Udacity Data Analyst Nanodegree Create a Tableau Story

Description

Dataset

https://www.kaggle.com/datasnaek/youtube

Github

https://github.com/aysunakarsu/udacity_dand_create_a_tableau_story

Initial Tableau Story

https://public.tableau.com/profile/aysun.akarsu#!/vizhome/StoryYoutube/Story1?publish=yes

Final Tableau Story

https://public.tableau.com/profile/aysun.akarsu#!/vizhome/StoryYoutube_Final/Story1?publish=yes

Summary

The total views of youtube trending videos in 10 countries Canada CA, Germany DE , France FR, United Kingdom UK , India IN , Japan JP , South Korea KR, Mexico MX, Russia RU and United States US are more than doubled between November 14th 2017 and June 14,2018 from less than 1.5 B views to almost 4 B views. Although both in 2017 Q4 and 2018 Q2, entertainment category has the highest number of trending videos, it is the music category which has the highest total views of videos.

Surprisingly the country with the highest number of trending videos is Mexico while the country with the highest trending videos views is United Kingdom.

The trending youtube videos in 2017 Q4 and 2018 Q1 and 2018 Q2 are not published in the previous years. To put in another way, the videos published before 2017 don't have much weight in total views of trending videos in 2017 Q4 , 2018 Q1 and 2018 Q2. The videos which became trending in our dataset are published in 2017 Q4, 2018 Q1 and 2018 Q2, same year of their trending date. The same phenomenon can be seen well especially in 2018 Q1 and 2018 Q2 most of the videos which became popular are published in the same year.

Design

Colorblind-friendly palette is used not to exclude colorblind people in the first three graphs.

In the first graph, for sequential data, to show total views and number of videos by trending day and category, area chart is chosen.

In each chart only top 10 categories are kept to make the graphs more comprehensible.

For the rest of the charts, horizontal bar chart is chosen for the sake of simplicity.

For the last graph in the story, tableau 20 palette is used as color choice because there are more than 10 publish dates which don't fit in color blind palette size.

Feedback

- I like the color choices
- In the fourth graph it is difficult to differentiate published times with the colors.
- Last graph is charged with many filters
- It is not easy to select and view per countries in the second and third graphs
- There is not consistency between graphs with the fourth graph having a category filter.

Resources

https://community.tableau.com/