

YouTube dataset analysis

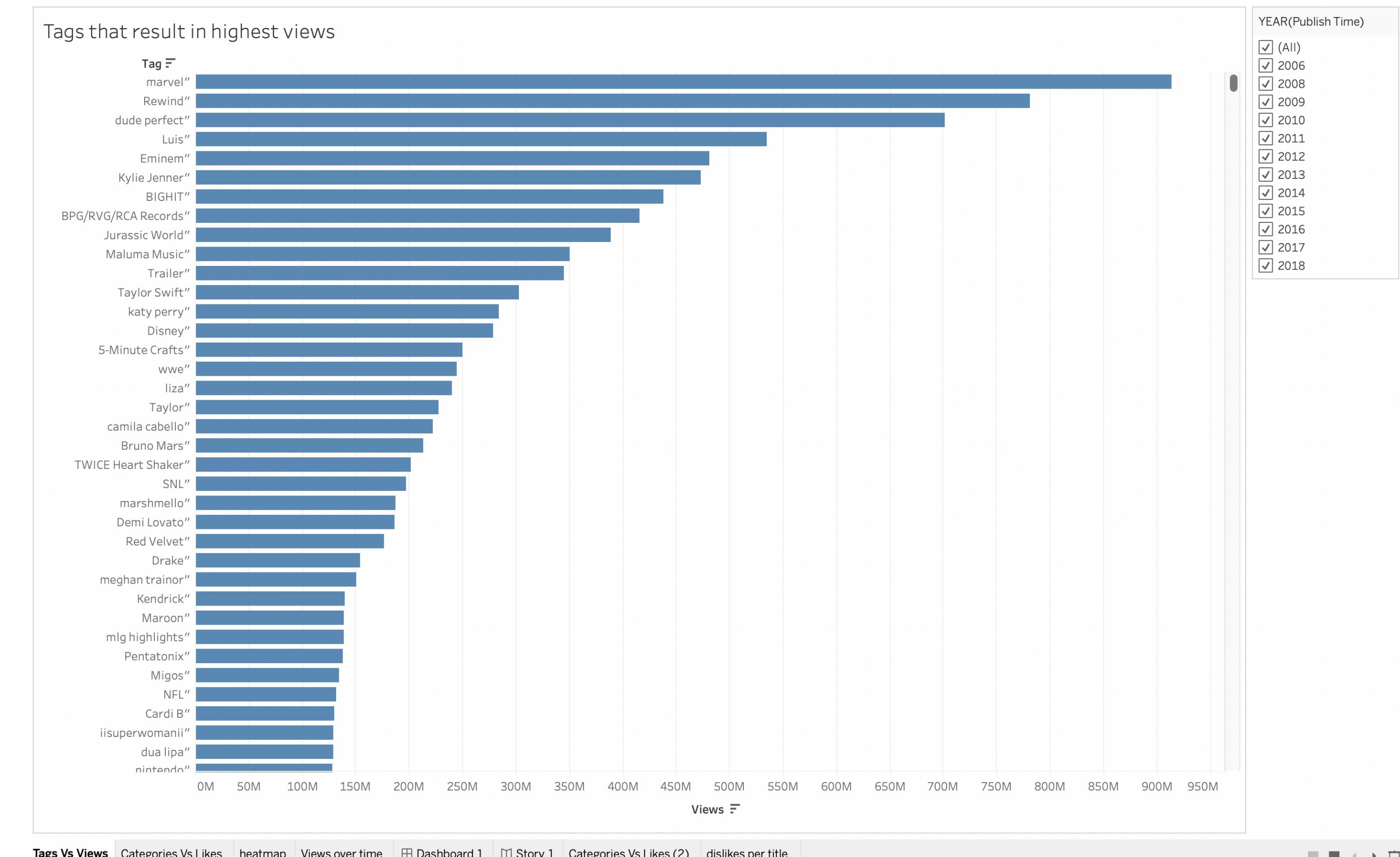
Udacity Tableau Project

Zeyad Ahmed Hassan

Tags Vs Views

Viz #1

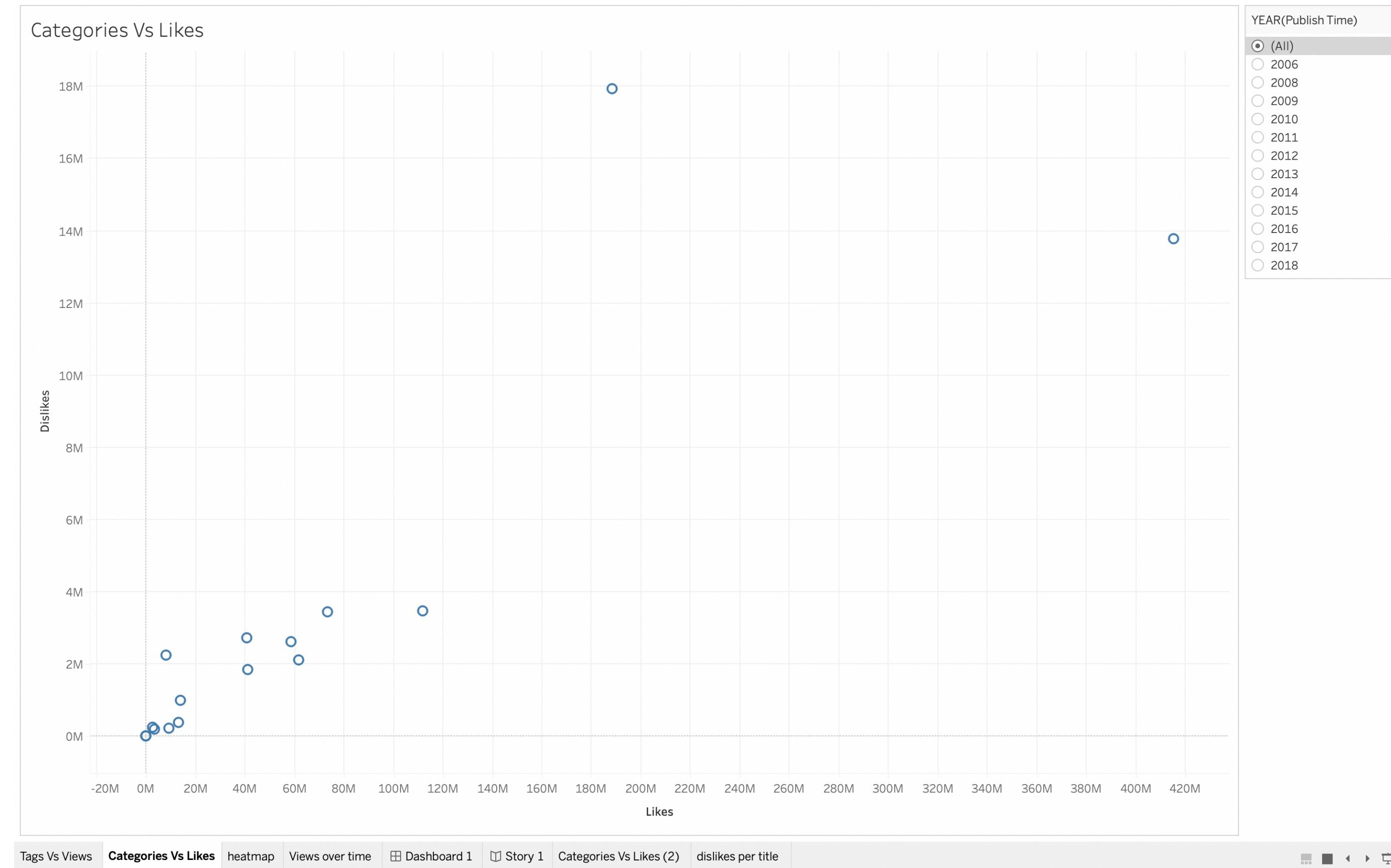
- It's clear from the bar chart that “marvel”, “Rewind”, and “dude perfect” are associated with the highest view counts.
- I chose a simple blue-coloured bar chart to compare the views.



