

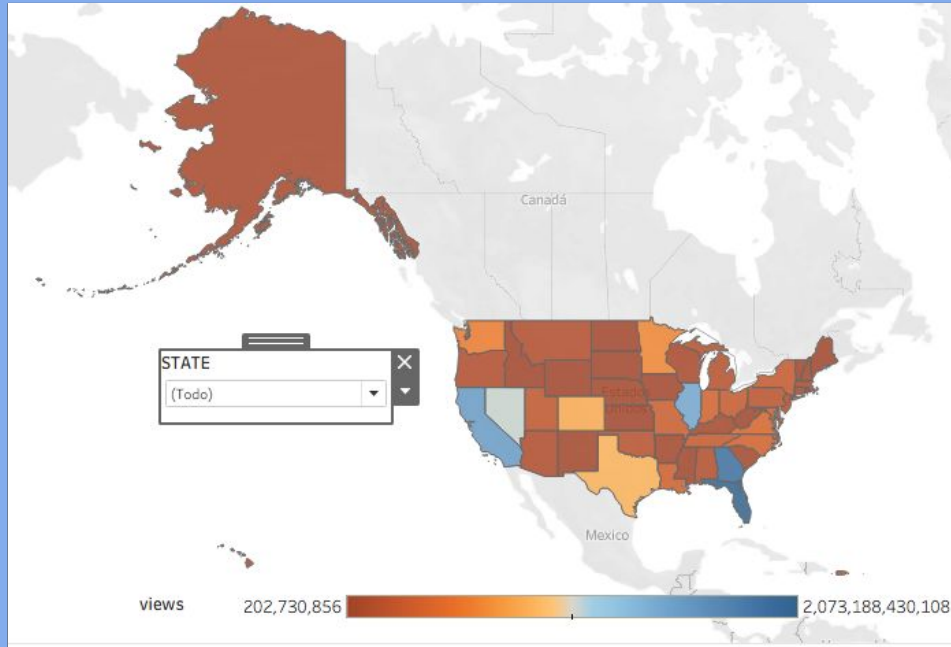
Project 4

Build Data Dashboards



BY: BOLENA CAMPO

What is the number of views per state?



The map of USA It shows the amount of views generated by each state, the amount is labeled by colors where dark orange represents the lowest and dark blue the highest.

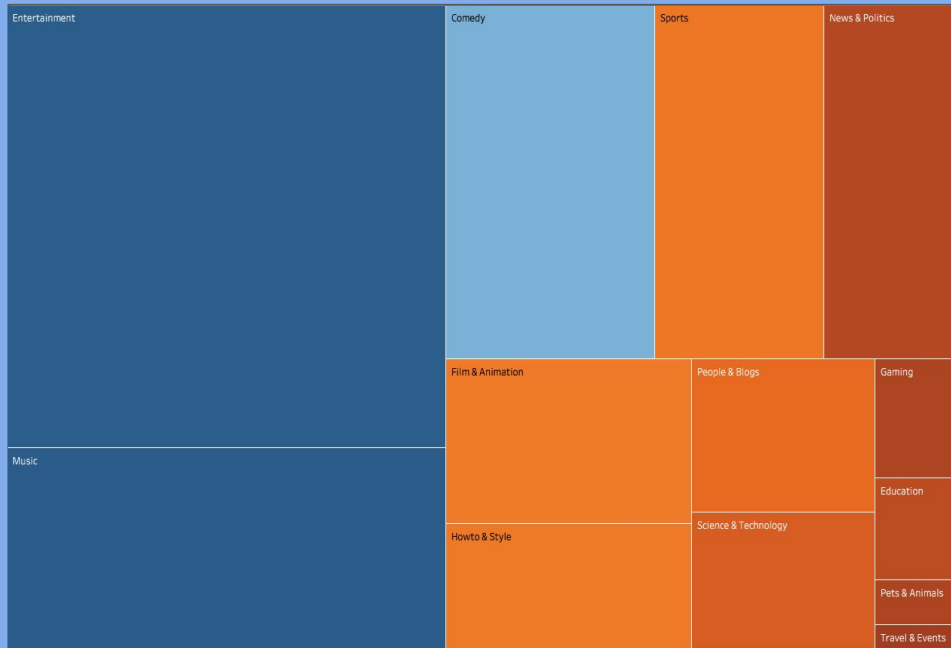
The states with the greatest views are Florida and Georgia.

Most states have low interest in the revised YouTube content.

Please use the drop-down list of states through the link below to see them in detail.

<https://public.tableau.com/profile/bolena#!/vizhome/PY8-DataVisualizations/F/Whatisthenumberofviewsperstate>

What categories are the most liked and disliked?



