

Insight 1: Which state people love to “like” when they watch YouTube?

Link:

[https://public.tableau.com/profile/zhang.yarong#!/vizhome/unfinished\\_4/MOREACTIVE](https://public.tableau.com/profile/zhang.yarong#!/vizhome/unfinished_4/MOREACTIVE)

Summary:

From the map, we can see where the most active area is, which category and channel people liked most. It appears that the highest activity areas are in Pennsylvania Maryland, the rate of activity is 8.46% and 8.32% separately. The most liked category is Comedy in PA and Music in MD respectively. The rate of liked on comedy and music even arrived at 98.96% and 99.06% individually.

The least interactive state in the USA is Idaho, its activity is only 0.65%.

Design: Obey the principle that Josh teaches me.

Insight 2: What’s the trending of the most tagged words?

Links:

<https://public.tableau.com/profile/zhang.yarong#!/vizhome/TagTrendsForYouTube/Stillbefavoritewords?publish=yes>

Summary:

From the dashboard, we can see that all the most loved tagged words in YouTube will fall dramatically since 2028.

At present, “funny” and “comedy” is the most tagged word on YouTube(10217, 9375 times separately). “Funny” peaked at 423 times in total in 2012 and began to drop. In 2016, “Comedy” was over “Funny” at its first time, arrived at 359 times totally and also began to decrease as “Funny” word. All other words fell sooner or later, never exceed “Funny” and “Comedy” two words. In 2021, the two favorites tagged words still be the favorite words, but they all going to reach its second valley(259 times and 234 times tagged individually). In 2021, there will be a rising until 2028, will be up to its peak again. Then they will die rapidly.

Design: Obey the principle that Josh teaches me.

Insight 3: Which state people love to say funny?

Links:

<https://public.tableau.com/profile/zhang.yarong#!/vizhome/TagTrendsForYouTube/WholovetosayFunny>



Summary:

From the map, we can see that people in California are likely to say “funny” when they watch the YouTube channel “5FDPVEVO”. The video title named “Five Finger Death Punch - Gone Away (Official Video)”.

The least likely to say “funny” is the people in VT state.

Design:

Use comparable color to make funny people stand out.