



# Youtube Video Trend Analysis

IST 719 Information Visualization  
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## Story

Youtube is a popular video platform both in terms of viewership and popularity. With this poster we analyze three things : (1) analyze top 5 video channel in the united states across top 5 categories; (2) The user engagement for each category; (3) Is there a pattern to how and when a video starts trending

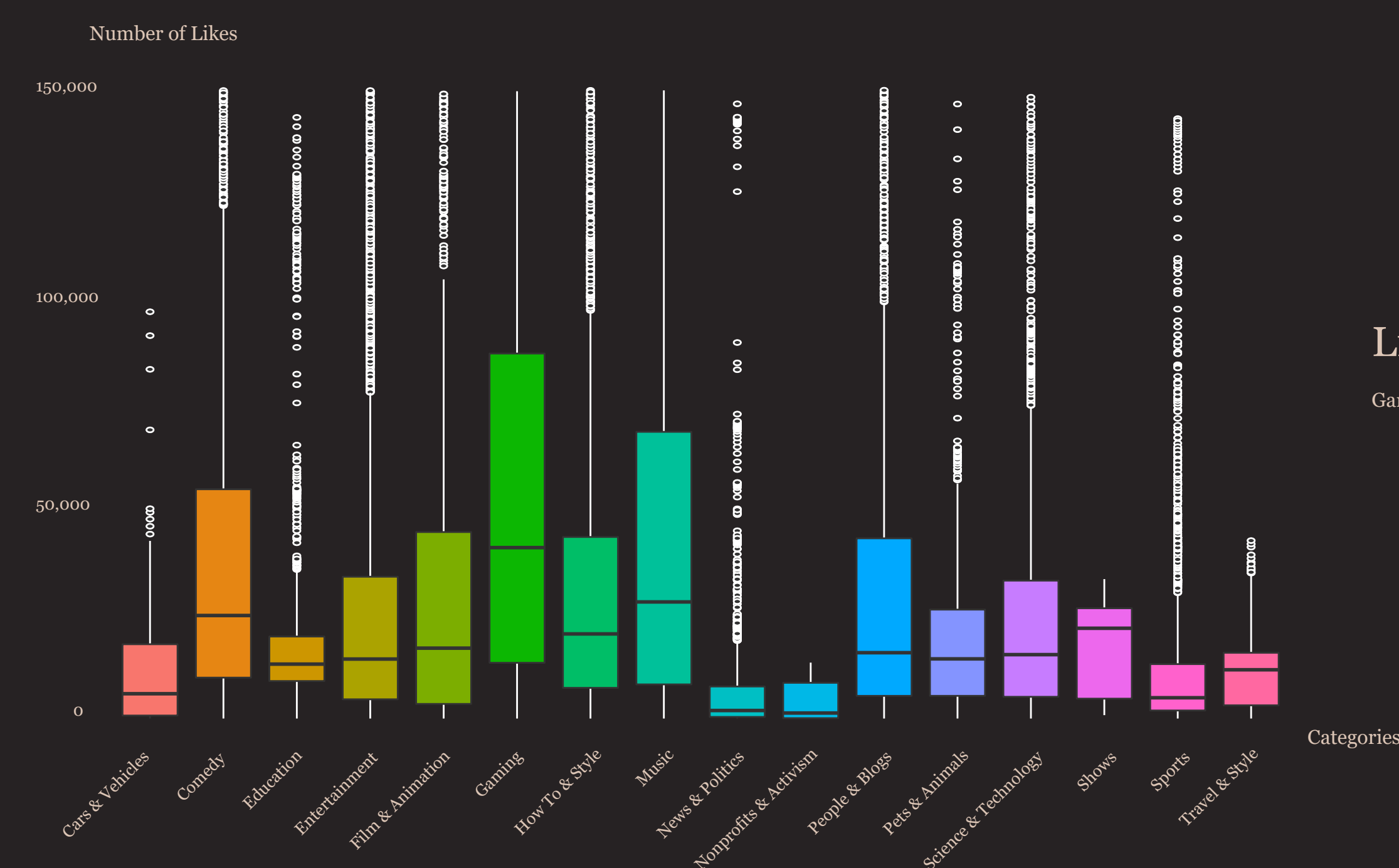
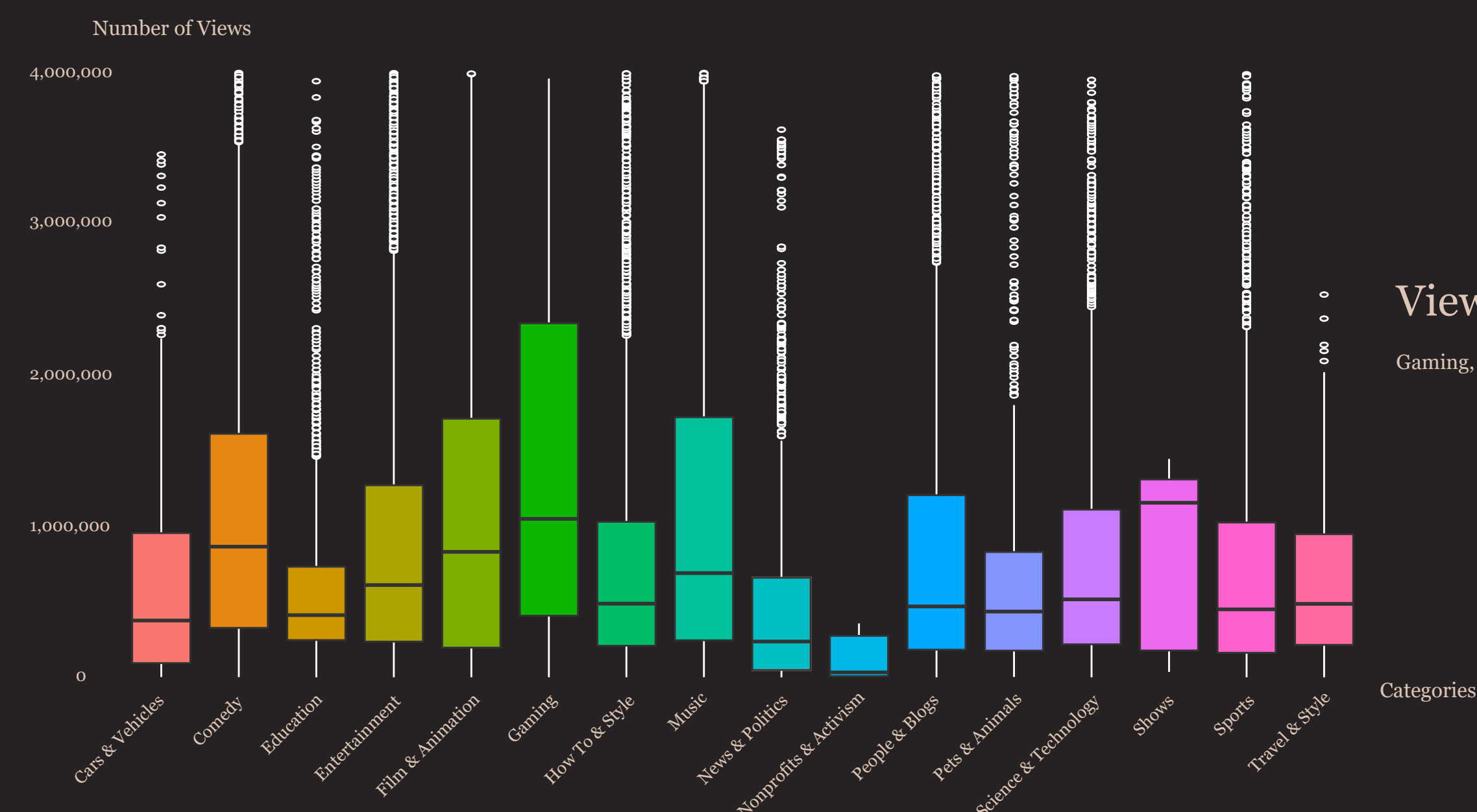
## Audience

