

# Trending videos on YouTube

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# Introduction

- video ad analysis at the Sterling & Draper advertising agency (analyzing trending videos on YouTube to determine what content deserves marketing attention)

- each video has a specific category (Entertainment, Music, News & Politics, etc.), region, and trending date

- a video can be in the trending section for several days in a row

- every week same questions are asked:

- What video categories were trending last week?
- How were they distributed among various regions?
- What categories were especially popular in the United States?

It's high time this process is automated.

GOAL: creating an interactive dashboard which will present data on trending videos in particular region during a particular period of time.

# Summary:

In most of the countries that have been a part of this analysis Entertainment videos are the most popular on Youtube.

Russians like People&Blogs the most, then Entertainment and News&Politics. Americans also like Music and Howto&Style, Japanese People&Blogs and Sports videos. People in India also like News&Politics and Music videos and French like People&Blogs and Comedy.

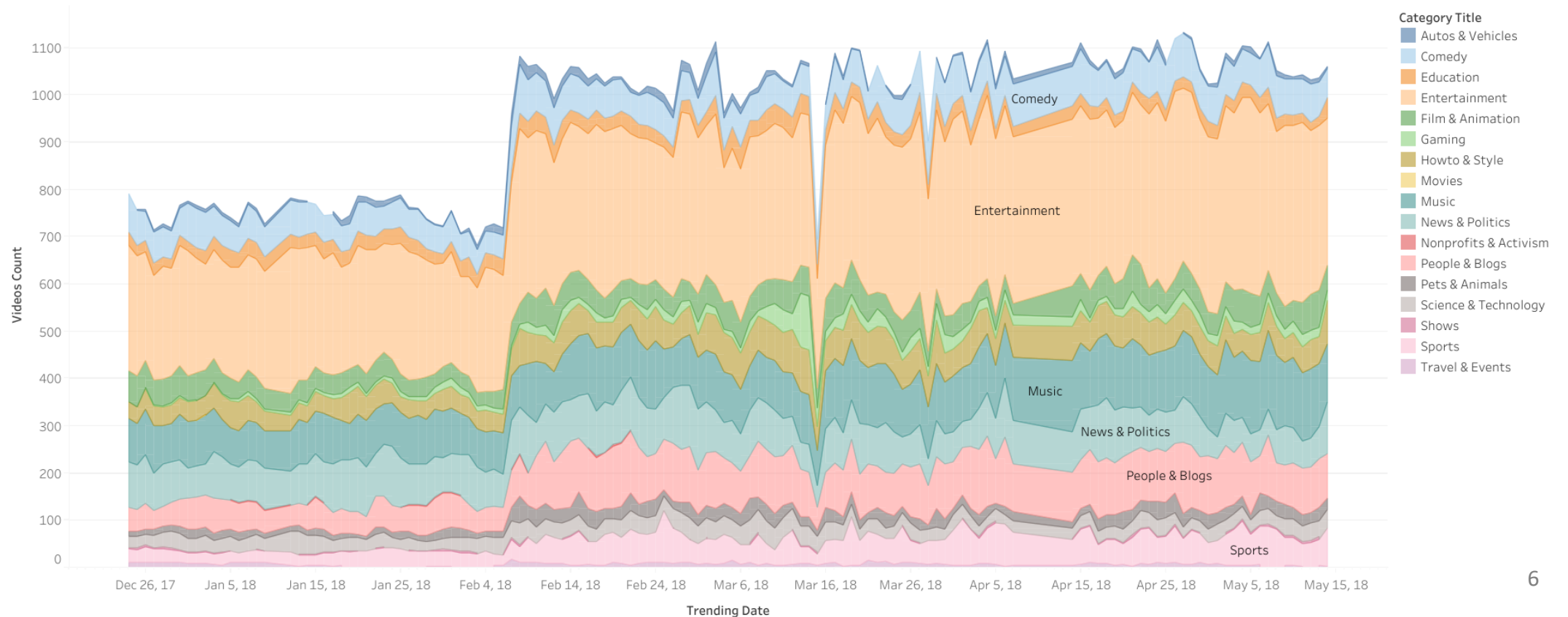
# Dashboard

Dashboard Title		Date and time filter
„Trending History“ chart- trending videos split by trending time and category (absolute values, stacked area chart)	„Trending History, %“ chart – trending videos split by trending time and category (% of total, stacked area chart)	Download button
„Trending videos by country“ chart – trending videos split by country (% of total, pie chart)	„Correspondence between categories“ table. Columns stand for countries, rows for trending categories. Table cells contain absolute numbers of trending videos.	Country filter

