



Future Seekers - Business
Analytics Nanodegree Program
Project 6

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Data Visualization Project YouTube Data US

Insight 1: Titles of Channels Based on Average Views

Which group of channels had the highest average views in November?

Link:

https://public.tableau.com/views/TitlesofChannelsBasedonAverageViews/TitlesofChannelsBasedonAverageViews?:language=en&:display_count=y&publish=yes&:origin=viz_share_link

Summary:

Notice from this worksheet that it analyzes the channel group based on average viewership in November. First, I took two samples of 20 channels and made a separate group from the rest of the other channels to clarify further. Second, the channel group was analyzed based on average views. Third, a filter of months has been added to define November.

Accordingly, Bruno Mars, Bud Light, Dude Perfect and 17 other titles were the most watched on average from the rest of the channels in November, as it reaches the average viewership to 27,462,045.

Design Comment:

The design is based on the concept of data-to-ink that the higher the better. I used Bar because the data I want to analyze is a title channel (group). Since it is qualitative data, I used a bar chart to

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show comparisons between the selected data categories, which is useful for displaying data classified into primary nominal categories.

Resources:

N/A

Insight 2: Average comment count bases on publish time

What is the minimum value and the highest average value for the number of comments, based on the time of publication?

Link:

https://public.tableau.com/views/AvrageCommentCountBasesonPublishTime/AvrageCommentCountBasesonPublishTime?:language=en&:display_count=y&:origin=viz_share_link

Summary:

In this worksheet, we note that it analyzes the average comment count based on publishing time for YouTube channels. First, comment count is taken for channels and then averaged for them. Second, the average comment count is parsed based on post time. Third, years and months at the time of publication have been added to this analysis.

Accordingly, I find that the lowest average comment count was in 2013, in which the average was 7, while the most average comment count was in 2017 when the average was 5795. In order to be more specific in terms of the filter, we find that if the years from 2010 to 2016 are specified and the months are also determined by the filter from May to November, I find that the lowest average comment count is also in the year 2013, in which the average reached 3.3, as for the most average comment count was in 2014 which reached 331.5

Design Comment:

Also, the design is based on the concept of data-to-ink that the higher the better. I used Line because the data I want to analyze is a number (average comment count), it's quantitative data. Since the data is continuous, and it is a kind of time series, I used a line chart, which is a good option for this data.

Resources:

N/A

Insight 3: Dashboard Analysis Related to States in US of YouTube Data

In the dashboard, which state is the most in the United States of America, it is considered the most in the total of comments, how many likes, and the number of dislikes in the title channel (group), and in what year the number of views increased?

Link:

https://public.tableau.com/views/DashboardAnalysisRelatedtoStatesinUSofYouTubeData/DashboardAnalysisRelatedtoStatesinUSofYouTubeData?:language=en&:display_count=y&publish=yes&:origin=viz_share_link

Summary:

In this dashboard, we notice that it combines three worksheets each with its own analysis. The first worksheet (Map) shows the Sum Comment Count in the States of the US. As for the second working paper, it explains Sum Likes and Dislikes Based on the Title channel (group). In the third working paper, it analyzes Total Views Depending on the Time of Publication. In this dashboard, the month's filter has been added for publish time and linked to all worksheets in the dashboard. Based on that, I find that the state with the largest Sum Comment Count is Florida, which comes to 15,401,634. But if we look at Sum Likes and Dislikes based on the Group Cannel title, we find that (other group) of channels is the most in terms of likes, reaching 44,326,240, and in terms of the highest number of dislikes, we find that the group of channels is Bruno Mars, Bud Light, Dude Perfect and 17 other titles It is considered the most, reaching 10,176,770. And if we look at Total Views Depending on Time of Publication, it was in 2017 and it reached 1,991,500,957.

Design Comment:

I used a dashboard to combine several worksheets and the analysis becomes more straightforward. Thus, my dashboard is a series of parts, i.e., combining several visuals that illustrate a specific story about Analysis Related to States in the US of YouTube Data. The map was used to show the most states in the Sum Comment Count. This can be seen through the colors used for each state separately to facilitate the comparison process between states. I also used a bar chart to compare

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categorical data. As for the line chart, I use it because the data is a continuous quantity that depends on the time series.

Resources:

N/A