

## → Insight 1

[https://public.tableau.com/app/profile/victory.eloghosa.osarodion/viz/ProjectFive\\_16569320114810/Dashboard1?publish=yes](https://public.tableau.com/app/profile/victory.eloghosa.osarodion/viz/ProjectFive_16569320114810/Dashboard1?publish=yes)

From this dashboard, it is observed that the number of views for trending videos on Youtube, changes with the location of the viewers in the USA.

States like Florida and Canada, have the highest number of views, compared to other states. I choose to use a map to visualize this because it is the best visualization tool for location. It shows the map of the various areas and communicates their views in both area and colour. In order to make this visual explicit, I had to exclude those states with little or no views.

Also, the number of views each trending video gets, varies with the category of the video. The number of comments a video has, has a positive correlation with its number of views. I extracted the category of each video using the category\_id, from the category dataset, using the Microsoft Excel Application. A tree map was used in visualizing this, as it could show the number of views and comment each category had using size, and colour. This makes it easily relatable. From the Map, it is observed that Music videos had the highest number of views and comment count.

The channel title and the video title, have their own influence on the number of views a trending video gets. Some channels have more views than others. Marvel Entertainment is the most viewed channel, but this does not imply that it has the highest viewed video. The Youtube Rewind: The Shape of 2017, is the most viewed video, and it was posted by the Youtube Spotlight channel. Bar charts are used to visualize these two concepts, because people tend to associate magnitude with length. The length of the bar indicates the number of views .

## → Insight 2

[https://public.tableau.com/app/profile/victory.eloghosa.osarodion/viz/ProjectFive\\_16569320114810/Sheet6?publish=yes](https://public.tableau.com/app/profile/victory.eloghosa.osarodion/viz/ProjectFive_16569320114810/Sheet6?publish=yes)

From this Tree map, it is observed that ibighit has the highest number of comments and the highest number of likes. A line chart was used to indicate or show this concept earlier, but had to use a tree map, because it could easily show the number of likes and comments a video had, using colour and size. The number of likes and number of comments do not have an exact positive correlation. To make this visual more explicit, the videos with little or no comment count were excluded.

→ Insight 3

[https://public.tableau.com/app/profile/victory.eloghosa.osarodion/viz/ProjectFive\\_16569320114810/Sheet8?publish=yes](https://public.tableau.com/app/profile/victory.eloghosa.osarodion/viz/ProjectFive_16569320114810/Sheet8?publish=yes)

From this chart, the category of videos with the highest number of likes, and the highest number of dislikes are seen. Music has the highest number of likes, while Entertainment has the highest number of dislikes. A line chart was used earlier, but a butterfly chart showed the relationship better. The number of likes and dislikes a particular video had could be easily seen. Also, the number of likes and dislikes have no correlation.