



# **WHAT PARAMETERS ARE ASSOCIATED WITH TRENDING VIDEOS?**

## **AN ANALYSIS OF THE TRENDING YOUTUBE VIDEOS IN THE U.S.A.**

Group 4 - MSDS 596

**CARLOS WILSON**

**OLIVIA MOBSY**

**SAINT ROGER BOUNTSEBE**

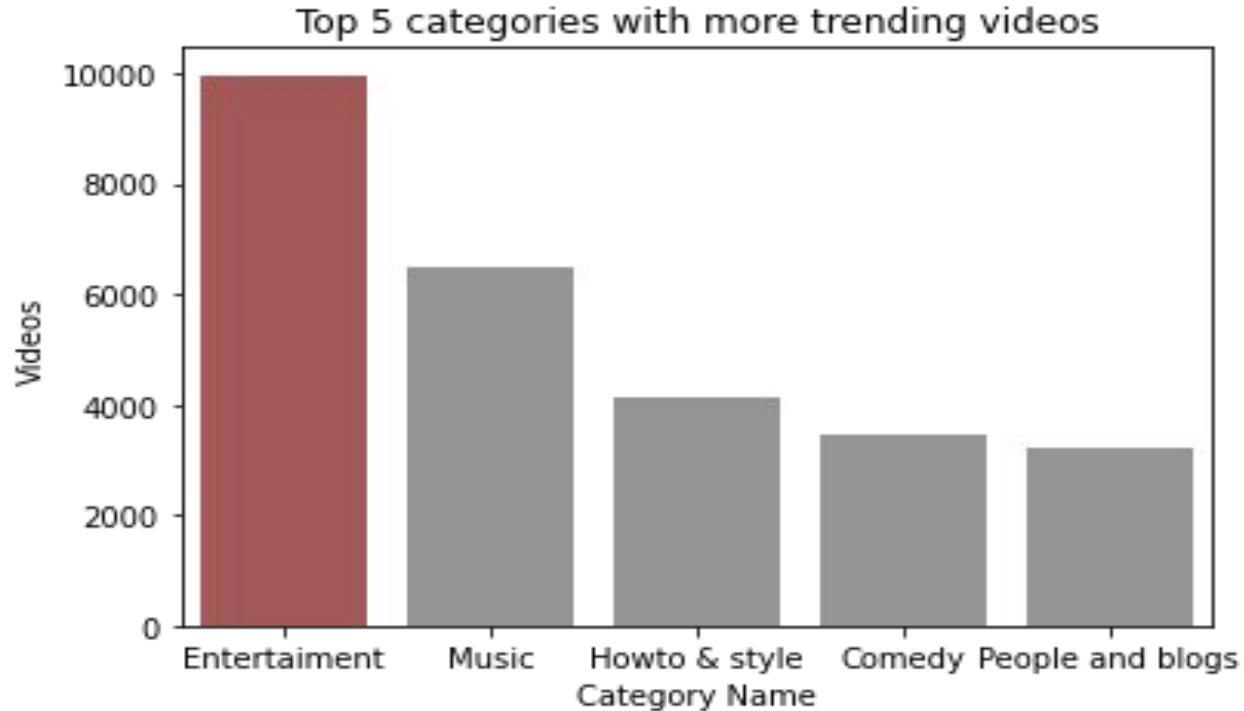
**PATRICK CONROY**

**PRIYAL SHAH**

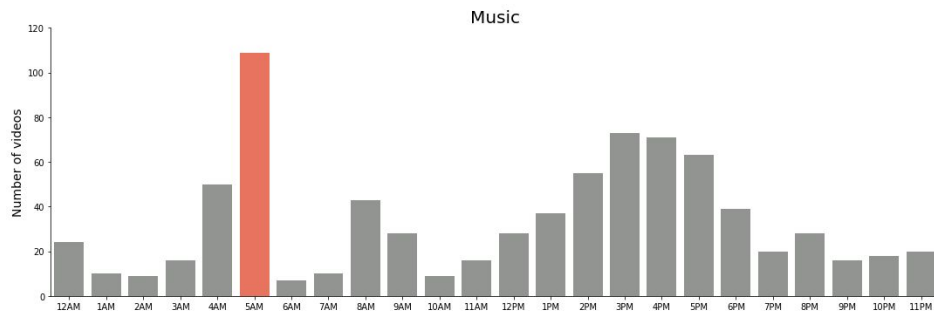
# Youtube dataset details

- This dataset contains information about the trending youtube videos between November 2017 and June 2018
  - 200 trending videos each day
  - Rows ordered by trending date
- For each trending video, columns of interest include:
  - Trending date, Publish date & time, Channel title, Video title, Category, Tags, Views, Likes, Dislikes, and Comment count