Categories Vs Likes

Viz #2

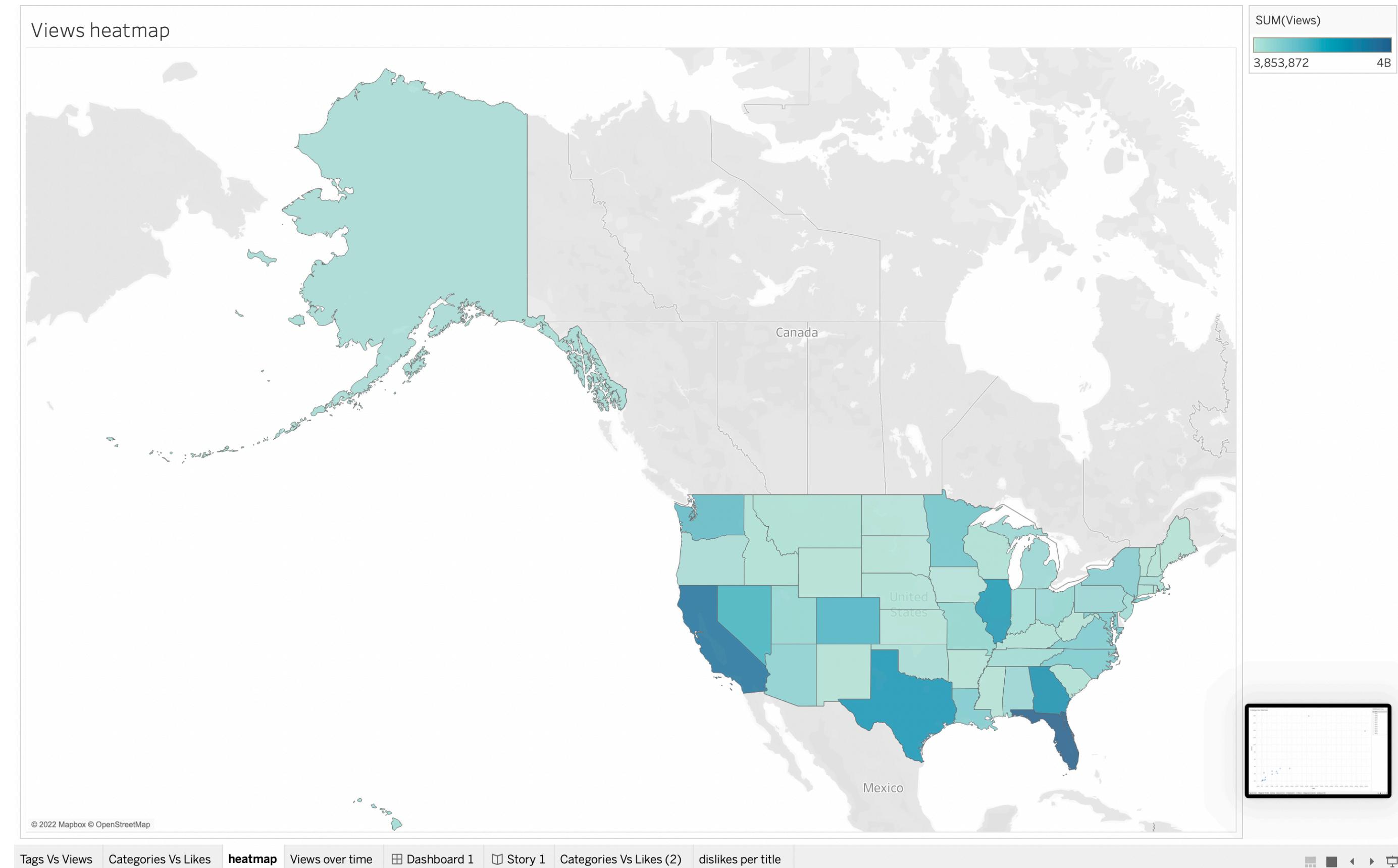
- As depicted, there is a positive correlation between likes and dislikes per category.
- I chose a scatter plot to compare the two variables and visualise the correlation.



