Data Visualisation

TikTok Trending Videos Analysis

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Agenda

Introduction

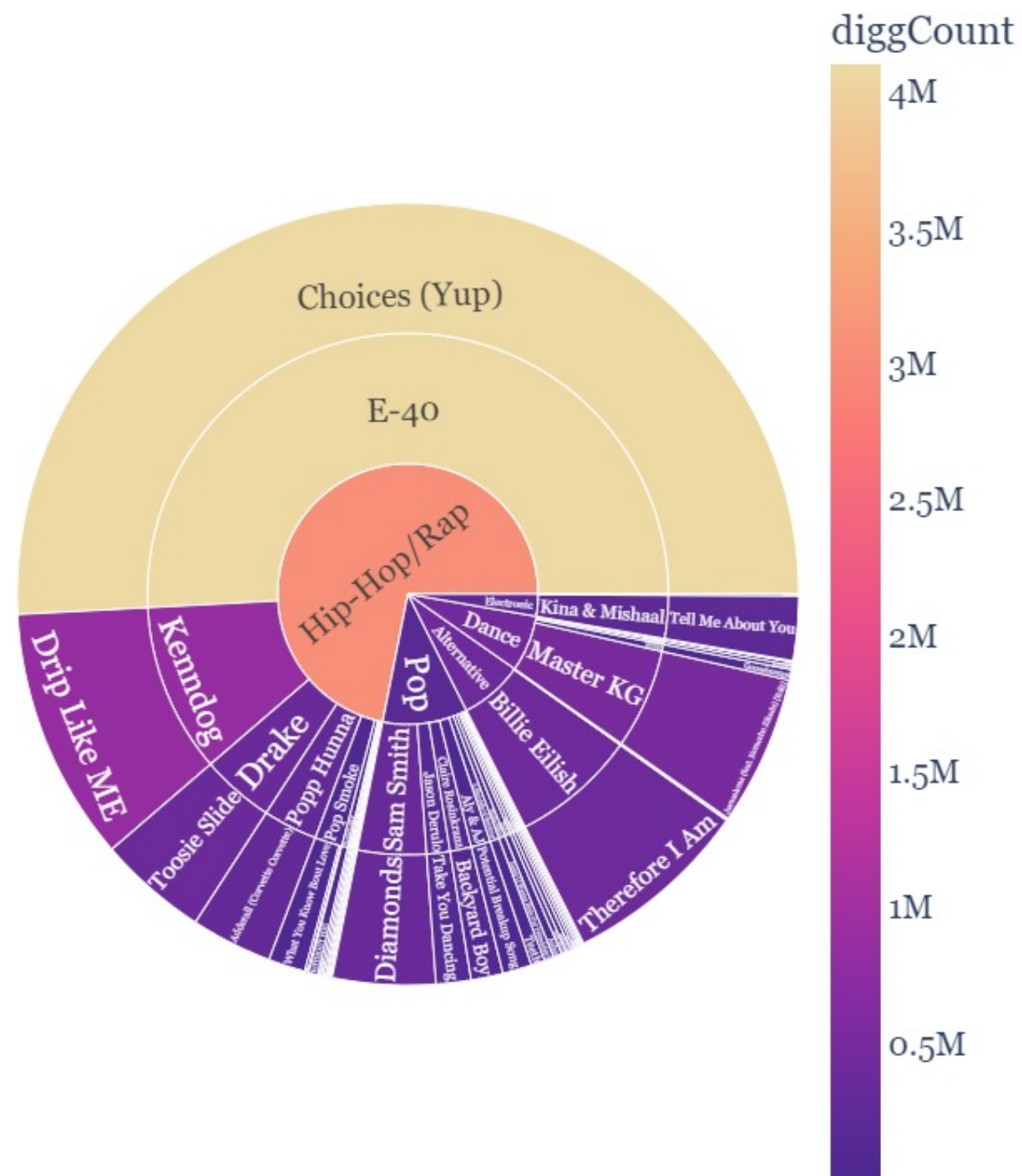**Analysis Plots**

Conclusion

Introduction

- TikTok is a video social networking service owned by ByteDance.

