

Insight 1

https://public.tableau.com/app/profile/madeline.gorman3525/viz/ViewsperState_17668840682100/ViewsperState?publish=yes

Summary of insight: From this map we can see the total YouTube video views per state, with the highest being Florida with 708,274,194 views. The lowest view count came from Mississippi with 1,070,612 views.

Design choice description: I chose to display this data with a map because it makes the data easier to understand visually. You can see varying shades, correlating to the number of views, across the whole country. It's insightful to be able to look at every state at once and see which ones produce the most/least views.

I chose a blue palette, to ensure that anyone who is colorblind can view this chart.

The states in the map are different shades of blue depending on the view count. This makes it easy to tell which have more or less total views.

Resources: N/A

Insight 2

<https://public.tableau.com/app/profile/madeline.gorman3525/viz/TopVideoCategories/TopVideoCategories?publish=yes>

Summary of insight: This pie chart shows the top popular YouTube video categories based on views. The most popular category is Music with 1,770,925,975 views. The category with the least views is Shows with only 252,330 views.

Design choice description: I chose a pie chart to display this data so the viewer can visualize the difference in popularity among the categories. Being able to see the size of each category compared to one another can show the viewer how much more popular some categories are compared to others.

I chose the colorblind color palette, to ensure that anyone who is colorblind can view this chart.

This pie chart uses multiple colors to show the different categories clearly.

Resources: N/A

Insight 3

https://public.tableau.com/app/profile/madeline.gorman3525/viz/LikesandDislikes_17668993649650/LikesDislikes?publish=yes

Summary of insight: This dashboard contains a bar chart, as well as a line chart. The bar chart shows the difference in likes and dislikes for each category. The category with the most likes is Music, with a total of 69,359,365. The category with the most dislikes is Entertainment with a total of 3,196,316. The line chart shows the trend of likes and dislikes throughout the years. It's very informative because you can see when more likes vs. dislikes were received. This dashboard can be filtered by state, so you can see how many likes and dislikes each category has per state, as well as the trend for likes and dislikes over the years.

Design choice description: I chose a bar chart because you can see the ratio of likes to dislikes for every category. This gives the viewer an idea of which categories receive the most/least likes and dislikes.

I chose a line chart to show the trend of likes and dislikes from 2017-2018. The line chart shows when there were large increases and decreases in like/dislike count, and the year it occurred.

I chose to put these two charts on a dashboard because the data you can get from it is very insightful. You can filter the data by state and see the total like/dislike counts for each category, as well as the trend of like/dislikes over the years. This can show the specific categories that received the most/least likes and dislikes per state, while also showing how many likes and dislikes came from that state over time.

I chose the colorblind color palette, to ensure that anyone who is colorblind can view this chart.

I used orange to represent likes, and blue to represent dislikes. Only having 2 colors makes the charts easy to look at and process.

Resources: N/A