

Layout & visuals

Total Views

326bn

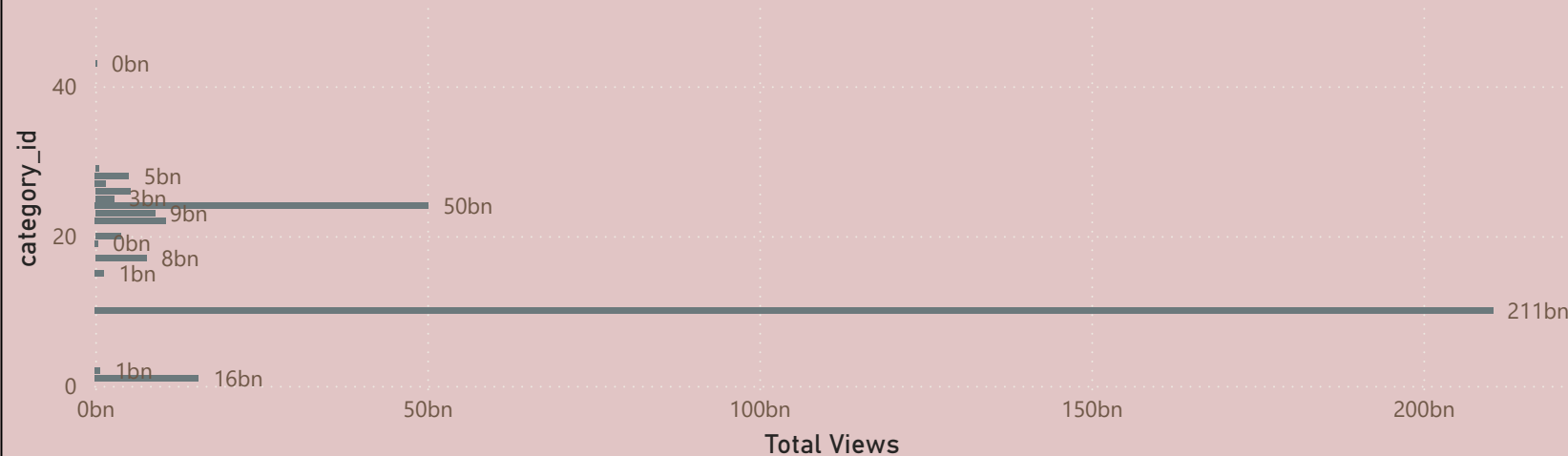
Avg Engagement Rate

3%
2%
1%
0%

Avg Engagement Rate



Total Views and Avg Engagement Rate by category_id



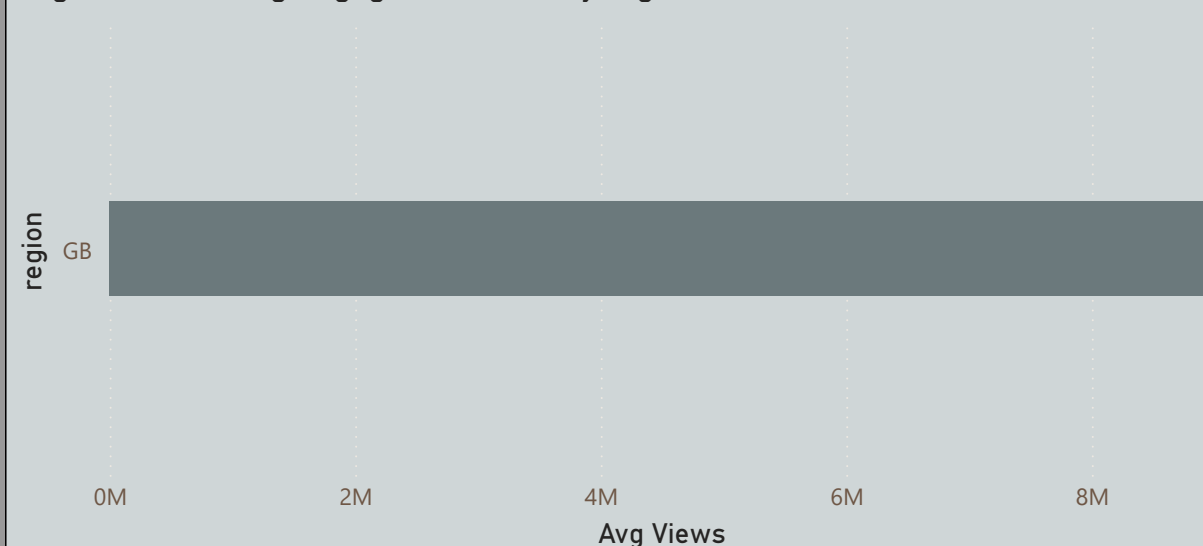
Avg Trending Duration (per video)

8.45

"This page provides a high-level snapshot of YouTube trends. KPI cards highlight total views, engagement, and average trending duration. The bar and donut charts show which categories dominate in terms of views and share of attention."

