

# Trending YouTube videos presentation

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# Business goal

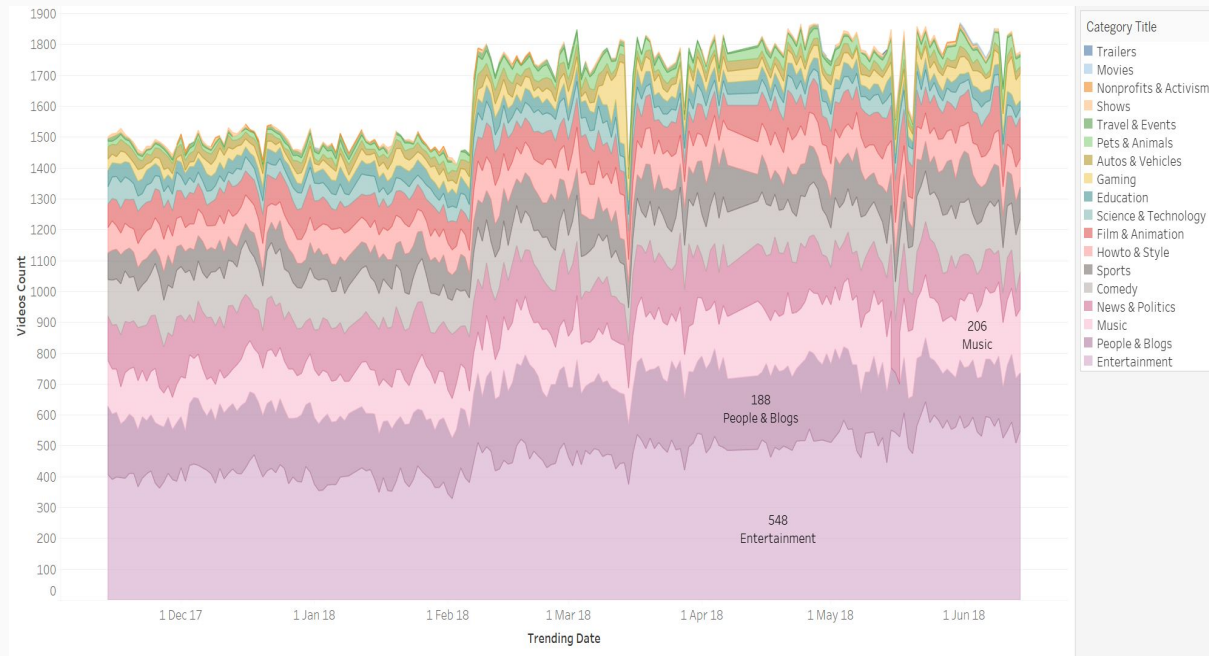
Hi, the goal of this presentation is to analyse the trending videos on the YouTube platform in order to determine what content deserves marketing attention.

I'll provide answers to following questions:

- What video categories were trending last week?
- How were they distributed among various regions?
- What categories were especially popular in the US?