# „Trending History“

- this chart presents absolute values for number of videos in specific category for countries: France, India, Japan and/or Russia
- date range: November 14, 2017 – June 14, 2018

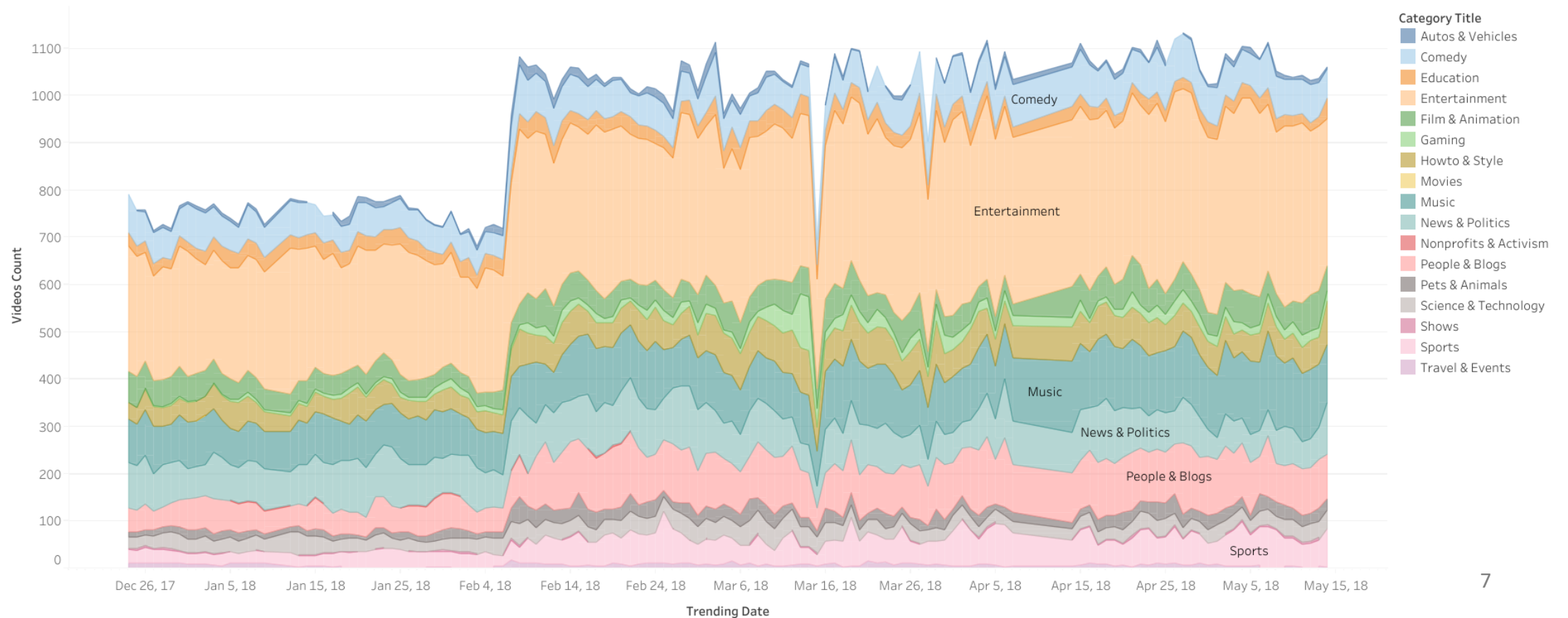
Trending history in India, Japan, United States



## „Trending History“

- In every mentioned country Entertainment videos are the most viewed on YouTube, except for Russia
- Russians are fans of People&Blogs category of videos

