

# Youtube Data US

Khaled Maher

# Introduction

- In this project, I analyzed a Kaggle dataset, , it includes a bunch of information for videos that were trending for at least one day.
- I looked at 22524 records of the dataset to the answer the following questions:

**What tags have grow in popularity over time?**

**What tags have popularity across different US states?**

**What categories are the most liked and disliked?**

**Is correlation exists between Views and Likes?**

**What are the popular tags inside each category?**

# What tags have grow in popularity over time?

## Approach

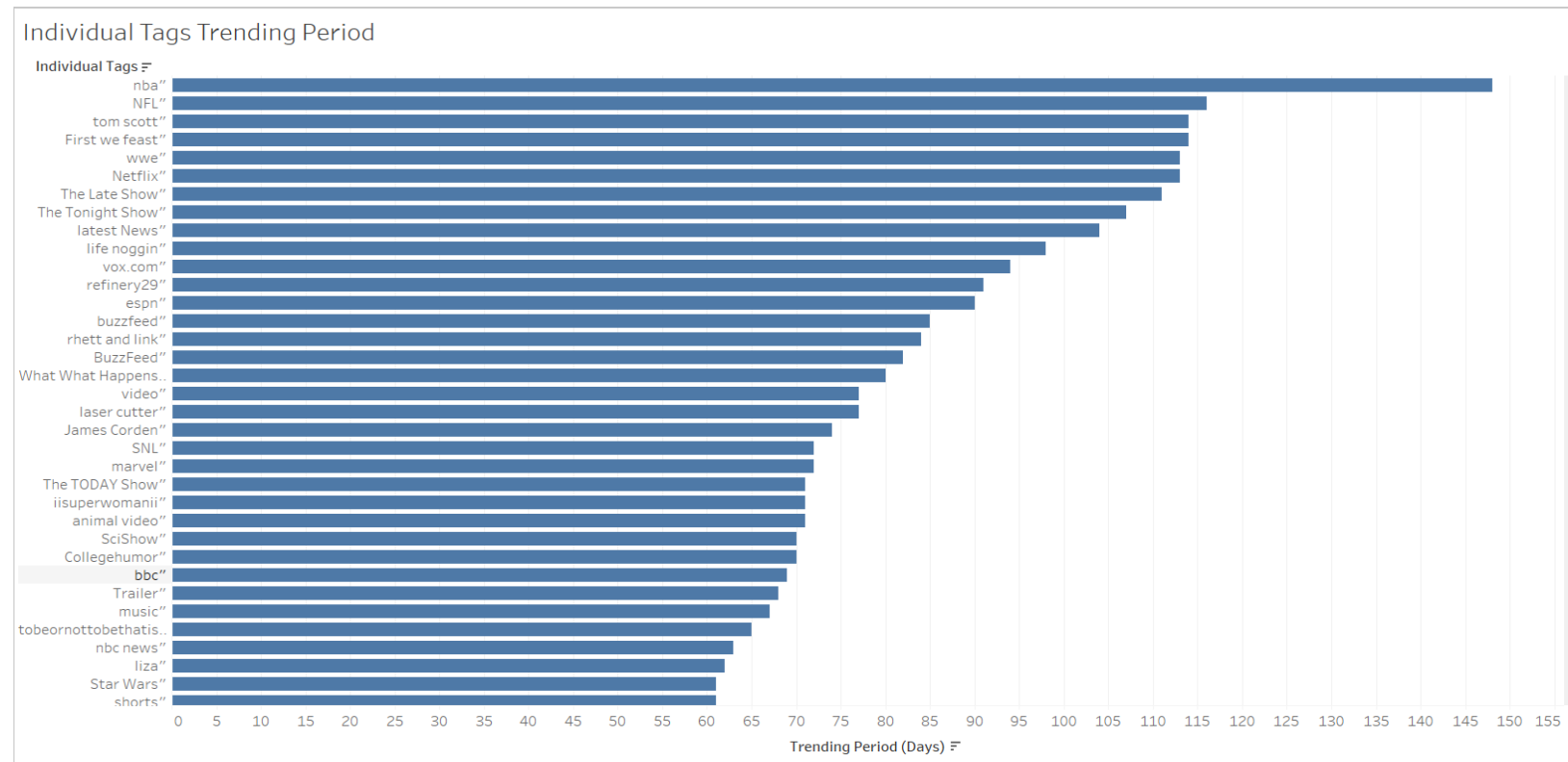
I started by splitting the Tags field into individual tags, Then build a bar chart to show how long does each individual tag catch the youtube trend.