Views heatmap

Viz #3

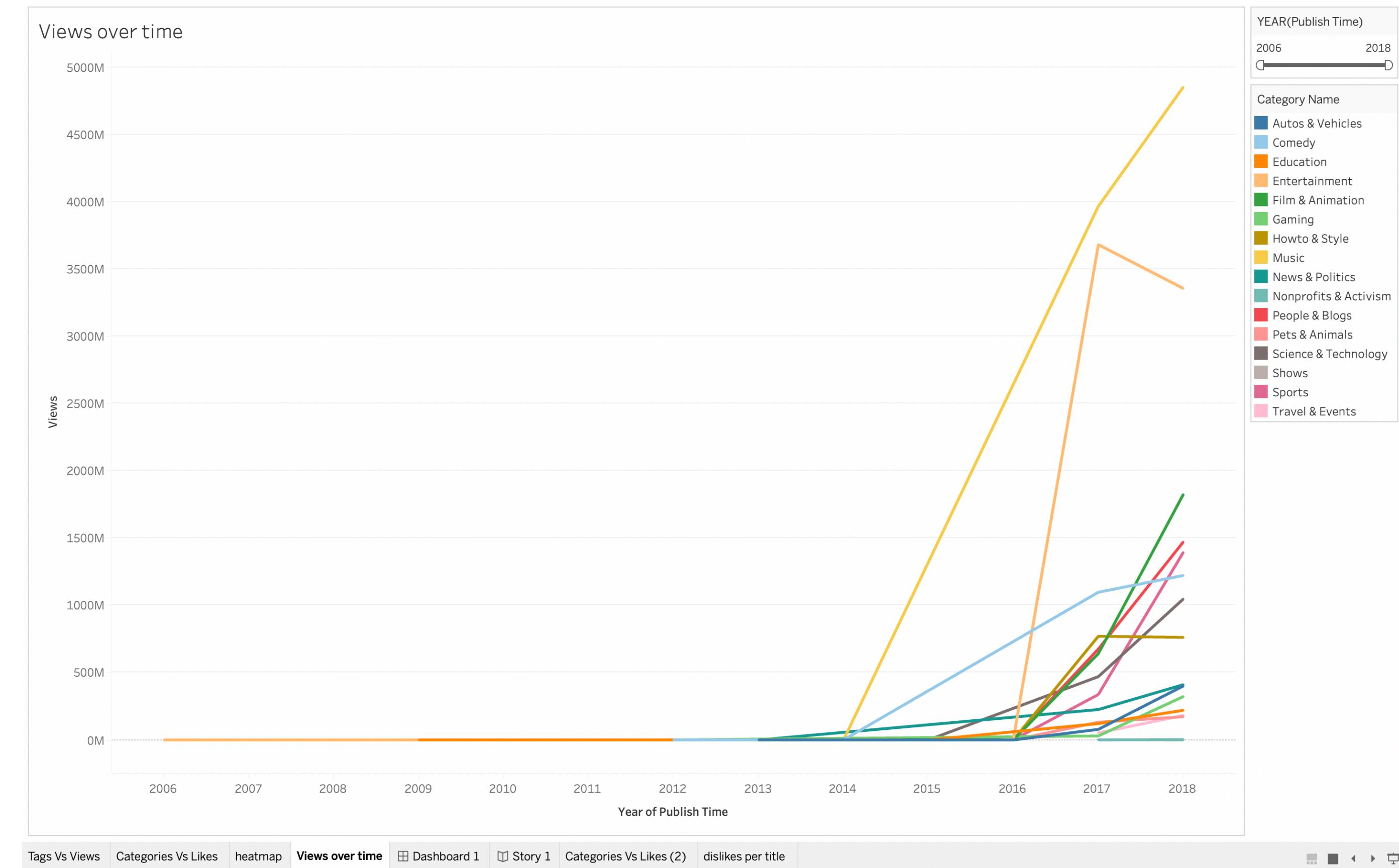
- Florida and California are associated with the highest view counts in the USA.
- The heatmap simply shows each state's views by the darkness of the colour. Scrolling over each state will give precise data.



