

# **Tableau Project - YouTube US Channels**

By Daniel Villela

Link to the dashboard:

<https://public.tableau.com/app/profile/daniel.cabral.villela/viz/shared/JH7T3X6JT>

## **1. Insight no.1 - *Map of US Channels***

- **Link -**  
<https://public.tableau.com/app/profile/daniel.cabral.villela/viz/Project-YouTubeDataUS/MapChannels>
- **Summary** - The map chart displays the number of channels per state and the percentage of channels of each state compared to all US channels.
- **Design** - Map chart. The darker the color, the more channels there are. I chose orange tones as they can be a good alternative for colorblind users. The title is in red as it is YouTube's predominant color.
- **Resources** - N/A

## **2. Insight no.2 - *States x Views***

- **Link -**  
<https://public.tableau.com/app/profile/daniel.cabral.villela/viz/Project-YouTubeDataUS/StatesxViews>
- **Summary** - The area chart represents the number of views per state. It gives the companies a better idea of which states consume certain types of channels and where they could invest their money in terms of capillarity.
- **Design** - Area chart. The design shows the difference in the number of views by states properly ranked. The title is in red as it is YouTube's predominant color.
- **Resources** - N/A

## **3. Insight no.3 - *Channels Stats 2017-18***

- **Link -**  
<https://public.tableau.com/app/profile/daniel.cabral.villela/viz/Project-YouTubeDataUS/ChannelsStats2017-18>
- **Summary** - Here the user can see the top 20 channels in terms of views, likes, and comments, as well as divided by state. It is possible to change the filter from top to bottom, choosing the state of their preference, and also the year (2017, 2018, or both).

- **Design** - Bar chart. The chart is originally grouped by the most viewed videos, but one can easily select another priority, whether it is the channel, the state, or the number of views/likes/comments. Blue was chosen as it is colorblind-friendly. The title is in red as it is YouTube's predominant color.
- **Resources** - N/A

⇒ **Objective:**

The purpose of this project was to simulate how companies could invest their capital in advertising from the data collected from YouTube. It is important to note that much of the revenue for this platform comes from the ads before and during the streaming of the videos. By observing data about the channels with the most engagement, whether in the number of views, likes, or comments, investors can make more assertive decisions about how to reach their target audience in order to increase their profitability.

From the graphs, it can be seen that the state of California and Texas have the largest number of channels (224 and 203, respectively), which corresponds to 24.25% of all channels in the USA. On the other hand, Florida and California were the states with the most views, which together amounted to approximately 7 billion views. It has drawn attention that the channels that got the most engagement between 2017 and 2018 were Marvel Entertainment and Dude Perfect, the former being from Nevada and the latter from Illinois, both outside the American axis with the most engagement.

Therefore, based on these observations, each investor can discuss internally in which channel or region it is worth investing so that one can reach increasingly larger or more niche audiences. The use of diversified graphics and a dynamic dashboard allows the user to customize how the data is visualized, which leads to a deeper and more detailed analysis of the topic.