YOUTUBE DATA

The following report focus on answering 3 main questions:

1. What is the most popular YouTube tags during the period examine?
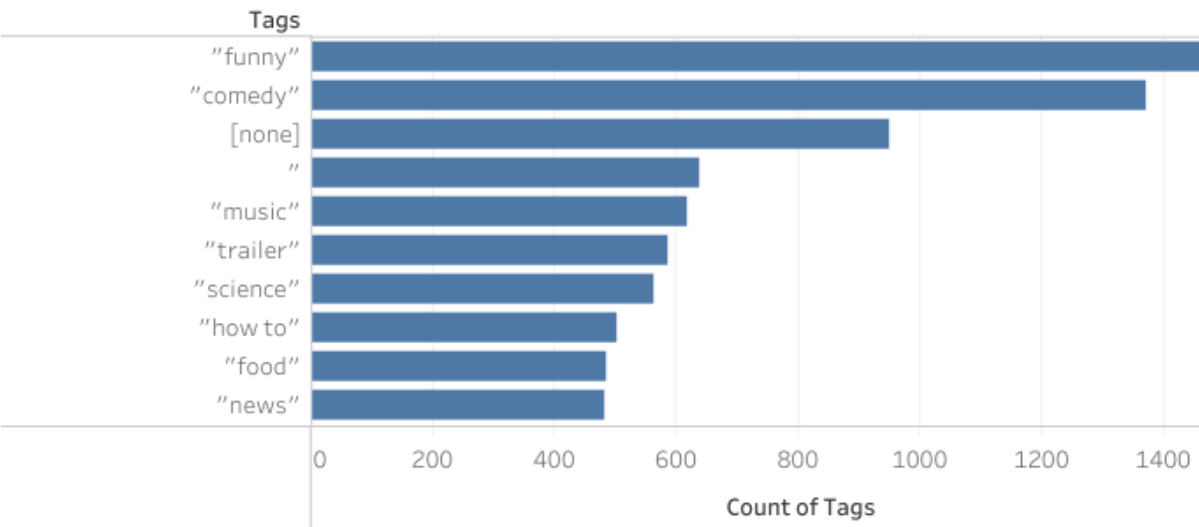Besides, for a particular YouTube tag, how can we see the trend in its usage in the same period?

