DATA LITERACY WITH TABLEAU

Exploring world's Top Youtube Channels

A

Project report

Submitted to

Alagappa University, Karaikudi

Through

Under

Naan Mudhalvan Scheme

Submitted by

K.Rathika (Team Leader),
A.Arul Nisha,
S.Bhuvaneshwari,
S.Joys Blessy,
K.Sri Nithi,
K.Syed Raviya.

III B.Sc. Mathematics

UG DEPARTMENT OF MATHEMATICS

IDHAYA COLLEGE FOR WOMEN,
SARUGANI, SIVAGANGANI-DT.

1. INTRODUCTION

1.1 Overview

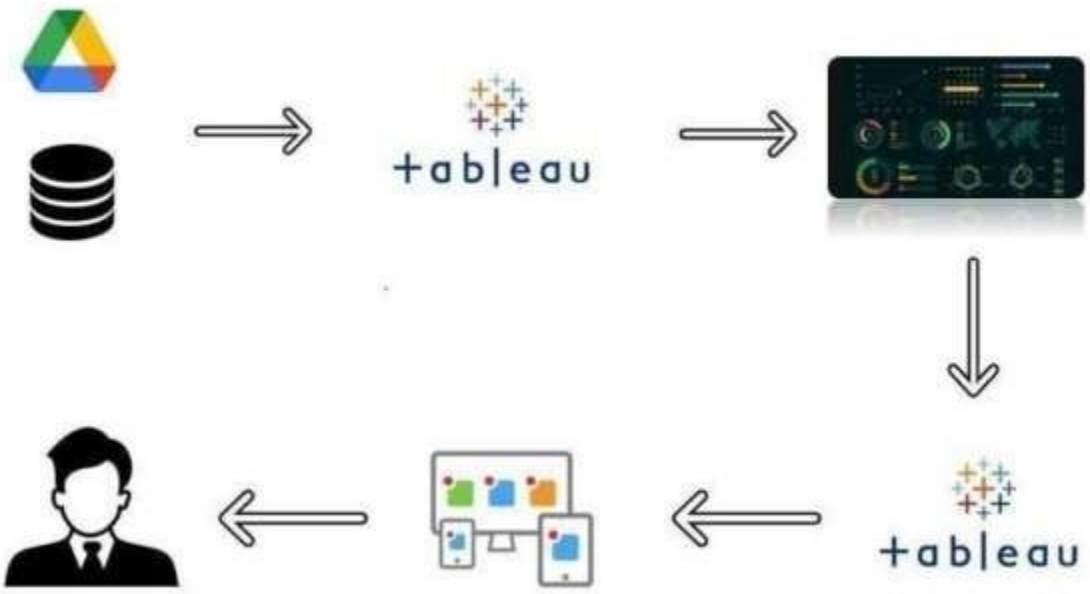
You Tube is an online video sharing and social media platform headquartered in San Bruno, California, United States. Accessible worldwide,it was launched on February 14,2005, by Steve Chen, Chand Hurley, and Jawed Karim . It is owned by Google and is the second most visited website in the world, after google search.

1.2 Purpose

You Tube is a free video sharing website that makes it easy to watch online videos .You can even create and upload your own videos to share with others .Originally created in 2005,Youtube is now one of the most popular sites on the web,with visitors watching around 6 billions hours of every month.

Youtube has had unprecedented social impact,influencing popular culture ,internet trends,and creating multimillionaire celebrites.

