Top YouTubers Statistics Analysis
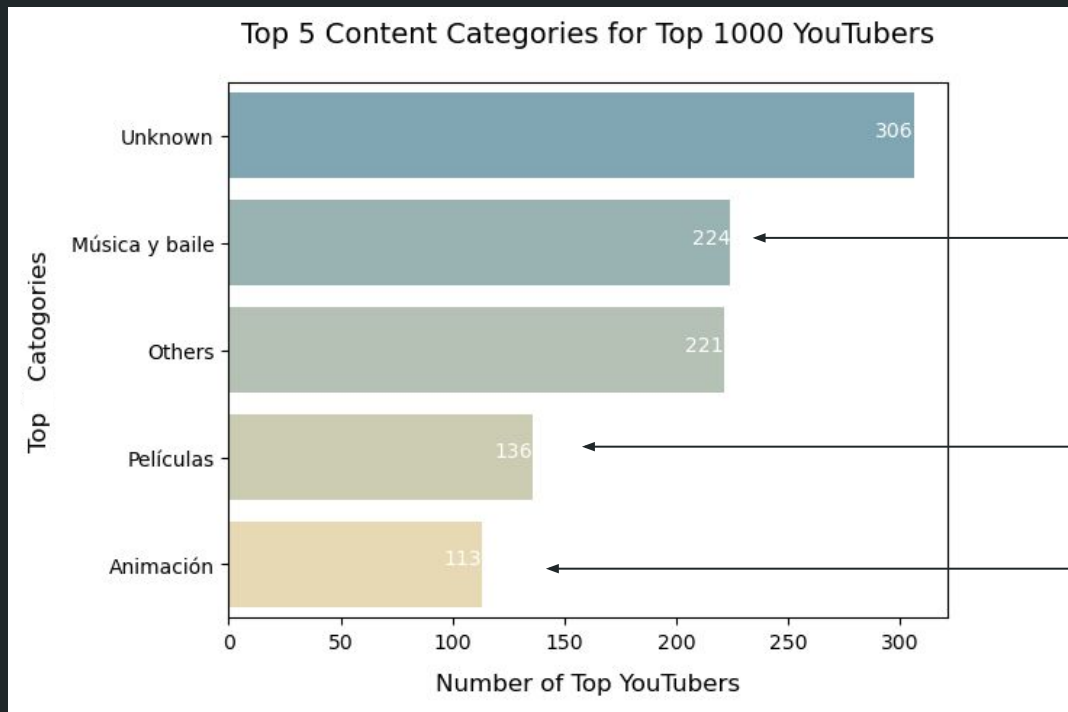
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Intro

- Top 1000 YouTubers' statistics from Kaggle data.

- Questions?
  - What are the most popular video content?
  - Do audiences behave the same?
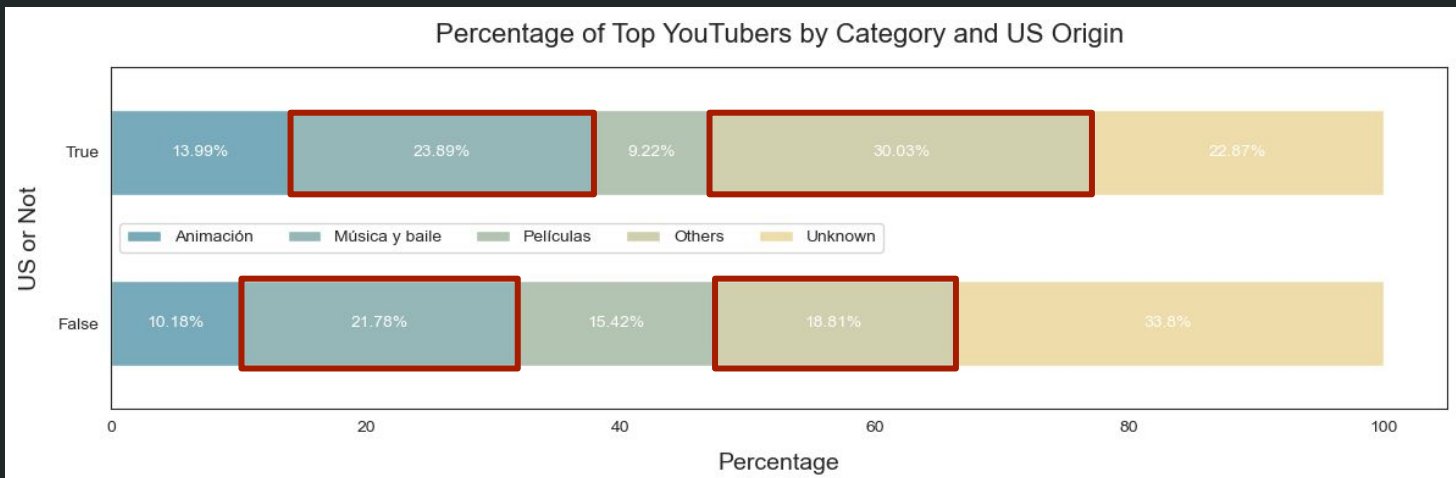 - Who to advertise with?

