


Trending Videos on youtube

11/14/2017 - 06/14/2018



Introduction

- **Analyze trending videos on YouTube to determine what content deserves marketing attention.**
 - **Each video has a specific category (Entertainment, Music, News & Politics, etc.), region, and trending date.**
 - **A video can be in the trending section for several days in a row.**
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Questions

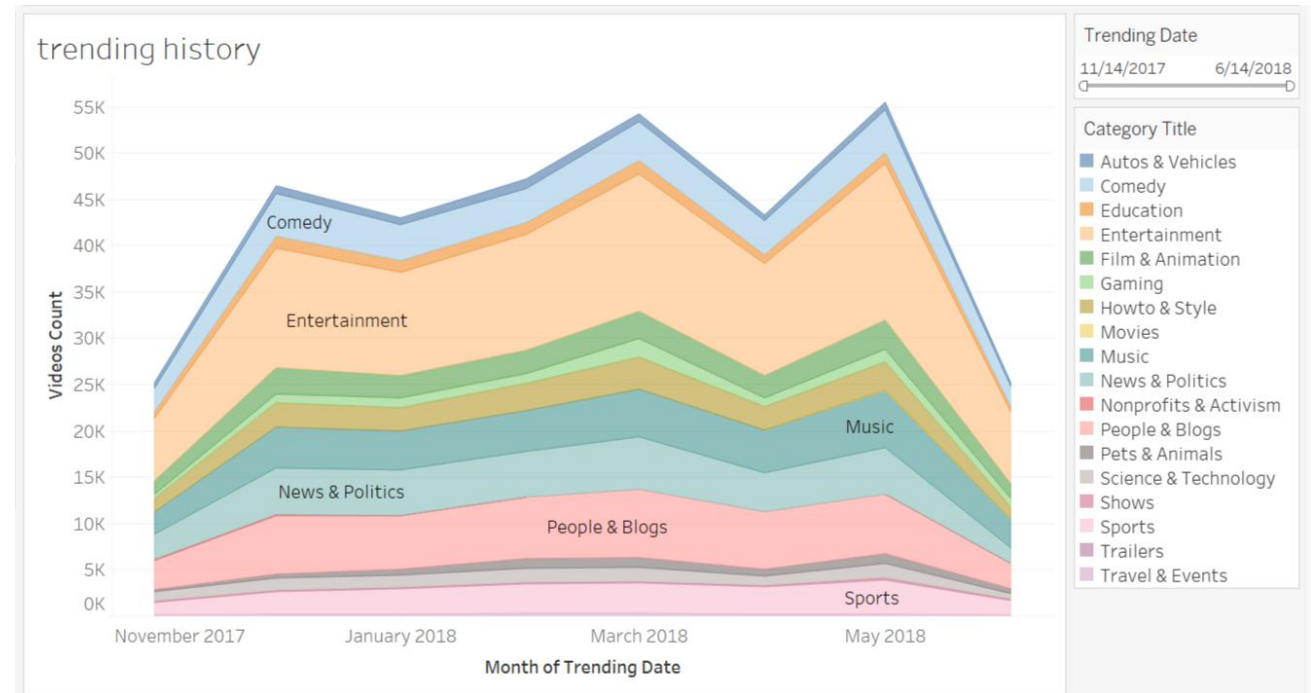
- **What video categories were trending last week?**
 - **How were they distributed among various regions?**
 - **What categories were especially popular in the United States?**
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General Findings