## Insights

The bar chart shows that 'NBA' and 'NFL' tags were the main two trend tags across the study period

## References

<https://public.tableau.com/app/profile/khaleid1096/viz/Youtube-TagsTrendingPeriod/Sheet5>



# What tags have popularity across different US states?

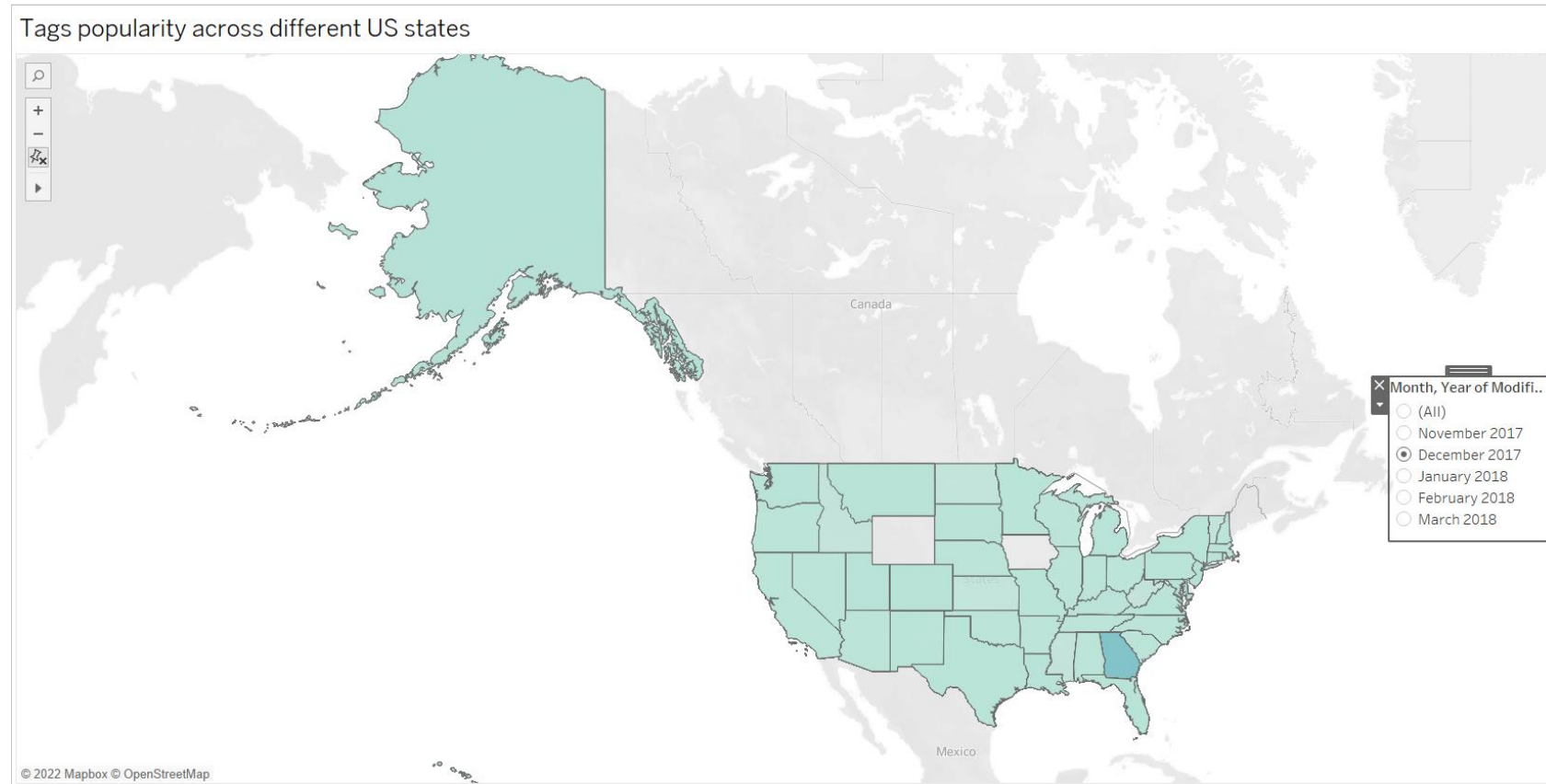
## Approach

I built a map (encoded by color) to show the trending tag in each US state across different months. I started by parsing the 'Trending Date' and convert into date format

## References

<https://public.tableau.com/app/profile/khaled1096/viz/Youtube-TagsPopularity/Sheet2>

<https://hevodata.com/learn/dateparse-tableau/>



# What categories are the most liked and disliked?

## Approach

I built a bar chart to show how different video categories change in (Views, Likes, Dislike and Comments) across different months of trending

