The final output is visualised using Tableau. We obtain different sets of charts which show the stats and connection between the different tables and datasets. The snippets are added below:

• Total views with respect to country:

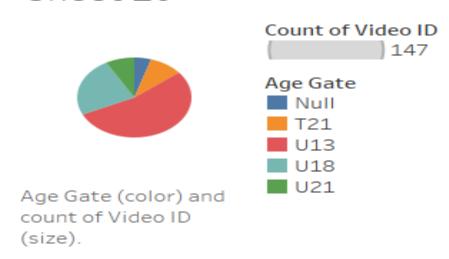




 $Map\ based\ on\ Longitude\ (generated)\ and\ Latitude\ (generated).\ Color\ shows\ sum\ of\ Total\ Views.\ Details\ are\ shown\ for\ Country\ named to the control of\ named to the control$

Sum of total videos for person age gate

Sheet 10



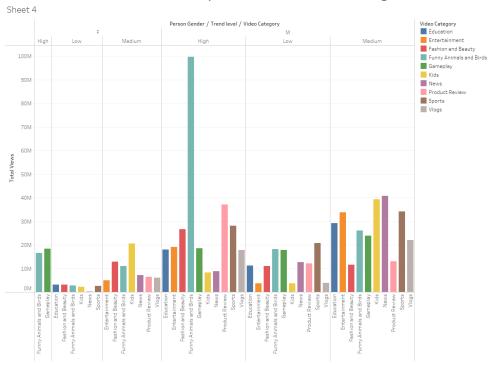
• Trend of different video categories with respect to different countries

Trend of Video categories in different countries

Low USA Fashion and Beauty		Low USA Funny Animals and Birds		Low USA	Low India Product			Low India		Low India News	L	.ow	Low Nepal Fashion and Beauty	High India				Count of Vide
Low USA Gameplay Low USA Sports		USA USA		Low	Low India Sports	India			Low India Funny		Low		Low	High India	Hig	lia		
				USA News		Low Germany Funny Animals and		Low Germany		Low	Low	,	Low Sri Lanka	High India	Hig Inc			
					Funny Ar					Low	Low		News	High USA		High Gerr	n many	
					Low Germany	,		Germany					Low	Product Review		Gam	eplay	
Medium USA Sports	Medium USA			India		Medium India			Medium Germany Kids		Medium			High USA Fashion	and	High Gerr Spor	many	
	Bea													High		High	n High	
USA US		edium SA oduct		Me Ind Fur		Medium India Sports	Med India Vlog	a	Mediun					High High		H	High	
		/iew		Me	dium			Germa Educa						Nepal	Nepa	al I	Vepal	
Medium Me USA USA		dium A	Mediu USA	ım Ind		Medium Med India India			Medium					High Sri Lanka			High Sri	

Trend level, Country name and Video Category. Color shows count of Video ID. Size shows count of Video ID. The marks are labeled by Trend level, Country name and Video Category. The data is filtered on Publish date Year, which has multiple members selected. The view is filtered on Country name, which keeps Germany, India, Nepal, Sri Lanka and USA.

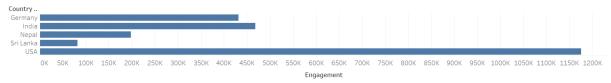
• Total Number of Views with respect to different video categories in different countries



Sum of Total Views for each Video Category broken down by Person Gender and Trend level. Color shows details about Video Category.

Total Engagement of people on videos in different countries

Total Engagement



Sum of Engagement for each Country name (TargetUser.csv). The data is filtered on Action (Age Gate, Country name (TargetUser.csv), Video Category), which keeps 90 members.

