

TRENDING VIDEOS ON YOUTUBE

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TASK

1. Each trending video is analysed to determine which content works better

2. Used our dashboard to answer the questions :

- Which video categories trended most often?
- How were they distributed among regions?
- What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?

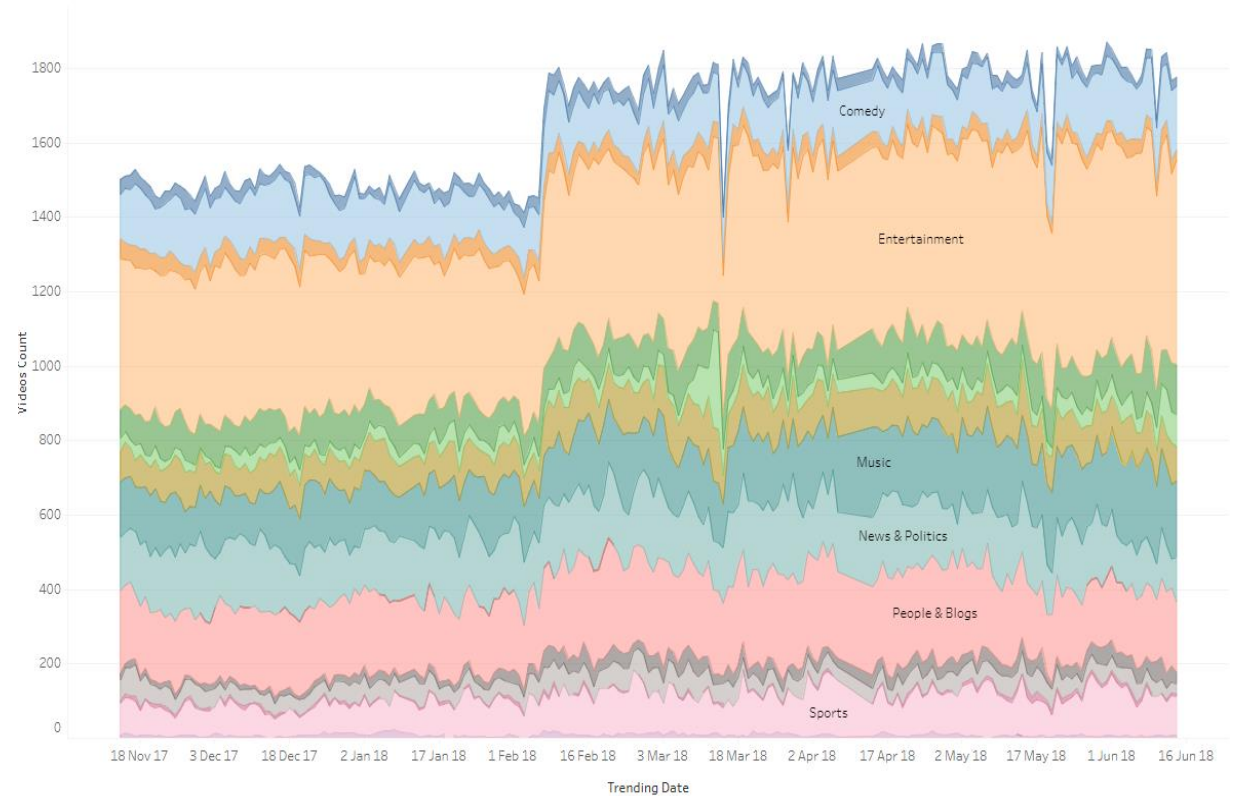
3. My dashboard link : --

https://public.tableau.com/shared/DYZJHSHCW?:display_count=n&origin=viz_share_link