The anlysis can provide some insights to the **YouTube content creators** as to where they can direct their content and when would be ideal. Our analysis is also helpful to **companies** who need to understand where the YouTube traffic is at so that they can direct their sponsorships accordingly

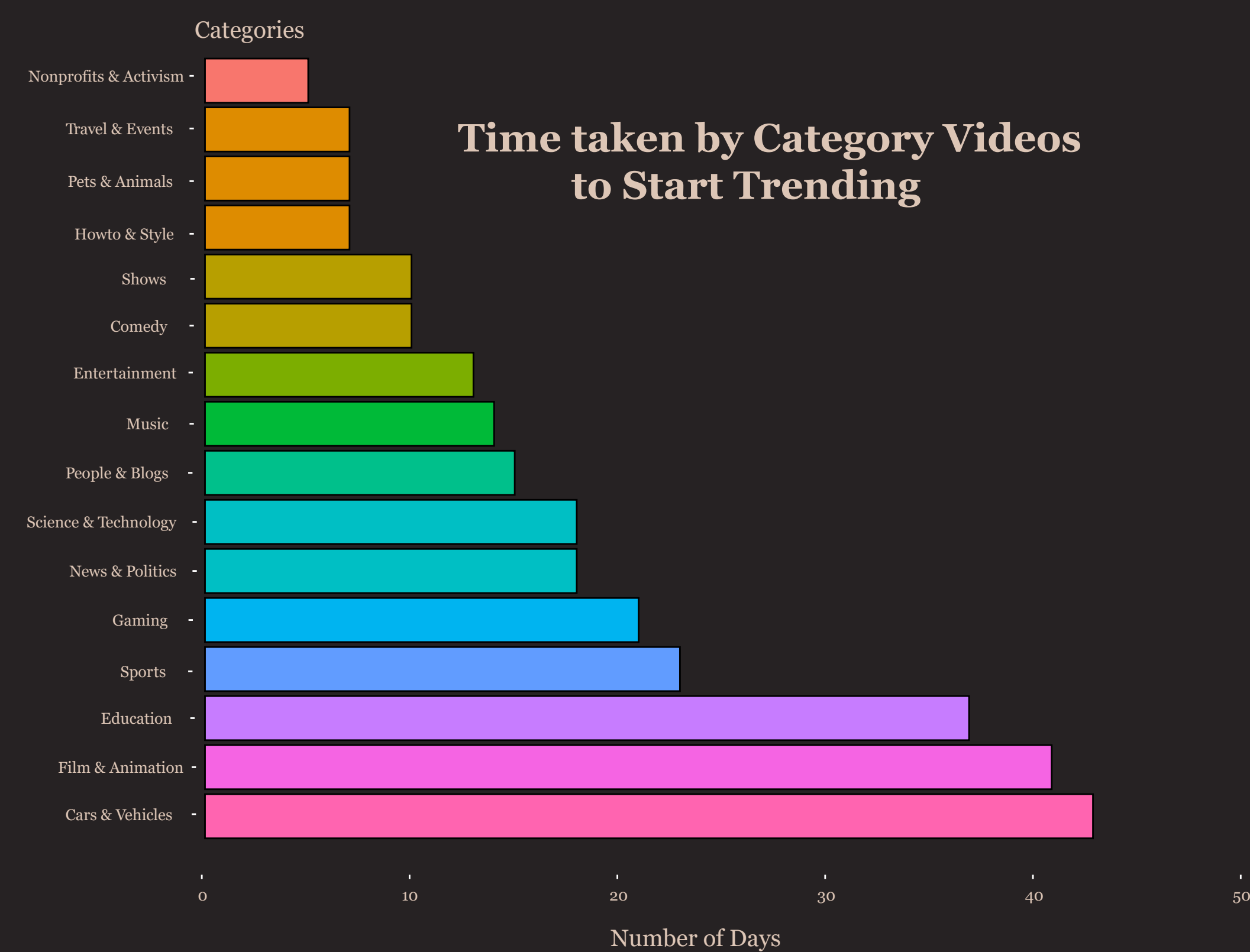
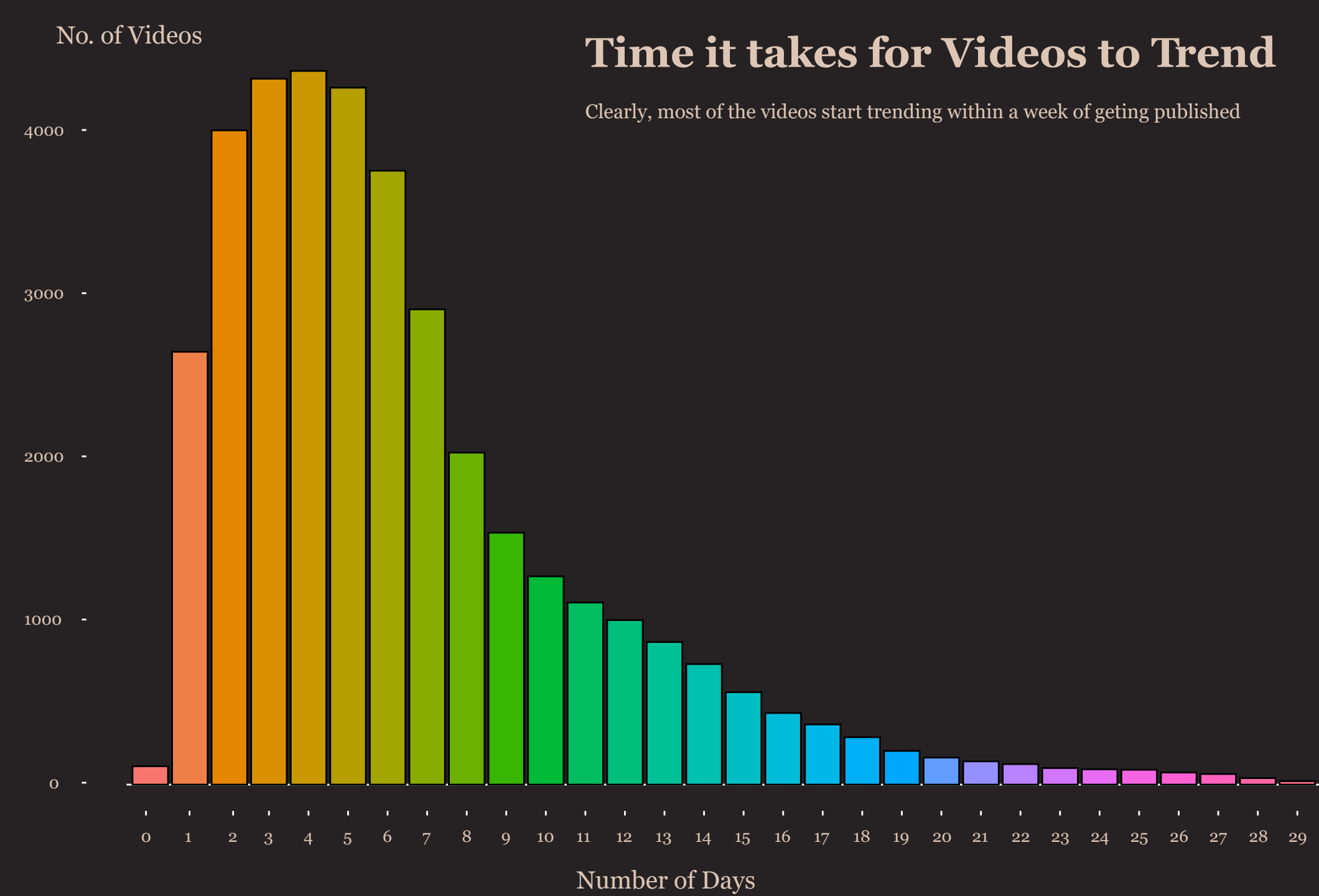
## Dataset

The dataset which we are using is the months of data obtained from youtube across one region united stats. The data set contain 17 columns and 40909 variables.

