

Insight 1

Link:

https://public.tableau.com/app/profile/andrew7254/viz/DataVisualization_16360891209200/Insight1

Summary:

The chart on the left shows the most popular categories on YouTube based on their average like to view ratios. Music is the most popular with a 5% average like to view ratio. On the other hand, the chart on the right shows the most unpopular categories based on their average dislike/view ratios. News & Politics is the most unpopular category with a 0.42% dislike to view ratio.

Design:

I used a simple horizontal bar chart to show the categories with the highest like to view ratios and the categories with the highest dislike to view ratios. I initially formatted the x-axis with zero decimal places but found that the automatic rounding made the chart confusing to read. I then settled with two decimal places for the average like/view and dislike/view ratios.

Resources:

N/A

Insight 2

Link:

https://public.tableau.com/app/profile/andrew7254/viz/DataVisualization_16360891209200/Insight2

Summary:

This dashboard shows the total views per state in the U.S. The chart on the right gives a clear visual to which states have the highest view count. Florida tops the chart with 3,869,821,903 total views, while Mississippi has the lowest count with only 3,853,872.

Design:

I used a map to help visualize the total views per state; however, since many states have similar shades of blue, I included a horizontal bar chart to the right that also acts as a filter for the map. Clicking on any bar on the "Total Views by State" chart also highlights that state on the map to the left. I also color-coded the bar chart, so it matches the map's colors.

Resources:

N/A

Insight 3

Link:

https://public.tableau.com/app/profile/andrew7254/viz/DataVisualization_16360891209200/Insight3

Summary:

This dashboard shows the top 10 most viewed channels on YouTube, and the relationship of total views and total likes. One outlier shown is the channel “ibighit” with drastically more likes than any other channel at 57,406,218. The channel “Kylie Jenner” is also an outlier with 0 total likes due to ratings being disabled. “Marvel Entertainment” has the most total views (907,366,978).

Design:

I used a scatterplot to show the relationship between the most viewed channels and how many total likes each channel has. Each channel has a specific color on the colorblind palette which allows users to differentiate them. I also scaled the size of the marks to their total view count, “GEazyMusicVEVO” being the smallest, and “Marvel Entertainment” being the largest. Since “Kylie Jenner” is an outlier with 0 likes, I decided to show that the ratings were disabled on the channel by using a different shape. The channel title legend is an active filter that highlights the channel name on the scatterplot and the treemap to the right. I wanted to use a treemap to give a constant view of the channel names and total views, which also acts as a filter for the scatterplot.

Resources:

N/A