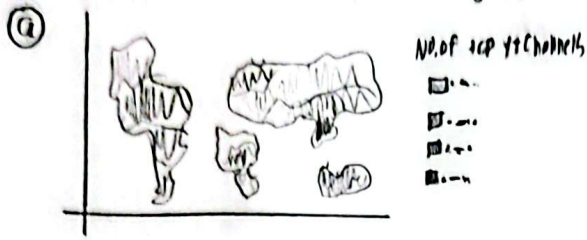
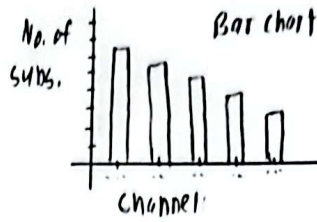


# IDEAS

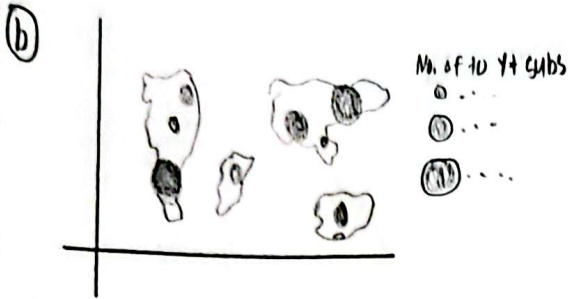
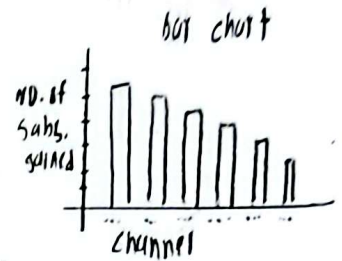
① World map: YT nationality across the globe



② Top 10 YT channels by subs.