- **Around 16000 videos in Entertainment category in Trending making it number 1 in the list for the month of May and also tops for the entire timespan under analysis .**
 - **‘NonProfit and Activism’ , ‘Movies’ and ‘Trailers’ are the least performing categories with Trailer hardly getting any video in Trending.**
 - **United States contributes the most of trending videos followed by France. Japan contributes the least around 10% of the videos..**
 - **Entertainment and Music is the most trending categories by United States.**
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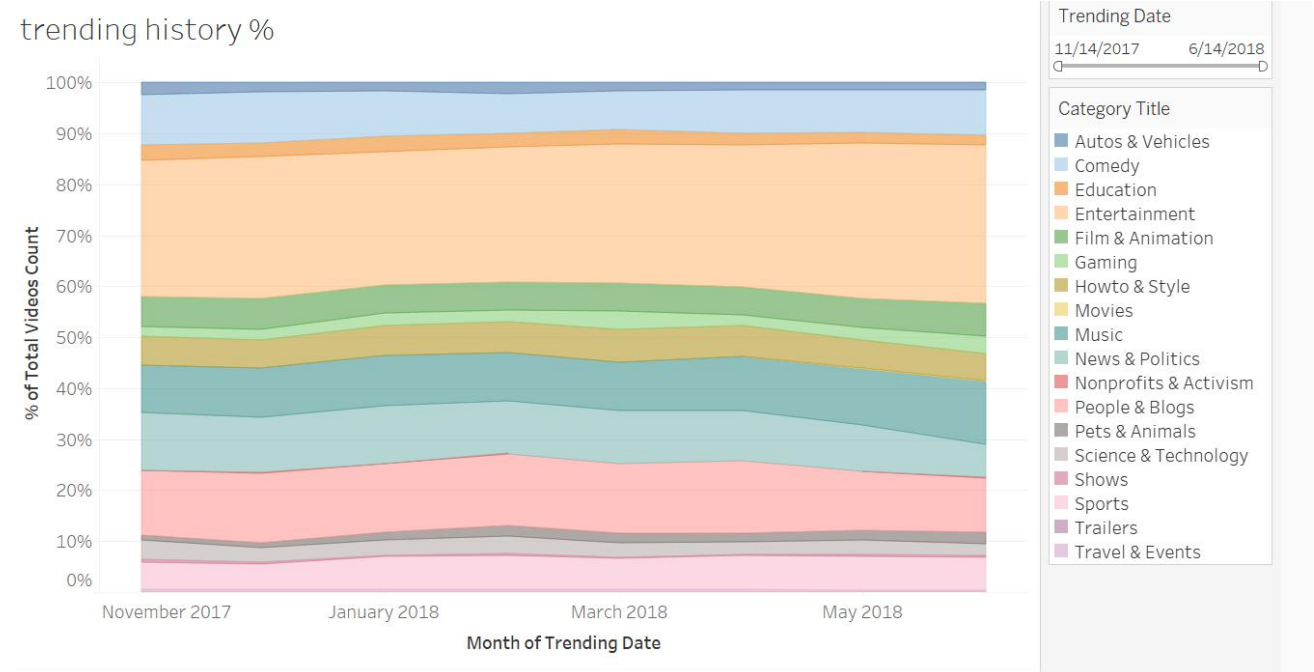
Trending videos

- Entertainment , People & Blogs and News & Politics /Music and Comedy are the top 5 trending categories.
- Entertainment is way higher than any other category..
- The top 5 categories continuously stay in trending from Jan 2018 with few other categories joining at times..



Trending videos(%)

- Entertainment contributes to 30% of total trending videos in May 2018..
- People & Blogs and the rest top 5 trending categories contributes around 10 -15% of total..



Distribution of trending videos

- The most trending category 'Entertainment' is the topmost category in almost all countries except Russia.
- People & Blogs is trending more than Entertainment in Russia.
- Music is the second most trending in USA and is doing fairly well in France and India.
- Trailers hardly has any trending videos..

country category table

Category Title	Region				
	France	India	Japan	Russia	United ..
Autos & Vehicles	1,220	138	538	3,116	758
Comedy	8,446	6,814	1,372	5,968	6,870
Education	1,480	2,360	212	1,326	3,284
Entertainment	19,020	32,924	11,734	11,692	19,638
Film & Animation	3,768	3,298	2,140	5,676	4,680
Gaming	2,786	132	1,834	2,050	1,606
Howto & Style	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 & Politics	6,526	10,346	2,654	9,858	4,818
Nonprofits & Act..					106
People & Blogs	9,346	4,988	5,792	18,452	6,122
Pets & Animals	468	6	2,250	1,154	1,832
Science & Techn..	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 & Events	204	16	276	510	804