## WHICH CATEGORIES HAVE THE MOST TRENDING VIDEOS ?

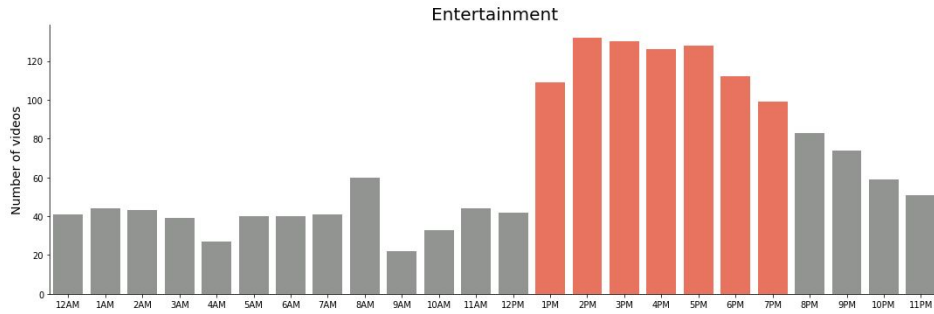


The category with more trending videos is “**Entertainment**”

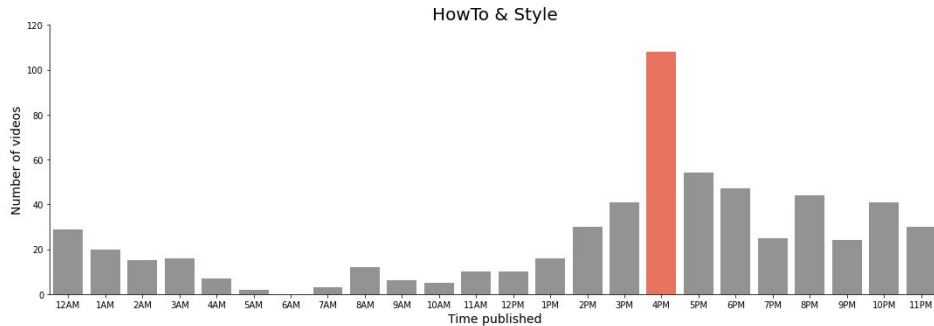


DISTRIBUTION OF THE **PUBLISHING TIME** FOR TRENDING VIDEOS IN THE CATEGORIES **MUSIC, ENTERTAINMENT, AND HOWTO & STYLE**

The most popular time for a video in the **Music** category to be published and become trending is **5AM**



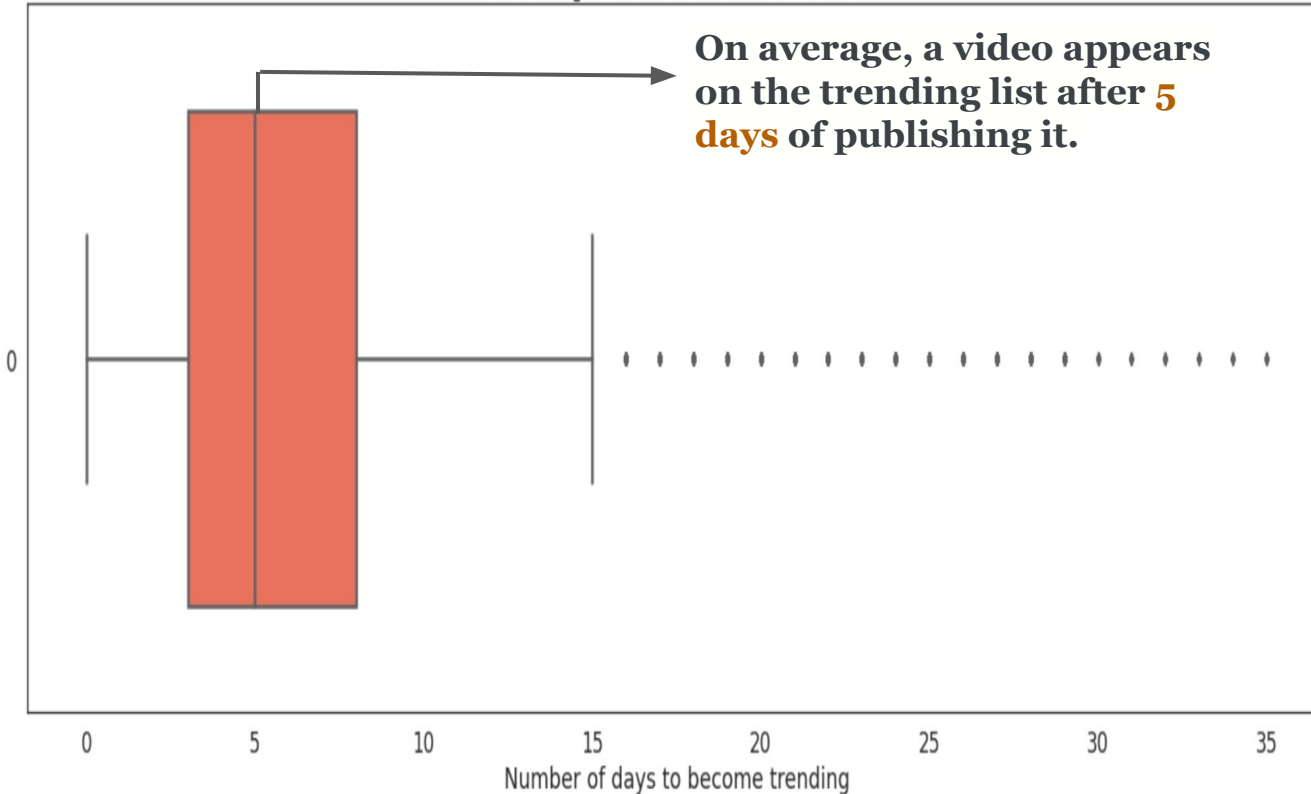
The most popular time for a video in the **Entertainment** category to be published and become trending is between **1PM** and **7PM**



