

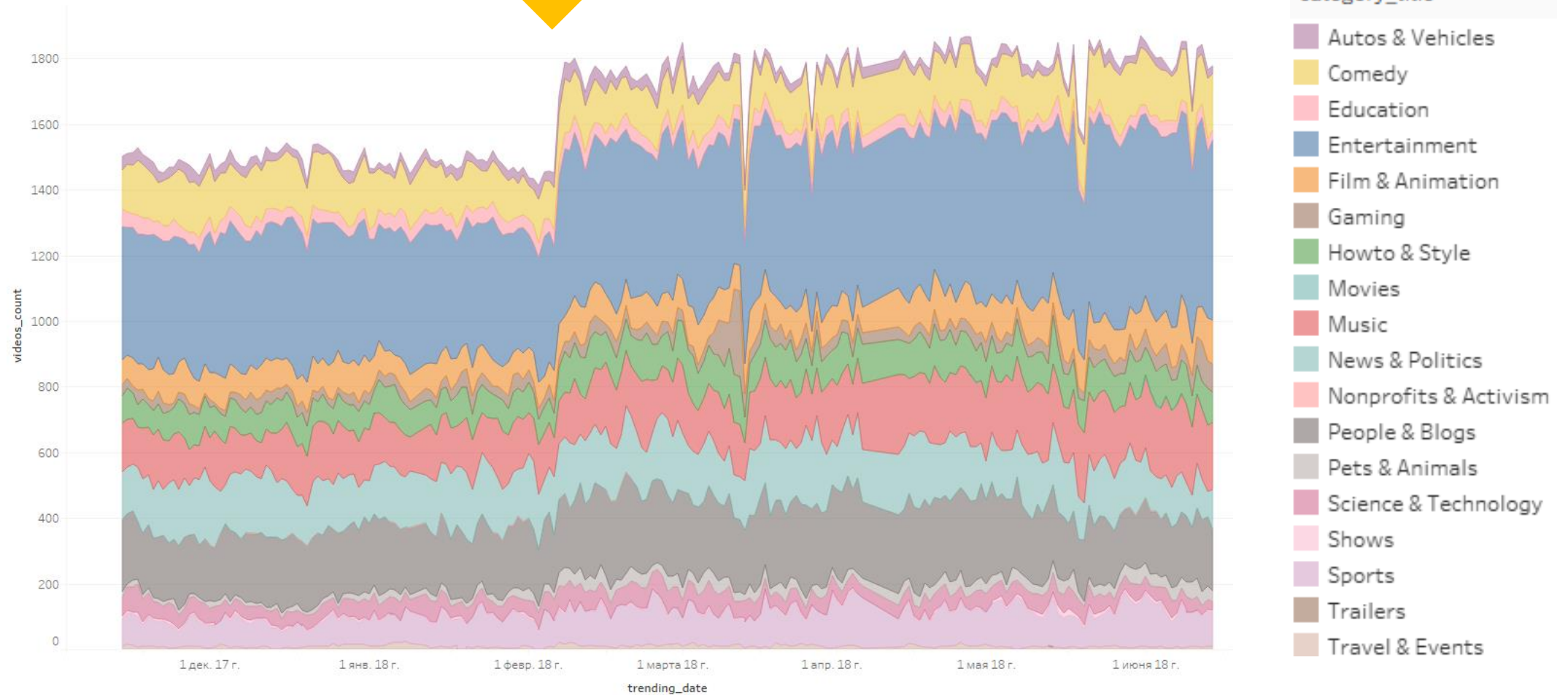
Herling & Draper

Analysis of trending Youtube videos

- The data contain information of videos in 5 regions and 18 categories
- On the basis of the data was built a dashboard showing the main parameters and distributions split by trending time and category which was used for our analysis research

Here are the results:

Trending history - ABS

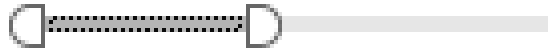


The amount of videos were pretty the same till it increased at 06.02.2018. The most often trended categories are “Entertainment”, “People & Blogs” and “Sports”.