Most Trending Content

Top 5 Content Categories for Top 1000 YouTubers

Music and Dance
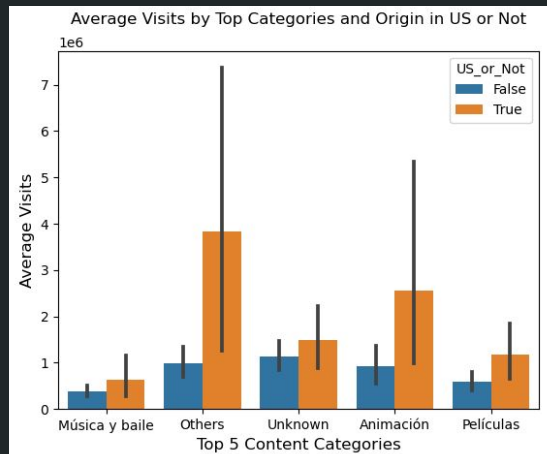
Films

Animation

Most Trending Content: US *vs* Non-US

Percentage of Top YouTubers by Category and US Origin

US_or_Not	False	True
Catogories_Modify		
Música y baile	154	70
Unknown	239	67
Animación	72	41
Películas	109	27
Videojuegos	16	23
Comida y bebida	4	10
Ciencia y tecnología	6	8
Deportes	0	8

Music and dance YouTube videos are most popular worldwide.

