

Dashboard: Analysis of trending-video history on YouTube

Sprint 11

Project Research

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The research has been conducted in August 2023.

Technical background:

Business goal: analysis of trending-video history on YouTube

Dashboard description - 1:

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

Dashboard description - 2:

The data:

- Trending history — absolute values with a breakdown by day (two graphs: absolute numbers and percentage ratio)
- Events, broken down by countries — relative values (% of events)
- The correspondence between the categories and countries — absolute values (a table)

General Conclusions – trending history:

- Entertainment category is the most trending with the largest number of videos throughout the entire research period.
- People and Blogs, News and Politics, Music, Sports, and Comedy among the most trending categories.
- In general, there was an increase in the number of trending videos around February 7, 2018 and after for many categories. After May 20, 2018 there was a decrease in all major categories.
- Shows, Travel and Events, Education, Auto and Vehicles, and Trailers have the lowest numbers of trending videos.

General Conclusions – trending history, %:

- Entertainment videos take the largest share of all trending videos every day of the research period. People and Blogs, News and Politics, Music, Sports, and Comedy are right behind.
- Trailers, Travel and Events are the lowest.

General Conclusions – trending videos by country:

- USA and France have the largest number of trending videos, with Russia and India just a little behind. Japan has the lowest number of trending videos.

General Conclusions – trending by country and category:

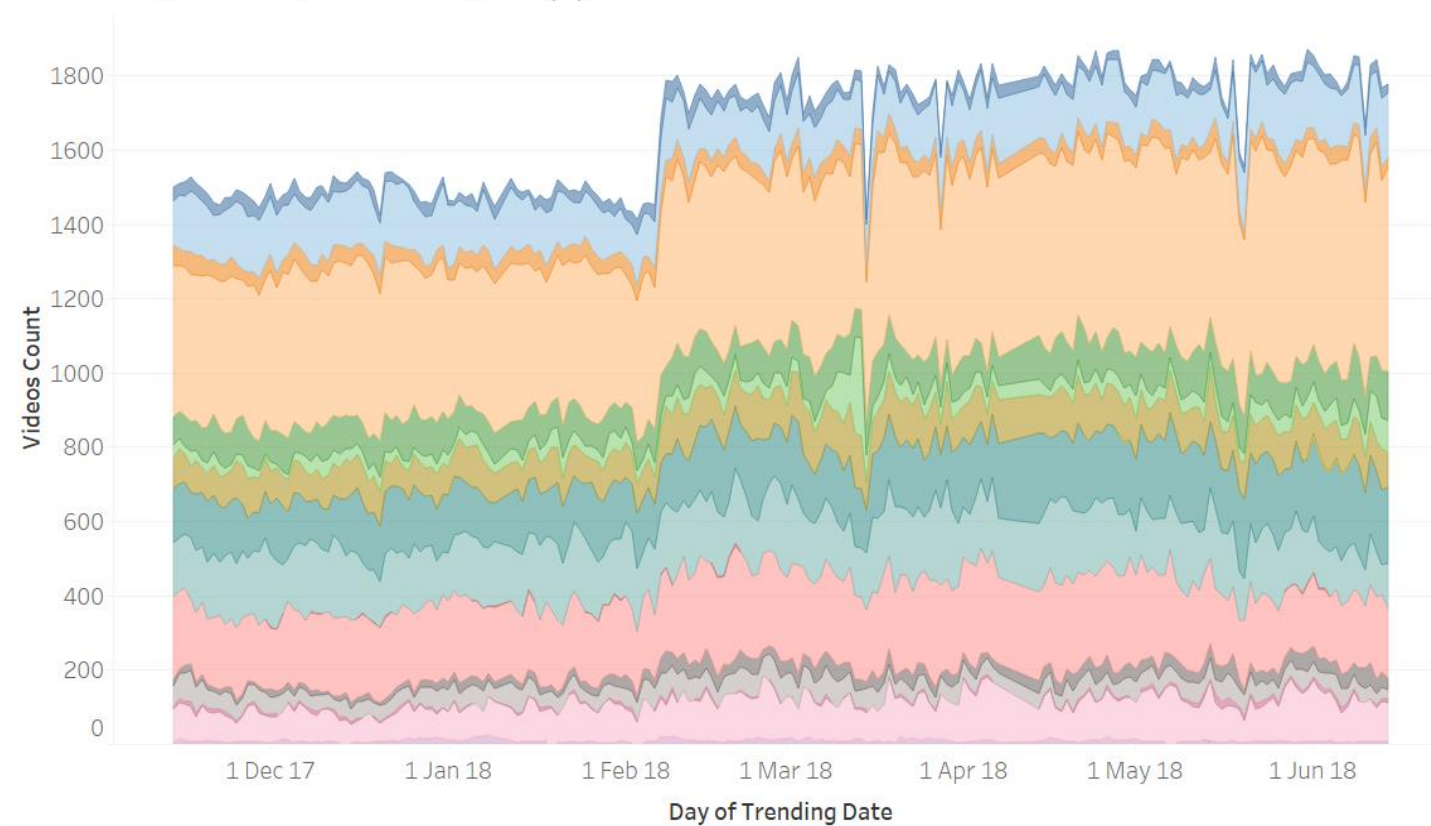
- Entertainment videos are the most trending across almost all regions, while in India the Entertainment videos constitute about half of all videos.
- In Russia People and Blogs videos have the largest share.
- Both in Russia and India News and Politics take one of the largest shares, right after the Entertainment videos.
- Music in USA comes right after Entertainment. Howto and style is the third most trending category in US.
- Despite being popular in US, Howto and Style videos only take minor shares in other regions, along with Music videos.

