



Say you have a video with certain number of views. Not all people dislike/like when they watch a video for many different reasons, and you will usually see that number of likes/dislikes is relatively low comparing to the number of views video has.

That's one of the reasons why the percentage of likes/dislikes are that low. Since, that logic applies for one video then we expect it will apply to any number of videos!

Since we have total number of views per each category on the right bar chart, you can imagine that we summed all the views from all the videos for that category.

Now, as expected, relative to total number of views from all the videos combined and the above mentioned logic the percentages of likes/dislikes are low (left bar chart).

Since pdf is not a dynamic environment in order to change Country and see the data I advise you to take a look at the public Tableau book which link I will provide in the public-tableau.txt file.