

YouTube Video Engagement Analysis

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Extras

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Summary

This analysis explores viewer engagement across various YouTube categories, focusing on comments, likes, dislikes, and views

These visualizations collectively highlight that the Music category consistently drives the highest engagement across multiple metrics, suggesting its dominance on the platform. Content creators in this category should be aware of its potential for both positive and negative viewer reactions.

Average Comments per Category:

- The tree map visualization shows that the Music and Gaming categories receive the highest average comments, indicating high viewer interaction in these categories.

Average Likes and Dislikes per Category:

- The bar chart compares the average likes and dislikes across categories. Music leads in both, reflecting its polarizing effect on viewers.

Distribution of Views Across Categories:

- The box plot displays the distribution of views across categories. The Music category not only has the highest views but also a significant spread, indicating a wide range of popularity.

There is also some extra charts that I created but after reconsideration I decided to remove it

Design

Initially, additional visualizations were considered, but they were excluded to maintain focus on the most impactful insights. These additional charts did not add significant value to the analysis, leading to their removal.

In designing the visualizations, I opted for a tree map to show average comments per category because it effectively conveys proportional differences. The bar chart was chosen for comparing likes and dislikes due to its clarity in showing contrasts. Finally, the box plot was used to show the distribution of views, allowing for an understanding of variability within categories. After receiving feedback from some friends, I adjusted the color schemes for better contrast and reorganized the layout to ensure clarity and readability

Resources

N/A