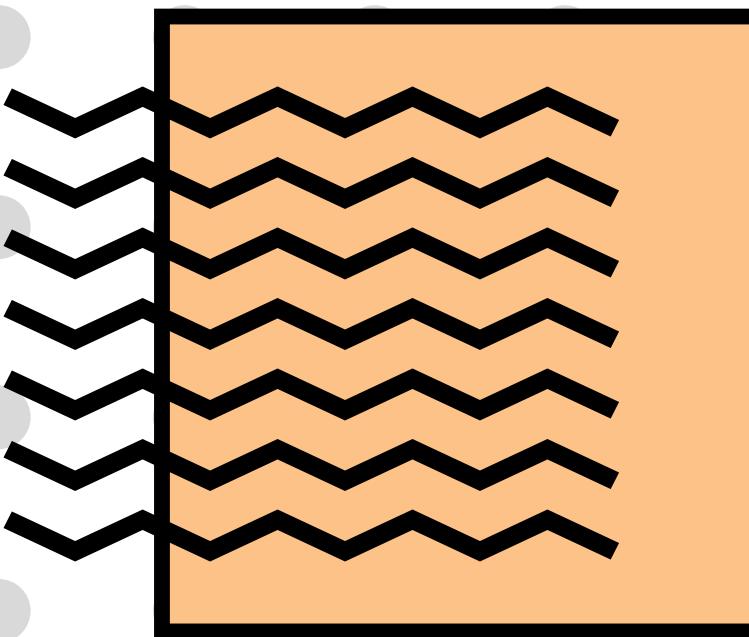


SPRING 11



# **ANALISA VIDEO ADS DI AGENSI STERLING & DRAPER**



Sandy Saputra Syam



# LIST OF CONTENT PRESENTATION

## 01

### SUMMARY

Kesimpulan dari analisa yang kami telah lakukan.

## 02

### VIDEO PALING TREND

Menganalisa dan menampilkan top 5 video paling trend.

## 03

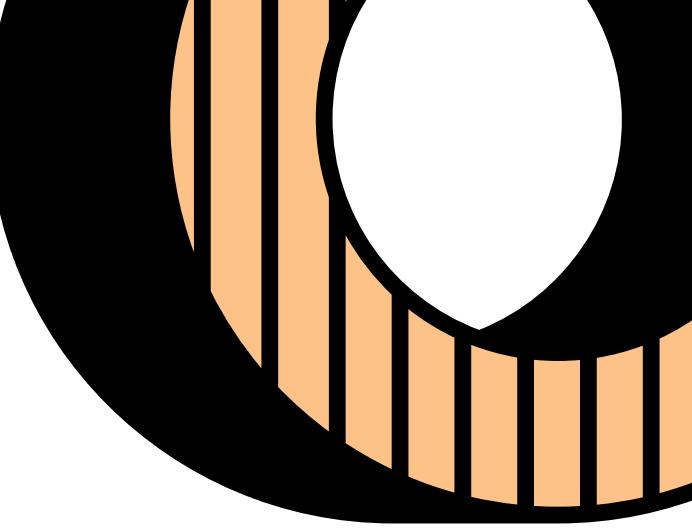
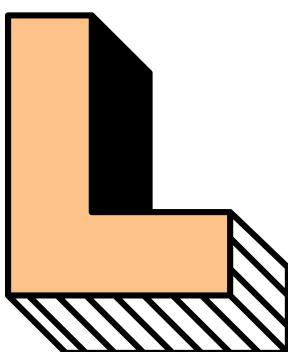
### PENYEBARAN PER AREA

Area mana saja yang memiliki sebaran video paling besar.

## 04

### POPULER UNITED STATED

Menganalisa trend kategori di unitrd stated dan membandingkan dengan area lain.





# SUMMARY

## VIDEO TREND

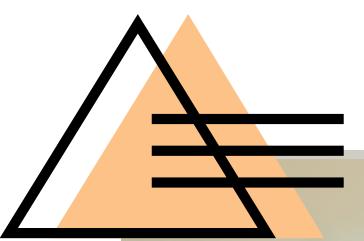
Top 5 kategori video yang paling sering trend yaitu : Entertainment sebanyak 2,704 atau sekitar 30% dari total video. Berikutnya video music, people & blogs, comedy, dan news & politics.

## SEBARAN PER AREA

Sebaran akses video terbesar ada di area United States kemudian France, Russia, India, dan Japan.

## KATEGORI POPULER UNITED STATED

Kategori paling populer adalah entertainment sama dengan France, India, dan Japan. Namun tidak seperti itu di Russia, top populernya adalah people & blogs.