4. The time which we used for analysis is from 14/11/2017 to 7/6/2018

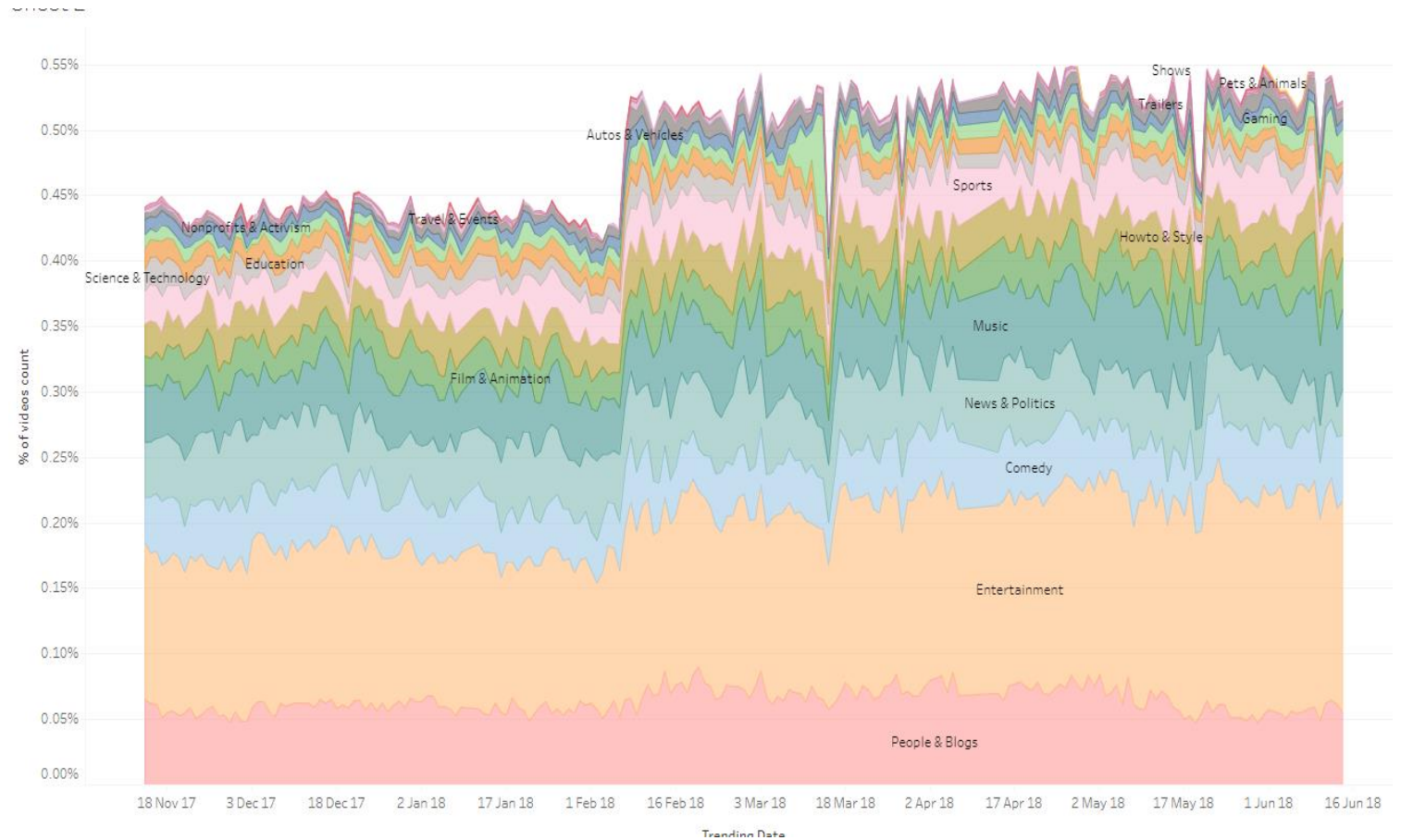
HISTORY OF TRENDING VIDEOS

1. This graph displays the history of trending videos by datetime and category
2. the trending videos are from comedy, entertainment, music and people and blogs
3. the other categories are not as trending



