

Business Analytics Nanodegree

Final Project #4

Insight #1: Which state contains the most content creators?

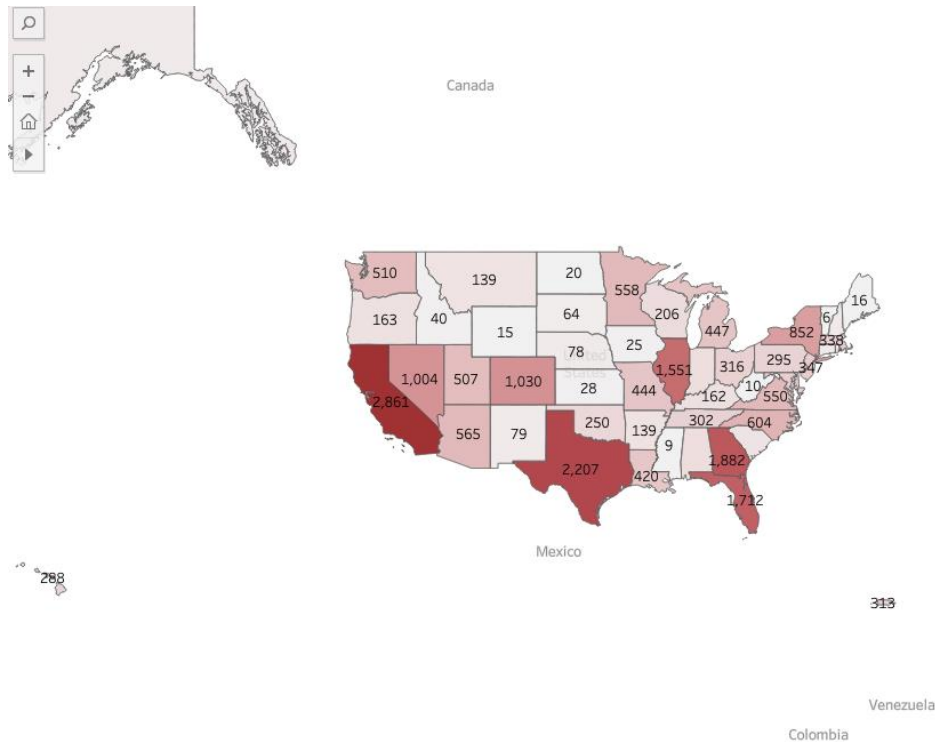


Figure 1 Content Creators per state (Map)

Link:

https://public.tableau.com/shared/WBX3227XR?:display_count=n&:origin=viz_share_link

Summary:

From the dashboard, we can notice that most states contain YouTube content creators, and California has the most creators.

Design:

Because this is YouTube data, I am looking for the most state that contains content creators; I found that the best graph that can be used to explain is the map it gives apparent shots of the states, and I chose the gradations of one color as the darker color is the one that contains the most significant number, so we can know more clearly which state, and also many states preferred to choose one color with its hues so that the colors were not too much, annoying and distracting.

Resource:

<https://github.com/Amnahalkhalil/BAND-Projects/blob/main/Youtube%20Data.zip>

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Insight #2: What is content category has the most views?

