Data Visualization Project

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Insight #1

1. In terms of views, which state in USA watches YouTube the most? And which year did that state hit the top of the viewership trend?

   Link: Tableau Public | Click Here
   Summery
   From the dashboard, when I click on the highest bar of the bar chart it shows that the highest YouTube views is in Florida with a sum of 3,869,821,903 views, When I choose Florida on the state filter, the line chart shows that 2014 is the year where Florida trended the highest YouTube viewership, with a sum of views in that year reaching 364,586,354 views. Followed by California with a sum of 3,282,368,587 views which the state filter shows that 2020 is the year California trended the highest YouTube viewership, with a sum of views in that year reaching 364,586,354 views.
   Design
   I found that the map is the easiest to show data at the states level, and I also included a bar chart to facilitate the order of views per state from top to low, and I used the line chart because I found it the clearest chart to show data of type Date. I added filters for checking the data across state or category. I focused on using colors suitable for color blindness. Finally, the dashboard is the best way to show the charts together.
   Resources: N/A

Insight #2

2. What categories are the most liked and disliked?

   Link: Tableau Public | Click Here
   Summery
   When I click on the top bar I find that the most liked category is Music with a sum of 415,171,400 likes but also ranked second in the dislikes bar chart with a sum of 13,780,993 dislikes. The second ranked category with the most likes is Entertainment with a sum of 188,419,771 likes but it's ranked first in the dislikes bar chart with a sum of 17,936,772 dislikes. third, we have Comedy category that ranks third in both likes and dislikes with a sum of 111,782,350 likes and a sum of 3,483,604 dislikes. We find from these two bar chart that these three categories occupy the three positions in the classification of likes and dislikes.
   Design
   I found that bar chart provides us with categories ranks and makes reaching results easier and more accurate. I focused on using colors suitable for color blindness. Finally, I added the drop-down menu to the dashboard to make it easier to navigate through the charts.
   Resources:
   For the drop-down menu into the dashboard I followed this tutorials on YouTube:
   https://www.youtube.com/watch?v=YPUK81oRc9E

Insight #3

3. Which channel has the most views? And which has the most interaction?

Link: Tableau Public | Click Here

Summery

When I look at the scatter plots chart, the shape represents the Channels titles, the color represents the category name and there are two axes one for views and the other for average interaction based on the total average of likes and comments count. I find that the shape that lies on the views horizontal axis at 900M value is the highest views, when I click on this shape it shows an Entertainment channel entitled Marvel Entertainment, but Marvel Entertainment channel doesn't have the highest average interaction where it lies on the average interaction vertical axis at the value of around 600k, so Marvel has the highest views but doesn't have the highest average interaction comparing to other channels. So, to look to the highest average interaction I find that YouTube spotlight has the highest average interaction due to its high position value at the average interaction axis, where it reaches an average interaction of 2,343,305.

Design

I found that the scatter plots chart is the best to comparing many variables all at once, but due to the question it will be hard as there are many YouTube channels, so I need only the variables with the highest average interaction and views, so I decided to make a range to show only the highest values and make the chart clearer and more readable. I chose the shape to represent the Channels titles, the color to represent the category name. I created a calculated field for the interaction to combine the likes and comments count. I focused on using colors suitable for color blindness.

Resources: N/A