Ask

The questions asked in this analysis are:
- What is the distribution of genres?
- What country has the most amount of Youtubers and the least amount of Youtubers?
- What is the distribution of Genres per country?

Prepare

This dataset is found on Kaggle. The dataset is about the Top 200 Youtubers, the genre of content they cover, and their average viewer count in the past month or two. I analyzed the project in Tableau and the workbook can be found here.

Process

For this project, I knew I had to create a dashboard. I started by answering the first question. To generate the map, I had to insert the longitude and latitude into the column and rows section with the count of the country as markers of color and labels so we would know which country had the most youtubers and who has the least. The second question had me create a pie chart. First, I had the Main topic Measure in the column section and the Average 60-day views in the rows section. I chose the Average 60-day views because it takes the average of the two-month period and I thought that would be the best option since it's the biggest sample size we have. I then converted it to a pie chart. Lastly, I created a dashboard and inserted both graphs, and set them both as filters.

Analyze

When analyzing the distribution of Genres, we found that lifestyle content creators make up the most views, leading with a 39.8% of the views on the 60-day average. This is a huge difference between the second most viewed genre which is Movies and which has a 20.25% of the views on a 60-day average

When analyzing the countries with the number of youtubers they have, I found out that the US has the highest amount of popular youtubers with 277 youtubers, and Kuwait, Australia, Somalia, Pakistan, the Netherlands, the UK, and Argentina has the least amount of popular youtubers with two youtubers in each country. Surprisingly, India has the second highest amount of popular youtubers with 212. I hypothesized that it would be Canada with the second highest amount but I was wrong.

After making the dashboard, and sorting it by Genre, I found that the US leads the world in content creators generating the most views for the Lifestyle category. However, in the Music Category, India leads the world in content creators generating views for the content creation network.