TRENDING VIDEOS BY PERCENTAGE

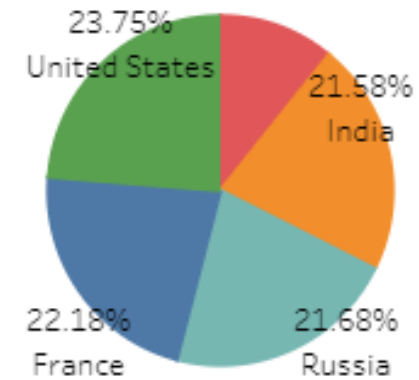
1. this graph displays history of videos by percentage
2. it can be seen that trailers are at hisest spike on may 2018 .
3. other than that movies ,entertainment ,travel ,gaming and sceice and technology are the popular ones



TRENDING VIDEOS BY COUNTRY

1. it can be seen that the most trending video is in U.S 23.75 followed by france 22 then india
2. as these are the populated and widely internet is used in these regions
3. the lowest percentage is of japan 10.81

Sheet 3



TRENDING VIDEOS BY REGION AND COUNTRY

1. the trending videos are highlighted by color intensity ,as who has the highest ,represent the trending one

2. it can be seen that india(32924) show the highest in entertainment followed by U.S(19638)

3.Russia show the second highest for people and blogs by 18452

4.France show the highest for people and blogs and comedy

5.Japan shoes the highest for entertainment and people and blogs

Region	Category Title																	
	Autos & Vehicles	Comedy	Education	Entertai..	Film & Animation	Gaming	Howto & Style	Movies	Music	News & Politics	Nonprofits & Activi..	People & Blogs	Pets & Animals	Science & Technolo..	Shows	Sports	Trailers	Travel & Events
France	0.36% 1,220	2.48% 8,446	0.44% 1,480	5.59% 19,020	1.11% 3,768	0.82% 2,786	1.37% 4,668	0.01% 22	2.25% 7,658	1.92% 6,526		2.75% 9,346	0.14% 468	0.47% 1,588	0.06% 198	2.35% 8,002	0.00% 4	0.06% 204
India	0.04% 138	2.00% 6,814	0.69% 2,360	9.68% 32,924	0.97% 3,298	0.04% 132	0.49% 1,674	0.01% 32	2.27% 7,714	3.04% 10,346		1.47% 4,988	0.00% 6	0.32% 1,096	0.12% 410	0.42% 1,424		0.00% 16
Japan	0.16% 538	0.40% 1,372	0.06% 212	3.45% 11,734	0.63% 2,140	0.54% 1,834	0.46% 1,574		0.73% 2,480	0.78% 2,654		1.70% 5,792	0.66% 2,250	0.09% 300		1.06% 3,606		0.08% 276
Russia	0.92% 3,116	1.76% 5,968	0.39% 1,326	3.44% 11,692	1.67% 5,676	0.60% 2,050	1.16% 3,928	0.00% 2	1.08% 3,664	2.90% 9,858		5.43% 18,452	0.34% 1,154	0.65% 2,226	0.11% 388	1.08% 3,684		0.15% 510
United States	0.22% 758	2.02% 6,870	0.97% 3,284	5.78% 19,638	1.38% 4,680	0.47% 1,606	2.44% 8,280		3.79% 12,874	1.42% 4,818	0.03% 106	1.80% 6,122	0.54% 1,832	1.39% 4,722	0.03% 114	1.25% 4,250		0.24% 804

SUMMARY

1. The time which we used for analysis is from 14/11/2017 to 7/6/2018

It can be seen from videos that entertainment, trailer, people & blogs, music and sports are the famous ones which are trending in categories from various regions

2. When looking into trending videos by country it can be seen that the most trending video is in U.S 23.75 followed by France 22 then India, as these are the populated and widely internet is used in these regions

3. When looking into trending videos by country and region, it is clearly highlighted that India (32924) shows the highest in entertainment followed by U.S (19638) Russia shows the second highest for people and blogs by 18452

4. The categories which are especially popular in the United States are entertainment, people & blogs, music and sports. It is highlighted that INDIA has more trending counts in entertainment as compared to U.S.

THANK YOU