Tableau Project Report: Unlocking the Secrets of Video Success

Introduction

This project inquires into the details of a successful video. The analysis is based on a dataset of Youtube Trending Videos.

It consists of 7 Worksheets and three dashboards which answer questions about the factors affecting a video's audience engagement and popularity.

This examination of the trends here will provide actionable insights for use.

Project Link :

https://public.tableau.com/views/OneTenTableauProject/Trends?:language=en-GB&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Dashboard 1: Views

Worksheet 1 Design - V- Views by Category

This worksheet plots the number of views for each Category of videos with a bar chart. The bar chart is used here since I intend to compare categorical data. The more the views for the category, the longer its bar

Also, each bar is marked with a text showing the number of videos it contains.

So readers can see at first glance the video category that has the most views and also, that has the most videos in it.

I also added the 'Min Trending Date' as a filter. It allows only the views for the earliest trending date for a video to be aggregated.

Worksheet 2 Design - V - Views by State

This is a Map showing states with high viewership concentration. A map is most suitable for geographical plots. This is the reason I used it to plot the number of views and trending videos for each state.

The total number of trending videos watched is marked in a sequential blue colour - where the darker the shade, the more videos the state has watched in total.

This colouring allows the readers to easily notice states with a high or low number of videos seen.

Also, the total number of views each state had is marked by increasing size – the more views, the larger the size of the state on the map. This makes it easier to spot a state with a high or low viewership.

I added a filter called ‘Min Trending Date’. This is a calculated field. It allows only the views for the earliest trending date for a video to be selected.

Dashboard Summary – The dashboard comprises the state map worksheet and views by category worksheet.

I added the map as a filter on the dashboard to filter the bar chart by state.

It allows the reader to see the number of views every category has for each state.

An analysis with this dashboard will provide specific insights into content preferences across the different states and help to identify potential target markets.

Dashboard 2: Trends

Worksheet 1 Design - T - Trends in Channels

This worksheet is a bar chart showing the number of times a channel hosted a trending video.

The bar chart is best suited since I am comparing categorical data. The more videos a channel has hosted, the longer its bar.

I added the Video title as a filter. This enables the reader to select any trending video and see the channel that promoted it.

Worksheet 2 Design - T -Trend over Years

This worksheet is a line graph that shows the total number of videos that have trended each year. Readers can easily perceive trends over time with a line chart. It is why it is used here

The category name was added as a filter so readers could see the trends for each category over the years.

The category name was also marked with colours. It will enable readers to differentiate between categories when they view the trends of more than one category.

Worksheet 3 Design: T - Trends over Months

This worksheet is a line graph that shows the total number of trending videos each month over the years. A line chart is the best option for time-based data. Therefore, it is used here as it is easier for the reader to see the trends over the months.

I added the category name as a filter so readers can check the trend for each category.

The category name was also marked with colours. It will enable readers to differentiate between categories when they view the trends of more than one category.

Dashboard Summary – The category name was added as a filter for all the worksheets. This will enable the reader to see the trends for each category over the years and months. It will also show readers channels that promote each category.

This dashboard illustrates the ever-changing nature of video trends over time.

Using the dashboard, we can identify the content category that may trend in a specific period and decide on the best channel for its promotion.

Dashboard 3: Popularity

Worksheet 1 Design: **PO - Popularity by Like-to Dislike ratio**

This worksheet is a bar chart that arranges the like-to-dislike ratio of the video categories in descending order.

The like-to-dislike ratio is a calculated field. The like-to-dislike ratio on YouTube is a measure of the popularity or acceptance of a video by its viewers (tella.tv/definition/like-to-dislike-ratio)

If the like-to-dislike ratio is high, then the video is well accepted. A low ratio tells the reader that viewers do not like the content.

The average is the best-suited measure because it will present a general idea of the like-to-dislike ratio for all the videos in a category to the reader.

I also added the 'Min Trending Date' as a filter. It allows only a like-to-dislike ratio for the earliest trending date for a video to be aggregated.

The title filter is added to allow readers to see the like-to-dislike ratio for any specific video.

From the bar chart, we can deduce that videos in the Pets and animal category are well accepted whereas the News and Politics category is the most controversial.

Worksheet 2 Design: PO - Popularity by comment count

This worksheet is a scatter plot of the *number of views* to *comment count* of the trending videos – these are quantitative data. A scatter plot is best suited for quantitative data.

The categories of each video were marked by colour on the scatter plot. This detail will help the reader know the categories of the videos on the plot.

Also, I added the 'Min Trending Date' as a filter. It allows only the view and comment count for the earliest trending date for a video to be plotted

These metrics show which video or channel has viewers with a high level of emotional investment in that video or channel (fastercapital.com)

Dashboard Summary -The dashboard combines the bar chart on **PO - Popularity by Like-to Dislike ratio** and the scatter plot on **PO - Popularity by comment count**

The worksheet on **PO - Popularity by Like-to Dislike ratio** is used as a filter. This allows readers to filter the scatter plot based on what channel is being appraised.

This dashboard enables readers to study the sentiments and emotional investment concerning hot or controversial videos

Resources:

Fastercapital.com

Tella.tv