

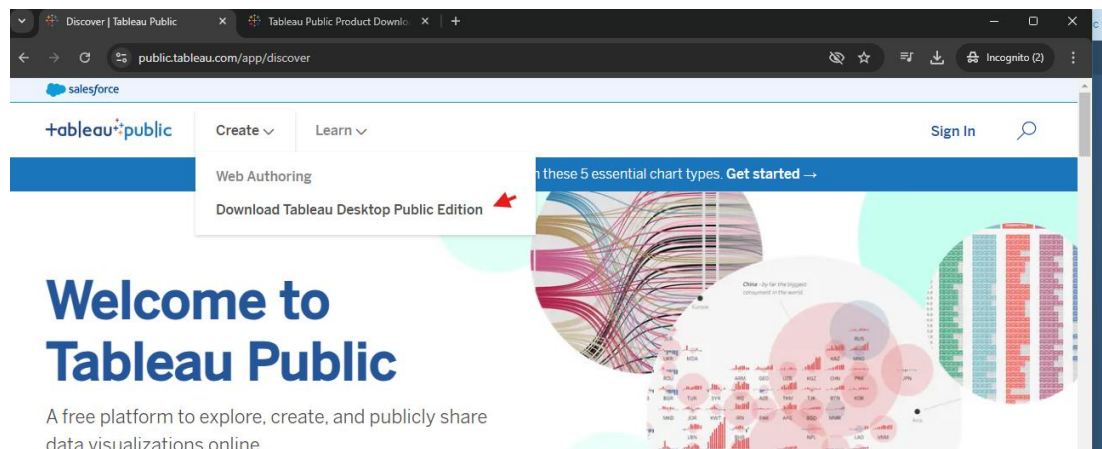
### Document highlight:

- Setup Tableau Public
- Dataset build that can be used as Tableau tables:
  - Run flavors of MySQL queries
  - Extract the results
  - Create excel files for each dataset
- In Tableau, load and work on the following:
  - Table 1 - Total followers and posts of the Top 100 social media profile or people
  - Table 2 - Social media account of known profile or people and their number of followers (or subscribers)
  - Table 3 - Social media account of known profile or people and their number of posts (or videos)
  - Table 4 - Top 40 social media account by number of followers (or subscribers) of known profile or people
  - Table 5 - Top 40 social media account by number of posts (or videos) of known profile or people
- Build the Tableau dashboard
- Tableau public link:  
[https://public.tableau.com/app/profile/noel.lopez6438/viz/SocialMedia2\\_17325804082500/Dashboard1?publish=yes](https://public.tableau.com/app/profile/noel.lopez6438/viz/SocialMedia2_17325804082500/Dashboard1?publish=yes)

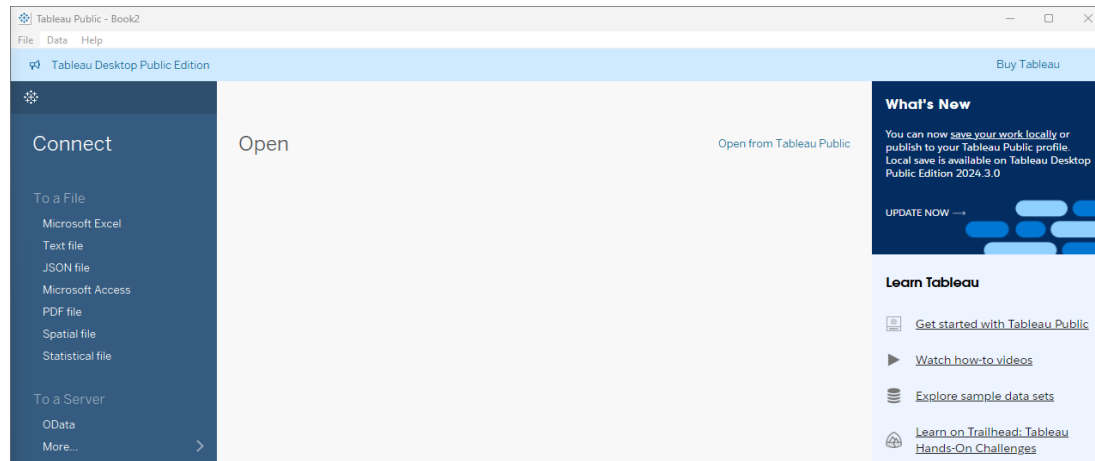
## 1. Setup Tableau (public)