④ YT channel subscriber growth in past 30 days



③ Distribution of YT channels by category

a pie chart



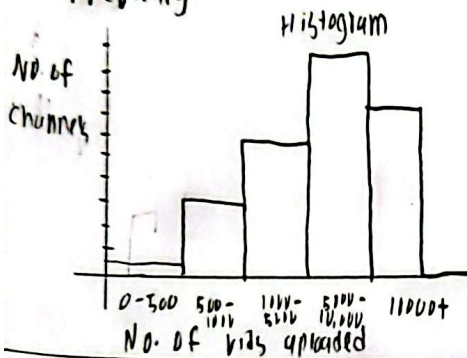
b donut chart



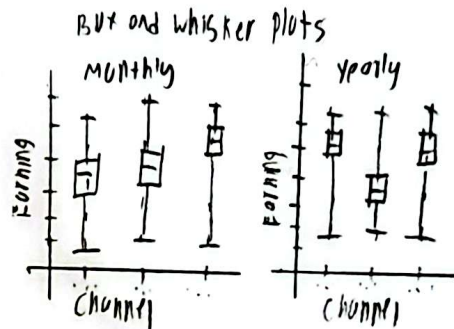
⑦ subscribers vs views



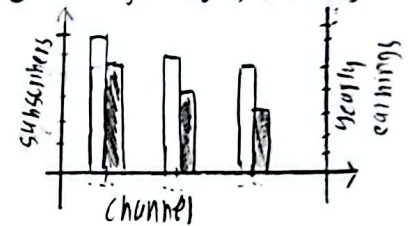
⑤ Distribution of upload frequency



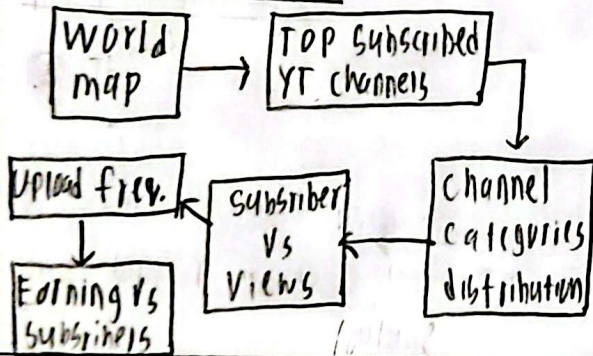
⑥ Earnings distribution



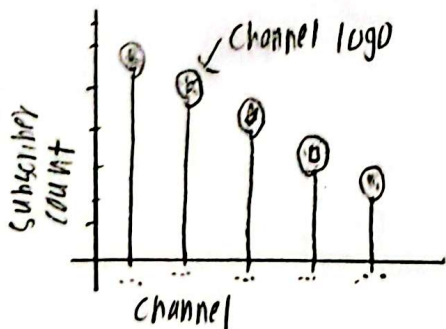
⑧ Earnings vs subscribers



## CATEGORIZE



## FILTER

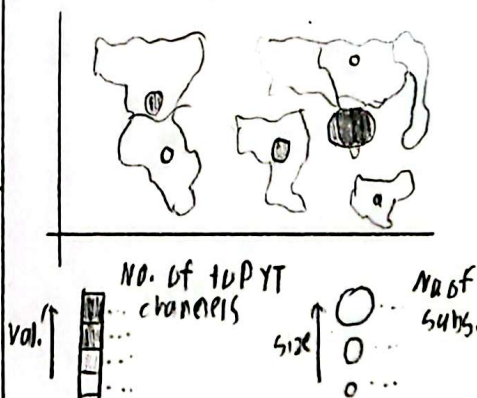


Convert bar chart ② into lollipop chart with lollipops as the channel logo.

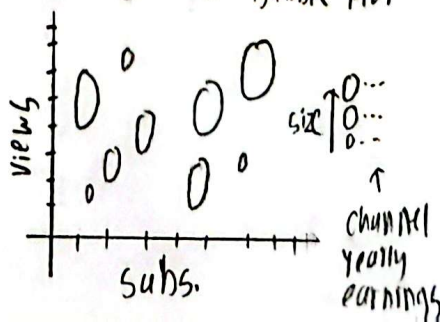
## COMBINE

### AND REFINE

combine ①, ② & ④, ⑥



combine ⑥ & ⑦ Bubble plot



## QUESTIONS

- Do visualisations tell a clear story?
- Is there enough information?
- Can the unused data in the dataset be used for something meaningful?