Project Architecture



2. Problem Definition & Design Thinking

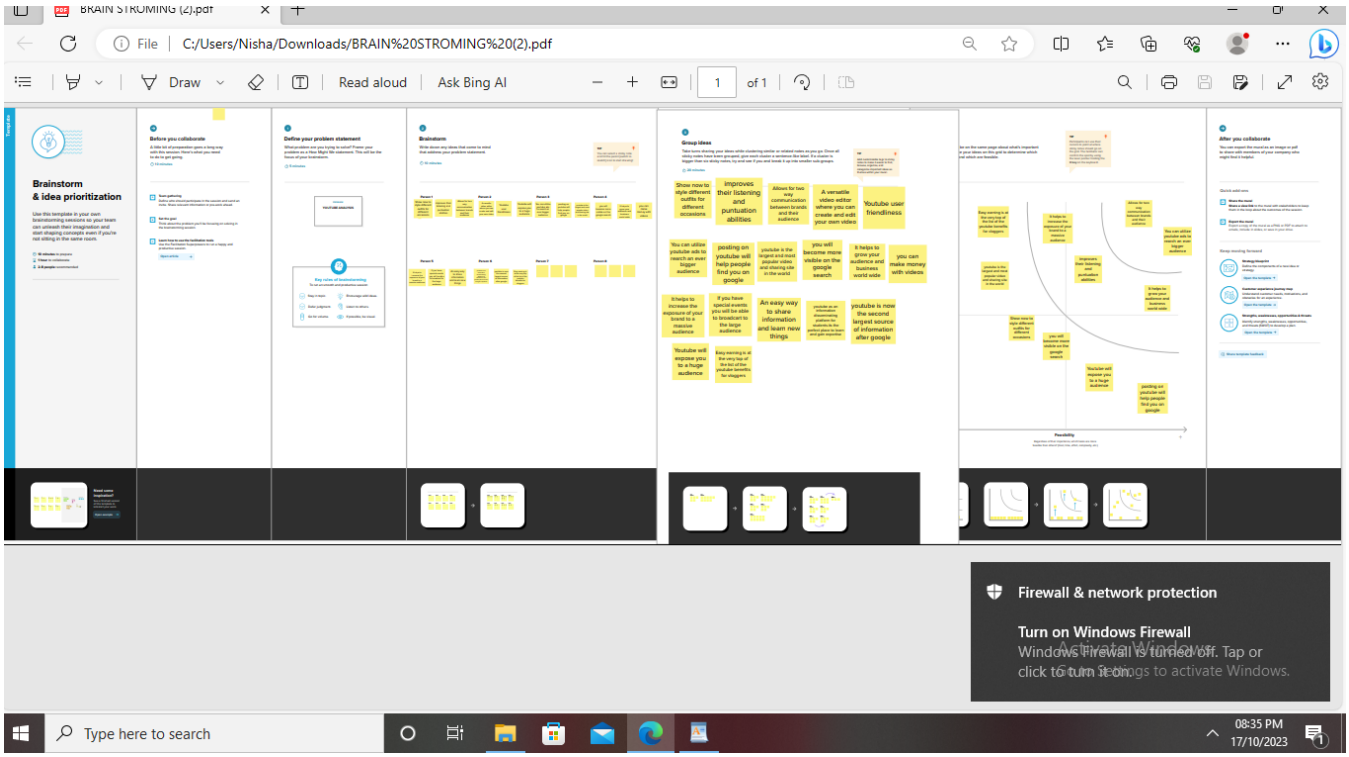
The team members ideas are grouped by Empathy Map and Ideation & Brainstorming Map using app. mural.co

Here we done the following

- Defining the problem
- Problem understanding
- Specification of the business problem

Says
What have we heard them say?
What can we imagine them saying?
youtube is an online video streaming platform
makes it easy to watch online videos
choosing to be a youtuber as a career is a great business idea
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
youtube is now one of the most popular sites on the web with visitors watching around 6 billion hours of video every month
one of the most popular social media platform allows users to post their videos online set up their channels and thus create virtual communities that are united by similar interests
can also be source of promoting people and ideas as users can use social media platform to put forward themselves and their thoughts
youtube analysis
free of cost
a simply way to share
can earn money
it is a must to evaluate these key points before using this platform for studies
multiple videos of the same course are available in youtube so that students will be able to choose that is the best suited for them
youtube is known to be a free site that does not restrict the users to post videos
Does
What behavior have we observed?
What can we imagine them doing?
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example

