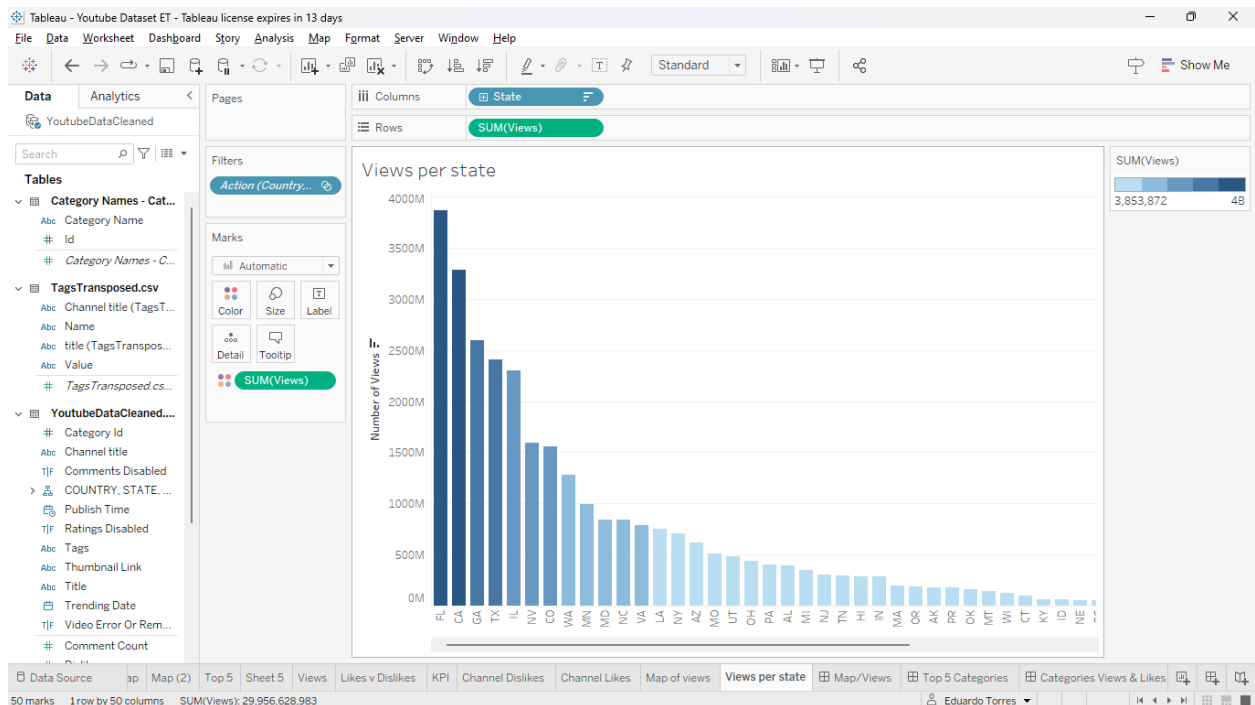
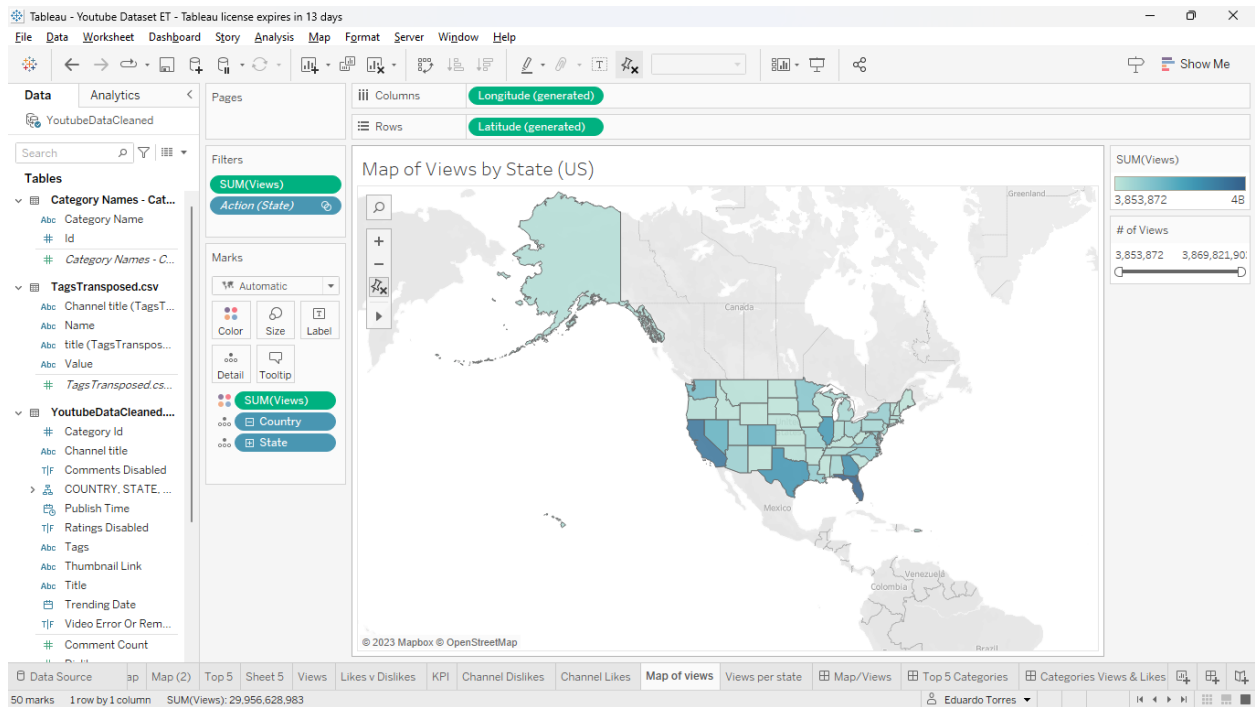
