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Udacity Data Analytics

Tableau Project Insights

You Tube Data Insights

Visualization 1

Link:

https://public.tableau.com/shared/K2KGY5NTG?:display_count=n&:origin=viz_share_link

Summary: This dashboard shows us the locations (States) of where the YouTube posts originated. It also counts the number of posts for each location. As you can see, for all years combined, California has been the origin of the most posts at 2,861. On the other hand, Vermont has the fewest with 6.

Design: I also added a Year filter to make the dashboard dynamic and so that the viewer can compare over the years. I chose a map with gradient coloring so that the viewer can easily tell the difference between the higher and lower posts and their locations. I also chose a single-colored bar graph to further explore and visualize my findings.

Resources: [Venngage.com](http://venngage.com)

Visualization 2

Link:

https://public.tableau.com/views/YouTubeDataInsight2/CorrelationDashboard?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Summary: This dashboard shows us the correlation between likes and views. As we can see, there is a strong positive correlation between likes and views.

Design: I used a single colored, scatter plot to clearly show the correlation between the two variables. I increased the size of the shapes for further visibility. I added a trend line to further visualize the correlation making it easy for the viewer to notice the positive correlation. I ensured the trendline was a contrasting color to the shapes. I also created a calculated field to get the Correlation Coefficient. I then used that field in the added tooltip for the individual titles. For further emphasis on the correlation, I also added animation.

Resources: <https://www.investopedia.com/terms/c/correlationcoefficient.asp>

Visualization 3

Link:

https://public.tableau.com/views/YouTubeDataInsight3/MostCommentedInEachCategoryDashboard?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Summary: This dashboard shows us the top commented posts from each category, and it also shows the number of comments those posts received. The most commented post came from the Entertainment was the post titled “YouTube Rewind: The Shape of 2017 | #YouTubeRewind. The viewer can also distinguish that the post has the most out of all the other top posts. It had a comment count of 5,898,529.

Design: I decided to use a tree map for this dashboard to visually distinguish between the number of comments compared across the top commented posts in each category. I also decided to create dynamic links to the you tube videos using the “Add Actions” function. When the viewer selects a square from the tree map, a browser tab opens with the YouTube video search results. I thought this would add to the functionality. I used contrasting colors to define the differences in number of comments.

Resources: <https://www.youtube.com/>

<https://kb.tableau.com/articles/howto/adding-embedded-videos-to-dashboards>

https://help.tableau.com/current/pro/desktop/en-us/functions_functions_tablecalculation.htm