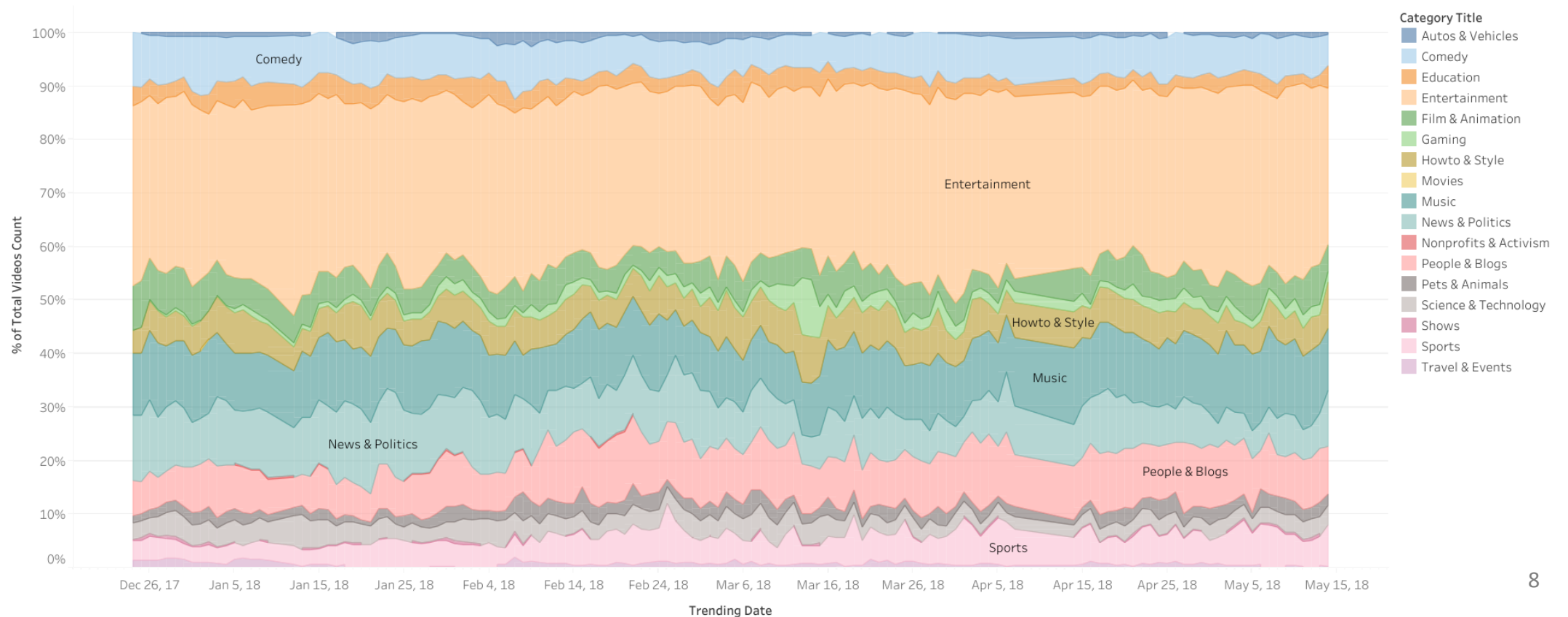
Trending history in India, Japan, United States



## „Trending History, %“

- in this chart we can read the absolute values; share of videos of a certain category in a certain country
- date range: November 14, 2017 – June 14, 2018