## User Engagement

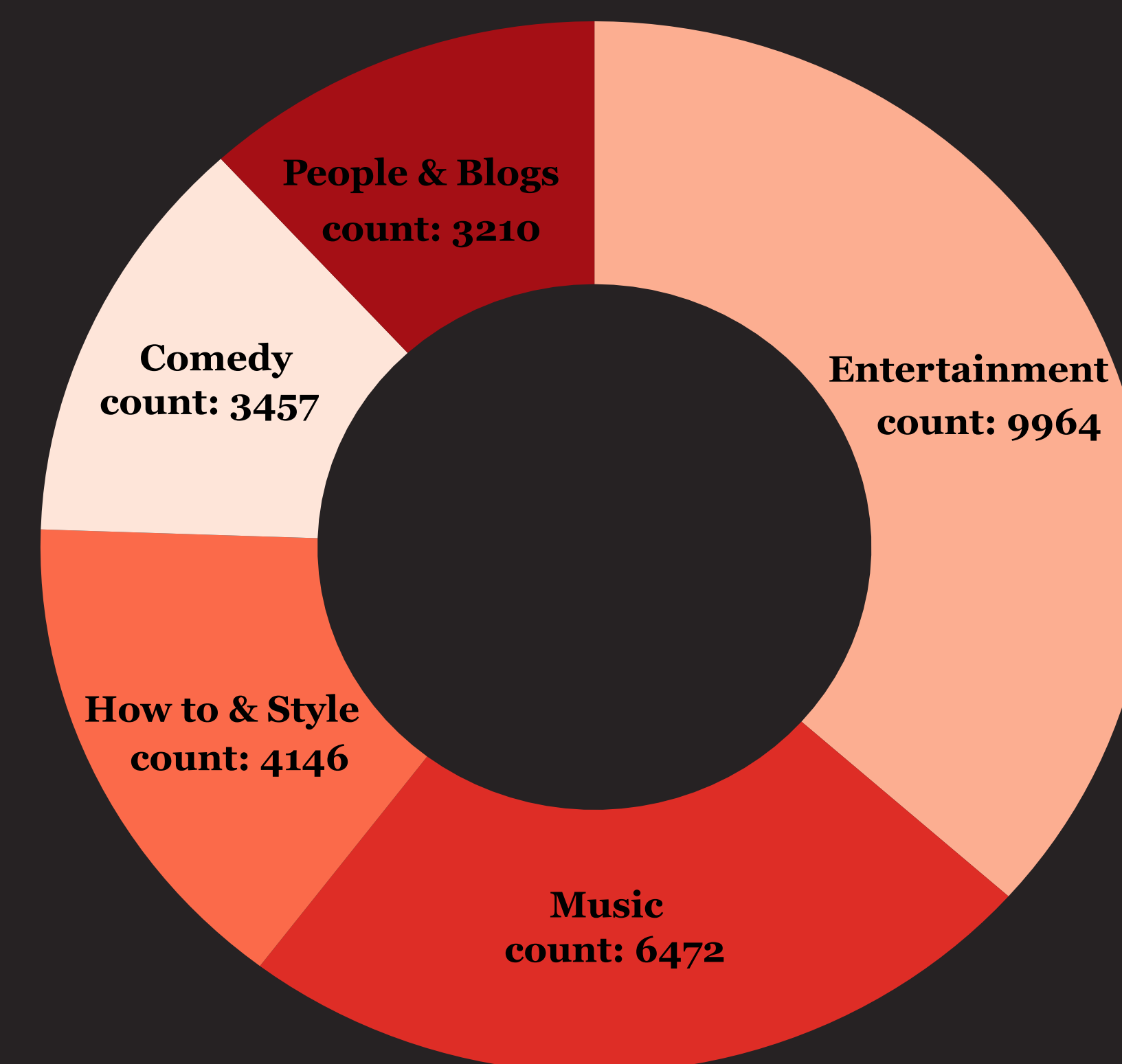
