



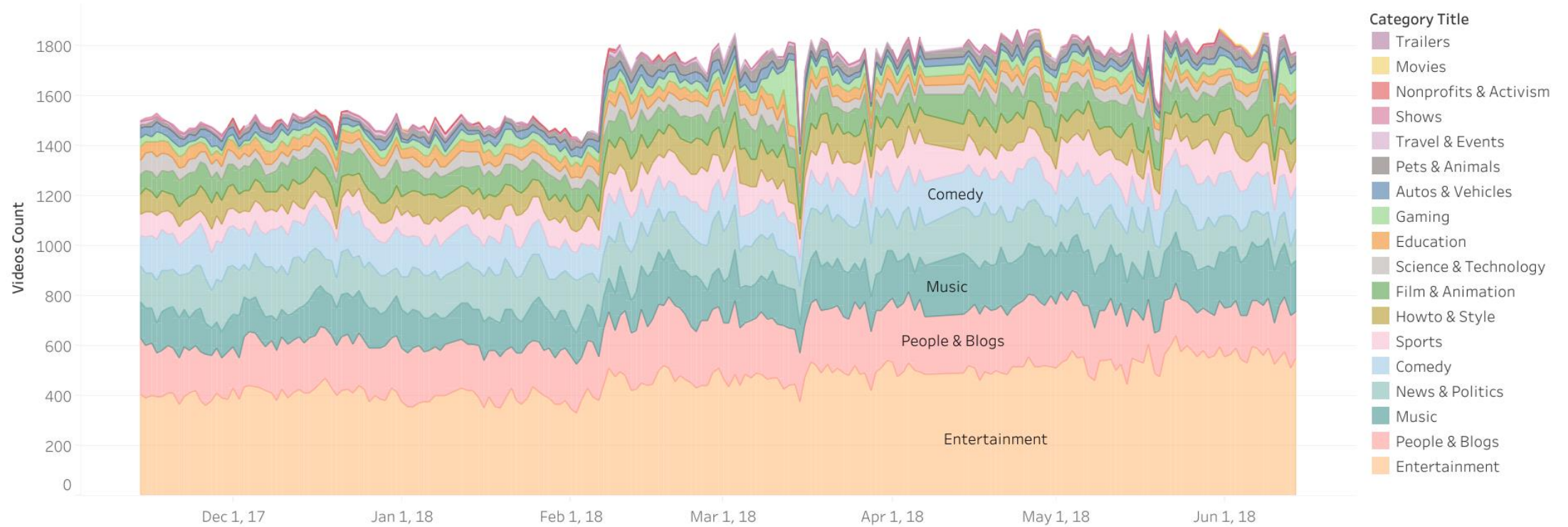
Trending Videos on YouTube

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General information about data set

- **Goal:** Analyzing trending videos on YouTube to determine what content deserves marketing attention
- The research was conducted on dataset which contains information about 339990 video views on YouTube within the time period from November 14, 2017 till June 14, 2018.
- Various video categories in 5 different regions (United States, Russia, France, India, Japan) were analyzed.
- Dashboard link:
https://public.tableau.com/profile/shaked.briller#!/vizhome/TrendingVideosonYouTube_16126214168590/Dashboard1?

Trending history



History of Trending Videos

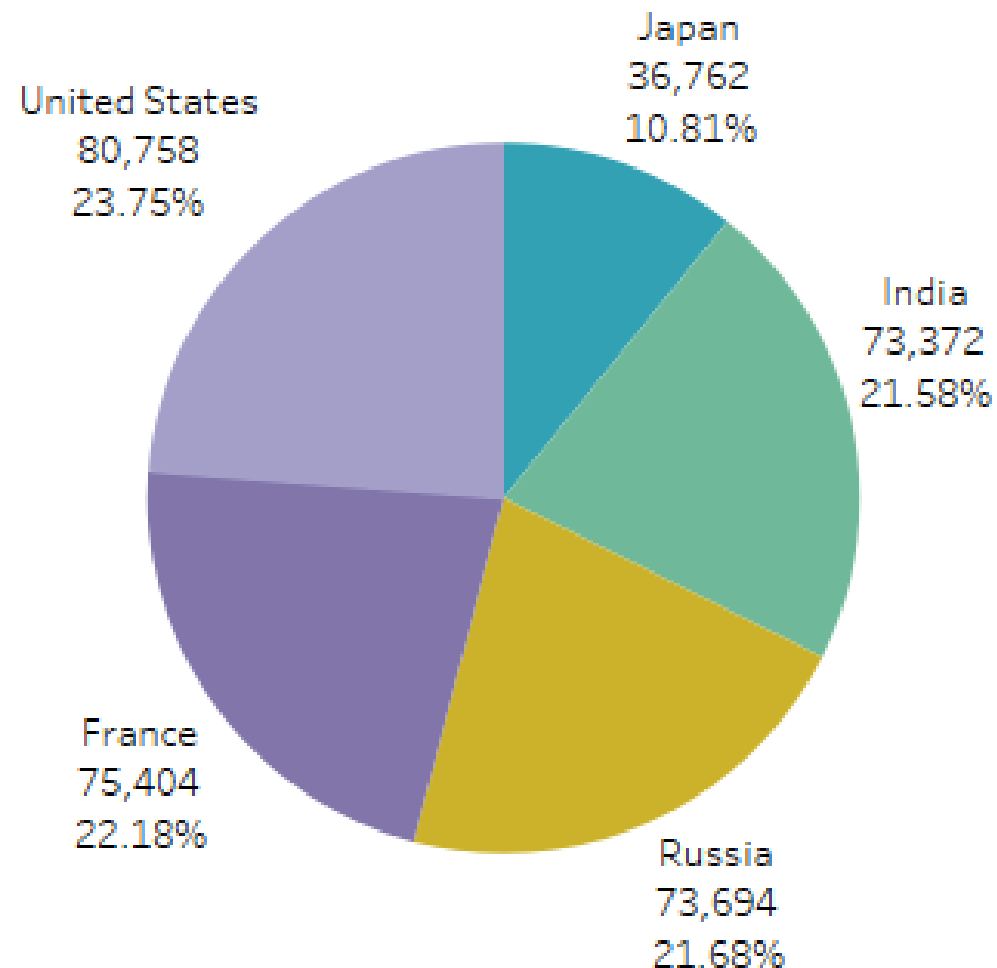
The most often trended categories are:

- Entertainment
- People & Blogs
- Music

Trending Videos by Country

Distribution among regions:

- The most trending region is the United States (23.75%)
- in Japan YouTube is the least popular in comparison to other regions



Trending by country and category

- The distribution of video categories differs significantly among different countries
- The most popular categories in the United States are: Entertainment, Music, Howto & Style, Comedy and people & Blogs
- The Entertainment category is also the most popular category in France, India and Japan
- In Russia The most popular category is people & Blogs
- Howto & Style is less popular category in the Asia pacific region (India & japan)

Category Title	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				

Conclusions

- Determining what content deserves marketing attention, one should pay attention to the two major parameters: video category and region.
- The most often trended categories are: Entertainment, People & Blogs and Music
- United States is the most trending region where Entertainment, Music, Howto & Style are the most popular categories
- The Entertainment category the most popular category in all other regions, except Russia where people & Blogs is the most popular category



Thank You