



Trending Videos on YouTube

Project : Automation

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Summary

Highest number of entertainment videos had watched in the US and France.

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Objective

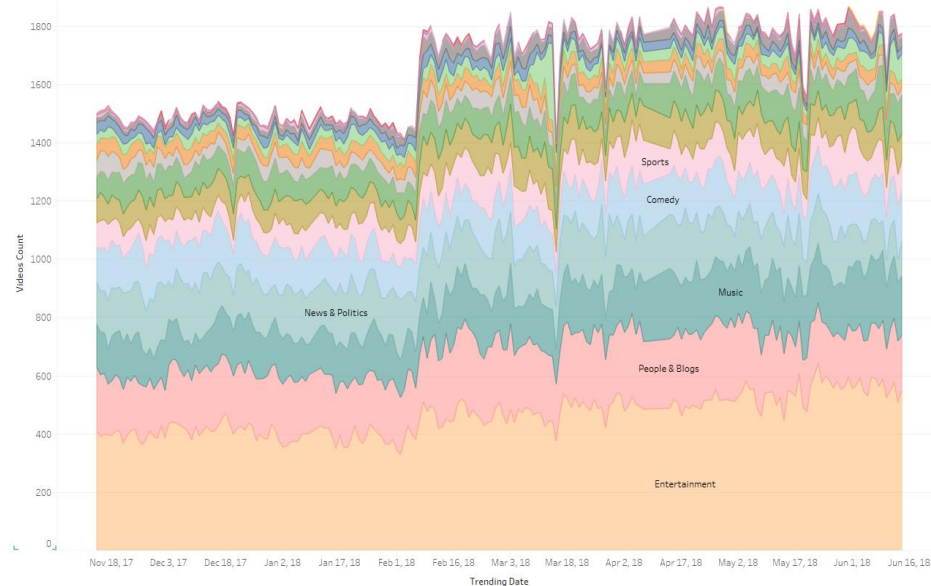
Each trending video on YouTube has been analyzed in order to determine what content deserves marketing attention.

Task using Tableau

1. Which video categories trended most often?
2. How they were distributed among various regions?
3. Which categories were popular in the United States?

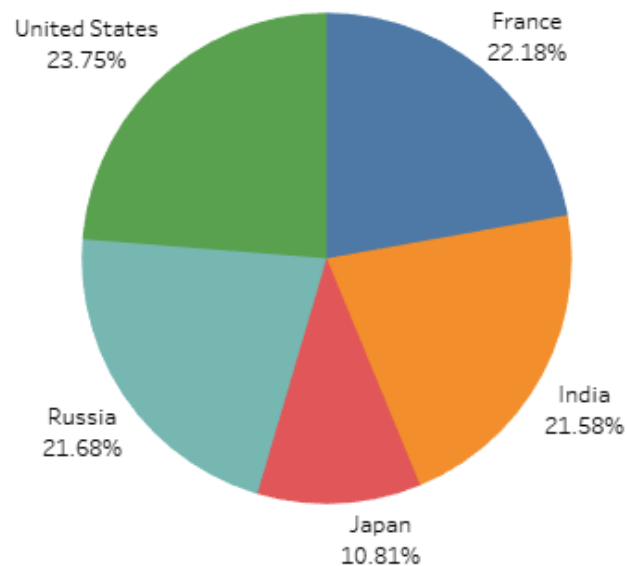
Which video categories trended most often?

1. This graph displays the history of trending videos by categories.
2. The frequently trending categories are entertainment, people & blogs, music, news & politics, comedy and sports.



How the videos are distributed among regions ?

This pie chart displays trending videos by country: most videos trend are observed in the US and France, followed by Russia and India, then Japan.



What categories were especially popular in the United States? Were there any differences between the categories popular in the US and those popular elsewhere?

The distribution of these categories can be seen in the highlight table: with India having the most trending videos in entertainment, Russia having the most trending videos in people & blogs, US having the most trending videos in music, and France having the most trending videos in sports.

Category Title	Region				
	France	India	Japan	Russia	United States
Autos & Vehicles	1,220	138	538	3,116	758
	21.14%	2.39%	9.32%	54.00%	13.14%
Comedy	8,446	6,814	1,372	5,968	6,870
	28.66%	23.12%	4.66%	20.25%	23.31%
Education	1,480	2,360	212	1,326	3,284
	17.09%	27.25%	2.45%	15.31%	37.91%
Entertainment	19,020	32,924	11,734	11,692	19,638
	20.02%	34.65%	12.35%	12.31%	20.67%
Film & Animation	3,768	3,298	2,140	5,676	4,680
	19.26%	16.86%	10.94%	29.02%	23.92%
Gaming	2,786	132	1,834	2,050	1,606
	33.14%	1.57%	21.81%	24.38%	19.10%
Howto & Style	4,668	1,674	1,574	3,928	8,280
	23.20%	8.32%	7.82%	19.52%	41.14%
Movies	22	32		2	
	39.29%	57.14%		3.57%	
Music	7,658	7,714	2,480	3,664	12,874
	22.27%	22.43%	7.21%	10.65%	37.44%
News & Politics	6,526	10,346	2,654	9,858	4,818
	19.08%	30.25%	7.76%	28.82%	14.09%
People & Blogs	9,346	4,988	5,792	18,452	6,122
	20.91%	11.16%	12.96%	41.28%	13.70%
Pets & Animals	468	6	2,250	1,154	1,832
	8.20%	0.11%	39.40%	20.21%	32.08%
Science & Technology	1,588	1,096	300	2,226	4,722
	15.99%	11.04%	3.02%	22.41%	47.54%
Shows	198	410		388	114
	17.84%	36.94%		34.95%	10.27%
Sports	8,002	1,424	3,606	3,684	4,250
	38.17%	6.79%	17.20%	17.57%	20.27%
Travel & Events	204	16	276	510	804
	11.27%	0.88%	15.25%	28.18%	44.42%