Download and install (follow installation guide):

<https://www.tableau.com/products/public/download>



## Tableau Public home screen (desktop)



## 2. Dataset build that can be used as Tableau tables

- Run flavors of MySQL queries
- Extract the results
- Create excel files for each dataset

**Table 1:**

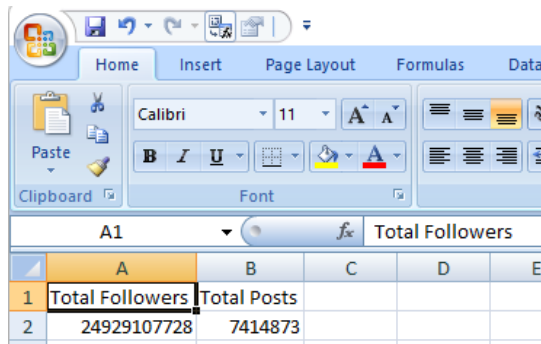
Total followers and total posts of the Top 100 social media profile or people

```
80  -- ****DATASET FOR VISUALIZATION****
81
82  -- Total followers and total posts of the Top 100 social media profile or people
83  • SELECT
84      SUM(tbl1.Followers) AS 'Total Followers',
85      SUM(tbl2.Posts) AS 'Total Posts'
86  FROM
87      social_media.followers tbl1
88  JOIN
89      social_media.posts tbl2
90  ON
91      tbl1.FlwID = tbl2.PstID
92  AND
93      tbl1.PlatformID = tbl2.PlatformID
94  ORDER BY
95      1,2
96
97
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	Total Followers	Total Posts
▶	24929107728	7414873

Excel:

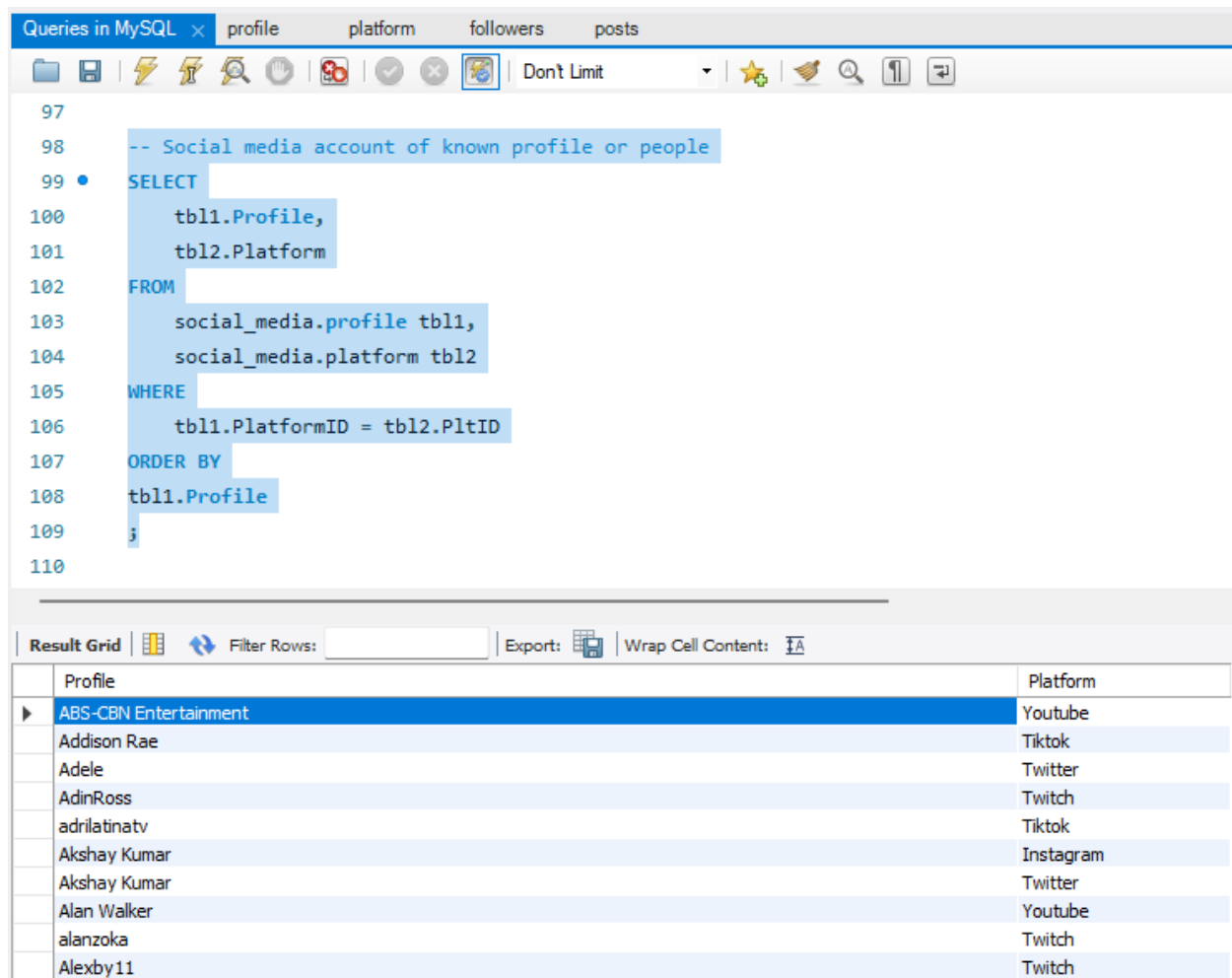


The screenshot shows the Microsoft Excel interface. The 'Home' tab is selected. The font is 'Calibri' and the size is '11'. The active cell is 'A1', which contains the formula '=Total Followers'. The spreadsheet has two columns: 'Total Followers' (Column A) and 'Total Posts' (Column B). The data is as follows:

	A	B	C	D	E
1	Total Followers	Total Posts			
2	24929107728	7414873			

**Table 2:**

Social media account of known profile or people



The screenshot shows the MySQL Workbench interface. The 'Queries in MySQL' tab is active. The query editor shows the following SQL query:

