



Trending videos on YouTube

Project purpose

Analysing trending videos on YouTube to determine what content deserves marketing attention.

Dashboard

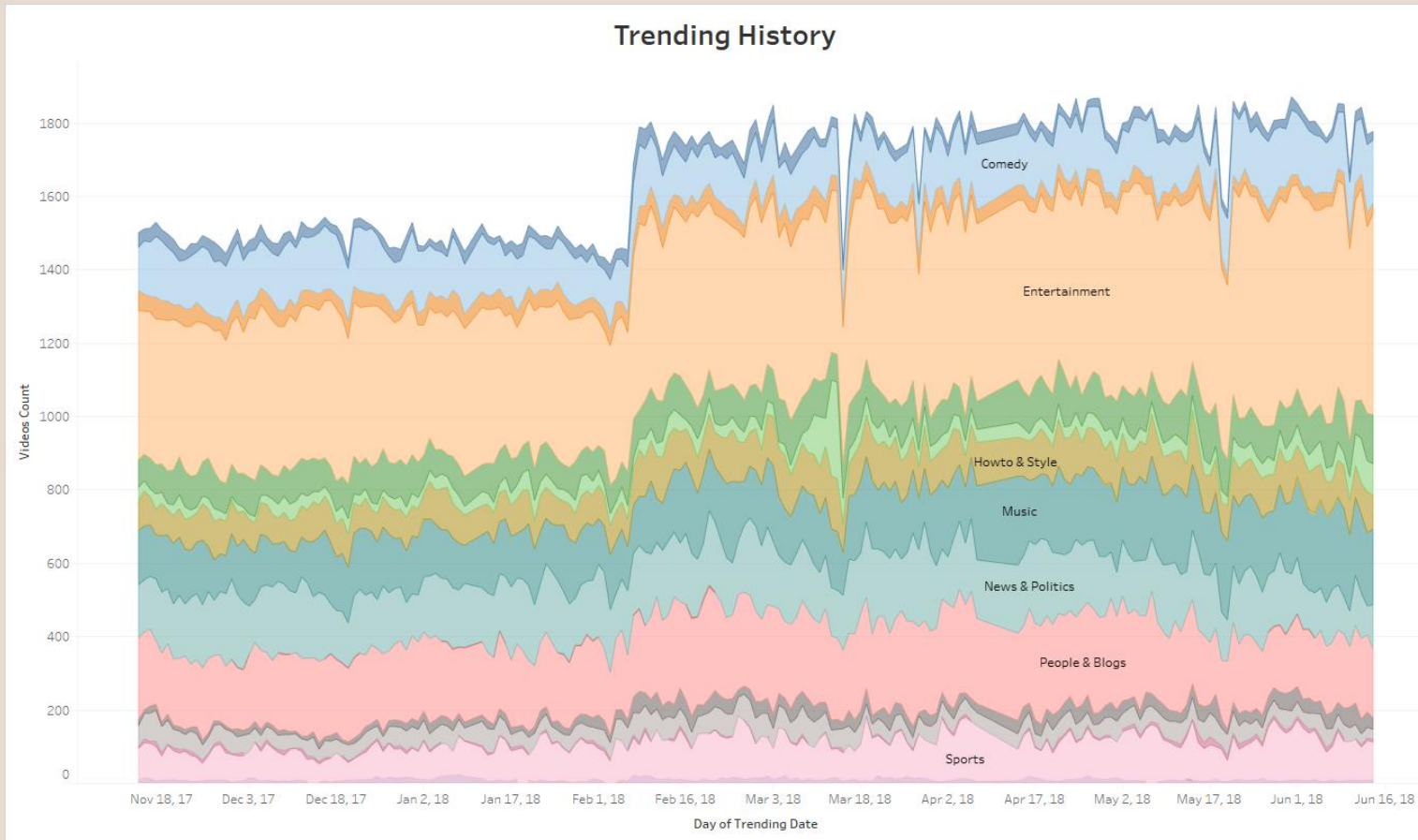
Dashboard link:

- https://public.tableau.com/app/profile/ahmad.zamani.mat.zin/viz/TrendingVideosonYouTube_16820105721160/Dashboard1?publish=yes

The background features a light gray base with large, organic, overlapping shapes in muted olive green and a dusty rose color. In the top left corner, there is a stylized, light gray illustration of a pine branch. A thin, white, wavy line curves across the bottom right portion of the image.