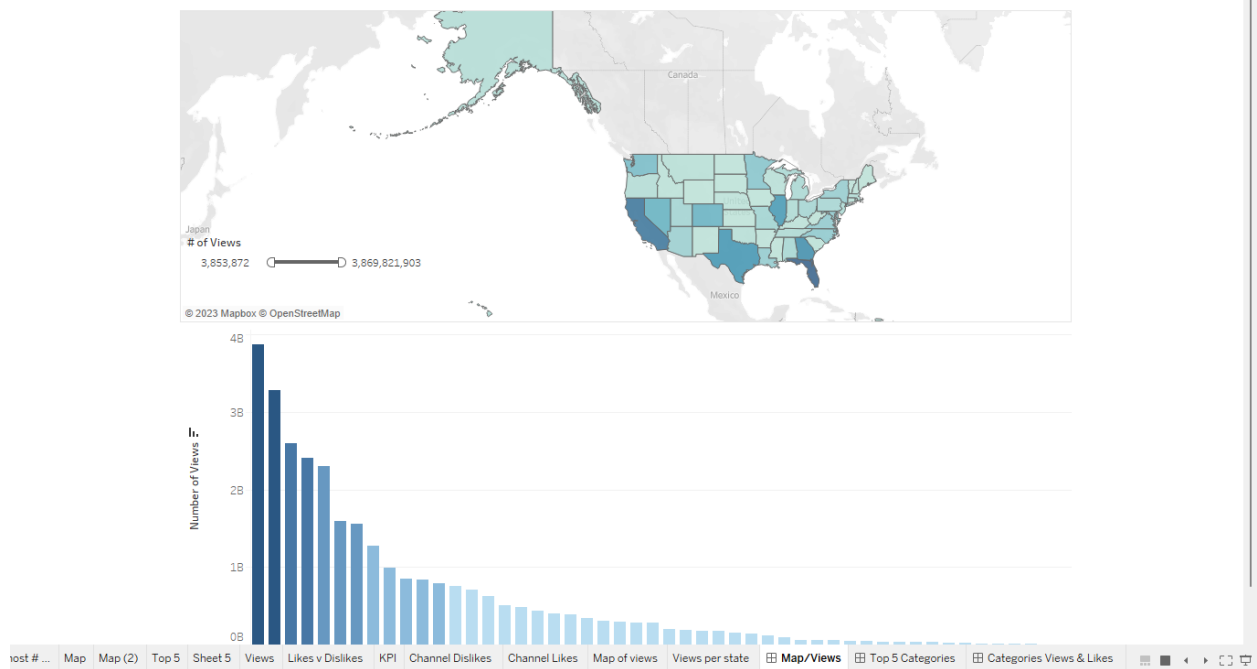
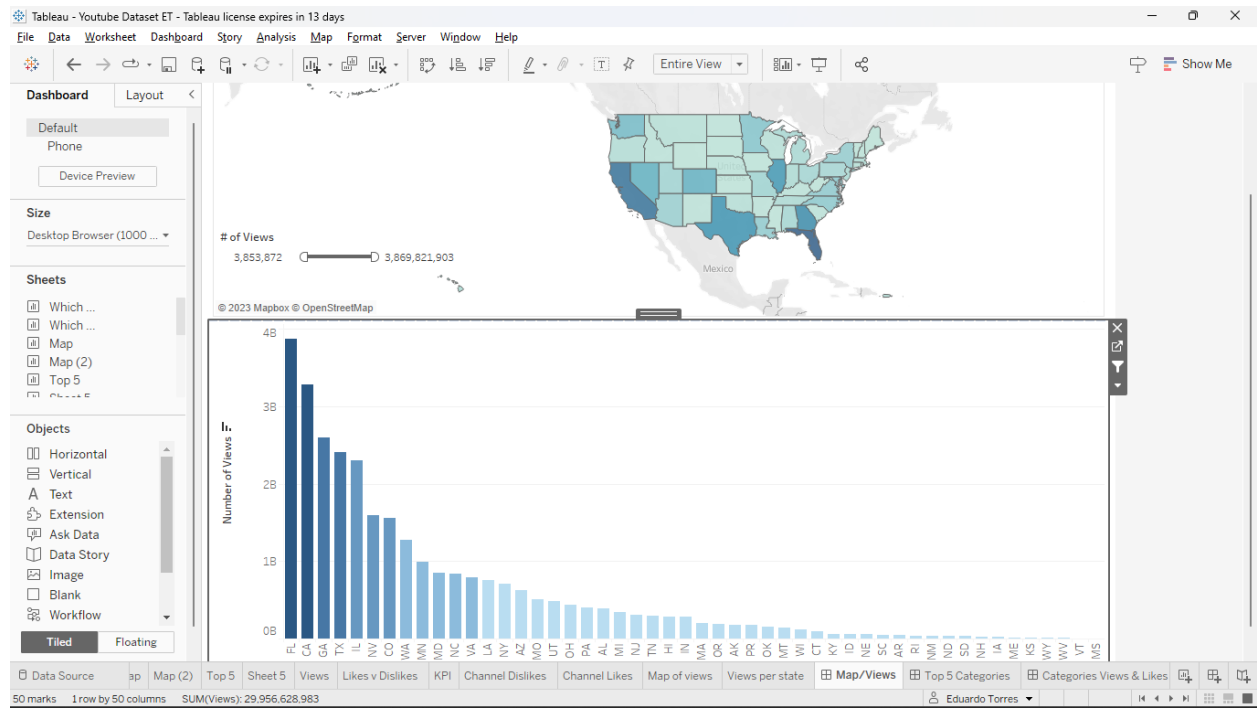