```
-- Social media account of known profile or people
SELECT
  tbl1.Profile,
  tbl2.Platform
FROM
  social_media.profile tbl1,
  social_media.platform tbl2
WHERE
  tbl1.PlatformID = tbl2.PlID
ORDER BY
  tbl1.Profile
;
```

The query results are displayed in the 'Result Grid' tab. The results are as follows:

Profile	Platform
ABS-CBN Entertainment	Youtube
Addison Rae	Tiktok
Adele	Twitter
AdinRoss	Twitch
adriatinatv	Tiktok
Akshay Kumar	Instagram
Akshay Kumar	Twitter
Alan Walker	Youtube
alanzoka	Twitch
Alexby11	Twitch

Excel:

	A	B	C
8	ABSCBN Entertainment	Youtube	
9	Addison Rae	Tiktok	
10	Adele	Twitter	
11	AdinRoss	Twitch	
12	adrilatinatv	Tiktok	
13	Akshay Kumar	Instagram	
14	Akshay Kumar	Twitter	
15	Alan Walker	Youtube	
16	alanzoka	Twitch	
17	Alexby11	Twitch	
18	Aliya Bhatt	Instagram	

**Table 3:**

Number of social media account of known profile or people

Queries in MySQL x profile platform followers posts

Don't Limit

```

111 -- Number of social media account of known profile or people
112 • SELECT
113     tbl1.Profile,
114     COUNT(tbl2.Platform) AS SM_Count
115 FROM
116     social_media.profile tbl1,
117     social_media.platform tbl2
118 WHERE
119     tbl1.PlatformID = tbl2.PltID
120 GROUP BY
121     tbl1.Profile
122 ORDER BY
123     SM_Count DESC
124 ;
125

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: [IA](#)

