TRENDING VIDEOS ON YOU TUBE

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PURPOSES OF THE ANALYSIS AND DATA USED

Purposes

- prepare market research of trending videos on You Tube to determine what content deserves marketing attention

Data used

- open-source data for worldwide You Tube videos

WE WILL FIND OUT

Trending history

- Popular video categories
- Video categories that were trending last week

Video distribution

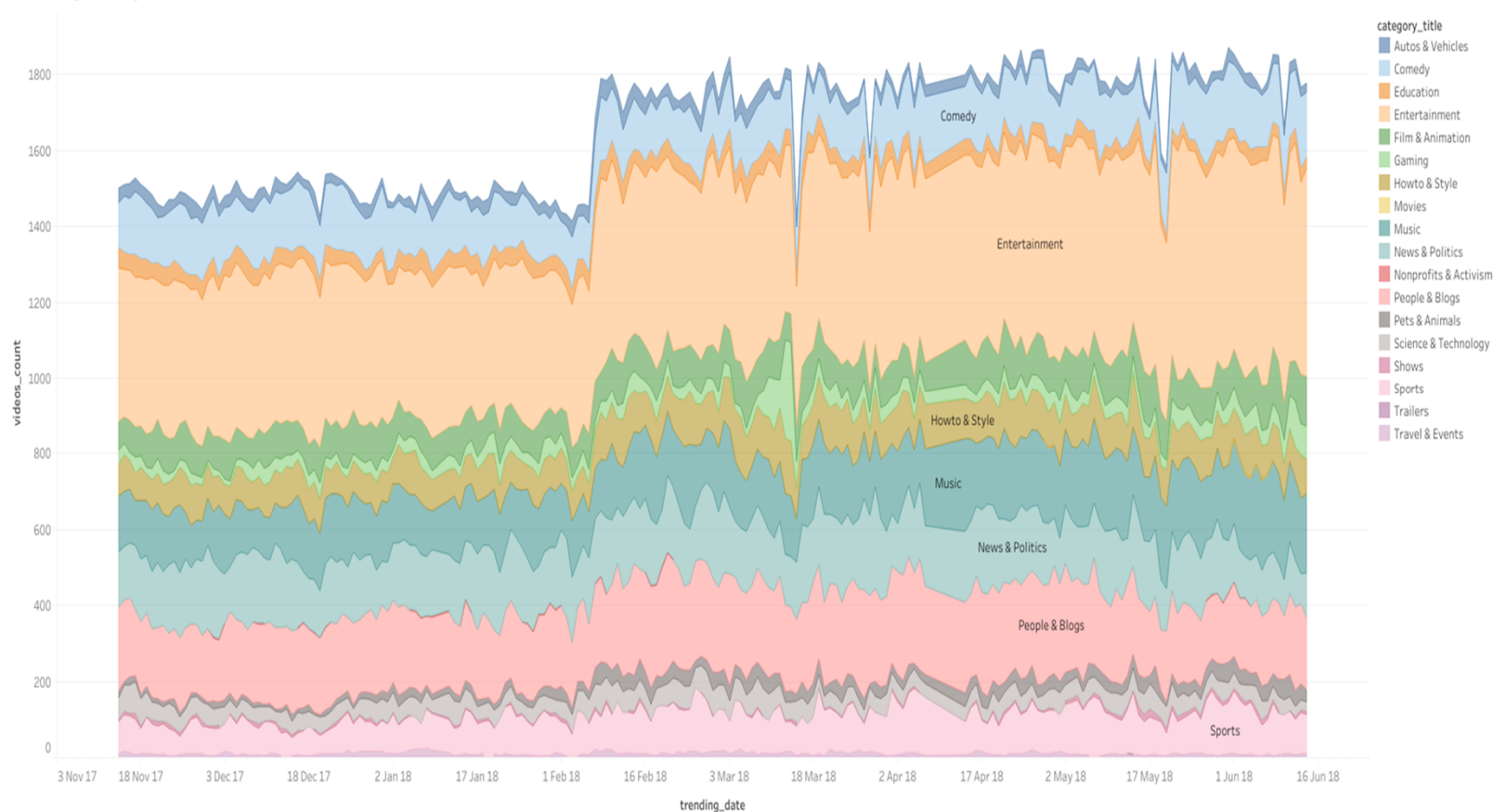Video distribution over different countries