2. What are the most popular YouTube channels?

3. How can we see total YouTube views and view of a specific video by region (states and cities)?

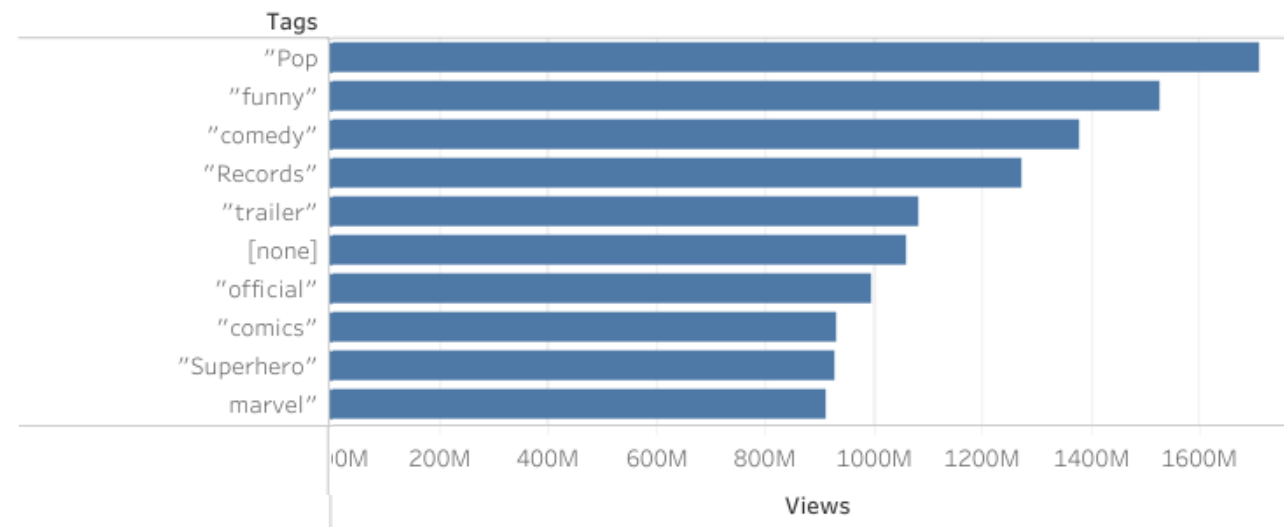# THE MOST POPULAR YOUTUBE TAGS – PART 1

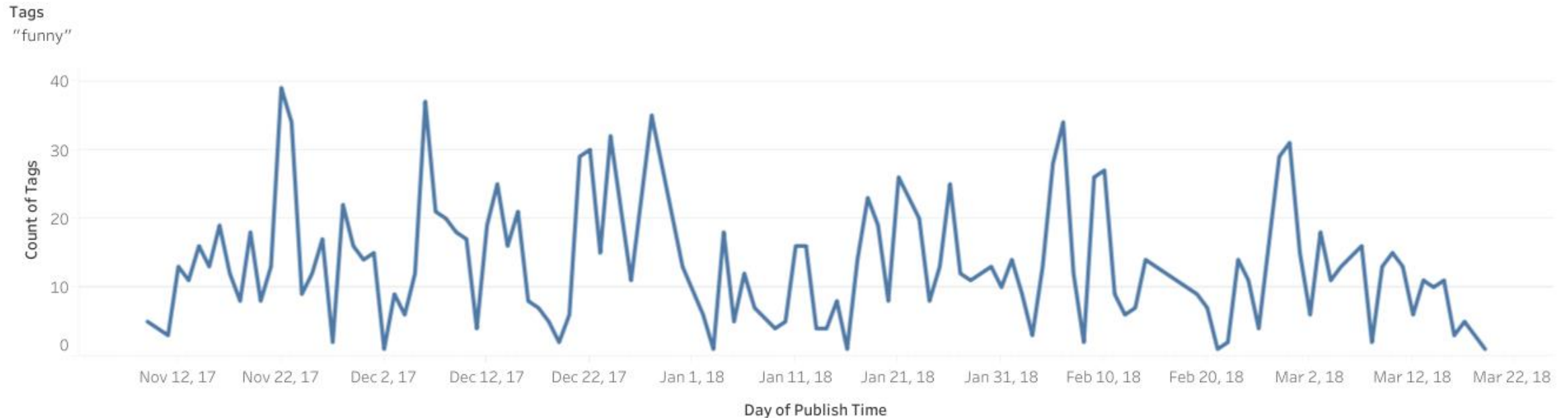Overall, during the period examined, the most popular YouTube tags in terms of usage is "funny" with a counts of 1532 tags.

However, despite being used significantly less (only 220 times), videos with "Pop tag outperform those with "funny" tag regarding the number of views.