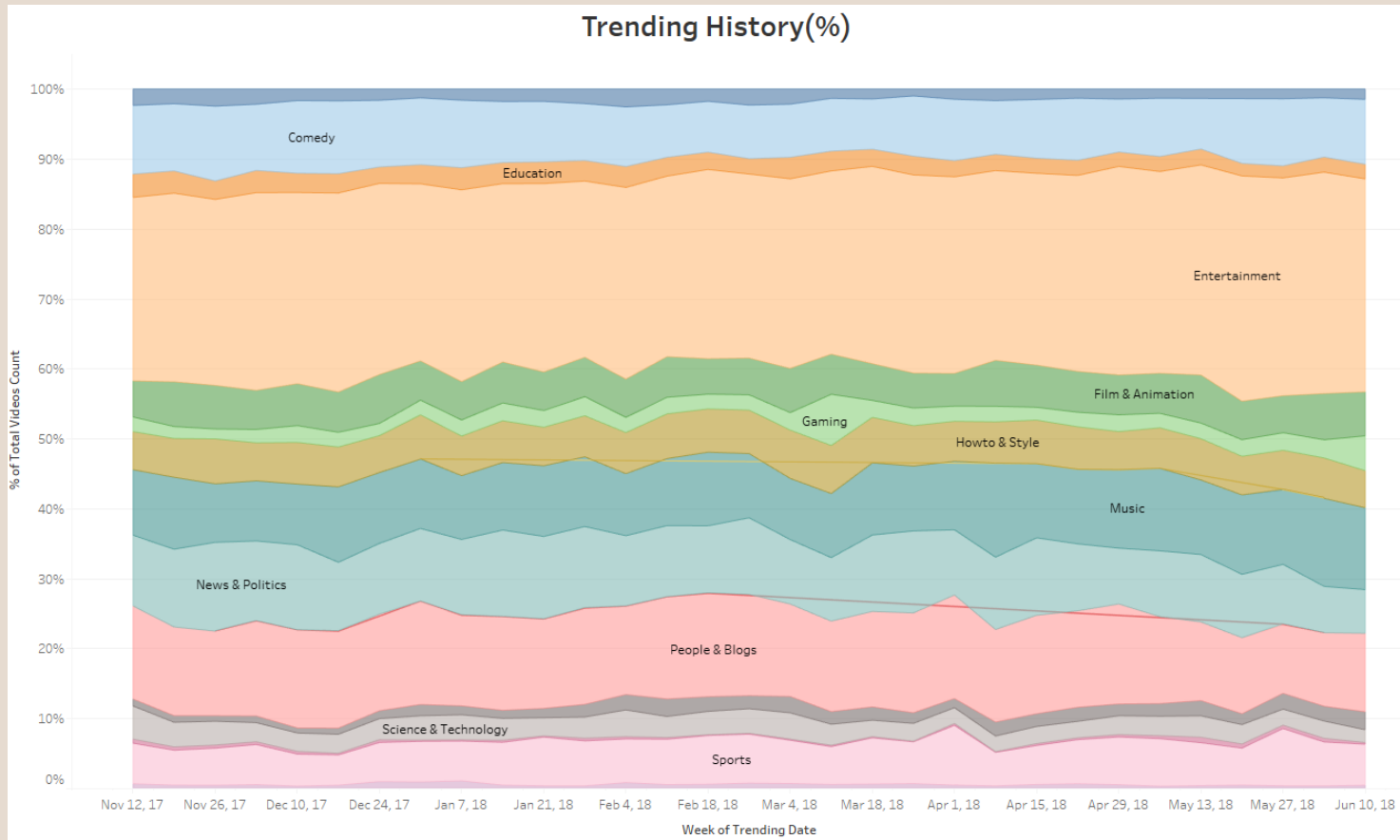
Analysis from chart using Tableau

Trending History



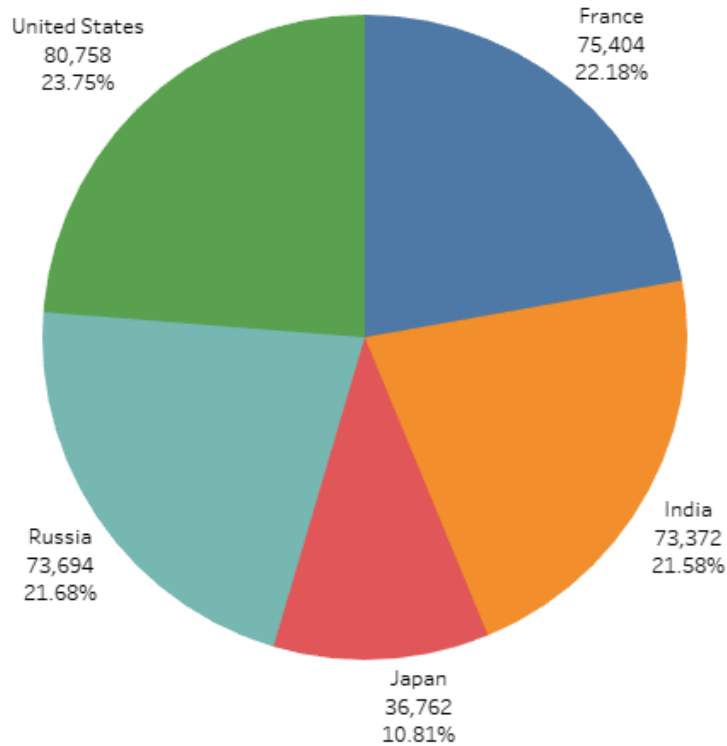
- From the area chart:
 - Entertainment category placed 1st for the number of trending videos from 18 November 2017 until 16 Jun 2018.
 - The area covered in the entertainment category is much bigger than the rest.
 - It means that the number of trending videos is higher than the rest of category.

Trending History (%)



- From the area chart:
 - Entertainment category placed 1st for the number of trending videos in percentage from 18 November 2017 until 16 Jun 2018.
 - Entertainment category covered more than 20% for the number of videos for the 8 months periods.a

Trending by Country



- From the pie chart:
 - 4 countries were distributed almost evenly around 20% from the total number of trending videos in YouTube.
 - United States have the most number of trending videos followed by France, Russia, India and Japan.
 - Japan fill the rest of percentage where around 10% from the total number.

Trending Videos by Country

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 & Activism					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

From the table:

- Entertainment placed 1st in the United States where the total numbers of videos are 19 638.
- Compared to others country, Entertainment category also placed 1st except Russia.
- In Russia, the most trending videos is People & Blogs while the Entertainment placed 2nd which around 7000 difference.

Summary

Entertainment category placed 1st for United States, Japan, India, and France. For Russia, the most popular trending videos category was People and Blogs. However, Entertainment category still placed 2nd with the total number of videos was more than 10 thousands.