

Project Link:

https://public.tableau.com/profile/sadhvi.isanaka#!/vizhome/YouTube_Explanatoryanalysis/SheetTwo?publish=yes

Summary:

1. Dashboard1 contains 3 elements:

- a. Distribution of views state wide in the United States: Florida and California seem to be leading states with close to 4 billion views.
- b. Top five categories and top five channels in each category based on number of views
- c. **Change in viewership over the past 12 years for top five categories:** I have observed an interesting trend here, no of views before 2014 seem to be very low only in hundreds of thousands (could be because YouTube was not so popular back then or the dataset doesn't have more info about years prior to 2014) and by 2014 Music and Comedy categories picked up and Music category has been growing very rapidly while Entertainment and People & Blogs categories started gaining more popularity in the recent years like 2016 and are growing consistently.

2. **Sheet 1 shows if there is any correlation between number of uploads by a channel and number of views:** Looks like there is no strong relation between uploads and views meaning that any channel may not be able to attract customers merely by uploading more content, other factors like quality of content, entertainment levels of a video etc., should be more important.
3. **Sheet 2 shows ratios of number of views vs no of likes and dislikes:** ratios of likes and dislikes are very less compared to no of views.

References:

Tableau Tutorials: <https://www.tableau.com/learn/tutorials/on-demand/filtering-top-and-top-n>

Kaggle Kernals: <https://www.kaggle.com/astandrik/exploratory-explanatory-data-analysis-us-data>