Views over time

Viz #4

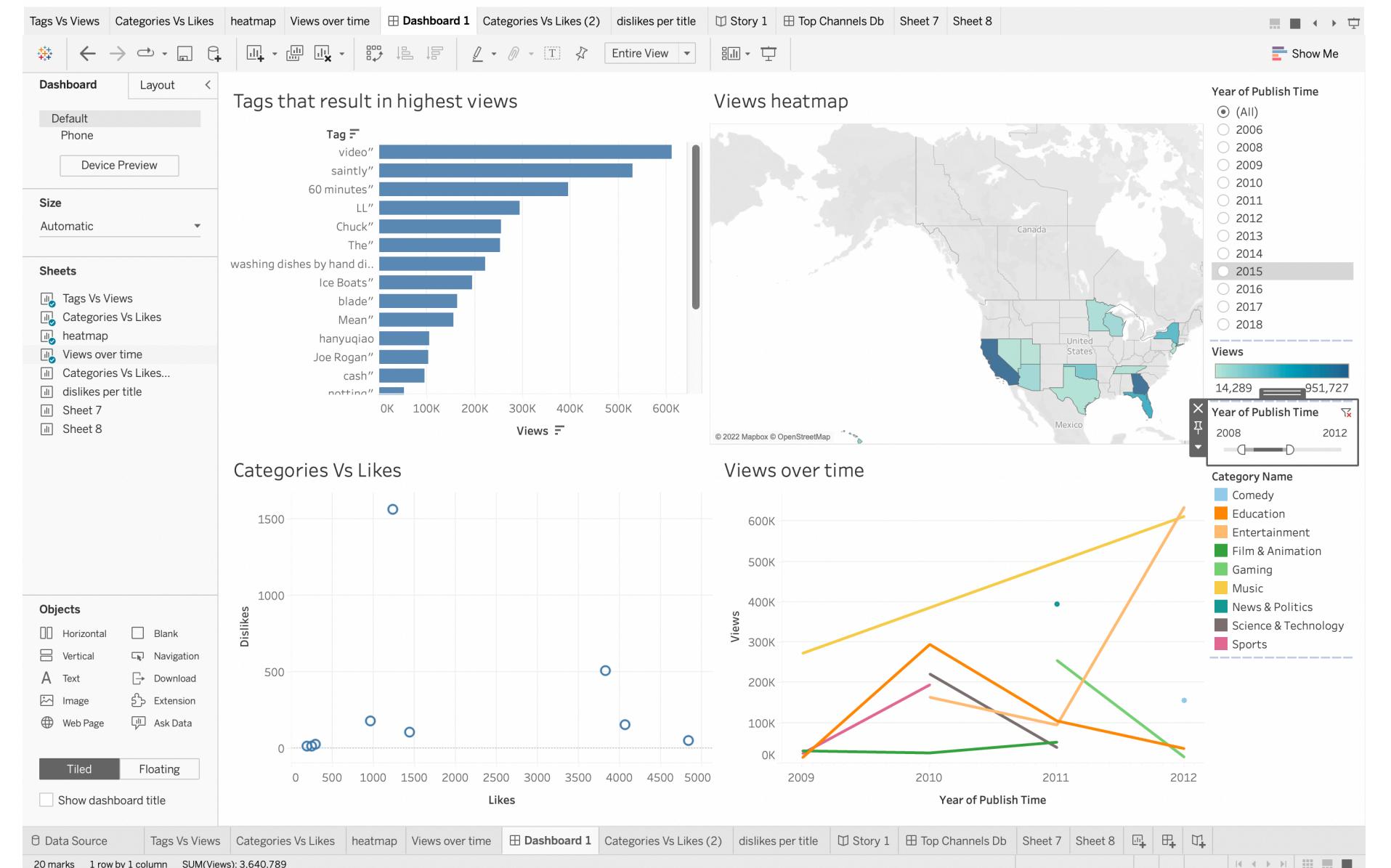
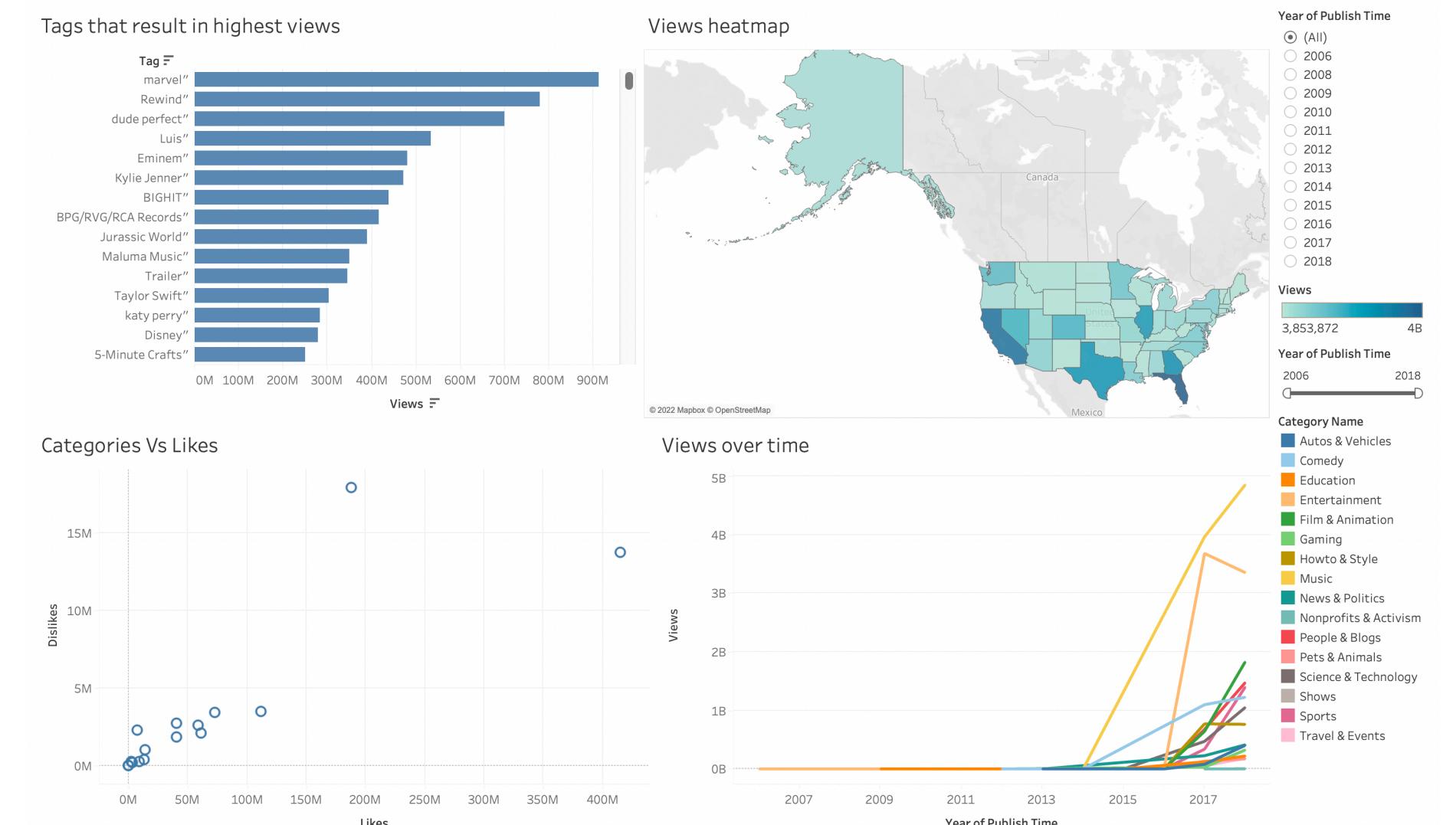
- From 2006 to 2013, there was a stable, nearly unchanged number of views per year.
- However, from 2014 onwards, the number of views skyrocketed and are in an increasing trend.
- In addition, Music and Entertainment are the highest growing categories.
- A line chart was used to visualise trends over a time period.



