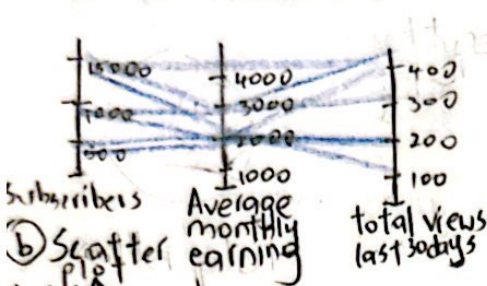


# Global Youtube Statistics

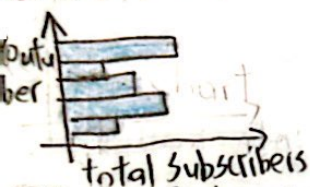
## Ideas

①

### ① Parallel Coordinate



### ③ Bar chart

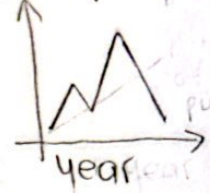


### ④ Bubble Plot

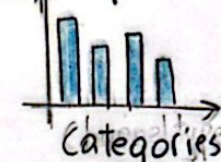


②

### ① Line graph num. of published



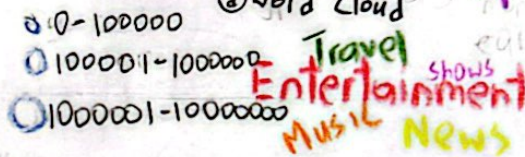
### ② Bar Chart num of upload



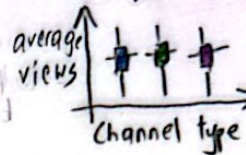
### ③ Pie Chart



### ④ Word Cloud

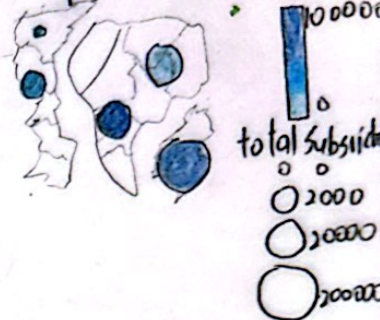


### ② Box plot

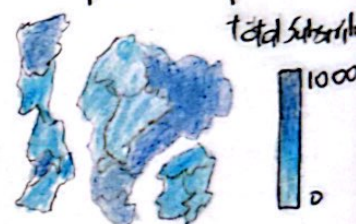


③

### ① Proportional Symbol map



### ② Choropleth map

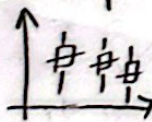


## Filter

② ③ Pie Chart - Less effective when compare with many categories



② ③ Box plot - Less effective in large dataset. Multiple boxplots plotted side by side can become cluttered and hard to interpret.



## Categorize

### ① Trending topics

- Category
- Number of views
- Upload frequency
- Channel types
- Number of subscribers

### ② Earning Analysis

- Monthly earning
- Yearly earning

### ③ Geospatial Visualization

- Country
- Total views
- Total subscribers

### ④ Youtube Analytics

- Uploads frequency
- Total views
- Last 30 days views
- Total subscribers gained

## Combine and Refine

① ④ can combine with ② ⑥ and ③ ⑥ to form a layout.

① ⑥ can combine with 1 ④, 2 ④ and 3 ④ to form a layout.

① ④ can combine with 1 ④, 2 ④ and ③ ④ to form a layout.

## Question

- Does it show a clear visualization?
- Does it provides a meaningful insight "Global Youtube Statistics"