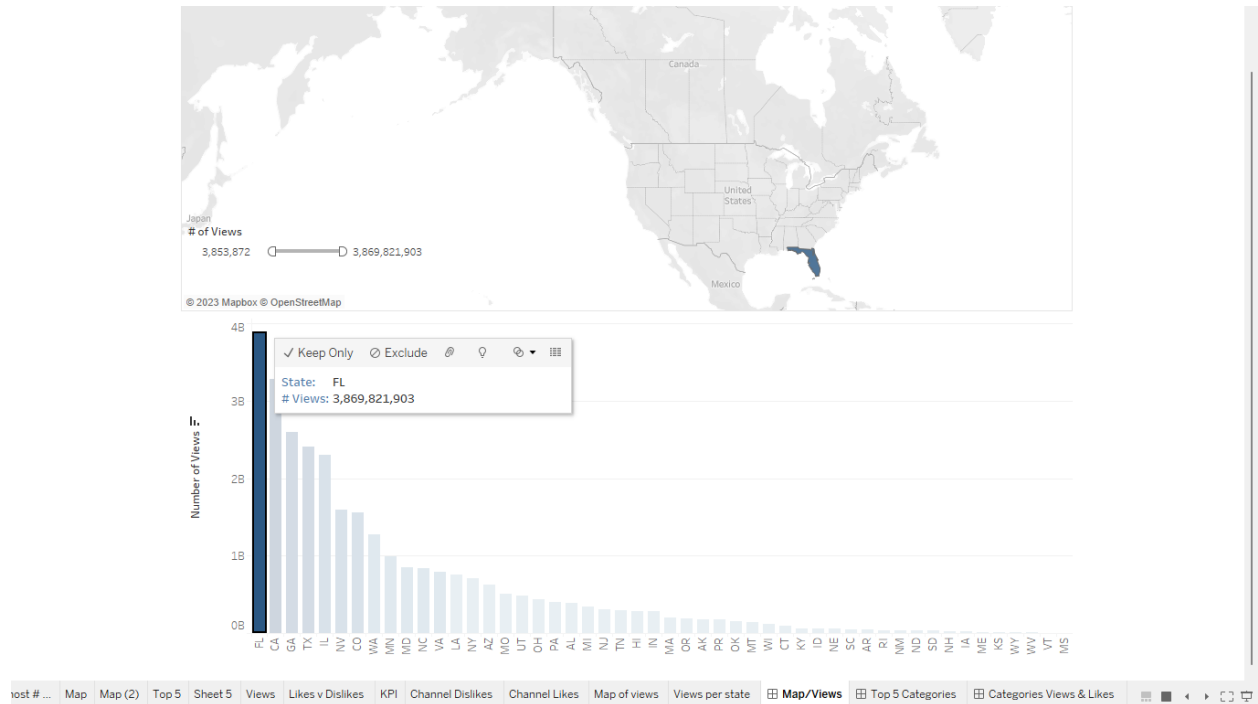
Insight 1

Link:

I'm having trouble saving to Tableau Public, so I'm uploading screenshots from Tableau.







