

Hi!

The audience for my presentation is a fictional math teacher. He/She would like to start a youtube channel with math lessons, and is interested in some statistics about his area and Youtube in general.



YouTube Education

How to become big on YouTube Education

Data Background

Time period

2018-06-01 to 2018-12-31

Countries

Canada

United States

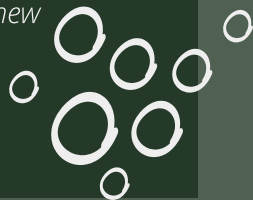
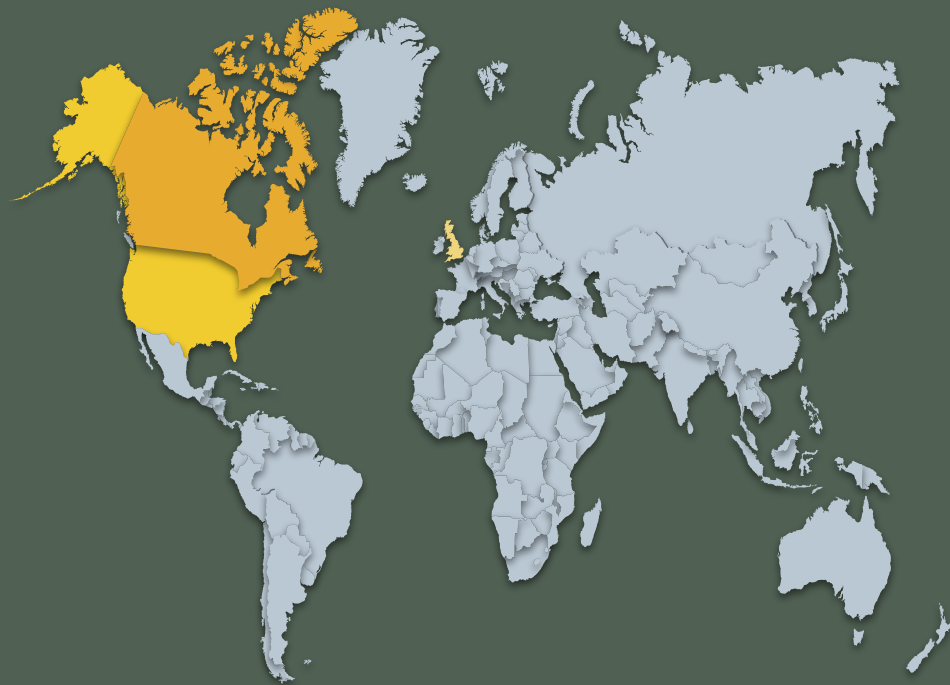
UK

Data contains:

Information about trending youtube videos in specified countries by specified time period.