- Link: https://public.tableau.com/app/profile/ngan3269/viz/YouTubeTags_16341309560390/YouTubeTags?publish=yes
- Resources: N/A
- Design: These 2 bar charts show the differences among YouTube tags in terms of uses and views, using length changes. Background colour is white to ensure a high data-ink ratio.
- Filter: changing the State and City Filter can lead to a completely different discovery for the most popular tags.
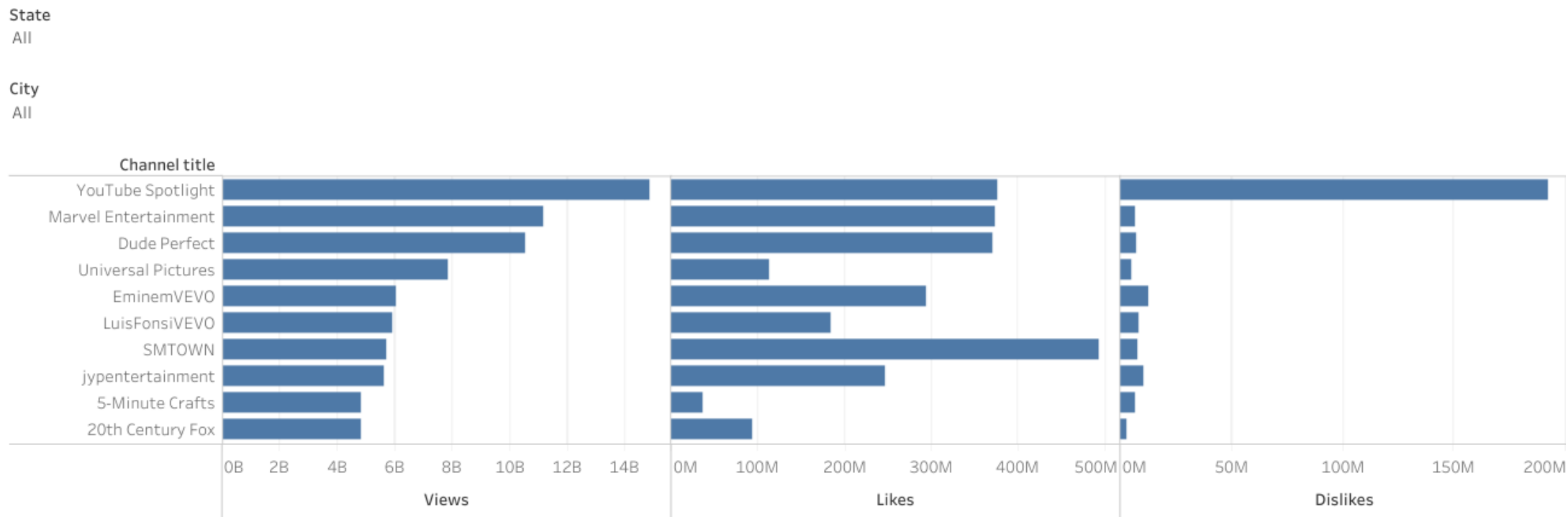
THE MOST POPULAR YOUTUBE TAGS – PART 2

Using the tags filter combined with the states and cities filters above, we can examine the trend of one particular tag usage during this time. For example, the tag "funny" reached its peak of usage (39 counts) on November 22, 2017 and fluctuated after that.

It is worth noting that many tags are only used in some locations according to the data; therefore, filtering the bar charts above to some states/cities may result in an empty result for this line chart.

- Link: https://public.tableau.com/app/profile/ngan3269/viz/YouTubeTags_16341309560390/YouTubeTags?publish=yes
- Resources: N/A
- Design: This line chart is most suitable to show the trend of tags usage over time. White background and less intense chart colour are again being used to ensure a high data-ink ratio and help the viewers concentrate on the visuals longer.

THE MOST POPULAR YOUTUBE CHANNELS

Using the states and cities filters, we can examine the most popular YouTube channels based on locations.

In addition, a channel's popularity is determined by one of these factors: views, likes and dislikes.

The channel with the most views is YouTube Spotlight, which also has the highest dislikes during the period examined.

If sorted based on the number of likes, SMTOWN ranks the highest.

- Link: https://public.tableau.com/app/profile/ngan3269/viz/YouTubeChannels_16341347899470/YouTubeChannels?publish=yes
- Resources: N/A
- Design: These 3 bar charts show the differences among YouTube channels' popularity in terms of views, likes and dislikes, using length changes. Besides, multiple measures: views, likes and dislikes are dragged to Columns to help viewers visualize different aspects of a channel popularity.

VIEWS BY REGIONS

Channel title
All

Title
All

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When examining YouTube views among all cities and states, we can see that the city with the highest total YouTube views is Atlanta in Georgia with nearly 38 billion views.

Besides, using this map, we can also filter the city that is the main audience for a video. For instance, 1MILLION Dance Studio's Cheap Thrills – Sia/ Tina Boo Choreography is mainly watched in Covington, Kentucky.

- Link: https://public.tableau.com/app/profile/ngan3269/viz/YouTubeVideos_16341378859740/YouTubevideo?publish=yes
- Resources: N/A
- Design: The map gives a clear presentation to compare views among cities. The use of size instead of colour is chosen to mark the volume of views as it is more inclusive and the less intense colour (blue) still stands out from the grey background. In addition, the use of tooltip adds extra details to the map (number of likes and dislikes) without making it complicated.