

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

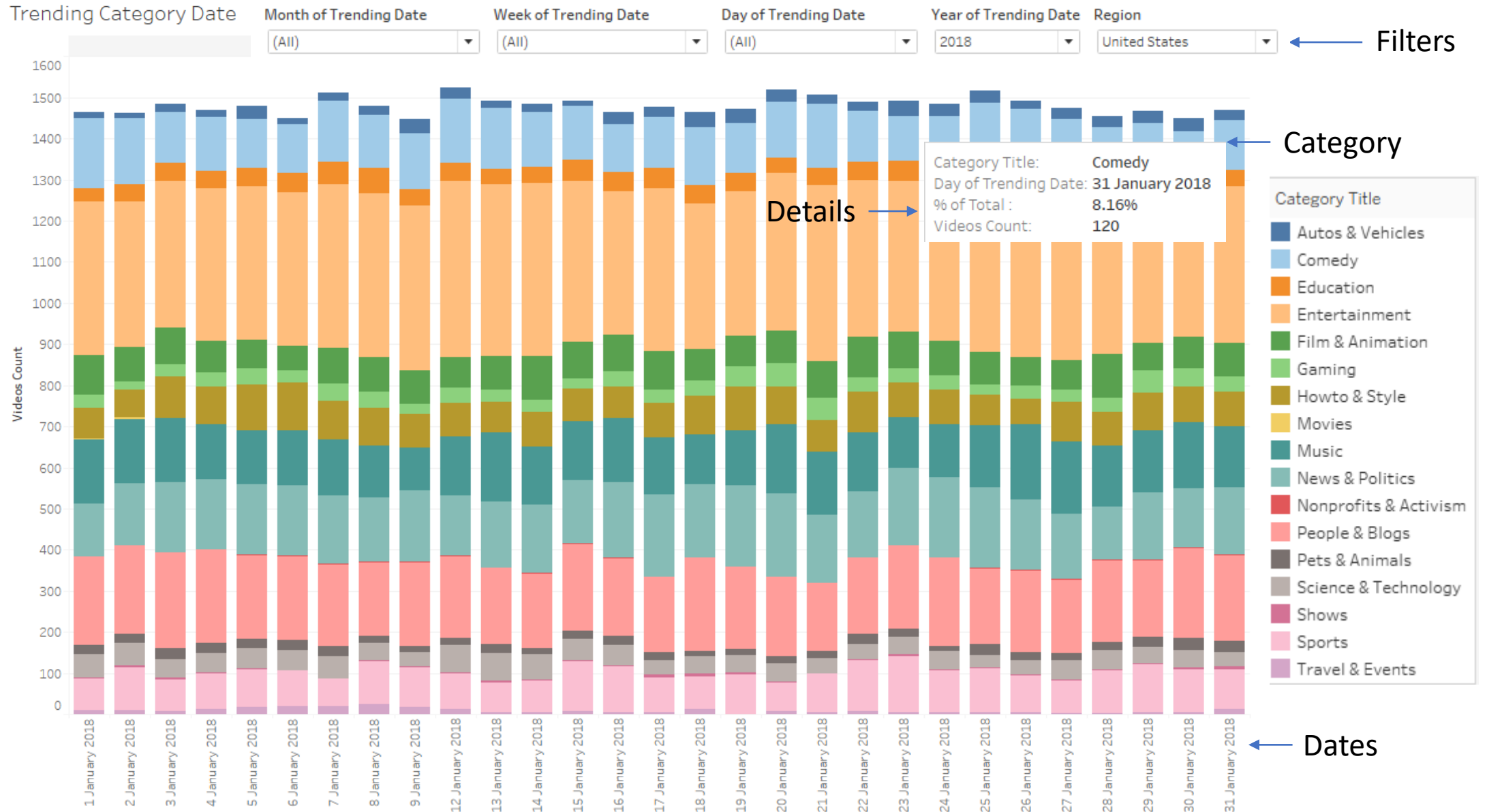
What frequency data is checked ?

- Every day

Dashboard Content

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

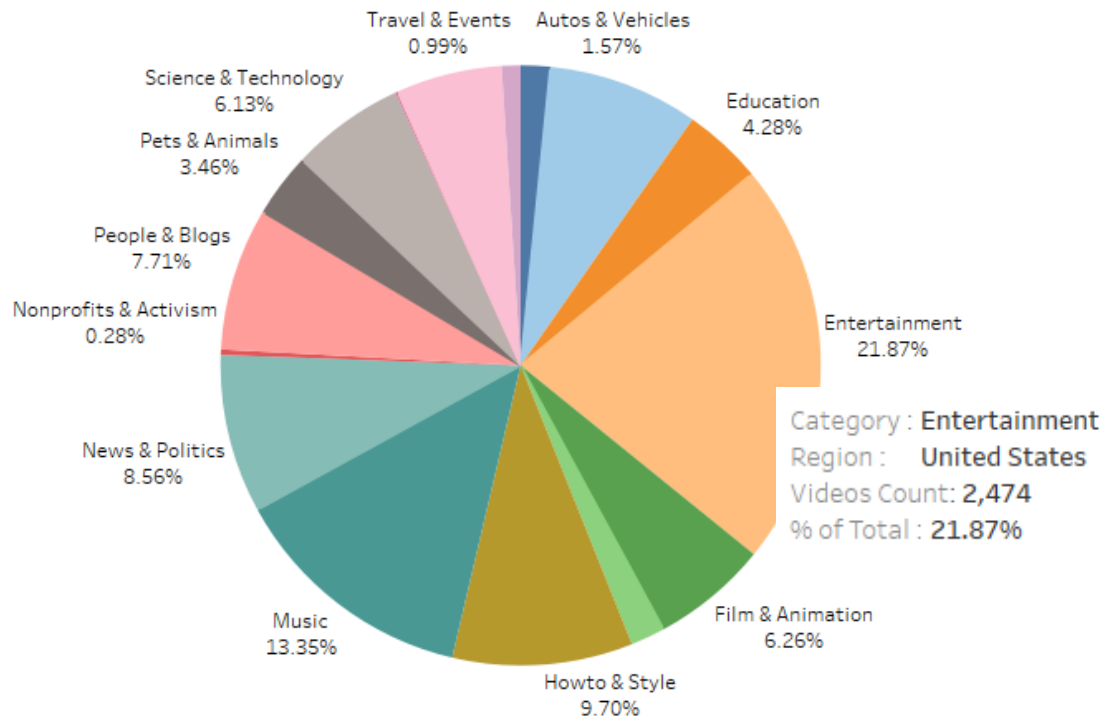
Trending Category Graphic



Source: trending_by_time.csv

Region Category Pie Chart

| Region | Month of Trending Date | Week of Trending Date | Day of Trending Date | Year of Trending Date | Region |
|---------------|------------------------|-----------------------|----------------------|-----------------------|---------------|
| United States | (All) | (All) | (All) | 2018 | United States |



Region

United States

Enter search text

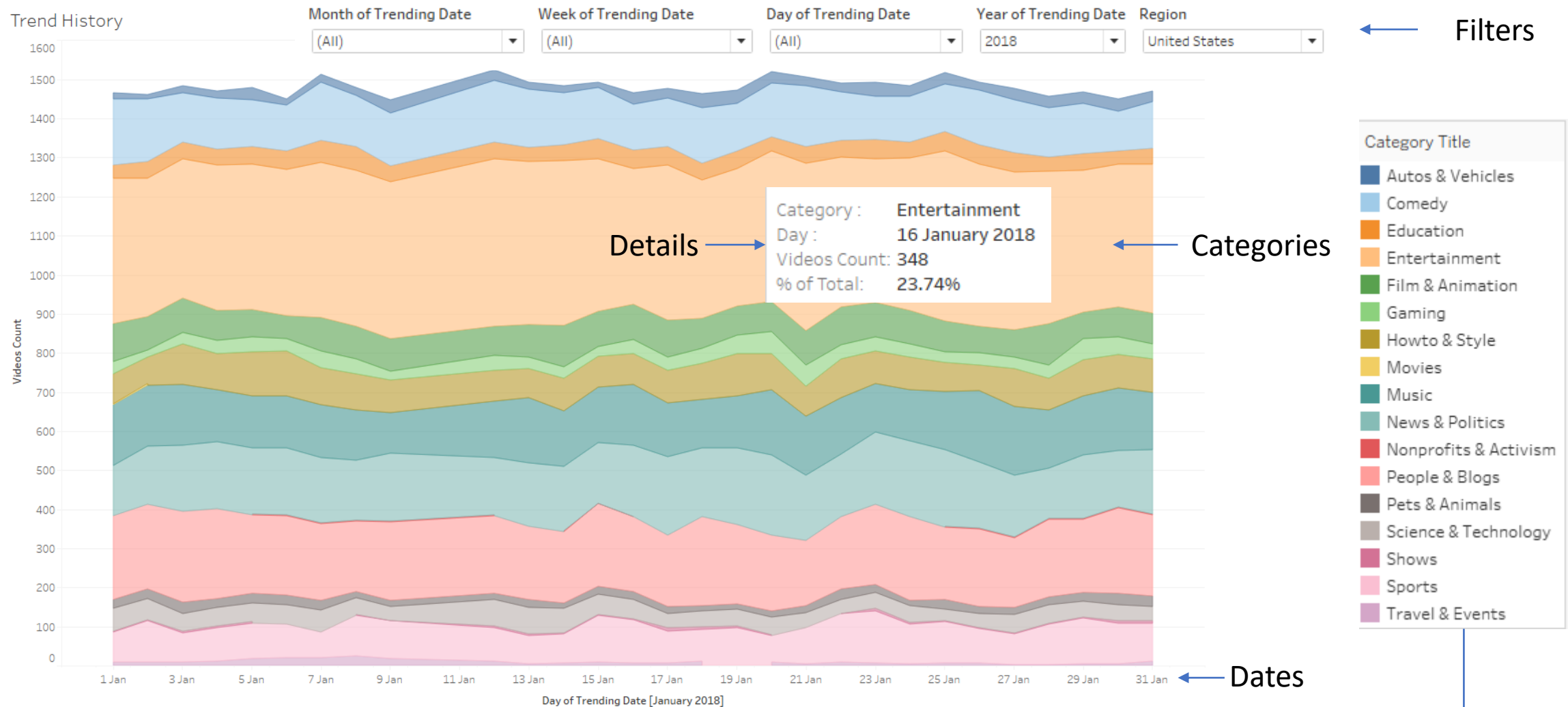
☐ (All)
☐ France
☐ India
☐ Japan
☐ Russia
☒ United States