The most popular time for a video in the **HowTo & Style** category to be published and become trending is **4PM**

The most popular publishing time for trending videos varies based on **category**

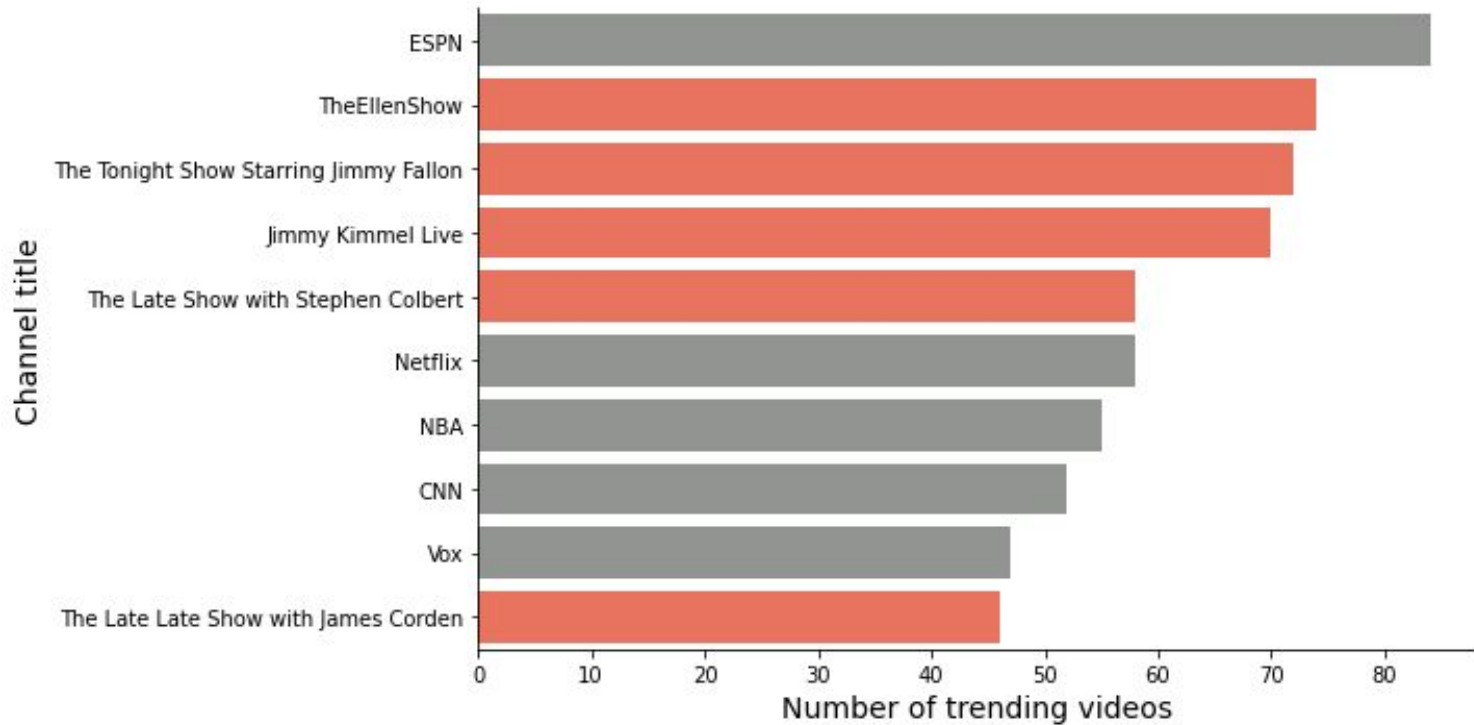
## HOW LONG IT TAKES FOR A VIDEO TO START TRENDING



Also, it took less than **15 days** for **95%** of the videos to appear on the trending list after they were published.

