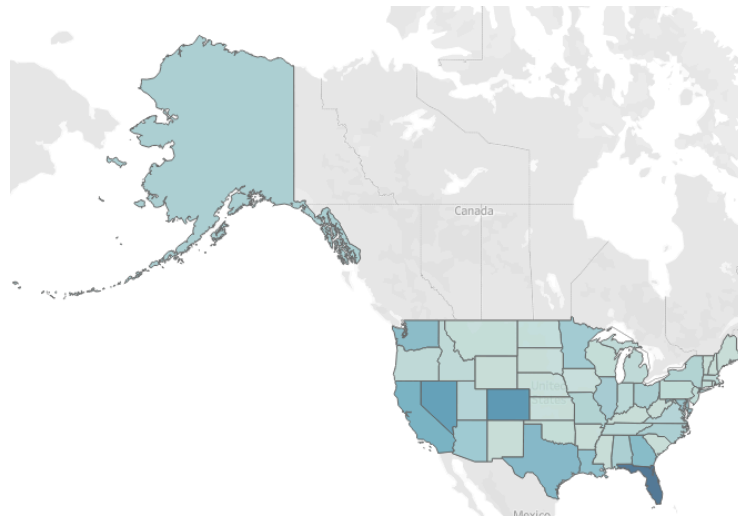


Youtube Trending Tableau Project

Insight 1

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

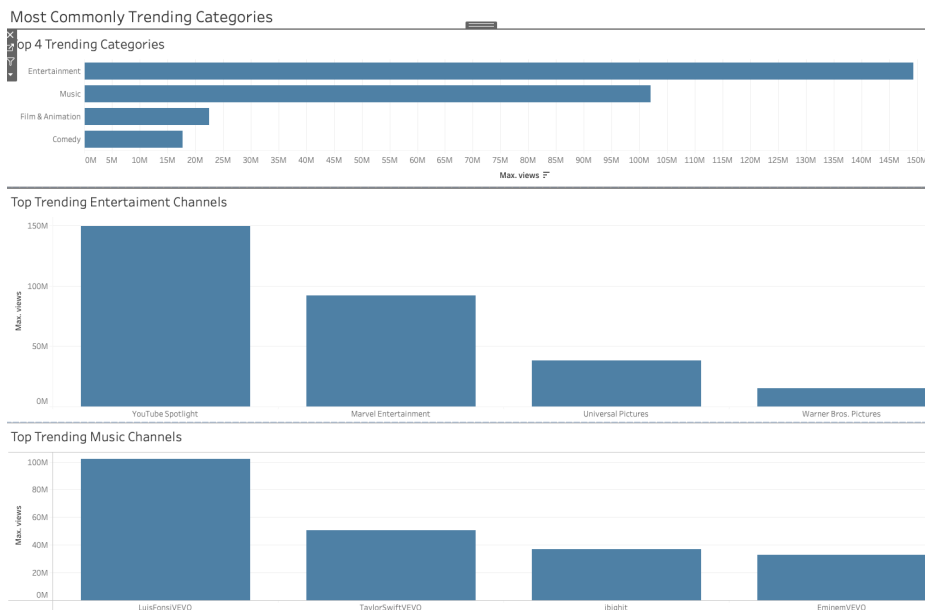
Youtube is viewed through out the USA. Florida, Colorado, and Nevada seem to view more videos than other states. I have used the Symbol Map to better show locations of viewing. There are filters for Category and Average views.



Insight 2

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

From the data, I wanted to find the top Trending Categories. I then proceeded to find the Trending Channels for the top 2 categories. I have used bar graphs to help show how the categories and channels compare to the other in maximum views.

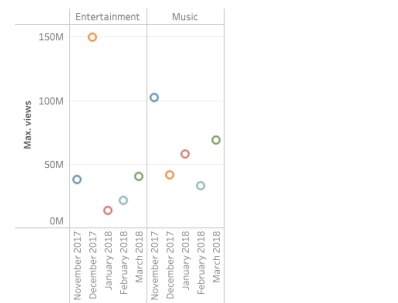


Insight 3

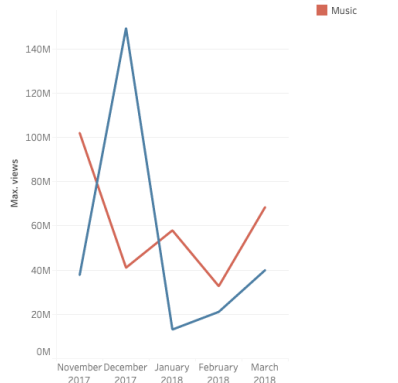
https://public.tableau.com/views/Trendingin4thQuarter/TrendingbyMonth?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Digging deeper, I wanted to find the month that showed the highest views. That was narrowed down to December 2017. I used side by side circles and a line chart to get a clear view of the month with the highest views. The bar graph narrows it to the specific videos that were trending.