Region & Time

Avg Views and Avg Engagement Rate by region



region

■ GB

□ US

» Quick measure

Unique Trending Videos by MonthYear and region

region ● GB

Unique Trending Videos

600

400

Mar 2018

MonthYear

MonthYear

□ Apr 2018

□ Dec 2017

□ Feb 2018

□ Jan 2018

□ Jun 2018

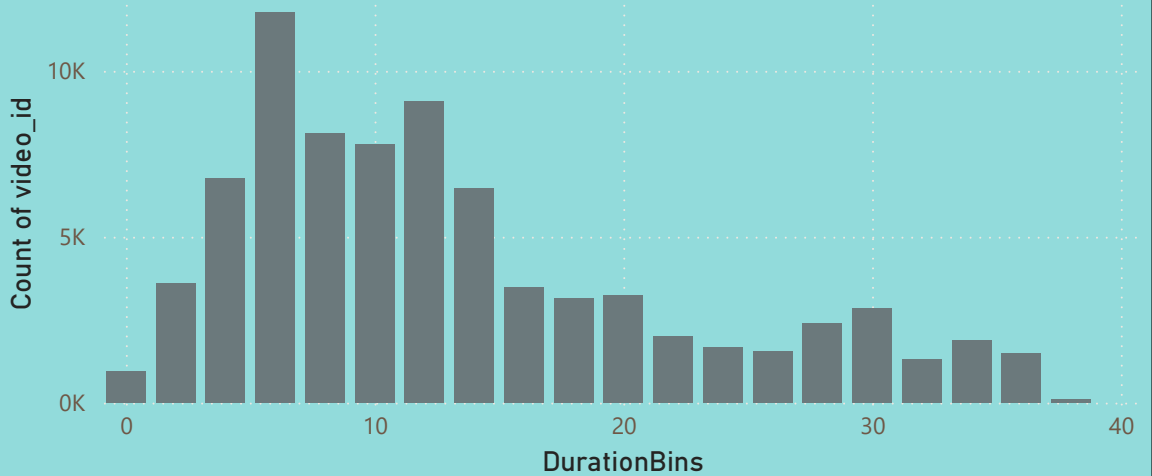
■ Mar 2018

□ May 2018

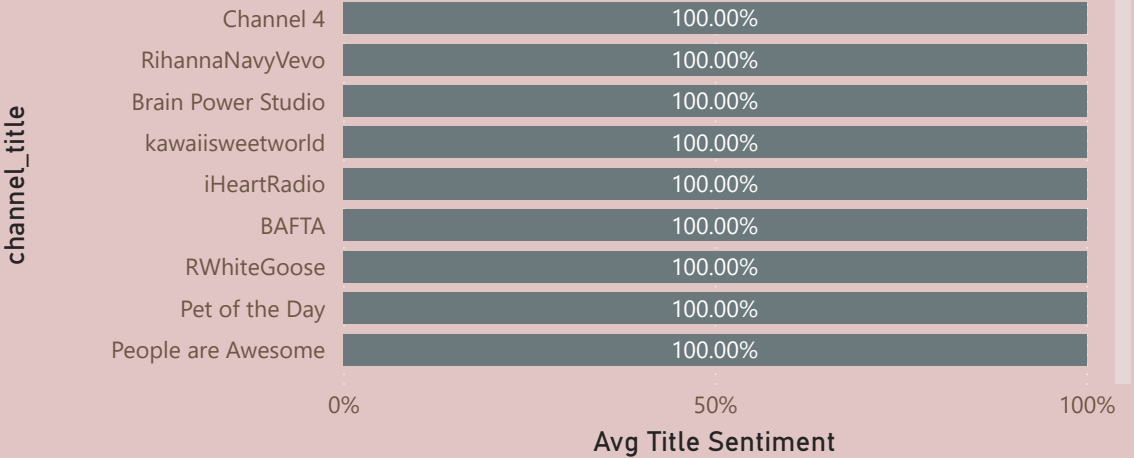
"This page explores regional and temporal patterns. Compare average views across regions, track unique trending videos over time, and use slicers to filter by region, category, or period for deeper insights."

Trending Duration & Sentiment

Count of video_id by DurationBins



Avg Title Sentiment by channel_title



Sum of trending_duration_days

2478

"This page focuses on how long videos stay trending and the tone of their titles. The histogram and top videos table reveal trending duration patterns, while the sentiment chart highlights differences across categories."