Visualization with Tableau- YouTube Dataset

1. Dashboard

The dashboard includes three visualizations:
- Map describes the number of views by state and can be filtered with Category name
- Treemap shows the Top Popular Tags over time on YouTube with filters by value, top N by parameter, and category names.
- Scatter plot demonstrates the number of categories being liked and disliked with a filter by category names.

Reference:
https://www.youtube.com/watch?v=63O98lnqezQ&t=145s

Link:
https://public.tableau.com/app/profile/anh.do3282/viz/YoutubeDashboard_17047101142380/Dashboard1?publish=yes

2. Map Insights

It can be seen from the map that all of the videos in the dataset are most viewed in Florida (55.81 billion) and California (42.28 billion). However, the results change when it comes to an individual video category. Specifically, when it comes to film & animation, Illinois recorded 7.59 billion views, ranked first among other states. The map is used as a filter of the dashboard, hence, data shown in the other 2 visualizations is dynamic with changes from the map.

Design Explanation
- Map is chosen because it is great to visualize geographic data by location
- Use a map to show the total views of each state
- Choose Category name as a filter
- Change the tooltip message to make it more relevant and concrete
- The color is colorblind-friendly

Reference:
N/A

3. Treemap Insight

The treemap shows the tag's popularity over time. It answers the question "What tags have grown in popularity over time?". The assessment is based on the calculation of trending date counts, meaning the more trending days a video has, the more popular tags of that video are.

Design Explanation
- Create a parameter
- Use the Count of trending dates as the criteria for determining tag trend
- Change the tooltip message to make it more relevant and concrete

Reference:
https://www.youtube.com/watch?v=rJsaezoTVAE

4. Scatter plot

The scatter plot demonstrates the number of likes and dislikes for each category on YouTube. It's easy to notice that entertainment and music are outliers of the plot. If entertainment ranked first in dislike (309 million) and second in like (2912 million), that's vice versa in the case of the music category (149 million likes and 4787 million dislikes). If removing the two categories, comedy would stand first in both criteria.

Design Explanation: Make the tooltip for informative.

Reference:
N/A