Source

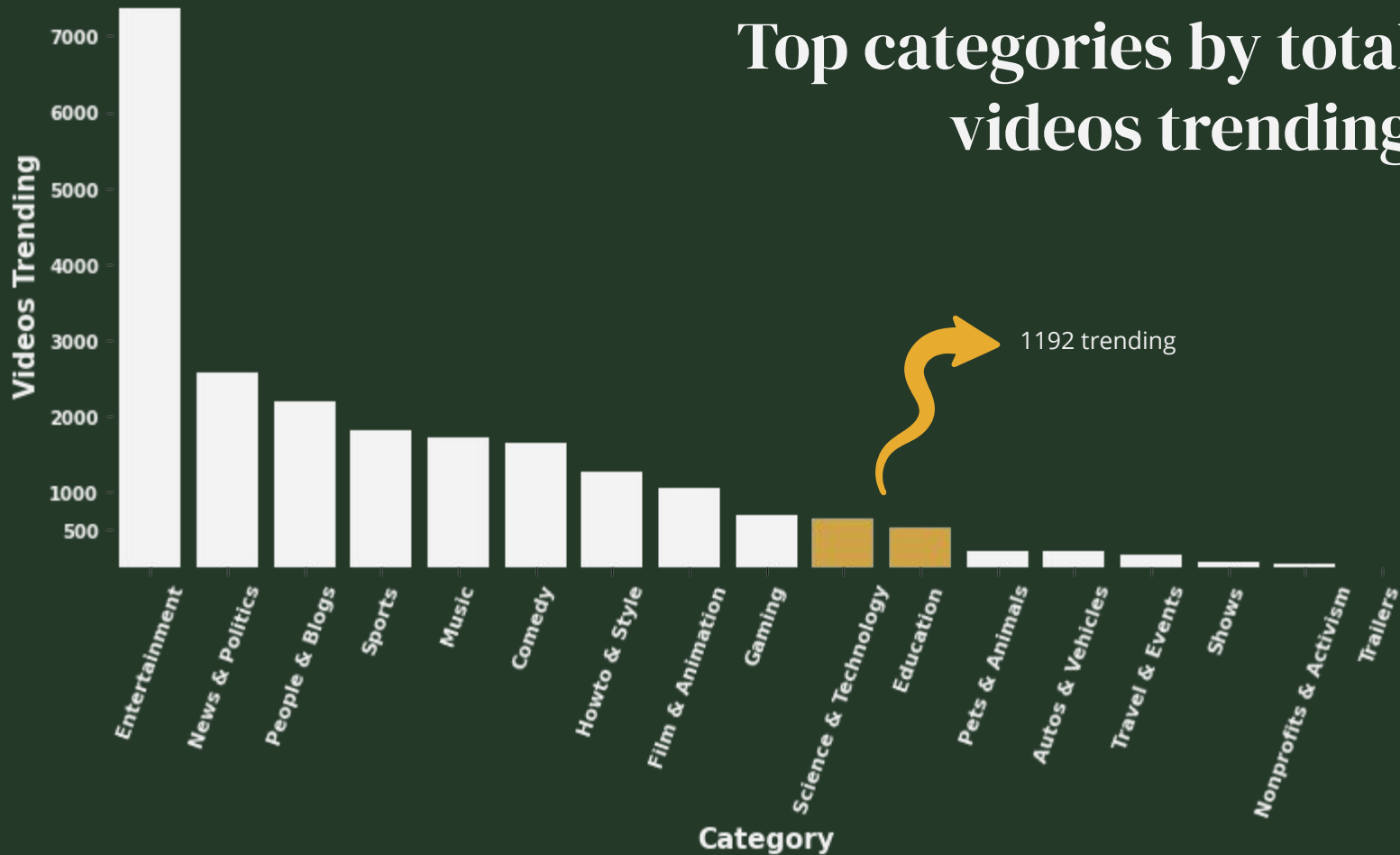
<https://www.kaggle.com/datasnaek/youtube-new>