Sheet 8
 Country ...
 Year of P...
 Educat. Entert. Fashio.. Funny .. Gamep...
 Kids

 Germany
 2006
 1
 1
 1

 2007
 1
 1
 1
News Produc.. Sports Vlogs 2010 2011 2014 2017 2019 2021 2005 2007 2008 2009 2010 2011 India 2013 2015 2017 2019 2021 2007 2008 2011 2013 Nepal 2015 2021 2008 2009 2010 Sri Lanka 2014 2017 2020 2005 2006 USA 2008 2009 2010 2013 2014 2015 2016 2017 2018 2020

 $Count of Video \,ID \, broken \, down \, by \, Video \, Category \, vs. \, Country \, name \, and \, Publish \, date \, Year. \,\, Color \, shows \, count \, of \, Video \, ID. \,\, The \, marks \, are \, labeled \, by \, count \, of \, Video \, ID.$

No of Videos with respect to Age gate

Count of Video ID

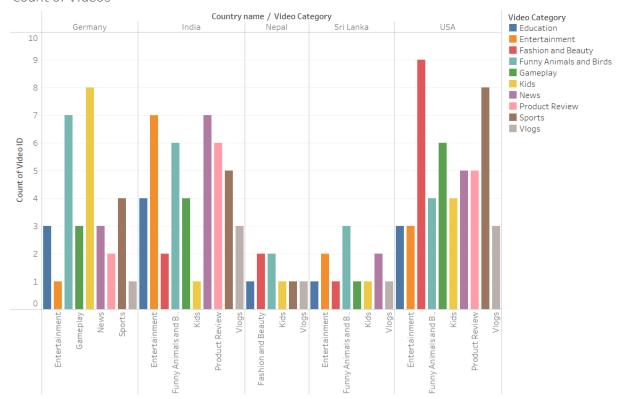
5

1

		Country name						
Age Gate	Video Category	Germa	India	_	Sri Lan	USA		
Null	Entertainment		2			1		
	Kids	1						
	Product Review		1			1		
	Vlogs		1					
T21	Entertainment				1	1		
	Fashion and Beauty		1	1		2		
	Funny Animals and	2						
	Kids		1					
	News		2					
	Product Review					1		
	Sports	1	1					
U13	Education	3	3		1	2		
	Entertainment	1	3					
	Fashion and Beauty		1		1	5		
	Funny Animals and	2	4	2	2	3		
	Gameplay	1	2		1	4		
	Kids	4			1	3		
	News	1	2		1	3		
	Product Review	2	2			5 3 4 3 3 2 5 2		
	Sports	1	3	1		5		
	Vlogs	1	1	1	1	2		
U18	Education		1	1		1		
	Entertainment		2		1			
	Fashion and Beauty			1		1		
	Funny Animals and	2	1		1			
	Gameplay	2	2			2		
	Kids	1		1				
	News	1	2		1	2		
	Product Review		2					
	Sports	1				1 3		
	Vlogs		1			1		
U21	Entertainment							
	Fashion and Beauty					1 1		
	Funny Animals and	1	1			1		
	Kids	2				1		
	News	1	1					
	Sports	1	1					
	1	_	_					

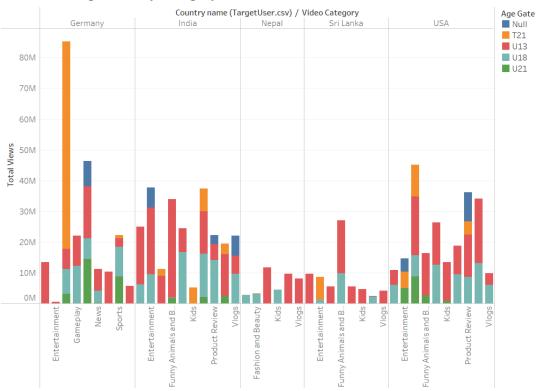
Count of Video ID broken down by Country name vs. Age Gate and Video Category. Color shows count of Video ID. The marks are labeled by count of Video ID.

Count of Videos



Count of Video ID for each Video Category broken down by Country name. Color shows details about Video Category. The data is filtered on Action (Age Gate, Country name (TargetUser.csv), Video Category), which keeps 90 members.

Total views-Age-Country-Category



Sum of Total Views for each Video Category broken down by Country name (TargetUser.csv). Color shows details about Age Gate. The view is filtered on Country name (TargetUser.csv), which keeps Germany, India, Nepal, Sri Lanka and USA.