

**Insight I :**

[https://public.tableau.com/app/profile/eid.mansour/viz/FirstVisual\\_16540390452040/DisableComments](https://public.tableau.com/app/profile/eid.mansour/viz/FirstVisual_16540390452040/DisableComments)

Here it is clear that disabled the comments has a negative impact on views and likes on videos regardless of the tracks .

Here choose the same colour for both bars as changing the colour here won't add any useful information "Data Ink ratio"

Also blue colour as it colorblind-friendly

And sure it is the bar plot as the x-axis is a category variable {T/F} and the y-axis is numeric to count the views for each category .

**Insight II :**

[https://public.tableau.com/app/profile/eid.mansour/viz/Story\\_16540417704730/YouTubeViewsandLikesAcrossUSA](https://public.tableau.com/app/profile/eid.mansour/viz/Story_16540417704730/YouTubeViewsandLikesAcrossUSA)

Firstly i found that viewers' interaction on videos was very low till NOV 2017 so i began to focus on the period after that date .

Also viewers was active the most on FEB 2018 but the most interactions was on DEC 2017 So we found that the most liked tracks at this month was music and most disliked were entertainment .

Also i found that entertainment views was the 2nd most tracks but on average Films & Animation tracks was greater than entertainment so from that we can conclude that entertainment tracks were not more attractive to viewers than Films & Animation for example Just entertainment tracks that have been published were more than Films & Animation Also we found Florida is the most State that has likes ..

**Design choices :**

For date-time data versus number of likes i used a line plot as it is the best suitable chart to describe the change in likes during a period of time .

Also using dual axis because it is easier to interpret and compare between the number of likes and dislikes during a specific time using shade of grey , orange and blue colour as they are colourblind-friendly

Also yearly filtering to enable reader to dig which year at which specific month has the most likes, dislikes and views

Then I put another factor to my visual as encoded on the category of each video to let the reader know which category has the most likes and dislikes and how it changes between categories .

Using these colour because also it is a colourblind-friendly

Also taking the number of likes and dislikes per category to know which category has the most of both regardless of any other factor

And as the colours for each bar will not add any more information i kept all bars blue and the height will show the difference .

I was distract about if the number of views or likes depends on the number of videos published from each category not depends on the viewers interests so i add another factor the rate of views or the average of the views per category and the width of each bar represent this factor as the wider the bar the more avg views this category has .

A map is best suited here as I had to plot state-wise YouTube views which involves geographical data. I used blue colour wherein the darker the blue color , more the number of views. This type of coloring makes it easier to quickly spot which states have high/low views. I added a year filter so that readers can dig which states have the highest and lowest views in each or a range of years.

Then i finalise all of these in one dashboard and put the fillter date on the top of the map as it be more clear dashboard

And the filter affect all charts and the map simultaneously so the reader can interact with it and know how it differ from year to another .

### **Insight III :**

<https://public.tableau.com/app/profile/eid.mansour/viz/Moststatehasviewsanalysis/Moststatehasviewsanalysis>

Florida has the most views on overall tracks but also has a peek of dislikes

There is a relation between it and the fact that florida has the most views of tracks of type entertainment which has the peek of dislikes

### **Design choices :**

This map from **insight II** , and regarding i used a bar chart to know the most state had dislikes on videos regardless of the category and it was Florida but there is something interesting that i found outlier here it was not at the same pattern as the other categories .

Then i used a small multiple here as the views and the likes per State and i add two things the category as filter to enable the reader to keep up with the changes how it differs according each category and i add the number of dislikes as detail to show it to the reader when hover on the bars

Also the height of each bar will represent the change between the States no need to change the colour of each bar

Adding number of dislikes as detail here and focus on entertainment as it the most category has dislikes and i found that there is a positive relation between the outlier of number of dislikes in Florida and that Florida is the most State has videos in that category and has the most views on entertainment category

And the reader can change between each category to know which state has likes and views also dislikes according to this specific category of a collection of it as the reader can choose multiple categories, not just one .

At the end put all together in one story and the filter on category as the reader can choose between them and the filter affect all charts .