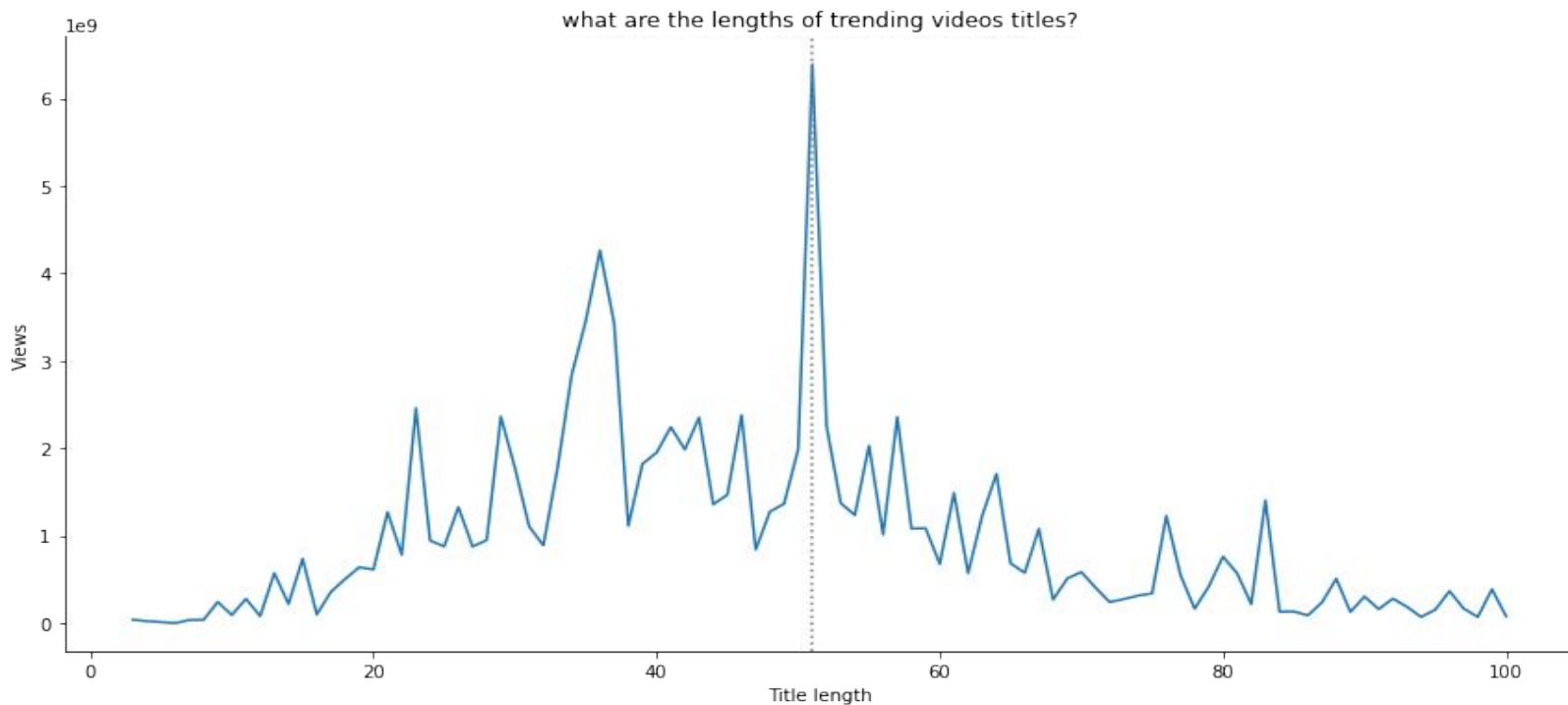
Some videos started trending in **less than a day**.

## THE TOP 10 CHANNELS THAT HAVE THE MOST NUMBER OF TRENDING VIDEOS



5 of the top 10 channels with the most number of trending videos on Youtube are **talk show hosts**.

## WHAT ARE THE **LENGTHS** OF THE TRENDING **VIDEO TITLES**?



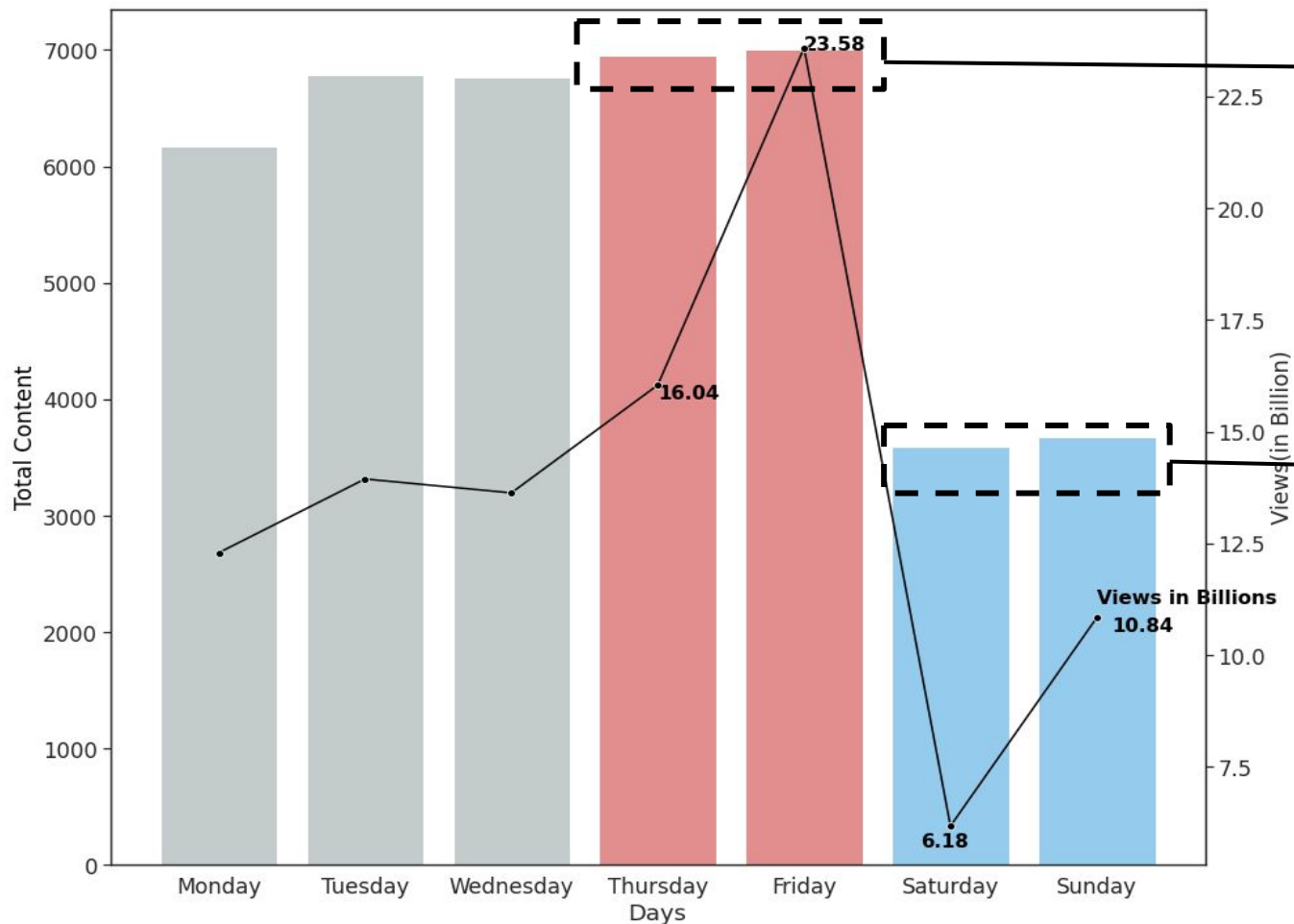
The title length with more views is **51**