US Videos

- Popular video categories in USA
- Differences in popular categories between USA and other countries

Recommendations
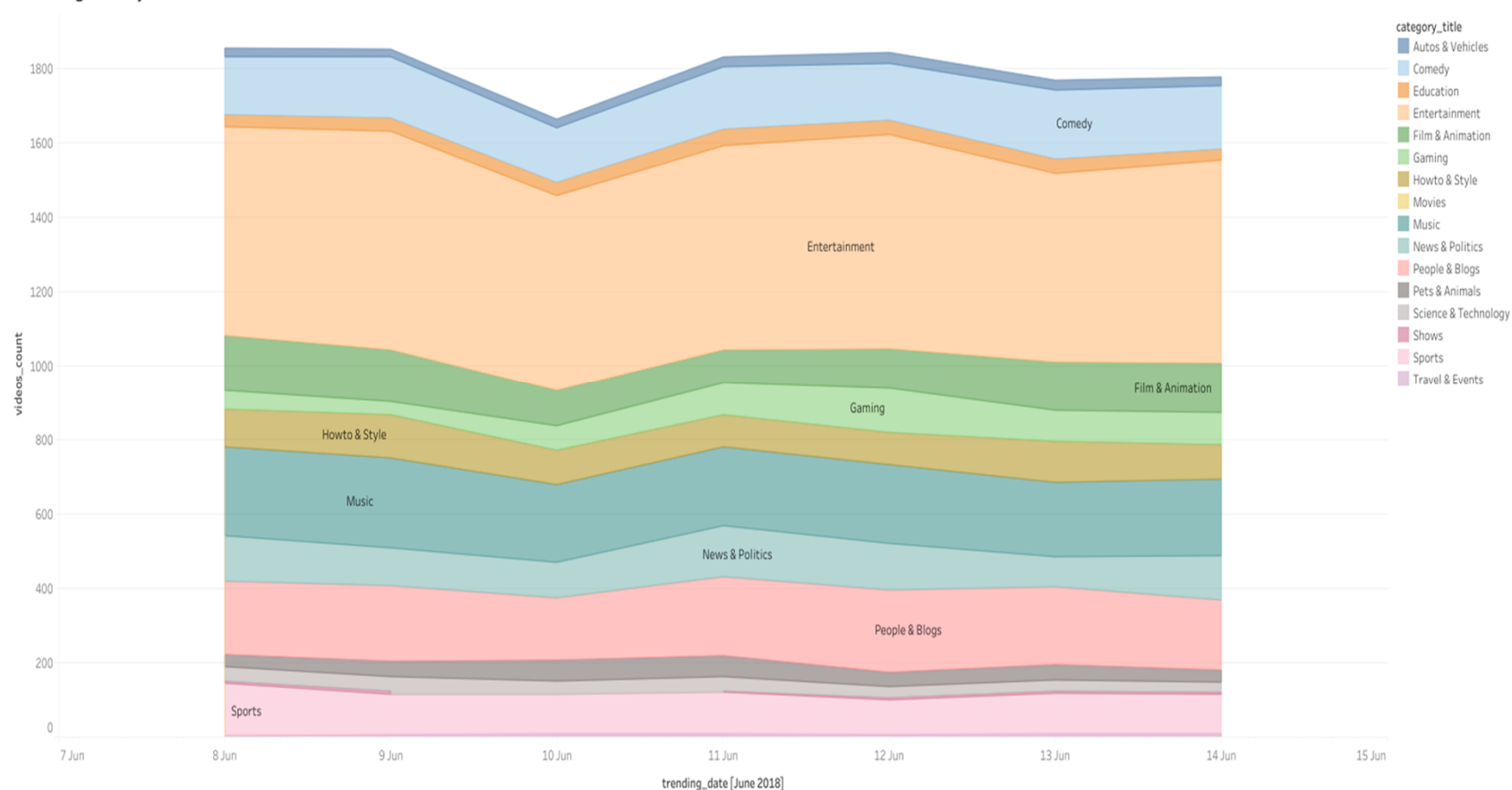
TRENDING HISTORY

Trending history

- From November 2017 till January 2018 total amount of daily translated videos grew up from 1500 to 1800 videos per day

- Most popular video category is Entertainment. There is about 600 videos translated every day

- The second popular category is People & Blogs. There is about 200 daily videos translated.

