

Analysis trending videos on YouTube to determine what content deserves marketing attention



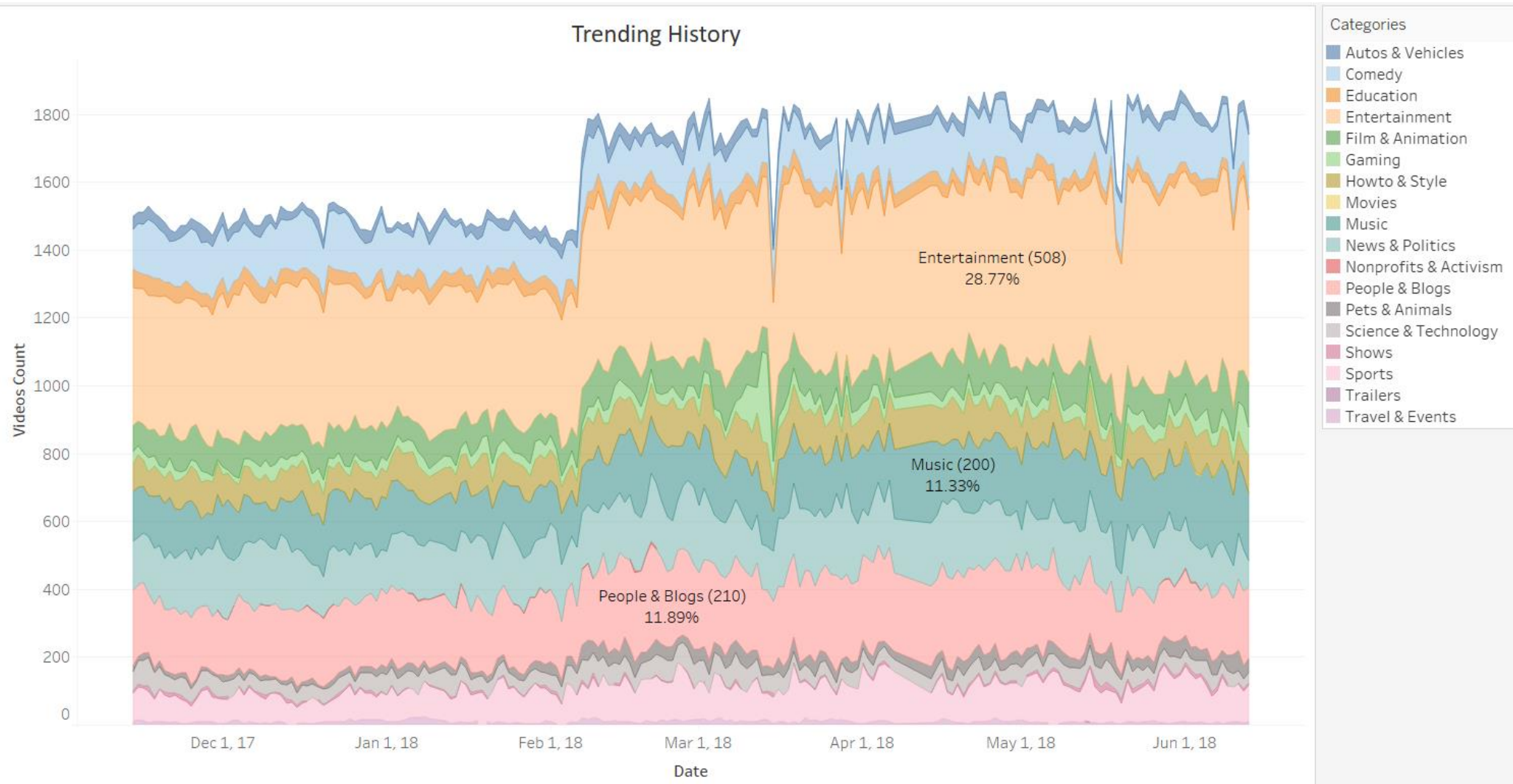
by Aleksandr Arkhipov

Brief description

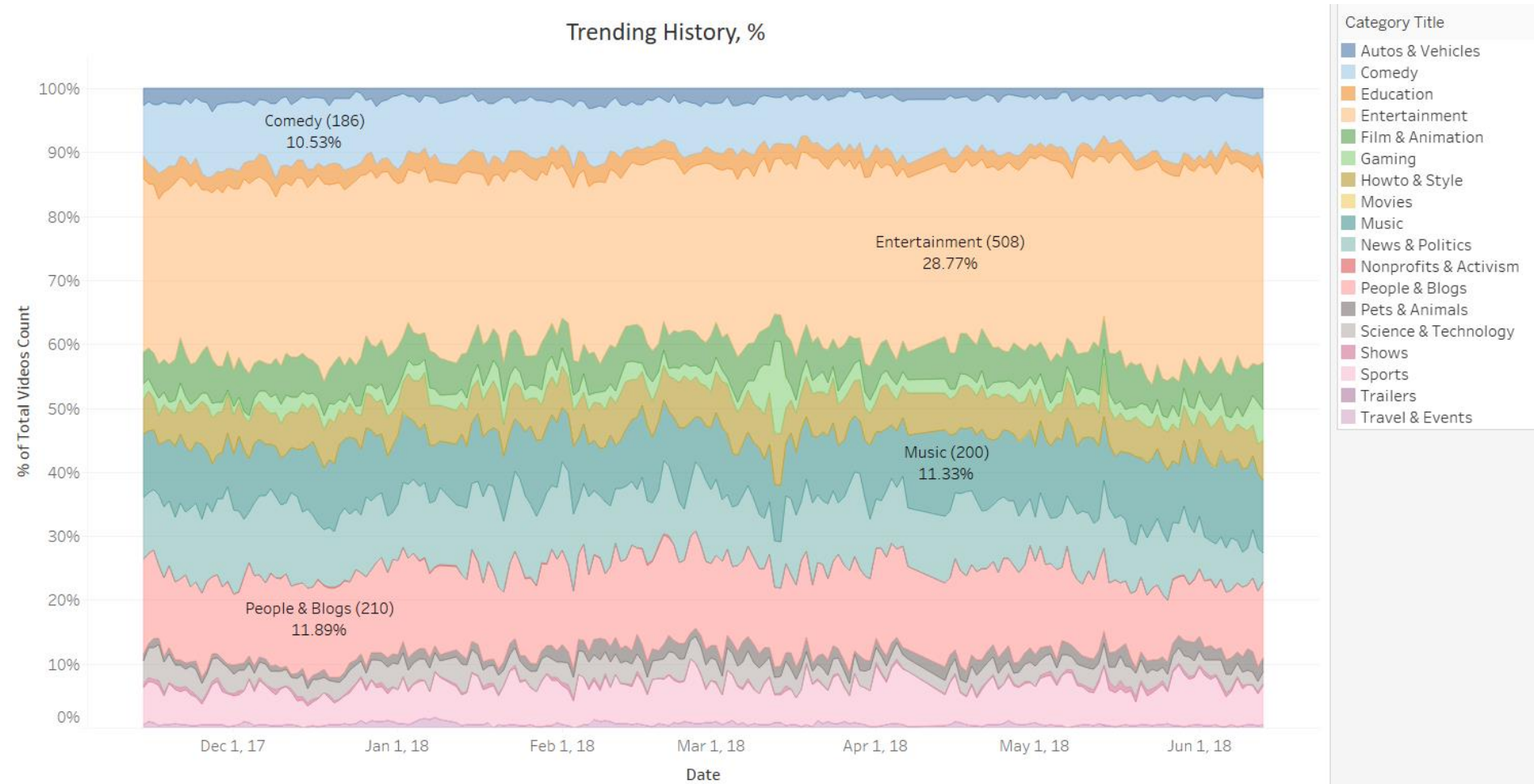
- This presentation contains general information on videos that were trending in 5 countries - Russia, Japan, USA, France and India.
- Conclusions are on the last page
- Here are screenshots of all time data. In the interactive version, you can filter the data for a more accurate study. The interactive version is available here:
https://public.tableau.com/app/profile/aleksandr.arkhipov/viz/TrendingHistory_16922705734050/Dashboard1

Top 3 video genres by the number of videos that are trending.
And this dependence persists throughout the graph.

