

Dashboard for Visualising Video Category Trends by Country and Date

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With the aim of quickly visualizing updated data on video category trends by country to facilitate marketing decisions for the company, the advertising agency Sterling & Draper, a dashboard has been created in Tableau following the specified design:

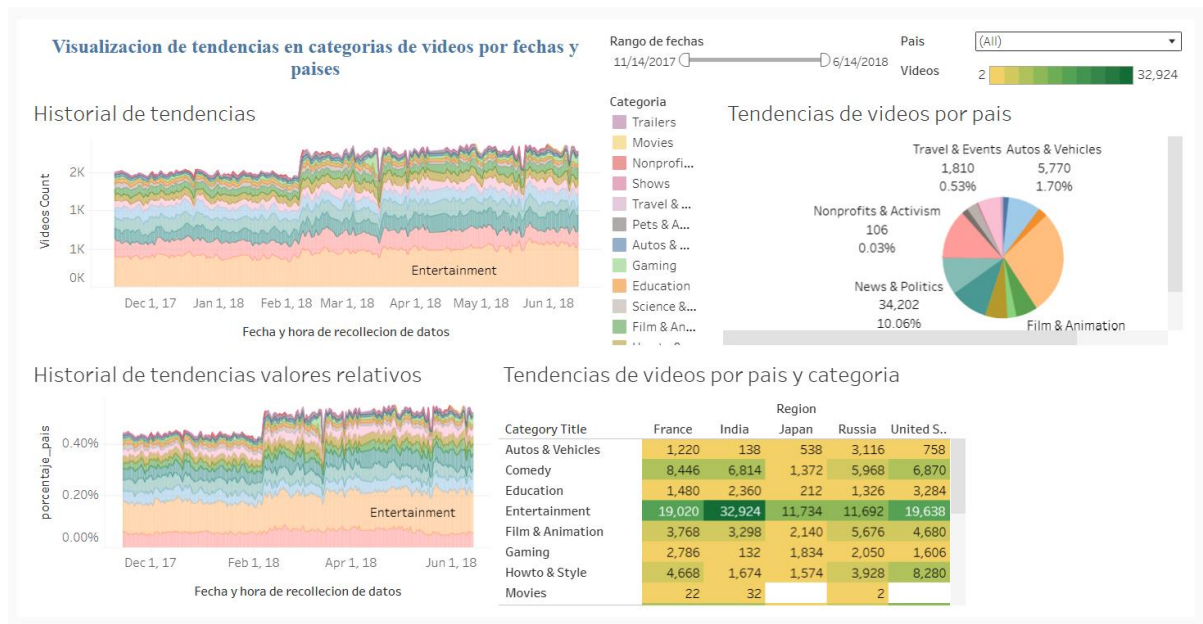
Title and dashboard description	Date and hour filter	Country filter
Graph 'Video trends over time', absolute number of video views divided by category and time	Graph 'Video trends per country', absolute number of video views divided by category and country pie chart	
Graph 'Video trends over time', relative number of video views divided by category and time	Table: 'video trends per category and per country' Countries in the columns, categories in the rows, the absolute number of views per category and county is displayed in each cell.	

Dashboard design requested by the customer

The dashboard can be accessed through the following link:

<https://public.tableau.com/app/profile/natalia.gutierrez1251/viz/Dashboard-proyectosprint12/Dashboard1>

The appearance of the dashboard and its corresponding sections are as follows:

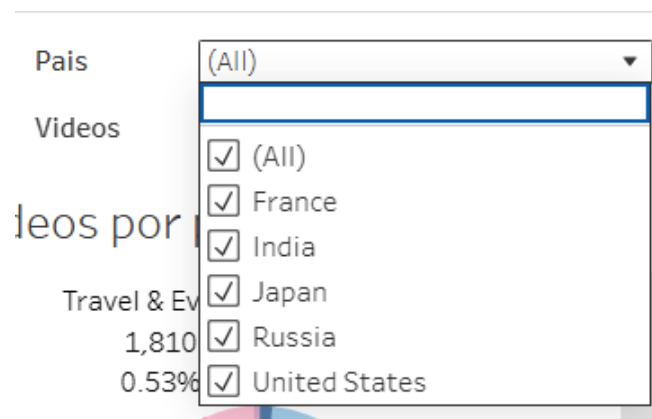


General dashboard view

The dashboard includes two filters located in the upper right corner, labelled 'Date Range' and 'Country'. As illustrated in the figure below, the date range filter features two sliding selectors that allow users to define the desired start and end dates. The country filter is presented as a dropdown menu listing the countries for which data is available. Adjusting the date range dynamically updates the corresponding trend history graphs. In the case of the country filter, changes are reflected in the pie chart that displays video category trends by country.