Empathy Map



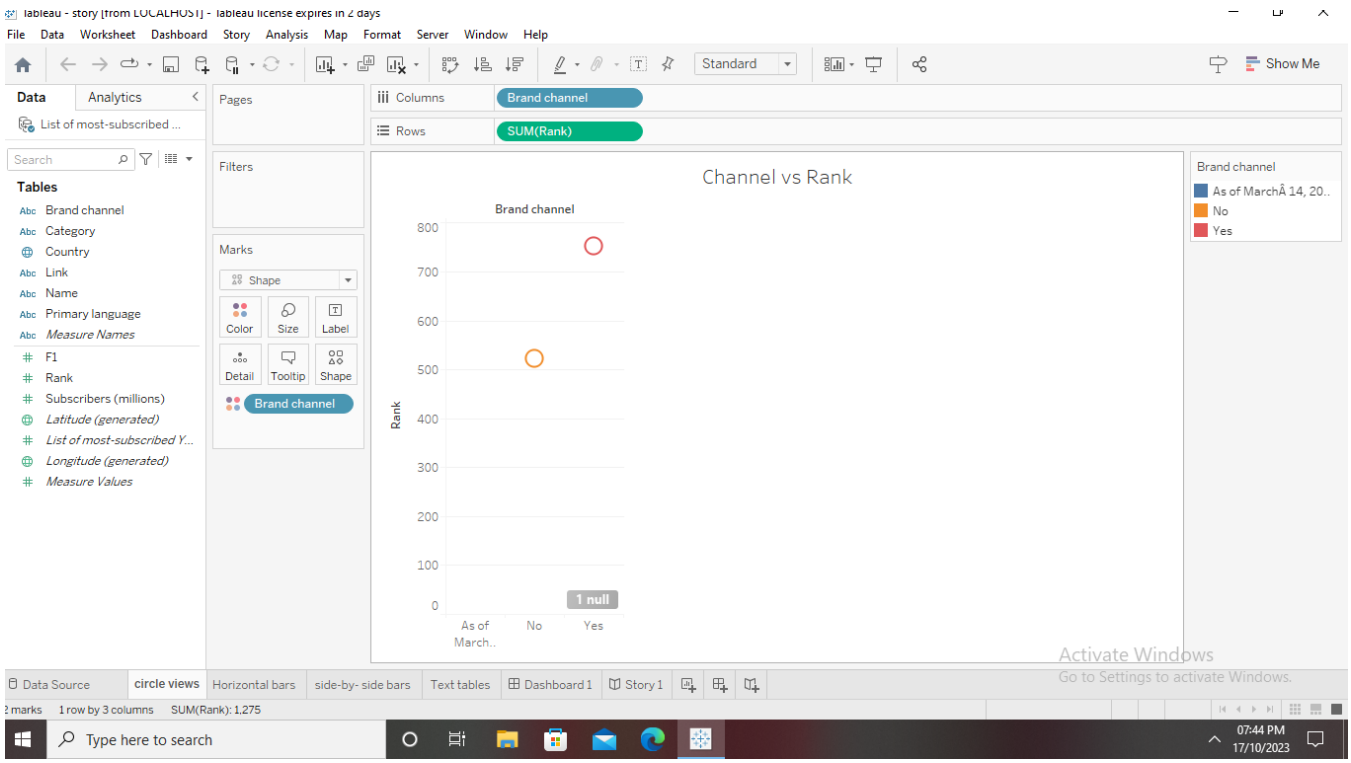
Ideation & Brainstorming Map

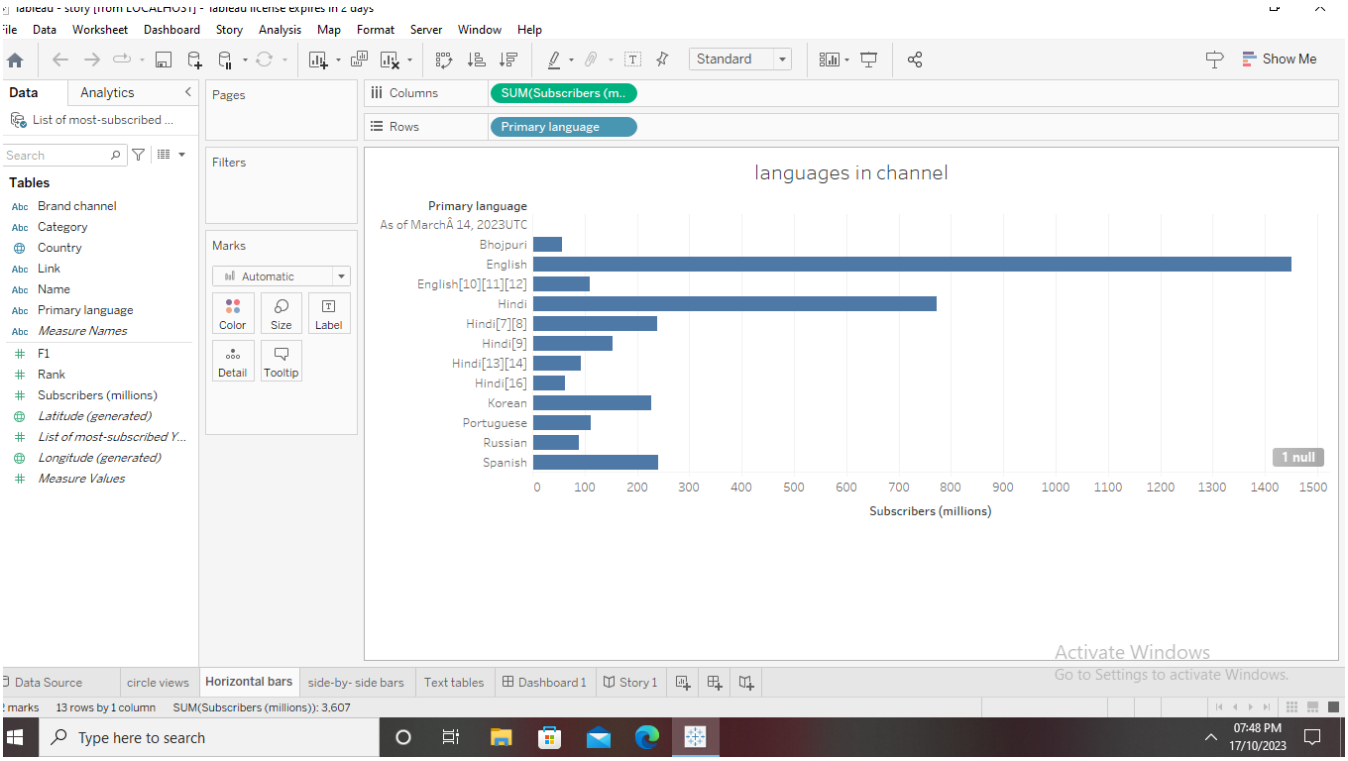
3. RESULT

One of the main advantages of Tableau is its easy to use. We don't need to have any coding or programming skills to create stunning and informative dashboards, charts, maps, and stories with Tableau. You can simply drag and drop data sources, fields, filters, and visual elements to customize your views and analysis. Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

