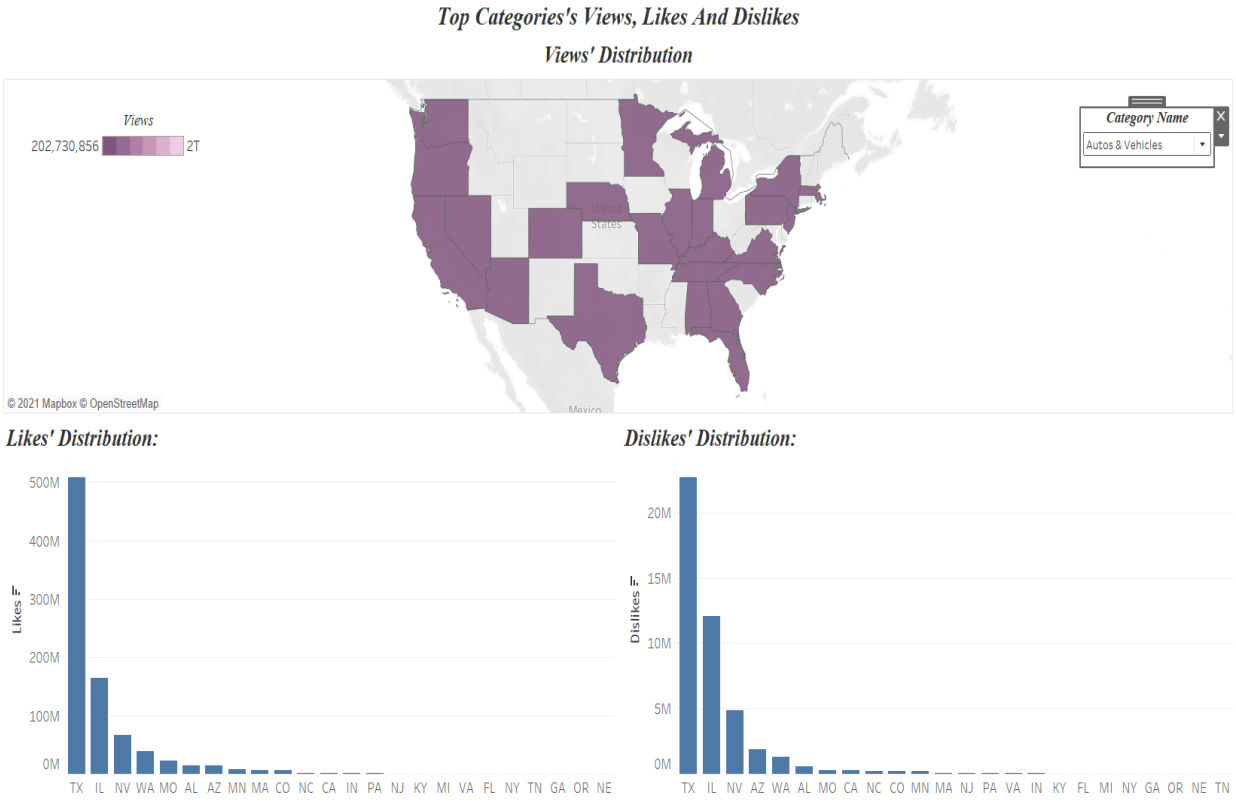
Project Four – YouTube Visualization Via Tableau

Insights 1: Top Categories' Views, Likes & Dislikes.

Here is the link of (the Dashboard).

We can see that the state of Florida recorded the highest views, likes and dislikes.

We have 16 different categories based on YouTube data; we can notice that the top categories in the state of Illinois are (Sports, Film & Animation, Auto & Vehicles) and then we have the state of Colorado's top categories; which are (Gaming, Animals, Politics & News), next we have the top categories in the state of California (Comedy, Education, Science), after that we have the state of Georgia that its top categories are (How To & Style, Nonprofits & Activism), the we have the top in the state of Florida is "Entertainment", the top of the state of New York is "Travels", The top category in the state of Louisiana is "People", the popular category in the state of Washington is "Music" and finally we have the state of Hawaii's top popular category "Shows". Also, we can see the likes and the dislikes that related to each category rated by the states.



As showing above, I used the map and the bar chart to explore the categorical and numerical values easier and I added the filter so it makes it easier to display the information also, pick specific category and see its information; for the map it is easier to see the views distribution based on the state, in the bar chart you can compare the numerical values easier and this is the reason why I picked the bar chart.

