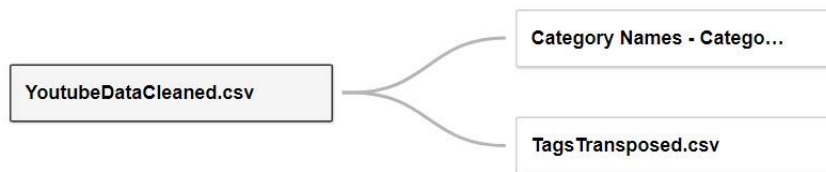


Introduction

Tableau software is used to create a visualization and highlight the important patterns in the US YouTube data. The dataset consists of information of 22,524 YouTube videos, including publish time, state, views, likes, dislikes, title, tags, category name, etc. Before the visualization, the data was cleaned using Microsoft Excel.

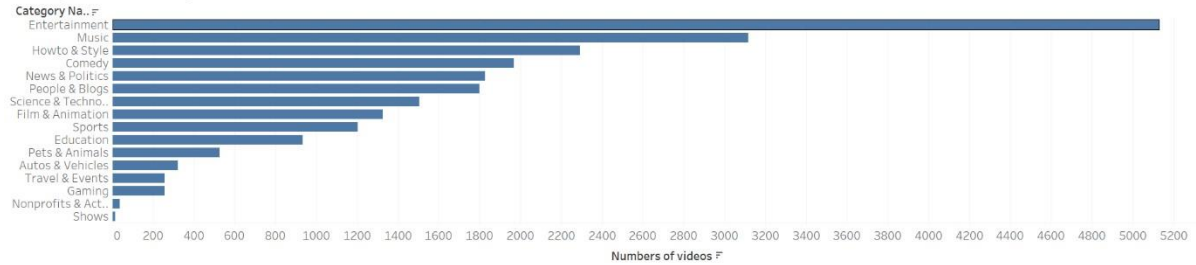
Multiple charts are developed to highlight the important patterns and answer the questions. The visualization includes multiple worksheets, dashboard, and story. Different types of charts are used to visualize the data including, bar chart, map, pie chart, and line chart. Before I start, I used join method to combine the excel sheets to use them throughout the visualization process.



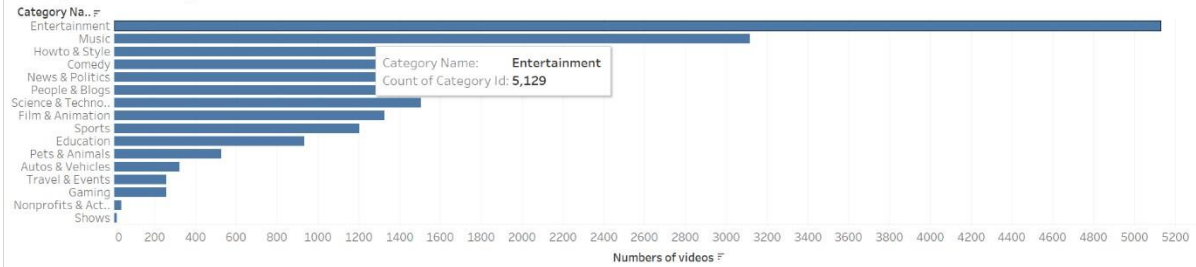
Which genre has the highest number of movie releases?

The entertainment videos have the highest number of releases, which represents 5,129 videos.