Author: Abdeali Hader Morbiwala

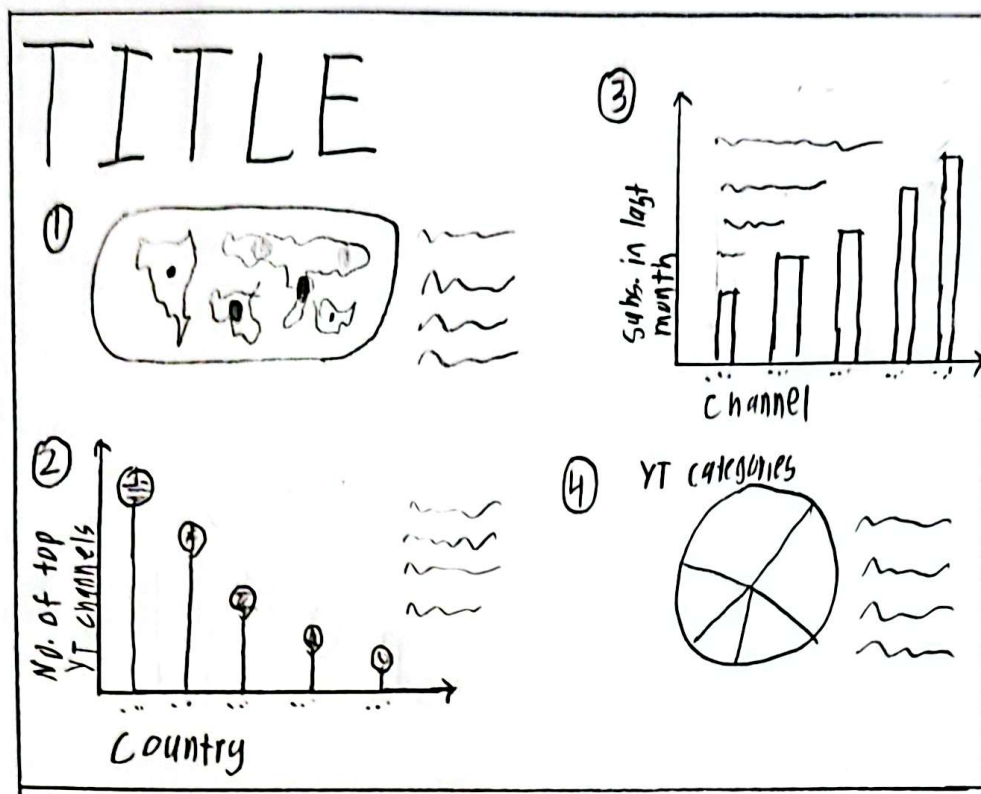
Date: 18/09/2024

Sheet: 1

Task: Planning  
Visualisation 2

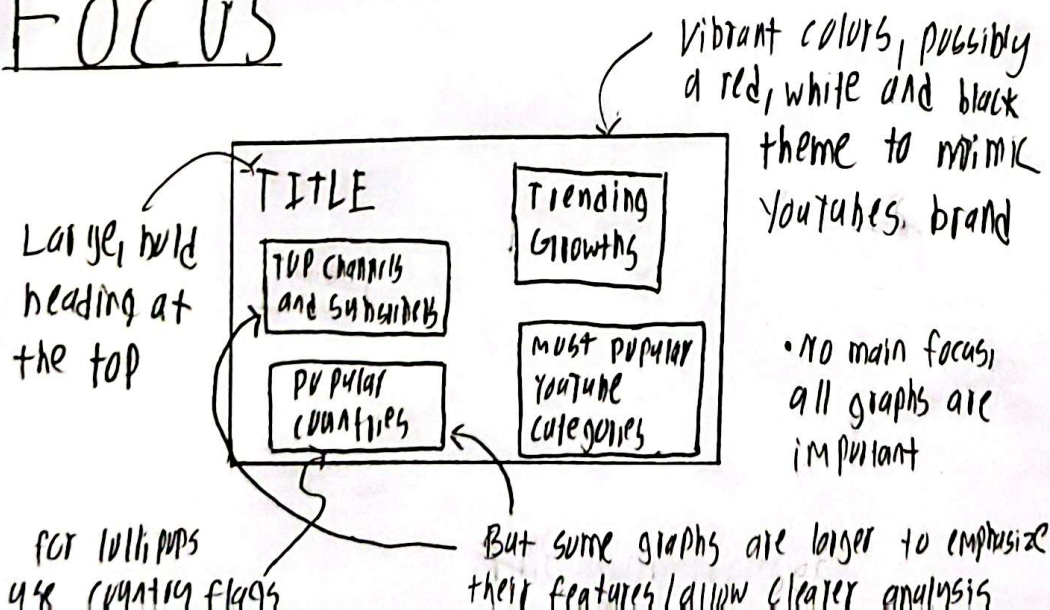


# LAYOUT



- ① Use large icons or illustrations for each region, combined with the number of top channels and total subscribers
- ② Visualise counting with the highest number of YouTube stats, perhaps using circular iconography for each country
- ③ Bar chart showing growth in YouTube stats in recent months
- ④ The most popular YouTube categories

## FOCUS



TITLE: Youtube 2023  
Snapshot

AUTHOR: Abdeur Marbini

DATE: 22/09/2024

SHEET: 2

TASK: Design an  
infographics poster

## OPERATION

TOOLTIPS: Hovering over  
a circle on the map  
reveals:

- country name
- Number of top YouTube channels
- total subscribers

ZOOM/PAN: Map allows  
zooming into different  
regions

FILTERS: Dropdown filters to  
select channels based on  
regions or subscriber thresholds

## DISCUSSION

PROS:

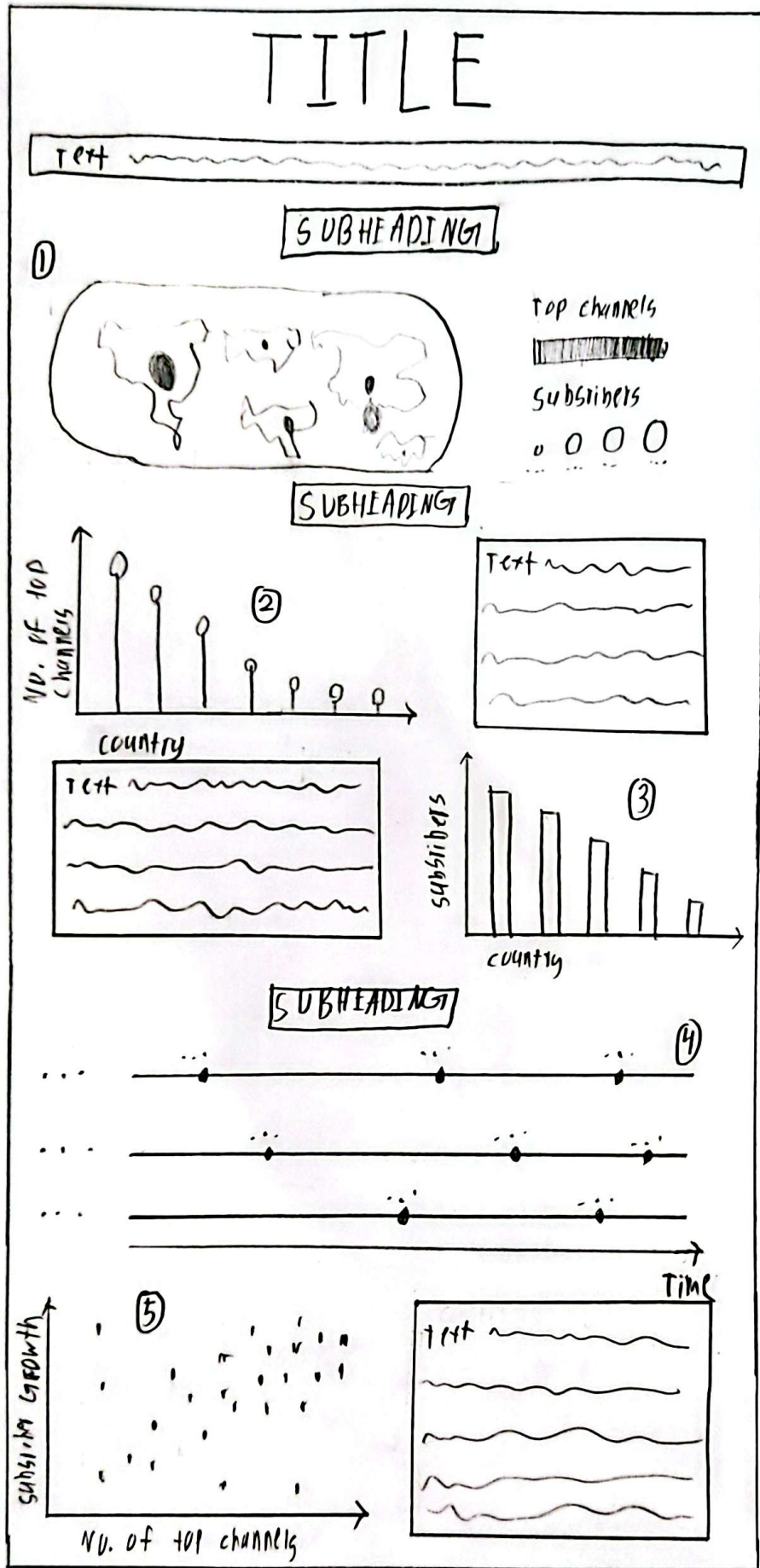
- visually engaging with minimal text, making it easy to grasp.
- Great for quick reference and summarizing key points.

CONS:

- Limited depth; detailed comparisons between countries or channels are not easily extracted.



