

You Tube TRENDING MEASUREMENT AND ANALYSIS

IST 719 Information Visualization
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Story:

YouTube is the most popular and most viewed platform in the world today. It has a list of trending videos that is updated constantly. This poster is going to give us relevant information on YouTube video creation to increase the likes and views.

Data Description:

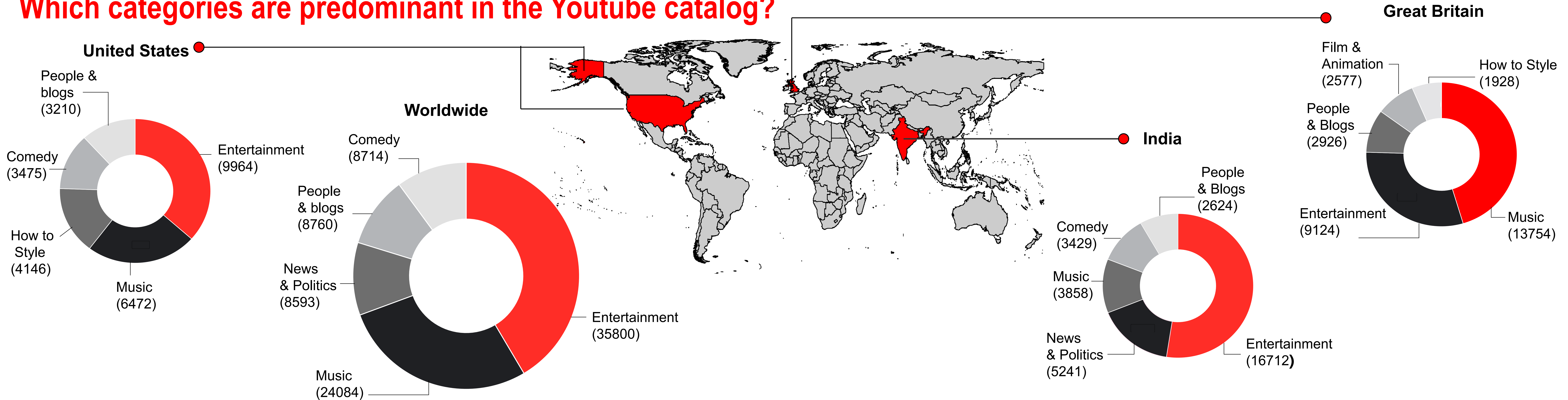
This dataset includes several months of data on daily trending YouTube videos in three regions: USA, India and Great Britain. The dataset contains 18 columns and 117217 rows.

Audience:

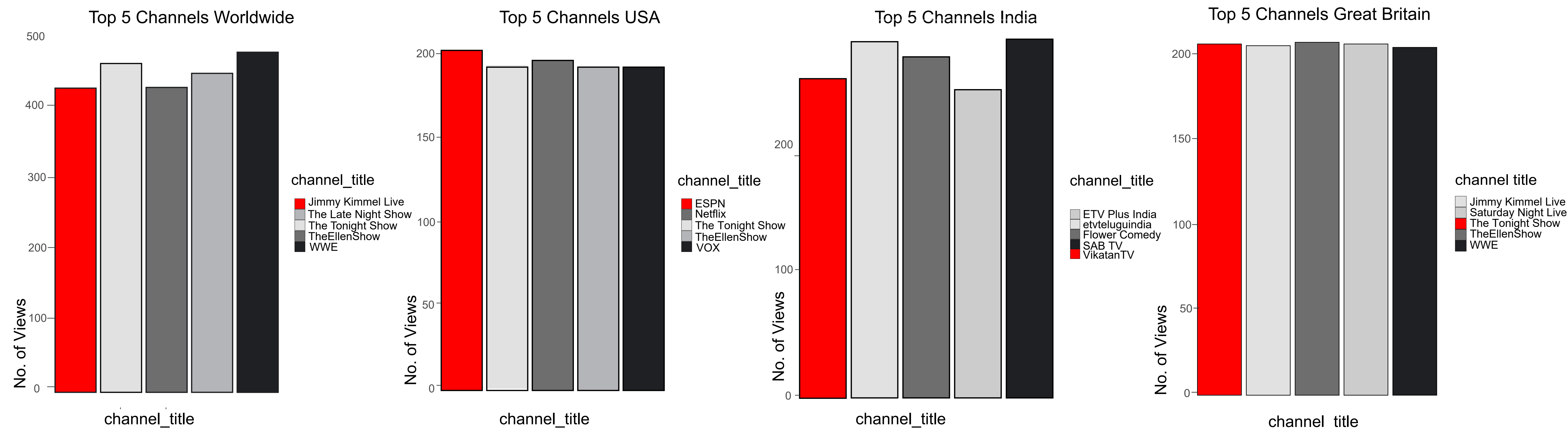
The analysis can provide us a better understanding of what factors contribute to a video to make it into the 'trending list', and mainly help:

- (1) YouTube content creators who are trying to make trending videos.
- (2) Ad companies deciding which videos to sponsor on.
- (3) YouTube itself to identify which videos are worth promoting.

Which categories are predominant in the Youtube catalog?



Which channels are popular?



Time it Takes to Trend

Time it takes to trend graph indicates the relationship between the trending tendency of the video (viewers) and the number of days the video has been uploaded

