



TABLEAU DASHBOARDS AND INSIGHTS

Project 4 of UDACITY's Business Analytics
NanoDegree

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US Cities with Most Active YouTube Users (2006-2018)

Tableau Public at

Resources:

Summary:

Design:

Engagement Rate of YouTube's Most Viewed Channels (as of 2018)

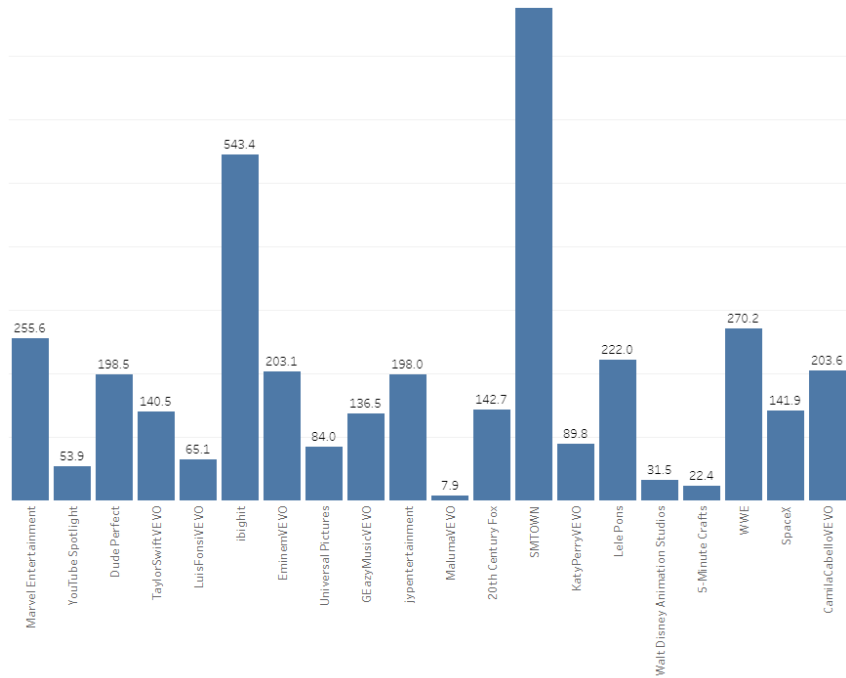


Tableau Public at

https://public.tableau.com/views/EngagementRateofYouTubesMostViewedChannelsasof2018/Sheet5?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Resources:

<https://www.kaggle.com/datasnaek/youtube-new/data>

Summary:

I have found out that having the highest engagement rate (total engagement divided by total views then multiplied by 100) for a YouTube video does not necessarily mean getting the highest views also. Though, it can be an important Key Performance Indicator (KPI) to measure the growth of the channel, and to gauge .

Design:

The dashboard I used for this visualization is a vertical bar. First, it is the most suitable graph for the data I want to show. Second, I wanted to show the full name of the channels that represent each bar – with this I avoided putting a legend which can be a junk for my dashboard. As a result, the dashboard has a fair amount of data to ink ratio. Lastly, the bar graph is sorted in terms of the total number of views of the channel and are limited to channels having upwards of 15,000,000 views.

How are likes and dislikes affecting the views of the videos on YouTube?

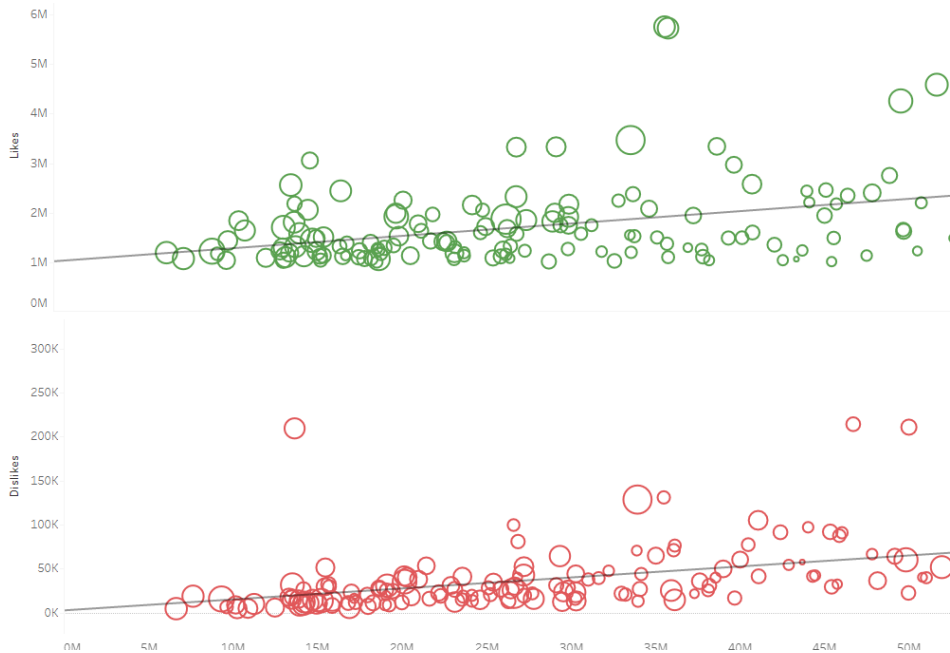


Tableau Public at

https://public.tableau.com/views/LikesandDislikesvsViewsonYouTubeDatafrom2018/LikesDislikesvsViews?:language=en-US&:display_count=n&:origin=viz_share_link

Resources:

<https://www.kaggle.com/datasnaek/youtube-new/data>

Summary:

Both scatterplots for likes and dislikes have a strong and positive correlational relationships. Meaning that likes and dislikes are directly affecting the views of the videos.

