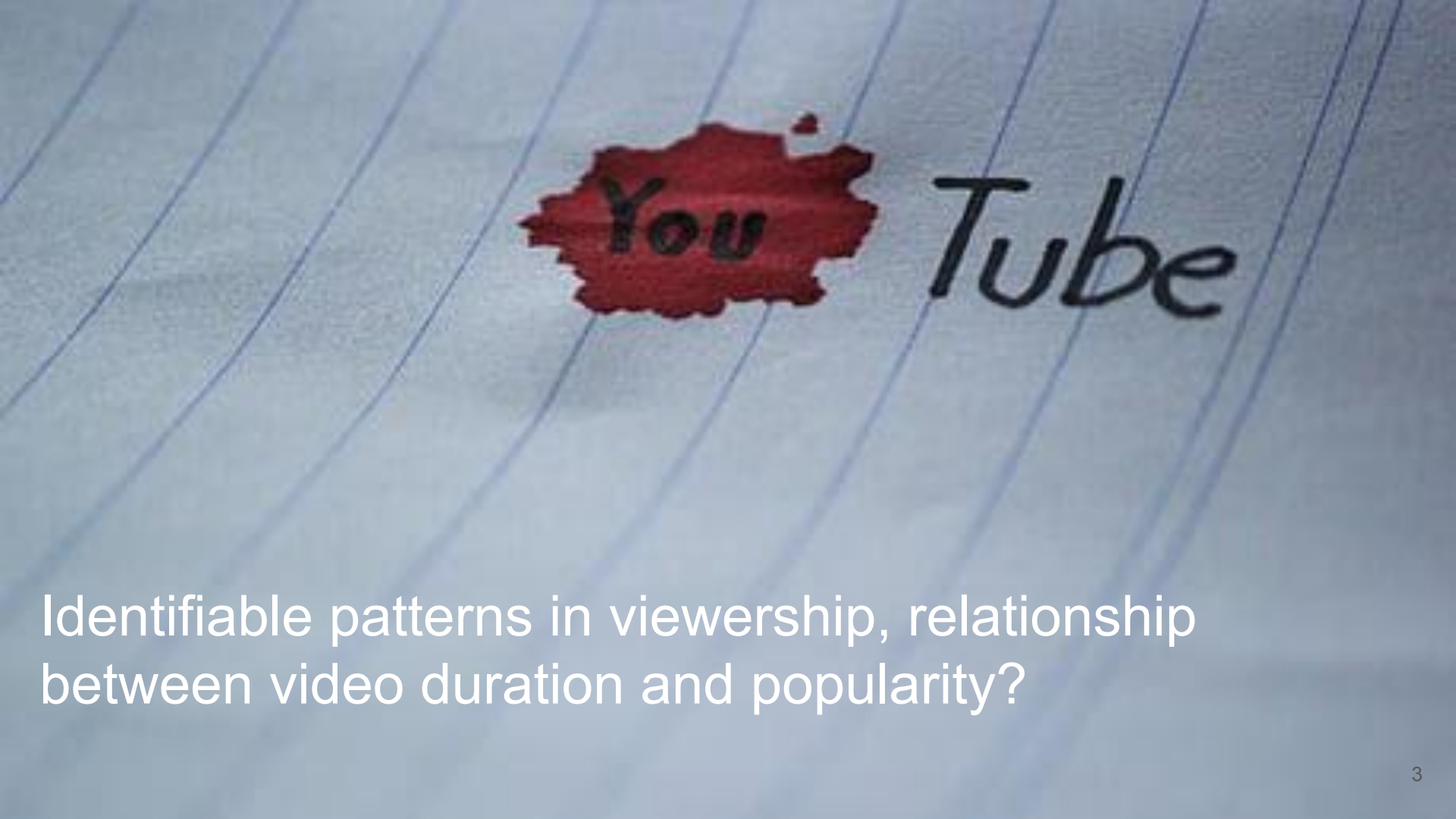
YouTube
By Sara Iriarte

Data from:
→ Home Feed
→ Trending

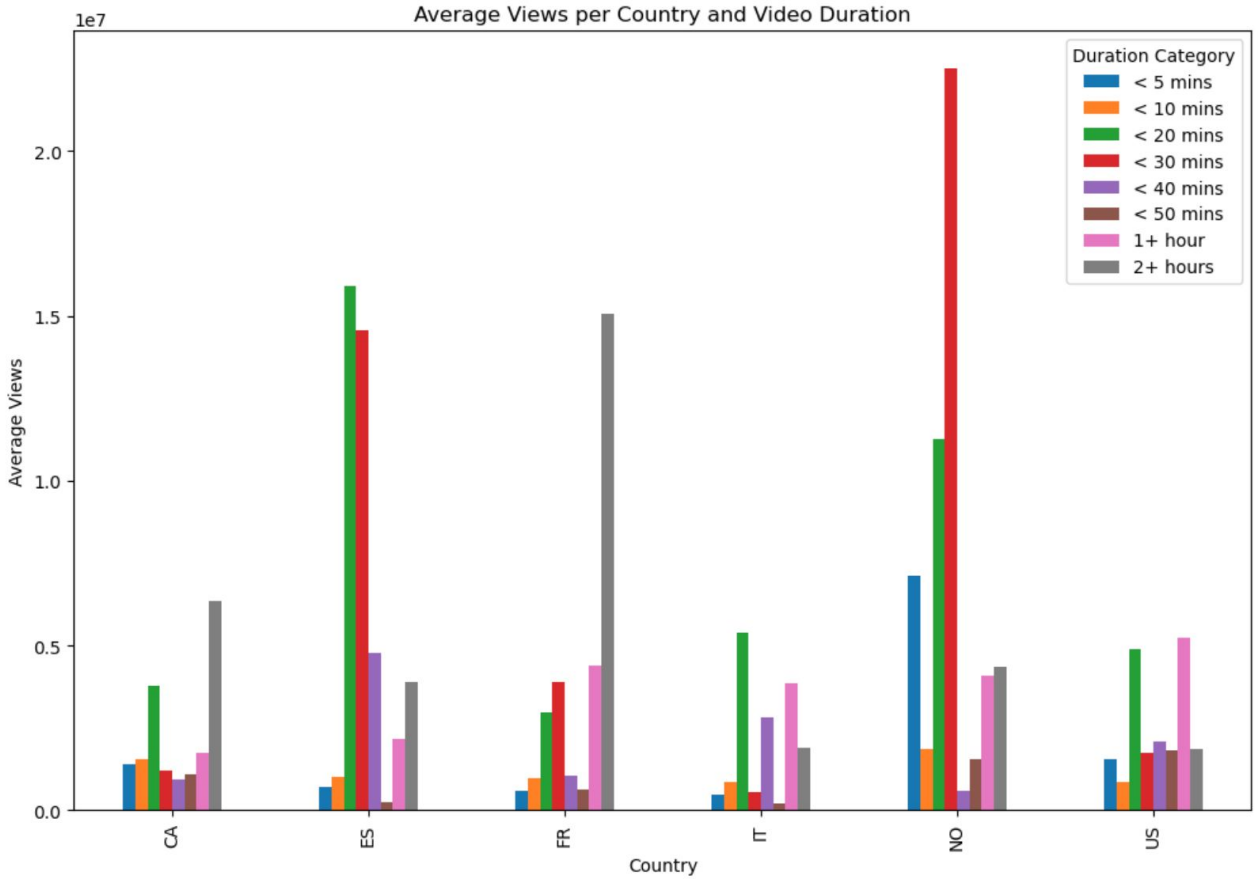
Geographies:
- ES
- FR
- IT
- US
- CA
- NO

Identifiable patterns in viewership?
Differences regarding categories?
Correlation between video duration and popularity?

