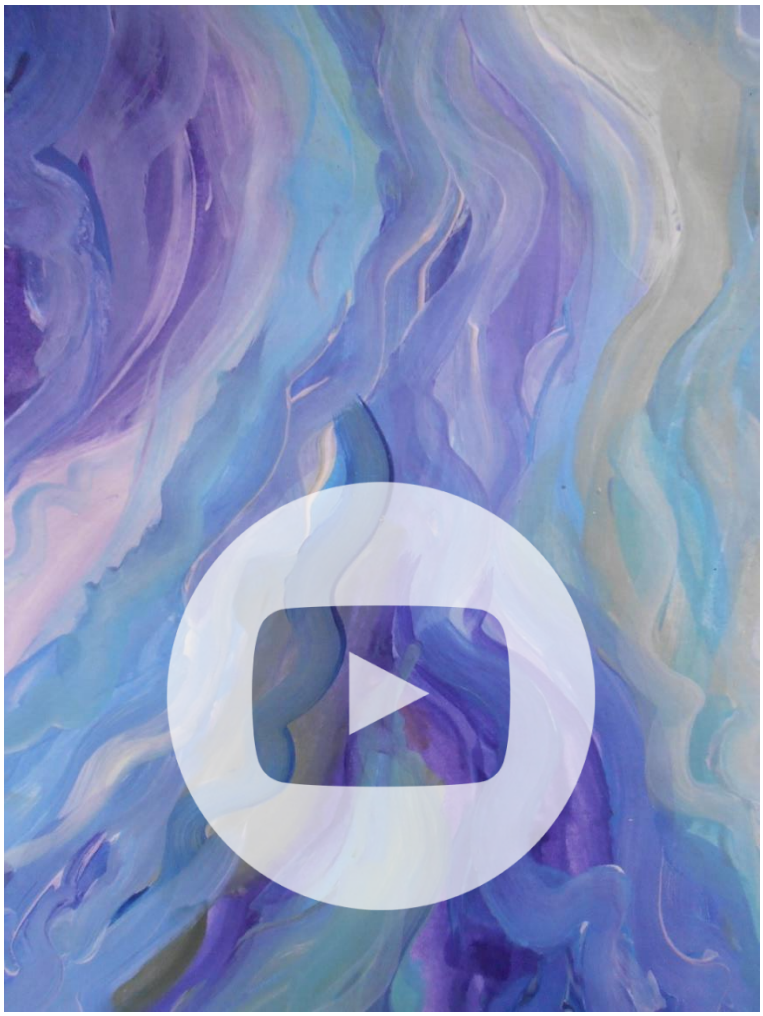

Data Visualization Project

YouTube Data US

Done by: Nojoom Alaqeel

Insight #1

Which state has the most YouTube views in US ? And what category is on the top?	
Link : Click Here	
Summary	From the story when I click on the first part on the map, we can see the states colored in a range from low to high and the states with higher views are darker in color. So, I clicked on the state in darkest blue and it appears that Florida is the highest state with **3,869,821,903** total views. When I click on the second part of the story, we can choose any state to see the views for each category in details. When I choose Florida, it appears that Entertainment is the highest category in terms of views with **1,876,987,261** total views.
Design	For the first question I decided to choose the map because we have data for states and the map is the most convenient way to display it, I added a filter for all states for specific selection. For the colors I picked up blue to suit people with Color Blindness. For the second question I decided to choose the Bar Chart because it displays the range of numbers in a simple and easy to understand way, I added a filter for all states and another for categories for specific selection. Also, I added a drop-down list that allows people to view in both normal and Color Blindness colors. Finally, I combined both sheets in a story not a dashboard because it will be crowded.
Resources	https://youtu.be/3iNl7KMK8pM

Insight #2

What categories are the most liked and disliked and is there a relationship between likes and views? What day of the weak has higher likes?	
Link : Click Here	
Summary	From the Dashboard when I choose likes we can see that the music category has the highest likes with **415,171,400** total likes, then we have Entertainment with a total of **188,419,771** likes. In the 3rd place we have comedy with **111,782,350** likes and in 4th we have people & blogs with **73,185,018** likes. When we choose dislikes, it appears that Entertainment has the highest dislikes with **17,936,772** total dislikes and we have music with **13,780,993** total dislikes. Supremely in 3rd and 4th place we have comedy and people & blogs again. From the charts we can that views are represented in dots. For example, the music category has the top views at **8,825,968,870** and it has the highest likes with **415,171,400** likes. However, the curve of the graph shows the relationship between the number of views and likes have some harmony and positive relation. For the second question I selected every weekday of publish time individually and it appears that Friday has the most likes of all weekdays and I find it interesting that it has more likes than weekends.
Design	For both questions I decided that its much easier to combine the rates(likes-dislikes) and views in one chart for each. I used Bar chart because its more convenient in displaying the data in a sorted descending way. Then, I resembled views in different shape with dots to simulate the curve of the relation between them. Then, I created a selection menu using a combination of a parameter and a calculated field to automatically display an individual view. Finally, I added a filter for a specific selection from weekdays of publish time. For the colors I picked up colors suitable for people with Color Blindness. All the charts were combined in on dashboard.
Resources	https://help.tableau.com/current/pro/desktop/en-us/dashboards_sheet_selector.htm https://youtu.be/3iNl7KMK8pM

Insight #3

What categories have the most comments? And is there an effect allowing comments?	
Link : Click Here	
Summary	From the Dashboard we can see in the pie chart that music has the most comments with **35.38%** comment, next we have entertainment with **27.71%** comment. When I click individually on each category, I can also see the percentage of views which indicates that the categories with higher views have a higher comment ratio in a positive way. In the right chart we can see that entertainment and music comes in the 1st and 2nd place in allowing comments with **5,129** and **3,115**. Since these categories have the most comments too, we can assume that the is a semi-positive relationship between allowing comments and the total of comments.
Design	For both questions I decided that it's much easier to combine both charts in one dashboard . I used pie chart for the comment ratio because it's more appropriate to display the percentage in different spaces of circle. For the Comment Allowed effect I decided to represent it in scatter plot because I have mini set of values with categorical data. I added a filter for all categories for specific selection. Finally, I added a drop-down list that allows people to view in both normal and Color Blindness colors.
Resources	https://youtu.be/3iNl7KMK8pM