**Popular content trend varies for different regions.**

Audience Analysis: Content Categories & Regions

Average Visits by Top Categories and Origin in US or Not

Average Likes by Top Categories and Origin in US or Not

Average Comments by Top Categories and Origin in US or Not
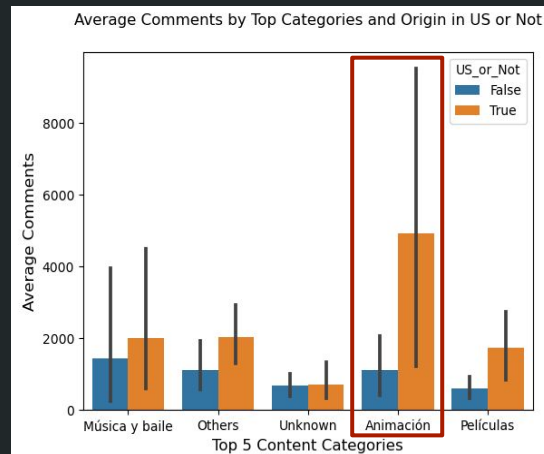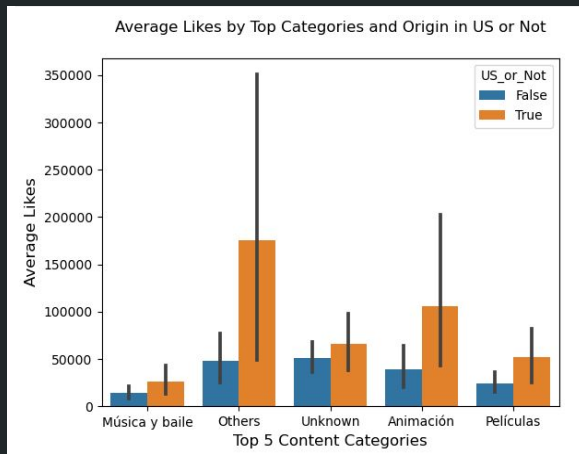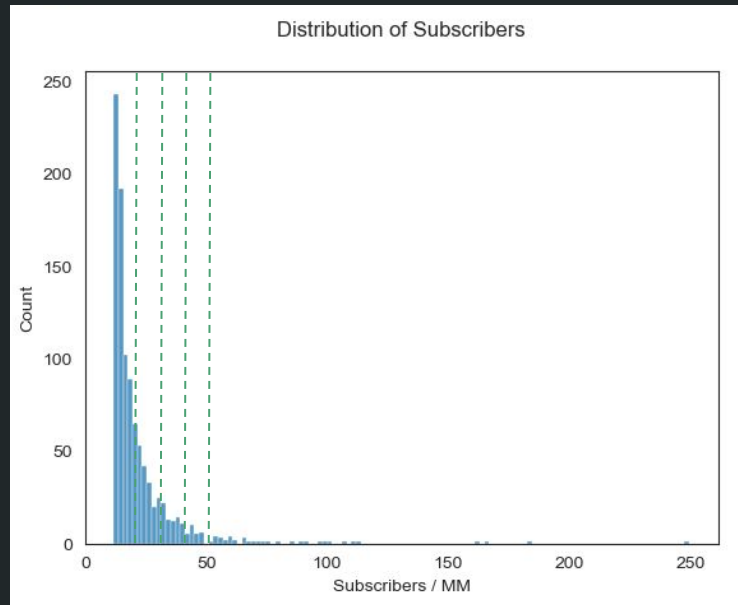
US YouTube videos show more audience involvements.

Animation fans tend to visit, like and comment more, especially love commenting.
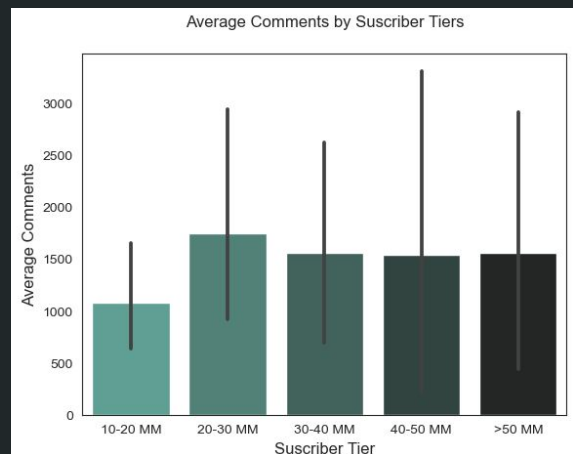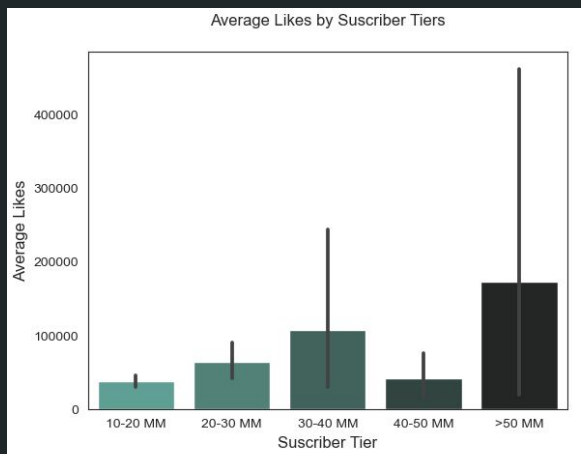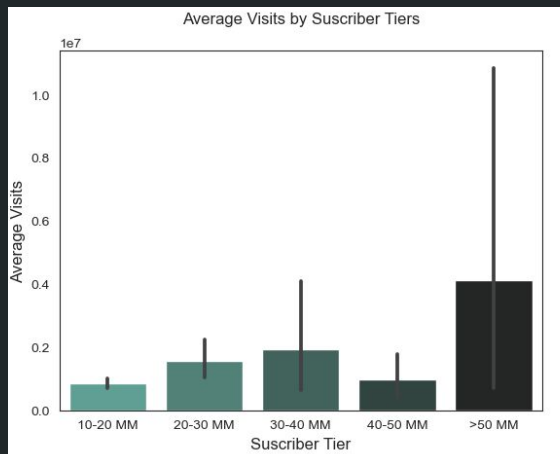
Subscribers: Content Categories & Regions

Average Suscribers in MM by Top Categories and Origin in US or Not

Distribution of Subscribers
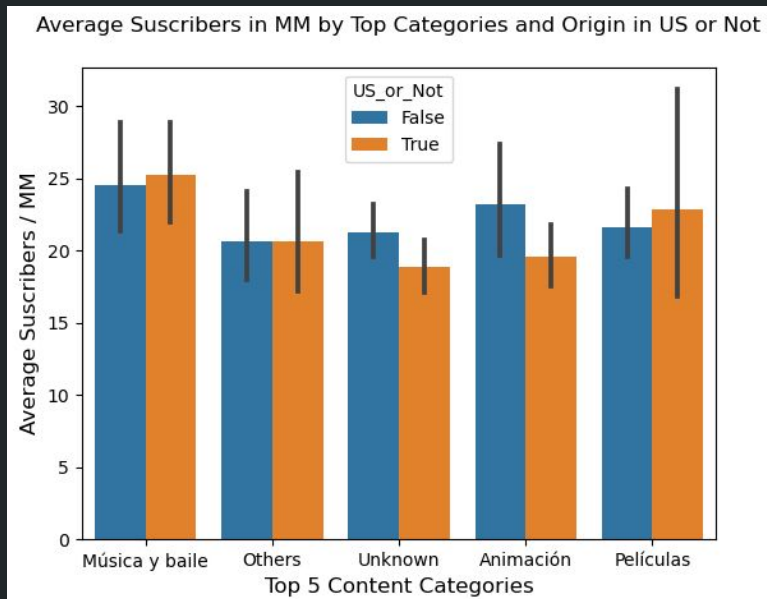
No clear subscriber trend

