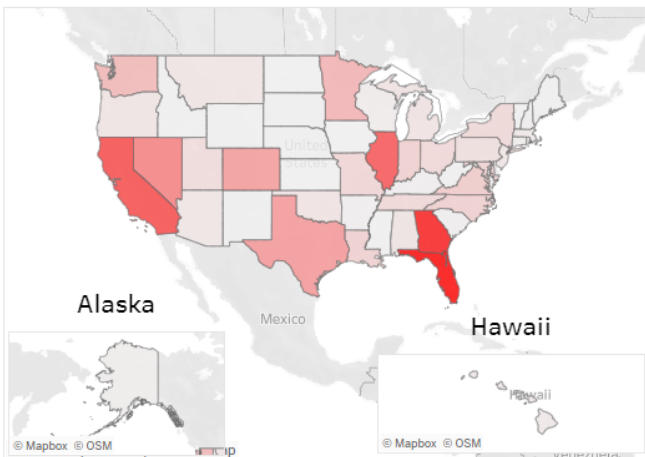


Insight from YouTube Data

By Liberty Rodriguez

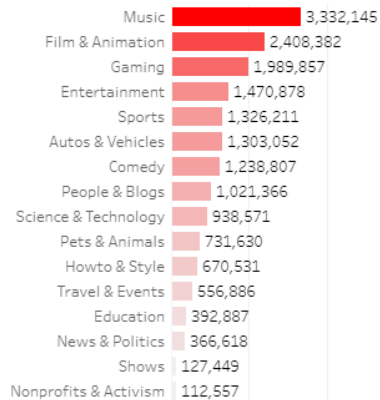
View Count by State



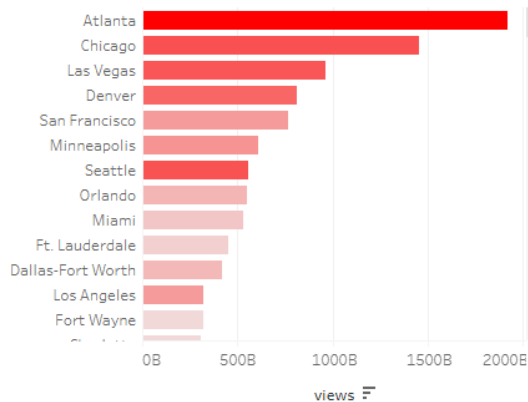
STATE

(All)

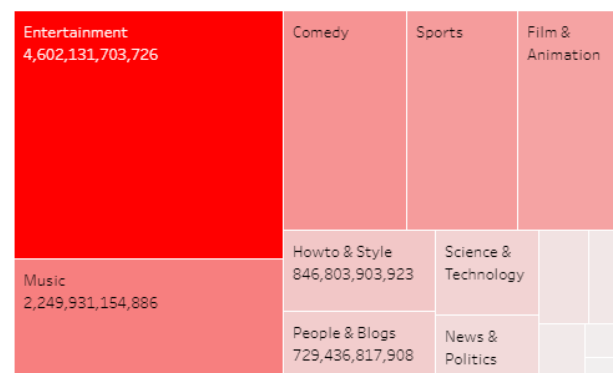
Average views by Category



Engagement by City



View Count by Category



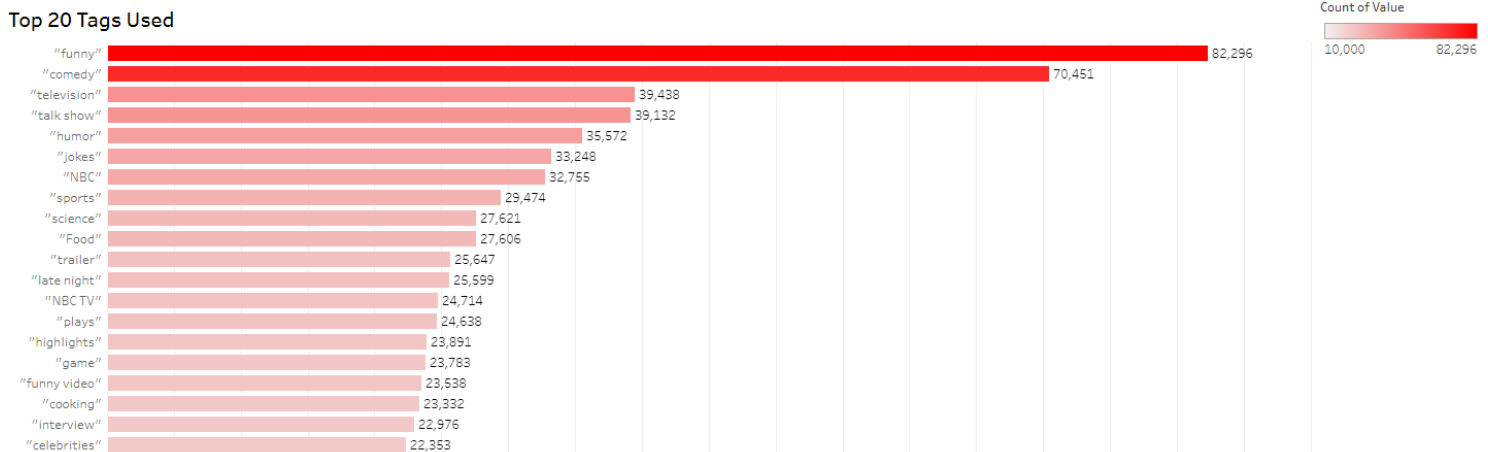
1. Viz no.1 - Dashboard: View Count by State

- **Link** -

https://public.tableau.com/views/YoutubeUdacityProject_16655297511220/DashboardViz1?:language=en-US&:display_count=n&:origin=viz_share_link

- **Summary** - This is a dashboard breaking down our data by state level. Florida has the highest view count with entertainment and music as its most-watched categories and music with the highest average views in the state. By diving deep into what each state is most interested in watching historically we can make better choices about what to show to each state and how to increase watch time and click-through rates.

