



Milka Wafula

Data Foundation: Project 4 - Dashboards

Data visualisation using: *Tableau*

Link:

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

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 old standard TT 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 by States

- From the worksheet we can visualise views from .MD state have the highest average likes of 217 981 with an average of 2,458 349 views.
- CA and FL states are the leading states with the highest average views with 2,260,410
- $\text{views} = \text{Number of views per 100 likes}$

Worksheet Link:

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

Top popular Category with avg 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 with 191,792 view ratio followed by music category with 66,221

Worksheet link:

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

Comment count and views

- High correlation between views and comment count, which states have the internet connectivity infrastructure to support increasing demand?
- We can visualise that MD states has the highest views with 2,665,011 and has likes of 34,057 which is low

Worksheet Link

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

View ratio trend

- From the visual we can note that youtube has continue to grow from the past 10 years
-

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

Resources

Free Training Videos:

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

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>

Which Chart to use:

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

Udacity:

Data Source: