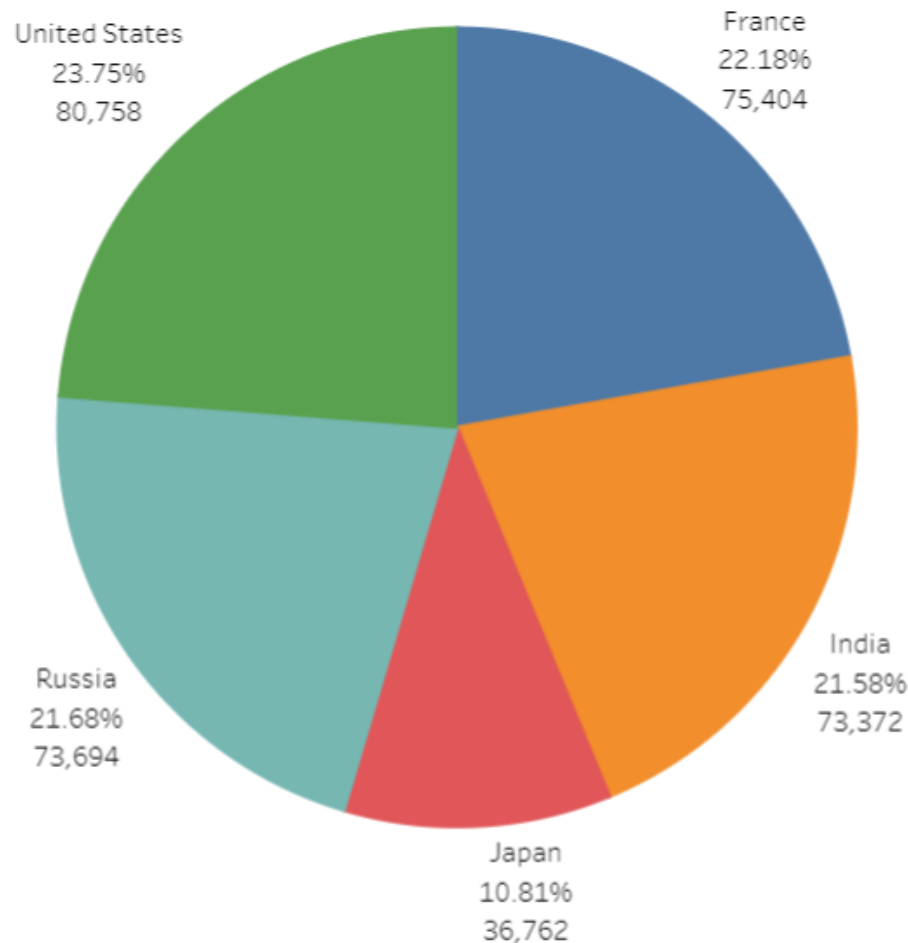
- Entertainment is the most popular trending video category across the board
  - We should run ad campaigns on entertainment videos in all regions
- Japan has the least trending videos, while the other regions are evenly distributed
  - We should emphasize less on videos trending in Japan
- Entertainment is #1 in all countries except Russia, where People & Blogs are #1
  - In Russia, we should focus advertisements more on People & Blog videos than Entertainment videos
- Link to Tableau Public dashboard: [Click Here](#)

# Q1: Which video categories trended the most often



- Entertainment, Music, People & Blogs, News & Politics, Sports, Comedy
- Entertainment was #1 with roughly 30% of the share of all trending videos.

## Q2: How were trending videos distributed among regions?



- 20% to 23% among USA, France, Russia, and India
- Only 10.8% share for Japan

# Q3: What categories were popular in the USA? How do popular categories vary between regions?

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

- Americans really like Entertainment, Music, and Howto & Style categories. Entertainment is #1 in the USA.
- Entertainment is less popular in Russia, with People & Blogs being #1.
- The French really like sports more than other countries.
- Education, Pets & Animals, Gaming, Travel & Events, Autos & Vehicles, Shows, Nonprofits & Activism, Trailers, and Movies were the least popular in all countries.