These are screenshots of our project work

I) Screenshots of Sheets

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Standard
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Category
Country
Link
Name
Primary language
Measure Names
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Rank
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Hindi[16]
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Data Source
circle views
Horizontal bars
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Text tables
Dashboard 1
Story 1
13 marks
13 rows by 1 column
SUM(Subscribers (millions)): 3,607
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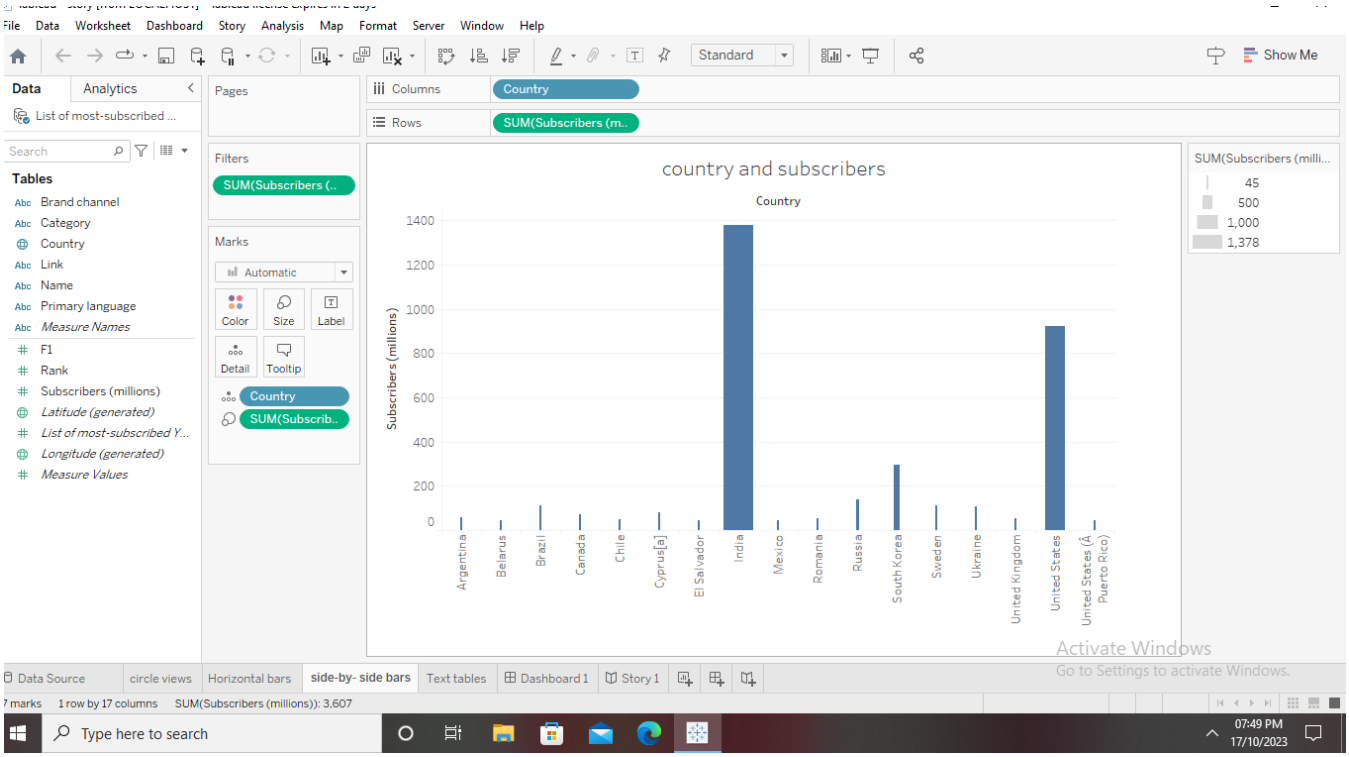
07:48 PM
17/10/2023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Sweden