# LAYOUT



TITLE: The Rise of  
YouTube's Global Growth  
AUTHOR: Abdeah Morbiwala

DATE: 22/01/2024

SHEET: 3

TASK: Design a story-like  
poster layout

## OPERATION

**Tooltips:** Each graph includes  
interactive tooltips with details  
like: • Country name  
• Number of top channels  
• Total subscribers  
• Growth milestones  
for subscriber counts  
(on the timeline)

**Filters:** • Ability to filter  
regions to focus the story on  
specific parts of the world  
• A timeline filter to adjust  
the timeline of subscriber  
growth milestones

## FOCUS

**Initial focus:** ① → Global  
perspective to show YouTube's  
widespread presence across  
continents

**Narrowed focus:** ②, ③ → Zooms  
into top performing countries,  
allowing for deeper comparisons

**Time-based focus:** ④ →  
Transitions into the growth and  
historical achievements of a  
few top YouTube creators  
(Timeline chart)

**Current trends focus:** ⑤ → Concludes  
with insight on recent subscriber  
growth rates

## DISCUSSION

**Pros:** • Multiple types of visualisations provide  
diverse perspectives of YouTube's growth,  
ensuring users can explore different aspects of the data

**Cons:** • The number of charts could be  
overwhelming, particularly for users who  
are unfamiliar with the story/data



## LAYOUT

TITLE: Global YouTube  
Statistics 2023  
AUTHOR: Ahdent; Morhiwala  
DATE: 28/09/2024  
SHEET: 4  
TASK: mobile webpage  
layout

## OPERATION

Tip 5: Provide additional information (e.g., exact subscriber counts, total views) on hover for each channel, bar, or map symbol.

Filters: Users can filter by category (music, gaming, etc) or region on the map to focus on channels of interest.

Navigation bar: Tells the user to different sections of the webpage.

200M/pon for map: The given map can be 200m and planned to explore youtube stats for different countries more closely

## DISCUSSION

Pros: Interactivity makes it easy for users to explore specific channels or regions of interest

- offers a clear understanding of how different regions and content types perform on YouTube

cons: • without over-time data, it is hard to convey growth trends.

- users who prefer to see all information at once might find it tedious to scroll through multiple sections.

TITLE	SUBHEADING <sub>1</sub>	SUBHEADING <sub>2</sub>	...
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TITLE

## Intro

SUB HEADING 1



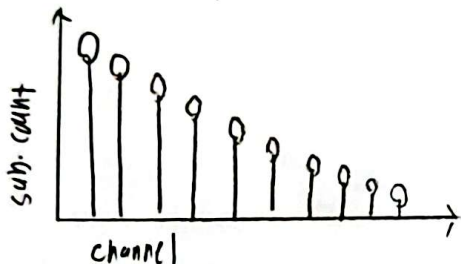
NO. of KP (hemp)

No. of Subs.

09

7(++)