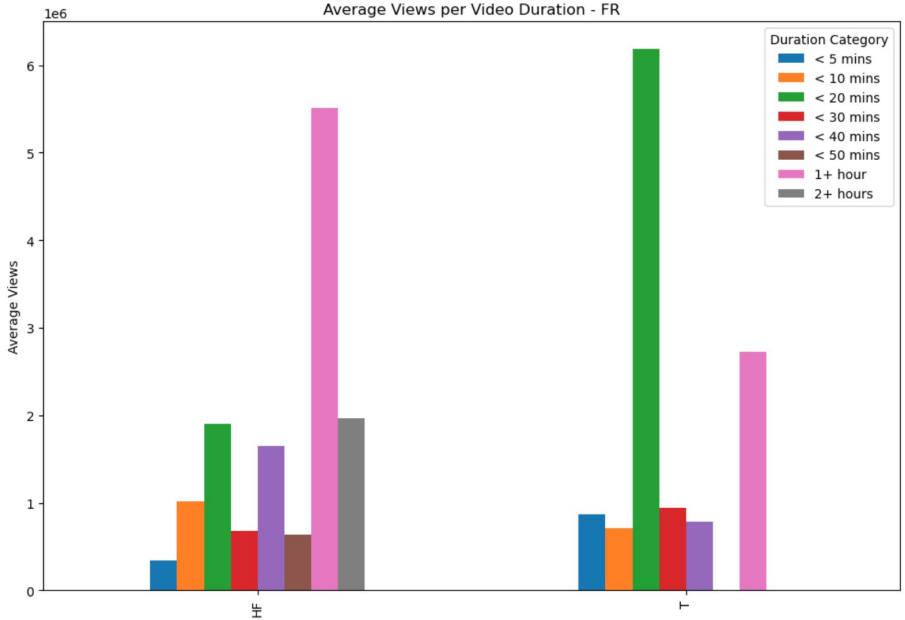


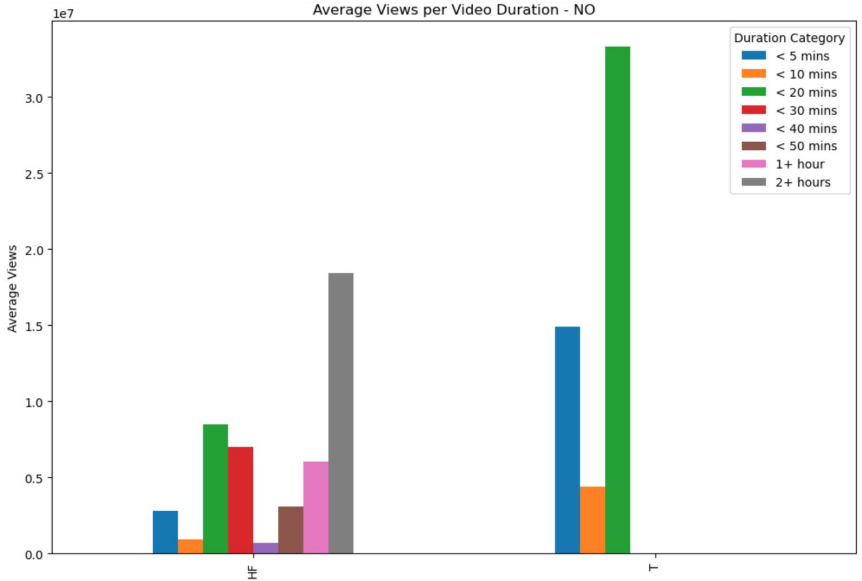

Identifiable patterns in viewership, relationship between video duration and popularity?

# Average Views per Country and Video Duration

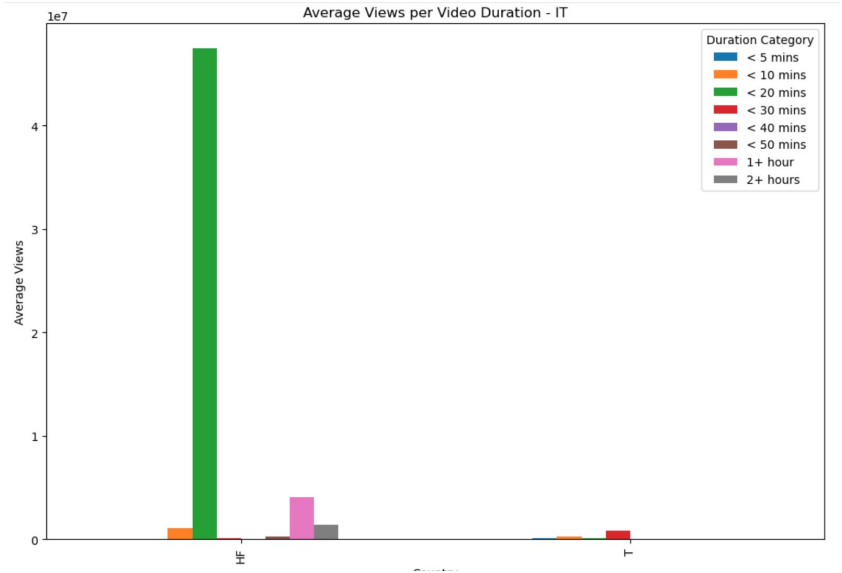


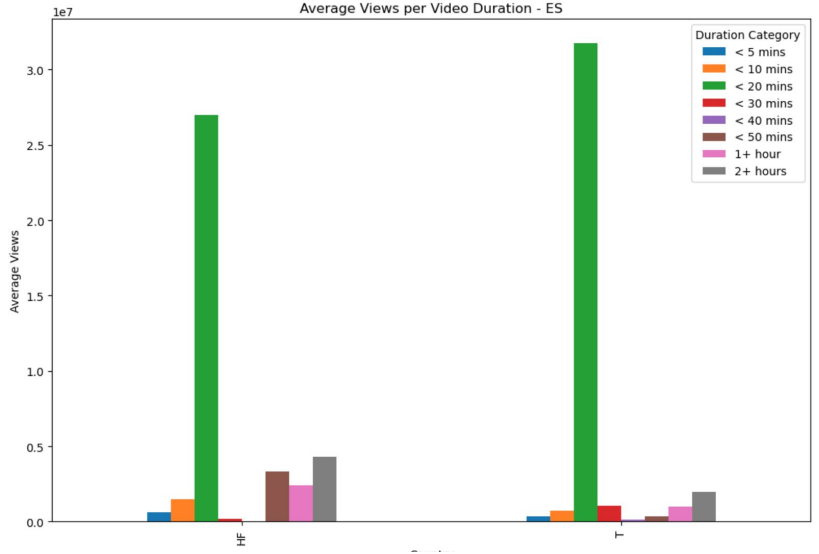
# Average views per landing page and duration category - FR & NO