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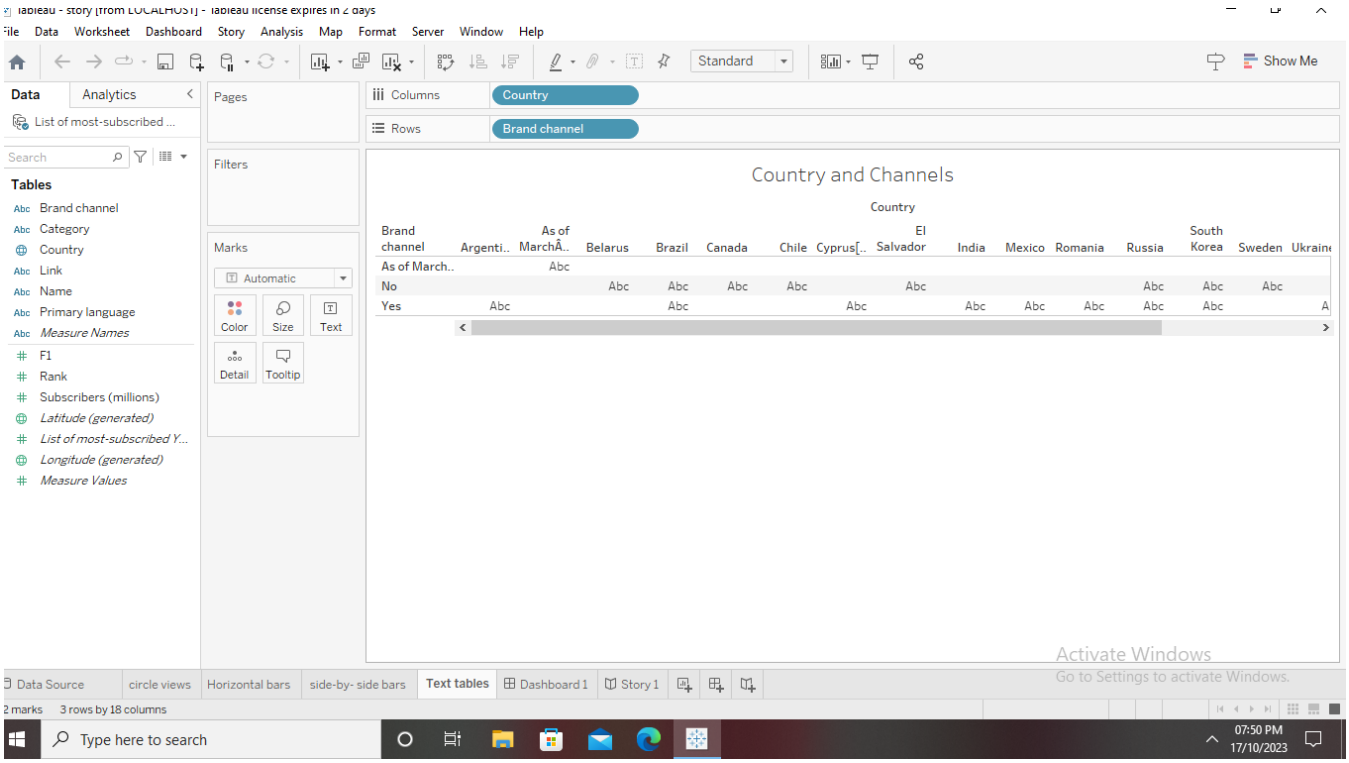
Tableau - story [from LOCALHOST] - Tableau license expires in 2 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
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Analytics
List of most-subscribed ...
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Abc Brand channel