## SUBHEADING 2



Test

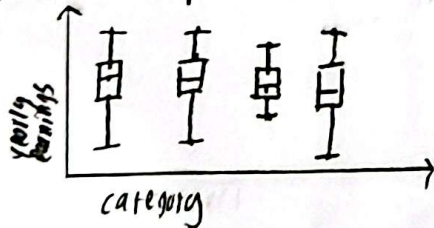
### SUBHEADING 3

test



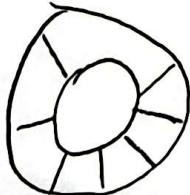
Pathology  
SP14

SUBHEADING 4



category

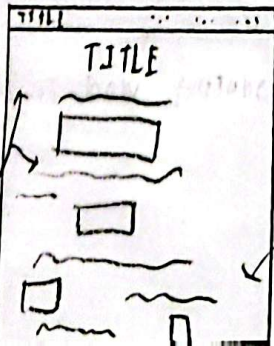
7ett



FOLUS

- Ensure there's a clear and smooth flow of storyline

Ensure there is —  
Proper visual hierarchy



Make sure navigation bar is visible at all times, even after scrolling

proper sightlines

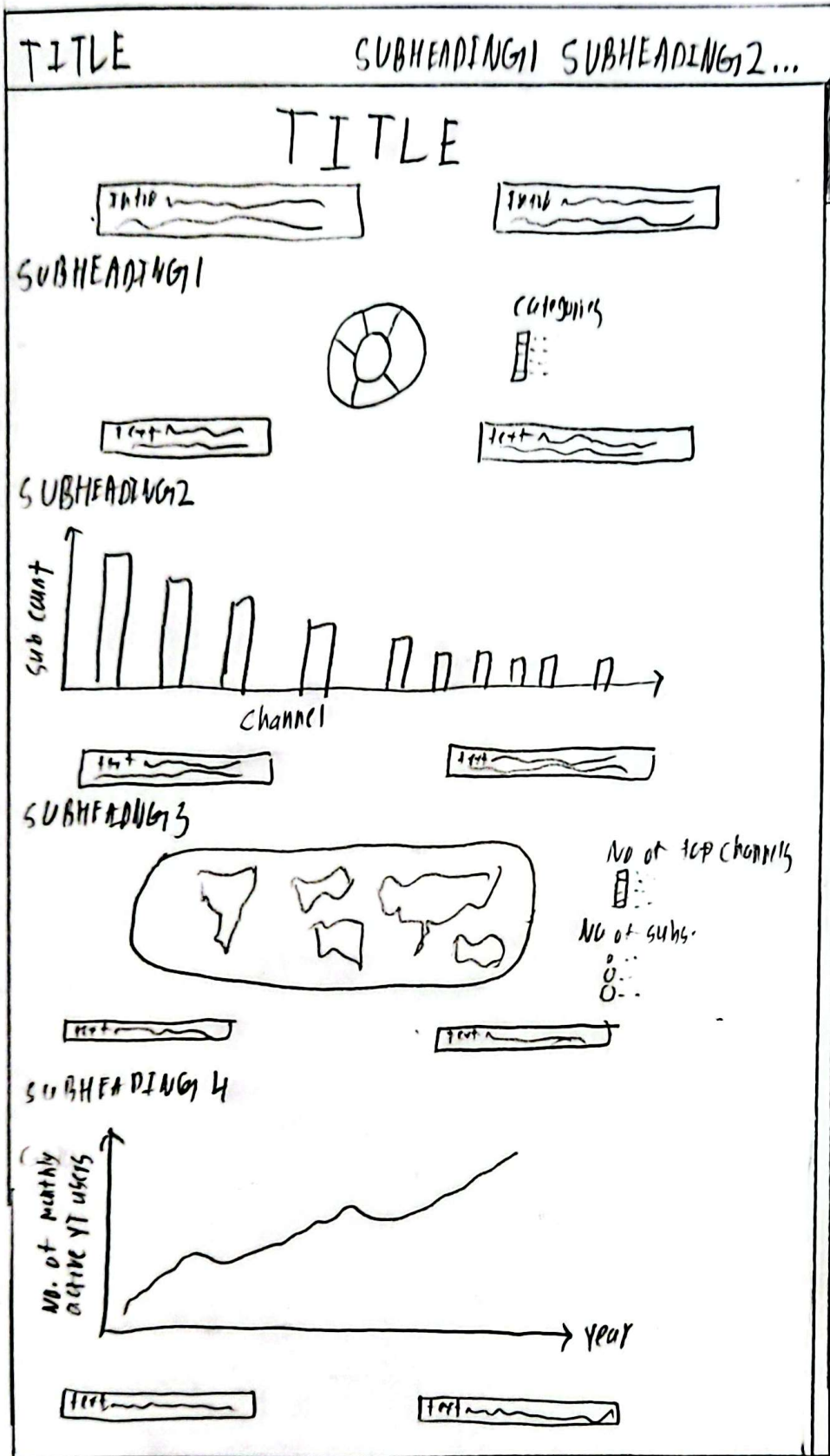
uns.: without over-time  
and it is hard to convey  
growth trends.

- users who prefer to see all information at once might find it tedious to scroll through multiple sections.



# LAYOUT

Based on sheet 4, with some ideas from sheets 2 & 3



TITLE: Final design sheet

Author: Abdeali Mubinalq

Date: 15/10/2024

Sheet: 5

Task: Design final layout

## OPERATION

TOOLTIPS: provide additional information for all the graphs.

FILTERS: Add filter to the bar chart to filter the number of top YT channels to show

Navigation bar: transports the user to different sections with the always showing nav. bar.

scrollable: make sure the webpage is smooth to scroll

## DETAILS

- Use R for data cleaning
- Estimated time:
  - at least 3 days
  - 1 day for research
  - 1 day for data cleaning and visualisations
  - 1 day for HTML page and additional changes
- Sources will be credited

## FOCUS

- Ensure there is a main flow and story telling
- No main chart focus
- Plenty of annotations
- Consistent colours