- We are analysing a data set containing TikTok's 1000 most popular videos with the objective of visualising and explaining **'What makes a TikTok video popular'.**
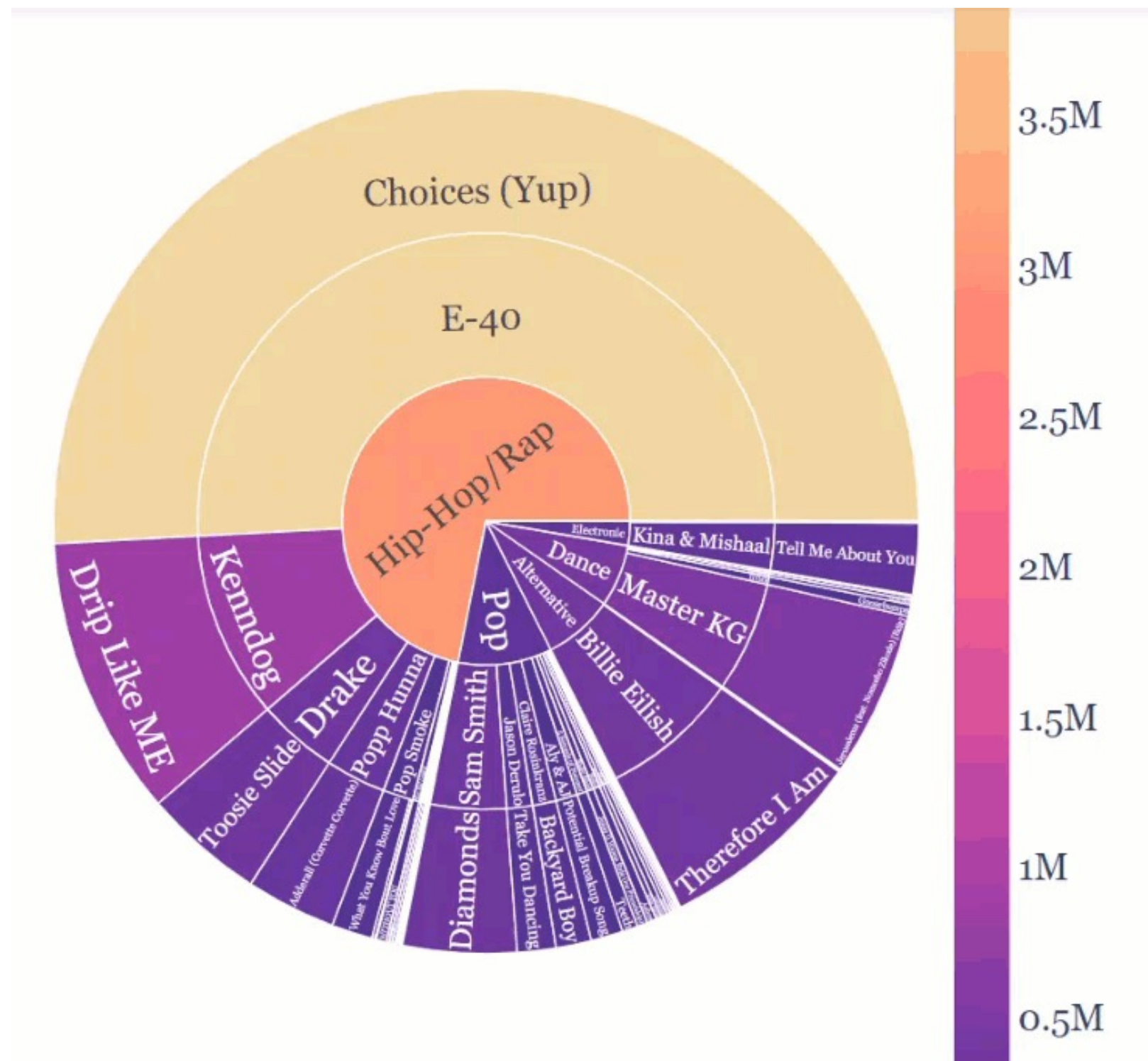
Impact of Song
& Artist on Likes