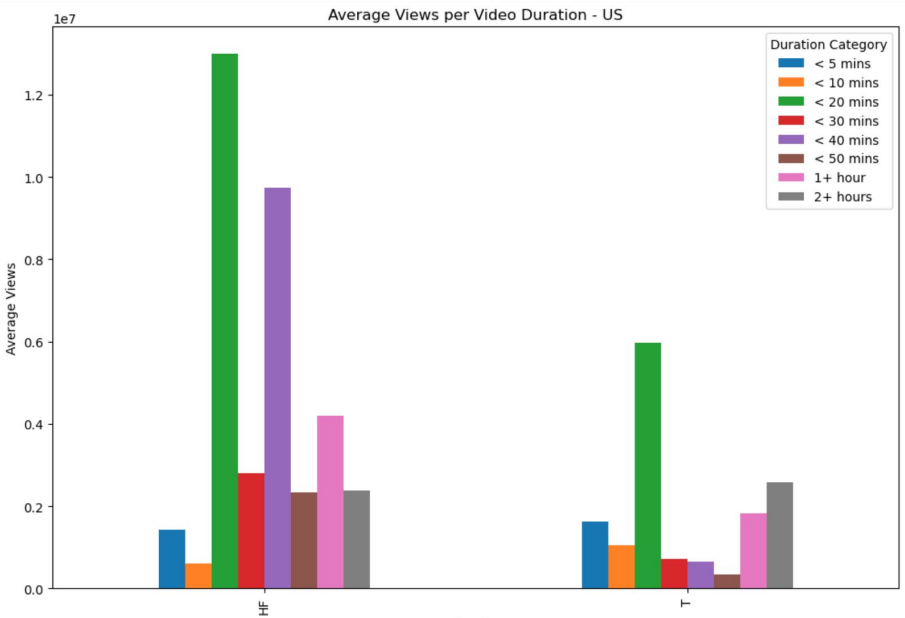



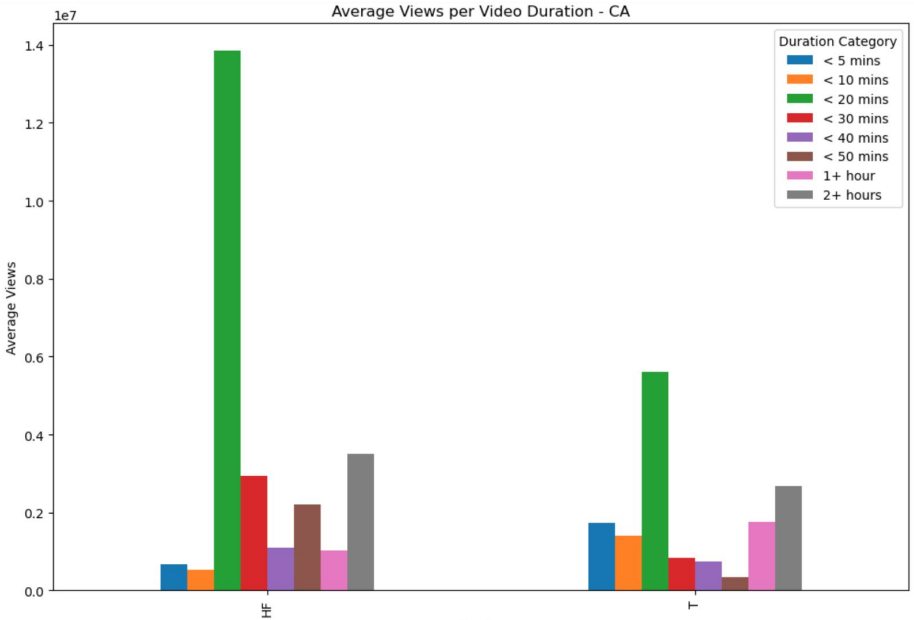
# Average views per landing page and duration category - IT & ES

