Building Data Visualizations Project

Insight 1

1. Visualization Link: <u>What categories are the most liked and disliked?</u>
2. Summary: On this dashboard, we can see the most liked and disliked categories. It looks like Music videos are the most liked videos with an average likes (151,821) and average dislikes (4,966).
   The least liked videos are the Nonprofits & Activism videos with an average (1,530) and also they are the least disliked videos with an average (132). That is Interesting!
   While the most disliked videos are the Gaming videos with an average dislike (5,309) and average likes (64,418).
   Maybe that returns to the number of views of each. Looking at the tree map, we can clearly see that the most viewed categories are "Music" and "Entertainment" with (868,867,008,226) and (800,783,670,216) respectively.
   The data clearly biased to some categories or channels.
   Looking at the scatter plot we can see channels with a huge outlier amount of likes and dislikes, such as [YouTube Spotlight, EminemVEVO, Marvel Entertainment, ibighit, SMTOWN] of categories "Music" and "Entertainment".
3. Design: A dashboard consisting of bar plot to visualize the average of likes and dislikes for each category using blue color for likes and orange color for dislikes to be colorblind-friendly, tree map to highlight the total number of views per each category from top to down using dark blue to light blue, and scatter plot to check the correlation and outliers between likes and dislikes per each channel and number of views for the size of each point of channel.
4. Resources: N/A

Insight 2

1. Visualization Link: [Channels with an outlier amount of likes or dislikes](#)
2. Summary: From this column plot, we can see comparison between amount of likes and dislikes of outlier channels.
   Dude Perfect channel has the most total amount of likes by (3,479,367,120) while Marvel Entertainment has the least total amount of likes by (2,776,825,547).
   In another side, YouTube Spotlight channel has the most total amount of dislikes by (1,537,004,012) while ibighit has the least total amount of dislikes by (25,817,544).
3. Design: I used column plot to compare between likes and dislikes using blue color for likes columns and orange color for dislikes columns. I chose these two colors to be colorblind-friendly.
4. Resources: N/A

Insight 3

1. Visualization Link: [Total views & categories of each state in USA?](#)
2. Summary: From this map, we can see where the most views in USA states. It appears that the most views happen in Florida by a total number (436,943,413,555).
   The fewest views happen in Mississippi by a total number (202,730,856).
3. Design: I used a map chart to visualize the number of views of each state in USA, highlighting with dark blue to light blue from the most to the least views.
4. Resources: N/A