

## Top tags in all trends

[https://public.tableau.com/app/profile/yehia.mohamed/viz/Project\\_Sheet1\\_Tags/TopTags](https://public.tableau.com/app/profile/yehia.mohamed/viz/Project_Sheet1_Tags/TopTags)

Summary:

- “Funny” is the most occurred tag in trends with 8792 times, followed by “comedy” tag with 7670 occurrences and in the third place, "how to" tag which appeared 3648 times.
- It's clear that people loved funny and comedy videos more than other types of videos.

Design:

- Bar chart is used because the data is categorical
- Decided to remove tags with count < 2000 times to focus on top tags only
- Filtered out “None” and “” tags as they don't add more information

Resources:

- N/A

## Categories Likes

[https://public.tableau.com/app/profile/yehia.mohamed/viz/Project\\_Sheet5\\_Like\\_Dashboard/LikesDashboard](https://public.tableau.com/app/profile/yehia.mohamed/viz/Project_Sheet5_Like_Dashboard/LikesDashboard)

Summary:

- Music category has the most likes (415171400) but also the second most category with dislike (13780993), actually, the top three for likes and dislikes are the same but in different order, so, it's better to calculate the ratio between the likes and dislikes.
- Pets & Animals is the category with the highest ratio (40.01), second category is Education and the third is Comedy.
- From first and second graphs, it's concluded that people tend to watch Pets & Animals and Comedy videos more than news and politics videos.

Design:

- Bar chart is used because of the categorical data.
- Ordered data in descending order for better visualization and interpretation for the data
- Added the likes, dislikes and ratio into a single dashboard to easily compare between them

Resources:

- N/A

## States

[https://public.tableau.com/app/profile/yehia.mohamed/viz/Project\\_Sheet6\\_States\\_PublishedYear/States](https://public.tableau.com/app/profile/yehia.mohamed/viz/Project_Sheet6_States_PublishedYear/States)

Summary:

- From the map, it shows that California is the source for most trends with 2861 trends, Texas is the second with 2207 trends.
- Other significant states are Georgia (1882 trends), Florida (1712 trends) and Illinois (1551 trends).

Design:

- Map is used because it's the best type for geographical data
- Sequential blue color is used wherein the darker the blue color, the more the number of trends were made.
- It's easier to quickly find the state with most trends
- Published year filter is added to compare different years

Resources:

- N/A

## Views through years

[https://public.tableau.com/app/profile/yehia.mohamed/viz/Project\\_Sheet10\\_ViewsDashboard/Dashboard1](https://public.tableau.com/app/profile/yehia.mohamed/viz/Project_Sheet10_ViewsDashboard/Dashboard1)

Summary:

- In November, 2017 total views for trends was 3,706,734,835 views.
- After that, total views peaked in December, 2017 with 7,408,492,739 views.
- Last available data shows that in March, 2018 total views was 6,218,114,999 views.
- Looking at day level, the number of total view is increasing again after March, 2018

Design:

- Line chart is best for viewing data over time.
- Added the two levels (day and month) to find all trend lines, as the day level shows more details
- State filter is added to find the total views from trends created at different states

Resources:

- N/A

## Tags

### (A) Improved tags

[https://public.tableau.com/app/profile/yehia.mohamed/viz/Project\\_Sheet9\\_Top\\_Tag/Sheet2](https://public.tableau.com/app/profile/yehia.mohamed/viz/Project_Sheet9_Top_Tag/Sheet2)

Summary:

Most improved tags between 2017 and 2018 were

1. "2018", difference = 2406 trends
2. "Science", difference = 1860 trends
3. "Tutorial", difference = 1436 trends

Design:

- Bar chart for categorical data
- Filtered by range of difference in count of tags, to show the improvement
- Removed "None" and empty tags
- Removed year label as it doesn't add information and may confuse the viewer

Resources:

- N/A

### (B) How the tags improved

[https://public.tableau.com/app/profile/yehia.mohamed/viz/Project\\_Sheet10\\_Top\\_5\\_Tags/Sheet1](https://public.tableau.com/app/profile/yehia.mohamed/viz/Project_Sheet10_Top_5_Tags/Sheet1)

Summary:

1. "2018" in 2017 appeared in 134 trends while in 2018 appeared in 2540 trends
2. "Science" in 2017 appeared in 674 trends while in 2018 appeared in 2534 trends
3. "Tutorial" in 2017 appeared in 799 trends while in 2018 appeared in 2235 trends

Design:

- Line chart for time series data
- Multiple separate line charts are better than just one figure with color coding because the lines are intersected and can't find insights
- Decided to focus on the top 5 tags only, as more tags will just divide our attention to unnecessary data
- Even after choosing only 5 tags, I tried to color code the tags and couldn't interpret the information easily, so I decided to leave the multiple line charts

Resources:

- N/A

## Notes

- For tags part only, I joined "TagsTransposed.csv" with "YoutubeDataCleaned.csv" on title = title and Channel\_title = Channel\_title
- For category analysis, I joined "Category Names - Category Names - Sheet1.csv" with "YoutubeDataCleaned.csv" on id = category\_id
- To extract the date from trending\_date, using excel I split the column into three columns using the "." In it, after that I combined them again to form this format "DD/MM/YY"

## Links

- <https://www.extendoffice.com/documents/excel/3175-excel-concatenate-year-month-day.html>