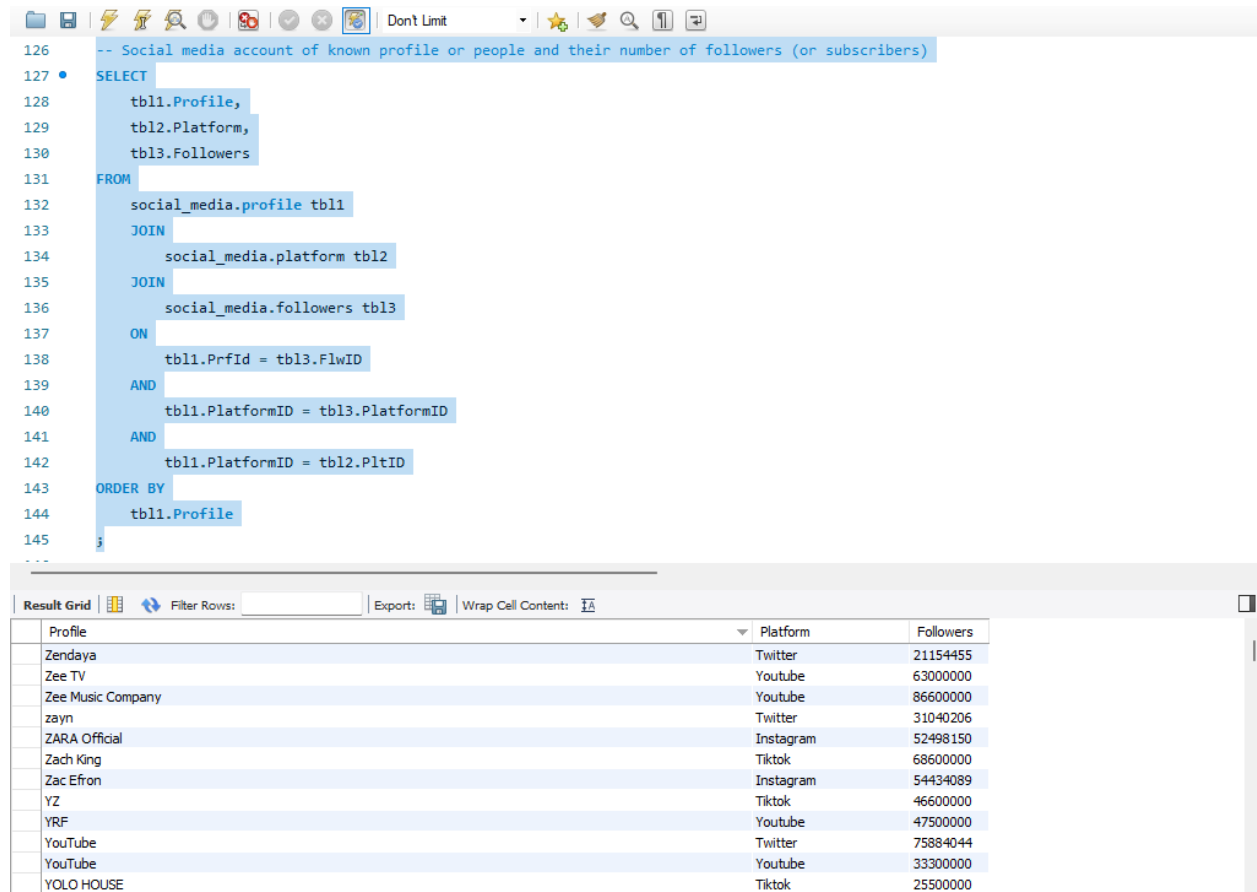
Profile	SM_Count
Selena Gomez	3
Justin Bieber	3
Kevin Hart	3
Instagram	2
Cristiano Ronaldo	2
Kim Kardashian	2
Kendall	2

Excel:

	A	B	C
3	Selena Gomez	3	
4	Justin Bieber	3	
5	Kevin Hart	3	
6	Instagram	2	
7	Cristiano Ronaldo	2	
8	Kim Kardashian	2	
9	Kendall	2	

**Table 4:**

Social media account of known profile or people and their number of followers (or subscribers)



The screenshot shows a SQL query editor with a toolbar at the top. The query is as follows:

```
-- Social media account of known profile or people and their number of followers (or subscribers)
127 • SELECT
128     tbl1.Profile,
129     tbl2.Platform,
130     tbl3.Followers
131 FROM
132     social_media.profile tbl1
133 JOIN
134     social_media.platform tbl2
135 JOIN
136     social_media.followers tbl3
137 ON
138     tbl1.PrfId = tbl3.FlwID
139 AND
140     tbl1.PlatformID = tbl3.PlatformID
141 AND
142     tbl1.PlatformID = tbl2.PltID
143 ORDER BY
144     tbl1.Profile
145 ;
```

