

# **Sterling & Draper**

## **Video Trending Dashboard**

12/02/2024

**Source:** trending\_by\_time.csv

# Every week we ask same questions

- What categories were trending last week ?
- How were they distributed through regions ?
- What categories are the most popular in certain regions ?

## **Our objectives**

- Analyse historical trending data on YouTube

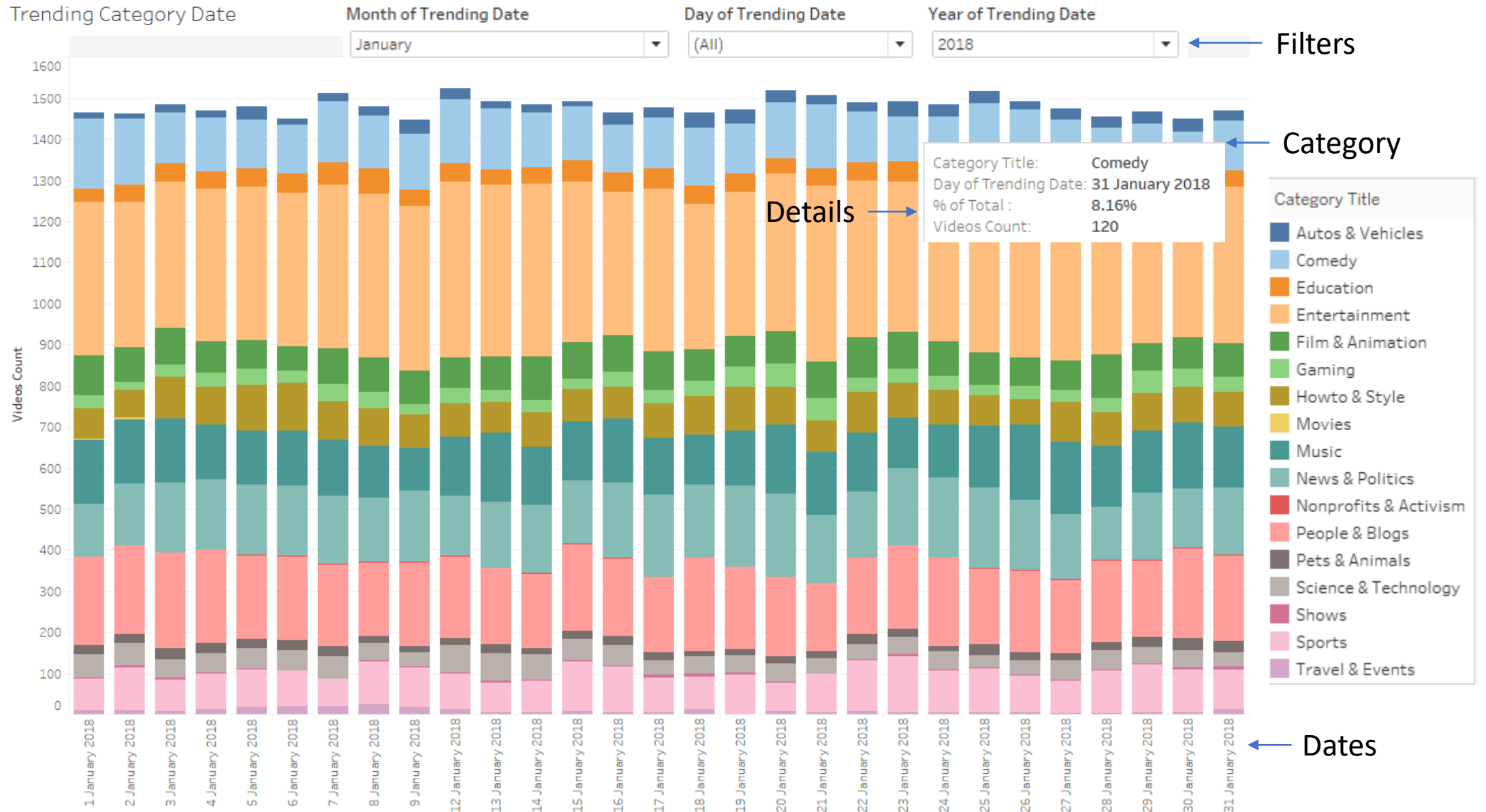
## **What frequency data is checked ?**

- Every day

## **Dashboard Content**

- Historical trend divide by time and category
  - Historical trend by region
- Contingency table between region and category

