

# Tableau Project on YouTube Viewership

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- **Insight # 1 - Top Viewed Category**

[https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject\\_15883993635570/TopViewedCategory?publish=yes](https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject_15883993635570/TopViewedCategory?publish=yes)

**Summary:** This pareto chart shows that the categories 'Music', 'Entertainment', 'Film & Animation', 'Comedy' & 'People & Blogs' comprise of about 80% of percentage of sum of total views.

**Design:** I chose the design of a Pareto Chart since it gives us the most information about the vital few categories that comprise about 80% of the viewership in YouTube. So, if I need to made a new channel and it's one of these categories, it's bound to get more views as compared to other categories.

**References:** N/A

- **Insight # 2 - Top 5 States in Music Viewership**

[https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject\\_15883993635570/Top5StatesinMusicViewership?publish=yes](https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject_15883993635570/Top5StatesinMusicViewership?publish=yes)

**Summary:** Considering 'Music' is the top category, the map shows 'Florida', 'Maine', 'Texas', 'Nevada' & 'California' are top 5 states contributing to maximum views.

**Design:** The map visualization is impactful and putting the sum of views in size makes it really stands out. By creating a set of these top 5 states and putting it into color highlights the top 5 states.

**References:** N/A

- **Insight # 3 - Trending Dates for Music on Views**

[https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject\\_15883993635570/TrendingDatesforMusiconViews?publish=yes](https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject_15883993635570/TrendingDatesforMusiconViews?publish=yes)

**Summary:** The line chart shows that 'Music' trended most in terms of views for the week of March 11, 2018 with around 850.8 million views.

**Design:** Putting the week of trending dates in 'Pages' shelf, the visualization becomes really animated and powerful. Switching on the trails and marks and checking the 'Show History' button makes really impactful visualization on how the views have changed over time.

**References:** N/A

- **Insight # 4 - Dashboard 1**

[https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject\\_15883993635570/Dashboard1](https://public.tableau.com/profile/neha3500#!/vizhome/TableauUdacityProject_15883993635570/Dashboard1)

**Summary:** This dashboard is really beneficial in analyzing how the music category has trended over time for each city in 'Top 5' set of states in terms of viewership. For instance, if we click on the Florida dot on map, the trending visualization on the left changes dynamically and shows the path of how the music category was trending in Florida over a period of time.

**Design:** Using 'City Wise View Count in Music' as filter really helps us investigate how music trends over time for the selected state on the map visualization.

**References:** N/A