Data Visualization Project – YouTube Data

Story 1

https://public.tableau.com/app/profile/hadir.kamel/viz/visproject-vis1/whatarethemostfrequentandpopulartagsalongthetime?publish=yes

Findings:

Insight 1 (from the first story point)

The most frequent tags for all the time are comedy (264) and funny (255).

And the least frequent tags are 08282016NtflxUKIE (1) and 2017 amas live (1).

Insight 2 (from the second story point)

The most popular tags along the time are Pop (30,845,511) and bts (23,965,979).

And the most hated are Actors on Actors (-26,852) and amy schumer (-26,852).

Note: I calculated popularity as the difference between likes and dislikes. So, the negative sign here means that dislikes are hugely more than likes.

Design for graph 1 and 2:

- **Blue Color:** no need for more colors as extra coloring brings distraction. And blue is suitable for color blindness consideration.
- **Years and Months filters:** to dig deeper in questioning and answering level with the reader.
- **Video error or removed filter:** to work only with non-removed and active videos.

Insight 3 (from the third story point)

There is no real existence of tags before 2017 except for 'official'.

Some tags have an increasing popularity after 2017 like pop, bts, BANGTAN and many other tags.

And some other tags have decreasing popularity like comedy, infinity war, Demi and others.

Design for graph 3:

- **I chose a group of the most popular tags randomly. It turns out that they are 47 tags.**
- **Coloring: to distinguish the different lines. With only one color, it would be more difficult to recognize the different lines.**
- **Red-Blue colors: suitable for color blindness.**
- **Line chart: suitable for tracking something along the time.**

Story 2

Findings:

Insight 1 (from the first story point)

1. Along the whole time, Entertainment and Music categories have the most popularity between content creators with 5,129 and 3,115 respectively videos made in each category.
   While Shows and Nonprofits & Activism have the least videos made with only 16 and 39 respectively.

2. Music and Gaming categories get the highest interaction by comments with 11,957 average comments for Music and 11,300 for Gaming.
   While last categories in getting interaction are Shows and Nonprofits & Activism with 1,340 average comments for shows and 401 only for Nonprofits & Activism.

Insight 2 (from the second story point)

Along the time, Music is the category that has:

- Highest average likes (133,281).
- Highest average dislikes (4,424).

However, it's the most increasing category in popularity along the time, with an increase from -1 in 2014 to 231,346,986 in 2018.

Design of story 2

- Coloring in line chart: to distinguish the different lines. With only one color, it would be more difficult to recognize the different lines.
- Red-Blue colors: suitable for color blindness.
- Line chart: suitable for tracking something along the time.

- **Bar chart: all bar chart choices are because length helps in better recognition.**
- **Years and Months filters: to dig deeper in questioning and answering level with the reader.**

Story 3

https://public.tableau.com/app/profile/hadir.kamel/viz/visproject-finalvis3/Howdoestheplaceaffectaverageviewsandtargetingacertaincategoryinmadingvideos?publish=yes

Findings:

For all the time, WA state has the most of views over all the country with 2,508,670 views.

While for all categories along the time, the largest number of videos is made in CA state (2,861 videos).

Design of story 3

- **Years and category filters: to dig deeper in questioning and answering level with the reader.**
- **Map chart: suitable for spatial data visualization.**

Resources: YouTube videos and tableau website.