

YouTube US data Report

Insights

- 1- What categories are the most liked and disliked?

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

Description: in the above visualization we compare which categories are the most liked and disliked per year but in total dataset Music is the most liked with about 415M and Entertainment is the most disliked with about 17M.

Design: I used a side-by-side bars to visualize a two categorical variable (likes, dislikes)

- 2- Which state have the greatest number of contents per year?

Link https://public.tableau.com/views/YoutubeInvestigate/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Description: in the dashboard we recognized which state have the most number of published contents per year but in total dataset as following: Canada (2861), Texas (2207), Georgia (1882) ... etc.

Design: I used a Map because I had to plot geographical data --- "States". So I thought a Map would be the best visual for this purpose. I used a sequential blue color for the states. The darker the blue color, the more is the number of published contents. This type of coloring makes it easier to spot which states have high/low published contents & using bar chart beside the first visualization to compare between categorical variables and to support the insights

- 3- Number of contents per year?

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

Description: in the above visualization shows a trend of published contents per year, the year have the most number of published content is 2018 (12843) then 2017 (9464) and those are far way of other years.

Design: I used a line plot to visualize a sequence of trend of number of published contents per year

Resources

- <https://public.tableau.com/en-us/s/resources>
- Advanced Data Analysis Nanodegree Program