Most popular TikTok songs

Center: genres, Second layer: artist, Outer layer: song title

(Multi-layered sunburst graph)

- The chart displays song genres, artists, song names to identify their popularity on TikTok, based on the amount of likes.
- Popular TikTok video will have a Hip-Hop/Rap song attached to it with other genres such as Electronic being the least popular choice.
- Those who choose to use a Hip-Hop/Rap song will also have a lot more options of what song to choose exactly that could all make the video popular.

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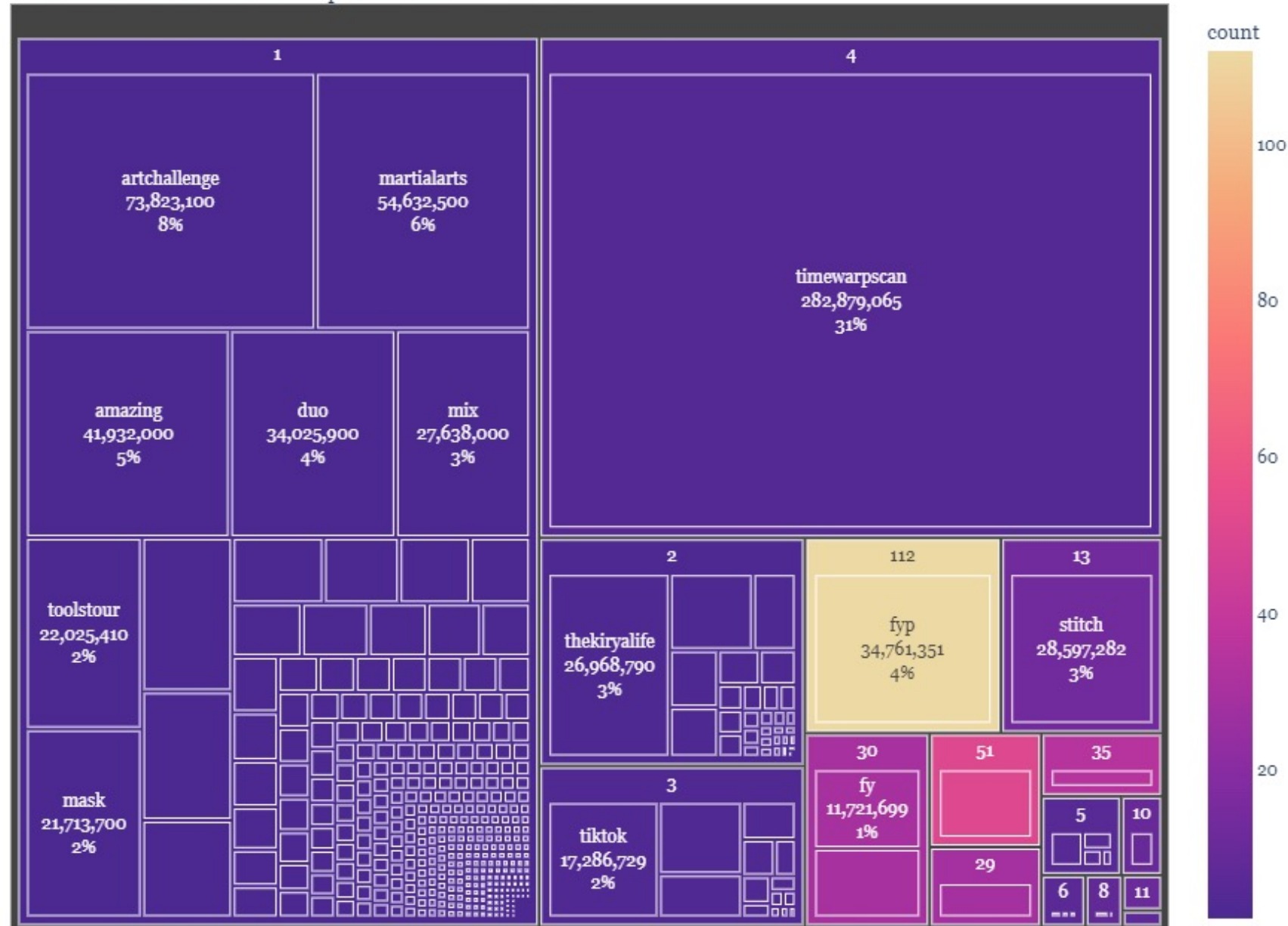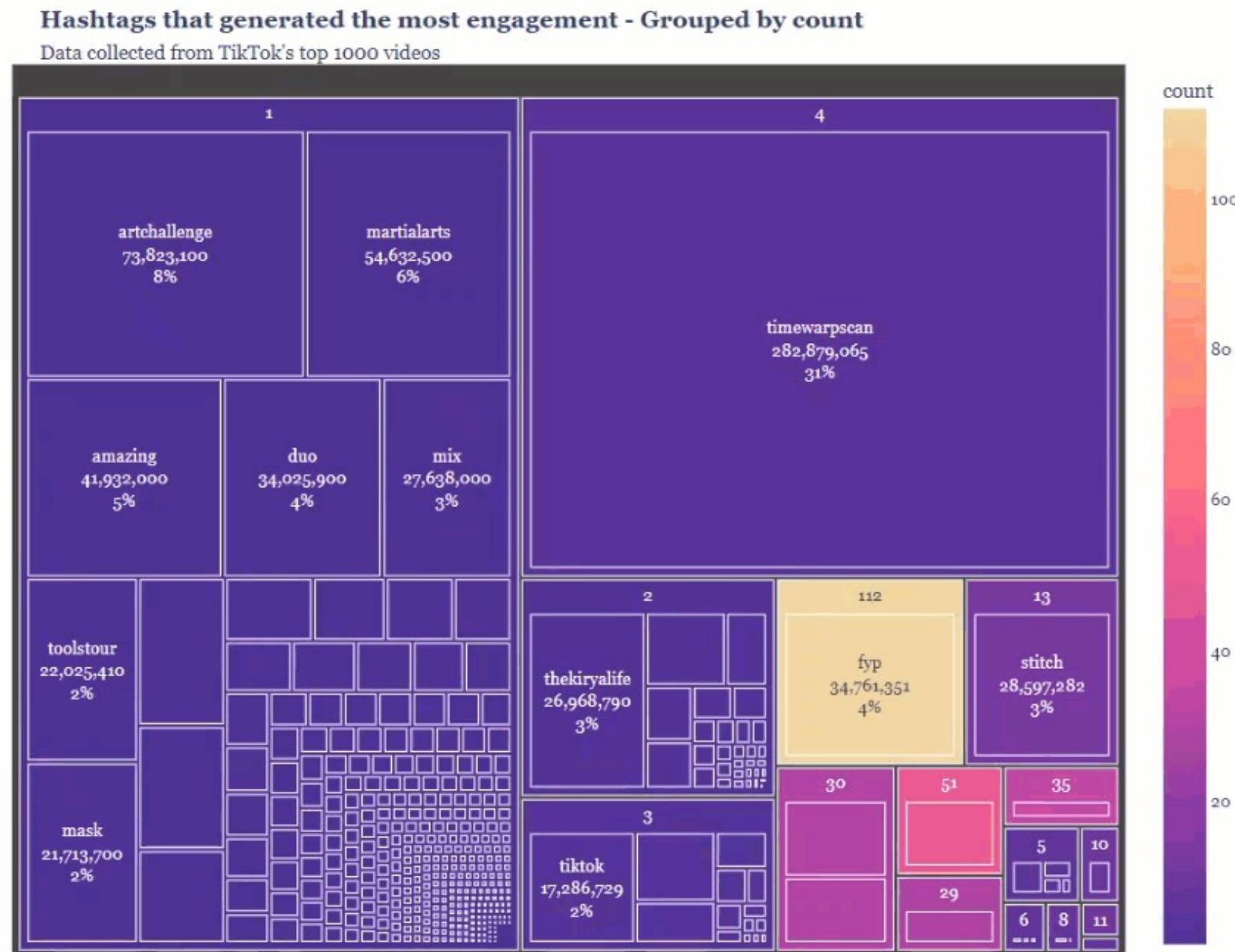
PLOT 2