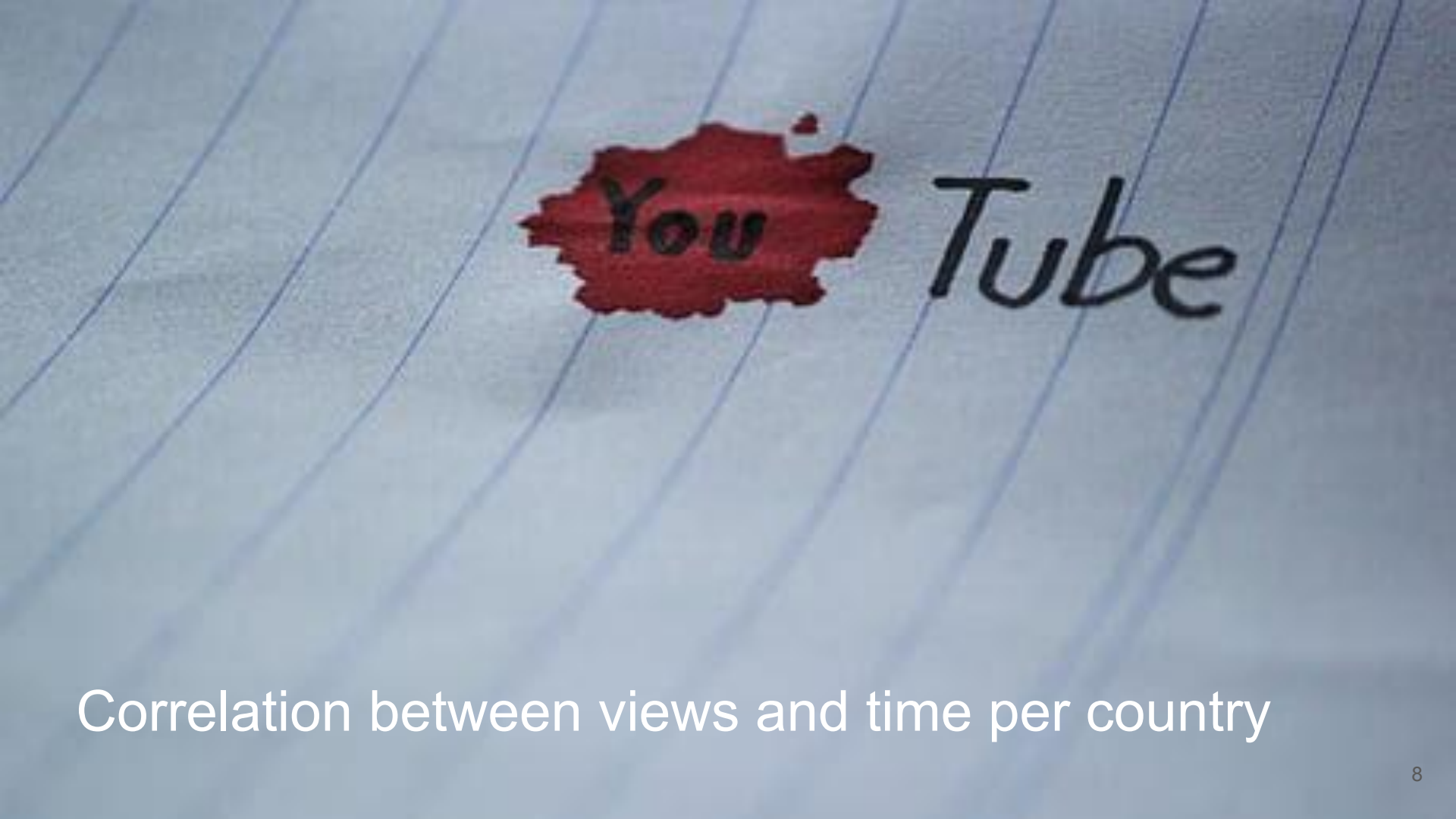


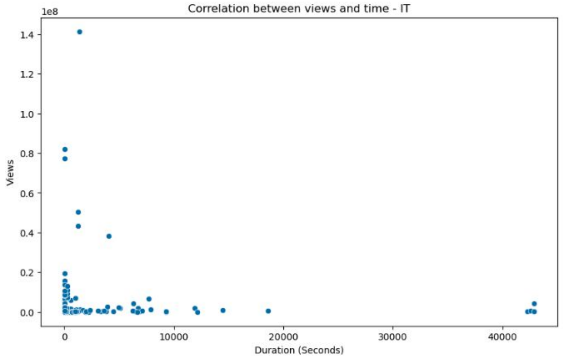
# Average views per landing page and duration category - US & CA



