

SUMMARY

I wanted to get insights on the top seven (7) most viewed channels on YouTube.

1. VISUALIZATION 1

Link

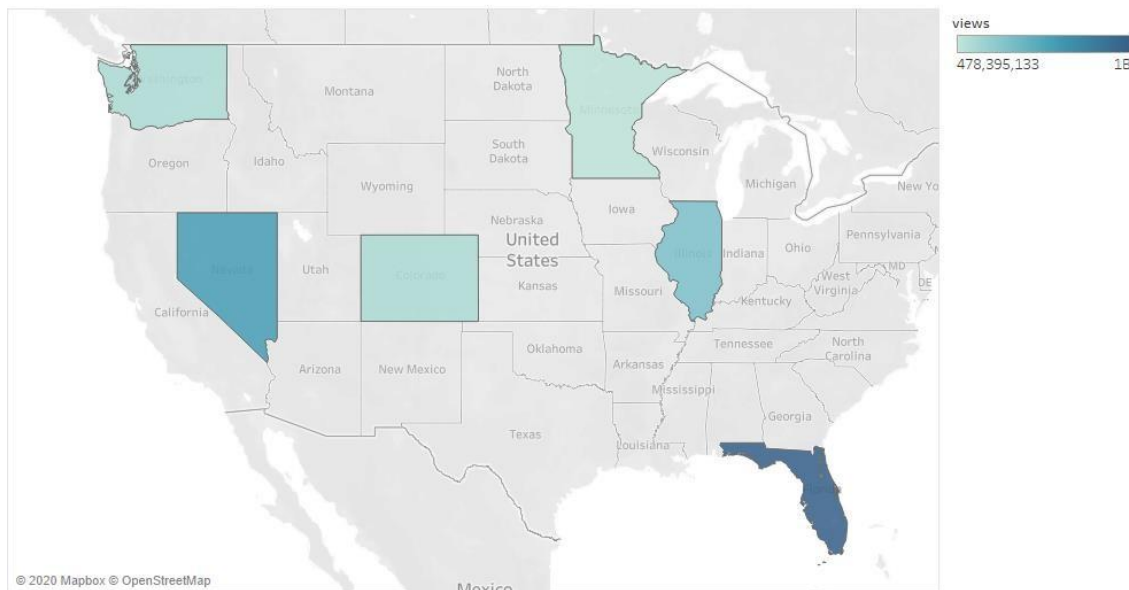
https://public.tableau.com/views/ONYEKABANZUBECHUKWU-TABLEAUPROJECT/TOP7STATESBYVIEWS?:display_count=y&publish=yes&:origin=viz_share_link

Summary

I wanted to view the states of the top seven (7) most viewed channels. It was achieved by using channel title filter to top 7 views then dragging country to the row shelf and selecting state in its Hierarchy then picking the appropriate graph. I dragged the channel title to Tooltip. **My choice for this design was because I wanted to see the location on the map.**

Design change made: From the previous review, I created two unique worksheets to meet requirements. I understood the rubric better and made changes to meet project requirements. I also added a Tooltip, as requirement by dragging channel title to the tool tip icon.

TOP 7 STATES BY VIEWS



Map based on Longitude (generated) and Latitude (generated). Colour shows sum of views. Details are shown for COUNTRY and STATE. The data is filtered on Channel_title, which keeps 7 of 2,146 members.

RESOURCES: N/A

2. VISUALIZATION 2

Link

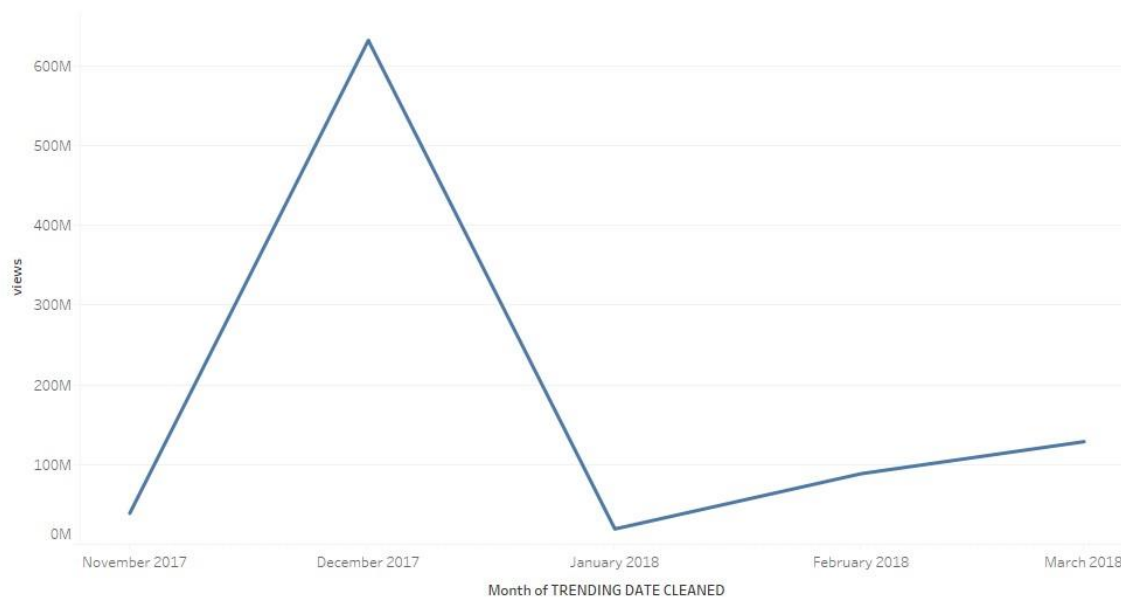
https://public.tableau.com/views/ONYEKABANZUBECHUKWU-TABLEAUPROJECT/NUMBEROFVIEWSFORMARVELENTERTAINMENTBYTRENDMONTHS?:display_count=y&publish=yes&:origin=viz_share_link