Region Filter
combined with date

Details

Source: trending_by_time.csv

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

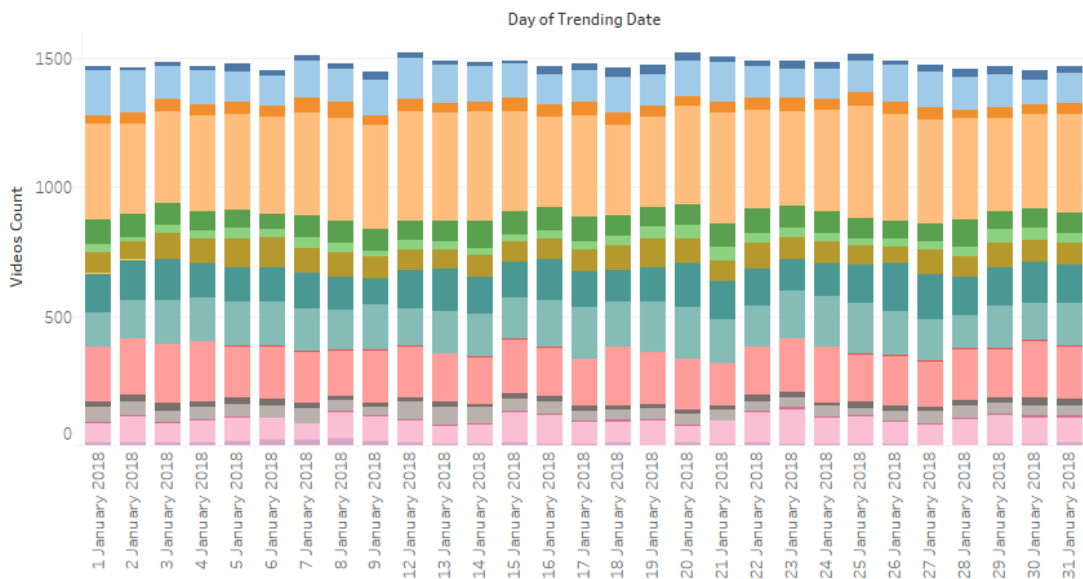
(All)