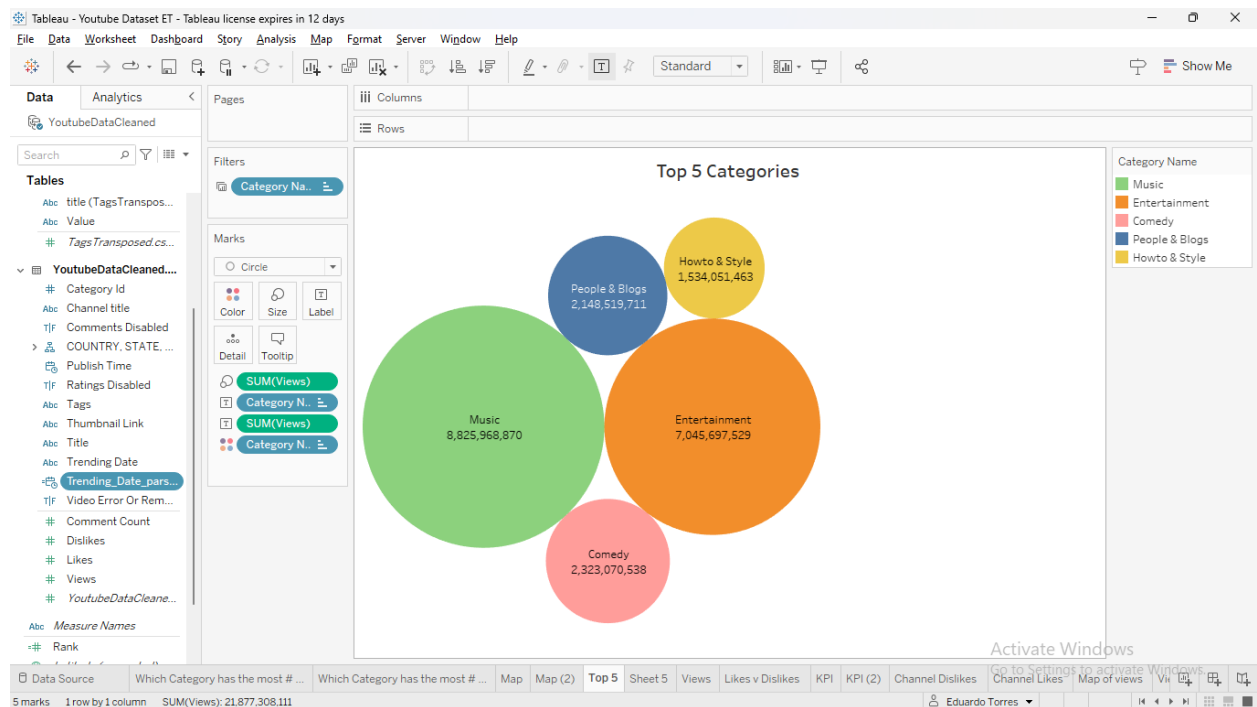
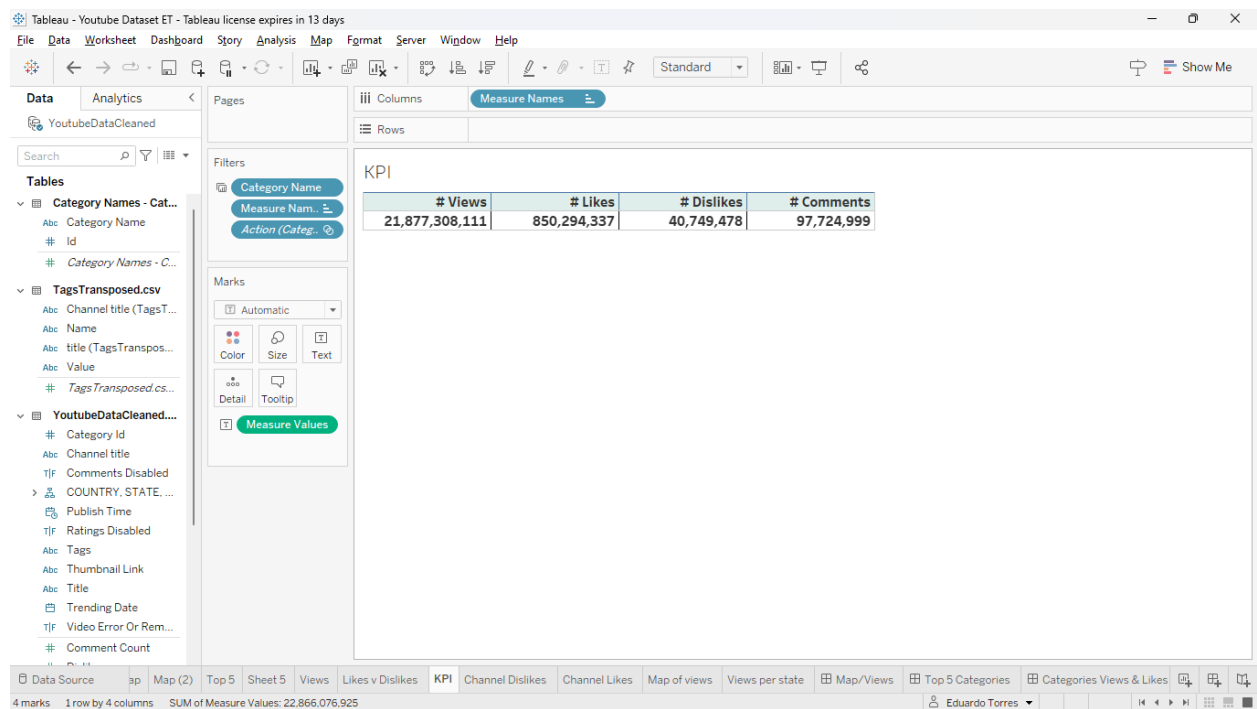
Summary: Youtube has become one of the largest and most popular platforms for online video content, with millions of users tuning in daily to watch their favorite creators and channels. In this visualization we can see the number of views per state in the US. Some states have significantly higher numbers of views compared to others such as Florida (3.869 B) and California (3.282 B). The state with the least views is Mississippi with only 3.853 Millions of views.