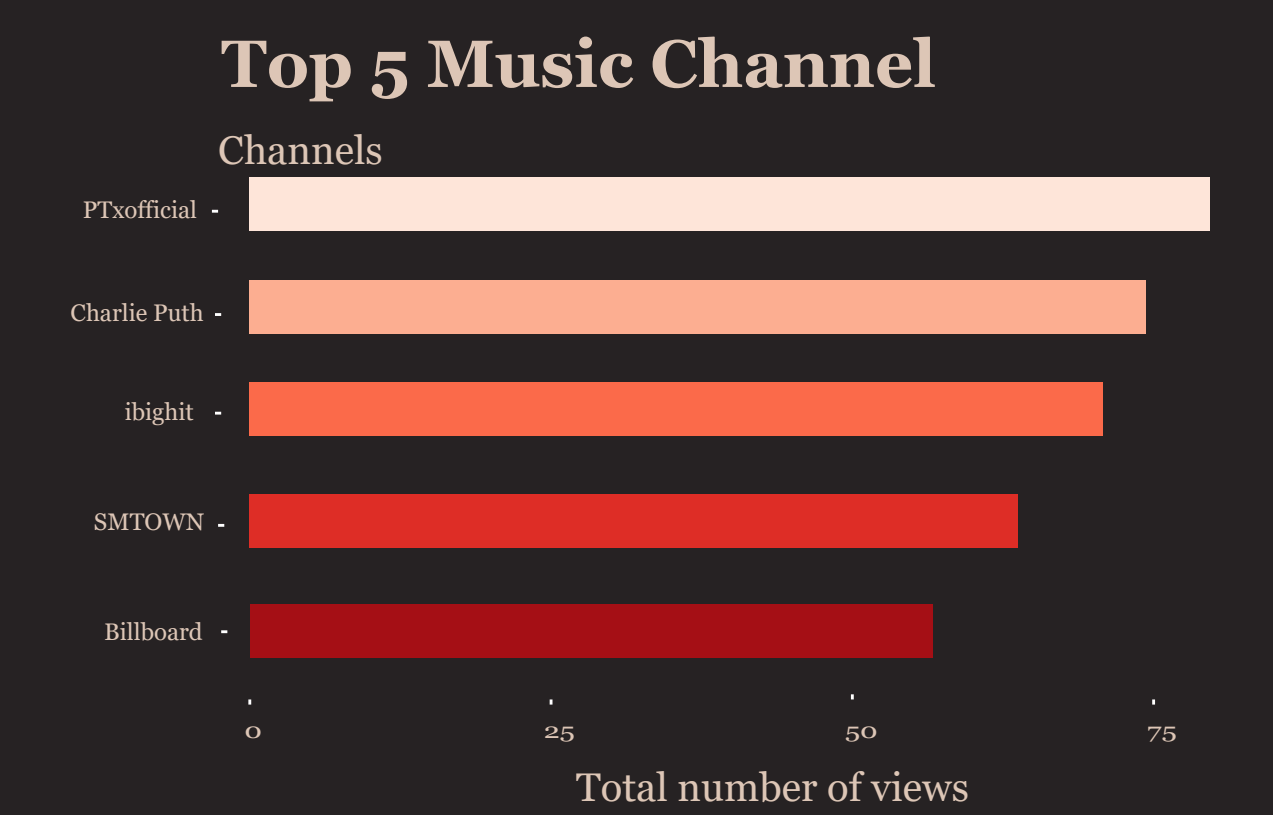
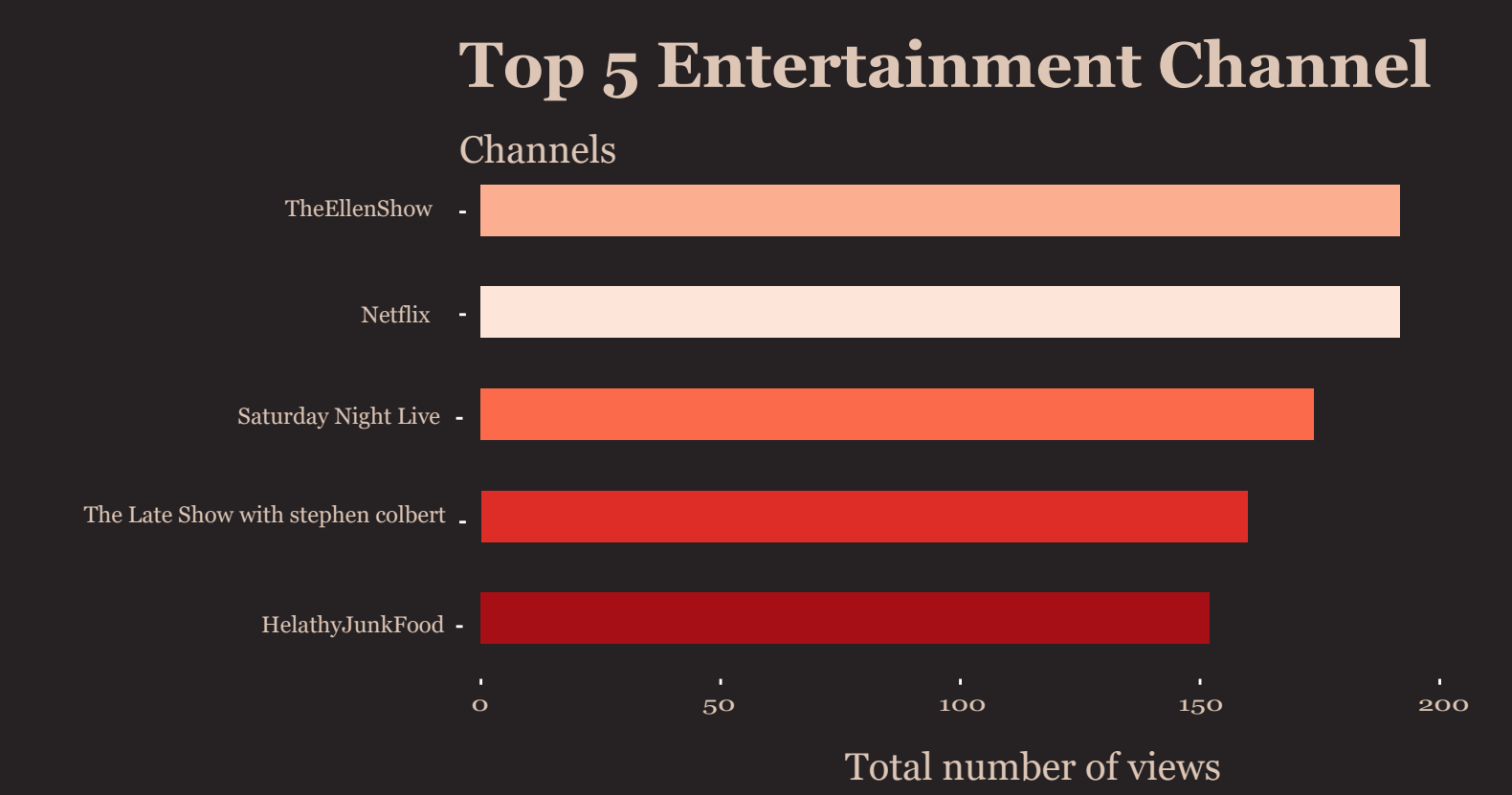