<The genre With Highest Release>

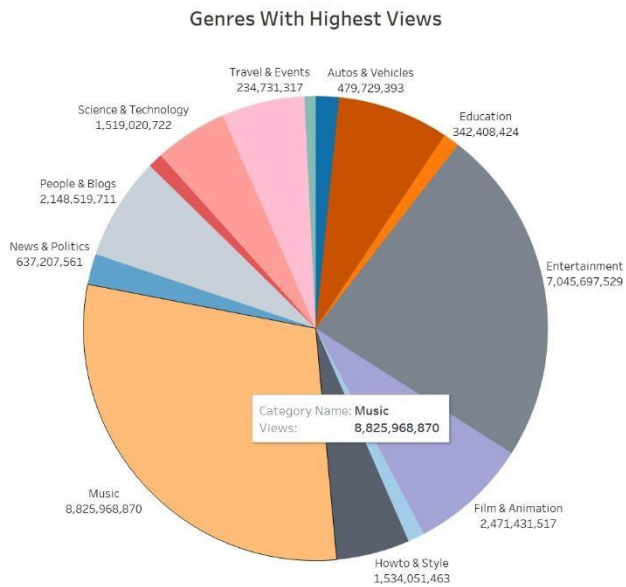
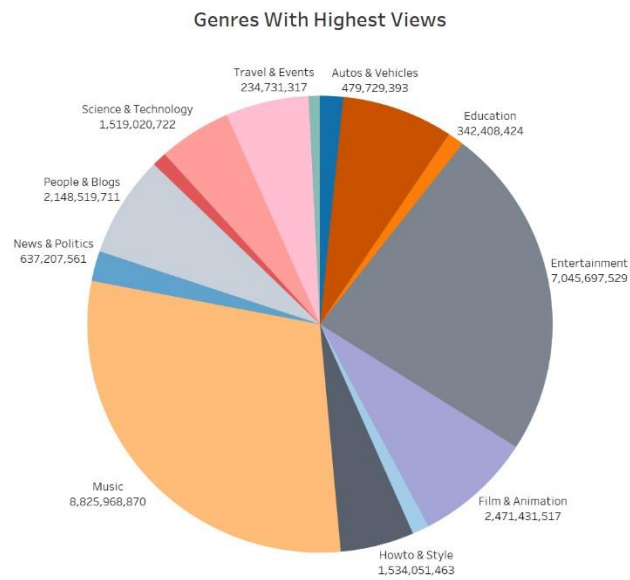


<The genre With Highest Release>



Which genre has the highest views?

In comparison to the other categories, the music and entertainment videos have the most views, as shown in the chart



Which state has the highest number of views?

Chart 1:

The videos published in Alaska, Washington, Florida, and Maryland have the most views, according to the chart.