## THE **BEST** DAY TO POST A VIDEO

The highest number of videos are being posted on **Thursday** and **Friday**. With **Friday** showing the **highest** number of view

**Saturday** and **Sunday** are the **worst** days to post a video as these days see **lowest** numbers of count and views.

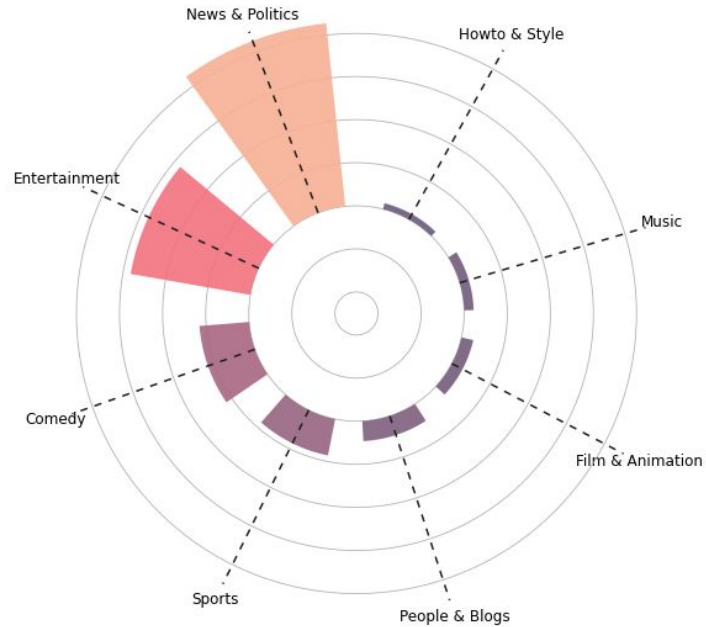
However, there could be a chance that if a video posted on **Sunday** reaches **10.84** billion views.





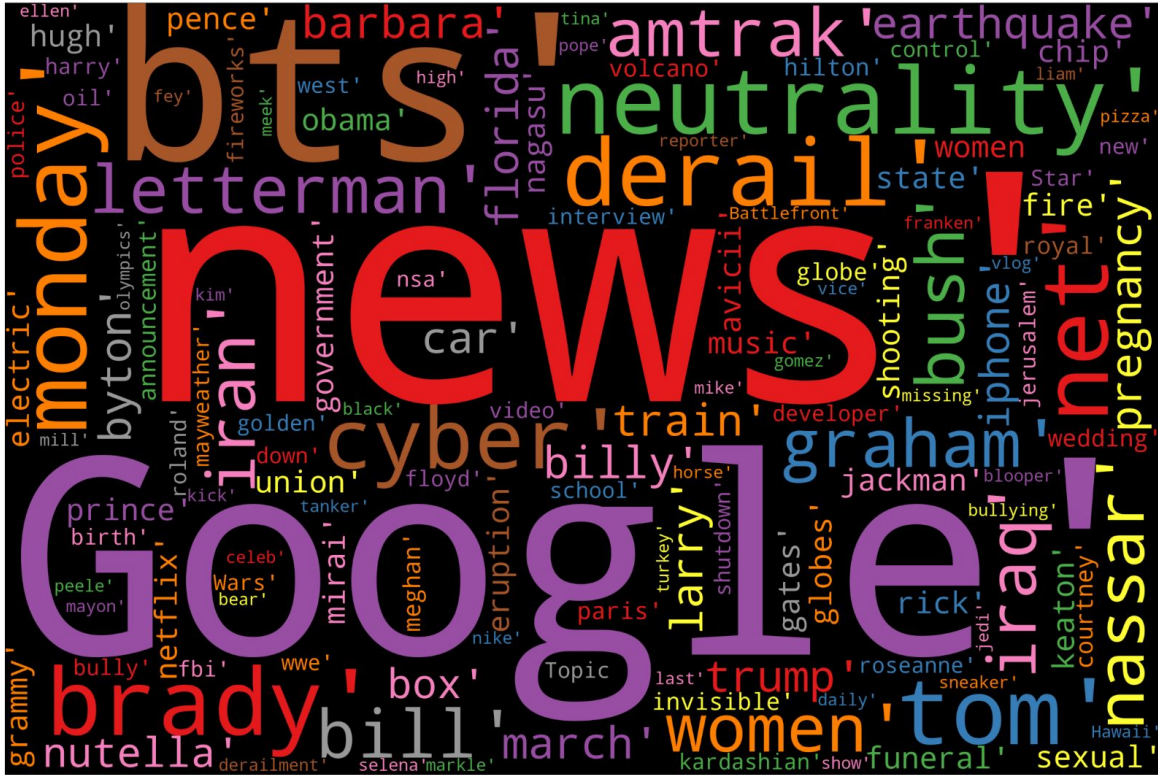
## WHAT CATEGORY OF CONTENT DOES **NEWS CHANNELS** COVER?