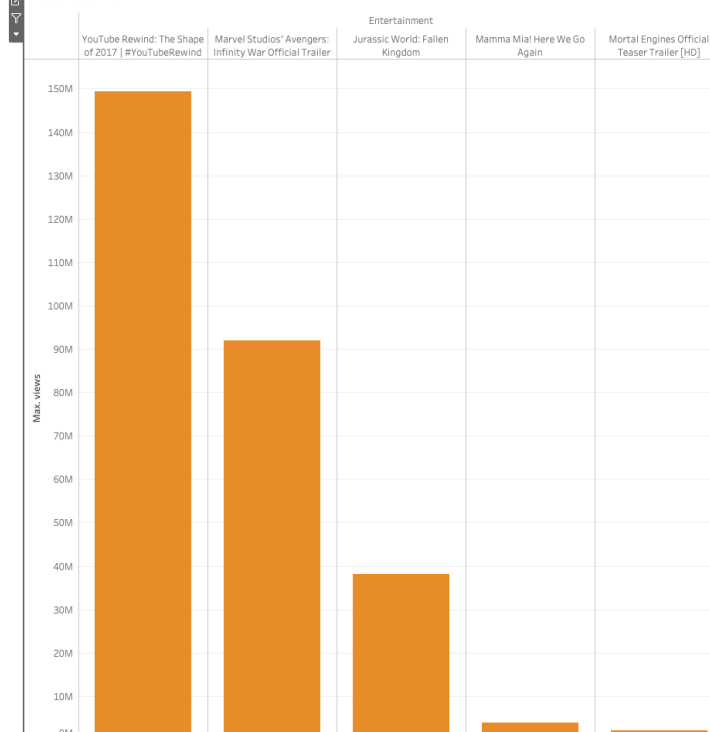
Trending in 4th Quarter



Peak of Entertainment



December 2017

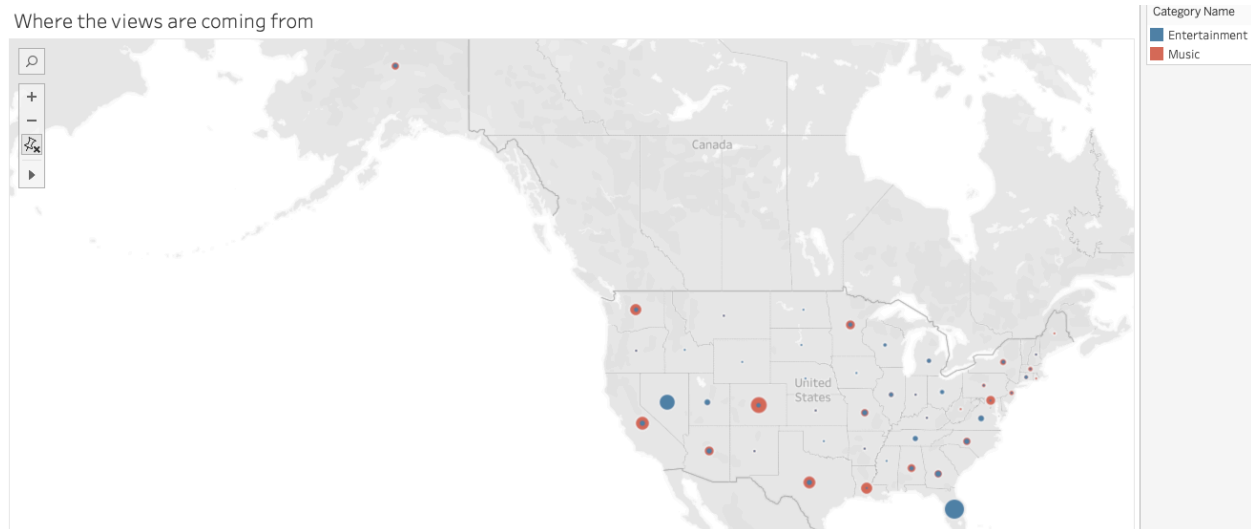


Conclusion

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

Lastly, I wanted to return to the map to pinpoint where in the US the top two categories are viewed. It is no shock that Florida still tops the list for viewing Trending Youtube videos.

I concluded this with a symbol map to show where the top two categories had the most views.



Resources: N/A