# Trending Category Graphic

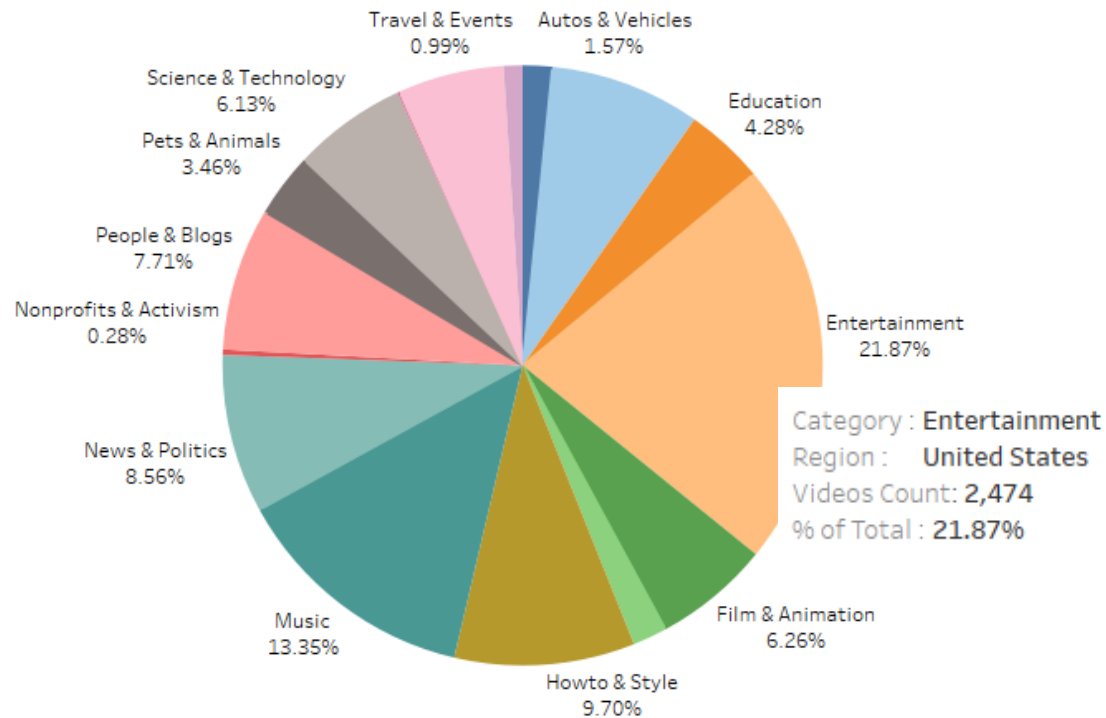


Source: trending\_by\_time.csv

# Region Category Pie Chart

Region
United States

Month of Trending Date: January  
Day of Trending Date: (All)  
Year of Trending Date: 2018



Category : Entertainment  
Region : United States  
Videos Count: 2,474  
% of Total : 21.87%