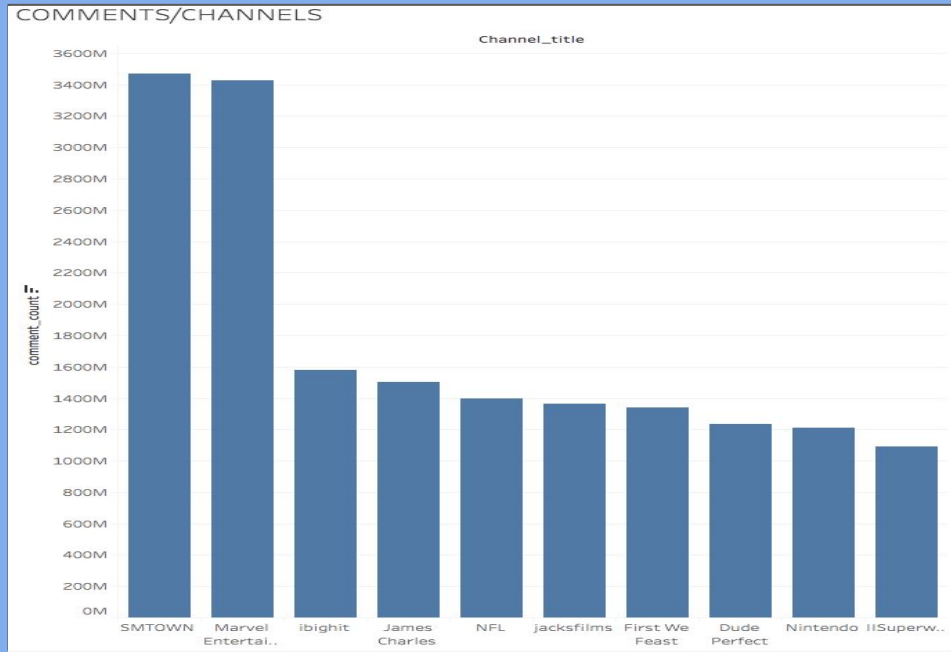
These treemap compares the two quantitative variables: likes (for size) and dislikes (for color: dark orange represents the lowest and dark blue the highest) of the same category of videos, (categorical variable). You can see the performance differences in terms of these reactions from each content category.

The category with the best performance is Music, whose percentage of dislikes is only 3%. followed by Entertainment, whose percentage of dislikes is 6%. Although the Entertainment category has more likes, it also has a higher percentage of I don't like it, so it comes in second,

The category with the least likes is Nonprofits & Activism, also with 15% of dislikes.

<https://public.tableau.com/profile/bolena#!/vizhome/PY8-DataVisualizationsF/Whatcategoriesarethemostlikedanddisliked?publish=yes>

What channels are most commented?



These bar graph relates a quantitative variable: comments, with the categorical variable: top 10 channels in number of comments. Once ordered you can see the channel with more comments reactions to number 10.

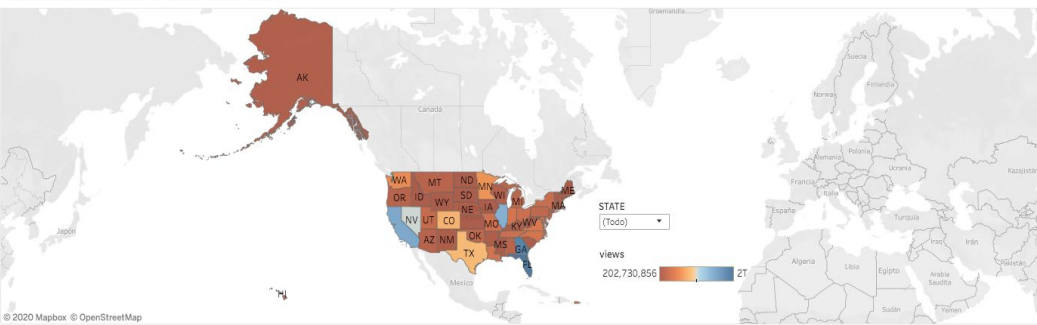
The two most commented channels are more than double the rest of the channels that entered the top ten.

The channel in the ten position, does not reach 1/3 of the number of comments of the two first of the list.

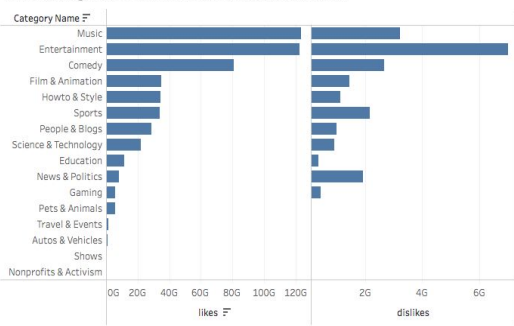
<https://public.tableau.com/profile/bolena#!/vizhome/PY8-DataVisualizations/F/Whatchannelsaremostcommented>

What channels are most commented?

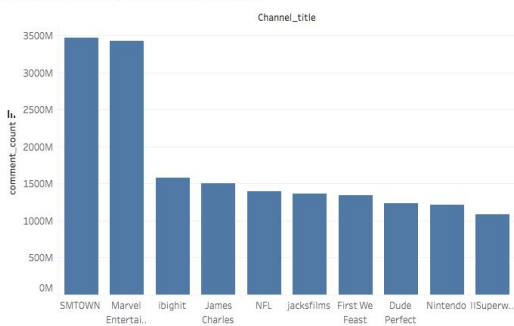
What is the number of views per state?



What categories are the most liked and disliked?



What channels are most commented?



Knowing the views by state allows us to identify which states are most interested in YouTube content, and in this order of ideas, determine where we should focus our efforts to improve content consumption. Although it is clear that there are many locations to work in, it could start with intermediate states of interest such as: Illinois, Nevada, California, Texas and Colorado. The Likes and dislikes show us the performance by category, which is a reflection of people's preferences, which is an input to improve the user experience and the future creation of content, as well as adjustment of usage policies. The amount of comments per channel allows us to see which are the channels that cause the most interest among consumers to discuss and interact, these channels are a trend and therefore are the ones to pay attention in order to predict preferences and reactions from the public.

<https://public.tableau.com/profile/bolena#!/vizhome/PY8-DataVisualizationsF/DashboardYoutubeDataAnalysis?publish=yes>

Dashboard YouTube Analysis.

No other sources of information were necessary for this project