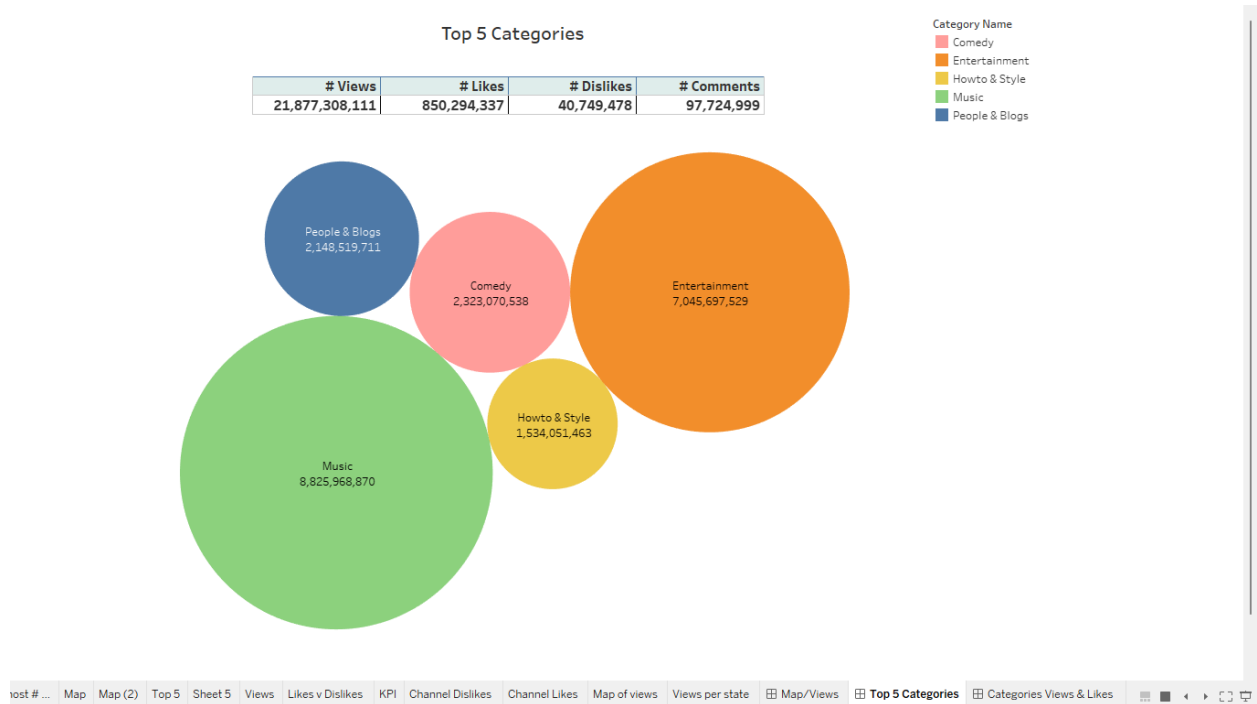
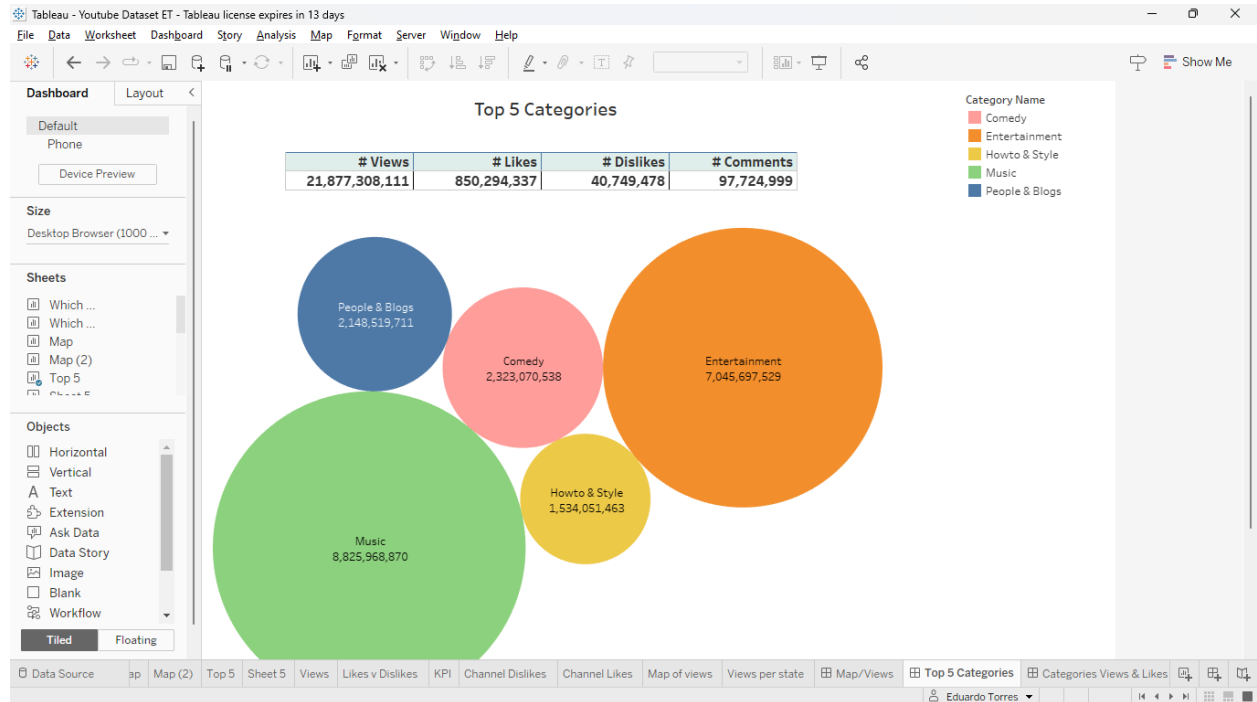
Design: I used a map visualization because it's easier to understand and see which state has the most number of views in youtube, also including in a dashboard with a bar chart to make sure the insight is well explained. Also I used a sequential blue color, when the blue color is darker means the higher the number of views represented, so it helps the visualization to identify which states have high/low views.

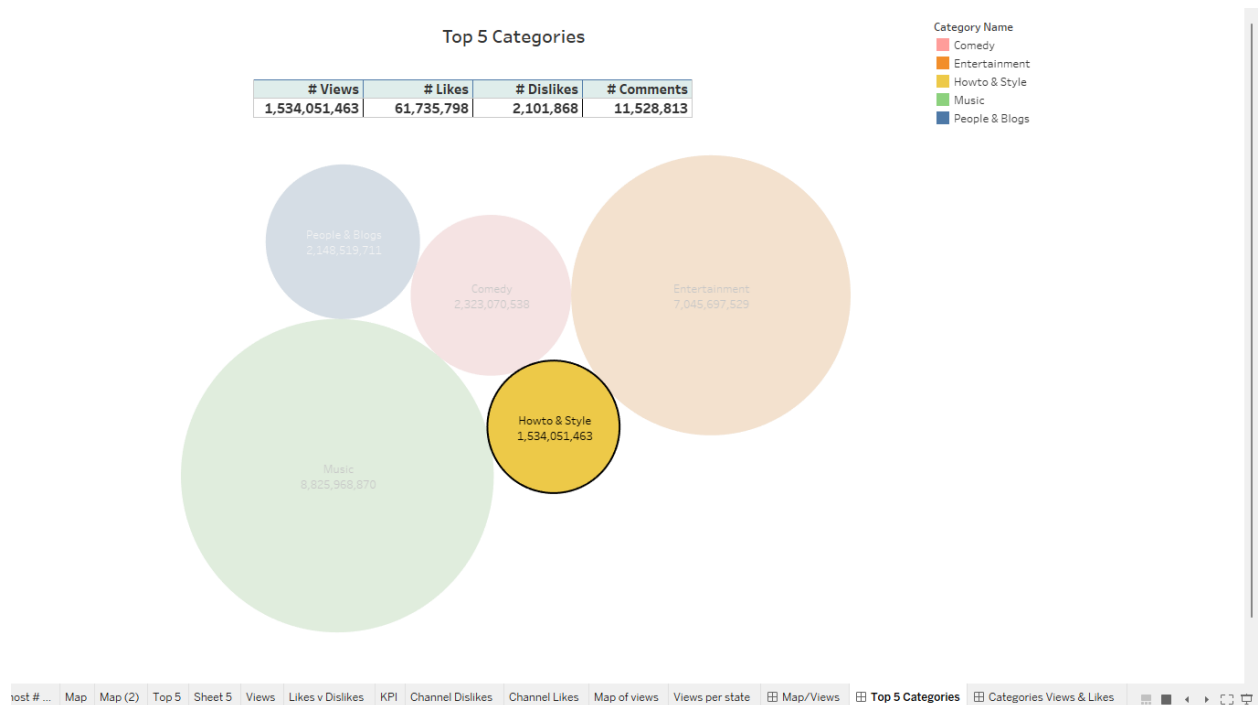
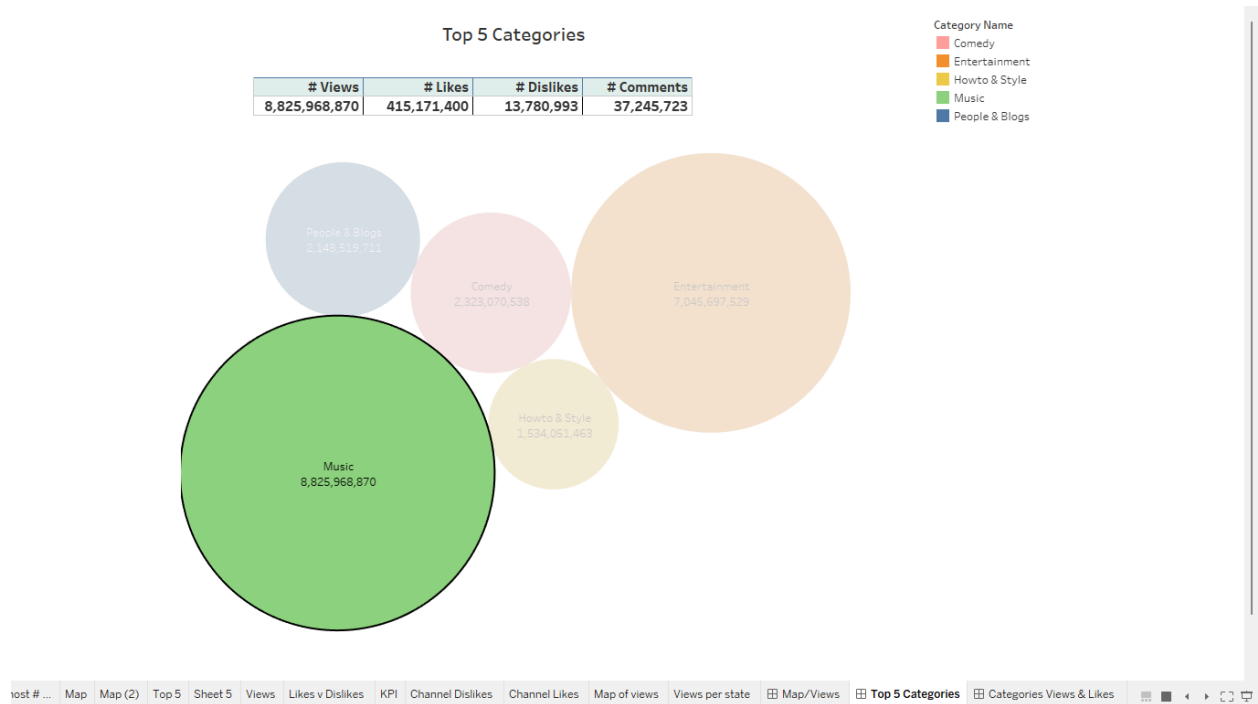
Resources: <https://www.youtube.com/watch?v=9xqHA732LMA>

Insight 2

Link:







Summary: After cleaning the data and observing that there are 31 different categories, I focused only on the top five, and checked how many views, likes, dislikes and comments are in this top 5. The number 1 is Music with more than 8.8 B of views(over 40% from total of views), 415,171 M of likes (Over 48% from total of likes), 13.78 M of dislikes(around 33% from total of likes) and 37,245 M of comments (Over 38% from total of likes). The last one on this top 5

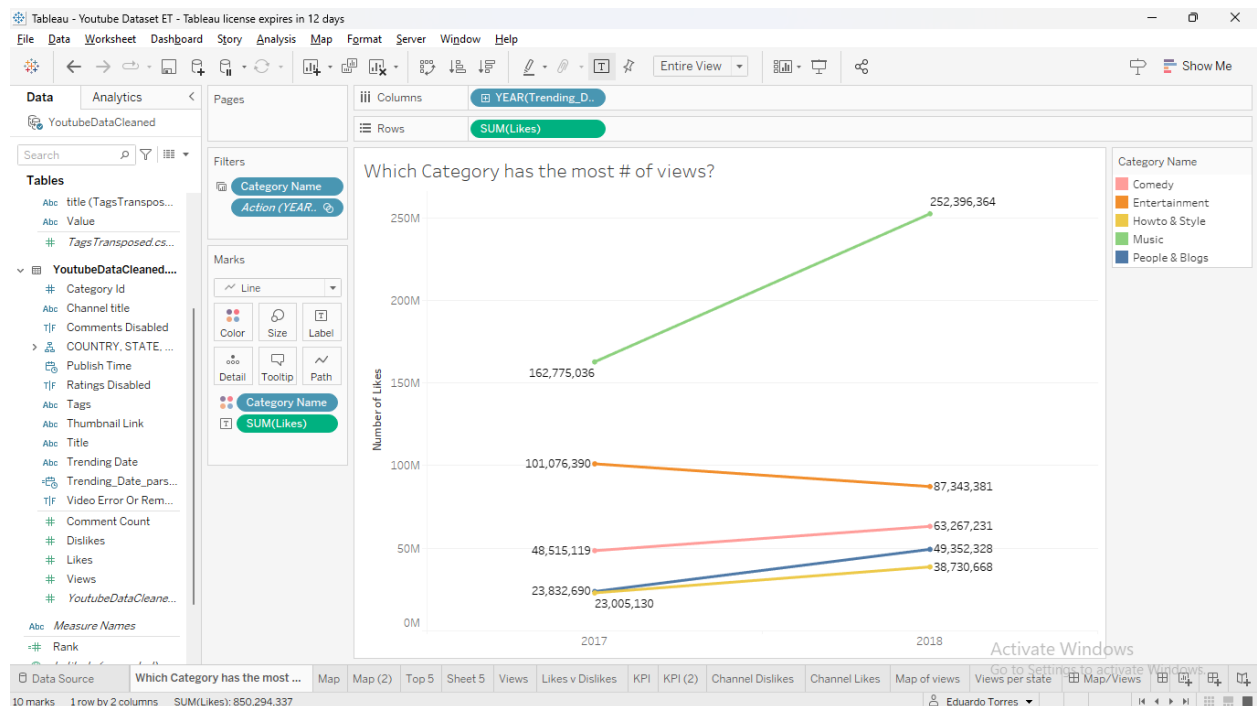
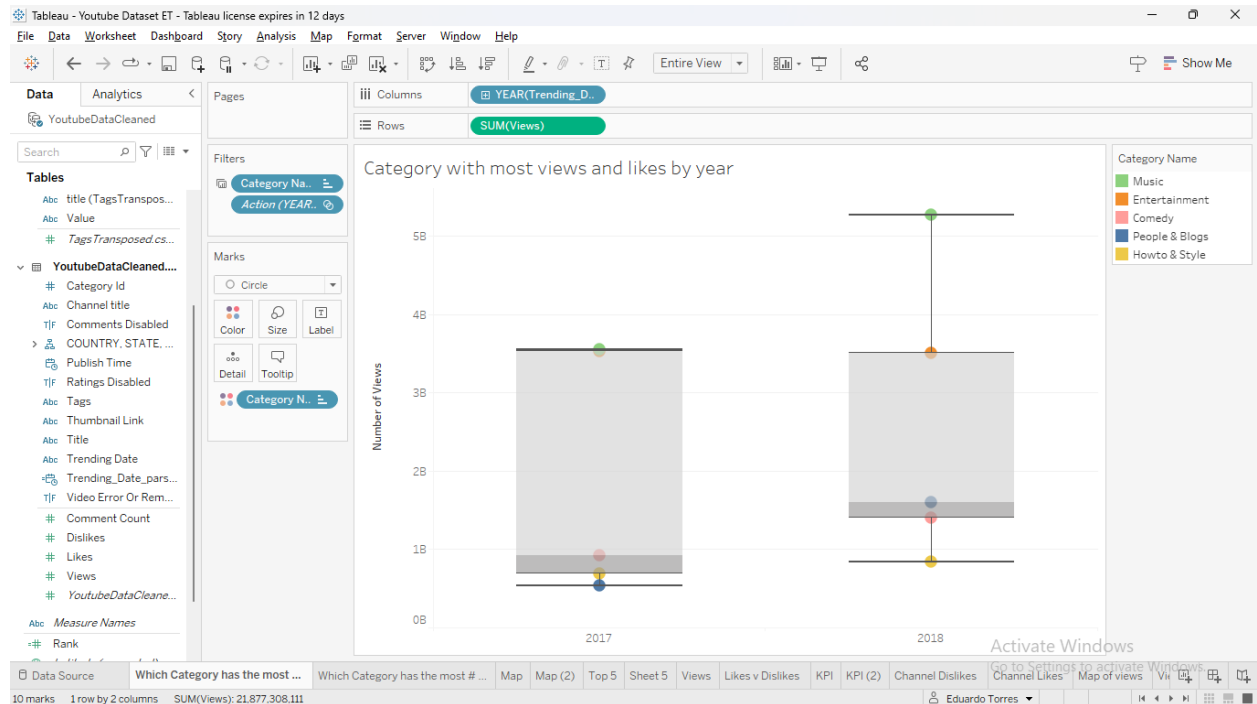
categories is How to & Style category with 1.5 B of views, 61,7M of likes, 2,1 M of dislikes and 11,52 M of comments.

