

YouTube Data US

URL of dashboard:

https://public.tableau.com/views/project3_16783059955950/Dashboard1?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link

- **First question:**

How tags' popularity is changing over time?

URL of first visualization:

https://public.tableau.com/views/project3_16783059955950/PopularityPerTag_1?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link

The first visualization is a bar plot that discusses the popularity of tags across time. We can see that the most popular tag across this whole period was 'marvel' with total of more than 900 million views, which (by the help of the third visualization) appears almost all to come from videos uploaded from Nevada state.

- **Second question:**

What categories are the most liked and disliked?

URL of second visualization:

https://public.tableau.com/views/project3_16783059955950/AverageLikesandDislikes?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link

The second visualization is a scatter plot that compares the average number of likes and the average number of dislikes to the different categories. It's crystal clear that the most liked category of all categories is 'Music' which also appears to have the highest average dislikes. By investigating the map, we see that the highest dislikes on this category originate from videos uploaded from both Arizona and Washington states.

- **Third visualization:**

What upload locations are associated with the most dislikes?

URL of third visualization:

https://public.tableau.com/views/project3_16783059955950/DislikesPerState?:language=en-GB&publish=yes&:display_count=n&:origin=viz_share_link

The third visualization is a map that shows the distribution of dislikes and views among the states and cities the videos were uploaded from. The map tells us that videos uploaded from Florida (which has the highest number of views) appears also to have the highest number of dislikes. Digging down we find out that most dislikes come from videos uploaded from Orlando city, which contributes with more than 11 million dislikes from the total 13 million dislikes of the videos uploaded from the whole state. The scatter plot tells us that the most disliked category uploaded from this city is 'entertainment', which belongs mostly to videos with first tag 'Rewind' with total views of more than 780 million and total dislikes of more than 10 million.

Design:

Both the second and the third visualizations need a legend, so it is added. Both the first and second visualizations have their axes names on their axes, and the values is sorted in a descending order in each of the 2 visualizations. The likes and dislikes in the second visualization are colored brown and blue to adhere to the color-blind palette.

Resources: N/A