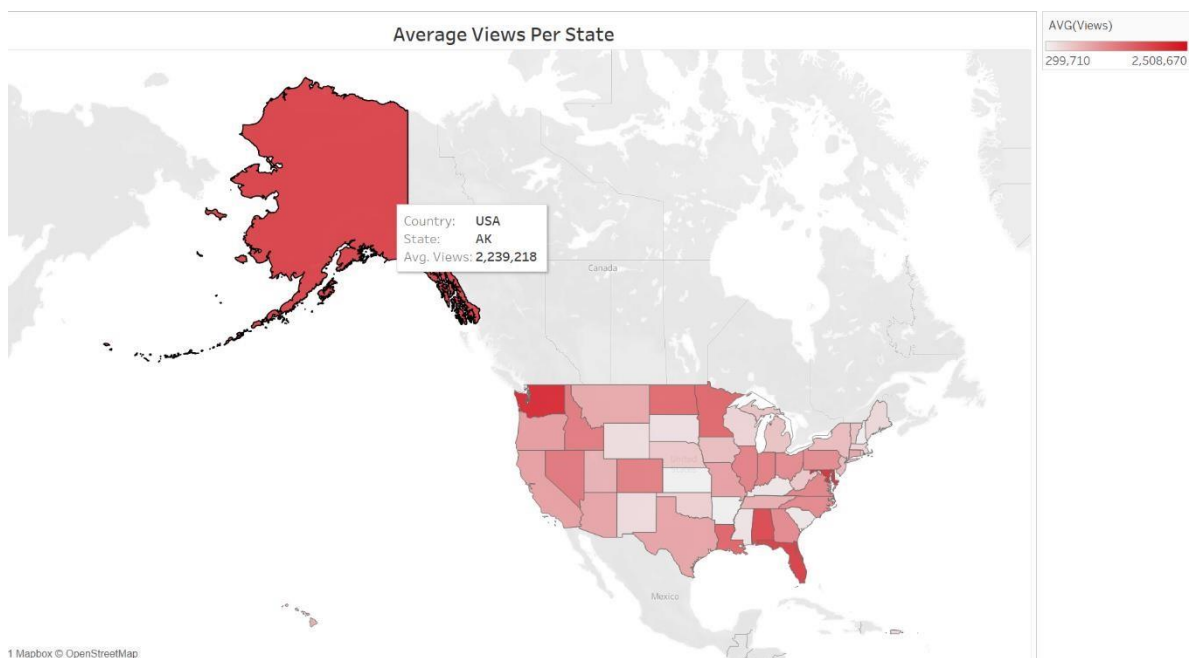
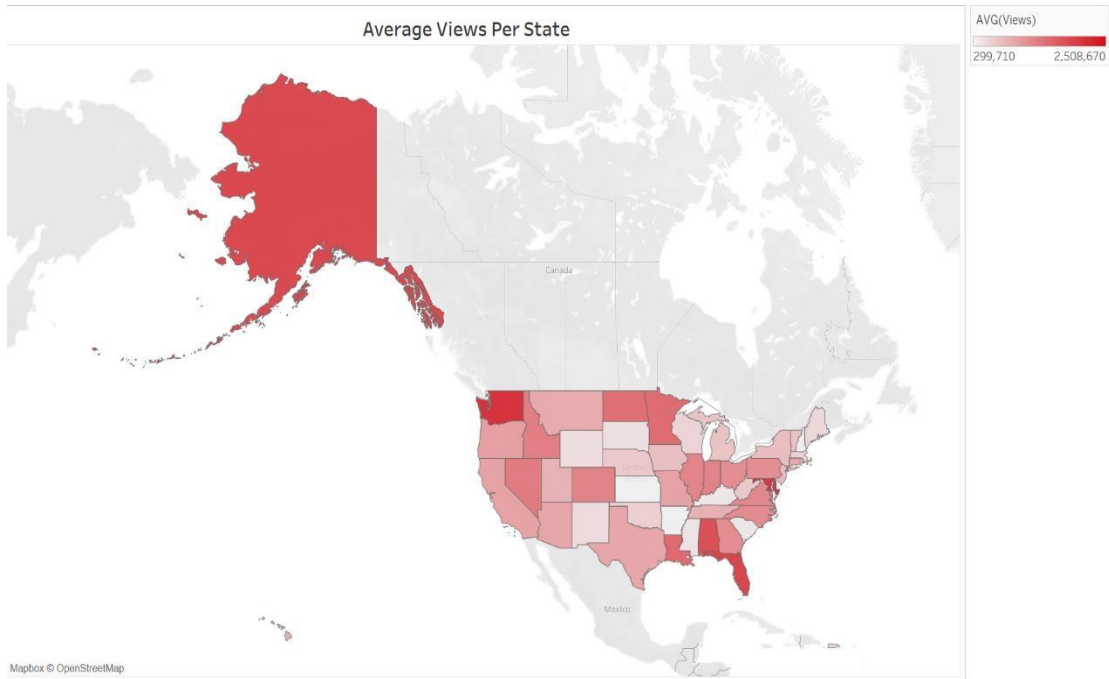
