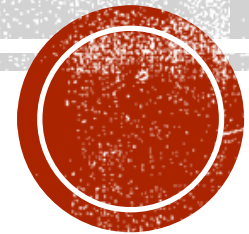


# ANALYSIS ON TRENDING VIDEOS ON YOUTUBE

Programme: **Practicum 100**

Analysis Period : **14-Nov-2017 to 14-June-2018**

By: Pratibha Sharma



# PROJECT DESCRIPTION

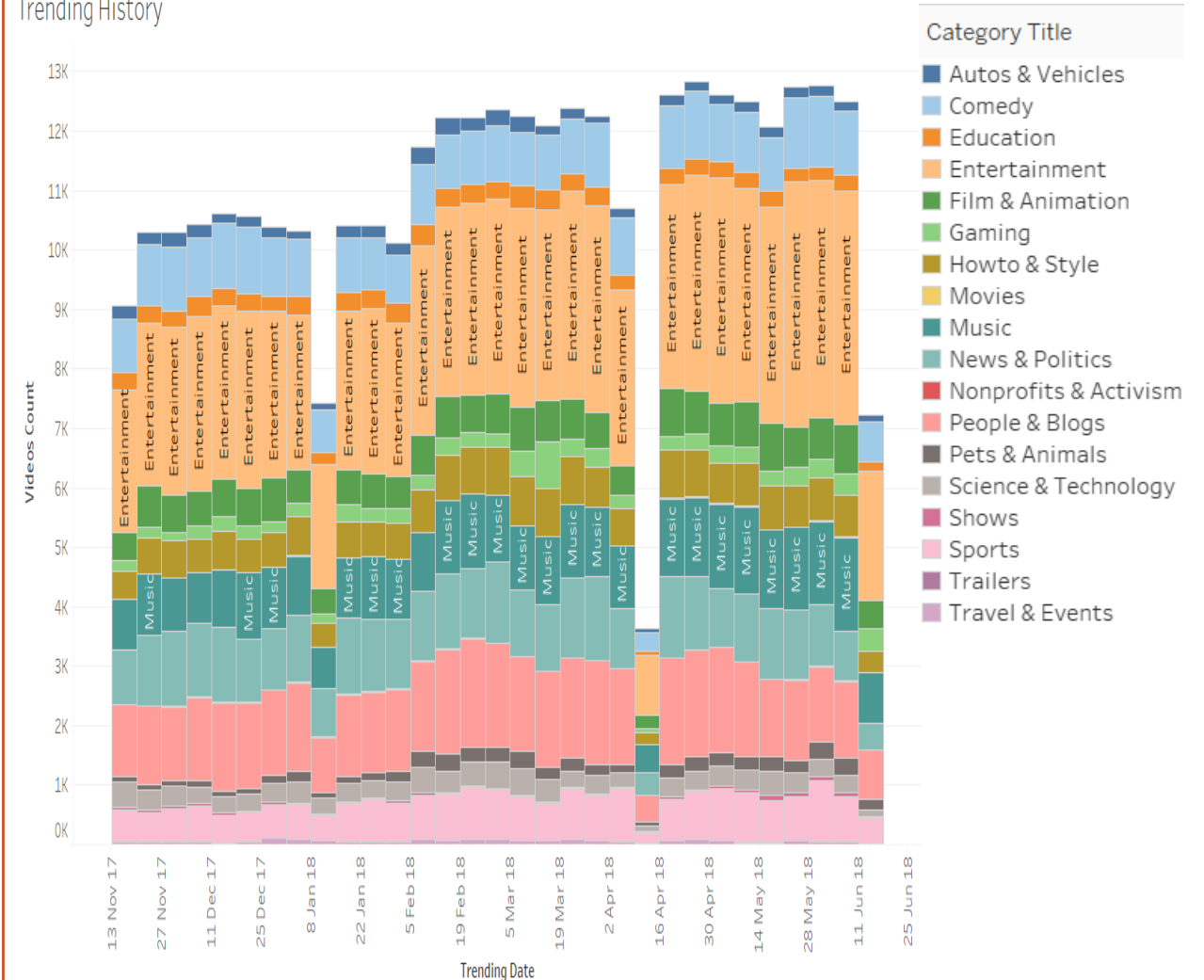
- I work as a video ad analyst at the Sterling & Draper advertising agency. My Job is to analyze trending videos on YouTube to determine what content deserves marketing attention.
- Each video has a specific category (Entertainment, Music, News & Politics, etc.), region, and trending date.
- Every week, I have to answer the following question:
  - ❖ What video categories were trending last week?
  - ❖ How were they distributed among various regions?
  - ❖ What categories were especially popular in the United States?
- So to answer the above questions, I created a Tableau Dashboard. Screenshots and link of which are available in the next slides.