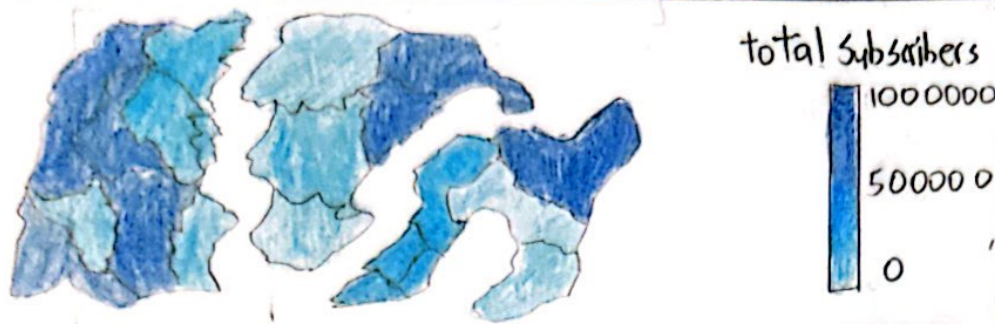


# Layout

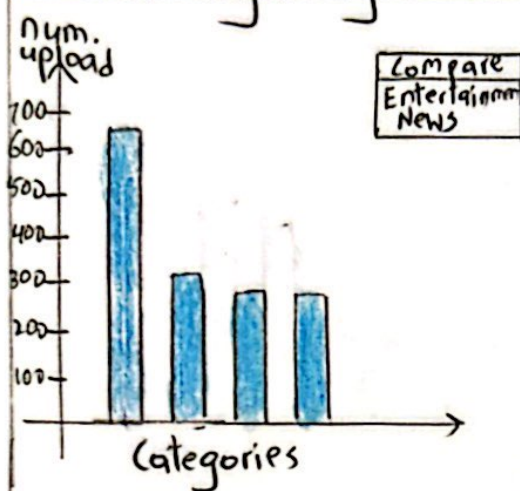
Title: Global Youtube Statistics  
 Author: Tion Yu Xin  
 Date: 25-9-2024  
 Sheet: 2  
 Task: Fit3179 design sheet

## Top 100 Youtuber

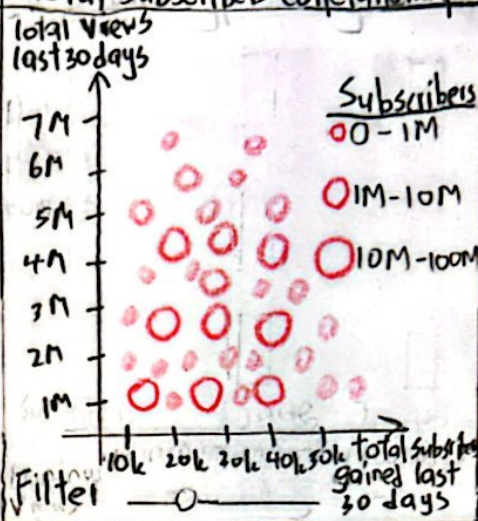
### Total subscribers across Countries



### Trending Analysis



### Total Subscribers Correlationship

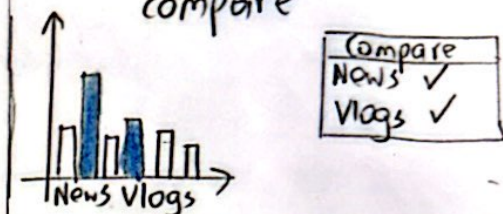


### Operations

① Filter slider  
 - tends to focus on specific data range



② Compare mode  
 - tends to compare each bars  
 - allows take specific variables out to compare



### Focus

- Short Title: "Analysis Top 100 Youtubers"
- The primary focus of this dashboard is the Bubble plot.
  - Tends to know how difference subscribers can causes the highest monthly earning and lowest monthly earnings.

#### ① Choropleth map

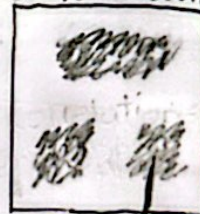
- Colour - represent total subscribers grouped by youtubers' countries.

#### ② Bar chart

- x-axis - categories of channel types
- y-axis - number of uploads

#### ① Bubble plot

- x-axis - total subscribers gained last 30 days (quantitative)
- y-axis - total views last 30 days (quantitative)
- Circle - Subscribers category



Showing correlationship between subscribers, and total views, subscribed

### Discussion

#### Advantage

- High data ink ratio
- Efficient using of white space.

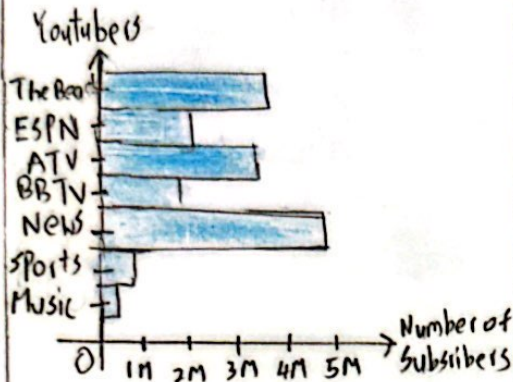
#### Disadvantage

- Charts and graphs may be too simple
- Not interesting to users
- Lack of information delivered

