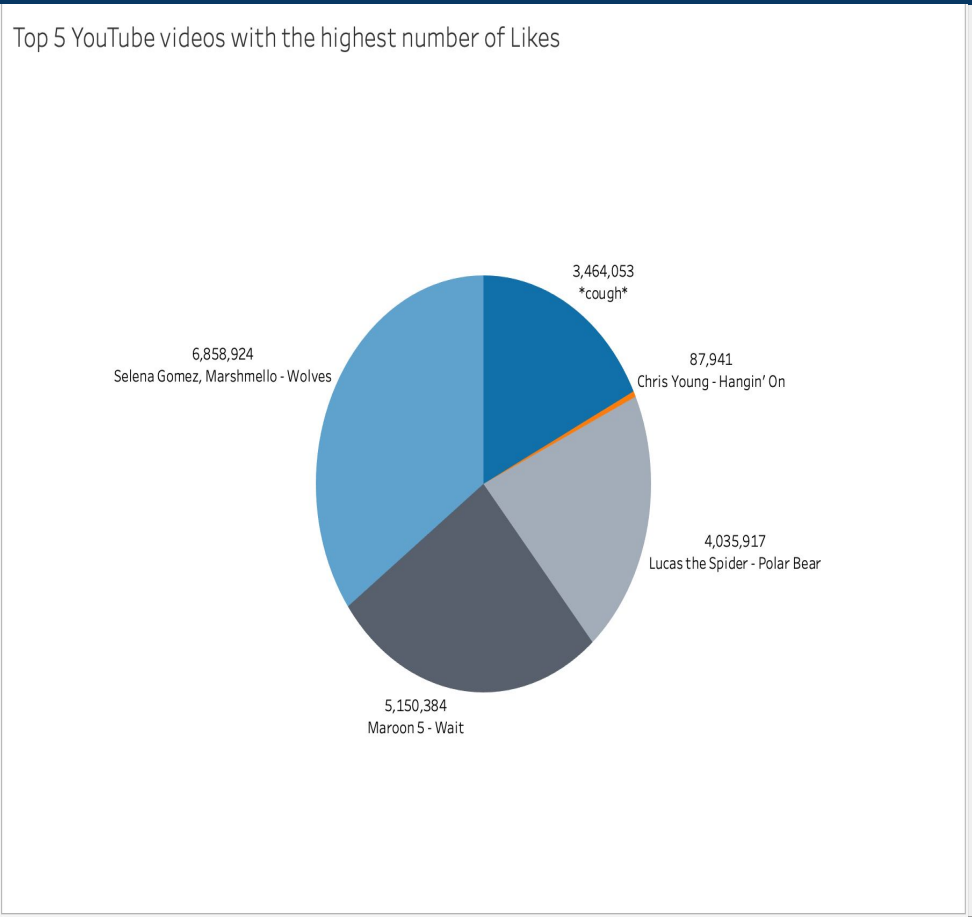
What are the top 5 most liked videos on YouTube?

Link to visualization: https://public.tableau.com/views/Top5mostlikedvideosonYouTube/Insight2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link



Based on the analysis of the YouTube data in the data visualization project, I have identified the top 5 videos with the highest number of likes. These videos have received significant appreciation and positive feedback from viewers. Here are the key insights:

- **Selena Gomez, Marshmello- Wolves**: This video has the highest number of likes among all the videos in the dataset. It has resonated strongly with the audience, generating a large number of likes and indicating high levels of engagement.
- **Maroon 5- Wait**: Following closely behind, this video ranks as the second highest in terms of likes. It has also received a substantial number of likes, indicating a positive response from viewers.
- **Lucas The Spider- Polar Bear:**: With a considerable number of likes, this video secures the third position in the list. It has garnered significant appreciation and positive feedback from the audience.
- ***Cough***: This video holds the fourth position in terms of likes. Although slightly lower than the top three videos, it still has a notable number of likes, indicating a positive reception from viewers.