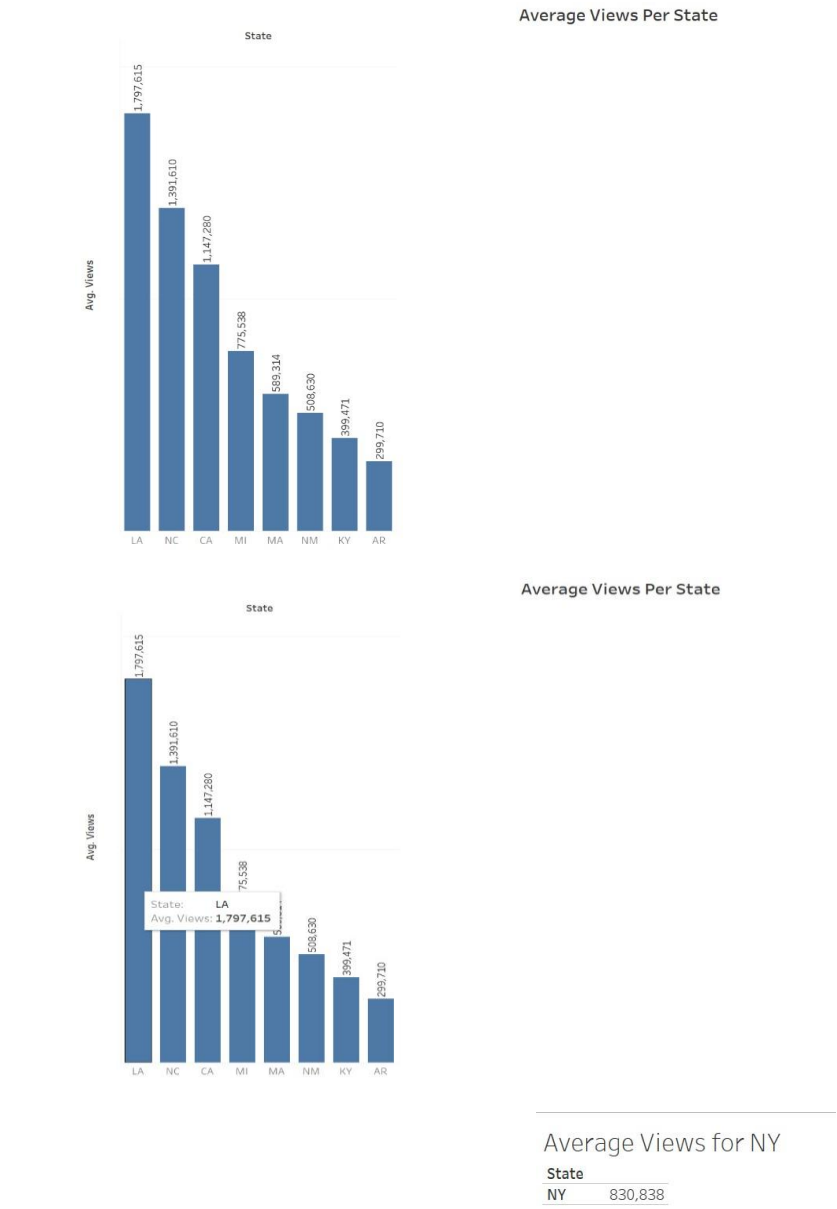