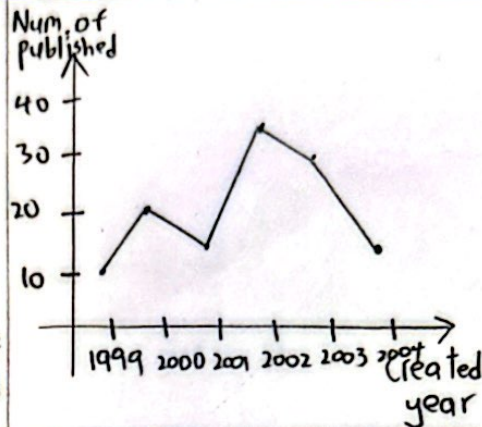


## Global Top Youtuber

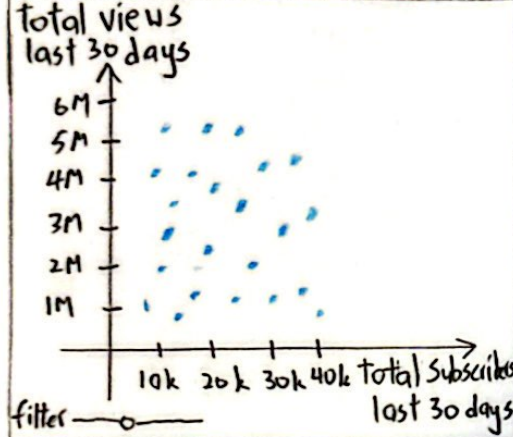
### Top 10 Youtuber in World



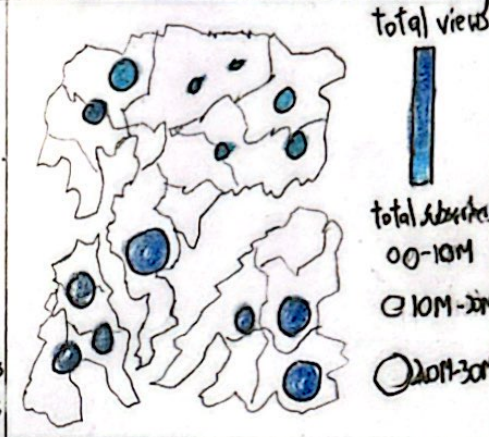
### Channel Created across Year



### Subscribers Gained across Total Views



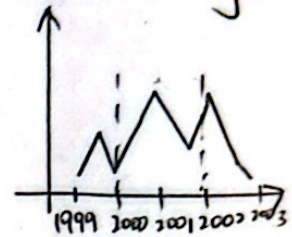
### Total Views and Subscribers across Country



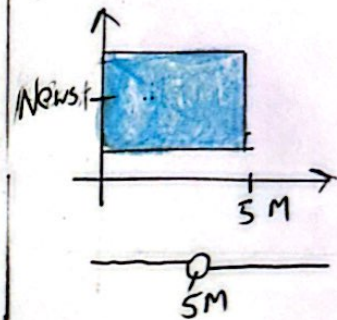
## Operations

### ① Brushing filter

- We can focus on the datapoint we want, and further analysis.



### ② Filter slider



## Focus

Short Title: "Explore Global Top Youtuber"

- Primary focus of this dashboard is the proportional symbol map.

- Tends to know which country have the most highest youtube influence.

### ① Bar Chart

- x-axis - Number of Subscribers
- y-axis - Youtubers

### ② Line graph

- x-axis - Channel created year
- y-axis - Number of channel published

### ③ Scatter plot

- x-axis - Total subscribers gained last 30 days
- y-axis - total views last 30 days

### ④ Proportional Symbol map

- Colour - represent total views
- Area - represent total subscribers.

## Discussion

### Advantage

- Clear and clean layout
- Diverse Data Representation
  - Aids in appealing to various analytical preferences and can cater different types of data analysis needs.