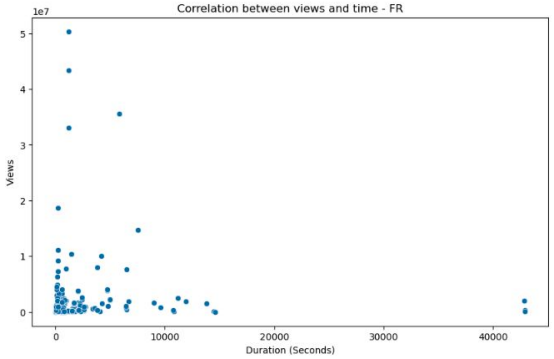





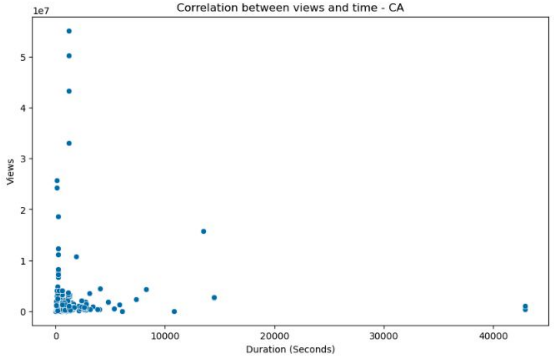

# Correlation between views and time per country



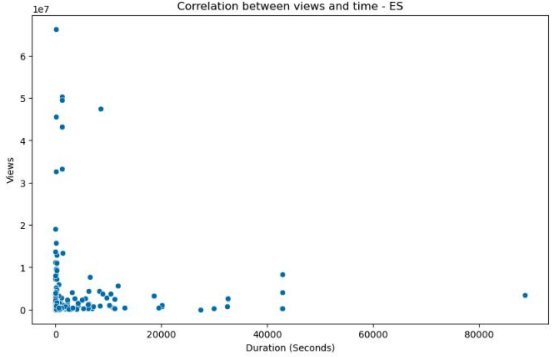

IT = – 0.056



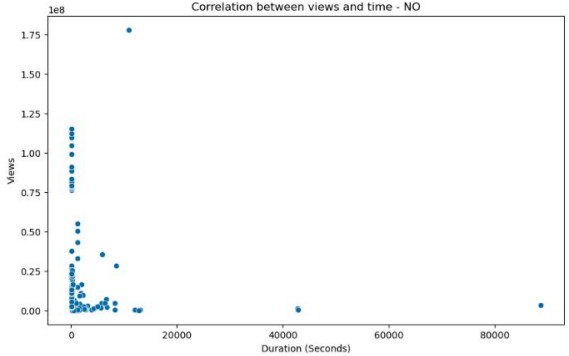

FR = + 0.005



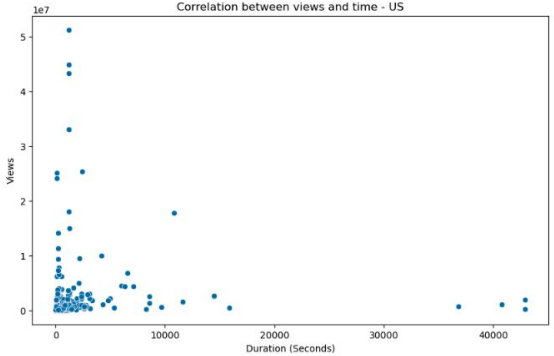

CA = – 0.027



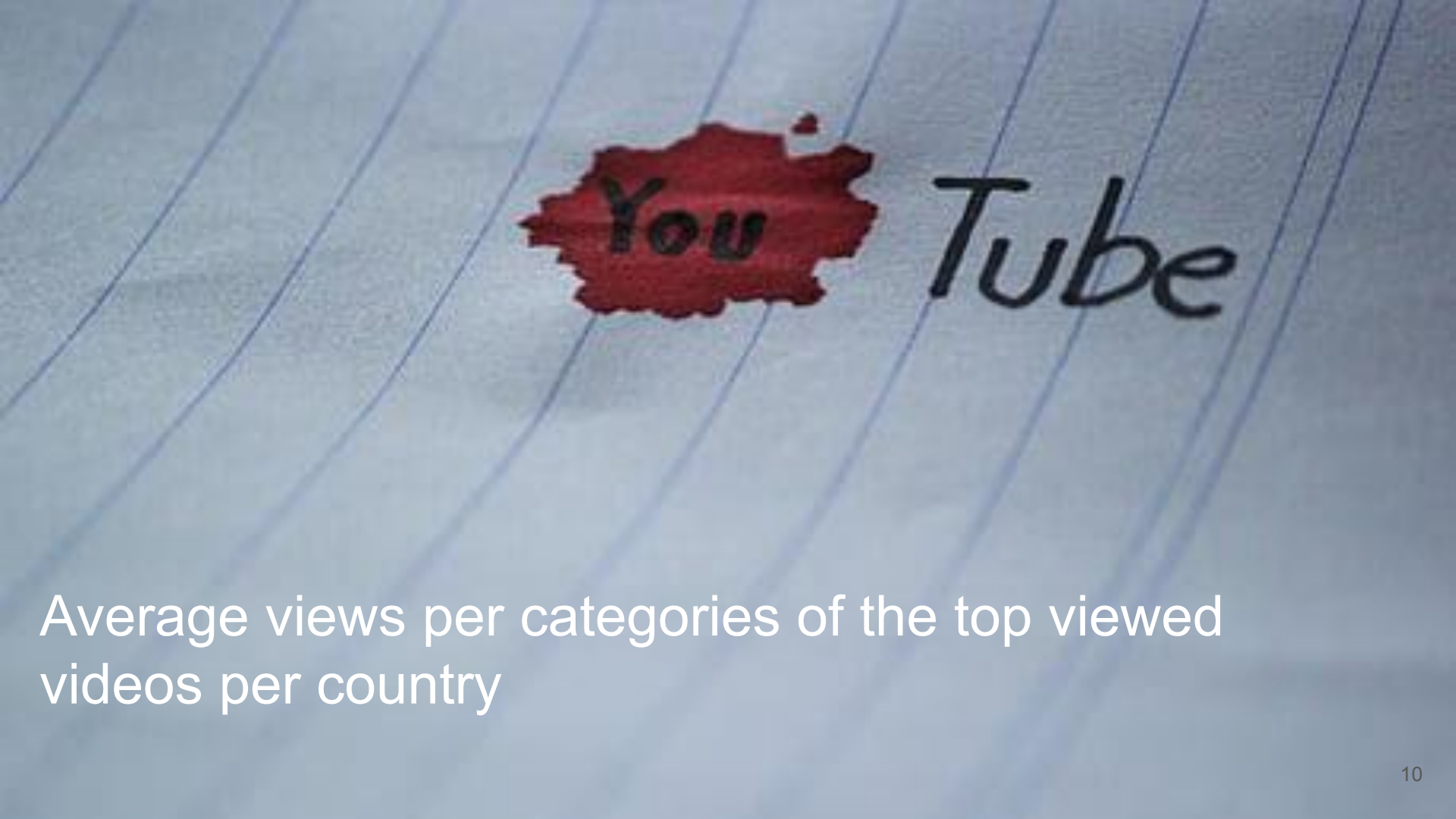

ES = – 0.041



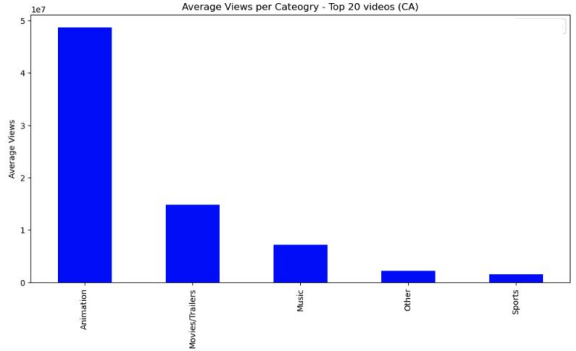

NO = – 0.08

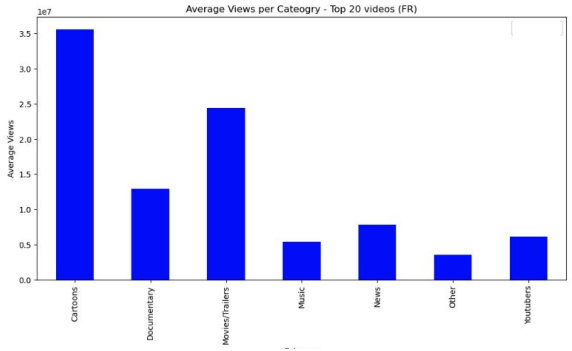