Year of Trending Date

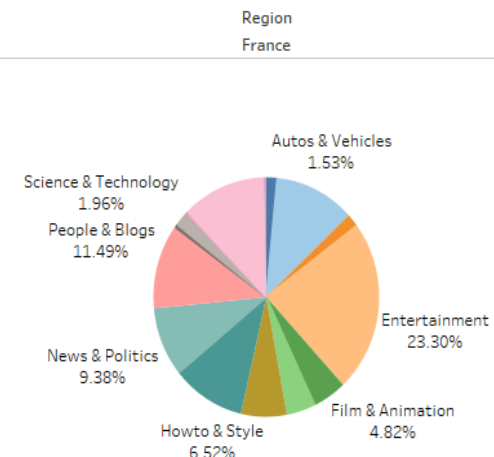
2018

Region

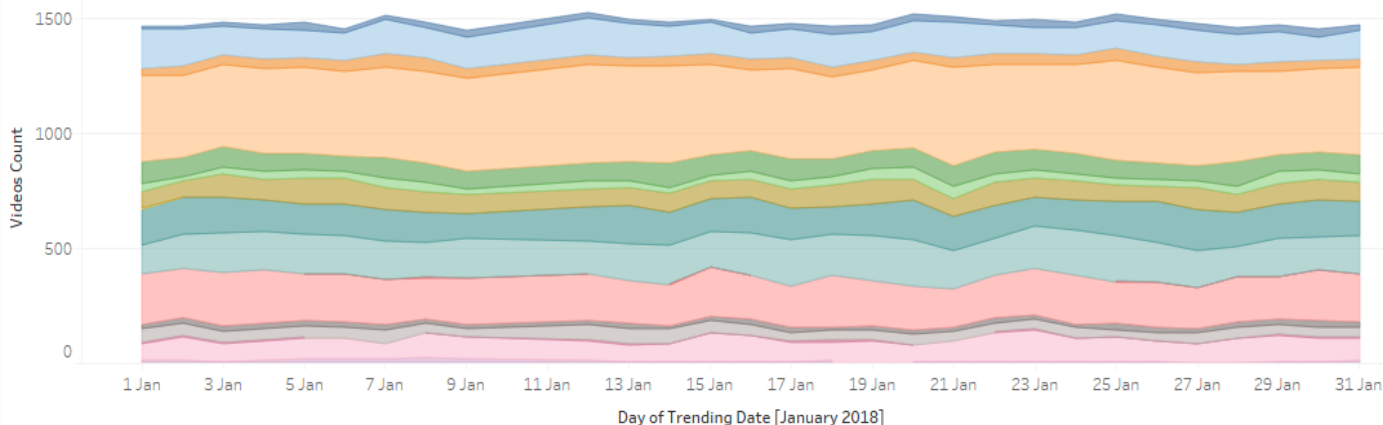
France



Region Category Pie



Trend History



