Project 3 (Tableau Visualization)

All the insights, dashboards & stories are included in this link.

Link: https://public.tableau.com/views/YoutubeDataAnalysis_16473975590000/Story1?:language=en-GB&:display_count=n&:origin=viz_share_link

- Insight 1

- **Summary**: From this visualization, we can identify **the most liked & disliked Categories**, which will be in this case **Music & Entertainment** respectively, and we have the ability to see that change for different years.
- **Design**: I used packed bubbles because it can be easier to determine the most feature with it using one dimension & three measures, **number of likes is the color** & the **size is the number of dislikes** & **the total view as a hover detail** for further information. In addition, the design color is in shades of blue to make relaxing for the eye.
- **Resources**: N/A

- Insight 2

- **Summary**: From this visualization, we calculated the average satisfaction factor that is the total average of like on the total average of dislikes for each Category with respect to Different trending years, to elaborate more we can see **the second-highest average satisfaction factor category in 2014 & 2015 which will be in this case Education**.
- **Design**: I used **the vertical bars**, to elaborate more about the difference between each category type from the insight perspective.
- **Resources**: N/A

- Insight 3

- **Summary**: In this visualization, we observe & **find many insights** such as the **highest state with views in the US in 2011 in the film & animation category**, Which will be **Illinois**.

  Furthermore, we can see **the most channel with views** that have the same filters, Which will be **Walt Disney Animation Studios,** we can also find **the most liked & Disliked channel** for the same filters we choose and these channels will be **Walt Disney Animation Studios & Movie clips Trailers.**

- **Design**: I have selected **the map diagram** to determine easily the corresponding Measures for each state in the US, also used different shades of blue to keep it eye-Friendly.

  I also selected **the horizontal bars**, as they can best describe the main purpose of this insight, which is the number of views per channel with respect to the bar horizontal height, I used the treemaps to better display nested data with the multiple measurement values such as likes & dislikes together.

- **Resources**: N/A