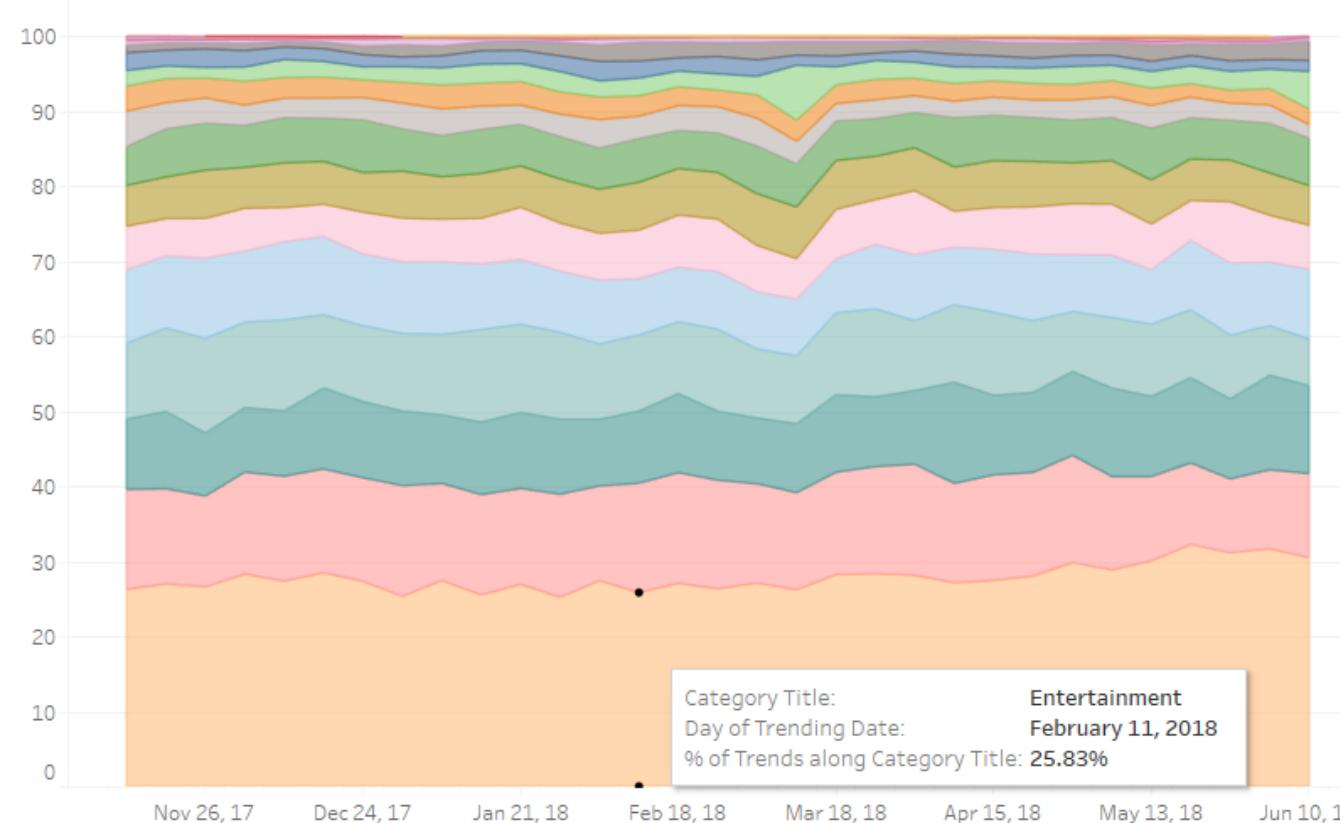
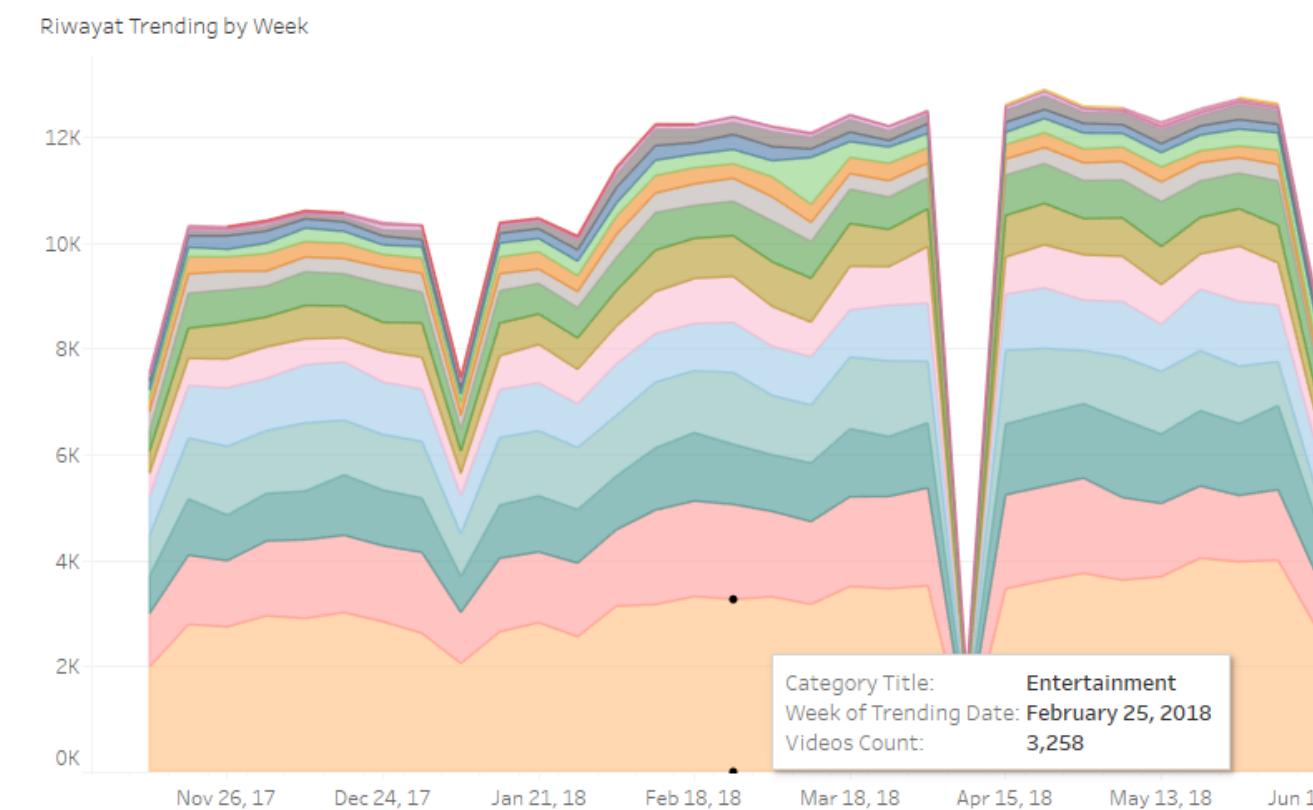
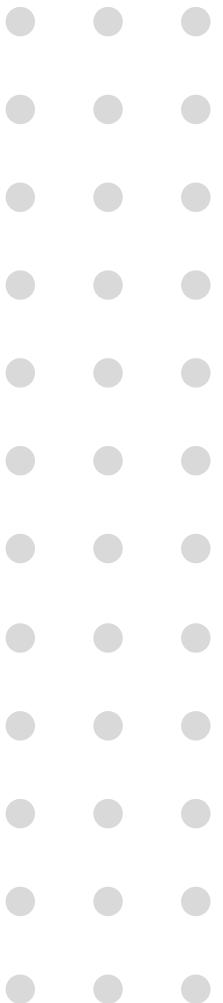