Trending history (%) in India, Japan, United States

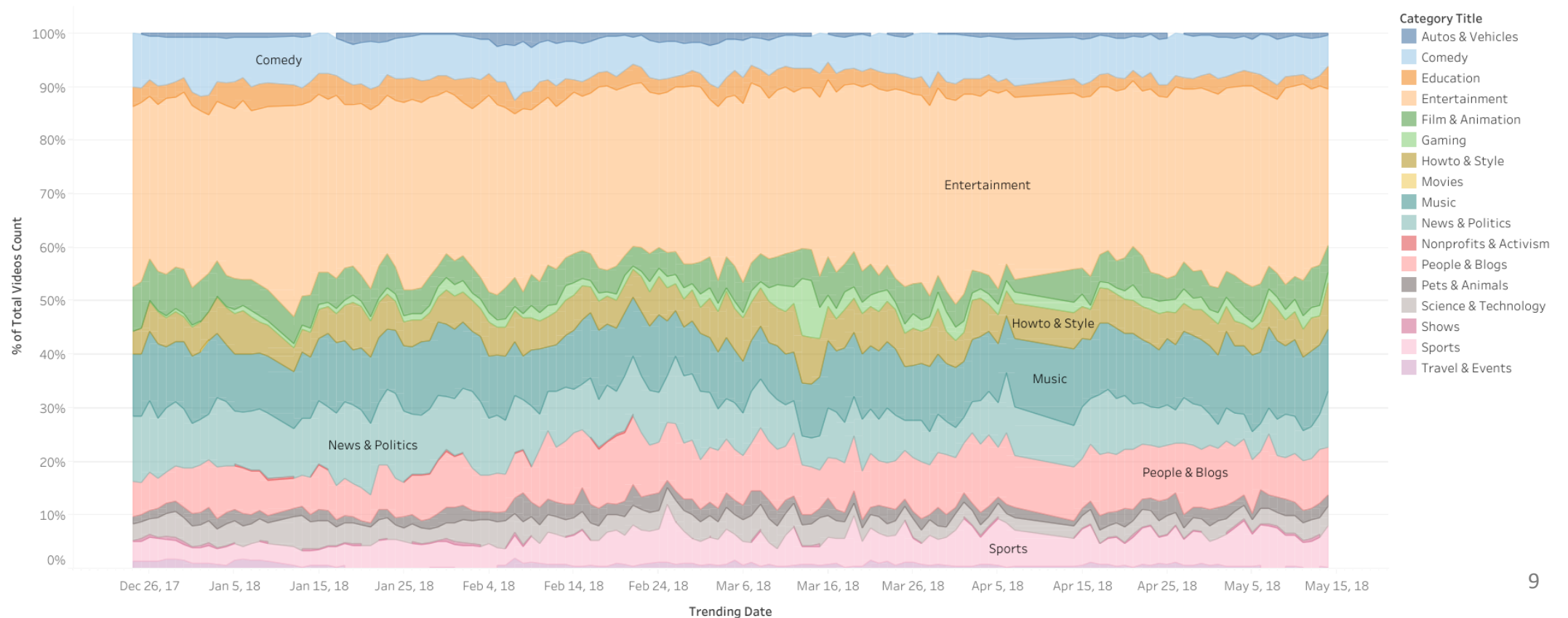




## „Trending History, %“

- if we consider all mentioned countries together; Entertainment videos are most viewed on Youtube

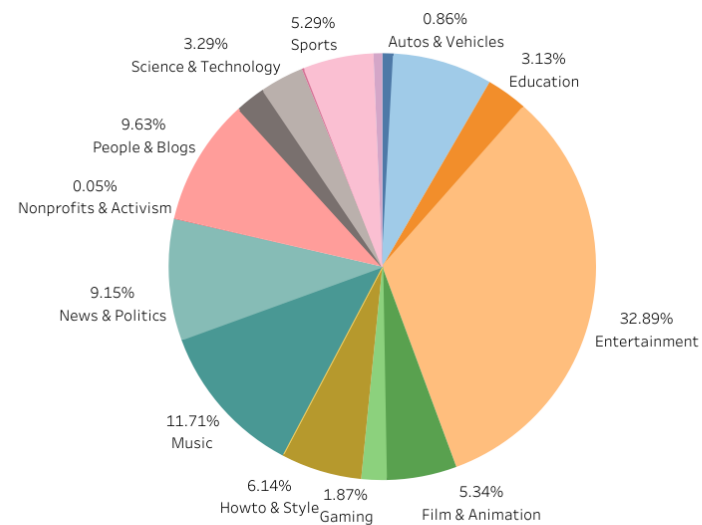
Trending history (%) in India, Japan, United States



## Trending videos by country

- On this chart we can clearly see which videos are viewed the most in a chosen country