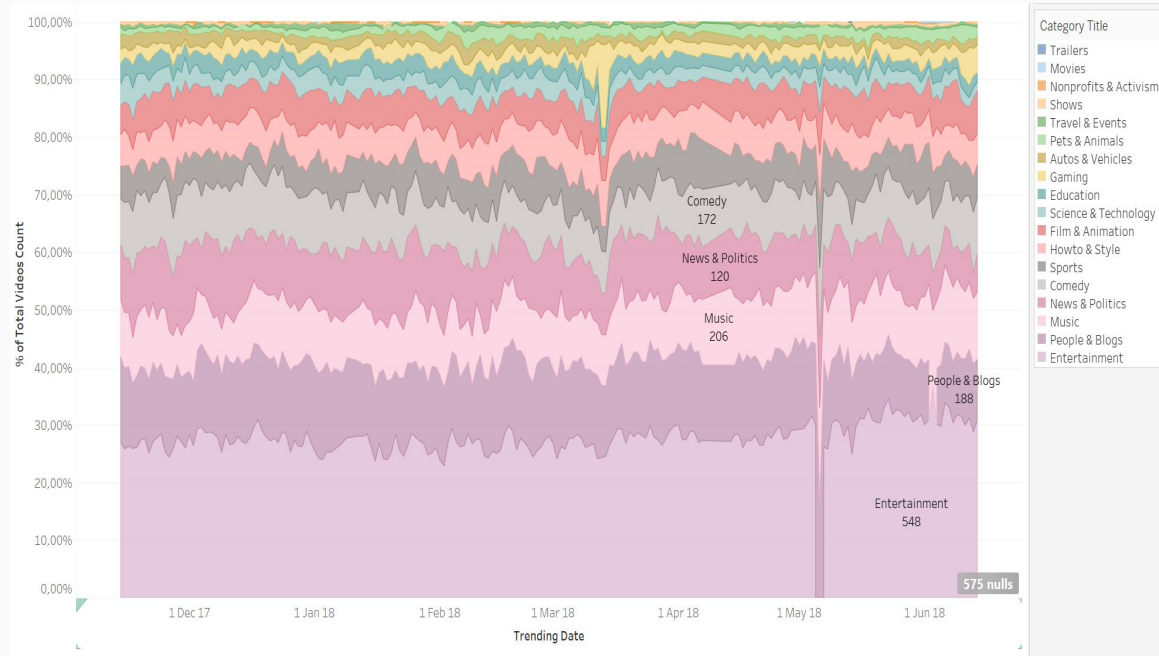
# What video categories were trending most often?

Most popular genres overall were “Entertainment”, “People & Blogs” and “Music”. The graph shows all categories with visual representation by color. We can see a noticeable increase in February with a few downward spikes in April and May.



# What video categories were trending most often?

When we take a look at the percentage based of total videos we notice a few shifts in March and in May. The causes might be due to shifting interests or less uploads.

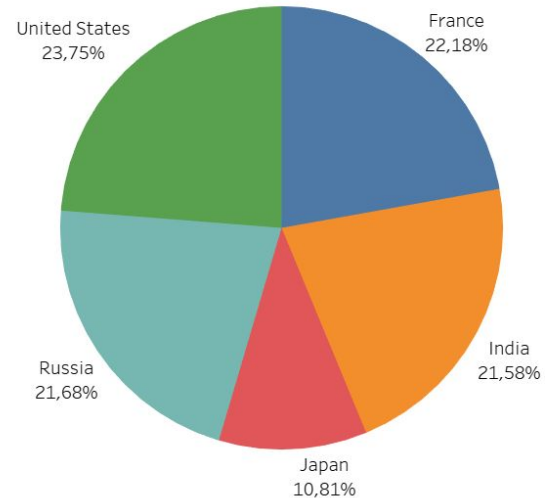


# How videos were distributed among regions?

The pie chart graph here shows us the total distribution of trending videos among the regions. Top 3 are:

1. United States
2. France
3. Russia

Trending Vids by Country



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

Top 3 most popular categories in US are:

1. Entertainment
2. Music
3. Howto & Style

As far as other countries go and their preferences we can say that Entertainment is one of top trending categories in most countries outside of Russia which has People & Blogs as their highest and Ent. as second highest.

Music category is highest in US between other countries as well as Howto & Style.

Catego..	France	India	Region Japan	Russia	United States
Autos ..	1.220	138	538	3.116	758
Comedy	8.446	6.814	1.372	5.968	6.870
Educat..	1.480	2.360	212	1.326	3.284
Entert..	19.020	32.924	11.734	11.692	19.638
Film & ..	3.768	3.298	2.140	5.676	4.680
Gaming	2.786	132	1.834	2.050	1.606
Howto ..	4.668	1.674	1.574	3.928	8.280
Movies	22	32		2	
Music	7.658	7.714	2.480	3.664	12.874
News &..	6.526	10.346	2.654	9.858	4.818
Nonpro..					106
People ..	9.346	4.988	5.792	18.452	6.122
Pets & ..	468	6	2.250	1.154	1.832
Science..	1.588	1.096	300	2.226	4.722
Shows	198	410		388	114
Sports	8.002	1.424	3.606	3.684	4.250
Trailers	4				
Travel ..	204	16	276	510	804