- **Design** - I chose a red color palette with black lettering to represent the colors of the Youtube logo. I decided to put the two bar charts diagonal from each other in order to balance the dashboard from a visual perspective. It was also important to me to have only one filter that would apply to the entire dashboard as opposed to having 6 different filters! I made a very deliberate choice to include Alaska and Hawaii on different worksheets so that I could pull them under the mainland US and create a cleaner, more zoomed-in view.

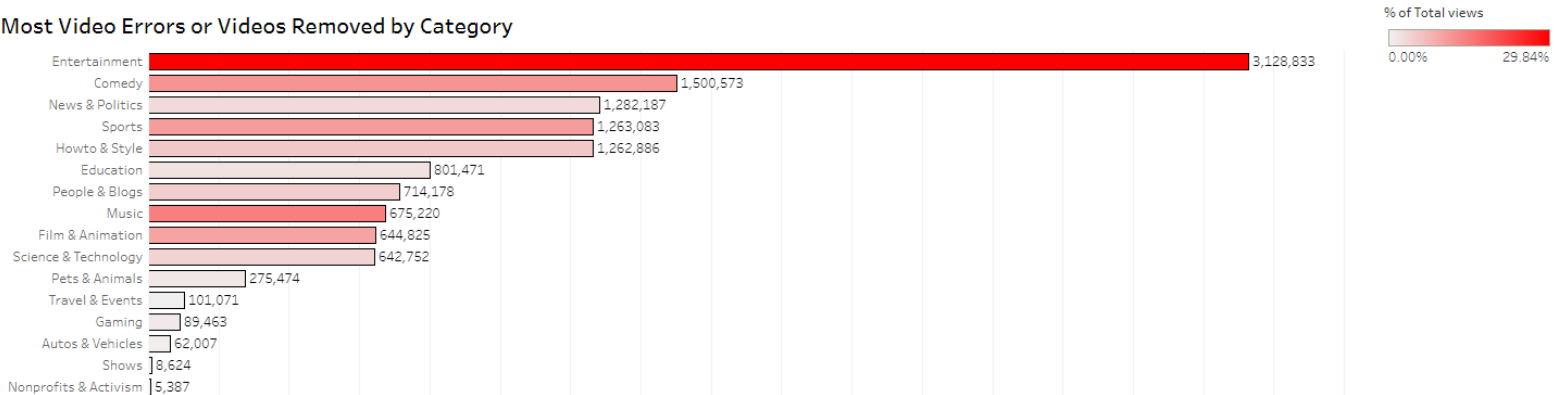


2. Viz no.2 - Top Tags Used

- **Link** - https://public.tableau.com/views/YoutubeUdacityProject_16655297511220/TopTagsUsedViz2?:language=en-US&:display_count=n&:origin=viz_share_link
- **Summary** - Here we explore the top 20 tags used on trending videos. 'Funny' and 'Comedy' make up a combined 23% of these tags which would lead us to believe that these kinds of videos have a higher chance of leading to a trending video. 'Humor' and 'Jokes' aren't far behind in the ranking, holding the fifth and sixth spot respectively, further emphasizing this point. Another point to notice is the variety of tags associated with short form content such as highlights, trailers, and talk show clips. This gives us a better idea about the length and kind of videos that utilized these top tags.

- **Design** - I stuck with the red color palette with black lettering. I also changed the start of the count under colors to more accurately represent the range in values as opposed to the difference between the least and most between the top 20. I also added a percent of the total tooltip to add context to the percentage of videos as a whole that included the given tag.

Most Video Errors or Videos Removed by Category



3. Viz no.3 - Most Video Errors or Videos Removed by Category

- **Link -**

https://public.tableau.com/views/YoutubeUdacityProject_16655297511220/MostVidsRemovedbyCategoryViz3?:language=en-US&:display_count=n&:origin=viz_share_link

- **Summary** - On this worksheet, we examine the category breakdown for removed videos/videos with errors. When comparing the percent breakdown between the number of removed videos and the number of trending videos overall in each category we can garner a few insights. In 'Entertainment', 'Comedy', and 'Sports' there seems to be a high correlation between a video trending and being marked for errors or removal. It would be interesting to see if this rate stays consistent across all videos of these categories or if becoming a trending video brings more scrutiny to a particular piece of content. It would also be interesting to see if these videos were able to be restored at a later time or if the errors are as simple as age-gating before being re-established. Surprisingly, 'News & Politics' has one of the lowest percent of error/removed videos in relation to the total trending video count. It would make sense that regular content creators in this category would be used to having to be careful when discussing sensitive topics and would have more experience avoiding the mistakes that might push a video into the error/removed column.

- **Design** - Once again I went with the red color palette to fit in with the rest of my visualizations and continue to represent the Youtube logo colors. I included a black border to the bars in order to ensure the categories on the lower end were still able to be seen. I also included a percent breakdown of both the videos removed and the total views to give a better context to the numbers provided.