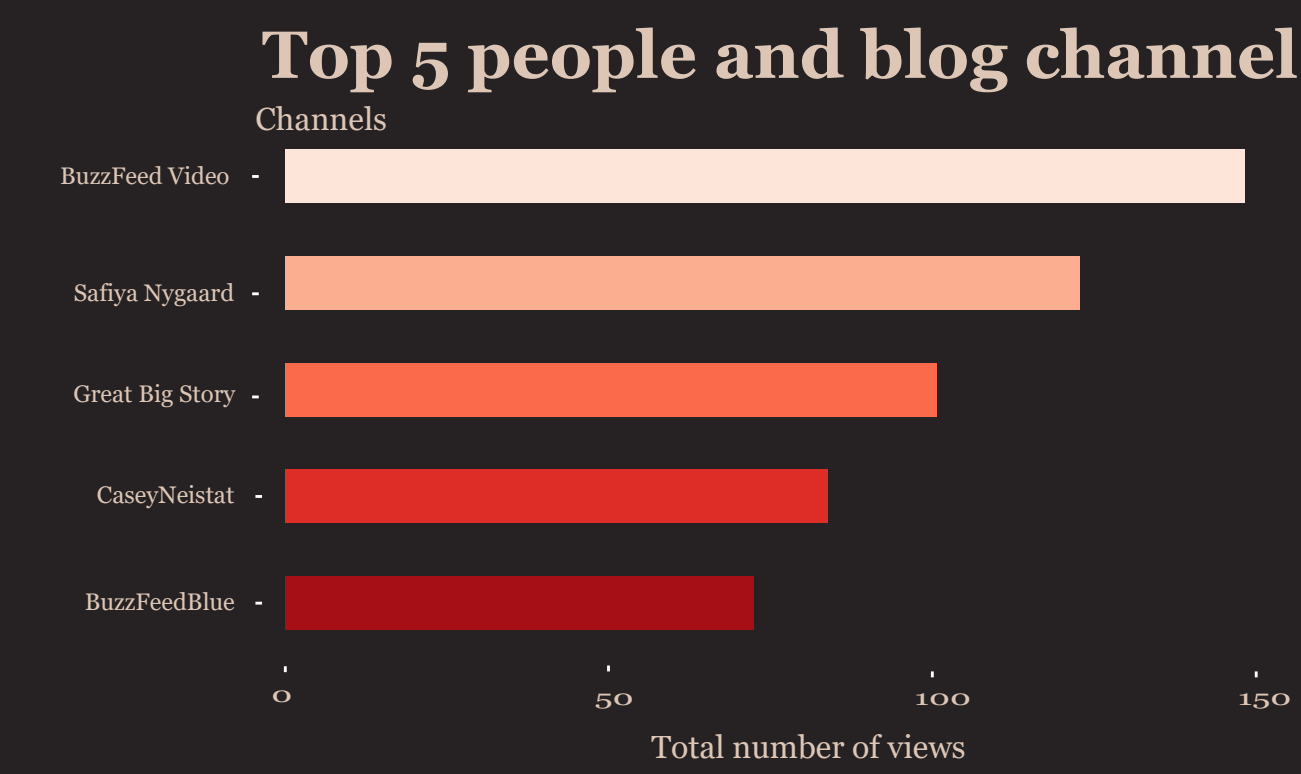