Category cover by the media on youtube



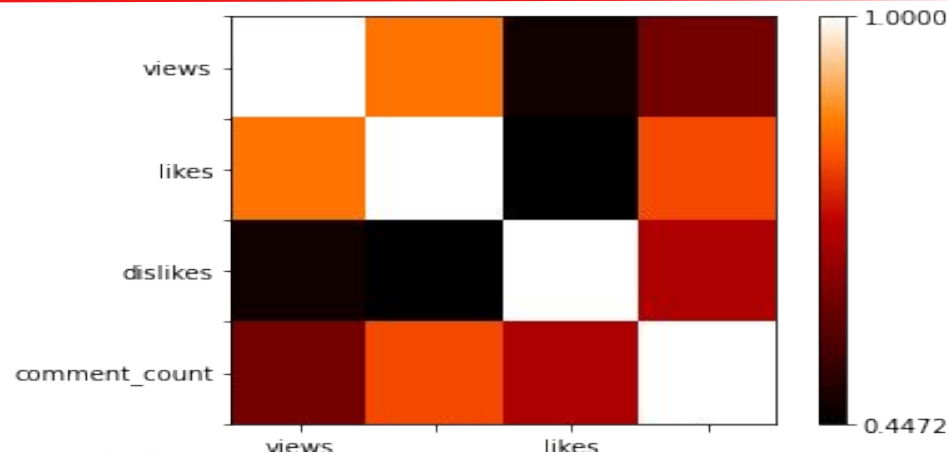
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## POPULAR TAGS ON YOUTUBE NEWS CHANNELS

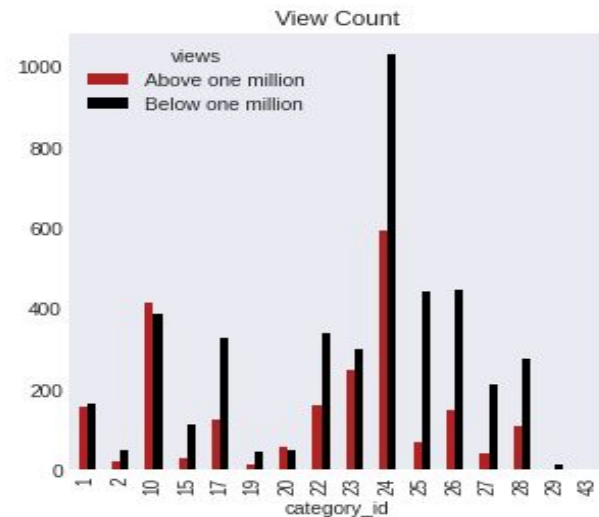
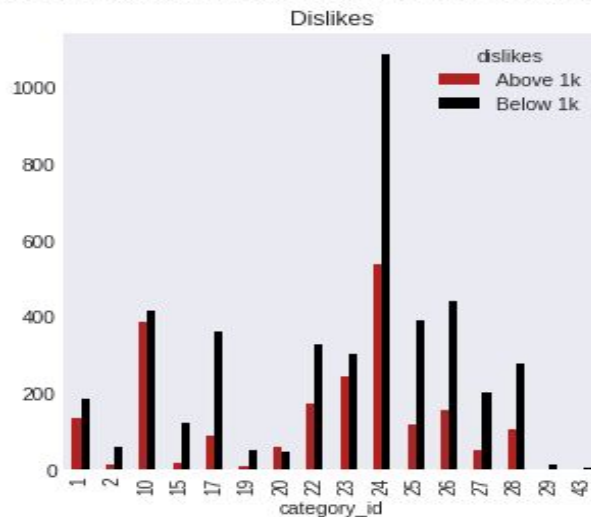
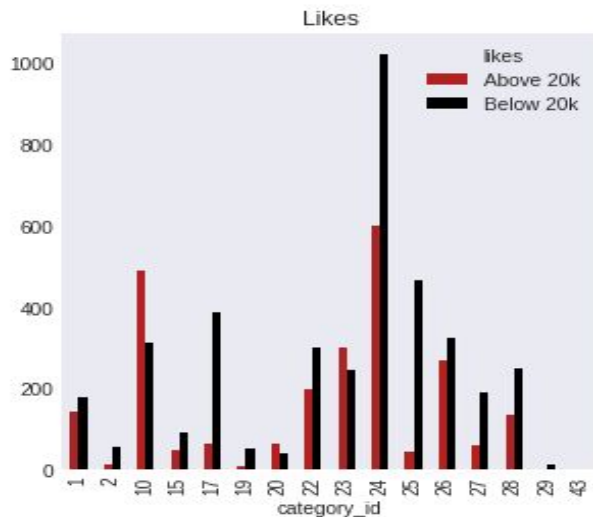