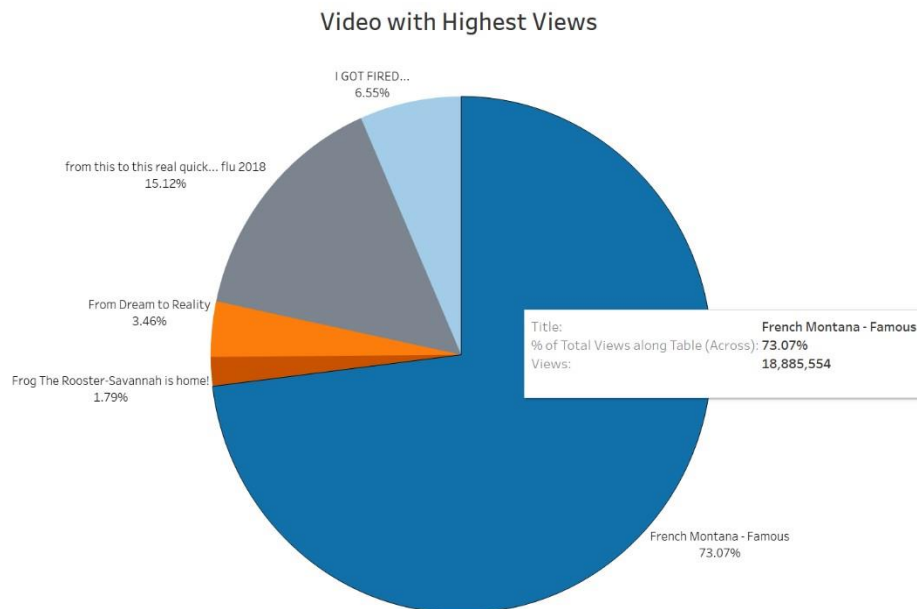
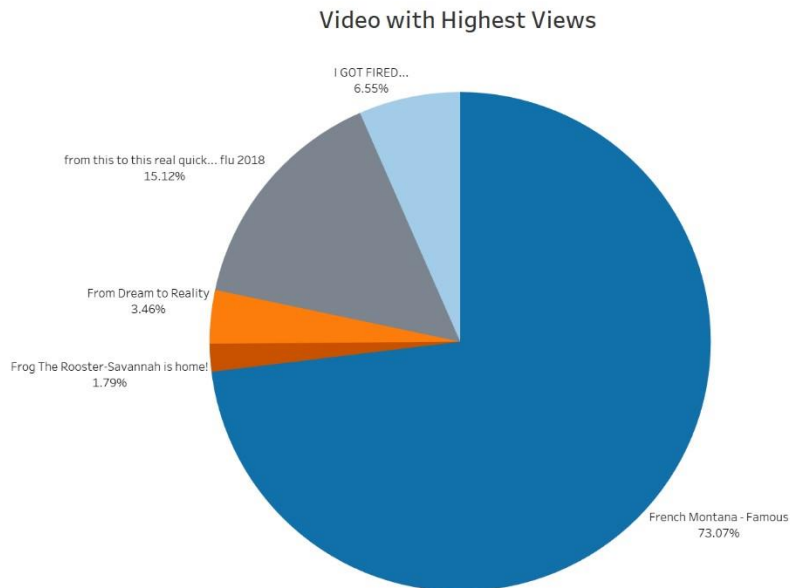
Chart 2:

We can observe from the graph that Los Angeles has the most views in comparison to the other states.



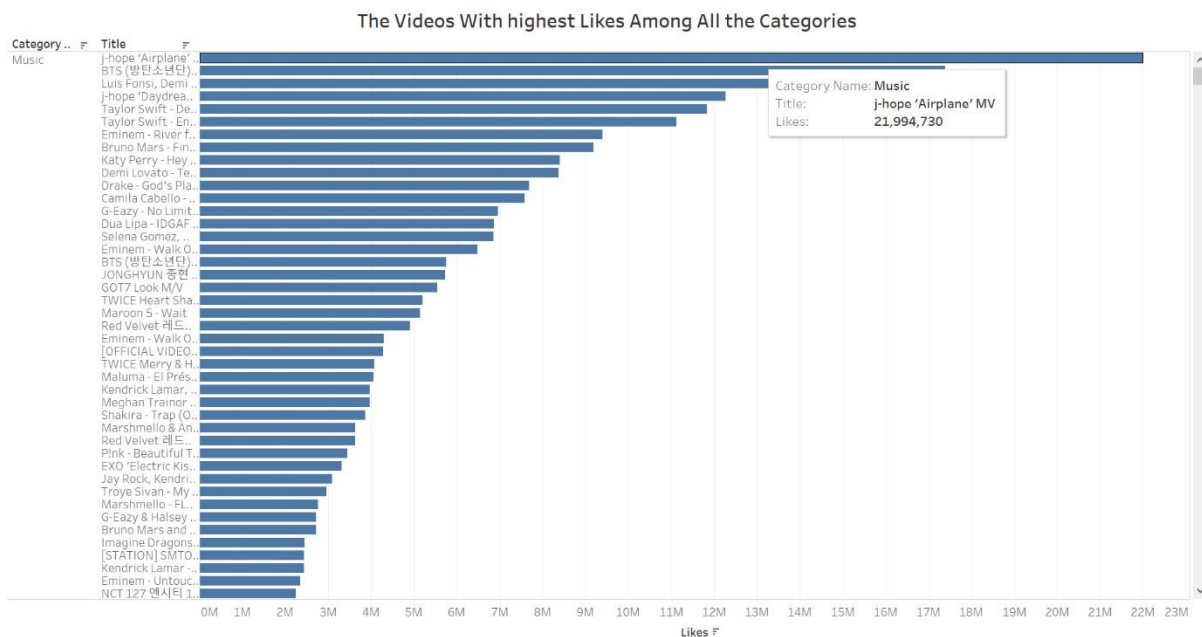
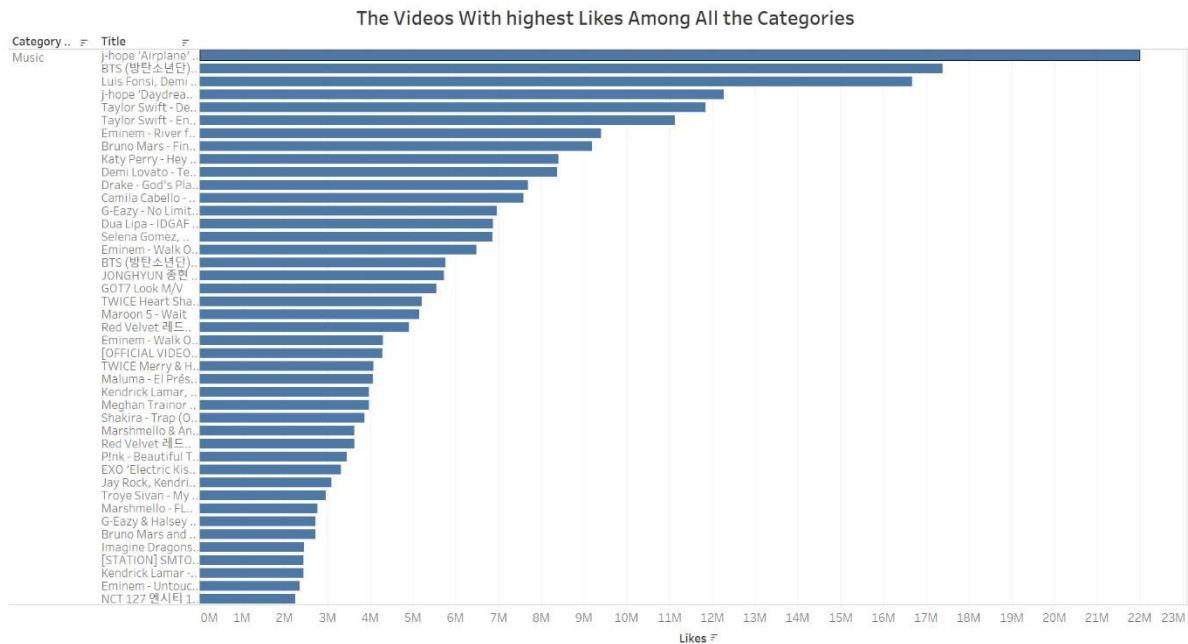
Which video has the highest views?