# 1. TRENDING VIDEOS HISTORY

- Tableau link:  
[https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingHistory\\_16238776773580/TrendingHistory](https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingHistory_16238776773580/TrendingHistory)
- This graph shows video count split by Trending time and Category for the period 14-Nov-2017 to 14-June-2018.
- As we can see here, Entertainment is the most Trending videos among all in all dates.
- In the last week also, Entertainment is mostly viewed/trending video.

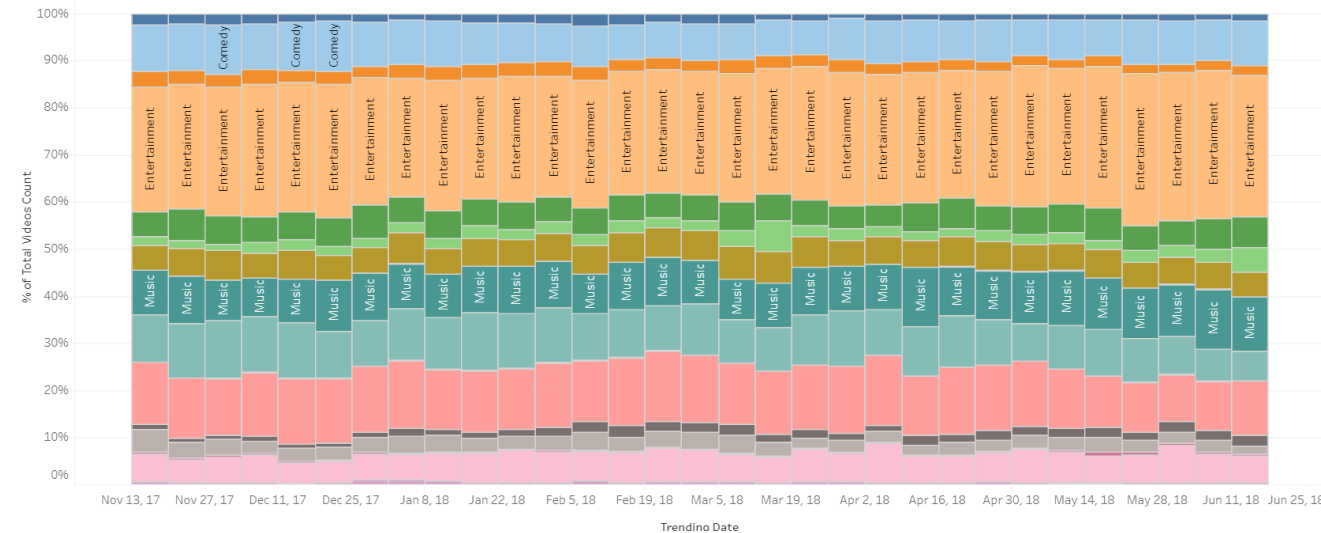
Trending History



## 2. TRENDING HISTORY, %

- Tableau Link:  
[https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingHistory/TrendingHistory\\_1](https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingHistory/TrendingHistory_1)
- This graph also shows video count split by Trending time and Category but in relative value for the period 14-Nov-2017 to 14-June-2018.
- We can see here also Entertainment category videos takes major share relative to all other videos.

Trending History %



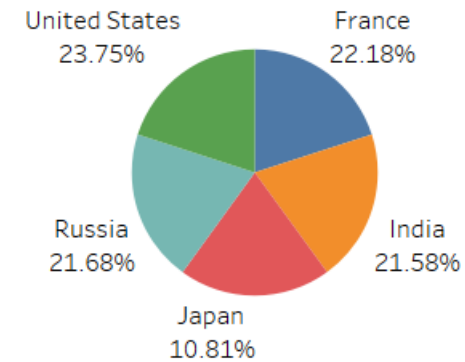
Category Title



# 3. TRENDING VIDEOS BY COUNTRY

- Tableau Link:  
<https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingVideosByCountry/TrendingVideosByCountry>
- This pie chart shows trending videos split by country. It describes the distribution of videos among all countries for the period 14-Nov-2017 to 14-June-2018.
- United States hold major share among all countries.
- After US, France, Russia, India and Japan comes.

Trending Videos by Country



# 4. TRENDING VIDEOS BY COUNTRY AND CATEGORY

- Tableau Link  
<https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingVideosByCountryCategory/TrendingByCountryandCategory>
- This graph shows trending videos split by country and category for the period 14-Nov-2017 to 14-June-2018.
- We can see here, Entertainment is the most trending videos in India, US, France and Japan while People and Blogs is most trending in Russia.
- People and Blogs, Comedy, News and Politics, Music and Sports are some other popular videos.
- Nonprofits & Activism and Trailers are least watched videos.