Region Filter combined with date

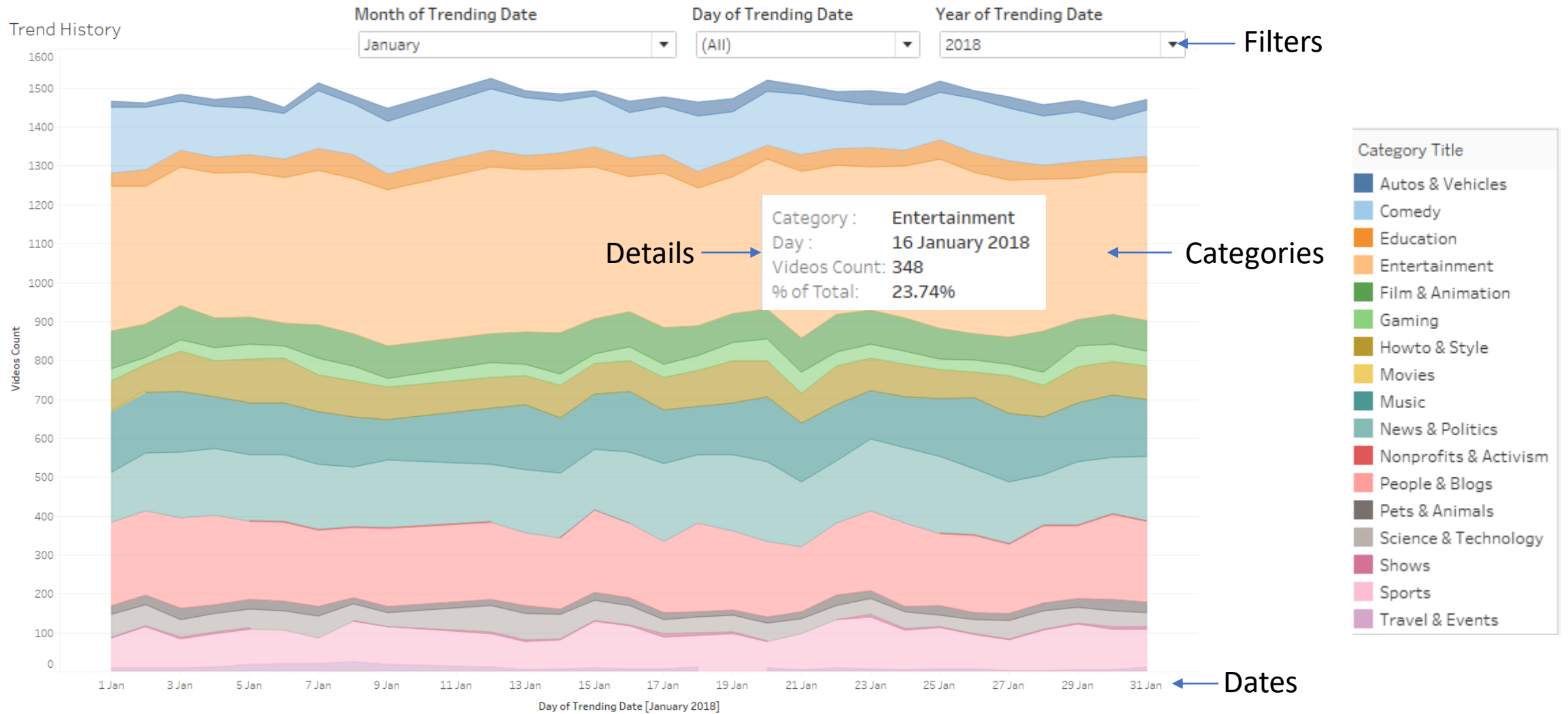
Region: United States

Enter search text

- ☐ (All)
- ☐ France
- ☐ India
- ☐ Japan
- ☐ Russia
- ☒ United States

Details

# Trend History Graphic



Source: trending\_by\_time.csv

# Contingency Table

Trending Category Region

Category Title	Region			
	France	India	Russia	United States
Autos & Vehicles	164	8	370	178
Comedy	1,228	900	782	920
Education	192	370	232	484
Entertainment	2,494	4,716	1,530	2,474
Film & Animation	516	510	662	708
Gaming	446	8	380	210
Howto & Style	698	204	526	1,098
Movies		4	2	
Music	1,124	1,126	456	1,510
News & Politics	1,004	1,630	1,268	968
Nonprofits & Activism				32
People & Blogs	1,230	830	2,864	872
Pets & Animals	46		164	392
Science & Technology	210	140	286	694
Shows	24	38	24	14
Sports	1,286	206	586	648
Travel & Events	40	4	104	112

- All these 4 graphics combined in an interaction Dashboard can be an extremely powerful to see patterns and help to drive the marketing budget in a more efficient manner.

Category : Entertainment  
Region : United States  
% of Total: 22.06%

← Details

- All data is updated daily at noon therefore data can be analysed daily.