Categories of interest

- **Education**
- **Science &
Technology**

Top categories by total videos trending



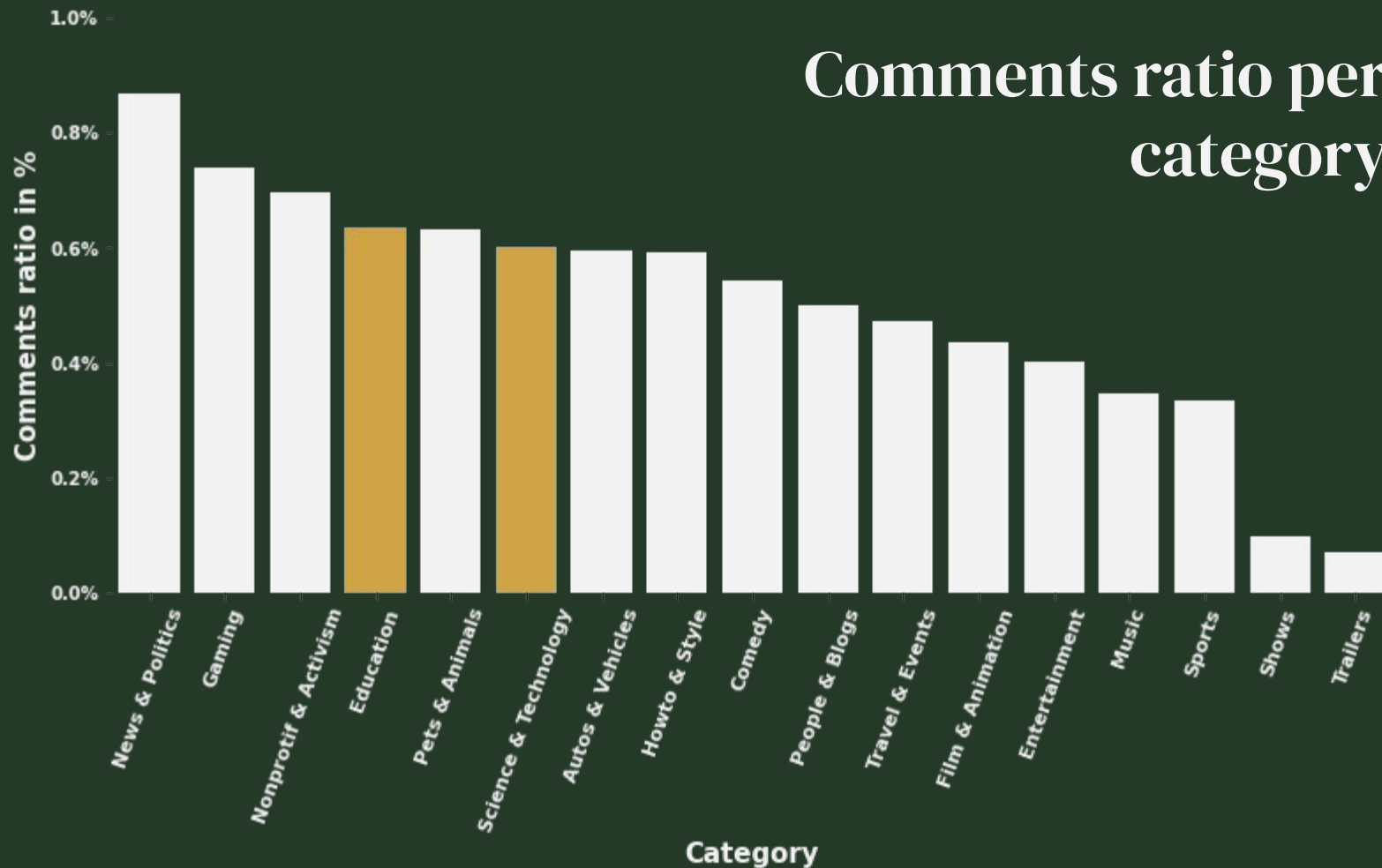
*Your audience might
already be on this
platform!*