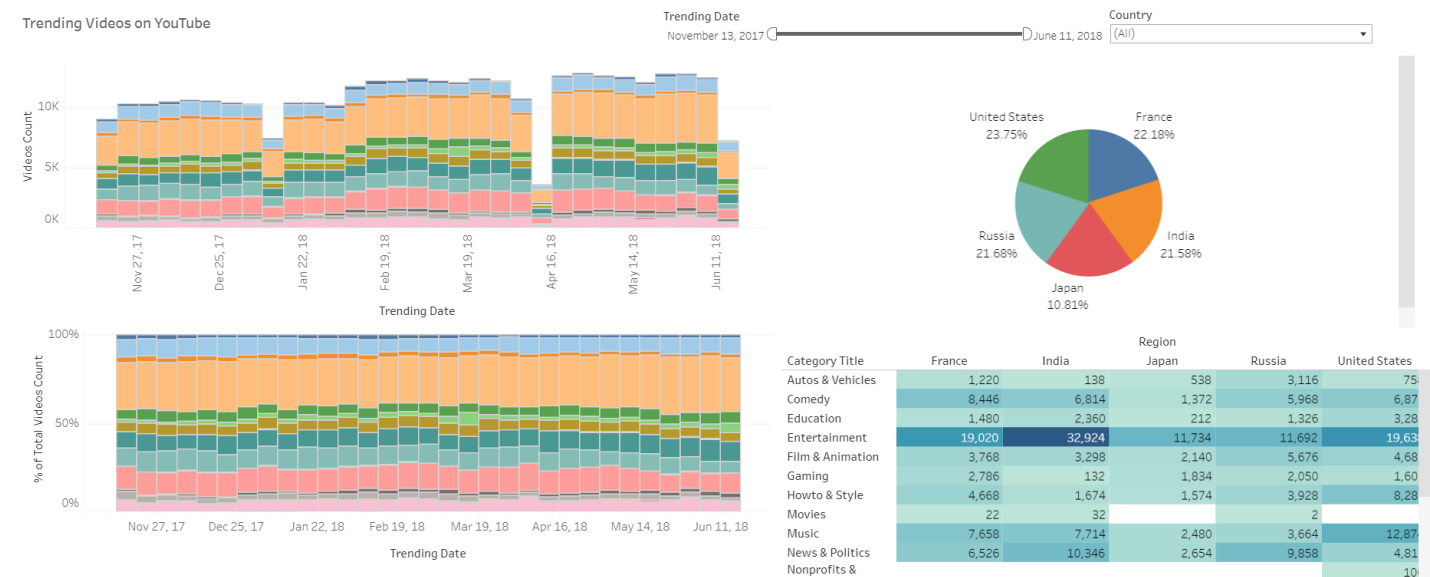
Trending By Country and Category

Category Title	France	India	Region 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



# 5. DASHBOARD

- Dashboard Link:  
<https://public.tableau.com/app/profile/pratibha.sharma2365/viz/Practicum-Project-Automation-TrendingVideosDashboard/TrendingVideosDashboard>
- This Dashboard shows all graph together to understand the data more precisely.
- This Dashboard shows data for the period 14-Nov-2017 to 14-June-2018





# CONCLUSION

After analysing the data with the help of Tableau graph and Dashboard we can conclude now:

- ❖ Entertainment is trended most often for the whole period and also in the last week. People and Blogs, Comedy, News and Politics, Music and Sports are some other popular videos.
- ❖ Video Trend suddenly dropped in the week 9-April-2018. May be people wants to enjoy spring out.
- ❖ United States has the largest share i.e. 23.75% of all videos watched. After that France (22.18%), Russia(21.68%), India(21.58%) and Japan(10.81%) comes.
- ❖ Entertainment is the most trending videos in India, US, France and Japan on the basis of video count while People and Blogs is most trending in Russia.
- ❖ Nonprofits & Activism and Trailers are least popular videos in all region.





# RECOMMENDATIONS

Overall popular category of video is 'Entertainment' but I recommend our video planning manager to focus on region wise trending video. In the below table, I have shown top 4 category of videos based on their region.

India	US	France	Russia	Japan
Entertainment	Entertainment	Entertainment	People & Blogs	Entertainment
News & Politics	Music	People & Blogs	Entertainment	People & Blog
Music and Comedy	Howto & Style	Comedy and Sports	News & Polictics	Sports
People & Blogs	Comedy and People & Blog	Music	Comedy and Film & Animation	News & Politics, Music and Pets & Animals



# THANK YOU



I am really thankful to you all for watching the presentation. I hope my analysis helps you to understand the video trend on YouTube.

