

YouTube Data

Dashboard Link :

[Youtube Data Analysis | Tableau Public](#)

Visualizations Summary :-

Our story consists of 3 Dashboards :

The 1st Dashboard Discuss the Top Channels/ Titles per the number of the views :

1) We used Bar chart when describing Top Channels/titles and found that **Marvel entertainment Channel** presented outstanding Number of views corresponding to the rest of Channels and When filtered its Titles to see its Top titles Chart ,We found that its **Avengers Trailer was** the main reason behind this great number of views.

‘we will continue analyzing the Top channels/Titles Trend in the next dashboard’

1) We used Map chart which indicates with its bubble size the number of views associated with the media uploaded in each provided region in the United States , the opacity of the Blue Color indicates the number of likes where the darker the greater the number of likes to that Media.

We can notice that (Atlanta ,Chicago , Denver, Seattle) Content have the most views and likes .

2) We used Tree Map to map the Categories with number of views associated with each category.

When looking from an overview of all the provided trending data we will find that Most of the Views are presented in Music & entertainment corresponding to the rest of the categories,

But when filtering using Music Category: **Seattle , Denver & Baltimore** contents had the Most views/likes which reflects their interest in providing Music Content with **Top channel “Luis FonsiVEVO”**.

But when filtering using Entertainment Category: **Las Vegas & Orlando** contents had the Most views/likes which reflects their interest in providing Entertainment Content with **top channels “Marvel Entertainment”& “YouTube Spotlight”** .

But when filtering using Sports Category: **Chicago** contents had the Most views/likes which reflects their interest in providing Sports Content with **Top channel “Dude perfect”**.

The 2nd Dashboard :

Heading from the First Dashboard with Channels To be studied to check their Audience Interaction with their Content whether its interesting or not we made use of the Number of comments , likes & dislikes corresponding to each Channels/ Titles with the aid of Bar Charts .

We noticed that Channel “YouTube Spotlight “ which nearly produced one Video with huge amount of views was provided up normal trend of dislikes corresponding to other Channels which indicates that even its content wasnot good or may be it was a deceiving/misleading content.

Also we found that the channel that present most interesting Content based on Number of Comments/likes was “ibighit” Music Channel.

The 3rd Dashboard :

Moving Foreword to provide a precious advice to youtubers who want their Content to likely be more reachable and achieve more views , Popular Tags per Categories ,

Where we analyze the tags associated with most viewed Content in each category.

So if a youtuber are to upload Music Category they should include the most common tag with this category: “pop”, “Records”.

and if a youtuber are to upload Entertainment Category they should include the most common tag with this category: “comics”.