# 1. VIDEO PALING TREND



Top 5 Kategori paling sering trend yaitu :



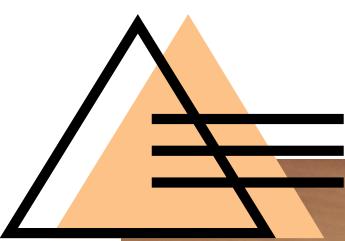
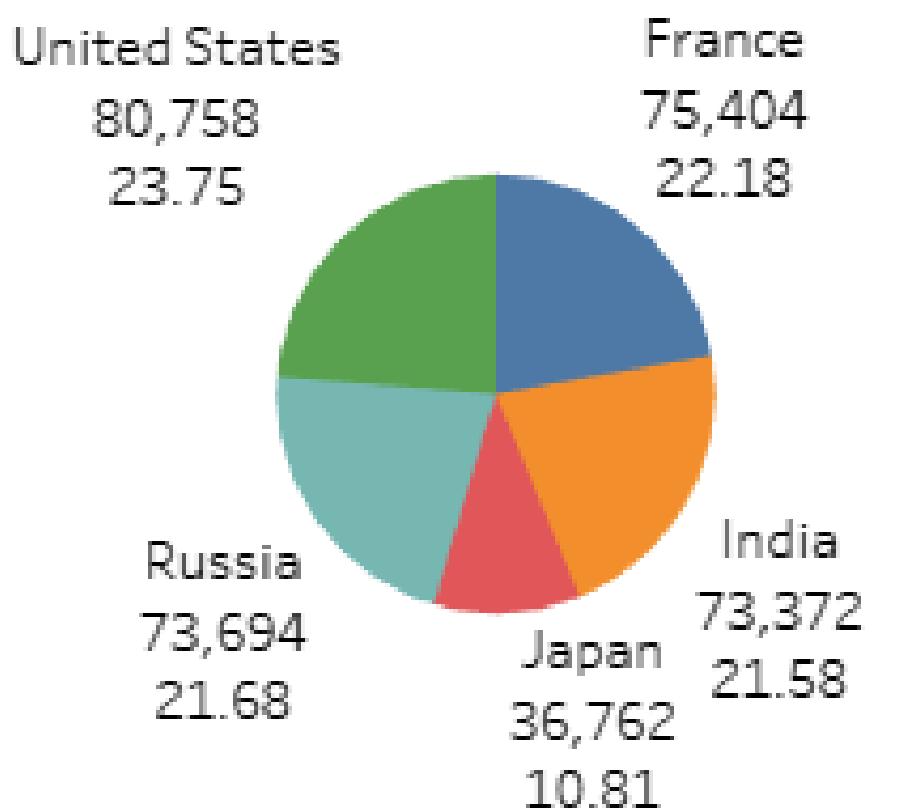