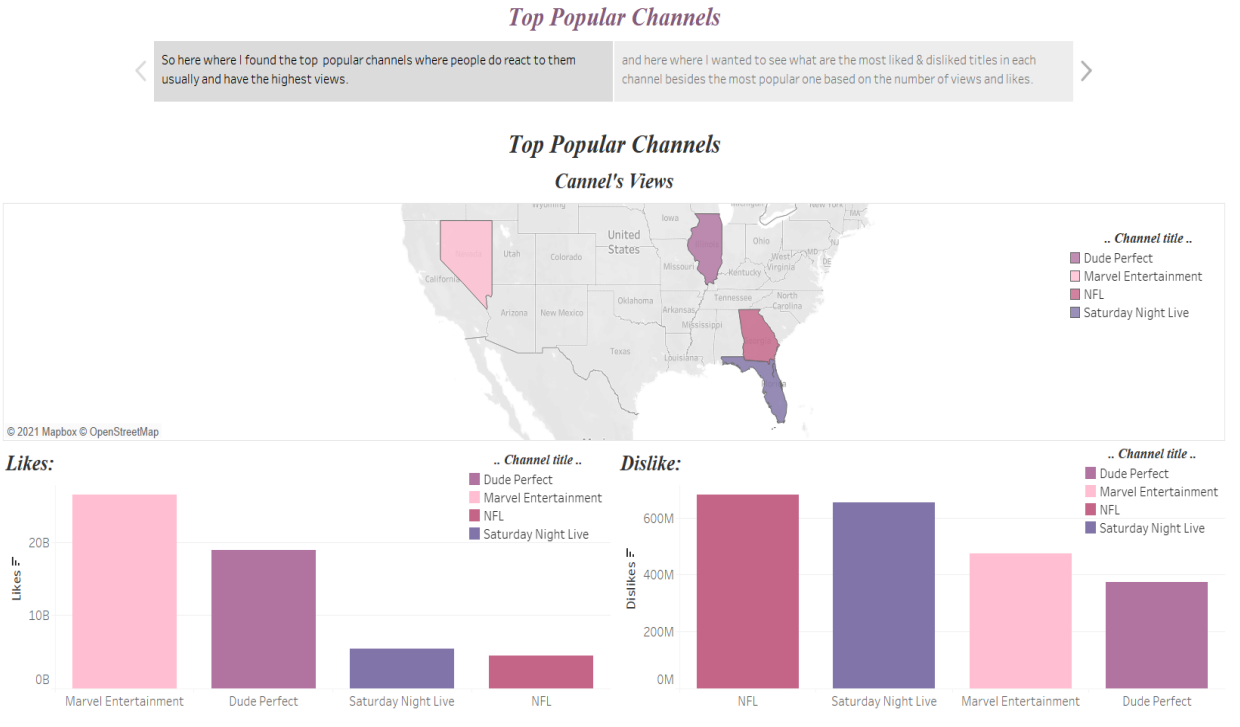
Insight 2: Top Popular Channels.

Here is the link of (the story).

In this story we have the top channels based on their views and likes, I wanted to see in which state the channels are popular, also I wanted to see the category that the channel is interested in, the total of view, likes, dislikes, count of the titles in each channel.

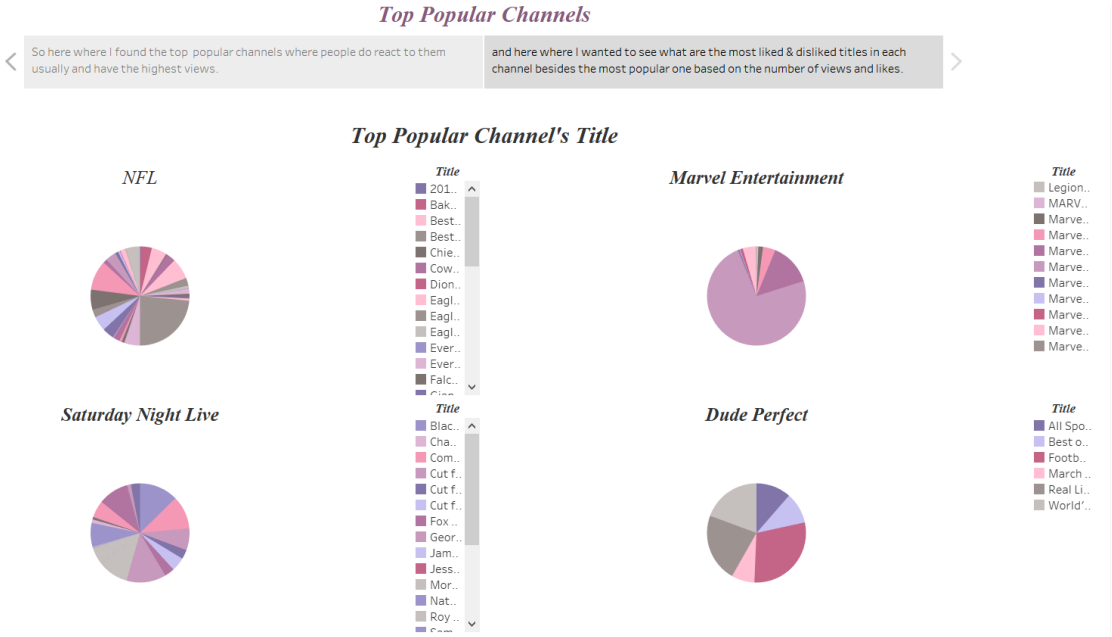
So, in the top we have Marvel Entertainment channel, then we have Dude Perfect, next we have Saturday Night Live and Finally we have NFL.