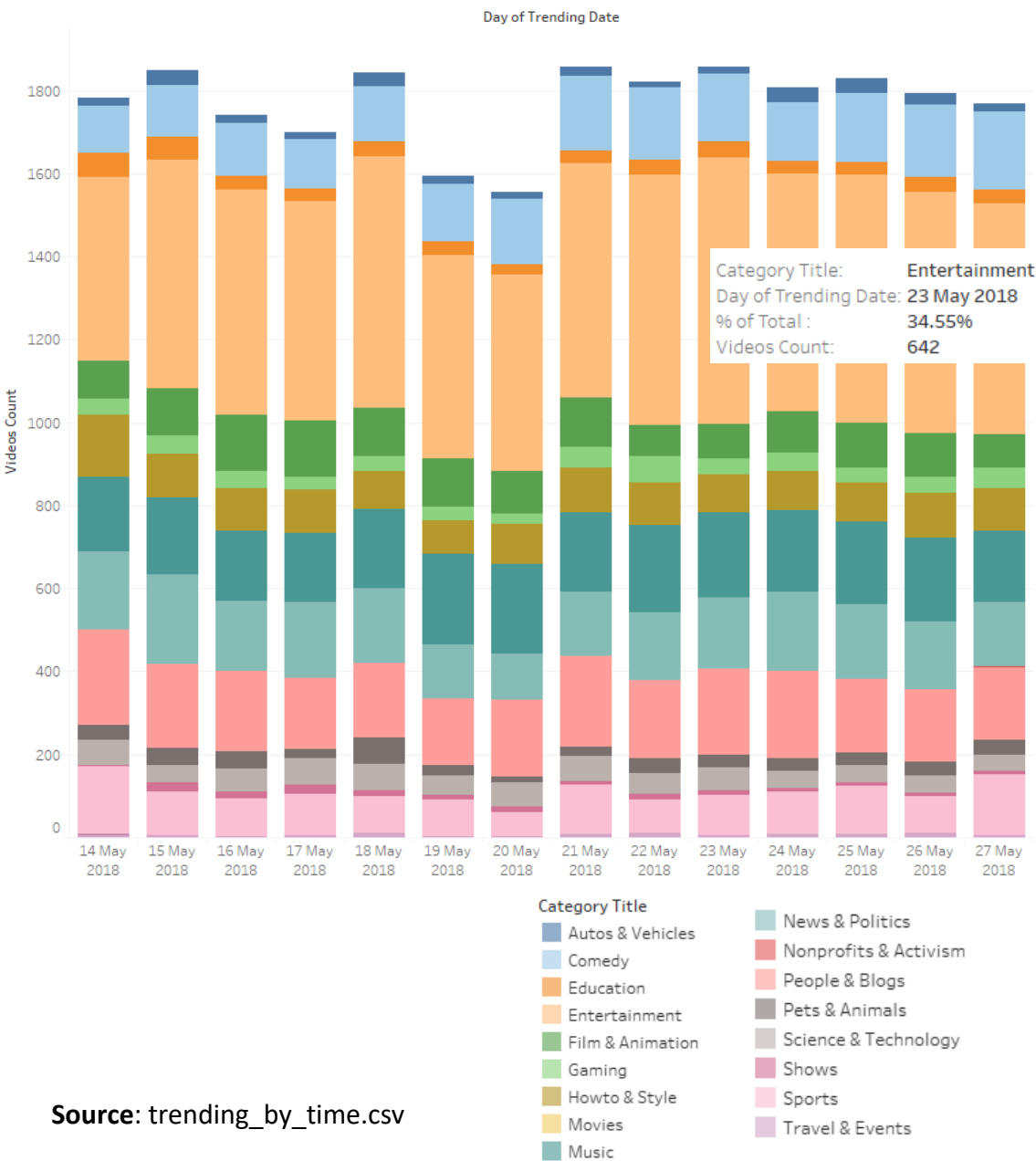
Category Title

- 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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What categories were trend last two weeks ?