## 2. PENYEBARAN PER AREA



Sebaran akses video terbesar ada di area United Stated, perbedaan dengan area France, Russia dan India tidak begitu besar. Paling rendah berasal dari area Japan.

Riwayat Trending by Region

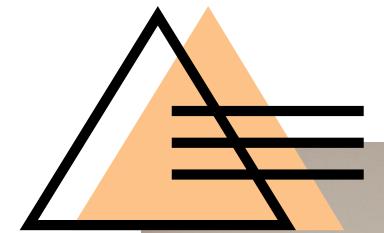




### 3. KATEGORI POPULER UNITED STATED



Kategori paling populer adalah entertainment sama dengan France, India, dan Japan. Namun tidak seperti itu di Russia, top populernya adalah people & blogs.



Category Title	F	Region				
		France	India	Japan	Russia	United States
Entertainment		19,020	32,924	11,734	11,692	19,638
People & Blogs		9,346	4,988	5,792	18,452	6,122
Music		7,658	7,714	2,480	3,664	12,874
News & Politics		6,526	10,346	2,654	9,858	4,818
Comedy		8,446	6,814	1,372	5,968	6,870
Sports		8,002	1,424	3,606	3,684	4,250
Howto & Style		4,668	1,674	1,574	3,928	8,280
Film & Animation		3,768	3,298	2,140	5,676	4,680
Science & Technology		1,588	1,096	300	2,226	4,722
Education		1,480	2,360	212	1,326	3,284
Gaming		2,786	132	1,834	2,050	1,606
Autos & Vehicles		1,220	138	538	3,116	758
Pets & Animals		468	6	2,250	1,154	1,832
Travel & Events		204	16	276	510	804
Shows		198	410		388	114
Nonprofits & Activism						106
Movies		22	32		2	
Trailers		4				





# VISIT OUR DASHBOARD

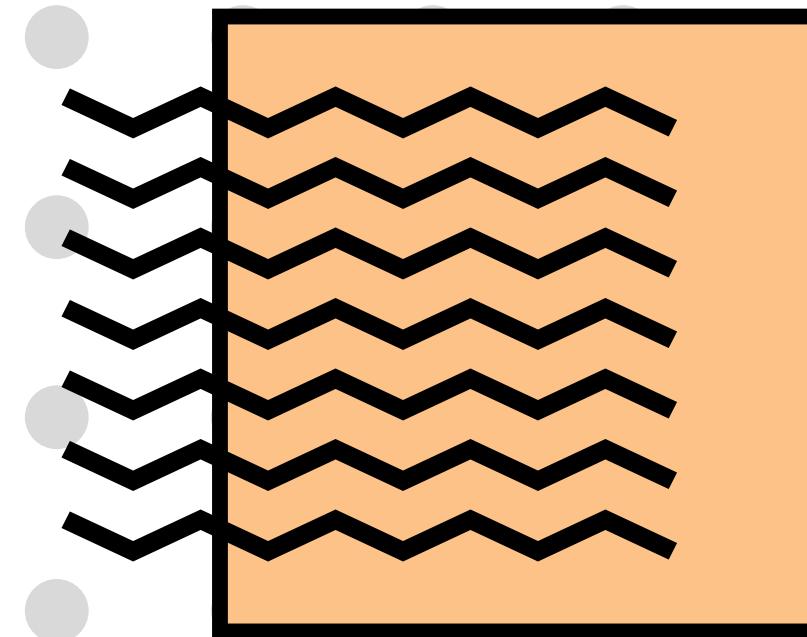
## VIDEO ADS DASHBOARD

Tableau Public by Sandy Saputra Syam



[HTTPS://PUBLIC.TABLEAU.COM/VIEWS/SPRING-11-HEYS/DASHBOARD1?:LANGUAGE=EN-US&PUBLISH=YES&:DISPLAY\\_COUNT=N&:ORIGIN=VIZ\\_SHARE\\_LINK](https://public.tableau.com/views/Spring-11-Heys/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

SPRING 11



**THANKS FOR  
WATCHING**



Sandy Saputra Syam