



YOUTUBE US DATA

ABSTRACT

Udacity Data visualization Project, I will talk about the relation between the views and comments in monthly duration and the most viewed category and categories relation with states.

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Insight #1

The Views for Each Category and The Relation Between Views and Dislikes.

https://public.tableau.com/app/profile/andullah.alqahtani/viz/Youtube_US_In_sight1_AbdullahAlQahtani/MostWatchedCategories?publish=yes

As We can see in the bar chart the most viewed category is music with 8.8B views followed by Entertainment 7B views and the top 3 film and animation with a significant difference 2.47B.

We conduct from the data we gather that the music and entertainment categories views as a total (15.8) are above the average views (2.8B) where it does indicate that the music and entertainment alone are 5.6x above the average!

If the video got a lot of views that doesn't mean the video is successful, as we can from the chart the relation is Positive relation and it's a strong relation, the most watched categories also is the most disliked categories for some reasons the entertainment got more dislikes (17.3M) than the music (13.7M) although the music views is much higher.

I used bar chart to declare the categorical data 'Category' as best as possible, every bar contains the total views and total dislike and the darker the color gets in the bar the more dislike in the category.

Insight #2

The Relation Between Views and Comments.

https://public.tableau.com/app/profile/andullah.alqahtani/viz/Youtube_US_In_sight1_AbdullahAlQahtani/TheRelationBetweenViewsandComment?publish=yes

As we can see from the chart, the relation between views and comments for each category is strong and the line chart for both is kind of identical and that indicates the more views you get that the more comments you will likely get.

Also, we notice that the line kept on the same level starting from 2006 of July to 2017 October after that the views count and comment count dramatically increased from 1m to 5B views and the comments increased from 1100 to 33 million comment.

I used line chart to compare the increasing and decreasing between views and comments and its nearly identical and you can hover on any point in the line to see those total views, comments and the date.

Dashboard #3

The relation between Categories, Comment per view, like per view and States Dashboard.

https://public.tableau.com/app/profile/andullah.alqahtani/viz/Youtube_US_Insight1_AbdullahAlQahtani/CategoriesstatsinUSStates?publish=yes

As we can see from the dashboard above, we can see the relation between the categories and the states where is our biggest active state Florida prefer to watch Entertainment with around 1.8B views followed by music 620M views and for the second best active state California they prefer to watch Music over Entertainment and they have the music in the top with 1.17B Views and for the entertainment we have 600M views, that indicate that our most viewed category “music” have to be the top category in every states.

For the comment per like we find that entertainment is the least category with 1 comment for every 22.91 views and in second lowest howto & style category with 1 comment for every 14.60 views followed by Music with 1 comment per 13.19 views, that indicate that many views doesn't grant you many comments.

For Like per views we have the least category which is Music with 1 like for every 160 views followed by entertainment with 1 like for every 149 views, it's the same as the comment per like, people intend to think that a video with a lot views means its successful but there are a lot of factors to decide if the video is successful and we showed some example in this insight.

Additional Story.

For every person who want to be a youtuber, this story can help you

https://public.tableau.com/app/profile/andullah.alqahtani/viz/Youtube_US_Insight1_AbdullahAlQahtani/ViewsAndCategoriesStory?publish=yes

Have you ever wondered why there are some months have more views than the other months? Simply as shown in our story here there is a big factor called **cpm** in youtube and **cpm** stands for **Cost per thousand**, the **cpm** changes in every event and every month and if you see a month with a high views that mean there is a high **cpm** and you can read more information about Youtube **cpm** here

<https://mediashark.co/youtube-cpm/>

Also, we have the states factor, where you must decide which content to create, and you can see from the story the best category for your state!