

**Build Data Dashboards**

**-YouTube Data-**

**Business Analytics Nanodegree**

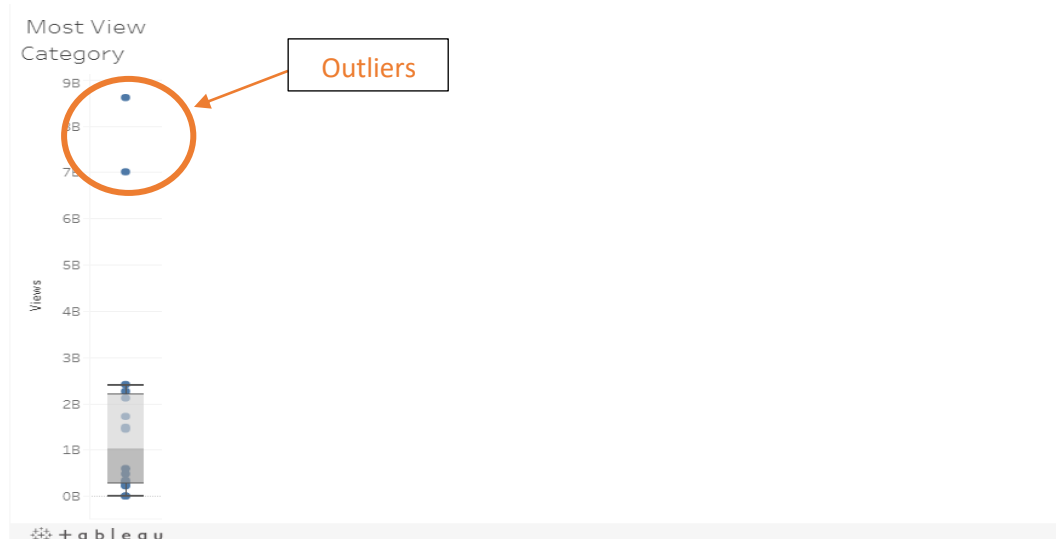
**-Udacity-**

# 1- What category has the most views number and why?

## LINK:

<https://public.tableau.com/profile/tahani3132#!/vizhome/MostViewCategory/MostViewCategory?publish=yes>

## SUMMARY:



From this Box-Plot we can see two point it is extremely far from the rest of points. These two points are "Music" and "Entertainment" Categories of YouTube videos. That tell us the total views of these two categories are extremely higher than the rest of categories. Where the total views of the music videos are about 8.B, while the views of the entertainment videos are 7B. I wondered why music videos had more views than others and looked up people's opinions on Quora site. One of the opinions is about Replayability, which I agree with him on it. He said " People watch the video once and they find it catchy. Then they throw it on a playlist and watch it a few more times while working out or doing homework. Then they show their friends. One person may listen to a single song more than 20 times because it is catchy, or they like the lyrics, or it inspires them"<sup>1</sup>. As for the difference between the music videos from the rest of the categories, it is because the music can be heard anytime and anywhere, and we enjoy this without getting bored. " who watches a baking tutorial video 20 times? Usually only one or two viewings will do. Same thing for a gaming video. Maybe it was funny, but once it is over there is little reason to re-watch the video. A vlog? Same thing. Why watch it more than once? These videos have little Replayability while music videos have high Replayability"<sup>2</sup>.

## DESIGN:

I choose Box-Plot to discover the outliers in the dataset and I avoid the red and green colour in my design.

## RESOURCES:

<sup>1</sup> <https://www.quora.com/Why-do-music-videos-on-YouTube-get-so-much-more-views>

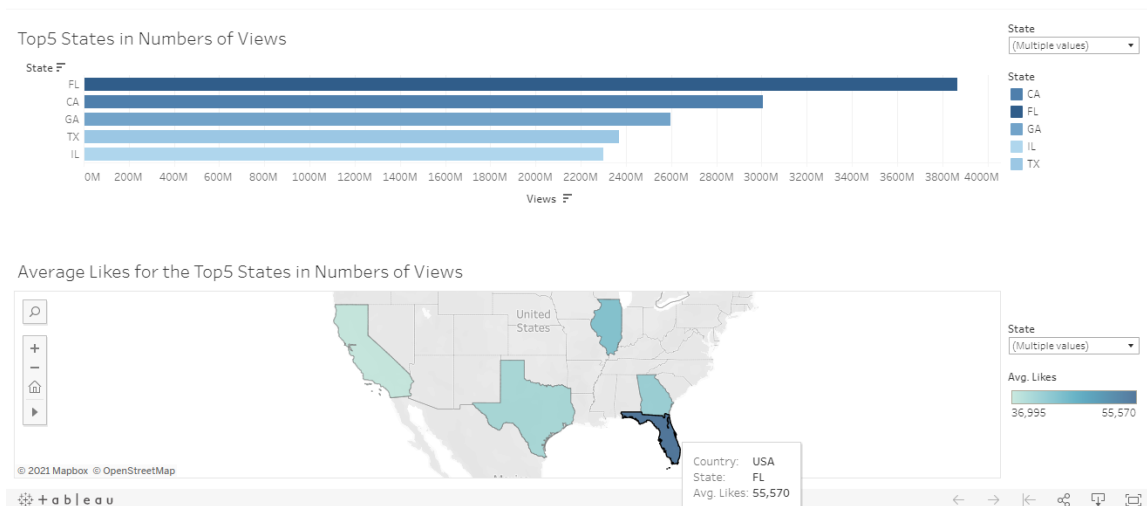
<sup>2</sup> <https://www.quora.com/Why-do-music-videos-on-YouTube-get-so-much-more-views>

## 2- Which state has the most views number and highest average likes?

**LINK:**

<https://public.tableau.com/profile/tahani3132#!/vizhome/ViewsLikes/ViewsLikes?publish=yes>

**SUMMARY:**



From this dashboard we can see that the Florida state has the most views number (3,866,108,044) and highest average likes (55,570) among the Top5 state in views number.

**DESIGN:**

I used Bar Plot to represent the total views and compare them between the rest state. Also used Map to show the state and easy to compare between them and notice the highest average likes. As for color I used blue gradations and moved away from red and green color.

**RESOURCES:**

N/A

### 3- What tag are the most commonly used?

#### LINK:

<https://public.tableau.com/profile/tahani3132#!/vizhome/Top20CommonlyUsedTags/Top20Tags?publish=yes>

#### SUMMARY:



From this tree map that show the top 20 tags are used in US YouTube videos, we can see that the most commonly tag used is "Funny" by 364 frequency.

#### DESIGN:

I selected tree map to make notice the most frequent words easier. As for color I used orange gradation and avoided green and red color.

#### RESOURCES:

N/A