### Disadvantage

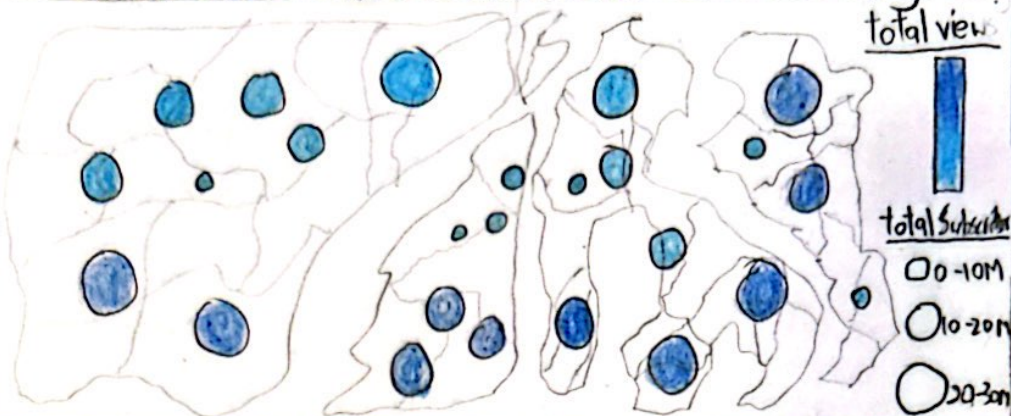
- Information may overload
  - When a visualization attempts to display too much data at once, it can overwhelm the viewer.



# Layout

## Top Youtuber Statistics

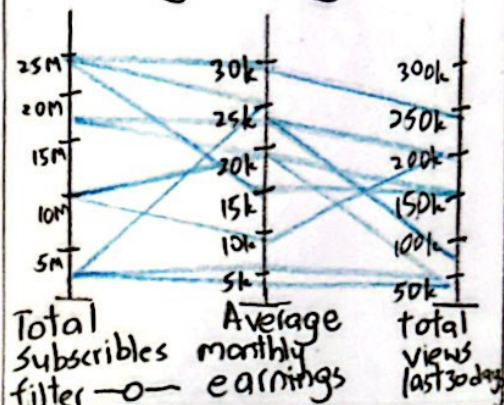
### Total Views and Subscribers across Country



### Trend Category

Nba  
News  
Entertainment  
Travel  
Vlog  
Transport  
Sport  
Music  
show  
Gym

### Earnings Analysis

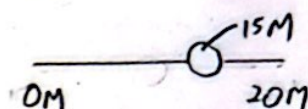
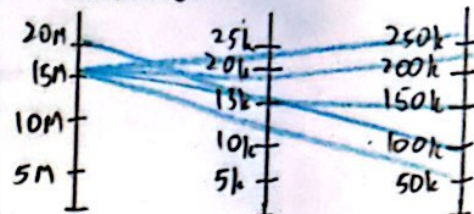


Title: Global Youtube Statistics  
Author: Tion Yu Xin  
Date: 25-9-2024  
Sheet: 4  
Task: Fit 3179 design sheet

### Operations

#### ① Filter Slider

- tends to focus on data wanted.



### Filter

Short Title: "Explore Global Youtuber's Contents and Earnings"

- Focus on trend category and earnings analysis in this dashboard.
- tends to know what is the trend content among the world.
- tends to know how the subscribers affect the monthly earnings.

#### ① Proportional Symbol Map

- Colour - represent total views
- Area - represent total subscribers

#### ③ Parallel Coordinate

- Multivariate data - one axis per attributes

#### ② Word Cloud

- Size - frequency

### Discussion

#### Advantage

- Intuitive layout and design
- High accessible to users of varying expertise levels.
- Easy to understand

