

Findings from the Youtube Data

Insight 1 : Which category has gained the most popularity?	
Link	https://public.tableau.com/profile/junghoon.suk#!/vizhome/Worksheet-Youtubedata/Worksheet
Summary	Music category is the most viewed with 8.8 Billion viewers, followed by Entertainment (7 Billion viewers). The least viewed category is Show with only 2 Million views.
Design	The data is presented on a pareto chart to facilitate the understanding of viewships from the highest to the lowest across categories.

Insight 2 : What is behind the sudden increase in viewships for the Entertainment category?	
Link	https://public.tableau.com/profile/junghoon.suk#!/vizhome/Story1-Youtubedata/Story
Summary	<p>Music category gained the highest views over months, but in December 2017 Entertainment surpassed Music in terms of viewership (Storyboard 1). The two major contributors to the unprecedented big jump for Entertainment viewership are identified as following (Storyboard 2):</p> <ul style="list-style-type: none">• Youtube Rewind: The Shape of 2017, 780 million views• Marvel Studios' Avengers: Infinity War, 631 million views <p>The higher viewership and the public's interest certainly provides good business insights for companies or individuals creating entertainment contents.</p> <p>However it may be harmful to carelessly accept the phenomena without granular analysis. For example, 'Youtube Rewind: The Shape of 2017' seems controversial, receiving over 1M Dislikes despite 1.9M Likes. One of the top rated comments pointed out that she/he does not even know a majority of people appeared on the clip when the video is expected to show the featured Creators and trending videos in 2017. This feedback leaves a big question on why the video failed to fulfill the expectation and worth investigation by the content creator.</p>

Design	Line Chart provides a time series representation of viewerships, filtered to show the two most popular categories (Music and Entertainment) only. Tree Map is used to narrow down my focus to find the reason behind the higher Entertainment views in December 2017.
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Insight 3 : Why is the number of likes so high in Maryland and what is behind that?	
Link	https://public.tableau.com/profile/junghoon.suk#!/vizhome/Dashboard1-Youtubedata/Dashboard
Summary	<p>It firstly drew my attention that the state of Maryland (MD) shows the high level of engagement(measured by likes) across the USA, with a relatively smaller population than California, Florida or Texas.</p> <p>The state reported over 75M Likes, of which over 60M viewers liked Music. It is interesting to find that the summary statistics largely resulted from the contents featuring BTS (a music band).</p>
Design	Geographical map is used to give the overview of how many Youtube likes per state, which is filtered into a specific state of interest, Maryland (MD). Pareto chart is to show the most popular category in order whilst the Tree Map is to accommodate more detailed information (allowing easier visual representation than normal bar charts considering a large number of titles in the dataset).