The chart below shows that the French Montana – Famous video received the most views, with 73.07 percent.



Which video has the highest likes among all the categories? What is the highest number of likes?

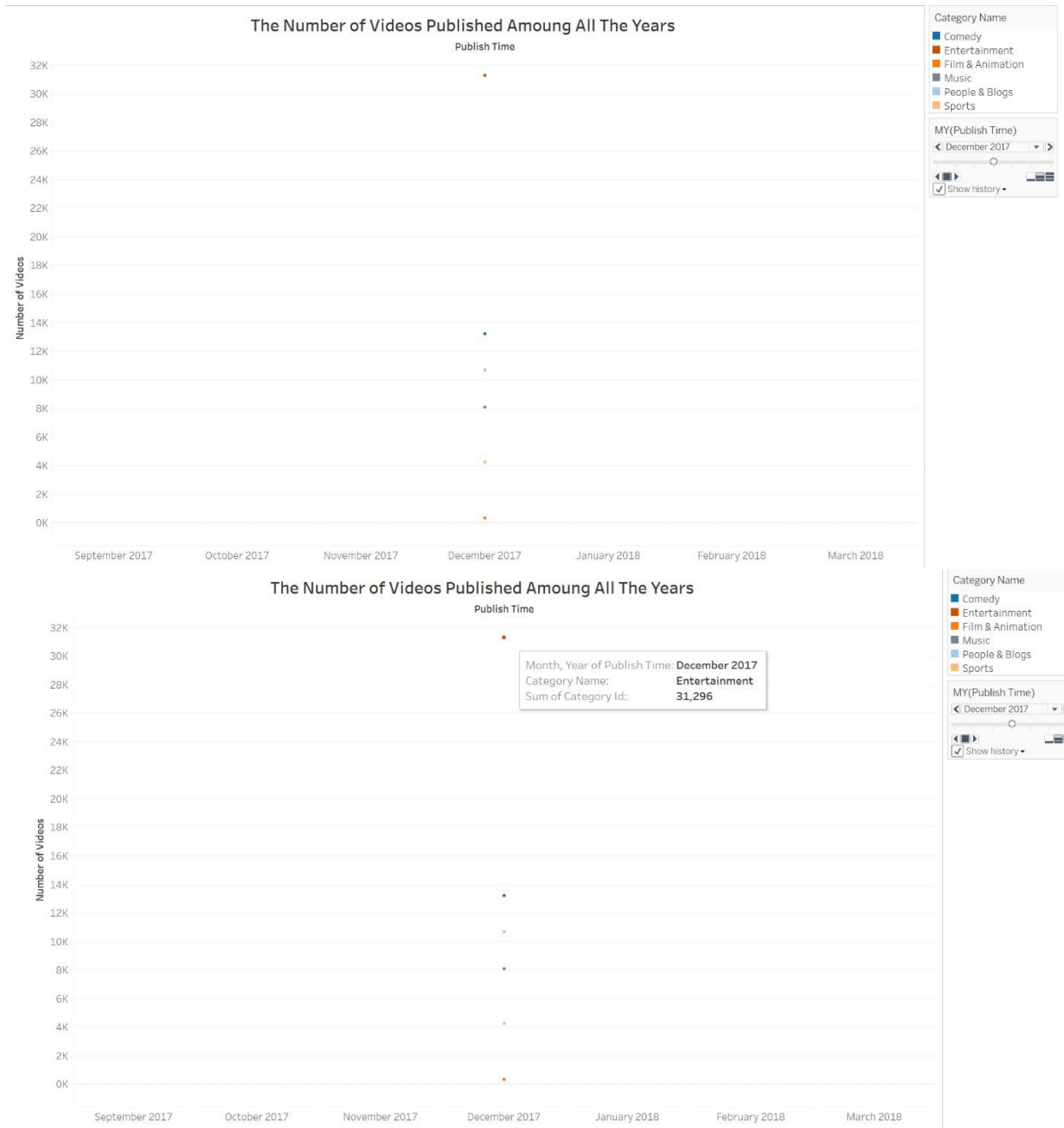
J-'aitplane' hope's MV has the most likes, with 21,994,730, followed by BTS' MIC drop (Steve Aoki Remix)' official MV, which has 17,388,770.