1. Trending History - absolute

Trending videos from the past, broken down by day and category

- Entertainment category is the most trending with the largest number of videos throughout the entire research period.
- After February 7, 2018 the numbers of Entertainment videos increased.
- With occasional drops, the numbers have almost doubled since February 7, 2018.
- In general, there was an increase in the number of trending videos around February 7, 2018 and after for many categories. The most significant and largest categories are: People and Blogs, New and Politics, Music, Comedy, Gaming. The trends are similar for all most trending categories.
- After May20, 2018 there was a decrease in all major categories.
- Shows, Travel and Events, Education, Auto and Vehicles, and Trailers have the lowest numbers of trending videos.

Trending History in All region(s)

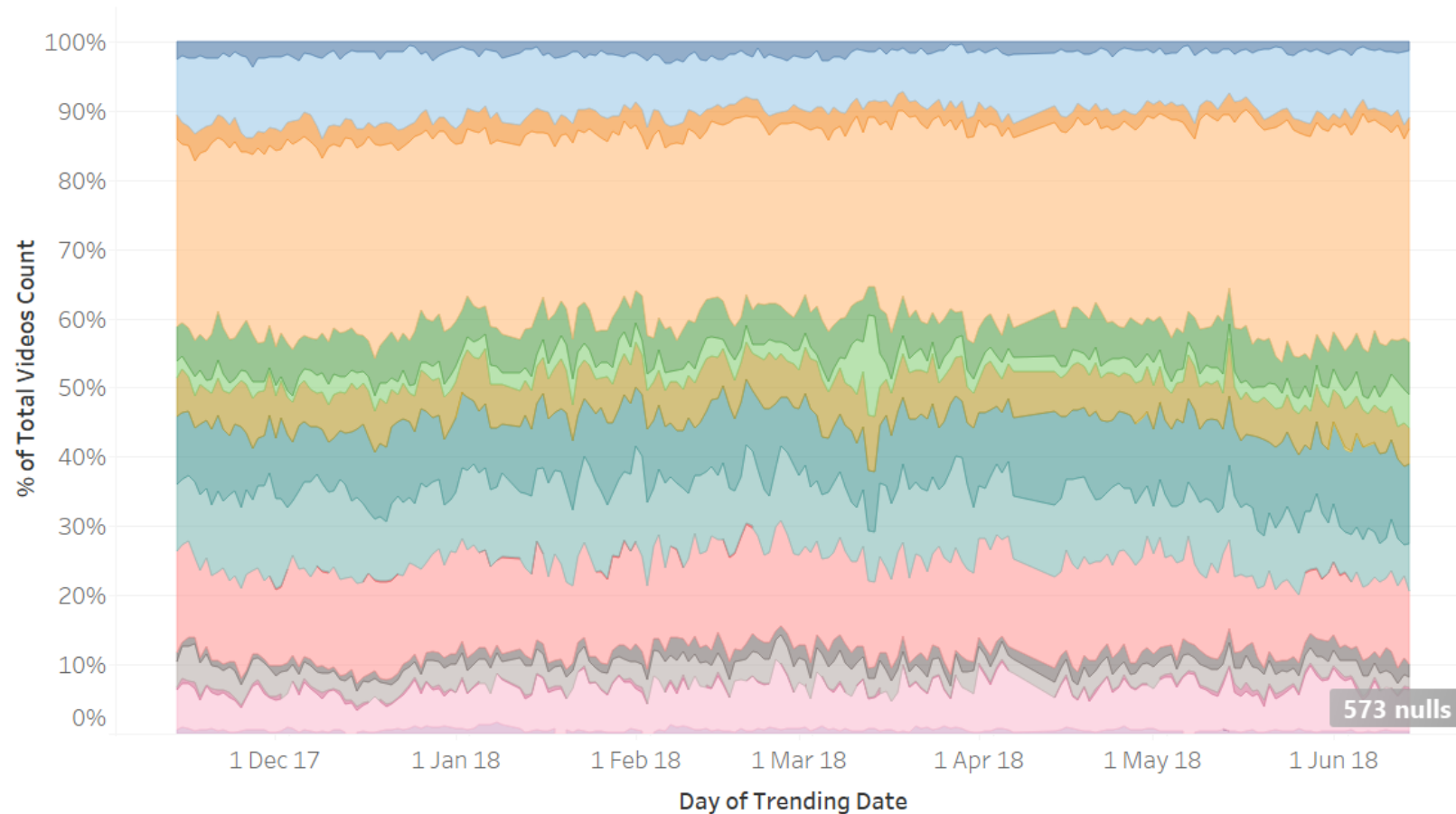


Source: data-analyst-youtube-data
database: trending_by_time.csv table

3. Trending History, % - relative

- Entertainment videos take the largest share of all trending videos every day of the research period – it fluctuates between roughly 26% and 34%.
- People and Blogs, News and Politics, Music, Sports, and Comedy are right behind (between 8% and 15%).
- Trailers, Travel and Events are the lowest - less than 1% of total daily.

Trending History, % in All region(s)

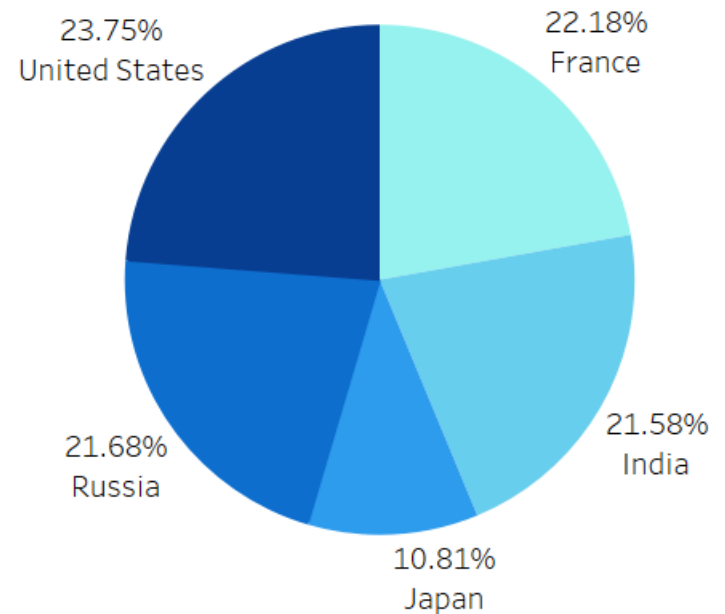


Source: data-analyst-youtube-data database:
trending_by_time.csv table

3. Trending Videos by Country

- USA and France have the largest number of trending videos (23.75% and 22.18% respectively), with Russia and India just a little behind (about 21.5% for both). Japan has the lowest number of trending videos – only 11% of total.

Trending Vids by Country



Source: data-analyst-youtube-data database: trending_by_time.csv table

4. Trending by Country and Category

- Entertainment videos are the most popular across all regions, while in India the Entertainment videos constitute about 45%, with Japan at 32%, and France and USA right below (around 25%).
- In Russia, the Entertainment videos take only about 16% share, while People and Blogs videos have the largest share of 25%.
- Both in Russia and India News and Politics take one of the largest shares – 13-14%.
- Music in USA comes right after Entertainment, taking about 15% of the videos. Howto and style is the third most trending category in US (around 10%).
- Despite being popular in US, Howto and Style videos only take minor shares in other regions, along with Music videos. In Russia and Japan music videos have minor shares, and in India and France they take up around 10%.

Trending by Country and Category

Category .. ²	France	India	Region Japan	Russia	United Sta..
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

Source: data-analyst-youtube-data database:
trending_by_time.csv table

Thank you!