- 1) Entertainment (28.77%)
- 2) People & Blogs (11.89%)
- 3) Music (11.33%)

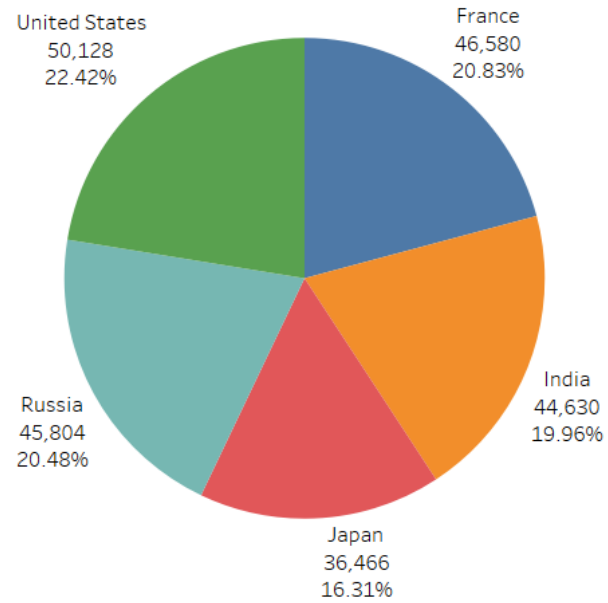


Trending videos split by date and category in percentage.

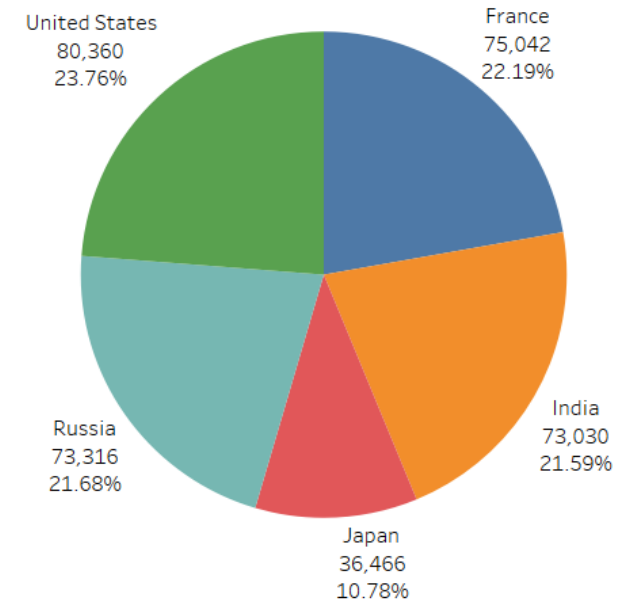


The number of all trending videos is almost the same. On the left, the data is from February 2018, when Japan was added. The right one shows the values for the entire dataset.

Data from February 2018



All data



In all countries, the most popular genre is “Entertainment”. However, there are differences - in Russia “People & Blogs” is the most popular genre, in India “New & Polotocs” is in second place, after “Entertainment”. In the USA, music is the number 2 genre.

Trending by Country and Category

Category Title	Rank	France	India	Japan	Russia	United..
Autos & Vehicles		1,218	138	534	3,098	758
Comedy		8,410	6,762	1,350	5,934	6,842
Education		1,472	2,352	210	1,324	3,276
Entertainment		18,910	32,774	11,616	11,616	19,544
Film & Animation		3,738	3,276	2,130	5,634	4,650
Gaming		2,778	128	1,816	2,038	1,562
Howto & Style		4,656	1,668	1,556	3,908	8,244
Movies		22	32		2	
Music		7,628	7,676	2,456	3,648	12,776
News & Politics		6,502	10,330	2,622	9,814	4,814
Nonprofits & Activis..						106
People & Blogs		9,304	4,950	5,776	18,384	6,098
Pets & Animals		464	6	2,240	1,144	1,824
Science & Technology		1,582	1,094	300	2,220	4,710
Shows		196	406		386	114
Sports		7,954	1,422	3,588	3,658	4,240
Trailers		4				
Travel & Events		204	16	272	508	802

Conclusions

- The number of all trending videos by country is almost the same
- Top3 trending genres: Entertainment, People & Blogs, Music
- In different countries we have different top genres (so need to understand for what country we make video)