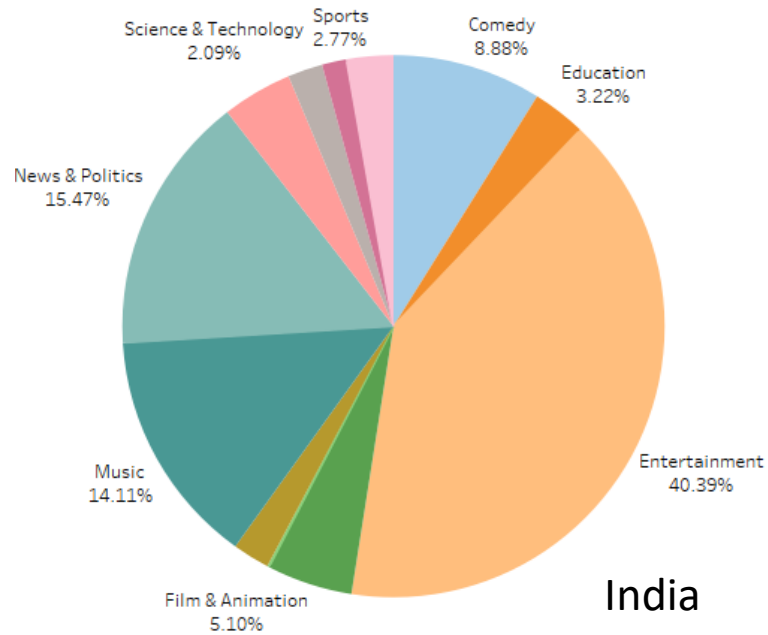


Source: trending_by_time.csv

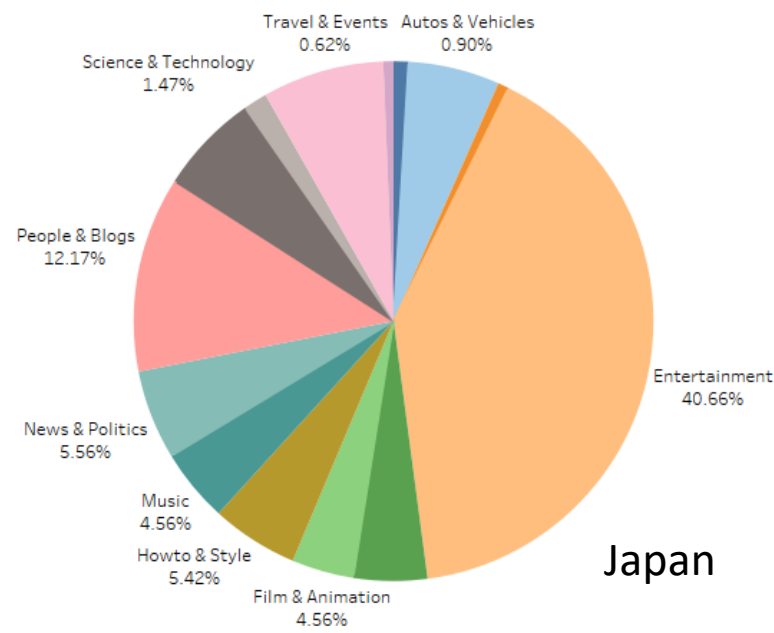
- Filters were selected to last two weeks of May 2018.
- Entertainment is the dominant category on last two weeks floating from 29% up to 34 % of all the videos seen.
- India leads the count of entertainment of all regions.
- Music makes the second most popular category varying between 9% and 13%.
- There is a drop on seen videos on 19th and 20th of May, Sunday and Monday, respectively.
- Different from other regions in Russia People & Blogs category is the most popular.

| Category Title | Region | | | | |
|------------------|--------|-------|-------|--------|---------------|
| | France | India | Japan | Russia | United States |
| Entertainment | 1,486 | 2,010 | 1,710 | 962 | 1,586 |
| Music | 502 | 702 | 192 | 306 | 998 |
| Howto & Style | 286 | 110 | 228 | 264 | 540 |
| Comedy | 500 | 442 | 240 | 472 | 450 |
| News & Politics | 418 | 770 | 234 | 630 | 304 |
| Film & Animation | 290 | 254 | 192 | 440 | 304 |
| People & Blogs | 600 | 208 | 512 | 1,054 | 300 |

How were the category distribution through regions ?



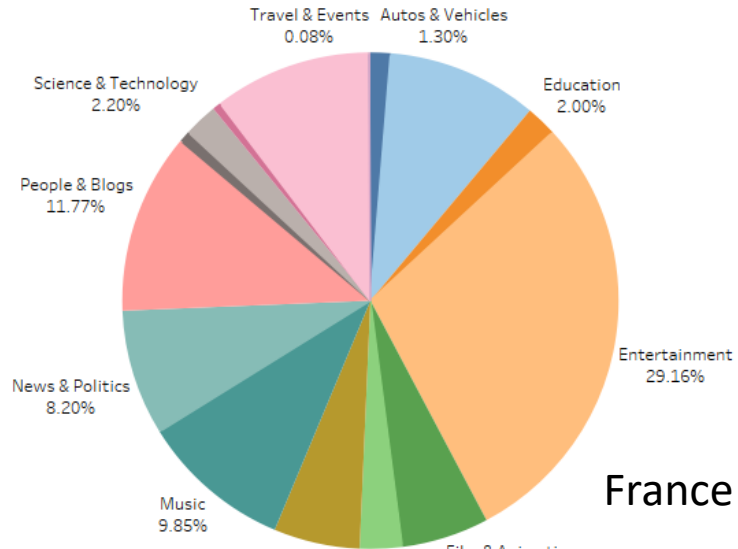
- Comparing countries from the same continent.
- Entertainment makes 40% of share in both countries
- In Japan, the distribution of the categories are more even apart from Entertainment and People & Blogs, showing a general interest in everything.
- In India we see an uneven distribution of the categories.
- News & Politics is the second most popular category in India but it's only 5% of the views in Japan.
- People & Blogs is the second most popular category in Japan with 12% of the share whereas in India is only 4%



