**Project Observations**

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Core Message for my portion of the project was the question: **Do top trending categories vary over time?**

I focused on analyzing top trending YouTube categores and how these were influenced by time.

In reviewing the data:

* The data spanned between 2017 – 2018.

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* We didn’t have a complete years’ worth of data.
  + The data consisted of videos that were published during an 8 month period. (between November of 2017 through June 2018).

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* This made it challenging to determine category changes from a seasonal perspective.
* This led us to zoom in our timeframe to a ‘by day of the week’ window that resulted in a more useful study.

# Key Observations:

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* More trending videos are published on Friday versus other days of the week with the lowest being published on Saturdays and Sundays.
  + When examining all 6 countries’ separately, Friday still trended similarly with the most trending videos published on that day.

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* In reviewing the top 6 trending categories by publish day, it was difficult to truly see what was happening on each day when you plotted all 6 categories on the same chart.
* The entertainment category’s volumes were much greater than the other categories causing the other categories to appear flat.
* When each category was plotted individually, you are able to depict the trend clearly.
* 5 out of the 6 categories reflect videos published on Friday as having the most trending videos. However, the ‘People & Blogs’ category that had more videos that trended when published on Thursday.

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