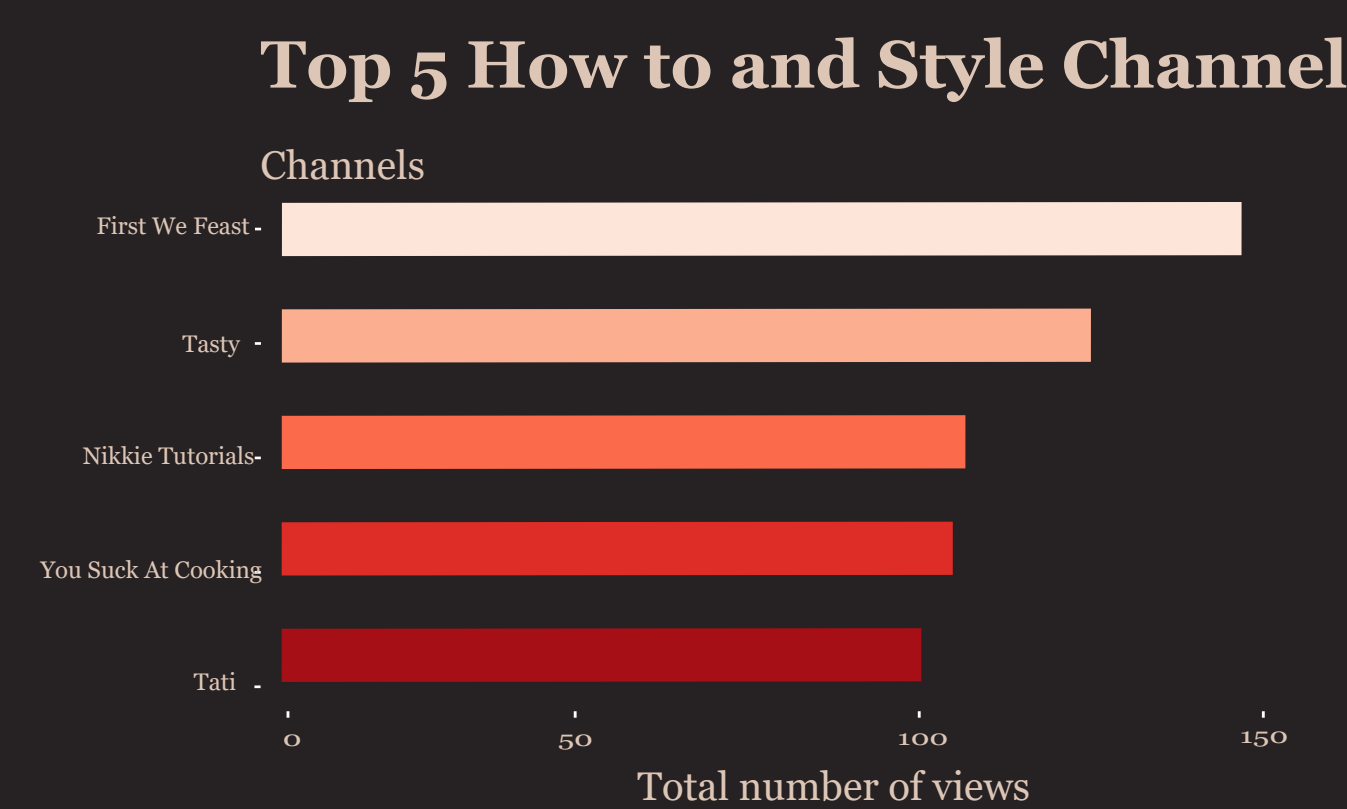
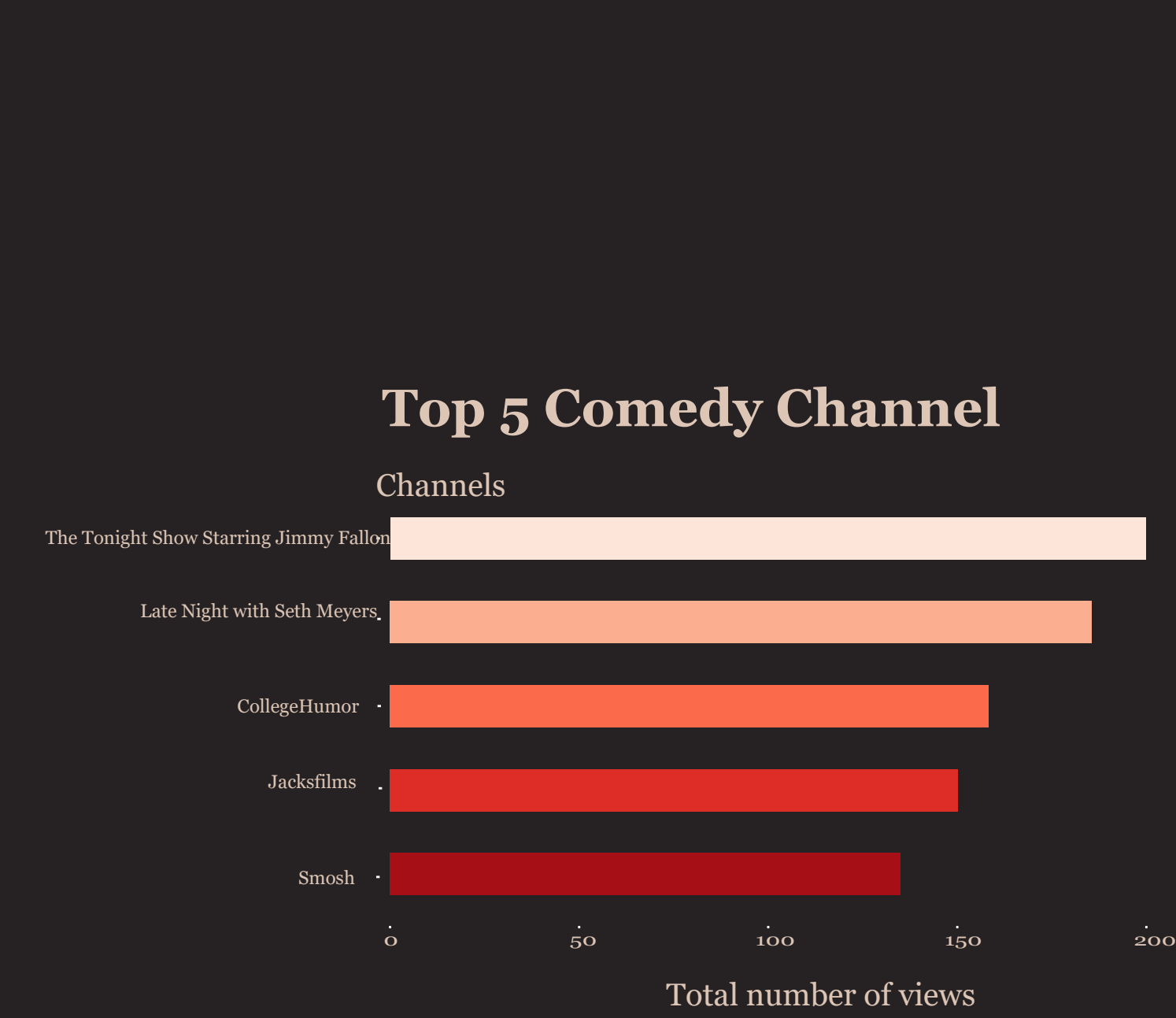