trending_date

14.11.2017

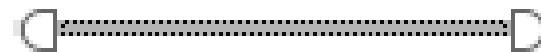
06.02.2018



trending_date

14.11.2017

14.06.2018



region

France

India

Japan

Russia

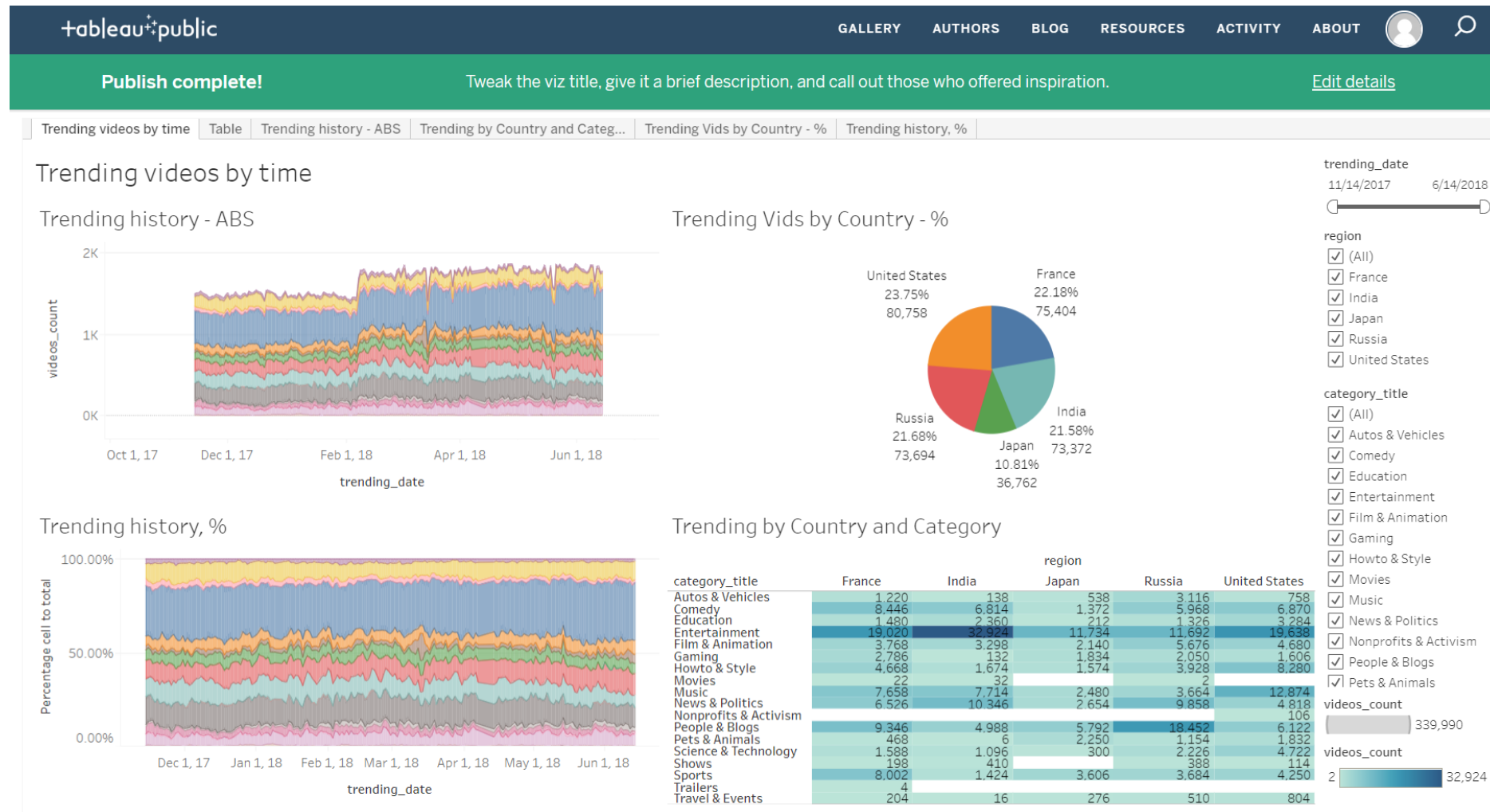
United States

The videos' amount increasement was caused by adding data of the trending videos in Japan. The regions' videos amount distribution shows that the greatest amount of videos is in USA, than in France and Russia.

Trending by Country and Category

category_title	region				
	France	India	Japan	Russia	United States
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
People & Blogs	9,346	4,988	5,792	18,452	6,122
Pets & Animals	468	6	2,250	1,154	1,832
Science & Technology	1,588	1,096	300	2,226	4,722
Shows	198	410		388	114
Sports	8,002	1,424	3,606	3,684	4,250
Trailers	4				
Travel & Events	204	16	276	510	804

- Despite the pretty equal amounts' distribution, there are categories that are presented only in one region – “Trailers” in France and “Nonprofit & Activism” in United States.
- The categories that are especially popular in United States are: “Comedy”, “Howto & Style”, “Music”, “Science & Technologies” and “Travel & Events”



All the information needed can be found on Tableau public server by the following link:
<https://public.tableau.com/profile/oren7426#!/vizhome/OrenShaulsky-AutomationProject/Trendingvideosbytime?publish=yes>