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Data Source
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Horizontal bars
side-by- side bars
Text tables
Dashboard 1
Story 1
2 marks
3 rows by 18 columns
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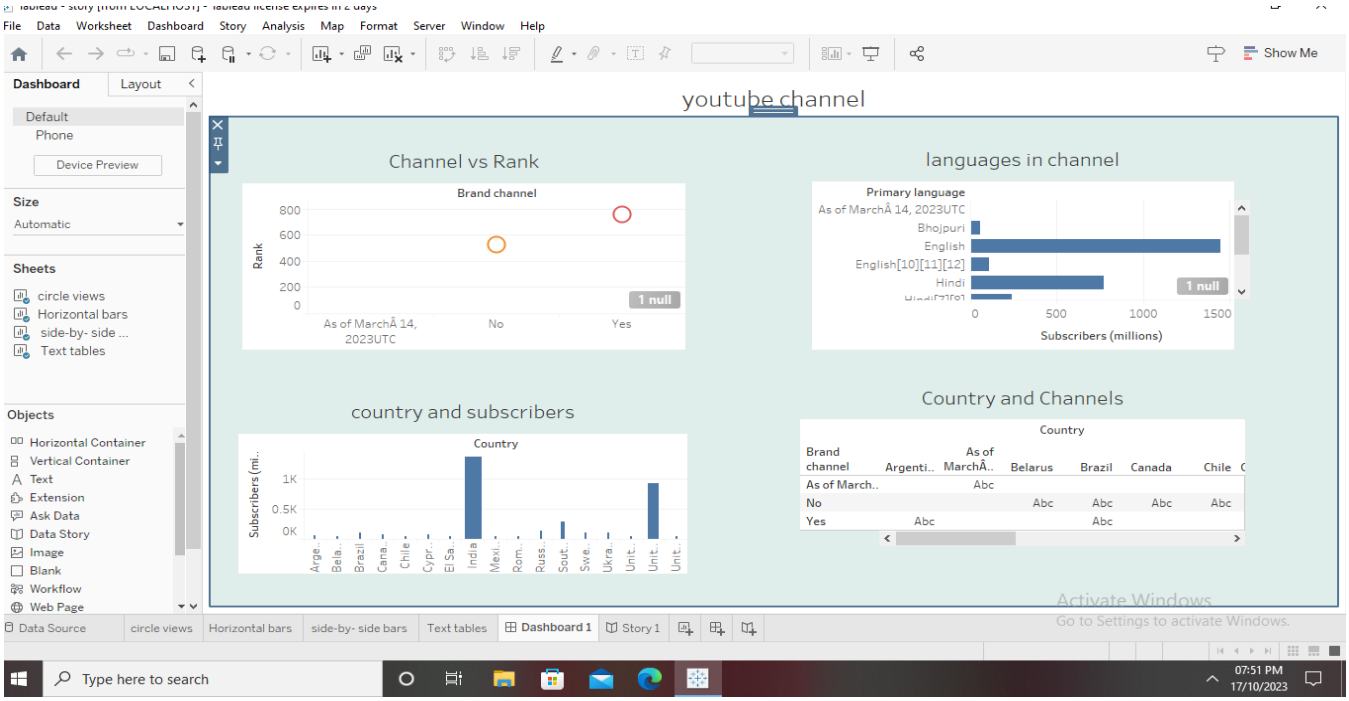
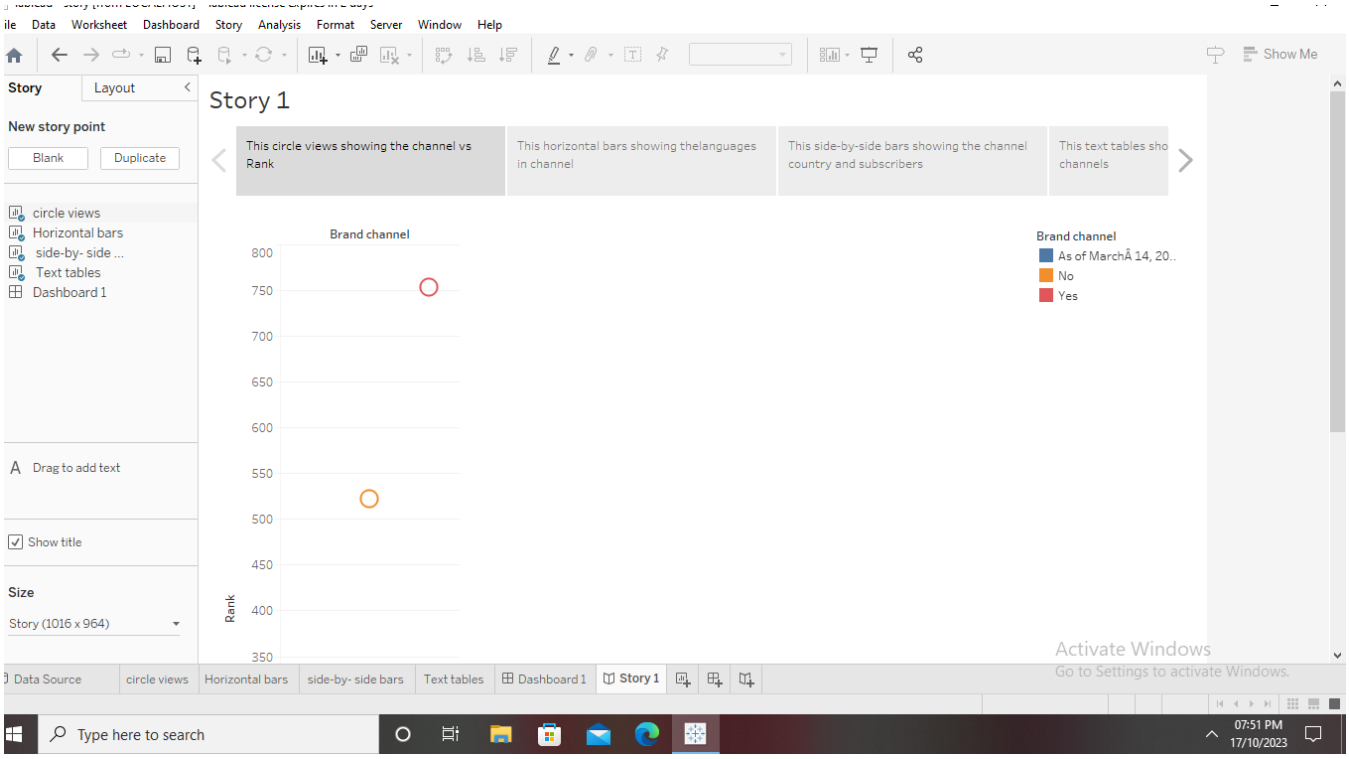
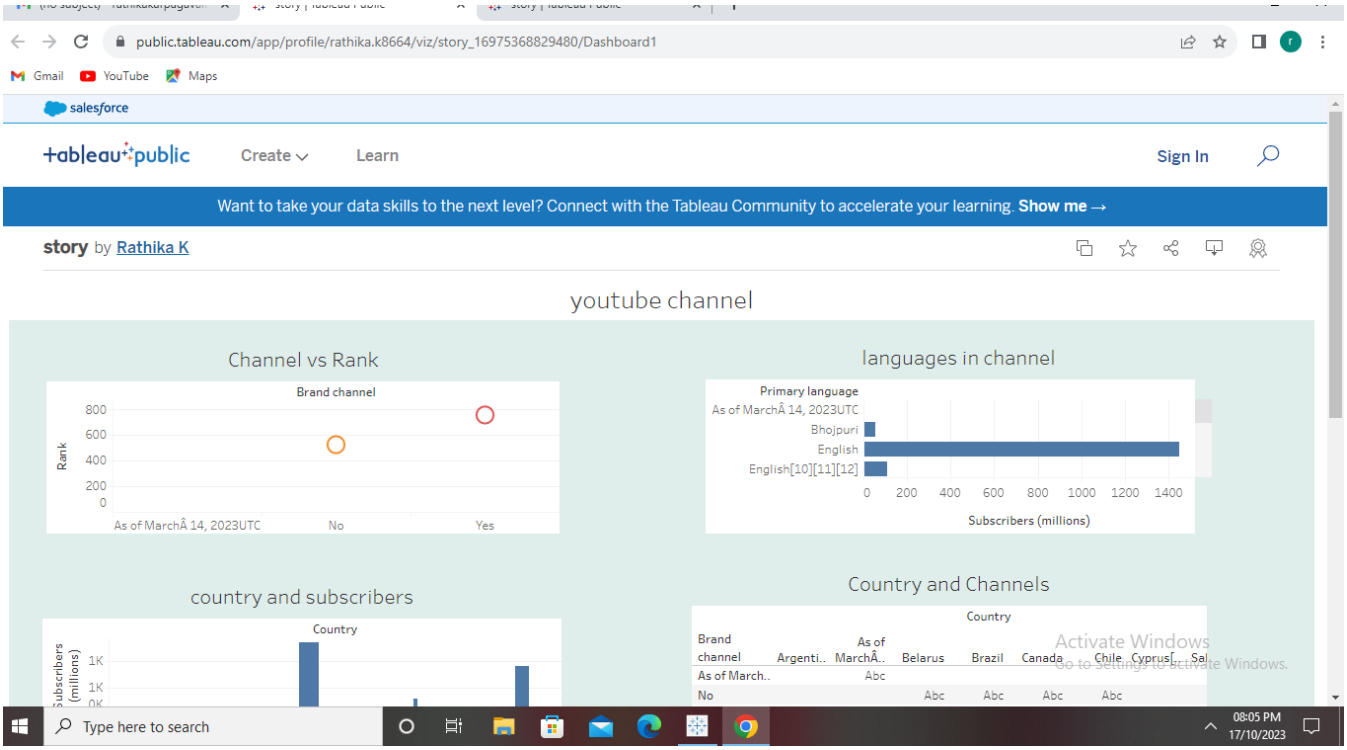
II) Screenshots of Dashboards