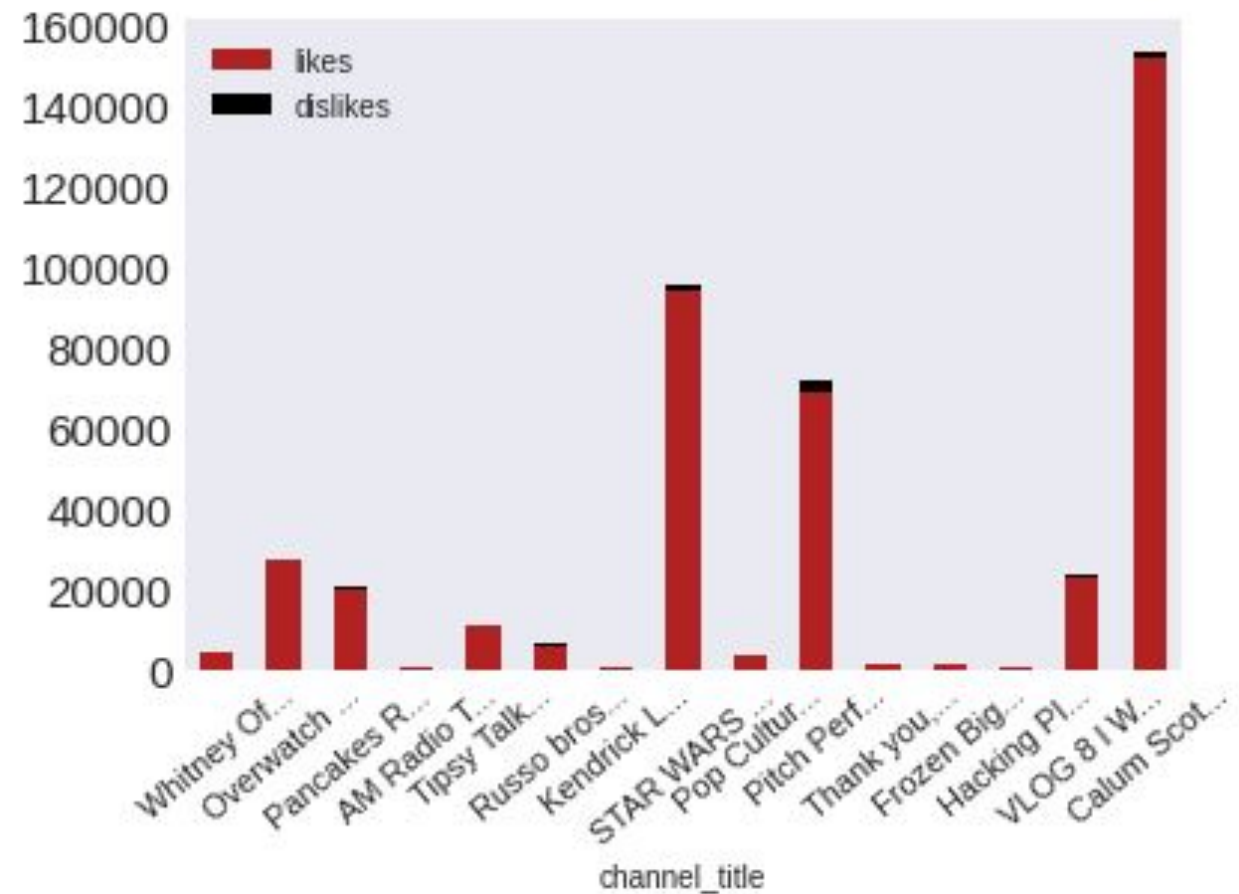
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# DOES CHANNEL IMPACT LIKES, DISLIKES, AND VIEWS?