The probability of both likes and dislikes are at 0.0001. Which makes sense because either someone like or dislike the video, either way, they will have to view the video first. It means that, it is not very important for a video to have more dislikes or likes. As long as the video gets a view, the channel will profit.

However, it is interesting to note that dislikes have a little bit higher R-Squared (0.29) than likes which only has an R-Squared of 0.26. Meaning that dislikes might pique the interest of some viewers to check the video that has more dislikes.

Lastly, the size of each dot is set to the total sum of the activities of each video.

Design:

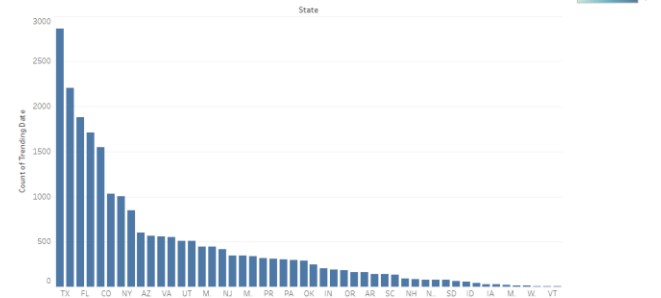
This visualization has a little bit less data to ink ratio, compared to the previous charts. Though, this dashboard is made-up of 2 scatterplots, which is meant for comparing the 2 data. For the colors, I chose green for the positive likes and red for the negative dislikes. I also removed a lot of junk from the default charts before combining into 1 dashboard.

States Has The Most Viral Videos

Top Viral Videos per States

CA Zendaya's Lip-Sync Battle Impersonation Caught Bruno Mars' Attention 68,485,947	FL Zendaya's Wacky-Carly Hair Tutorial 149,376,127	NY Zedd, Marsh Morriss, Grey- The Middle (Presented by Target)	NC Yara Shahidi Is Turning 18 And	AZ Wreck It Ralph	MI Will It	VA World's
TX Zimbabwe's ruling party sacks Robert Mugabe as leader - BBC News 57,953,412	IL Zendaya Talks About Zac Efron's Reaction to Their Onscreen Kiss 29,090,799	WA Will the Flash Movie	NJ What Martin Luther	MD WWSB	MA When Vie First	OH When Vie First
GA ZUMA Mission 44,155,923	CO You'll NEVER guess how I caught this island! 102,012,605	UT YOUR SOD-WIFUL are	PR TN PA HI You're not	OK WeatherTech	AL Why Are	MT SC
	NY Your Amazing Molecular Machines	MD YARD'E - Tesser	WI KY	OR NH	NE	
	LA YOUTUBER QUIZ	IN				

Top States with The Most Trending Videos



Highest Number of Viral Videos per States

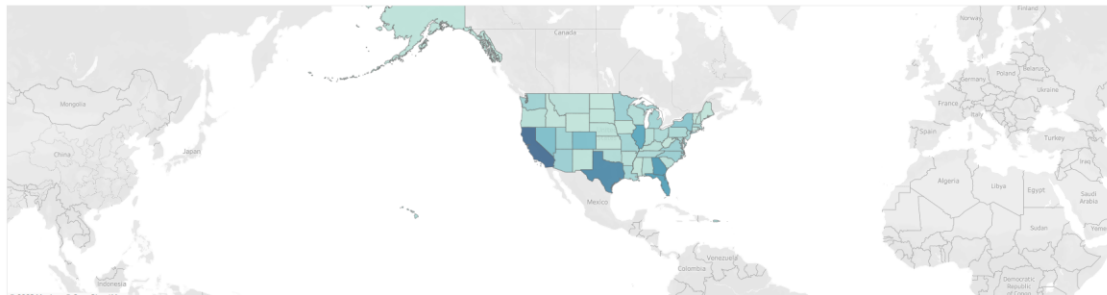


Tableau Public at

https://public.tableau.com/shared/H369ZF4KK?:display_count=n&:origin=viz_share_link

Resources:

<https://www.kaggle.com/datasnaek/youtube-new/data>

<https://worldpopulationreview.com/states>

Summary:

From this dashboard, we can interactively engage with the States that has most viral videos. On the heat map, we can also see which YouTube videos has the most trending count including its total views. We can surmise that California and Texas has the most viral videos. These States are also the top 2 most populous States in the US (Worldpopulationreview.com, 2023)

Design:

This visualization has less data to ink ratio, compared to the previous charts because it is paramount for highlighting the data. Though, I made it as minimalistic as possible. The colors that I chose also complements each other and the shades darken or lighten as per data.