YouTube US data

Insight 1

- **Link:**
  https://public.tableau.com/authoring/YouTube_insights/taghitswiththemostviews#1
- **Summary:** I wanted to get some insights about the most tag hits in the states, from the bar chart I concluded that the American people likes watching funny and comedy videos on YouTube
- **Design:** bar chart is the best for describing categorical variables so I used it to get the insights of the tags according to the sum of views, I also filtered for specific tags to make the chart stands solid and not confusing.
- **Resources:** "N/A" just my intuition with the concepts I learned from Udacity.

Insight 2

- **Link:**
- https://public.tableau.com/authoring/YouTube_insights/correlationbetweencommentsandlikesinteractionsacrossallthecategories#1
- **Summary:** I wanted to see the correlation between number of comments and number of likes, and from the same chart, identifying the most interesting category for American people.
- **Design:** there is only one way for these kinds of charts and it's scatter diagrams, I used the color-blind pallet from Tableau.
- **Resources:** "N/A" just my intuition with the concepts I learned from Udacity.

Insight 3

- **Link:**
- https://public.tableau.com/authoring/YouTube_insights/comparingvideosinteractionsacordingtopublishtime#1
- **Summary:** in this line chart I am interested to find the relationship between the publish date and the interactions with the video, I concluded that the old videos get way more less interactions of views and likes compared to latest ones, we can resonate that video creators are upgrading their video quality and content so if people are searching for educational stuff for example they will prefer latest videos as they are more presentable.
- **Design:** line charts are the best for describing some values with the date on the x-axis, I used non-synchronized dual axis to make it easy to see the trends between likes and views. I also neglected the dates before 2016 cause their values are neglectable.
  Resources: "N/A" just my intuition with the concepts I learned from Udacity.

The whole project link:

https://public.tableau.com/authoring/USA_YouTube_insights/mapplotofthemoststateswatchingYouTube#1