

TRENDING VIDEOS ON YOUTUBE

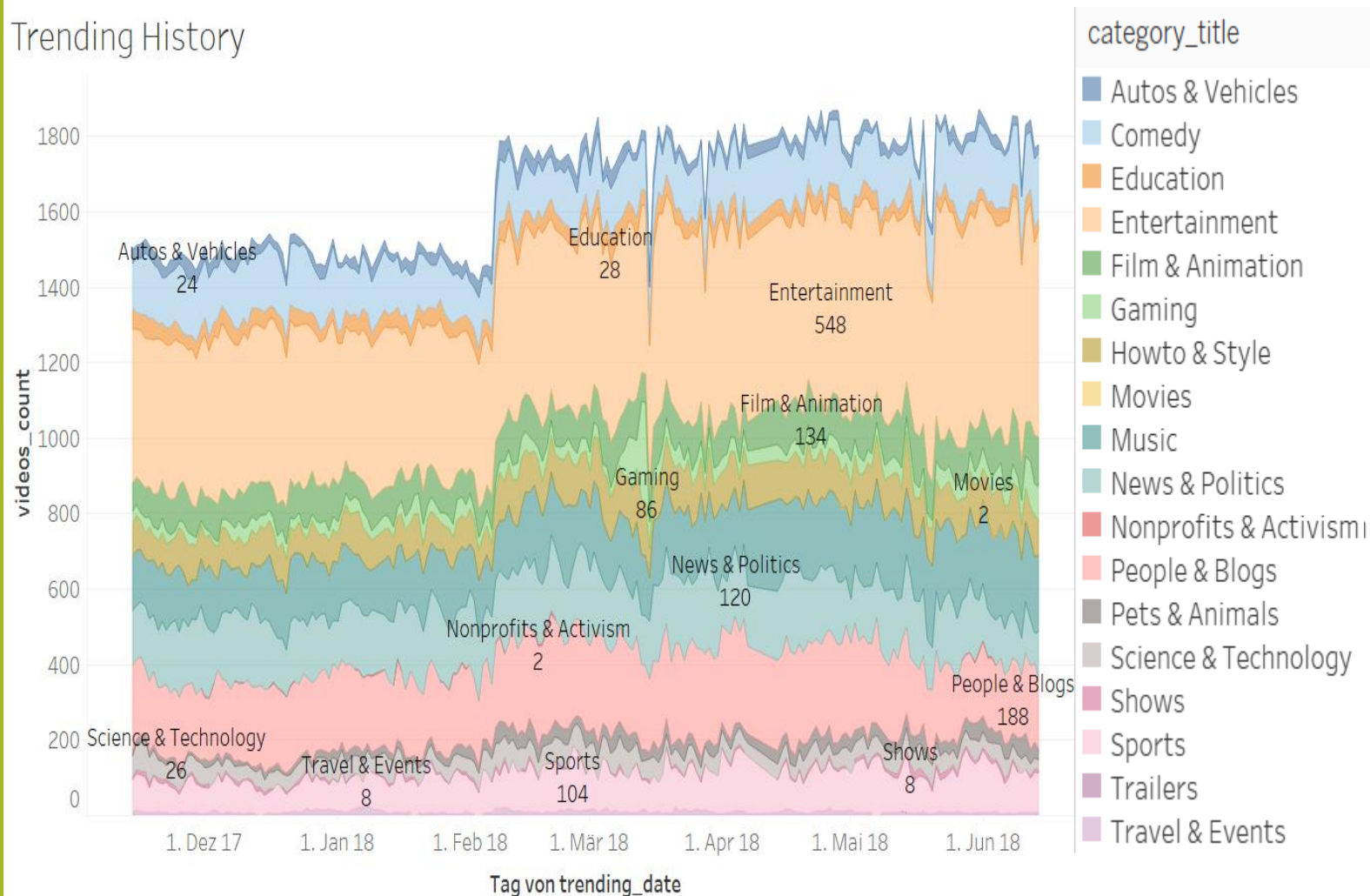
By Saurabh Joshi

TASK

- **Goal:** To analyse each trending video on YouTube to determine what content deserves marketing attention.
- **Information about the Dashboard created using Tableau to achieve the goal**
 1. The video categories that were trending last week
 2. How they were distributed among various regions
 3. Which categories were popular in the Region(United States)
 4. Time Period Used for analysis: 14.11.2017 – 14.06.2018
- **Dashboard Link:**
 - https://public.tableau.com/views/TrendingVideosHistoryonYouTubebySaurabhJoshi/TrendingVideosHistoryDashboard?:language=en-GB&:display_count=n&:origin=viz_share_link

