

Notes About DATA:

*We have 32 Category names for YouTube Videos.

*Each channel has its own tags.

*This data only depends on YouTube in USA.

Insight 1

Link:<https://public.tableau.com/profile/fahd.yahya#!/vizhome/DashboardYouTubebyViewsCategory/Dashboard1?publish=yes>

Summary: This Dashboard shows us the Top 10 Category in the USA is entertainment and Florida state is The most-watched for entertainment Category with more the 1,876,000,000 views.

The most-watched channel in America its Marvel Entertainment.

Design: The colors were taken into consideration to show us the Categories in Maps and Horizontal Bar.

Resources: Null

Insight 2

Link:<https://public.tableau.com/profile/fahd.yahya#!/vizhome/Top10profitsonYouTubebyTitleofvideos/Sheet1?publish=yes>

Summary: After observations of the data I have, I calculated the profits, regardless of the Google ads.

The Visualization shows that the YouTube address (The Shape of 2017) earned more than one billion dollars in profits with more than 780 million views.

Design: I use Bullet graphs because I have one Dimension and 2 Measures.

Resources: Calculate How Much You Can Make from YouTube depend on views. check the link below:

<https://influencermarketinghub.com/youtube-money-calculator/#:~:text=So%20you%20receive%2055%25%20of,equaling%20%244.18%20per%201%2C000%20views.>

$[\text{Views}]1000) * [\text{CTR}] * \text{days}$

$[\text{Views}]/1000) * 4\$ * 360$

* Average Engagement is (CTR)

Insight 3

Link: <https://public.tableau.com/profile/fahd.yahya#!/vizhome/Likeordislikebycategory/Likeordislikebycategory?publish=yes>

Summary: The visualization shows us Music Category is the most controversial in the world of YouTube, as it got 415,171,400 likes and 13,780,993 dislikes from 8,825,968,870 Views.

Design: I use Packed Bubbles because it allowed me to use 3 Measures and one Dimension.

I use marks color to tell me the difference between categories.

Resources: Null

Insight 4

Link: <https://public.tableau.com/profile/fahd.yahya#!/vizhome/TimeLineforNumberOfUploadedVideosonYoutubeByLineMaps/Dashboard1?publish=yes>

Summary: The Dashboard shows us that the Videos began to be published on YouTube in a simple way from 2006, but the revolution was in the November of 2017, the Videos published widely in the USA, where California was the most published with 1184 Videos.

Design: I only used the blue color to use on count and did not use the red or yellow color because I do not want to distract the reader.

Resources: Null