Impact of Hashtag on
Total Engagement

Hashtags that generated the most engagement - Grouped by count
Data collected from TikTok's top 1000 videos

(Treemap plot)

- The plot represent information of Hashtags count, the number of times a hashtag was repeated across the 1000 videos dataset, and total engagement - the total amount of likes, comments, views and shares.

- Most used hashtags are not always the most popular with hashtags being repeated hundreds of times amassing lower engagement than some that were only used once or twice.

- However, it also has to be noted that some of these only generated a one-off engagement as the video goes viral.

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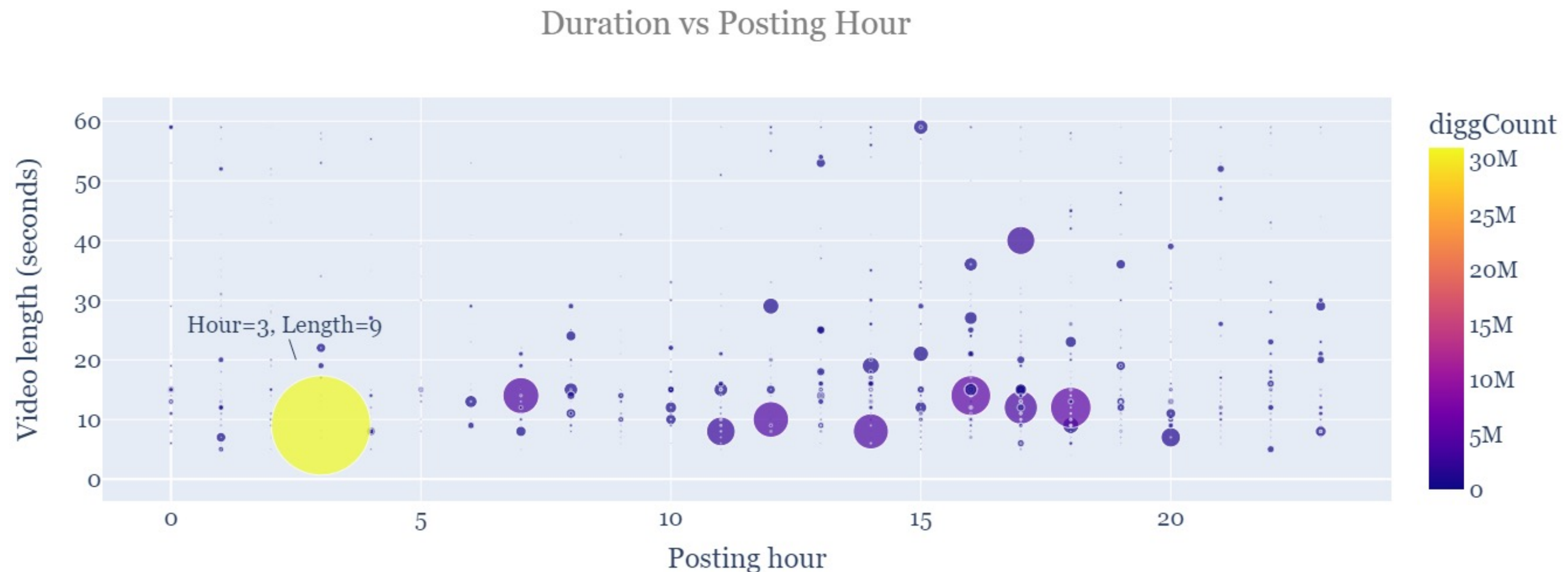
PLOT 3