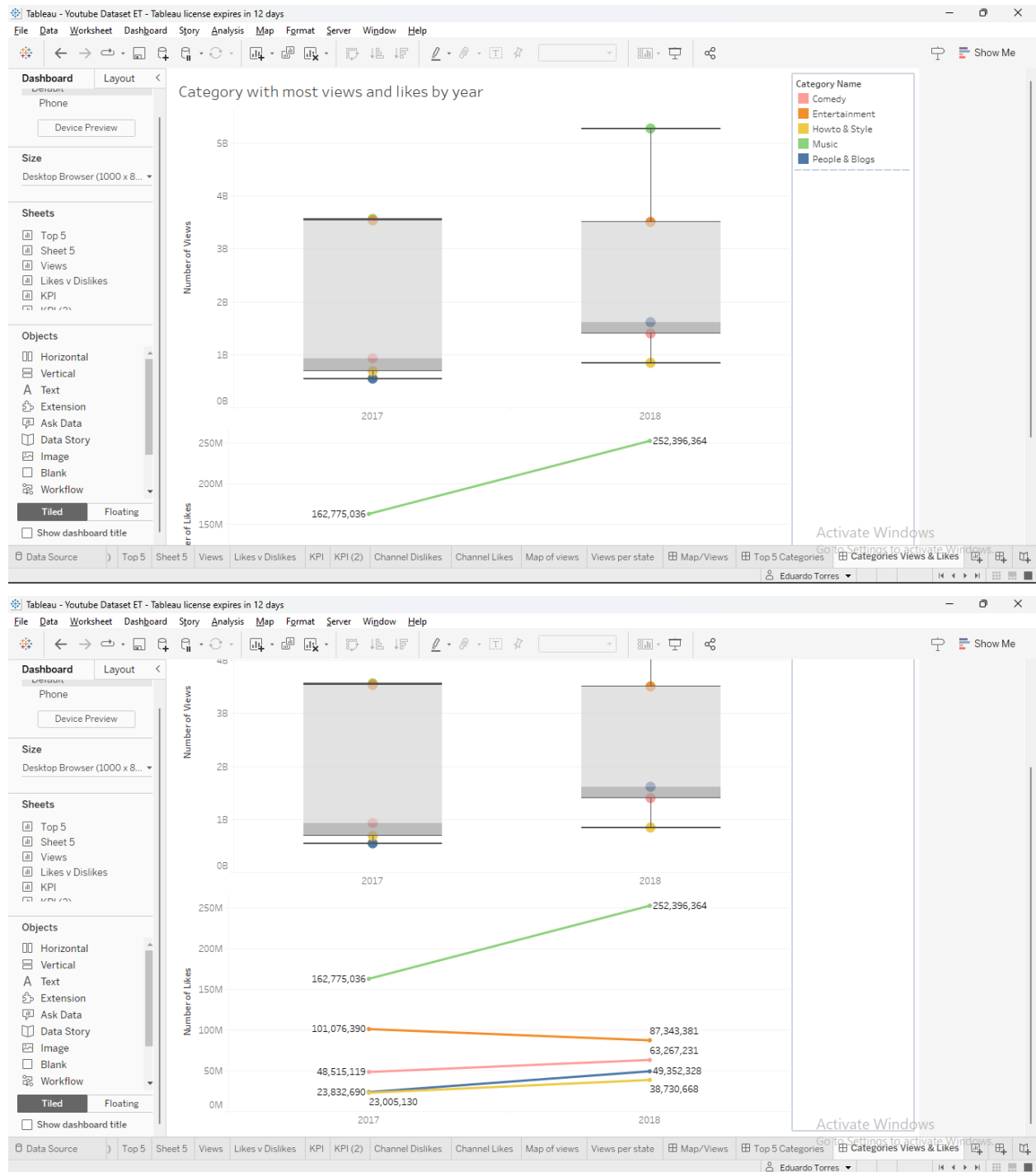
Design: The design of this viz is a bubble chart to emphasize the size of the top 5 categories, also represented with different and contrast colors and there is a filter that shows the number of views, likes, dislikes and comments of each category.

Resources: N/A

Insight 3

Link:





Summary: For this visualization I focused on a period of time between 2017 - 2018, using the trending dates when youtube channels have more activity. Also I used the top 5 categories information to present the views and likes between these years. I noticed that Music (3.555 B) slightly above Entertainment (3.533 B) in most viewed categories back in 2017, but then in 2018 the difference between these two categories increased a lot because Music had more than 5.27 B of views and Entertainment decreased to 3.512 B of views.

Design: For these two visualizations I picked a line chart to represent the number of likes and a box and whisker plot for the views per category. Using the contrast color I can see easily which category has the most views in the period of time selected. Also working with a column that was originally a string type I created a Calculated Field using DATEPARSE function.

Resources: N/A