Split to tiers by subscribers
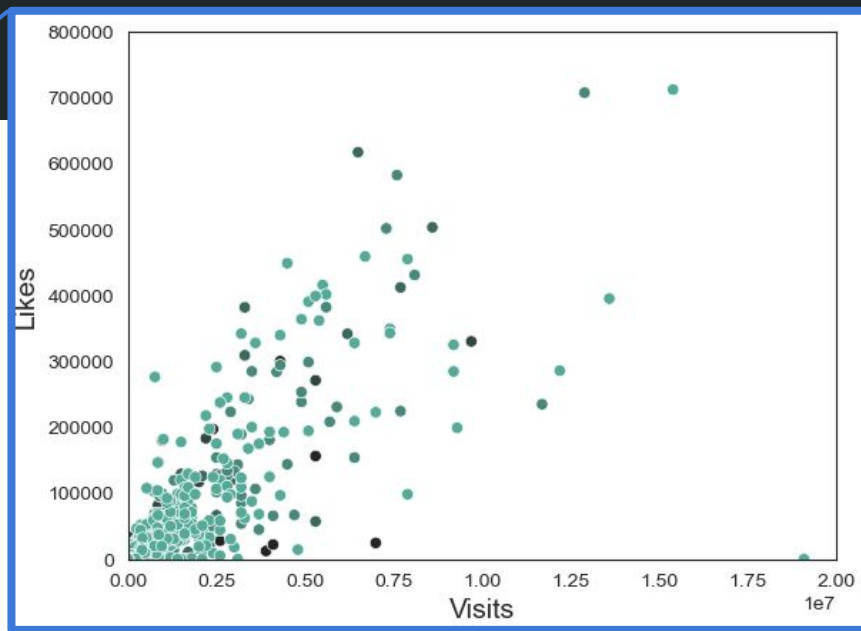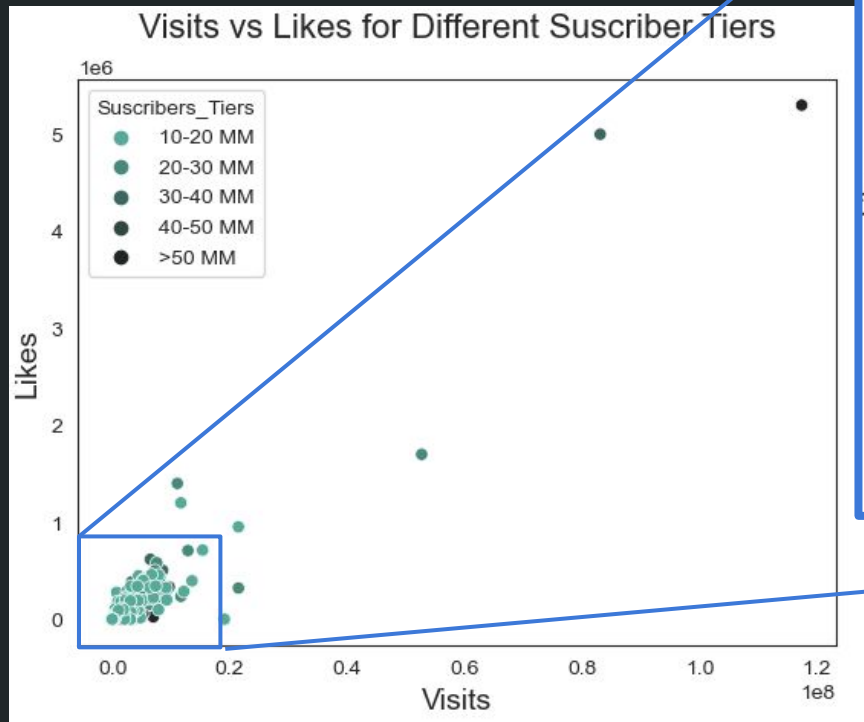
Audience Analysis: Subscriber Tiers

Audience involvement significantly increases after reaching 20MM subscribers.

Large variance for streamers with more than 20MM subscribers.
➔ **Advertising with whole 10-20MM tier is reasonable**
➔ **Advertising should target on certain top streamers**
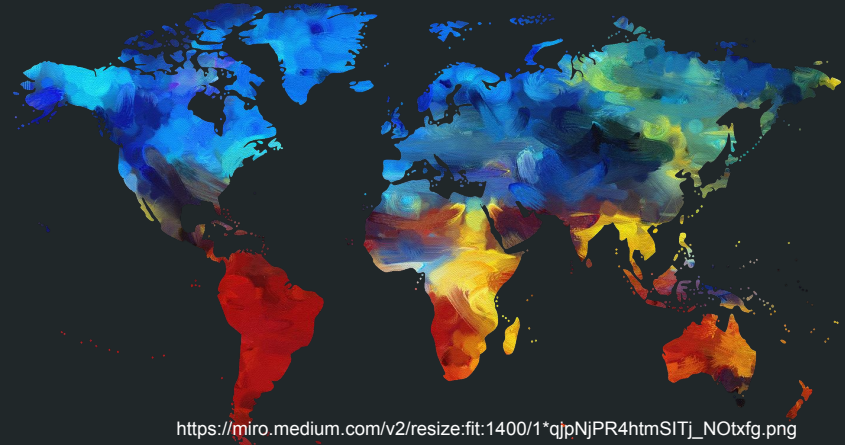
Visits *VS* Likes

Positively correlated

Takeaways

- Music and Dance

- Region of interest

- Targets:
  - Region
  - Content
  - Audience

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