

PROJECT 04

Data visualizations in tableau

Youtube Data US

Introductions:

The visualizations are made to give insights about youtube data US and how people react, from here and from likes, dislikes, views, Channels and comments we can analyse and give insights by using tableau software.

Insight 01 : The most popular channel sorted by sum of Likes

<https://public.tableau.com/profile/khireddine#!/vizhome/ChannelssortedbythesumofLikes/TheMostPopularChannelsortedbythesumoflikes?publish=yes>

The bar chart shows the number of likes for every youtube channel and which one is liked the most, It is noticeably that ibighit channel comes first with 57,406,218 likes, and Marvel Entertainment comes second with 29,959,270, followed by SMTOWN and Dude Perfect with 28,316,254 and 24,707,450 respectively.

Design 01 : we have found the bar chart is the best chart to present our insights needed about categorical data and we didn't change the color (blue) because it's not necessary.

Insight 02 : Channels and States

<https://public.tableau.com/profile/khireddine#!/vizhome/ChannelsandStatesthatbelongto/channelsandstates?publish=yes>

The map represents the sum of views in every state, It is clear that California and Florida channels take the first place and got the most likes with 106,122,484 in California and 93,819,666 in Florida

Design 02 : we have chosen the shaded map because of its clarifications that allows us to understand the data (between dark and light)

Insight 03 : Likes vs Dislikes for each category

<https://public.tableau.com/profile/khireddine#!/vizhome/LikesVSDislikesforeachCategory/LikesvsDislikes?publish=yes>

Scatter plot represents the correlation between likes and Dislikes About every channels and does the pattern negative or positive .

It can be seen that the correlation is positive which means that when the sum of likes increases the Dislikes also take the same pattern.which means more getting more likes leads to get more Dislikes overall.

Design 03 :

To get these results for such a kind of visualization (likes and Dislikes). the scatter plot was the best one to understand the correlation in between them.

Insight 04 : Likes for each Category id

<https://public.tableau.com/profile/khireddine#!/vizhome/CategoriesLikesandDislikes/LikesForeachCategory?publish=yes>

Here is a packed bubbles represents the sum of likes and categories that have been assigned as a numbers in this database,it can be seen that the category 10 took the most of likes 415,171,400 followed by the category 24 secondly with 188,419,771, However the two categories that have been mentioned above followed by the category 23 with just 111,782,350 likes.

The category 19 tailed the classification and came last with 2,659,843 likes.

Design 04 :

We have chosen the packed bubbles because of its features specially with the size of bubbles,that allows us to understand from the first sight how comes first.

Dashboard 01: The most liked Channels and the State that belong to

<https://public.tableau.com/profile/khireddine#!/vizhome/TheMostLikedChannelsandtheStatethatbelongto/themostlikedChannelsandtheStatethatbelongto?publish=yes>

Dashboard 02: the pattern between likes and dislikes for each category

<https://public.tableau.com/profile/khireddine#!/vizhome/LikesvsDislikesandthepattern/LikesvsDislikesforeachCategory?publish=yes>

Resources :

- 1) <https://github.com/GalvanizeOpenSource/tableau-workshop>
- 2) <http://alexloth.com/2018/10/17/rock-social-media-data-tableau-tc18-resources/>
- 3) <https://public.tableau.com/en-us/s/gallery/analyzing-tc18-twitter?gallery=votd>