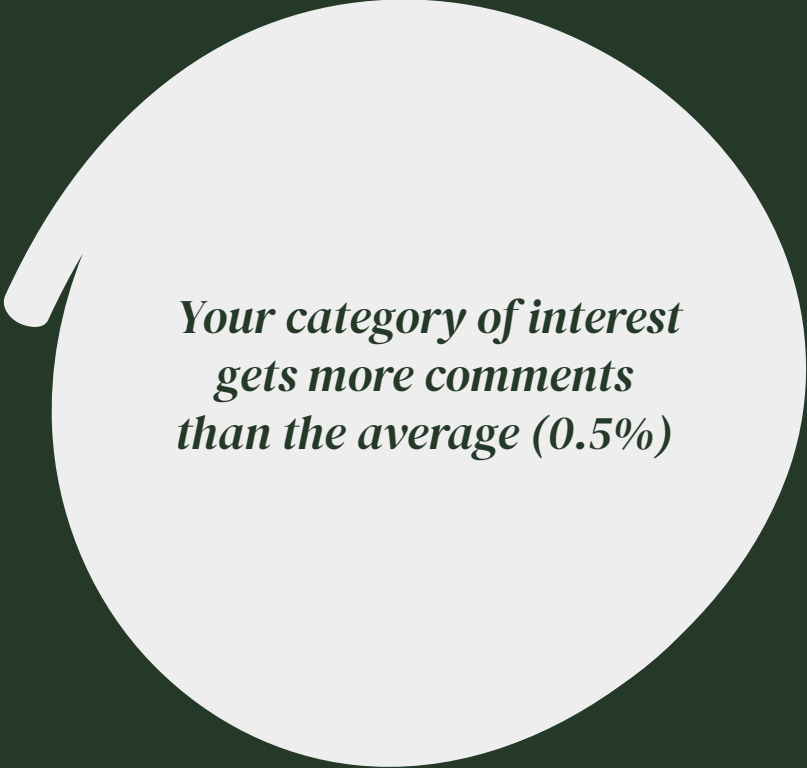


81%
of 15-25 year-olds
in the U.S. use
YouTube

source: [statista.com](https://www.statista.com), data
for 2020

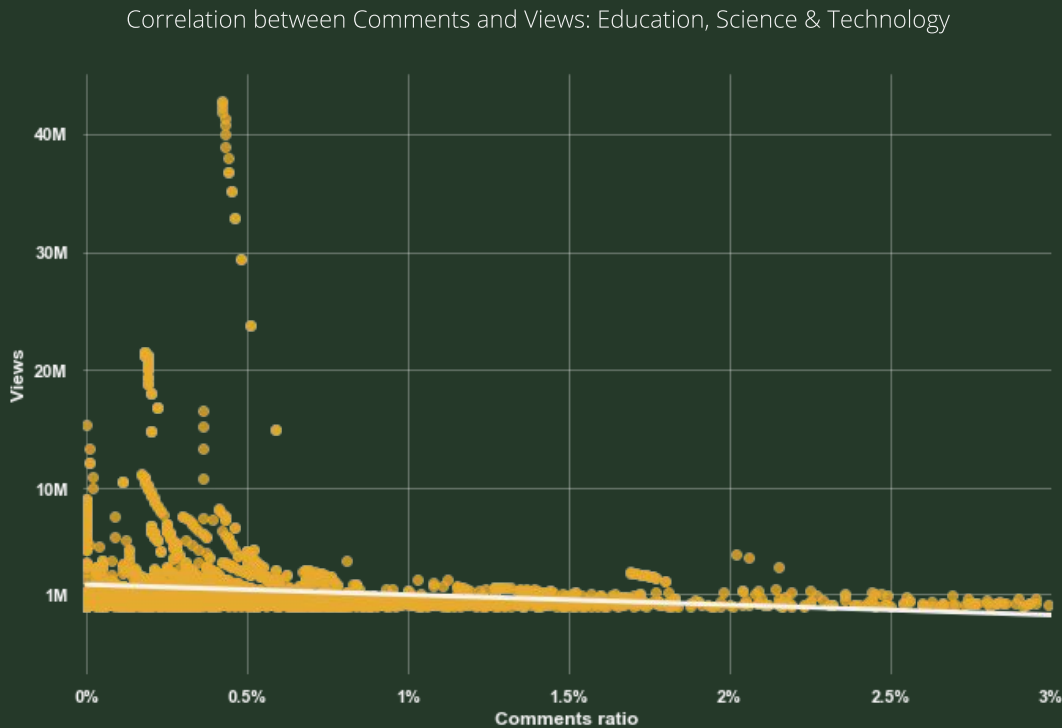
Comments ratio per category





*Your category of interest
gets more comments
than the average (0.5%)*

**.. But it's not directly
related to how many
views you get**



Category specific insights

18 HOURS

Average time
from upload
until trending

3 DAYS

Average
trending time

**“science”
“education”**

The two most
tagged words

“math” is in
182th place



Conclusions

- There's a high probability that your audience is already using YouTube
- Viewers tend to be more active in the comments field within your category than the average
- Being active in the comment field might be important, but it does not automatically correlate to more views
- Become trending can go fast, but it will not last long!





Thank you!