Design change made: This was the 2nd unique worksheet created to meet requirement. I added trending date in filter and set it in continuous in order to see insights in order Hierarchy e.g. days

Summary

In this visualisation, I wanted to get insights on the month, Marvel Entertainment, top viewed channel trended the most. As you can see from the line graph, It was in the month of December 2017. I achieved this by dragging the channel title to the filter shelf and selecting exact match to Marvel Entertainment, then I dragged views to the column shelf and finally trending date (cleaned) to the row section and selected month in the Hierarchy. **My choice for this design was that I wanted to see the peak and lowest views and their respective months clearly.**

NUMBER OF VIEWS FOR MARVEL ENTERTAINMENT BY TREND MONTHS



The trend of sum of views for TRENDING DATE CLEANED Month. The data is filtered on Channel_title, which keeps Marvel Entertainment.

RESOURCES: N/A

3. VISUALIZATION 3

Link

To Dashboard:

<https://public.tableau.com/profile/onyekaba.nzubechukwu#!/vizhome/ONYEKABANZUBECHUKWU-TABLEAUPROJECT/DASHBORDOFTHELIKESDISLIKESANDTHECOUNTOFCOMMENTSOFTHETOP7MOSTVIEWEDCHANNELS?publish=yes>

To the 1st worksheet

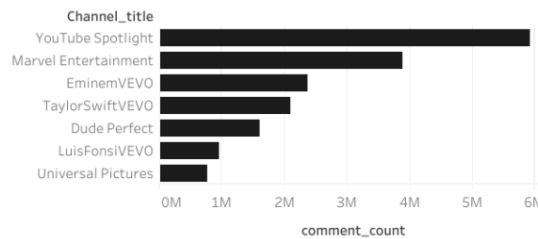
https://public.tableau.com/views/TOP7MOSTVIEWEDCHANNELTHEIRLIKESANDDISLIKES/TOP7MOSTVIEWEDCHANNELTHEIRLIKESANDDISLIKES?:display_count=y&:origin=viz_share_link

Design changes made: From the review, I changed from red to green pallets to accommodate people with colour blindness. I still needed to keep the red colour to draw attention to the dislikes

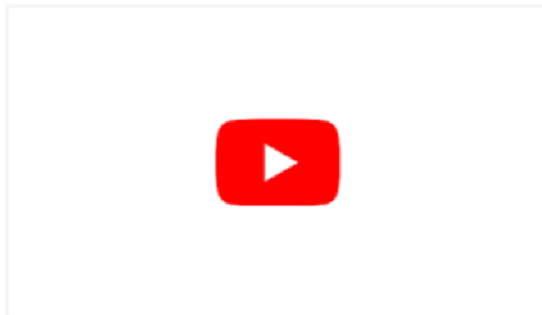
SUMMARY

The first worksheet shows the total of likes and dislikes of each of the top seven (7) channels. I dragged the channel title to the row shelf, then dragged the likes and dislikes to the

TOP COMMENT COUNT OF THE TOP 7 MOST VIEWED CHANNELS



TOP 7 MOST VIEWED VIDEOS, THEIR LIKES AND DISLIKES



column shelf. I used blue and red colours to show the likes and dislikes respectively. I sorted the graph with descending order of likes.

From the graph, Marvel Entertainment was the channel with the most likes and Universal Pictures was the least. YouTube Spotlight was the most disliked channel.

To the 2nd worksheet

https://public.tableau.com/views/TOPCOMMENTCOUNTOFTHETOP7MOSTVIEWEDCHANNELS/TOPCOMMENTCOUNTOFTHETOP7MOSTVIEWEDCHANNELS?:display_count=y&:origin=viz_share_link

In the second worksheet, I wanted to see the level of engagement in the comment section among these seven channels. YouTube Spotlight had the most comment count and Universal Pictures had the least. I achieved this visualisation by dragging the comment count to the row shelf and the channel title on the column shelf.

Finally, I created a dashboard to compare these seven (7) most viewed channels further. From the dashboard, you will notice that surprisingly, although **YouTube Spotlights have the greatest number of dislikes, it still has the highest number of comments! Also, Marvel Entertainment having the most likes, has the second highest number of comments. Universal Pictures is the least engaged channel amongst the seven, because it has the least number of likes, dislikes and comments.** I achieved this by clicking on new dashboard and dragging the worksheets.

I would recommend advertising on Marvel Channel to get the best positive result.

RESOURCES: N/A

*I tried using tags and trending dates, used calculated fields to clean the initial trending dates, then used join on the tags transposed spreadsheet but couldn't still figure it out. Kindly leave a hint on how can get around it. Thanks