Below the query editor is the 'Result Grid' showing the output of the query. The grid has three columns: Profile, Platform, and Followers. The data is as follows:

Profile	Platform	Followers
Zendaya	Twitter	21154455
Zee TV	Youtube	63000000
Zee Music Company	Youtube	86600000
zayn	Twitter	31040206
ZARA Official	Instagram	52498150
Zach King	Tiktok	68600000
Zac Efron	Instagram	54434089
YZ	Tiktok	46600000
YRF	Youtube	47500000
YouTube	Twitter	75884044
YouTube	Youtube	33300000
YOLO HOUSE	Tiktok	25500000

Excel:

	A	B	C
5	Zendaya	Twitter	21154455
6	Zee TV	Youtube	63000000
7	Zee Music Company	Youtube	86600000
8	zayn	Twitter	31040206
9	ZARA Official	Instagram	52498150
10	Zach King	Tiktok	68600000
11	Zac Efron	Instagram	54434089
12	YZ	Tiktok	46600000
13	YRF	Youtube	47500000
14	YouTube	Twitter	75884044
15	YouTube	Youtube	33300000
16	YOLO HOUSE	Tiktok	25500000

**Table 5:**

Social media account of known profile or people and their number of posts (or videos)

Don't Limit

```

147 -- Social media account of known profile or people and their number of posts (or videos)
148 SELECT
149     tbl1.Profile,
150     tbl2.Platform,
151     tbl4.Posts
152 FROM
153     social_media.profile tbl1
154 JOIN
155     social_media.platform tbl2
156 JOIN
157     social_media.posts tbl4
158 ON
159     tbl1.PrfId = tbl4.PstID
160 AND
161     tbl1.PlatformID = tbl4.PlatformID
162 AND
163     tbl1.PlatformID = tbl2.PltID
164 ORDER BY
165     tbl1.Profile
166 ;

```

Result Grid

Filter Rows:

Export:

Wrap Cell Content: [1A](#)

Profile	Platform	Posts
5 Minute Crafts	Youtube	5575
9GAG Go Fun The World	Instagram	30005
A4	Youtube	644
Aaj Tak	Youtube	195974
ABP NEWS	Youtube	224084
ABS CBN Entertainment	Youtube	179359

Excel:

Profile	Platform	Posts
5 Minute Crafts	Youtube	5575
9GAG Go Fun The World	Instagram	30005
A4	Youtube	644
Aaj Tak	Youtube	195974
ABP NEWS	Youtube	224084
ABS CBN Entertainment	Youtube	179359

**Table 6:**

To Top 40 social media account by number of followers (or subscribers) of known profile or people

SQL Query:

```
-- Top 40 social media account by number of followers (or subscribers) of known profile or people
SELECT
    tbl3.Followers,
    tbl2.Platform,
    tbl1.Profile
FROM
    social_media.profile tbl1
JOIN
    social_media.platform tbl2
JOIN
    social_media.followers tbl3
ON
    tbl1.PrfId = tbl3.FlwID
    AND
    tbl1.PlatformID = tbl3.PlatformID
    AND
    tbl1.PlatformID = tbl2.PltID
ORDER BY
    tbl3.Followers DESC LIMIT 40
```

Result Grid:

Followers	Platform	Profile
539446645	Instagram	Instagram
473864939	Instagram	Cristiano Ronaldo
364542529	Instagram	Kylie
355790796	Instagram	Leo Messi
341579063	Instagram	Selena Gomez
333221596	Instagram	Dwayne Johnson
328323322	Instagram	Kim Kardashian
326473270	Instagram	Ariana Grande

Excel:

	A	B	C
1	Followers	Platform	Profile
2	539446645	Instagram	Instagram
3	473864939	Instagram	Cristiano Ronaldo
4	364542529	Instagram	Kylie
5	355790796	Instagram	Leo Messi
6	341579063	Instagram	Selena Gomez
7	333221596	Instagram	Dwayne Johnson
8	328323322	Instagram	Kim Kardashian
9	326473270	Instagram	Ariana Grande