Youtube Trending Paramaters: Listed By Categories

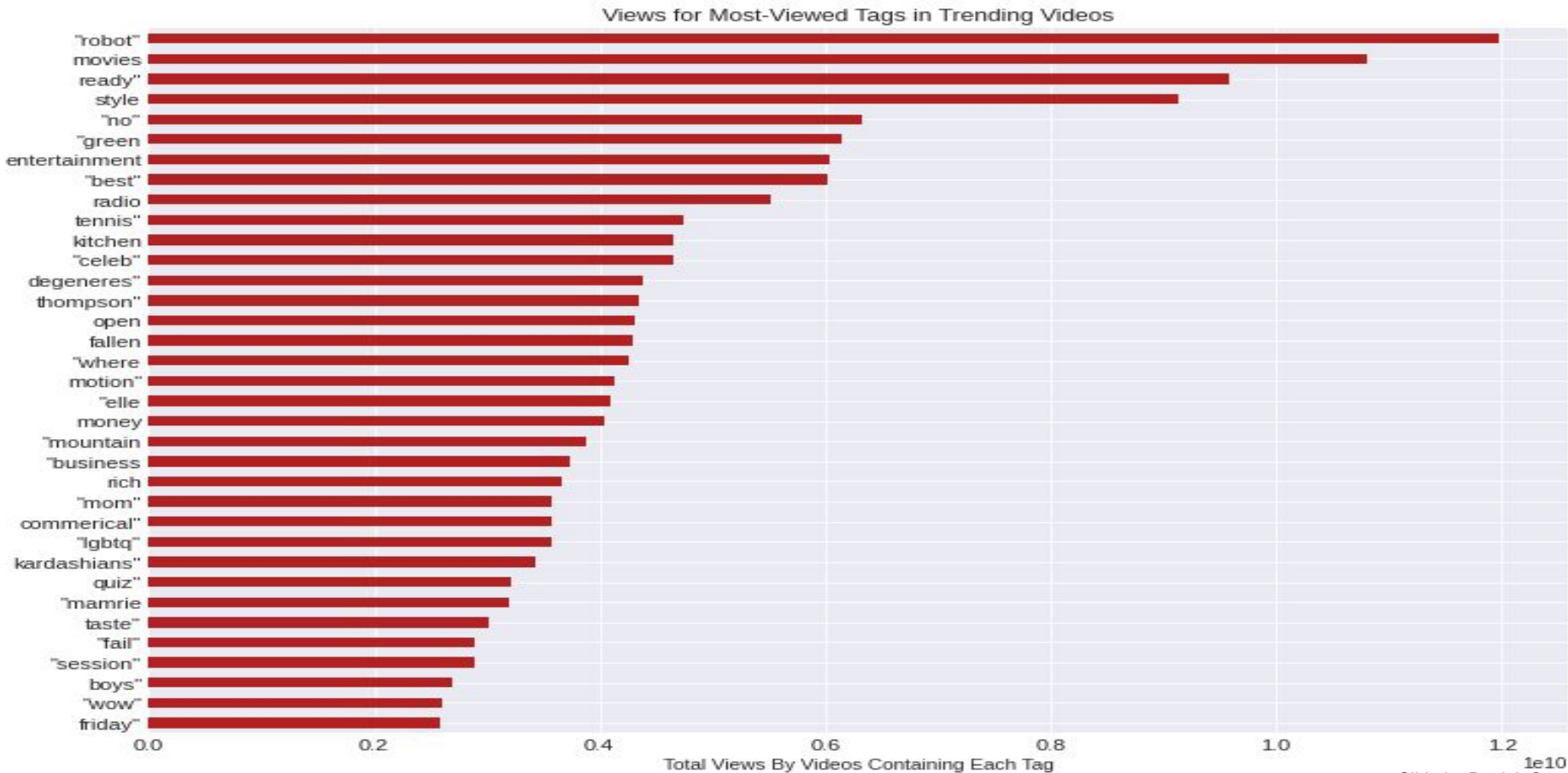




No

Unless you are Kendrick Lamar.....

## Tags do answer this question...



## Views and Tags

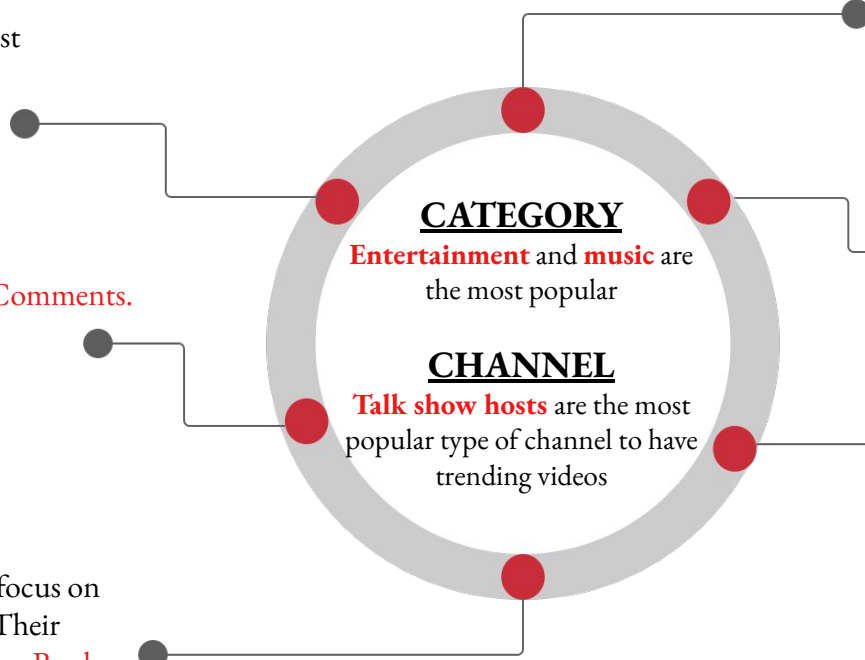
Views and Tags seem to be most related to: Likes, Dislikes, and Comments.

## Channel I.D

Channel I.D. does not appear to impact Likes, Dislikes and Comments. Outliers do exist....

## News on Youtube

News Channels on youtube focus on politics and entertainment. Their dominants Tags are: BTS, Tom Brady, News Neutrality, ...



## Days

Best days: Thursday and Friday  
Worst days: Saturday and Sundays  
Additionally, on an average it takes 5 days after a video is published for it to trend

## Title

The title length with the most views is 51 characters

## Publish time

The most popular time time that trending videos are published vary based on category

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Questions

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