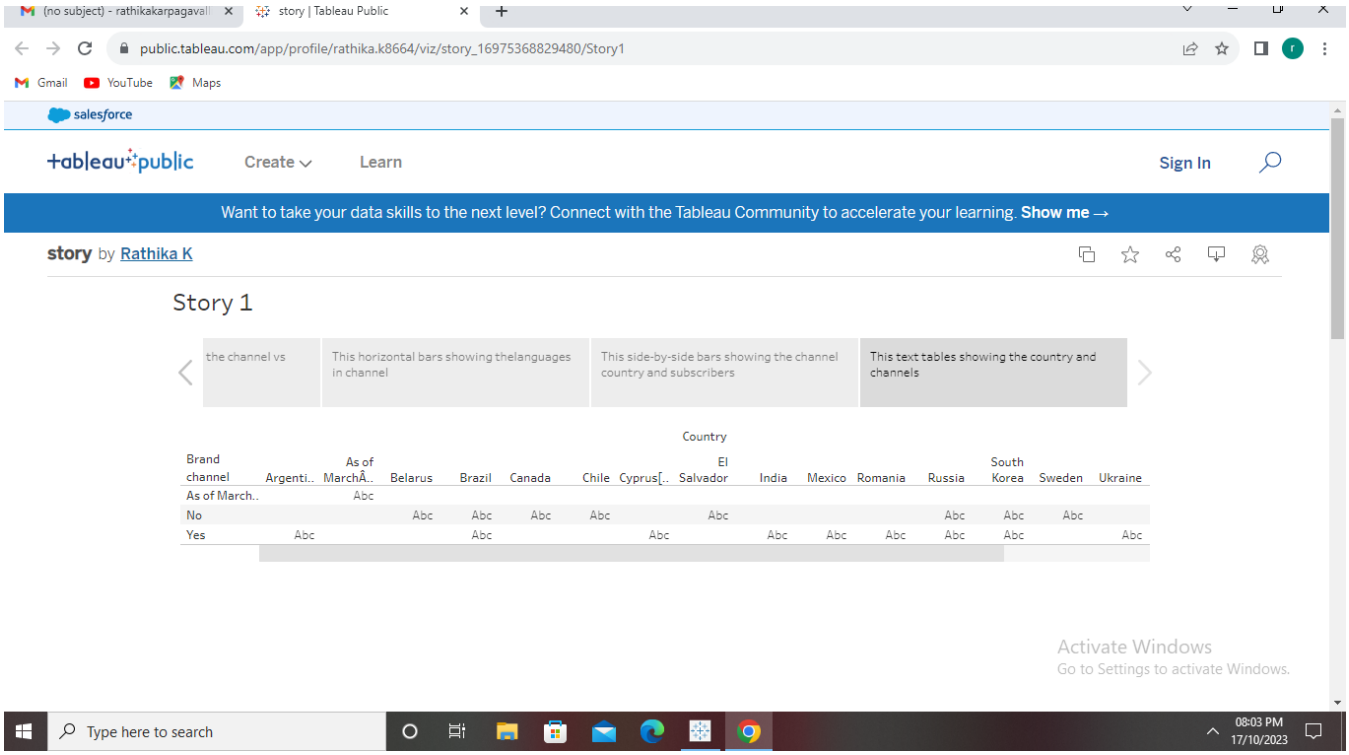


I)Screenshots of Stories



III) Screenshots of Published Work

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Gmail
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Maps
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Create
Learn
Sign In
Want to take your data skills to the next level? Connect with the Tableau Community to accelerate your learning. Show me →
story by Rathika K
Story 1
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This text tables showing the country and channels
Country
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Cyprus[..
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South Korea
Sweden
Ukraine
As of March..
No
Yes
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Activate Windows
Go to Settings to activate Windows.
Type here to search
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17/10/2023

4. ADVANTAGES & DISADVANTAGES

1. **Ads- a drawback of you tube for the audience. ADVERTISEMENT….**
2. **A lot of distraction . ADVERTIAEMENT……..**
3. **Easy Earning is at the very top of the list of youtube benefits for vloggers.**
4. **Youtube's user friendliness**

5. APPLICATIONS

1 Mobile-Friendly
2.Informative Dashboards
3.Advanced Visualization Capabilities
4.Availability of Maps. And so on.

6. CONCLUSION

You tube has an important part in education, because it allows students to learn more about a particular topic or subject just by watching a shorts video . You tube is full of different types of videos that can easily be incorporated and used in classrooms that will give students a better insight on a particular subject. Many online classes today are using you tube as a source for students to learn.