

YouTube Data - US



Insight – 1

Link:	https://public.tableau.com/profile/amir.hassanein#!/vizhome/Insight-1/Dashboard1?publish=yes
Summary:	If you want to create a YouTube channel. You'll be uncertain about the category on which you'll create your content. Should you choose the most popular or the most liked? For example, it's hard to choose between 'Entertainment & Music' or 'News & Politics' & 'Education'.
Design:	Using colors for each category isn't helpful in a bar chart as the length is enough to show the difference. I used only 2 colors (Blue & Yellow) to highlight my point.
Resources:	N/A.



Insight – 2

Link:	https://public.tableau.com/profile/amir.hassanein#!/vizhome/Insight-2/Dashboard1?publish=yes
Summary:	Comments are the best to show audience interaction with the content of the video. The most interactive states are Florida, Georgia and California respectively. They've +6 Billion comments for each.
Design:	Map is the best way to show measures compared to geographical locations like States of The United States of America. The blue color is suitable too.
Resources:	N/A.



Insight – 3

Link:	https://public.tableau.com/profile/amir.hassanein#!/vizhome/Insight-3/Sheet1?publish=yes
Summary:	According to the above dashboard, 'Shape of you' track by Ed Sheeran is more popular than 'Perfect' track. Even the peak of 'Perfect' at Jan.14, 2018 had approx. 15.5 M. While the peak of 'Shape of you' track at Dec.17, 2017 had approx. 47.4 M.
Design:	Line chart is best when it comes to dates. Also, 2 simple colors like yellow & blue is enough to deliver the point.
Resources:	N/A.