Dashboard #1

Date Filters

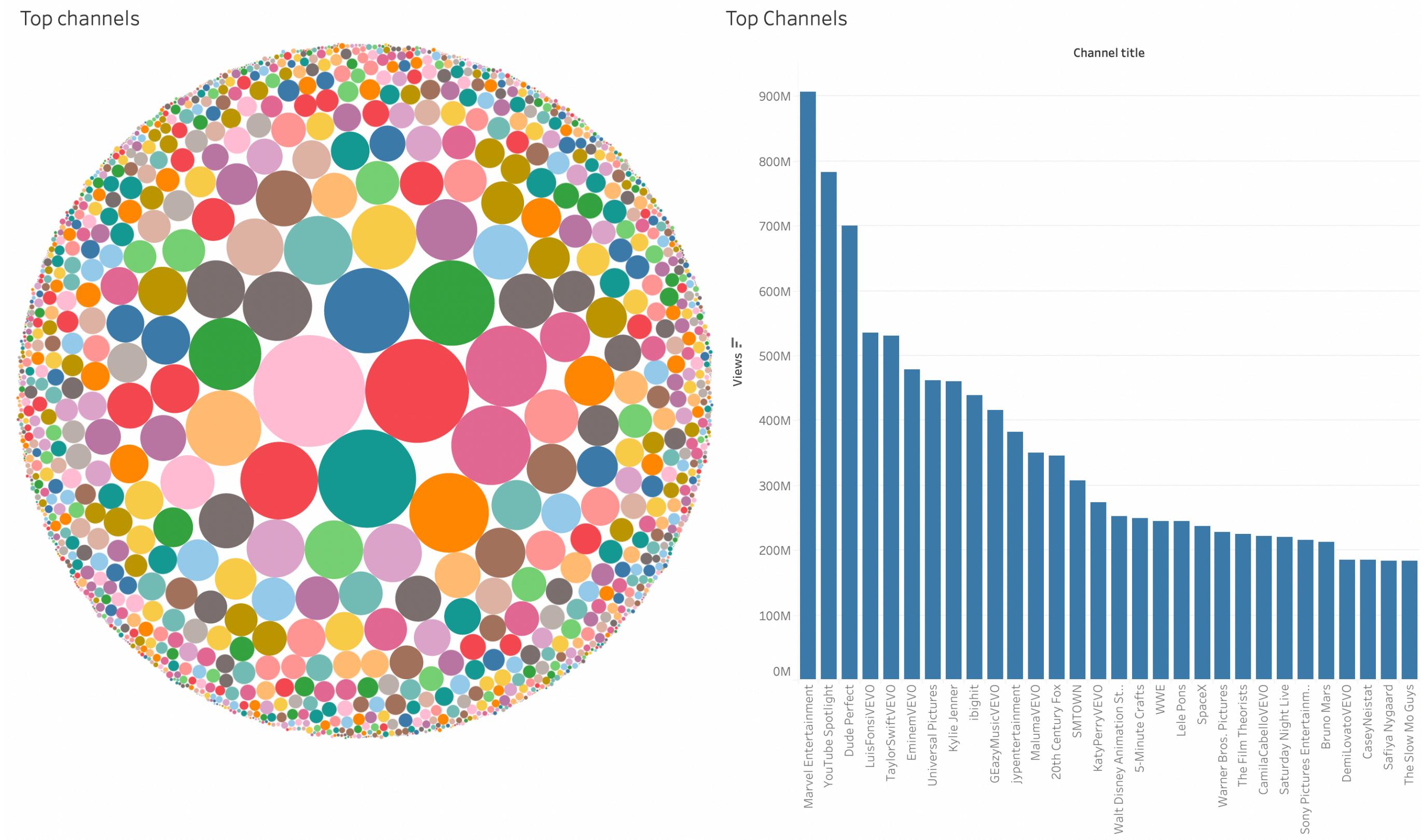
- A collection of the previous visualisations where you can apply date filters to observe some trends
- In the second image, I applied a date filter.
- http://public.tableau.com/profile/api/publish/Project_16474474146650/Dashboard1



