



# Milka Wafula

## Data Foundation: Project 4 - Dashboards

Data visualisation using: *Tableau*

*Visualisation Links:*

*Dashboard3:*

<https://public.tableau.com/profile/milka.wafula#!/vizhome/Topchanneltitlebystateratio/Dashboard3?publish=yes>

*Visualisation 2:*

<https://public.tableau.com/profile/milka.wafula#!/vizhome/Topchanneltitlebystateratio/Dashboard2?publish=yes>

*Visualisation 1:*

[https://public.tableau.com/profile/milka.wafula#!/vizhome/Dashboard3\\_139/Dashboard1?publish=yes](https://public.tableau.com/profile/milka.wafula#!/vizhome/Dashboard3_139/Dashboard1?publish=yes)

*Resubmission*    **09/01/2019**

# Design Principles

Design principles used to design the dashboard:

1. Requirements Gathering
2. Design
3. Feedback
4. Redesign
5. Test
6. Redesign
7. Launch through sharing

Used relevant metrics to meet the project requirements. Making the dashboard visual and interactive using clusters to see relationships between variables, including different variable sets, Making it easy to interact by using filters menus, using the right colours where Gold being the best point while red indicating low points and text, fonts being Century Gothic to have a standard theme and layout.

# Design Requirements

- Key metrics for the projects are youtube Categories,views,likes,dislike,publish year,comments and US states - **Done**
- Upcoming youtube categories and expectations and growth?. - **Done**
- The future trend of youtube channels - **Done**
- Relationships between variables - **Done**

# Youtube Views,Likes by States

**Views = Number of views per 100 likes**

From the worksheet we can visualise CA state has the highest average views/like ratio of 67,616 followed by FL state this is indicated by high legend gold color from in the bar chart. **X - States while Y - view/ like ratio on the left and Avg like on the left**

Link: <https://public.tableau.com/profile/milka.wafula#!/vizhome/viewsbystate-Barchart/viewsbystate-Barchart?publish=yes>

From Map worksheet MD state have the highest average views of 2,665,011 followed by WA states 2657251 avg views .This is indicated by bubbles coloured by legend clusters in the map which are sized by number of likes.

Worksheet Link:

<https://public.tableau.com/profile/milka.wafula#!/vizhome/YoutubeViewsbyStates-Map/YoutubevIEWSbyStates-Map?publish=yes>

# Top popular Category with high likes and view ratio

- Strong relationship between likes and views growth, provide a leading indicator of upcoming categories in states;
- From the visual we can note that Entertainment channel has the highest views and like ratio followed by music category and third how to and style .

Worksheet link:

<https://public.tableau.com/profile/milka.wafula#!/vizhome/ToppopularCategorywithlikeandview/ToppopularCategorywithhighlikesooandviewratio?publish=yes>

# Top popular Channel titles with high likes and view ratio

- From the visual we can note that more on Entertainment channel has the highest views and like ratio from T.Mobile channel from UT state followed prime video channel video then third focus features in the same category.
- This is indicated and bubbles and coloured with the country clusters

Worksheet link:

<https://public.tableau.com/profile/milka.wafula#!/vizhome/TopChanneltitlesbyviewslikeratio/Sheet12?publish=yes>

# Top 10 Channel titles by states

- From the visual we can note top two channels channel has the highest views and like ratio from different states, The leading being “First We Feast” with 2,954 view/like ratio from GA state and fall under the second cluster of yellow. The second leading is “Wix.com” with 1,197 from CA state and fall on the first cluster of colour Gold. which has channel from UT state followed prime video channel video then third focus features in the same category.
- This is indicated and by histogram on View/like on x axis against channel title on the y axis.

Worksheet link:

<https://public.tableau.com/profile/milka.wafula#!/vizhome/Topchanneltitlebystateratio/Topchanneltitlebystate?publish=yes>

# Comment count and views by states

- High correlation between views and comment count, which states have the internet connectivity infrastructure to support increasing interaction demand?
- We can visualise that MD states has the highest avg views with 2,665,011 and has average comment count of 34,057.
- This indicate the the views in MD state are more engaging in youtube than in other states.

This is shown on the scatter chat where Avg comment count is on the Y axix and X has the avg views.

Worksheet Link

<https://public.tableau.com/profile/milka.wafula#!/vizhome/Commentcountandviews/Commentcountandviews?publish=yes>



# Views Relationship measurement

- From the visual we can note that youtube has continue to grow in the 10 years due to high correlation between variables: likes,comment count and views.

This is noted by the trend chart that show years on the X axis and Y on the likes and other variables.

Worksheet Link:

<https://public.tableau.com/profile/milka.wafula#!/vizhome/ViewsRelationshipmeasurementoverpast10years/ViewsRelationshipmeasurementoverpast10years?publish=yes>

# Summary

Youtube continues to grow and in some states it is growing faster than others,where might it continue to grow in the future.From the data provided,youtube has shown an increase in demand to viewers,In US states the highest avg viewers come from MD states, KS states.

Due to high correlation between views,likes and comments variables .We can conclude that high demand of internet usage will increase in future as viewers increase.

Will other states improve their internet connectivity infrastructure to support the high interactive viewers demand? The data used was only for a few hours and MD state had an view of 2,665,0011...this is a example that youtube is growing at a fast rate.Entertainment being the leading categories shows that other media transmissions like Tv and radio are going to be replaced by youtube Video channels.

# Resources

1. Free Training Videos:

<https://www.tableau.com/learn/training>

2. 5 stylish chart types that bring your data to life:

<https://www.tableau.com/about/blog/2014/12/5-chart-types-youve-never-tried-tableau-35281#6iFAQ8S3qbGX7ETP.99>

3. Which Chart to use:

<http://theathenaforum.org/sites/default/files/WHich%20chart%20is%20right%20for%20you.pdf>

4. Udacity:

<https://www.udacity.com/>

5. Data Source:

<https://www.kaggle.com/datasnaek/youtube-new/data>