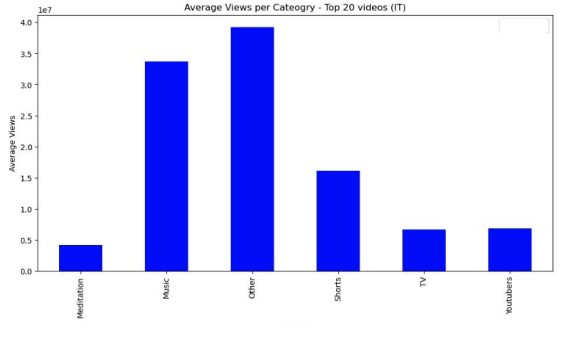

US = – 0.035

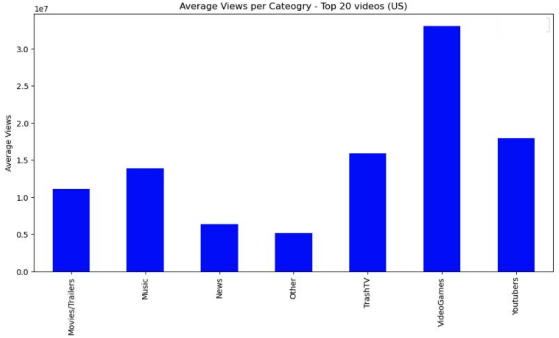


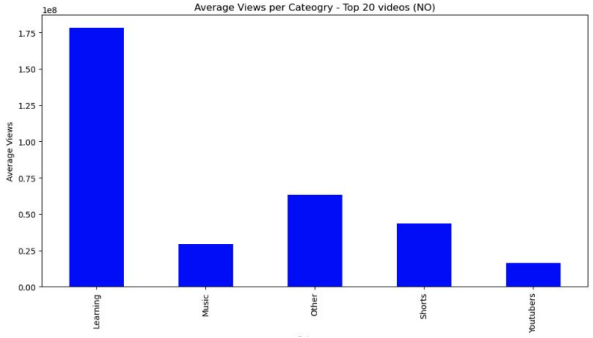

# Average views per categories of the top viewed videos per country

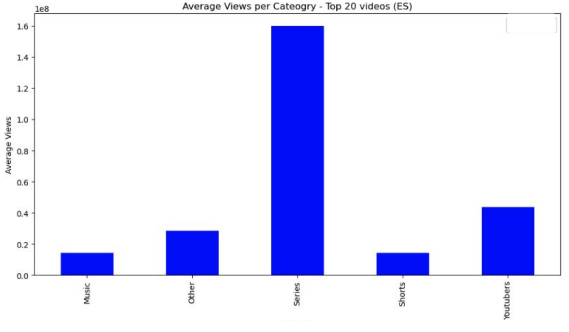

Average Views per Cateogry - Top 20 videos (CA)
1e7
Average Views
Animation
Movies/Trailers
Music
Other
Sports


Average Views per Cateogry - Top 20 videos (FR)
1e7
Average Views
Cartoons
Documentary
Movies/Trailers
Music
News
Other
Youtubers