United States

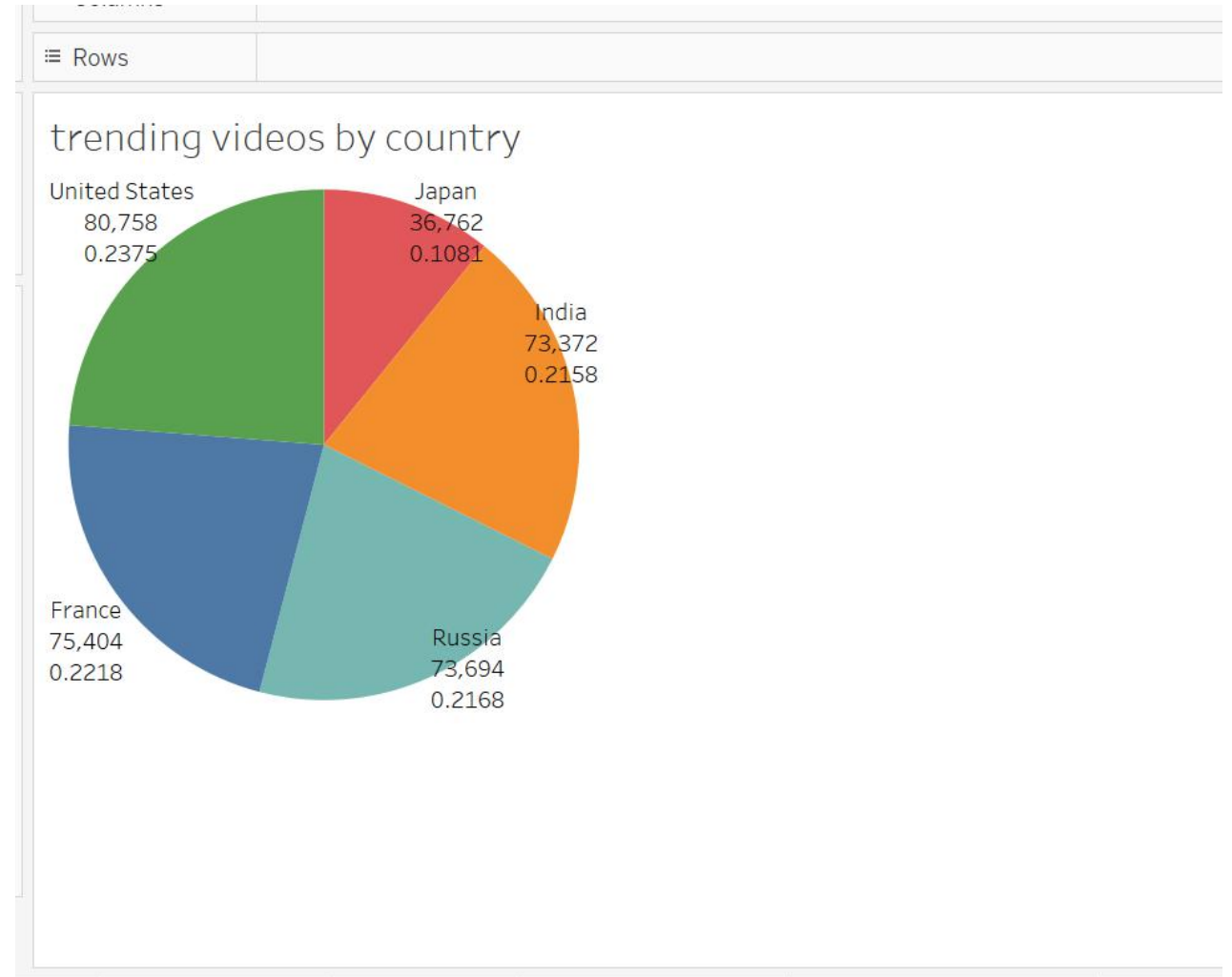
- **Most Trending - Entertainment , Music and Howto & Style**
- **Least Trending - Trailers , Movies and NonProfits & Activism**
- **All the 5 countries has similar trends with most trending categories in Entertainment , Music ,News & Politics and People & Blogs.**
- **Similar trends in least trending categories..**
- **United States leads topmost with most trending videos in the given period..**

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Trending videos by country

- **Japan is the least contributoe and United States contributes more to the trending videos .**



Answers

- **Entertainment , Music , People and Blogs , Comedy are the top trending categories in the last week.**
 - **Entertainment is leading in almost all the regions followed by Comedy doing well in all regions except Japan ,Music really good in United States ,India whereas the other three has more trending in People and Blogs.**
 - **Music ,Entertainment ,Comedy and Howto & Style are the popular categories in the United States.**
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Conclusion

- **Entertainment , People & Blogs and News are the most trending.**
 - **Trailers , Movies and NonProfits are the least trending videos .**
 - **May 2018 has increase in trending videos with March 2018 and Dec2017 showing increased trending videos in the past months.**
 - **United States has the most trending videos and Japan has the least trending videos..**
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