HISTORY OF TRENDING VIDEOS

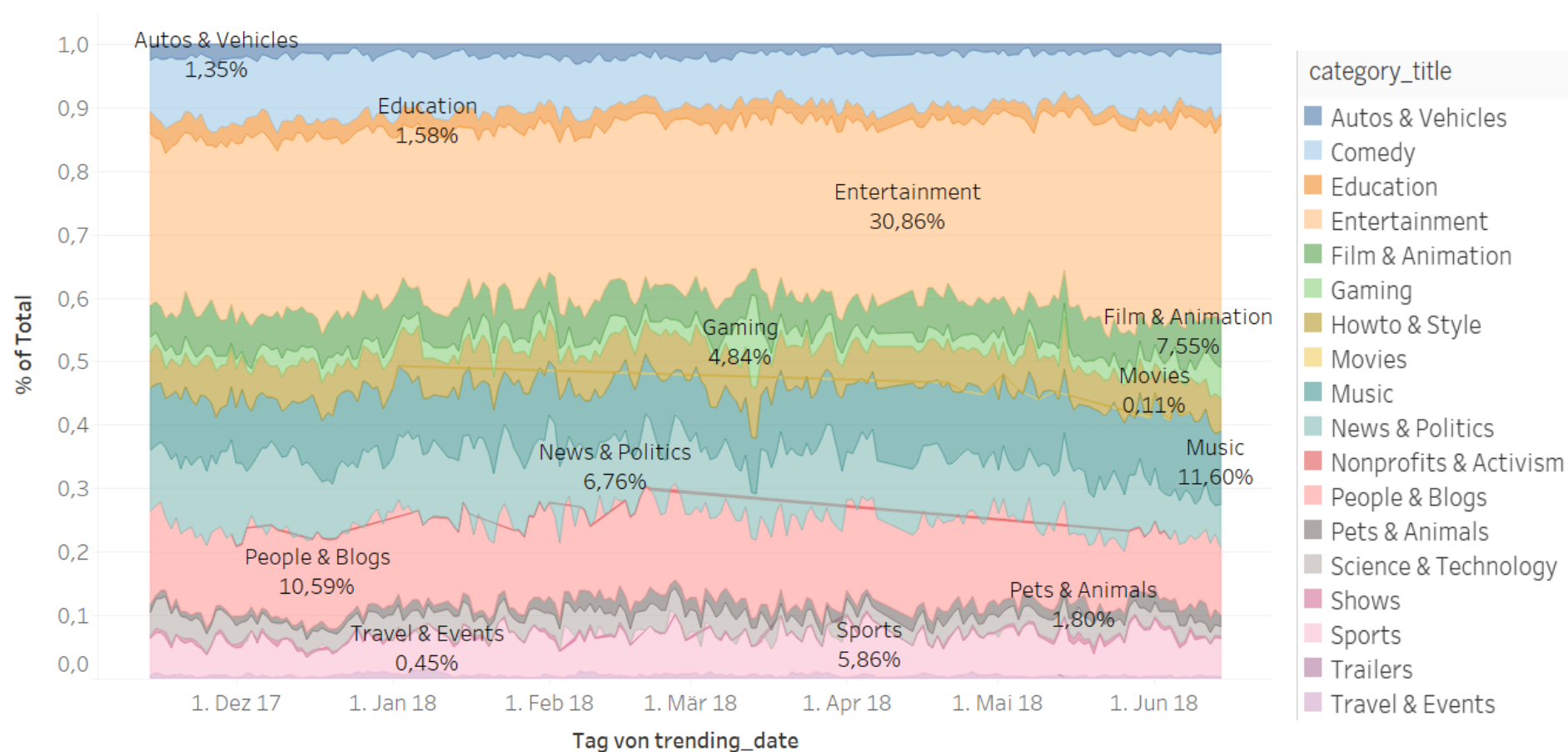
Trending History



- This graph displays the history of trending videos: the trending videos split by datetime and category.
- The frequently trending categories are entertainment, people & blogs, music, news & politics, comedy and sports.
- The remaining categories are not as often trending.