## When does the Video Starts Trending?



## Across which categories independent artist are more popular ?

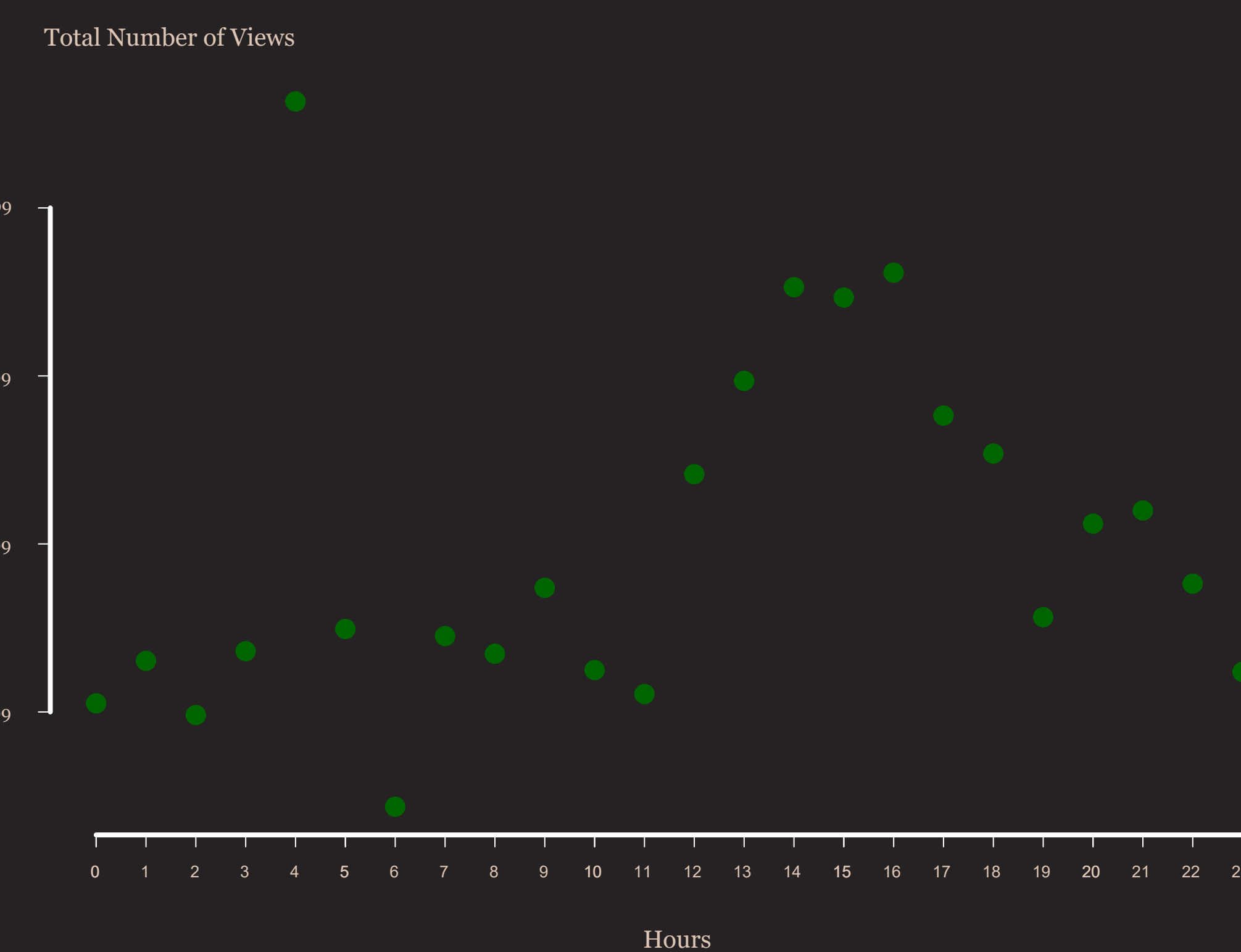
The visualization gives us the insight about how channels owned by independent artist are mores successful across categories like How To & style, Comedy and People & Blog Rest of the categories are Brand dominated



## Number of Views vs Time

Analysing how views vary with the day of the week and time of the day

### Total Number of Views in Terms of Different Hours



### Percentage of Views w.r.t. Days of the Week

