

Using scraper code along with the API obtained from YouTube, additional data was extracted. However, since the data provided in the exercise was from the years 2017 and 2018, while the data I received was from 2025, there were significant differences in how the data was collected, as well as in the columns and content. Given these discrepancies, I decided to separately analyze one specific factor that I had previously examined in the exercise within the dataset I received. This approach allowed me to investigate how these factors have changed over time and to draw conclusions about the evolving trends on YouTube. By focusing on these three aspects, I aimed to understand the impact of changes in user behavior, platform algorithms, and content strategies over the years. This analysis provided valuable insights into how the landscape of trending videos has shifted, highlighting the importance of adapting to new trends and viewer preferences.

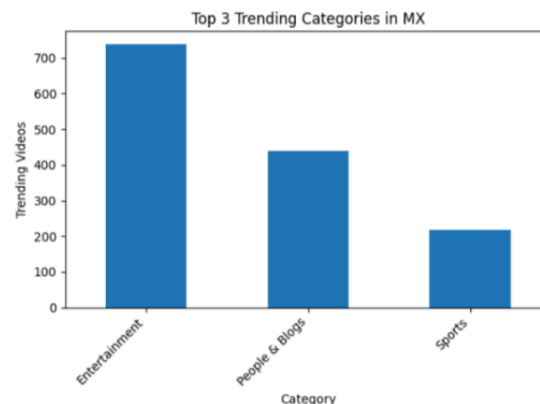
Scraper Description:

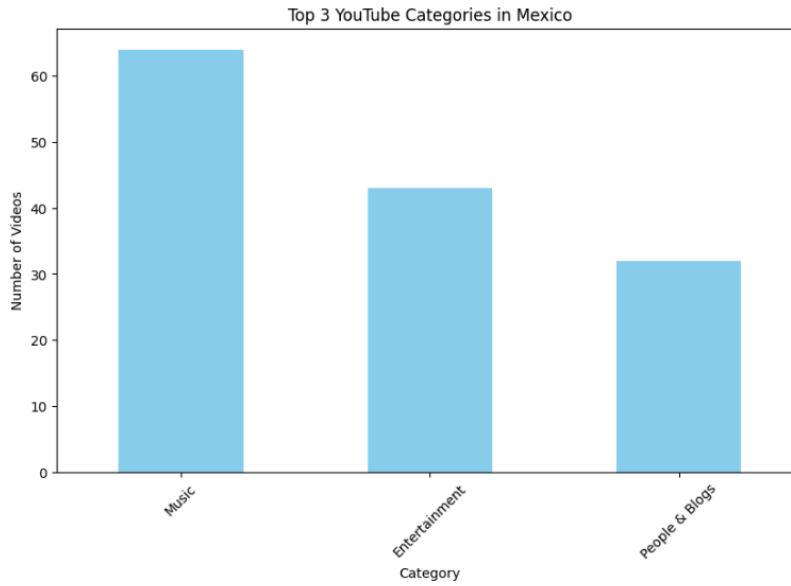
For scraping trending YouTube video data using the YouTube Data API. The script begins by reading the API key and country codes from specified files. This allows it to authenticate requests and target specific regions. Feature Preparation defines the features to collect, such as video title, published date, channel information, and statistics like views and likes. The script ensures these features are formatted correctly for CSV output. API Requests makes requests to the YouTube API to retrieve data about the most popular videos in the specified countries. It handles pagination to collect data across multiple pages if needed. For each video, the script extracts relevant information. This includes checking if comments or ratings are disabled and formatting the data into a consistent format. This script automates the process of gathering trending YouTube video data, making it easier to analyze trends across different regions and time periods.

My Question:

Has the top three categories in Mexico changed over time?

As had saw on main dataset (2017, 2018):





As observed, the top three categories in Mexico have changed in 2025. This indicates that it might be beneficial to update the datasets, as data from around eight years ago may not be very helpful for today's YouTubers. Staying current with trends is essential for creating relevant and engaging content. Regular updates can provide insights into audience preferences and help new creators adapt their strategies effectively.