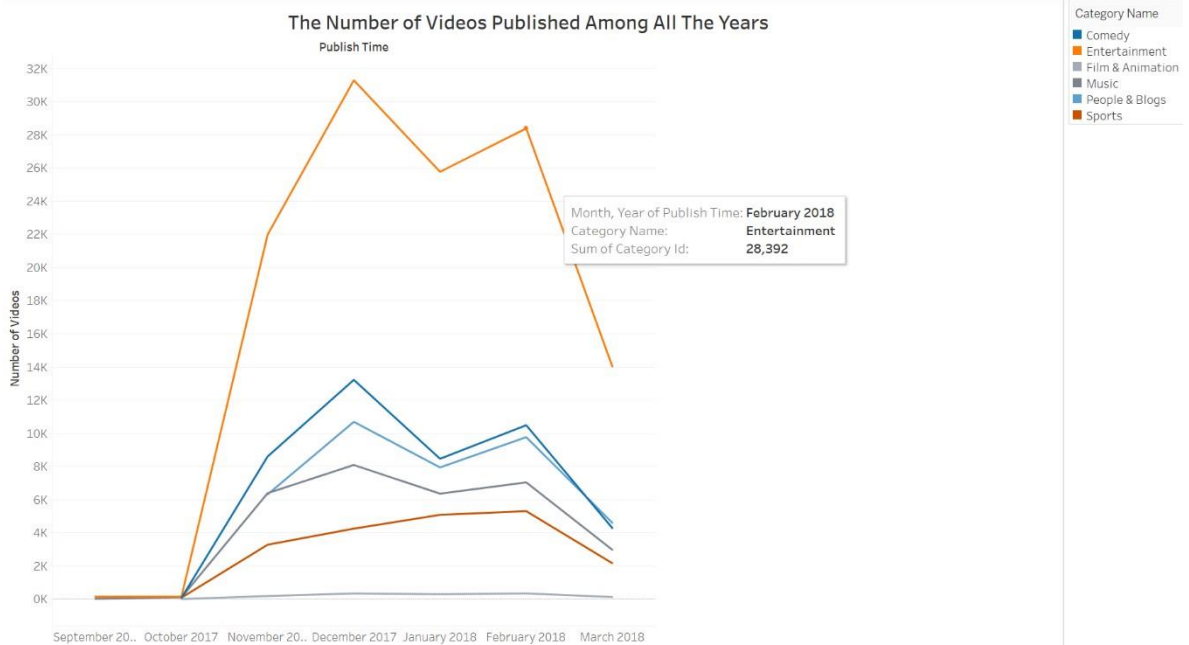
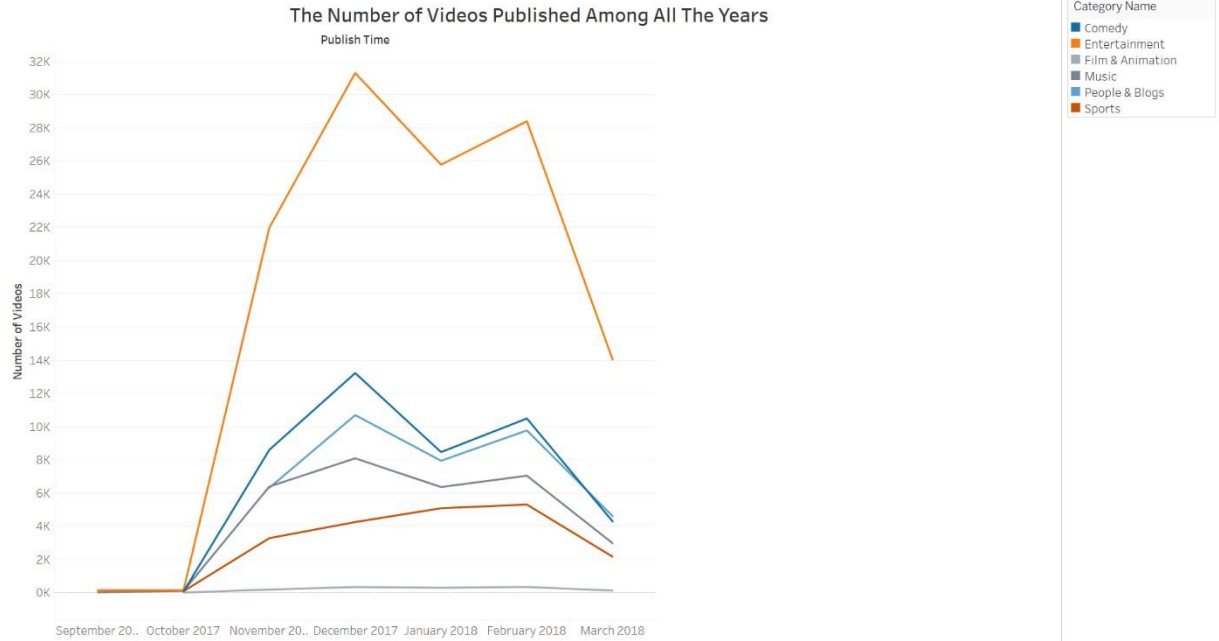
What is the number of videos published among all the years?

From October to December 2017, the number of videos published in the entertainment category continued to rise. After February 2018, it began to decrease till it reached 14k videos. The total number of videos published in the other categories was under 13k all-time.

1)



2)



Conclusion:

The visualization above helped in extracting useful findings. It can be used to compare the data and to view historical data, which will assist in understanding the data over the time. In addition, it assists in finding the videos with the most likes, views, and the most popular videos.

Findings:

- The Entertainment videos have the most releases, with 5,129 videos.
- Most of the videos are from the Entertainment, Music, How to & Style, News, Blogs, Science, and Comedy categories, with only a few videos from the other categories.
- When compared to the other categories, music videos have the most views.
- The videos from Alaska, Washington, Florida, and Maryland have the most views on YouTube.