Dashboard #2

Top Channels

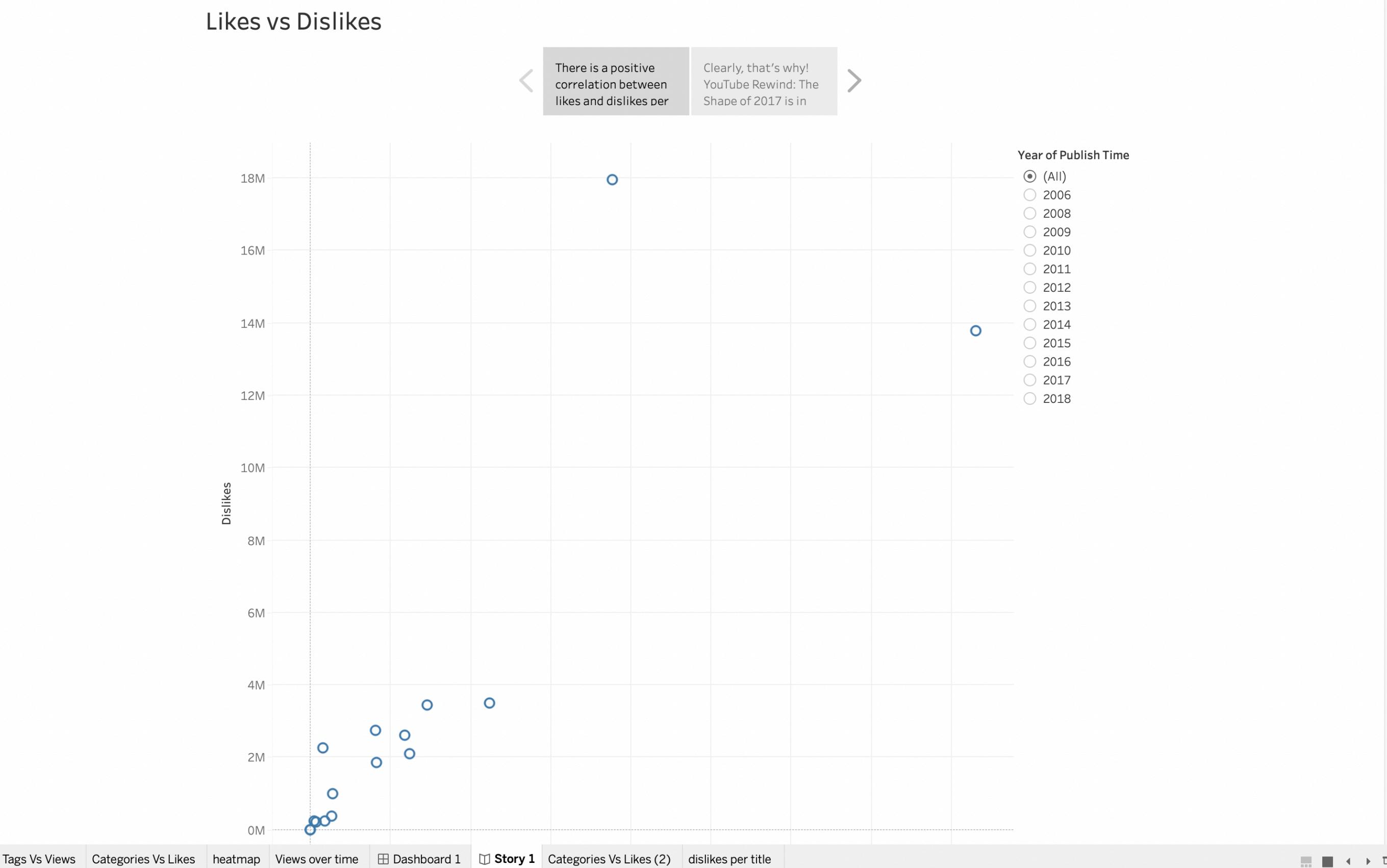
- There is a packed bubbles diagram and a bar chart in this dashboard. “Marvel Entertainment” is the top YouTube channel as depicted from the bar chart.
- You can hover the cursor over the bubbles diagram to view each channel’s data.
- The colours are colour-blind friendly.



Story

Pt.1

- There is a positive correlation between likes and dislikes per category. But why are there two outliers there?



Story

Pt.2

- Clearly, that's why! YouTube Rewind: The Shape of 2017 is in the Entertainment category. It had the biggest influence on the dislikes count for Entertainment as it is the top disliked video.