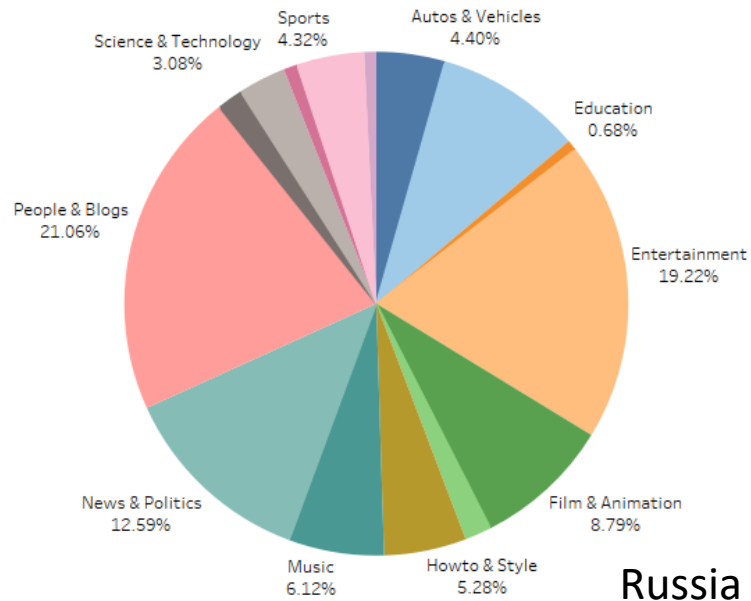
| Category Title | India | Japan |
|----------------------|-------|-------|
| Entertainment | 2,010 | 1,710 |
| People & Blogs | 208 | 512 |
| Sports | 138 | 318 |
| Pets & Animals | | 264 |
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| Howto & Style | 110 | 228 |
| Music | 702 | 192 |
| Film & Animation | 254 | 192 |
| Gaming | 6 | 162 |
| Science & Technology | 104 | 62 |
| Autos & Vehicles | | 38 |
| Education | 160 | 28 |
| Travel & Events | | 26 |
| Shows | 72 | |

Source: trending_by_time.csv

How were the category distribution through regions ?



France



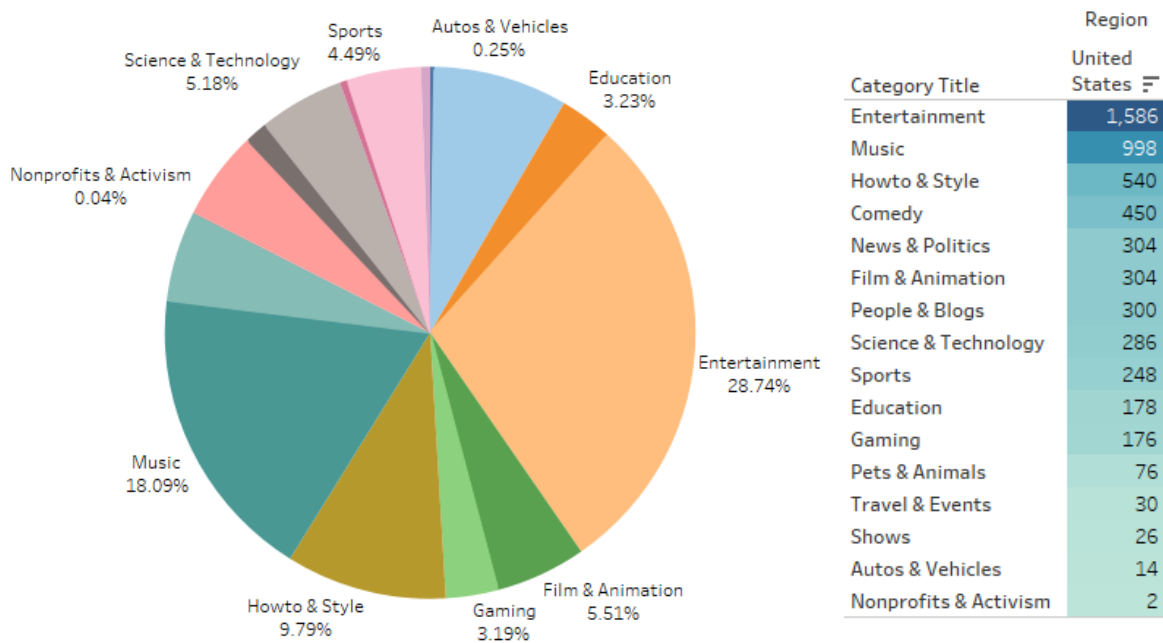
Russia

- Entertainment is the most popular category in France with 29%
- People & Blog is the most popular category in Russia with 21%
- Russia show more interest in News & Politics with 12% when compared with France that shows only 8%
- Education is the has the lowest share in Russia 0.68% and only 2% in France
- Sports are more popular in France 10% when compared with Russia only 4%

