

## INSIGHT 1

### Link:

<https://public.tableau.com/app/profile/damaris.marginean/viz/YoutubeDashboardI/Dashboard4?publish=yes>

From the top half of the dashboard, we can see which categories have the most engagement and popularity in the form of views, likes, dislikes, and comments. Music is the category with the highest popularity, totaling over 8 billion views. Entertainment is next with 7 billion views. The bottom two categories in terms of views are shows and nonprofits & activism. The bottom half of the dashboard is a line chart illustrating the historical evolution of views from 2006 to 2018.

### Design Choices

- I choose a simple blue color and instead focused on the length of the bars to show the differences between categories
- I choose to leave the line chart colored in a simple blue color to match the color in the upper part of the chart

## INSIGHT 2

### Link:

<https://public.tableau.com/app/profile/damaris.marginean/viz/YoutubeDashboardII/Dashboard3>

On the left part of the dashboard, we can see the top viewed channels for each category. The category is set as a filter at the top, so we can go through a few categories and see the most popular channels for each. For example, Lele Pons is the top channel in comedy and LuisFonsiVEVO is the top channel in the Music category. On the right side of the dashboard, we can see how each state performs in terms of views, likes, comments, and dislikes for each category or as a whole.

### Design Choices

- Since here the focus should be on the name of the channels more I feel that sticking to one single color is better.
- I colored both the top viewed channels and the map in orange in order to create a more consistent and eye-pleasing dashboard.

### INSIGHT 3

Link

<https://public.tableau.com/app/profile/damaris.marginean/viz/YoutubeDashboardIII/Dashboard2?publish=yes>

This dashboard focus on which is the best time for publishing videos in terms of getting the most views and likes. I added three separate graphs in order to see the most popular month, day of the week, and hour of the day. At the aggregate level, videos published in March have the most views and likes. Videos published on the 6th day of the month get the most views and the ones published on the 4th day get the most likes. In terms of the time, videos published at 9 am have both the most views and likes.

Design choice

- I choose 3 different pallets in order to differentiate between the 3 dimensions we are interested in: month, day, and hour. I choose one warm, one cold, and one neutral palette. However, the colors chosen are faded in order not to tire the eye.

Resources

- N/A