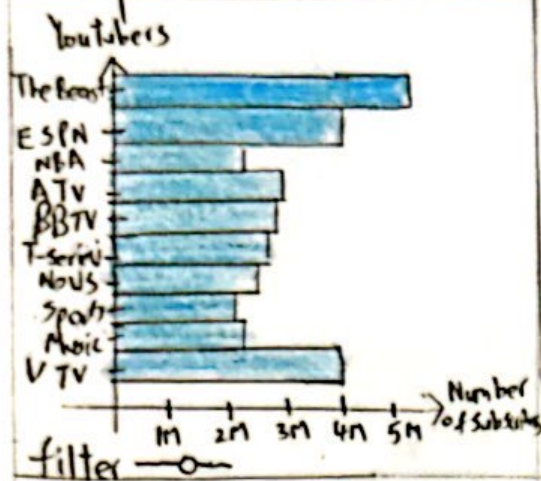
#### Disadvantage

- Parallel Coordinate - may be messy
- Not interesting to users

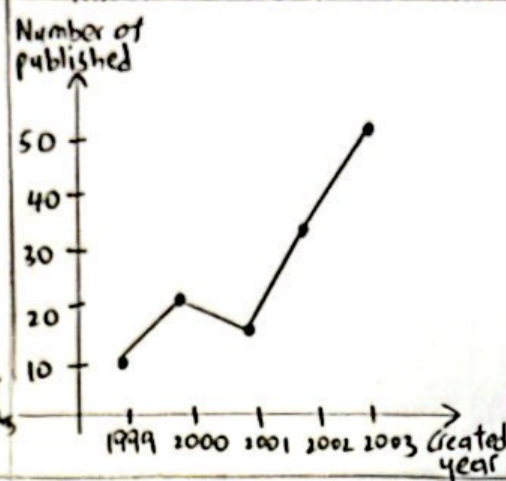


## Unveiling the Titans of Youtube

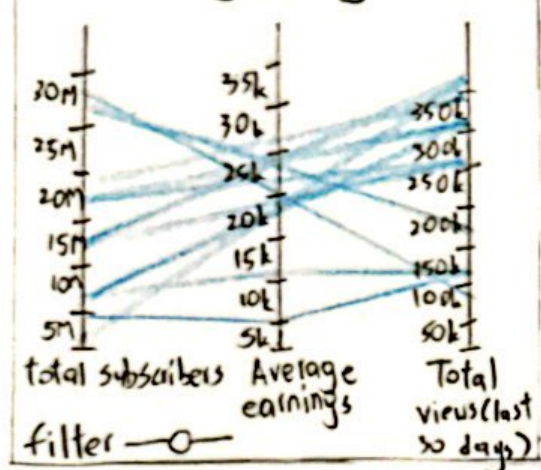
## Top 10 Youtuber in World



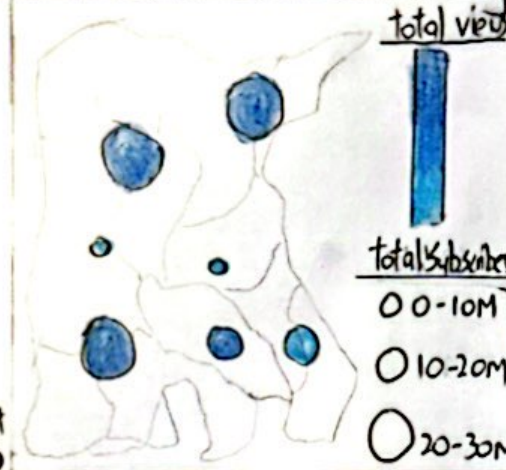
## Channel Created across Year



## Earnings Analysis



## Total Views and Subscribers across Country

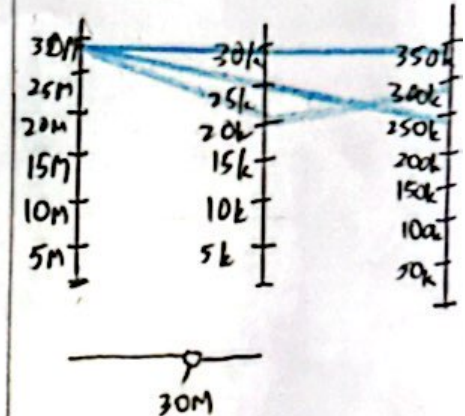
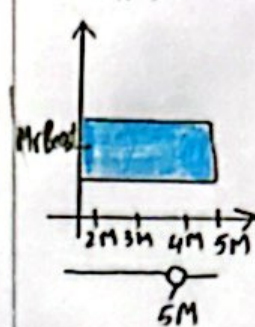


title: Global Youtube  
 Author: Tion Yu Xin  
 Date: 25-9-2024  
 Sheet: 5  
 Task: Fit3179 final sheet

## Operation

## ① Filter Slider

-tends to focus on data wanted



## Focus

Short Title: "A analysis of Top Global Youtubers"

- The primary focus of this dashboard is the total views and subscribers of Youtubers by their countries and how much they can earn.
- The bar chart and line graphs can give a overview of the Top Youtubers by analysis who is the Top 10 Youtubers and when they created their channels.

Showing a overview of the background of the top Youtubers, let audience to have a initial concepts.

Showing the monthly earning correlation and countries influences.

## Details

- Dependencies: Tableau Public serves or may be need R for data cleaning
- Estimates of time 2 week
  - 3 days for initial setup and creation,
  - 2 days for data cleaning and
  - 5 days for dashboard creation and depending on the complexity of the data integration and
  - 4 days for customization features and add filters