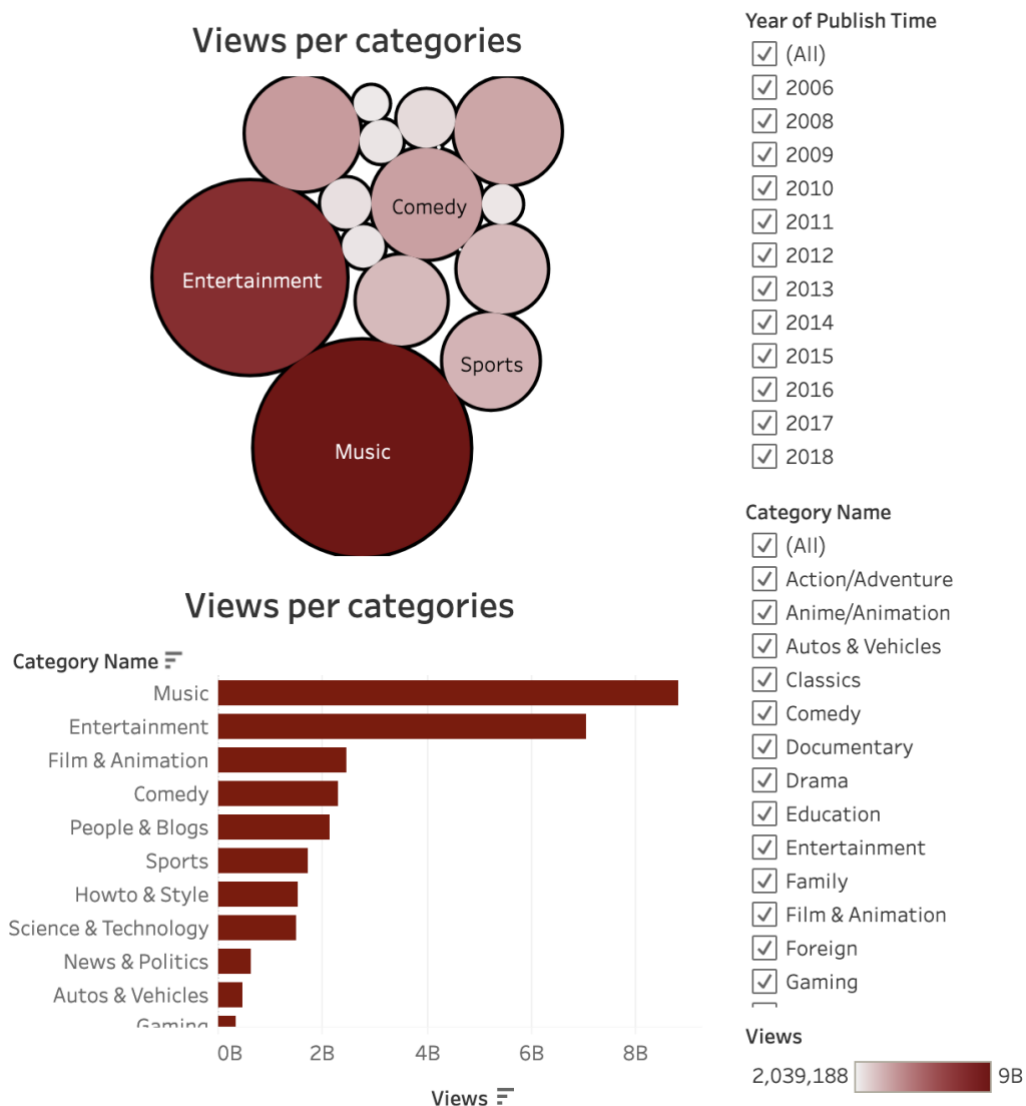


Figure 2 Views per categories

Link:

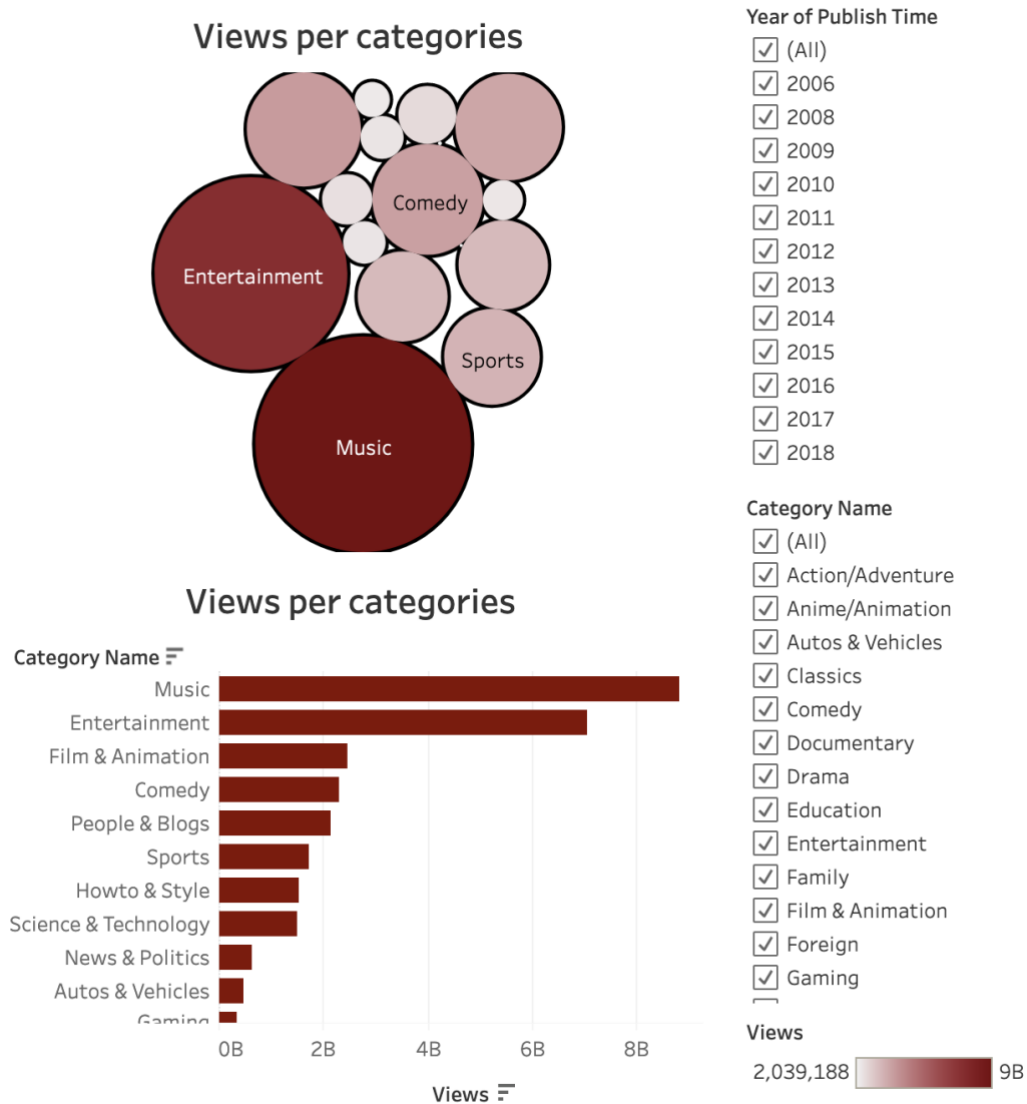
https://public.tableau.com/views/ViewDashboard/ViewDashboard?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Summary:

It's clear from the dashboard that the Music's type video gets high numbers of views, unlike other types of videos.

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Design:

I used packed bubble charts to display these data in a cluster of circles. The size of the bubbles shows the number of views for different combinations of categories. The color of the bubbles indicates the number of views (the darker the red, the greater the views).

Resource:

<https://github.com/Amnahalkhalil/BAND-Projects/blob/main/Youtube%20Data.zip>

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Insight #3: What is the best music YouTube channel?

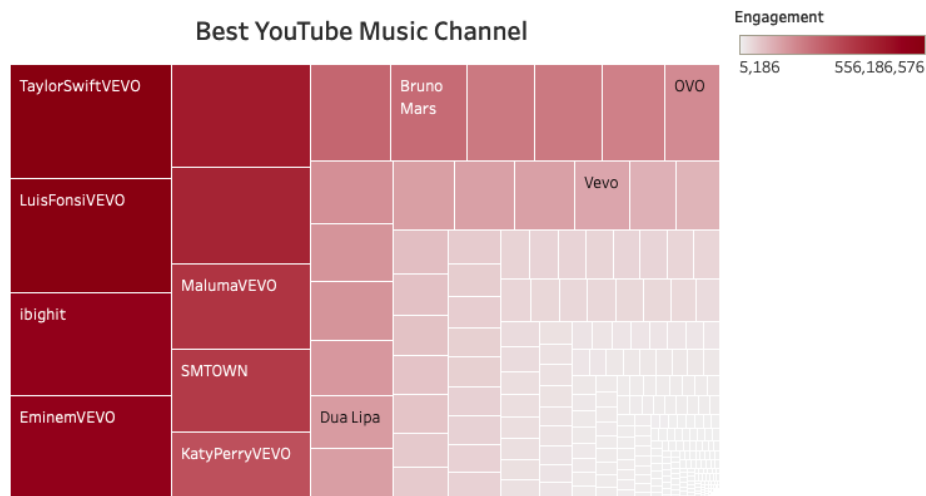


Figure 3 The best YouTube Music channel based on engagement

Link:

https://public.tableau.com/views/BestMusicChannelEngagement/BestMusicChannelEngagement?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Summary:

Based on engagement from the dashboard, the best YouTube Music channel we noted that the most channel that has high engagement (views, likes and comments) is TaylorSwiftVEVO.

Design:

I used the Treemap to present the engagement data. I wanted simple data visualization to provide insight in a visually attractive format. In this Treemap, the size of the rectangles and their color is determined by the value of engagement. The more significant the sum of engagement for each category, the darker and more significant it is the box.

Resource:

<https://github.com/Amnahalkhalil/BAND-Projects/blob/main/Youtube%20Data.zip>