Events in India, Japan, United States



% of Total Videos Count

100.00%

Category Title

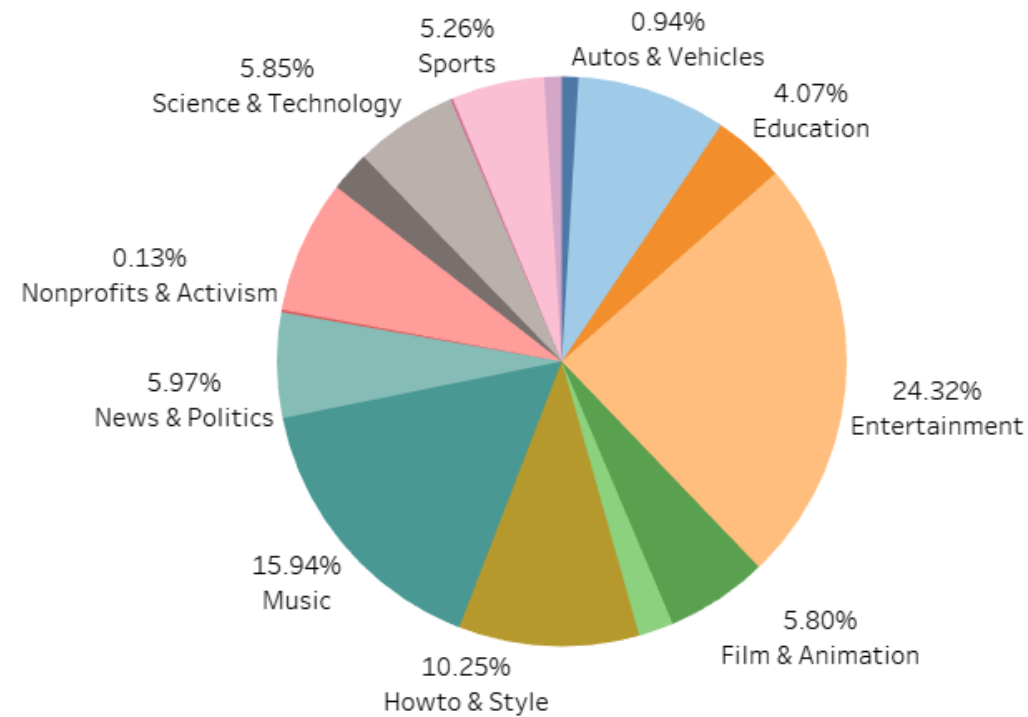
Autos & Vehicles  
Comedy  
Education  
Entertainment  
Film & Animation  
Gaming  
Howto & Style  
Movies  
Music  
News & Politics  
Nonprofits & Activism  
People & Blogs  
Pets & Animals  
Science & Technology  
Shows  
Sports  
Travel & Events

# *Trending videos by country*

Events in United States

- USA:

1. Entertainment
2. Music
3. Howto&Style

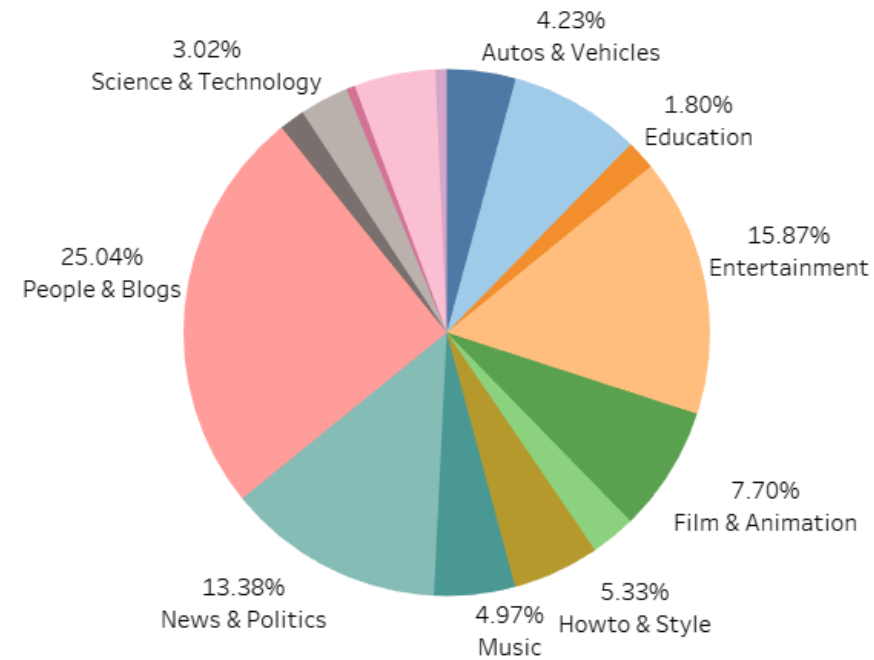


# *Trending videos by country*

Events in Russia

- Russia:

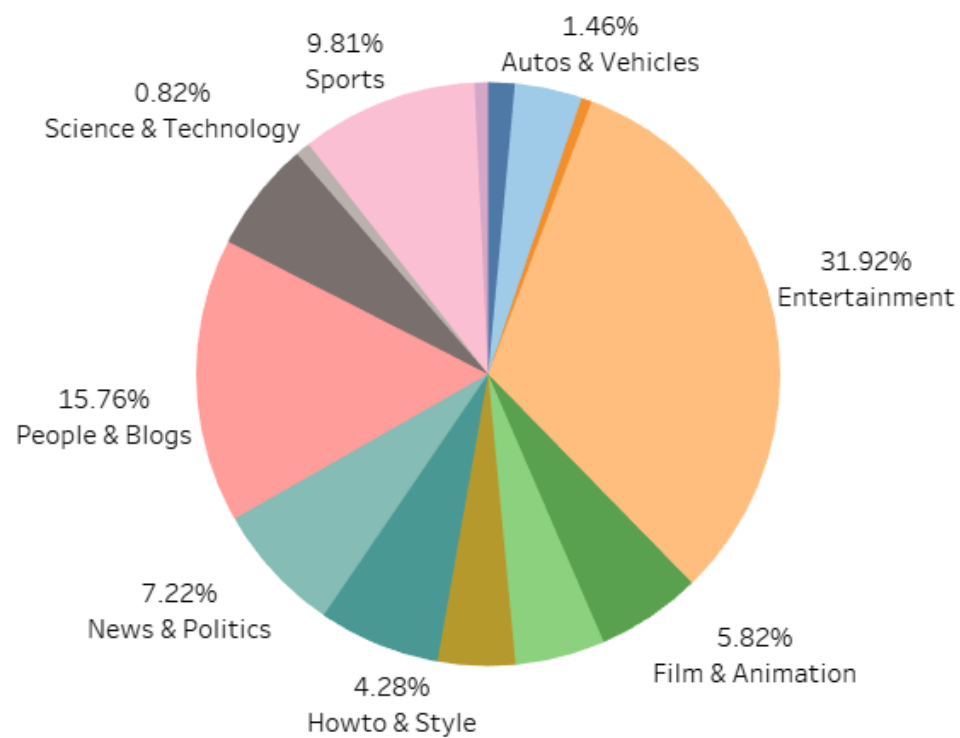
1. People&Blogs
2. Entertainment
3. News&Politics



# *Trending videos by country*

Events in Japan

- Japan:
  1. Entertainment
  2. People&Blogs
  3. Sports

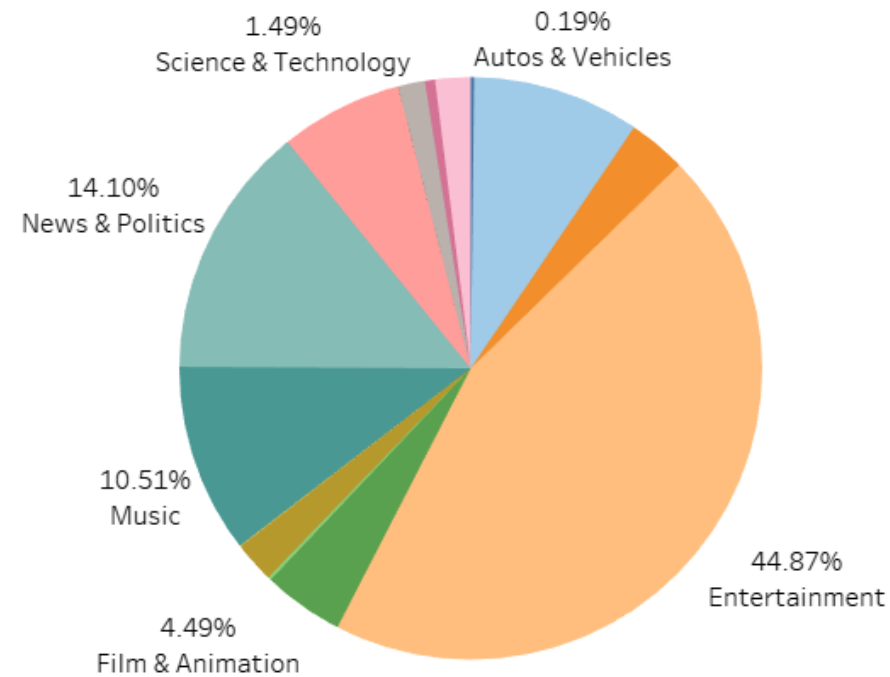


# *Trending videos by country*

Events in India

- India:

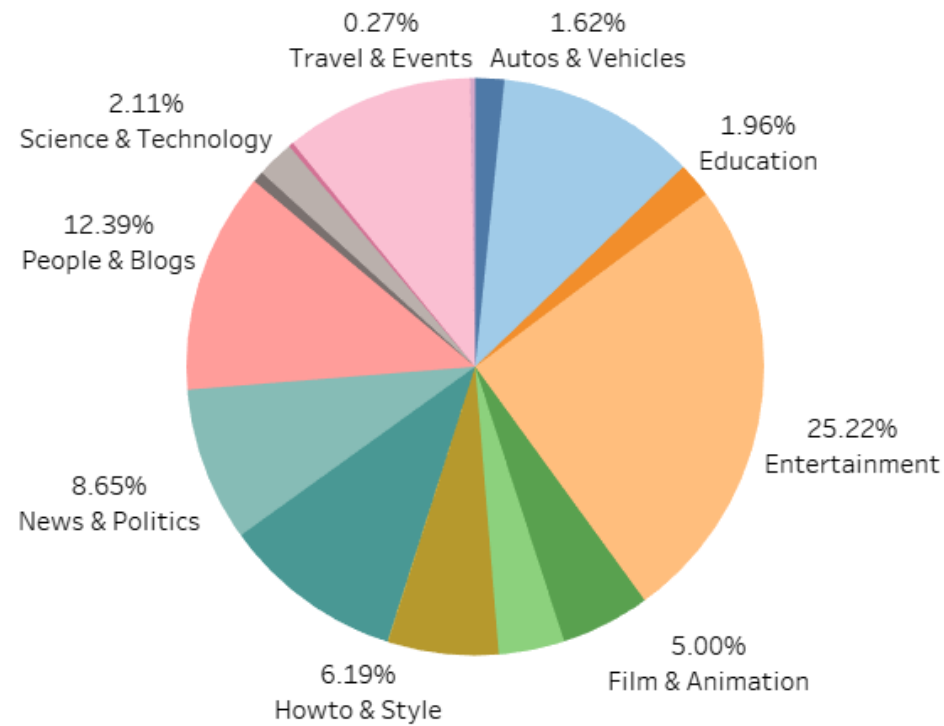
1. Entertainment
2. News&Politics
3. Music



# *Trending videos by country*

Events in France

- France:
  1. Entertainment
  2. People&Blogs
  3. Comedy



## Correspondence between categories

- This chart represents number of videos viewed from November 14, 2017 until June 14, 2018.

Category Title	Region				
	France	India	Japan	Russia	United States
Autos & Vehicles	1,220	138	538	3,116	758
Comedy	8,446	6,814	1,372	5,968	6,870
Education	1,480	2,360	212	1,326	3,284
Entertainment	19,020	32,924	11,734	11,692	19,638
Film & Animation	3,768	3,298	2,140	5,676	4,680
Gaming	2,786	132	1,834	2,050	1,606
Howto & Style	4,668	1,674	1,574	3,928	8,280
Movies	22	32		2	
Music	7,658	7,714	2,480	3,664	12,874
News & Politics	6,526	10,346	2,654	9,858	4,818
Nonprofits & Activis..					106
People & Blogs	9,346	4,988	5,792	18,452	6,122
Pets & Animals	468	6	2,250	1,154	1,832
Science & Technology	1,588	1,096	300	2,226	4,722
Shows	198	410		388	114
Sports	8,002	1,424	3,606	3,684	4,250
Trailers	4				
Travel & Events	204	16	276	510	804



## Correspondence between categories

- India is the leader in numbers of Entertainment videos viewed
- France is very close to United States in numbers

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## Correspondence between categories

- Only in USA people watch Nonprofits&Activism videos
- Only in France people watch Trailers videos
- In Japan they don't watch show videos

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## Correspondence between categories

- French people like Comedy videos the most
- Education are watched the most by Americans
- Gaming videos are the least popular in India but the are most interested in News&Politics
- Japanese people love Pets&Animals

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## Correspondence between categories

- Americans are the most into Science&Technology
- French are the most into Sports

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# Entertainment Videos

## General conclusion

In their free time people mostly like to entertain themselves on YouTube.