Next story I wanted to see the popularity of the titles in each channel by Showing the (views, likes, dislikes).



In the first story I used the map to display the categorical and numerical values in easy way, such as the channel's name and the views in each state, as you can see; each state has favorite category that focus on specific subject. For example, the favorite subject in the state of Florida is Entertainment.

The bar chart helped me comparing the likes and dislikes for the channels so we can also see the most favorite channel.



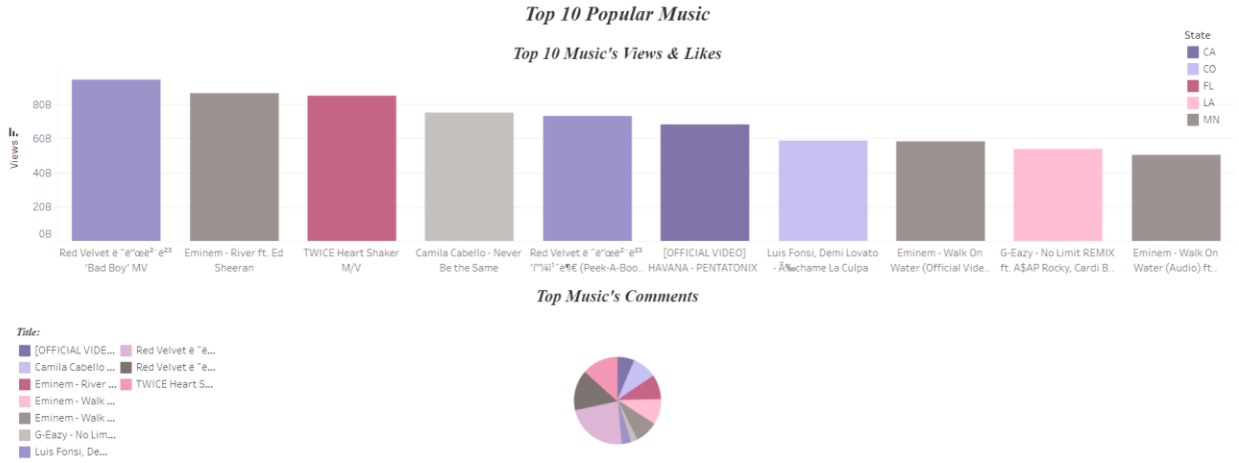
In the second story I used the Pie chart, since we have lots of categorical data, the pie chart help us show them clearly, as you can see, we can identify the popular titles in each channel based on the views, also we can see the total likes and dislikes for each title in the channel so we can know the top title in each channel.

Insight 3: ***Top 10 Popular Music.***

Here is the link of (the dashboard).

In this dashboard, I have come up with the top 10 popular music based on the views and likes of the videos. The top two was published in the first two months of 2018 while the third was published by the end of 2017. The most views for the top three were from the state of "Washington", "Minnesota"," Florida".

The most users who reacted to the music's videos where from the state of "Washington", "Minnesota", "Texas", "California", "Colorado", Finally "Louisiana".



In this dashboard I used both bar & Pie chart for categorical and numerical data; the bar chart made the comparison easier between the titles which are categorical values and the views which are numerical for each one.

The pie chart helped me display the categorical data easier since we have lots of them, also show several numerical data such as publish time and count of comments.

Resources: ***N/A***