Data Visualization Project Report

In this visualization project I analyzed the USA YouTube rating dataset using Tableau as required by Udacity.

Insight 1

Links

Project_youtube_trending_visualization_dashboard_dashb | Tableau Public

Summary

The dashboard represents a compilation of the number of Views and comparison of likes and dislikes over the years; number of views in each state and the popularity of the top 10 Tags based on the video views.

Since 2001 to 2022, in all the states, the least total number of views is around 1.09 Billion views and it is in 2021 while the year with the biggest total number of views is 2014 with a total of nearly 1.65 Billion Views. Also, over the years, likes and dislikes ratings have been challenging each other in term of numbers but the likes win the most years. The only years the dislikes won was between 2010 and 2024.

Florida has the biggest number of views over the years followed by California, Texas then Illinois.

The top 10 videos tags which are the most popular are (without including the other tags are). No tags, Marvel, Rewind, dude perfect, Luis, Eminem, Kylie jenner, BIGHIT, RPG/RVG/ RPA records and Jurassic world.

Design

The line chart was put on top because it was necessary for the years in the x axis to be shown properly. Then the Map and Bar graphs were put side by side below the line chart because they are big enough there to show information in that way.

Resource

N/A

Insight 2

Project_youtube_trending_visualization_dashboard_published | Tableau Public

summary

I shared the likes rentability compared to the published times of videos and it turns out that the biggest rentability of video likes starts from 2016 to 2018, with 2018 with the biggest number (more than 594 million and hundreds). The likes system started in 2006 and during the 2006 to 2015 and number of likes was not a deal for most viewers.

Design

I plotted a line chart to describe the movement of likes over the year. The line chart is the best choice over the others here because in shows trends through a line.

Resource

N/A

Insight 3

Link

Project_youtube_trending_visualization_dashboard_channels | Tableau Public

Summary

I shared show the likes and dislikes are related to each other based on their top 10 channel title. The **YoutubeSwiftVEVO** has got the biggest number of dislikes with other 10 Million dislikes. The **ibighit** channel has the most likes over the years, with over 57 Million likes in all its video. In conclusion, the number of likes is so huge compared to the number of dislikes.

Design

I plotted a bar chart and made it dual axis for both likes and dislikes so that we can se the comparisons side by side. I picked the dual axis bar chart over the scatter plot because it so much clean to show the comparisons in bar chart in this case compared to a scatter plot. A scatter plot would show single dots that could be hard to identify relationships even though I include color comparison.

Resources

N/A