

Project 4: - Data Visualization of YouTube views in US using Tableau

Visualization 1: Viewers by state for different category

Link:

<https://public.tableau.com/profile/devina.vaghasiya#!/vizhome/videoviewersbystate/Videoviewersbystate?publish=yes>

Summary:

From the visualization, we can see the Youtube videos viewers by the different state of US country. As we hover over the particular state, we can see the total views of videos. Here by visualizing it more we can see the highest and lowest views of state and it is differentiated by color so we can easily see which country has how many viewers. It shows that Florida state has highest views which is 3,869,821,903 and the state Mississippi has lowest viewers which are 3,853,872.

Design:

For this viz, I've selected map to show insight. There are a total 53 states and for simultaneously representation map was appropriate choice.

Resources:

N/A

Visualization 2: Likes for top 10 categories by top 5 states

Link:

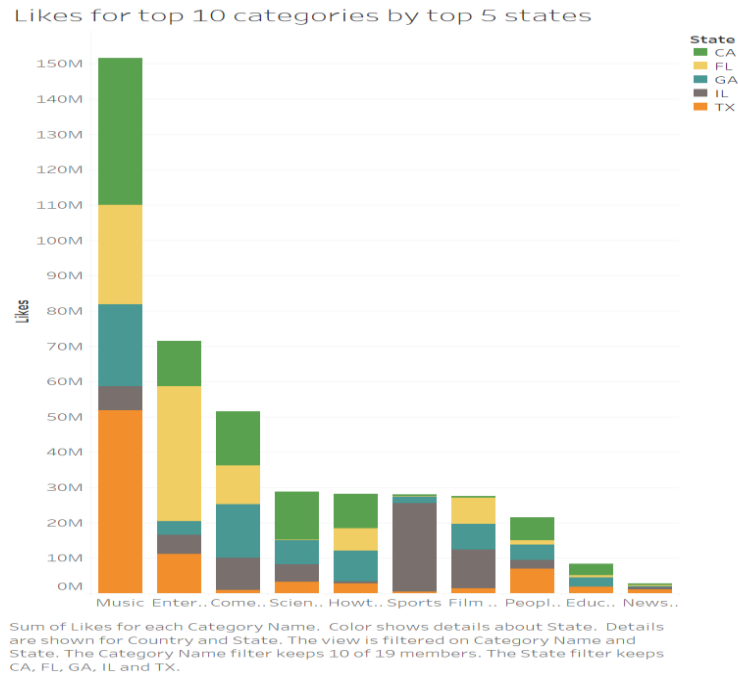
<https://public.tableau.com/profile/devina.vaghasiya#!/vizhome/likesfortop10categorybytop5state/likesfortop10categorybytop5state?publish=yes>

Summary:

In this visualization we can see likes of Youtube videos for top 10 categories by top 5 states who liked it most. We can notice that music category is always liked most by viewers. Then after second most like category is entertainment which in Florida state. We can see that Florida is at first position in entertainment category. Where, in the music category Texas was at first.

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Here from the image we can clearly see which category has highest likes and which has lowest likes.



Design:

For this visualization, I've chosen stacked bar chart to show category by top 5 state. For easy understand I've sorted it by descending order. So, one can easily described which category is highest and likewise. In this viz, have created filter for category and state by field top 10 and top 5 respectively.

Resources:

N/A

Visualization 3: Most viewed videos

Link:

<https://public.tableau.com/profile/devina.vaghasiya#!/vizhome/mostviewedvideosbytitle/mostviewedvideosbytitle>

Summary:

From this visualization, we can simply describe most viewed videos by title. We can see from the graph, by selecting particular state we can see which video title has most views. For example, if I select AL state, then it will show most viewed videos by title. In this state, Shakira-trap video has most view which are 122,400,297.

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Design:

For this viz, I select horizontally bar chart, because it has only one row and one column so it was appropriate option. For more insight I've used filter for state.

Resources:

N/A

Visualization 4: Most viewed video by state and title

Link:

<https://public.tableau.com/profile/devina.vaghasiya#!/vizhome/mostviewedvideobystateandbytitle/Dashboard1?publish=yes>

Summary:

In this visualization I've build a dashboard which provide information of views by state and video title parallelly. Here to discover views of California we can select CA state from state dropdown box and it will show us only CA state views by video title. By this dashboard, we can see overall views by state and apart from it we can see views by particular video title as well.

Design:

To build this dashboard, I choose two sheets which is video viewers by state and most viewed videos by titles. From the object I've choose vertical container for the view. For two sheets it seems optimal to me. Here, I have for filter give connection between two sheets. By this way, when we will select any option from filter it will affect both sheets or change will appear in whole dashboard. And I've removed filter container and gave them floating view so, one can move it anywhere in dashboard according to their choice.

Resources:

N/A

Visualization 5: Count comments of videos in range of 500 to 737,316

Link:

<https://public.tableau.com/profile/devina.vaghasiya#!/vizhome/countcommentsofvideos/countcommentsofvideos>

Summary:

This viz, shows the total comment on videos by title. We can discover the total comment using filter which range has between 500 to 737,316. Highest number of comments by viewers is 737,316. Here, for bit variation I've set filter and give it range which starts from 500. Suppose, if we will set range between 500 to 188,487, it shows all videos which have count of comment between this range. Here, in this range j-hope 'Airplane' MV video title has 174,705 comments by viewers which is highest one in range of 500 to 188,487.

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Design:

To build this viz, I used horizontal bar chart again. As I said above in visualization 3 that for only one dimension and one measure horizontal bar chart is optimal choice. To discover more insights, I dragged state field on details on marks table and set filter for comment count and aggregated it by average.

Resources:

N/A