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US YouTube Data Project  
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## Link

<https://public.tableau.com/app/profile/jamani.ramsey/viz/2017YoutubeActivity/Dashboard1>

## Summary

This project is a review of YouTube US data dataset from Kaggle. The focus is the year 2017, looking the views for this period, average views for each month, the most popular channels, and views originating from each state in the US.

## Design

[https://public.tableau.com/views/2017YoutubeActivity/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/2017YoutubeActivity/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

The intent of the dashboard was to provide a quick and easy summary of the view data within 2017. It is easy to deduce which month had peak viewers, and which channel was the most viewed. A line chart was used for the monthly visual, with each point showing the user the month and its total. A horizontal bar chart was used for the most viewed channel data. YouTube traffic was the busiest during November and peaking in December. YouTube Spotlight has the highest viewership.

[https://public.tableau.com/views/2017YoutubeActivity/ViewsbyState2?:language=en-US&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/2017YoutubeActivity/ViewsbyState2?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

A map enables a user to highlight different states to see the view data. Darker colors indicate higher views. Of the total views of 2017, nearly over 3 million originated from users in Alaska. The second largest portion of viewers are from Florida. The third largest is Louisiana.

[https://public.tableau.com/views/2017YoutubeActivity/Sheet5?:language=en-US&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/2017YoutubeActivity/Sheet5?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)

A horizontal side-by-side bar chart was used for the top 10 most liked channel data. The most liked channel for 2017 is "ibighit", or Big Hit Music - a South Korean record label featuring various groups and soloists.

## Resources

No web sites, books, forums, blog posts, or GitHub repositories were used in this submission. Only the provided dataset was used.