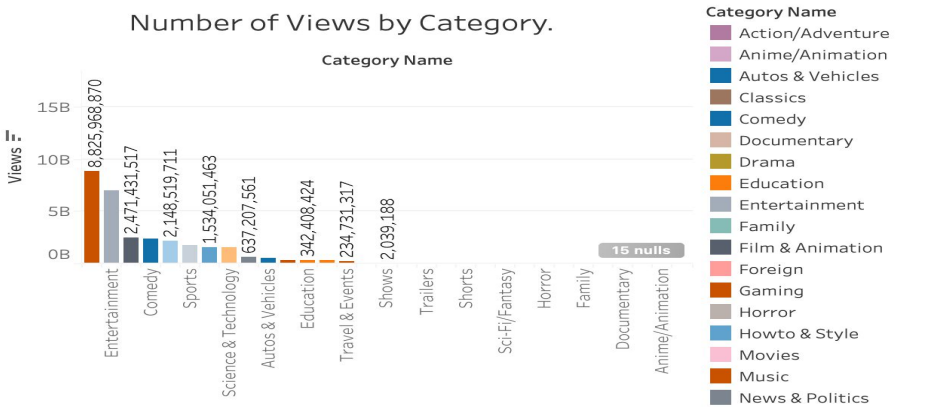
  Chris Young- Hangin On: Rounding out the top 5, this video has also received a significant number of likes. It has resonated well with the audience, generating positive feedback and engagement.

A pie chart allows you to compare the proportions of different categories. In this case, you can easily see the relative popularity of each video by comparing the sizes of the slices. I avoided using red-green color schemes and opted for a color palette that is easily discernible by all viewers. The larger the slice, the more likes that video has received.

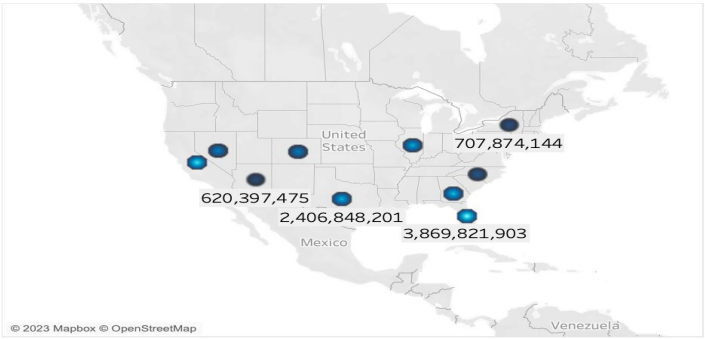
How are the views of videos distributed across different categories or channels & What states have the highest number of views ?

Link to Visualization:
https://public.tableau.com/views/Viewsbycategoryandtop10stateswithhighestviews_/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Data showing Number of Views by Cateory & Top 10 states with the highest number of Views.



Top 10 states with the highest number of YouTube views.



In the YouTube Data visualization project, I explored the question of how the number of views varies across different video categories. To answer this question, I created a bar chart that compared the total number of views for each video category. To ensure accessibility and inclusivity, I carefully selected colors that are distinguishable for individuals with color vision deficiencies.

After analyzing the dataset, it was clear that the number of views varied significantly across different video categories. Some categories had a much higher number of views compared to others. For example, “Music” had the highest number of views, indicating its popularity among YouTube viewers. Other popular categories included "Entertainment " and "Film & Animation."