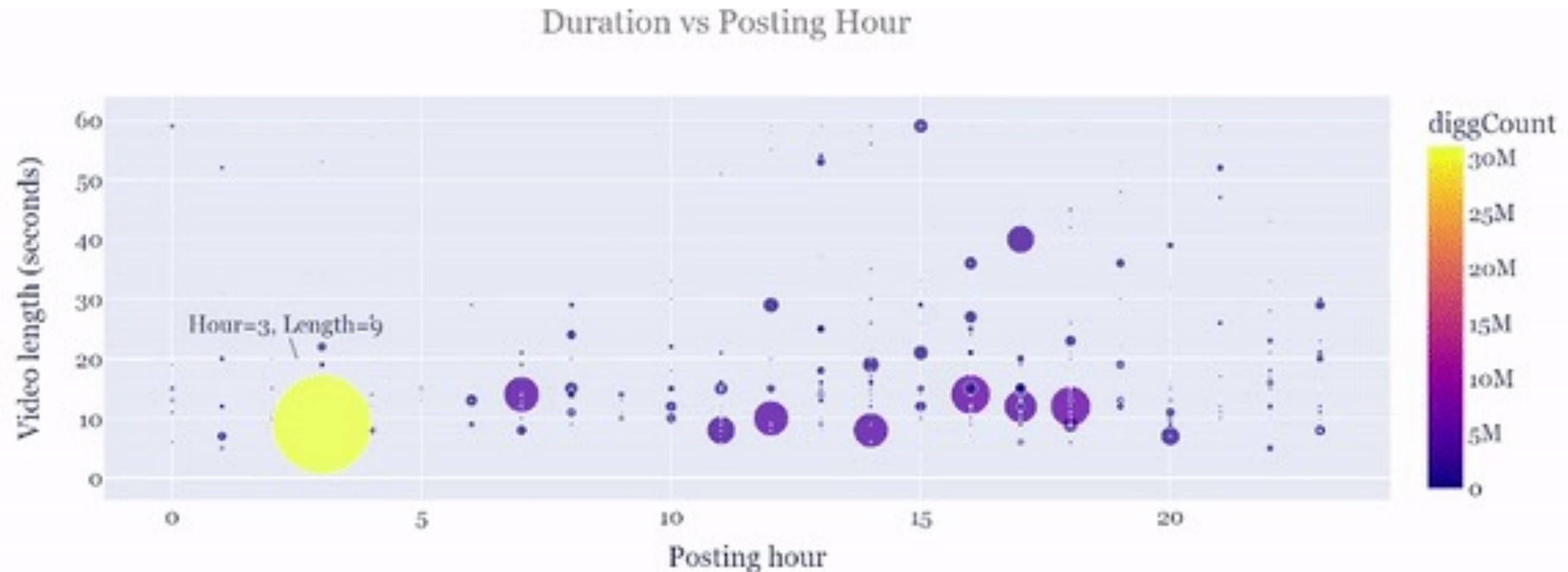# Best time to post & video length - based on likes

- The final chart displayed what is the optimal time to post a TikTok video as well as its length.
- The optimal video length is less than 10 seconds whilst the best posting time is 3AM on the dataset's time zone.
- Unfortunately, the time zone isn't indicated, impeding us from converting it to UK time to better understand this characteristic.

Duration vs Posting Hour

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Conclusion:

How to make your TikTok videos popular

- The selection of an appropriate hashtag can make a great difference on a video's popularity.
  - A safe choice is the 'fyp' hashtag and its offshoots such as 'foryoupage'. These are widely repeated tags that mass great popularity.
- The best choice is for a hip-hop/rap song.
  - Specific artists include, for example, Drake who is often ranked in the top of the music charts worldwide.
- The optimal length of a video should be of less than 10 seconds.
  - The app is a very dynamic social network, mostly used by younger audiences and thus longer videos are often overlooked.

Thank you
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