## Insights

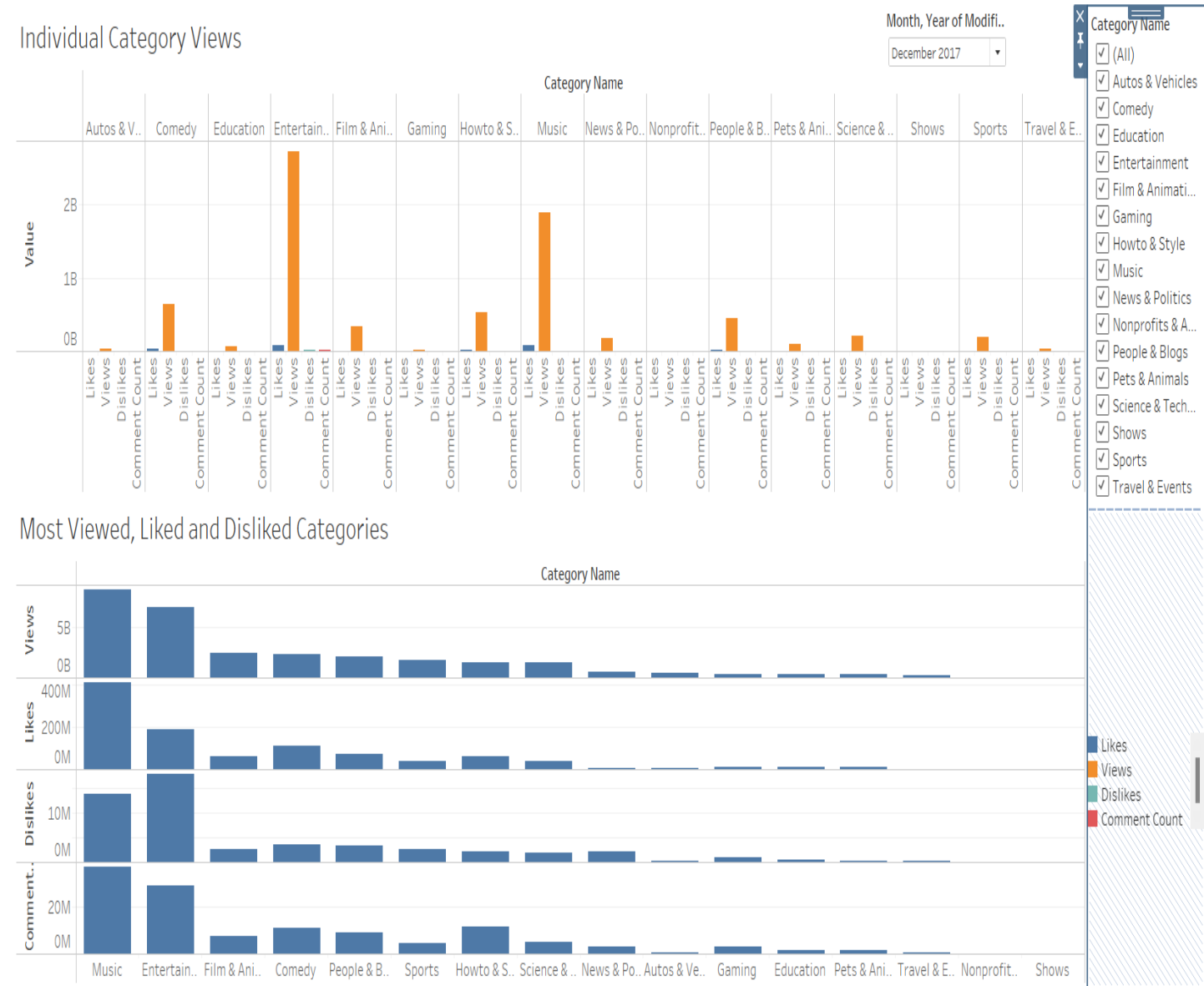
The bar chart shows that 'Music' and 'Entertainment' categories were the main two trend categories across the study period

## References

[https://public.tableau.com/app/profile/khaled1096/viz/Youtube-Dashboard\\_16550333492630/Dashboard1](https://public.tableau.com/app/profile/khaled1096/viz/Youtube-Dashboard_16550333492630/Dashboard1)

<https://public.tableau.com/app/profile/khaled1096/viz/Youtube-MostViewedCategories/Sheet6>

<https://public.tableau.com/app/profile/khaled1096/viz/Youtube-CategoryViews/Sheet3>