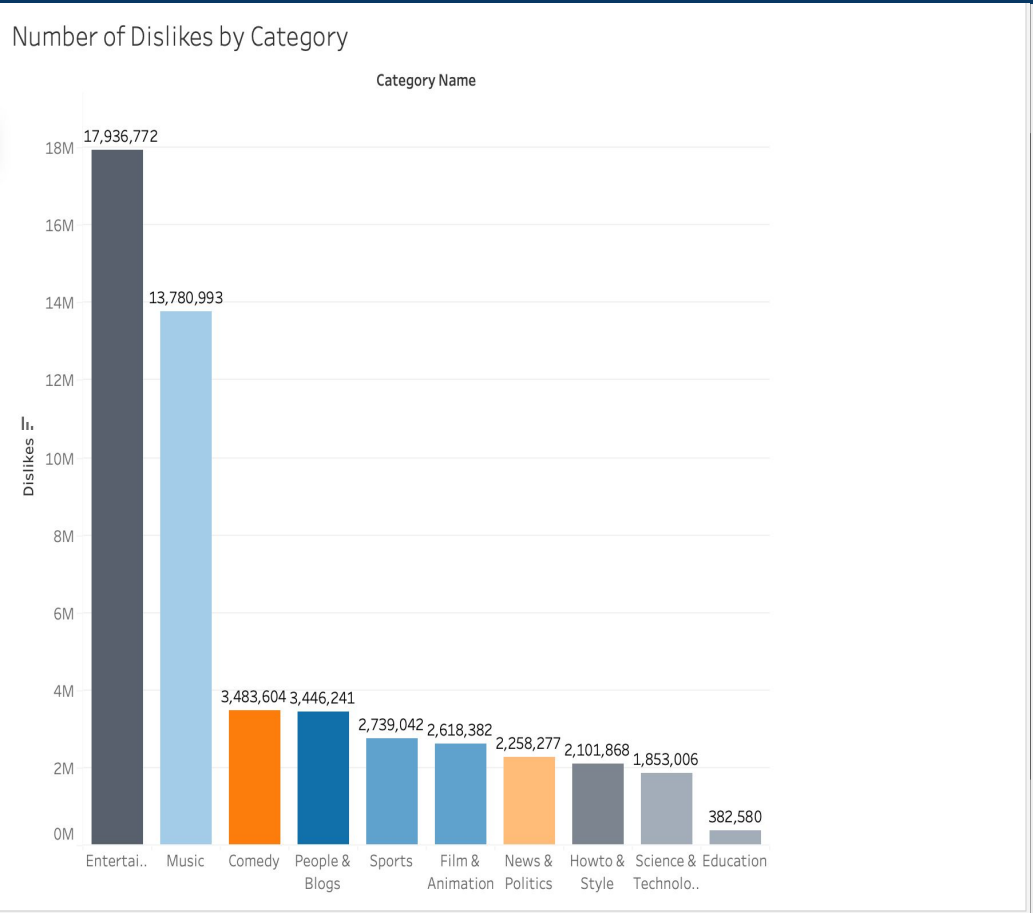
On the other hand, some categories had relatively lower numbers of views. These categories included "Education," "Science & Technology," and "Nonprofits & Activism." Despite having fewer views, these categories still had a significant audience.

The visualization provided a clear and concise representation of the variation in views across different video categories. The bar chart effectively conveyed the main finding that certain categories, such as "Music," attracted a larger viewership compared to others.

Overall, the analysis highlighted the importance of considering the category when assessing the number of views on YouTube. It also provided insights into the preferences and interests of YouTube viewers.

In the map visualization, I explored the insight of the top 10 states that have the highest number of video views using the YouTube data. Each state was color-coded based on the number of video views, with darker shades indicating higher view counts. This color scheme effectively conveys the variation in video views across different states.The state with the highest number of views was Florida which had over 3 billion views. Overall, the design of this map visualization effectively communicates the insight of which states have the highest number of video views. The use of color allows viewers to easily interpret the data and gain valuable insights.

What are the top 10 disliked Categories on Youtube?
Link to Visualization:
https://public.tableau.com/views/YoutubedislikesbyCategory/Sheet4?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link



By analyzing this bar chart, you can gain insights into which video categories received the most dislikes from viewers on YouTube. I chose colors that have a high contrast and are easily distinguishable from one another avoiding the use of colors that are similar in hue or saturation, as they may be difficult for color blind individuals to differentiate.. This information can be useful for content creators, marketers, and advertisers to understand the preferences and interests of YouTube users.

In the YouTube data visualization, I explored the question of the top 10 most disliked categories. By analyzing the number of dislikes for each category, I found that the categories with the highest number of dislikes were Entertainment and Music.. These categories received a significant amount of dislikes from viewers, indicating a strong negative sentiment towards the content in these categories." Categories with the lowest amount of dislikes were Howto & Style and Education.