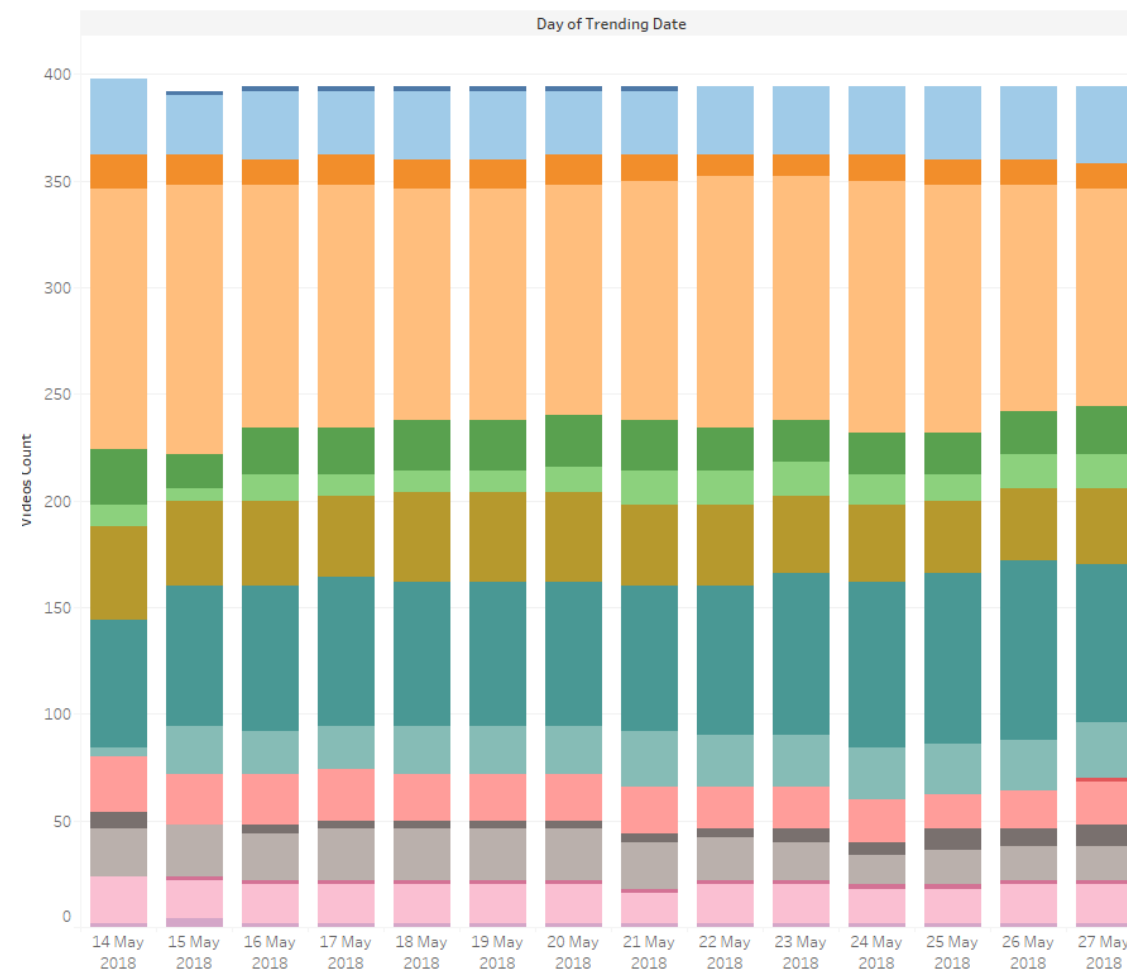
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|----------------------|--------|--------|
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| Entertainment | 1,486 | 962 |
| People & Blogs | 600 | 1,054 |
| Sports | 522 | 216 |
| Music | 502 | 306 |
| Comedy | 500 | 472 |
| News & Politics | 418 | 630 |
| Film & Animation | 290 | 440 |
| Howto & Style | 286 | 264 |
| Gaming | 140 | 86 |
| Science & Technology | 112 | 154 |
| Education | 102 | 34 |
| Autos & Vehicles | 66 | 220 |
| Pets & Animals | 38 | 84 |
| Shows | 28 | 44 |
| Travel & Events | 4 | 38 |
| Trailers | 2 | |

Source: trending_by_time.csv

What categories were popular in America?



- Entertainment is the most popular category in America with 28%, Music makes the second most popular with 18%
- America show even preference distribution on categories through the two weeks selected.
- Even distribution between How-to & Style to Sports.
- America show low interest in Non-profit & Activism.



Source: trending_by_time.csv

Conclusions & Insights

- Entertainment is the most popular category of all regions.
- Music, People & Blog, News & Politics and Sports are also popular across different regions.
- Significant drop on views across all regions on Sunday and Monday. One of the reasons for this could be, most people are off work on Sundays and tend to do outdoor activities.
- India has the most views of all regions.
- Marketing should be focused on popular categories.