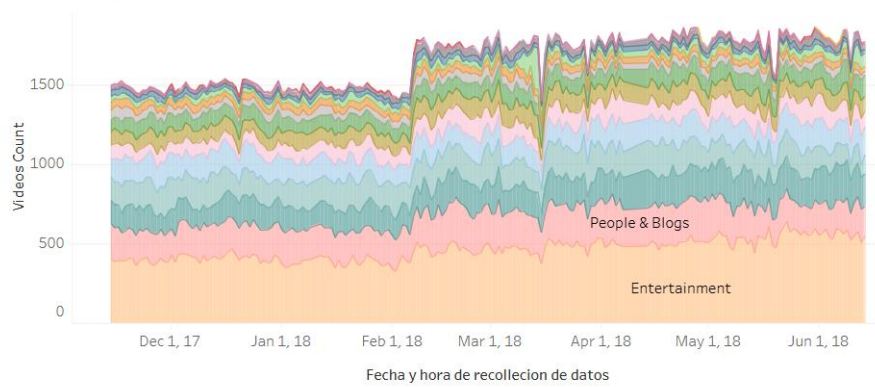
Date range filter



Dropdown menu to select the countries desired in the visualisation

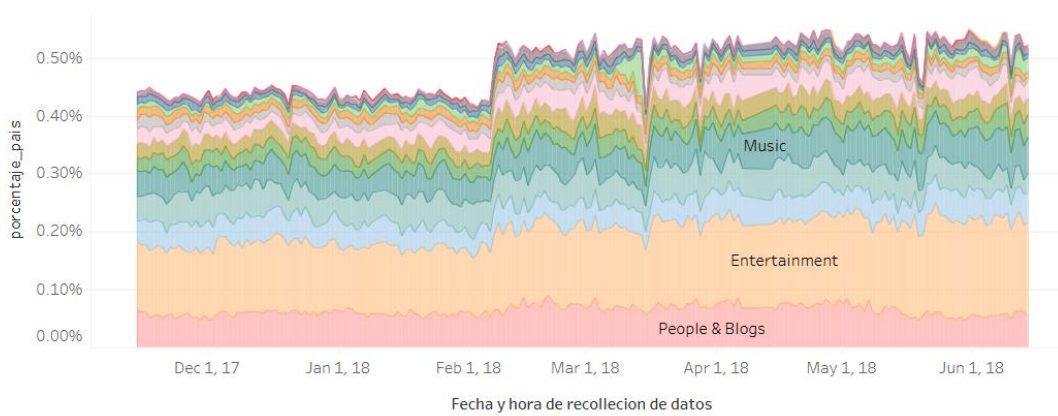
The dashboard comprises four visualisations. Two of these focus on the temporal evolution of trends within video categories and are displayed as stacked area charts, as shown below. The country filter also affects the pie chart, which updates to reflect category trends specific to the selected country.

Historial de tendencias



Trend record per date and category

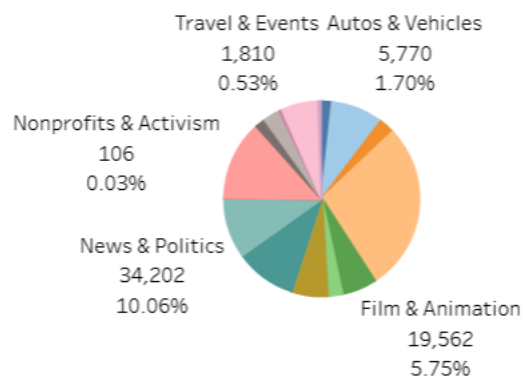
Historial de tendencias valores relativos



Trend record in relative values per time and category

In addition, the dashboard features a pie chart and a heatmap that display the distribution of video views by category and country.

Tendencias de videos por pais



Pie chart displaying video trends per country

The table is a dynamic table that allows users to sort video categories for each country.

Tendencias de videos por pais y categoria

Category Title	Region				
	France	India	Japan	Russia	United S..
Autos & Vehicles	1,220	138	538	3,116	758
Comedy	8,446	6,814	1,372	5,968	6,870
Education	1,480	2,360	212	1,326	3,284
Entertainment	19,020	32,924	11,734	11,692	19,638
Film & Animation	3,768	3,298	2,140	5,676	4,680
Gaming	2,786	132	1,834	2,050	1,606
Howto & Style	4,668	1,674	1,574	3,928	8,280
Movies	22	32		2	
Music	7,658	7,714	2,480	3,664	12,874
News & Politics	6,526	10,346	2,654	9,858	4,818
Nonprofits & Activism					106
People & Blogs	9,346	4,988	5,792	18,452	6,122
Pets & Animals	468	6	2,250	1,154	1,832
Science & Technology	1,588	1,096	300	2,226	4,722

Table displaying the absolute values of views per country and category

Based on the generated charts and data analysis, the following questions can be addressed:

- **Which video categories were most frequently trending?**

It was observed that the most popular video categories overall were Entertainment, Blogs, Music, Comedy, and Sports.

- **How were these categories distributed across regions?**

The most popular categories were consistent across the countries analysed. All countries exhibited the same top categories: Entertainment, Blogs, Music, Comedy, and Sports. However, the ranking of these categories varied by country. Some countries also showed additional popular categories—for example, India and Russia included News and Politics, while the United States featured Style and Comedy.

- **Which categories were particularly popular in the United States? Were there any differences between the popular categories in the U.S. and other regions?**

The most popular categories in the United States, in order of popularity, were Entertainment, Music, Style, Comedy, and Blogs.