# Is correlation exists between Views and Likes?

## Approach

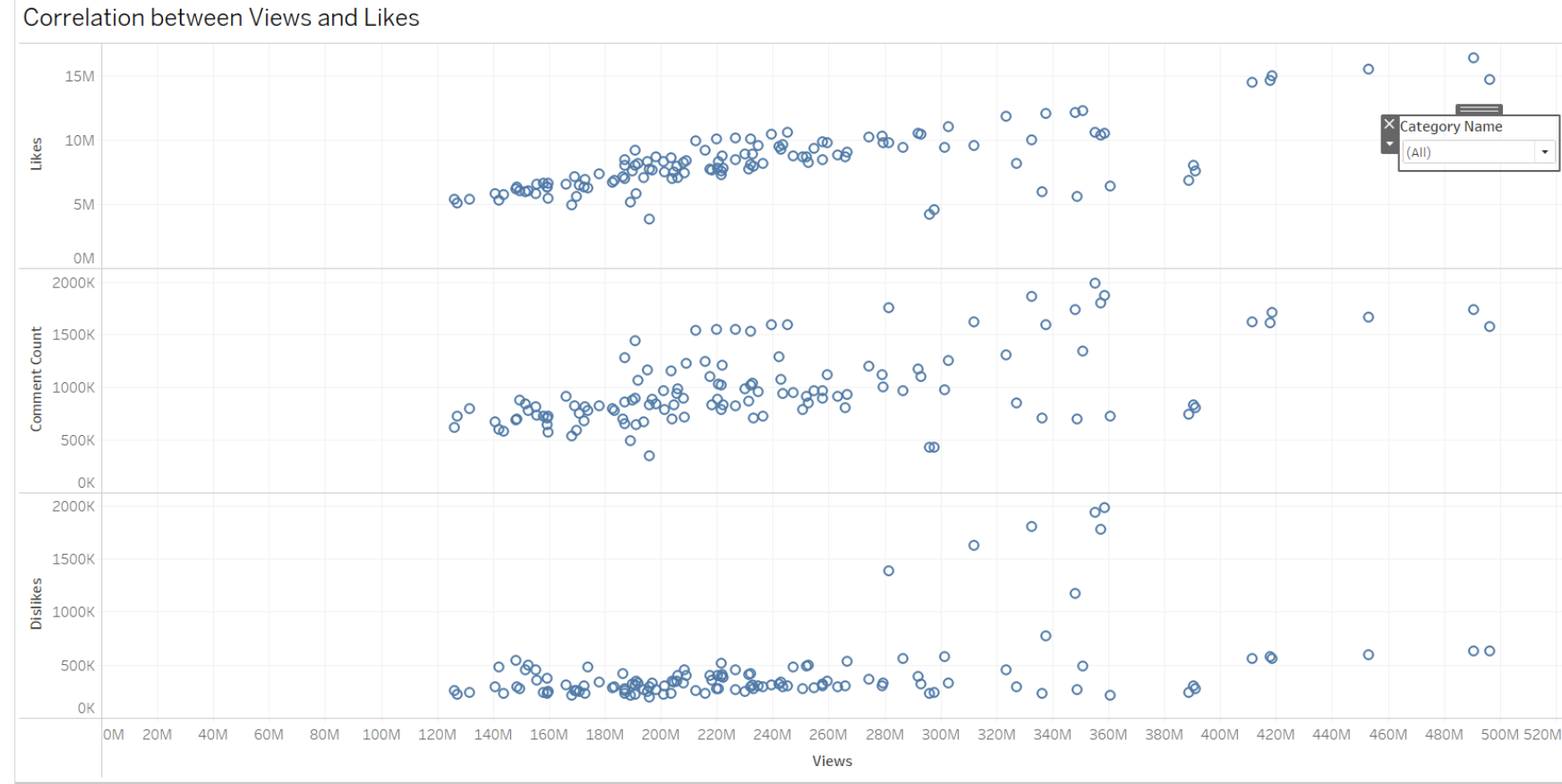
I built a scatter plot to investigate if correlation exists between Views and ( Likes, Dislike and Comments)

## Insights

A positive relationship exists between Views and ( Likes, Dislike and Comments) for all categories

## References

<https://public.tableau.com/app/profile/khaled1096/viz/Youtube-Correlation/Sheet4>



# What are the popular tags inside each category?

## Approach

I built a map (encoded by color and size) to show the trending tags within each category and how it differs across time.

## References

<https://public.tableau.com/app/profile/khaled1096/viz/Youtube-TrendingTagsacrossCategories/Sheet1?publish=yes>