Average Views per Cateogry - Top 20 videos (IT)
1e7
Average Views
Meditation
Music
Other
Shorts
TV
Youtubers


Average Views per Cateogry - Top 20 videos (US)
1e7
Average Views
Movies/Trailers
Music
News
Other
TrashTV
VideoGames
Youtubers


Average Views per Cateogry - Top 20 videos (NO)
1e8
Average Views
Learning
Music
Other
Shorts
Youtubers


Average Views per Cateogry - Top 20 videos (ES)
1e8
Average Views
Music
Other
Series
Shorts
Youtubers

# Differences within categories of top 20 videos with highest views

| | |
|---|---|
| CA | Animation, Movies/Trailers, Music, Other, Sports |
| US | Video Games, Youtubers, TrashTV, Music, Movies/Trailers, News, Other |
| FR | Cartoons, Movies/Trailers, Documentaries, News, Youtubers, Music, Other |
| NO | Learning, Other, Sports, Music, Youtubers |
| IT | Other, Music, Shorts, Youtubers, TV, Meditation |
| ES | Series, Youtubers, Other, Sports, Music |

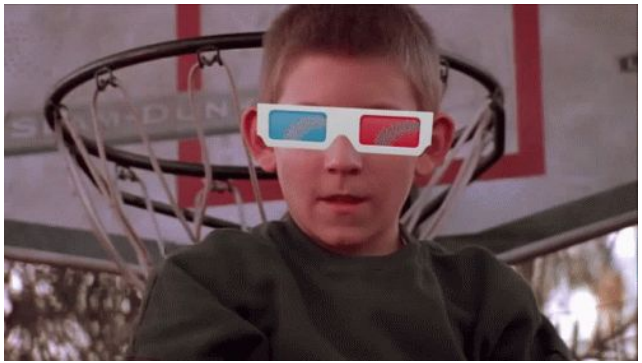
# Conclusion

Video length, category and geographical location significantly influences a video's popularity.

Understanding these patterns over a longer period of time can help content creators tailor their content to specific audiences and optimize their approach to different markets

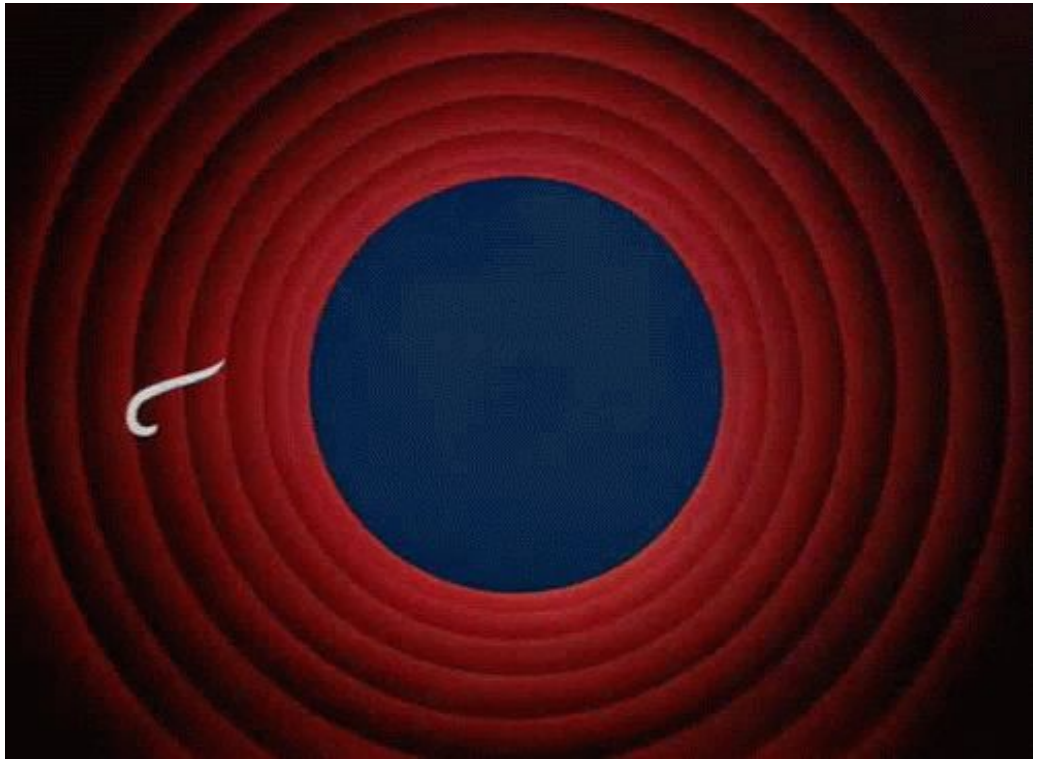
Further Steps:

→ Automate the requests of the API and gather information daily for a determined period of time.



# Difficulties

- API Selection

- Cleaning:
  - Column hh:mm:ss
  - Turn column hh:mm:ss into seconds

- Understanding what the direction of the project was