

# YOUTUBE ANALYSIS



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YouTube



# WHAT'S THE BEST STATE TO OPEN THE COMPANY'S DIGITAL MARKETING BRANCH?

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## LINK:

[https://public.tableau.com/views/Youtubeanalysis\\_16171230168310/BestState?:language=en&:display\\_count=y&:origin=viz\\_share\\_link](https://public.tableau.com/views/Youtubeanalysis_16171230168310/BestState?:language=en&:display_count=y&:origin=viz_share_link)

## SUMMARY

From the dashboard, we notice that most of the state contains the famous YouTube channels, which is CA, and therefore I suggest that the branch be in this state because of its proximity to most of the channels to facilitate meetings and signing contracts

## DESIGN

Because we are looking for the most state that contains YouTubers, I found that the best dashboard can be used for illustration is the map because it gives it very clear images of the states, and I chose the gradations of one color as the darker color is the one that contains the largest number, so we can know more clearly which state, and also Many states preferred to choose one color with its hues, so that the colors were not too much, annoying and distracting

## RESOURCE: N/A

# WHAT'S THE BEST CHANNEL TO MAKE A AD FOR COMPANY SPECIALISING IN THE FIELD OF TECHNOLOGY?

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## LINK:

[https://public.tableau.com/views/BestChannelsforAd/BestChannelsforAd?:language=en&:display\\_count=y&:origin=viz\\_share\\_link](https://public.tableau.com/views/BestChannelsforAd/BestChannelsforAd?:language=en&:display_count=y&:origin=viz_share_link)

## SUMMARY

From the dashboard, we note that the most viewed channel is SpaceX, but the most interactive channel is Marquse Brownlee, so I suggest the company if the purpose of the advertisement is only to spread the brand, the advertisement is with SpaceX, but if it is intended to make a decision and buy I suggest Marquse Brownlee

## DESIGN

I chose this dashboard because it is the best to clarify the top through lines, and also I chose two colors so that we can easily distinguish between comments and likes

**RESOURCE: N/A**

# WHICH CATEGORY HAS THE MOST INTEREST IN US?

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## LINK:

[https://public.tableau.com/views/themostinterestinUs/themostinterestinUS?:language=en&:display\\_count=y&:origin=viz\\_share\\_link](https://public.tableau.com/views/themostinterestinUs/themostinterestinUS?:language=en&:display_count=y&:origin=viz_share_link)

## SUMMARY

From the dashboard, we note that the category has the most interest in US is entertainment, by (5,129)

## DESIGN

I chose this dashboard because it is easy for us to know the most as the largest circle expresses the most, and I also chose color blind because it is suitable for color blind people

**RESOURCE: N/A**