# Dashboard Visualization

## Sterling & Draper Video Trending Dashboard

Trending Category Date

Filters

Month of Trending Date

January

Day of Trending Date

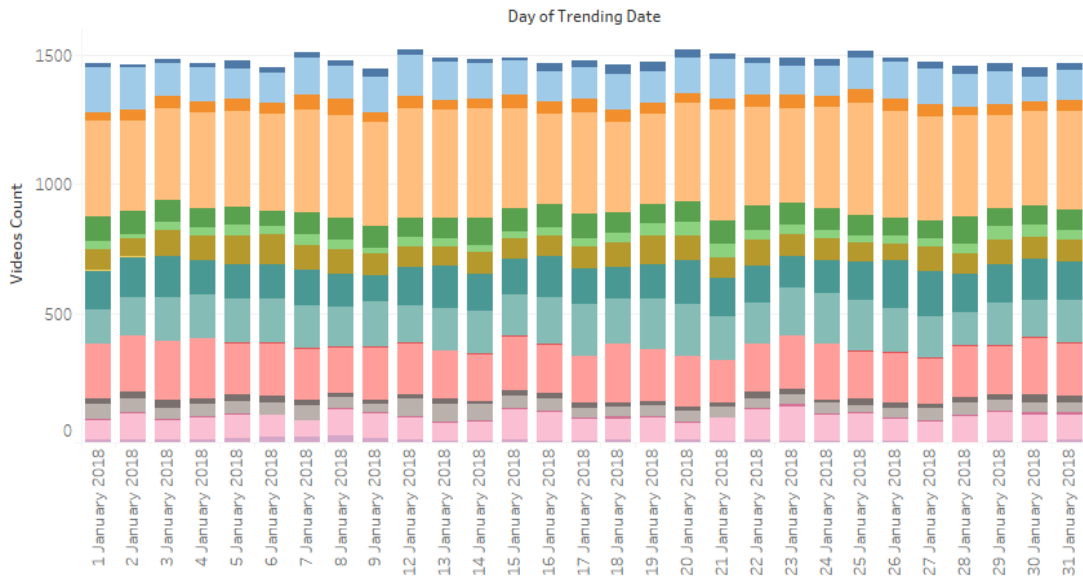
(All)

Year of Trending Date

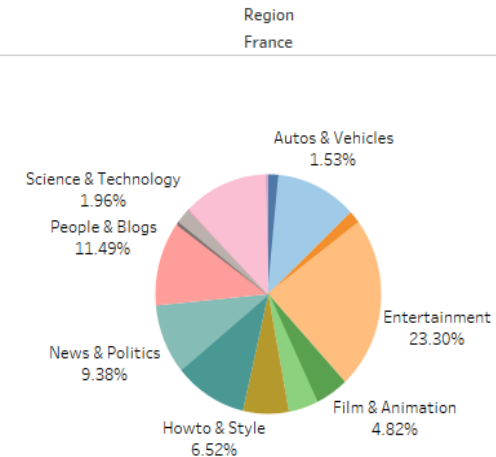
2018

Region

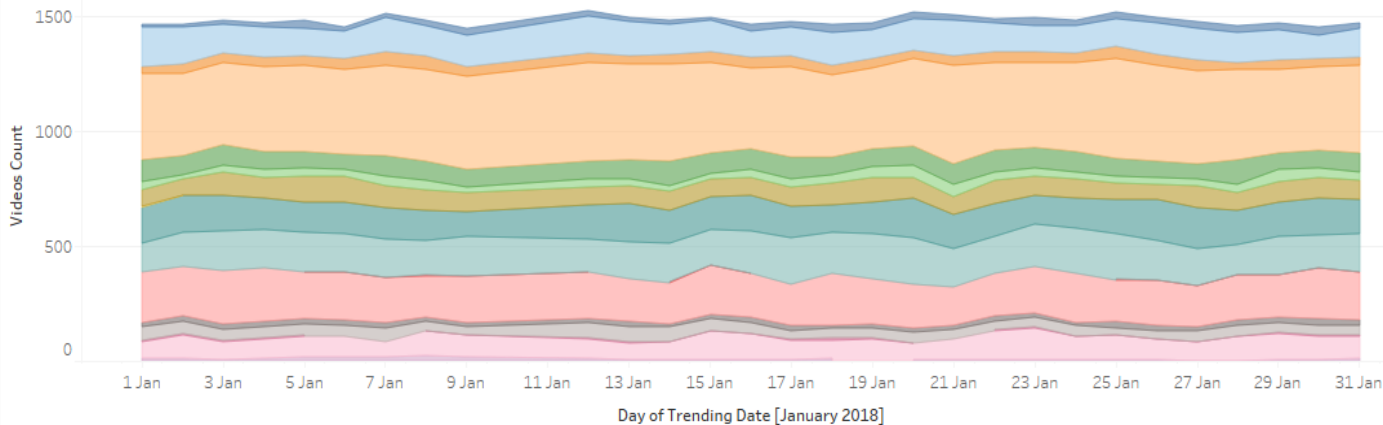
France



Region Category Pie



Trend History



Category Title

- Autos & Vehicles
- Comedy
- Education
- Entertainment
- Film & Animation
- Gaming
- Howto & Style
- Movies
- Music
- News & Politics
- Nonprofits & Activism
- People & Blogs
- Pets & Animals
- Science & Technology
- Shows
- Sports
- Travel & Events

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