

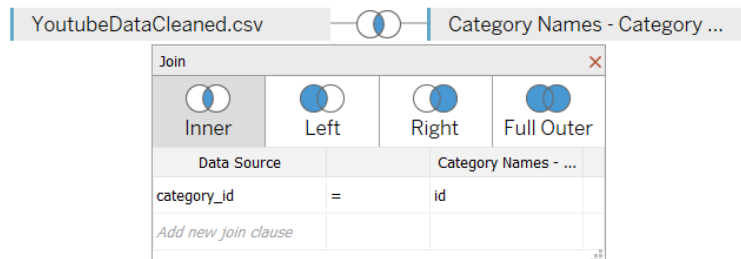
Business Analytics Nanodegree Program Udacity

Project 4: Visualization with Tableau: Building Data Dashboards

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Dataset: Data about 22K US YouTube videos from 2006 to 2018.

Table joins:



Presentation 1: Videos published from which states are the most popular?

Design: Used the shaded map graph as is it ideal to plot geographical data. Used the default green-blue colour palate for representing view count. This is colour-blind friendly.

Insight: 12.92% of the total views are on videos published from Florida state itself, California coming in at 2nd at 10.92% of total views, whereas videos from Mississippi accounts to only 0.01% of the views.

Using the category filter, some more interesting observations can be made:

Gaming: Colorado videos take up a share of 36% of all views on gaming videos.

Autos & Vehicles: Illinois videos take up a share of 46% of all views on vehicle videos.

Sports: Illinois videos also take up a share of 43% of all views on sports videos.

And so on...

This sheet can be found at the dashboard link provided below under the title Views by State (Sheet 1)

<https://public.tableau.com/profile/abhishek.hegde#!/vizhome/YouTubeViewTrends-TableauProjectBAND/ViewTrends>

Presentation 2: Which are the most popular categories?

Design: Used the brown colour (colour-blind friendly) for representing view count in bar chart. Applied Top 10 filter to avoid cluttering of label in dashboard.

Insight: 29.46% on chart of the total views are on videos published from Music category itself, Entertainment coming in at 2nd at 23.52% of total views on chart, whereas videos from Shows category amount to only 0.01% of the views on chart.

Using the Year filter, some more interesting observations can be made:

From 2006 to 2012: Music videos remained the most popular category of videos,

From 2013 to 2015: Entertainment videos overtook Music videos.

From 2015 to 2017: Film & Animation took the most popular spot.

2017 onwards, Music videos started booming again and have held the 1st place ever since.

This sheet can be found at the dashboard link provided below under the title Most Popular Category (Sheet 2)

<https://public.tableau.com/profile/abhishek.hegde#!/vizhome/YouTubeViewTrends-TableauProjectBAND/ViewTrends>

Presentation 3: Which are the most popular channels?

Design: Used a tree-map because it makes it very visually apparent to notice the top categories and hovering reveals more details as a tooltip like Views as a percentage of total as well as the total views. Used the default green-blue colour for representing view count in tree-map. Filtered the top 10 channels by sum(views) using the filter options provided on Channel_title column. Applied Top 10 filter to avoid cluttering of label in dashboard.

Insight: Marvel Entertainment videos amounted to a staggering 907M view count, constituting about 15.8% of total views on chart.

YouTube Spotlight videos came in 2nd at a 783M view count, constituting about 13.7% of total views on chart.

This sheet can be found at the dashboard link provided below under the title Most Popular Channels (Sheet 3)

<https://public.tableau.com/profile/abhishek.hegde#!/vizhome/YouTubeViewTrends-TableauProjectBAND/ViewTrends>

Presentation 4: Which are the most popular titles?

Design: Used the default blue colour for representing view count in column chart. Filtered the top 10 titles by sum(views) using the filter options provided on 'title' column. Used column chart instead of bar because the label names were longer on X-axis in bar chart, hence column chart makes reading easy and rotation unnecessary. Applied Top 10 filter to avoid cluttering of label in dashboard.

Implemented an interesting second layer of visual of no. of dislikes colorized by shades of blue, the darker, the more dislikes.

Insight: YouTube Rewind (2017) hit a 78M view count, but ironically was also the most disliked video in this list with over 10M dislikes. It was tagged 'famously bad' by the media.

The Avengers Infinity War trailer hit a 67M view count, and was disliked 402K times.

This sheet can be found at the dashboard link provided below under the title Most Popular Titles (Sheet 4)

<https://public.tableau.com/profile/abhishek.hegde#!/vizhome/YouTubeViewTrends-TableauProjectBAND/ViewTrends>

Dashboard: View Trends: Sheets 1, 2 & 4 can be each used as a filter themselves, to observe various unique insights. The 'Year' filter on top right corner applies to the whole dashboard.

Example Insight: Clicking on 'Entertainment' category in Sheet 2 and 'Florida' on Sheet 1, we can see that the most popular title was 'YouTube Rewind-2017' and the most popular channel was 'YouTube Spotlight.'

Note: Reduction of number of records displayed on Sheets is due to the application of the Top 10 filter as explained above.

This dashboard can be found at the link provided below under the title View Trends (Dashboard 1)

<https://public.tableau.com/profile/abhishek.hegde#!/vizhome/YouTubeViewTrends-TableauProjectBAND/ViewTrends>

Resources: N/A.