

Insight no.1

Link : https://public.tableau.com/views/YoutubeTrending2017-20181/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

Summary:

- Bar Chart: The rating is calculated by (count of likes)/(count of dislikes), here we can see that People & Blogs has the highest average rating on Youtube, so if you are targeting a high rating in your videos, I suggest that you upload a Blog.
- Maps Chart: Florida has the highest amount of views on Youtube videos, so the most popular videos is uploaded in Florida.
- Line Chart: We can see that Youtube started to get insanely more average views from November 2017.

Design:

- Bar chart is the appropriate choice for comparing categorical elements.
- Even though bar chart is the best in comparing categorical elements but maps is also a nice choice in comparing states or cities.
- Line chart is the best choice for comparing the changes over time.

Resources: N/A

Insight no.2

Link : https://public.tableau.com/views/YoutubeTrending2017-20182/Dashboard2?:language=en-US&:display_count=n&:origin=viz_share_link

Summary:

- Scatter Plot: There is no relationship between views and rating, which means when your video is popular doesn't mean that people like the video.
- Treemaps Chart: The Entertainment category is the most commented on.
- Highlight Tables: Music is the most popular category on Youtube.

Design:

- Scatter Plot is the best when describing a relationship between 2 variables.
- Treemaps Chart is nice for comparing categorical variables.
- Highlight Tables is also nice for comparing categorical variables.

Resources: N/A

Insight no.3

Link : https://public.tableau.com/views/YoutubeTrending2017-20183/Dashboard3?:language=en-US&:display_count=n&:origin=viz_share_link

Summary:

- Side By Side Bars: The Music category has the highest average likes and the Gaming category has the highest average dislikes.
- Histogram: rating () in Music category nearly follows an exponential distribution which means there is a large amount of low rating songs and a very small amount of high rating songs. In other words the higher the rating, the less frequent the videos that have that rating.
- Area Charts: The Music category views are always higher or almost equal to Entertainment category views, except at the beginning of December 2017, when it looked very trendy for the Entertainment category.

Design:

- Side By Side Bars is perfect for comparing categorical variables with second dimension.
- Histogram is the choice for visualizing the frequency of a quantitative variable.
- Area Charts is an appropriate option for comparing categorical variables in terms of proportion.

Resources: N/A