MARKETING ANALYTICS NANODEGREE PROGRAM

4ᵀᴴ PROJECT: Build Data Dashboards

YouTube Video Categories Statistics

From data on daily trending YouTube videos starting Nov 14, 2017 ending in March 20, 2018

Collected using YouTube API

US regions only

Viz 1 (Sheet)
Video Categories Statistics (likes, views and dislikes)

- **Links:**

  Video Categories Statistics; Likes, Views, And Dislikes

- **Summary:**

  This worksheet illustrates by graph number of views, likes and dislikes for videos categories among Nov 14, 2017 and March 20, 2018

- **Design**:

  After making fit joins between datasets, i used the Bar Chart to fit the categories names against numbers, with filters for year, days and city.

- **Resources:**

  Program Materials and Datasets.

  Google Search.

Viz 2 (Sheet)
Categories views trends from Nov 2017 to Mar 2018

- **Links:**

  Categories Views Trends From Nov. 2017 to Mar. 2018

- **Summary:**

  This worksheet shows views trends for videos categories among Nov 14, 2017 and March 20, 2018

- **Design**:

  I used the Line Chart to demonstrate videos categories views through time intervals.

- **Resources:**

  Program Materials and Datasets.

Viz 3 (Sheet)
Video Categories viewed in each state of US

- **Links:**

  Video Categories Viewed In Each State Of US

- **Summary:**

  This worksheet shows a mapped visual encoding for video categories viewed in each state of US among Nov 14, 2017 and March 20, 2018

- **Design**:

  I used the Map Chart to put a pie on each state contains a visual color for every viewed videos category in the state during mentioned interval.

- **Resources:**

  Program Materials and Datasets.

Viz 4 (Dashboard)
YouTube Video Categories Statistics Dashboard

- **Links:**

  YouTube Video Categories Statistics Dashboard

- **Summary:**

  This Dashboard collects previous three visualizations on one board.

- **Design**:

  I used the Dashboard tab in 'Tableau' to gather all visualization on one interface for exploring specific data, and from then i used the graphs as filters and linked all filters together through the whole workbook so it could be more easier to explore connected data.

- **Resources:**

  Program Materials and Datasets.

Viz 5 (Story)
YouTube Video Categories Views Story

- **Links:**

  YouTube Video Categories Views Story

- **Summary:**

  Here comes the end, where having a quick look on dashboard, then other two sheets, each alone with a little caption on 'Tableau' story tab to extract a general expertise about videos categories views trends among Nov 14, 2017 and March 20, 2018 within US regions.
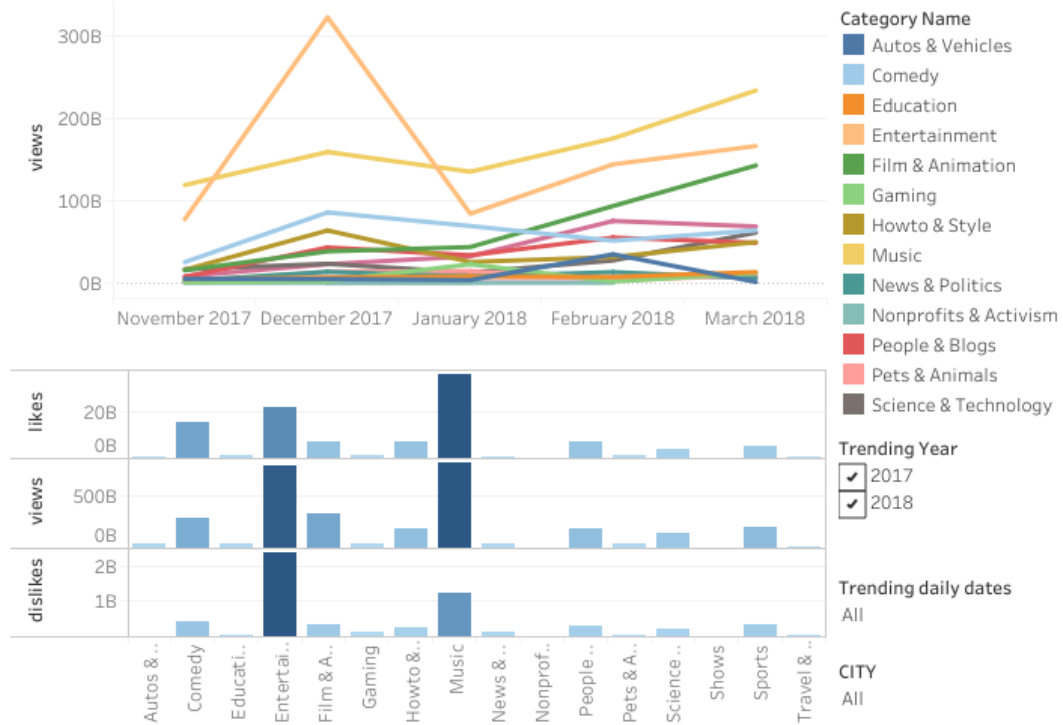
- **Design:**

  I dragged the dashboard and other two visuals on story tab, each on one page with a little caption.

- **Resources:**

  Program Materials and Datasets.

Dashboard Screenshot

Click the picture to open the interactive online dashboard

Thanks