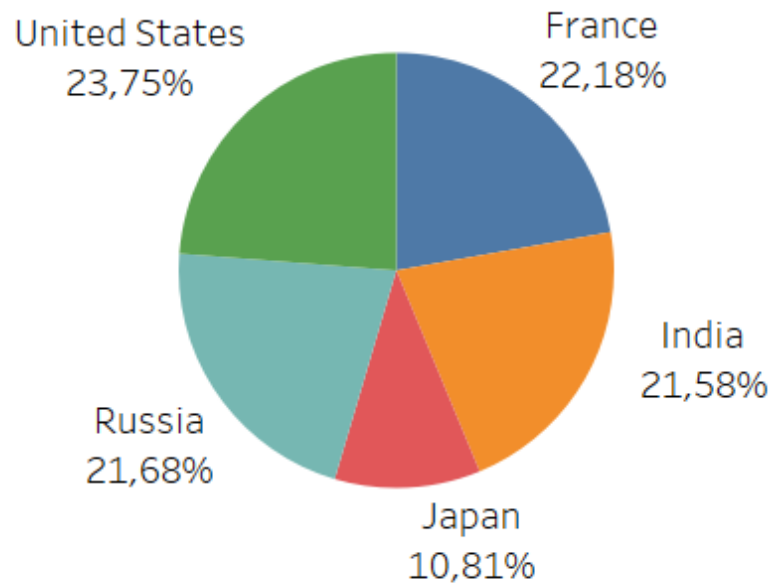
PERCENTAGE CALCULATION FOR ABOVE VALUES

% of Trending History



TRENDING VIDEOS BY COUNTRY

Pie Chart Trending Videos by Country



- This pie chart displays trending videos by country: most videos happen to trend in the US and France, followed by Russia and India, then Japan.
- These are all countries that have large populations who have access to the Internet and smartphones.

TRENDING VIDEOS BY REGION AND CATEGORY

Trending Videos by country and Category

category_title	region				
	France	India	Japan	Russia	United ..
Entertainment	19.020	32.924	11.734	11.692	19.638
People & Blogs	9.346	4.988	5.792	18.452	6.122
Comedy	8.446	6.814	1.372	5.968	6.870
Sports	8.002	1.424	3.606	3.684	4.250
Music	7.658	7.714	2.480	3.664	12.874
News & Politics	6.526	10.346	2.654	9.858	4.818
Howto & Style	4.668	1.674	1.574	3.928	8.280
Film & Animation	3.768	3.298	2.140	5.676	4.680
Gaming	2.786	132	1.834	2.050	1.606
Science & Techn..	1.588	1.096	300	2.226	4.722
Education	1.480	2.360	212	1.326	3.284
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
Movies	22	32		2	
Trailers	4				
Nonprofits & Act..					106

- The highlight table displays the number of trending videos by region and category, with the relative amount highlighted.
- As you can see India has the most trending videos in entertainment but all of the other regions have also quite high numbers.
- The least trending videos are in the category of nonprofits & activism, trailers and movies.

SUMMARY

- In summary, the video categories that are trending most often are entertainment, people & blogs, music, news & politics, comedy and sports - in that order.
- The distribution of these categories can be seen in the highlight table: with India having the most trending videos in entertainment and news & politics, Russia having the most trending videos in people & blogs, US having the most trending videos in music, and France having the most trending videos in sports and comedy.
- The categories that were especially popular in the United States are education, entertainment (coming in second most after India), how to videos, music, science and travel.