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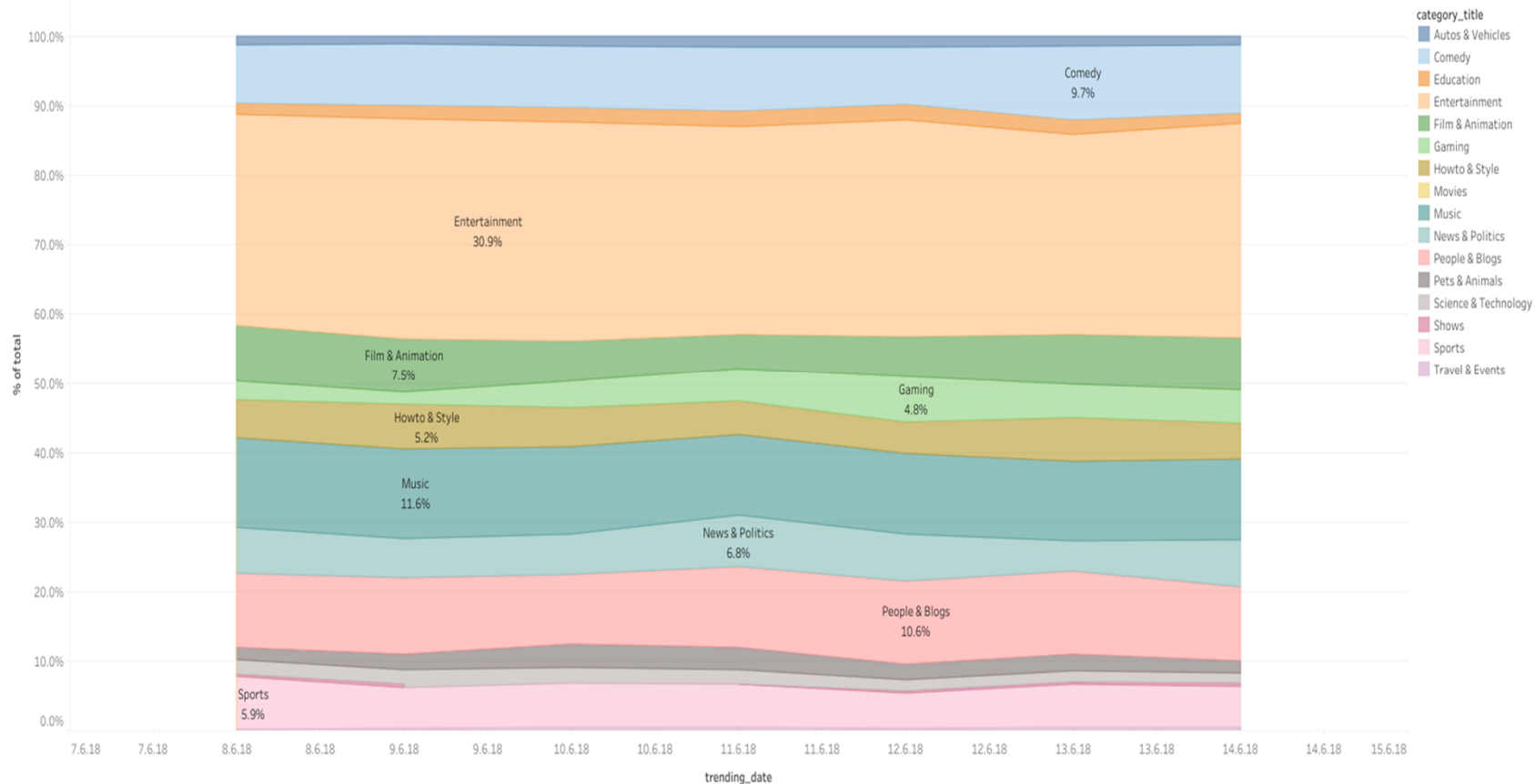# TRENDING HISTORY. WEEK: 08/06/2018 – 14/06/2018

Trending history

- Within the last week there is no significant changes in popular video categories.

- There is a small drop in number of videos on June 10, but it was just for one day. The total number of videos decreased from 1800 to 1600 per day but then it increased again to the same level of 1800 videos per day.

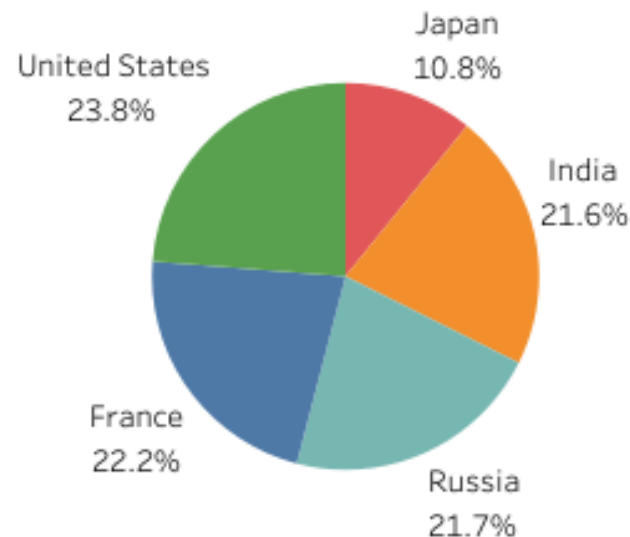# TRENDING HISTORY WEEK: 08/06/2018 – 14/06/2018

Trending history. Relative data

- Share of entertainment videos is 31%,
- Music has its share of 12%,
- People & Blogs -11%
- Comedy – 10%

VIDEO DISTRIBUTION

Videos by Country

- Almost all of the countries have pretty equal number of videos
- US have slightly bigger share of 24%
- In Japan You Tube is not very popular and its share is only 11%
- All other countries gave the share around 20% oof total number of videos.

US VIDEOS

Popular video categories in US

category_title	United States
Entertainment	19,638
Music	12,874
Howto & Style	8,280
Comedy	6,870
People & Blogs	6,122
News & Politics	4,818
Science & Technology	4,722
Film & Animation	4,680
Sports	4,250
Education	3,284
Pets & Animals	1,832
Gaming	1,606
Travel & Events	804
Autos & Vehicles	758
Shows	114
Nonprofits & Activism	106

- TOP 3 categories for US:

  - Entertainment – about 20000 videos for 7 months
  - Music – about 13000 videos for 7 months
  - Howto & Style – about 8000 videos for 7 months

US VIDEOS

US popular videos VS other countries

Trending by Country and Category

region

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				

We see some differences in other countries:

- In France and Japan People & Blogs is on the second place.

- In India News & Politics category won silver medal

- In Russia Most popular is People & Blogs and News &Politics is on the third place.

Russia has more differences from US than other countries

You can find a dashboard for the analysis in more details here:
- https://public.tableau.com/app/profile/alexander.erlikhman/viz/PracticumAutomation/TrendingvideosonYouTube

RECOMMENDATIONS

- TOP video categories in all countries are: Entertainment, Music, People & Blogs, News & Politics, Howto & Style.

- In all countries Entertainment and Music videos are in TOP 3 genres, so it is the best way to concentrate marketing resources on that categories.

- Depending on country we can choose most popular categories for marketing program. For example if we are planning marketing strategy in Russia we will chose People & Blogs as most popular category, In India News & Politics is the second popular category and in USA we can pay attention at Howto & Style as well.

MARKETING RESEARCH OF RESTAURANTS IN LA

■THANK YOU

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