**Table 7:**

Top 40 social media account by number of posts (or videos) of known profile or people

```

189  -- Top 40 social media account by number of posts (or videos) of known profile or people
190  • SELECT
191      tbl4.Posts,
192      tbl2.Platform,
193      tbl1.Profile
194  FROM
195      social_media.profile tbl1
196  JOIN
197      social_media.platform tbl2
198  JOIN
199      social_media.posts tbl4
200  ON
201      tbl1.PrfId = tbl4.PstID
202  AND
203      tbl1.PlatformID = tbl4.PlatformID
204  AND
205      tbl1.PlatformID = tbl2.PltID
206  ORDER BY
207      tbl4.Posts DESC LIMIT 40
208

```

Posts	Platform	Profile
892566	Twitter	Reuters
486592	Twitter	Fox News
480222	Twitter	The New York Times
349709	Twitter	BBC News (World)
314249	Twitter	The Economist
237651	Youtube	IndiaTV
224084	Youtube	ABP NEWS
195974	Youtube	Aaj Tak
185002	Youtube	TEDx Talks
179359	Youtube	ABS CBN Entertainment

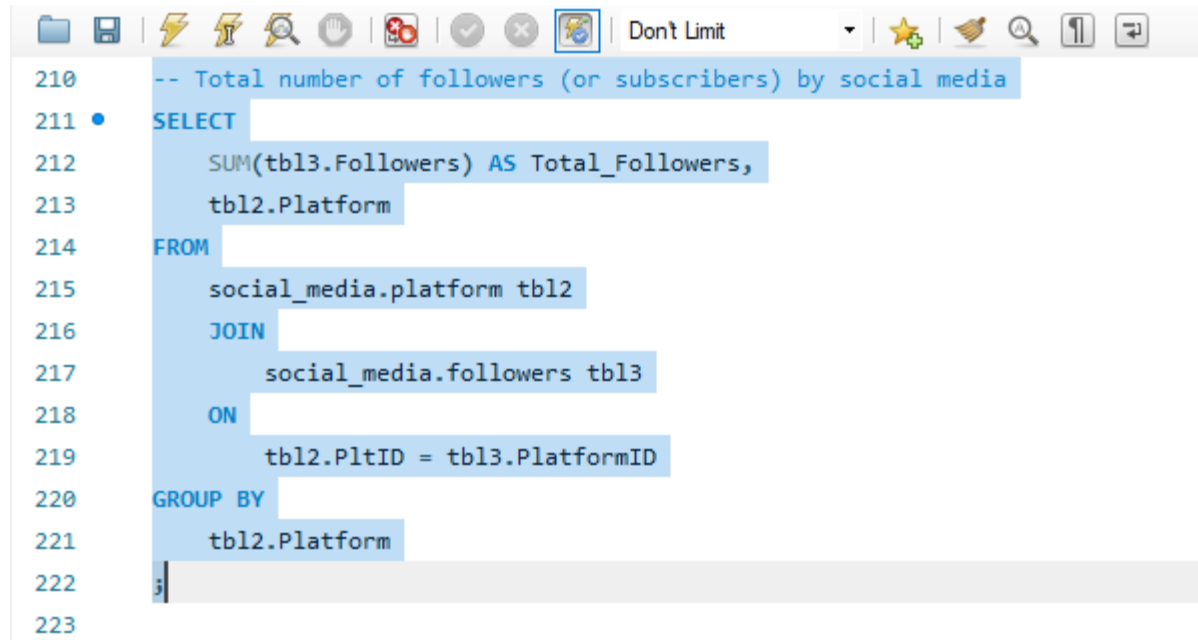
Excel:

	A	B	C	D
1	Posts	Platform	Profile	
2	892566	Twitter	Reuters	
3	486592	Twitter	Fox News	
4	480222	Twitter	The New York Times	
5	349709	Twitter	BBC News (World)	
6	314249	Twitter	The Economist	
7	237651	Youtube	IndiaTV	
8	224084	Youtube	ABP NEWS	
9	195974	Youtube	Aaj Tak	
10	185002	Youtube	TEDx Talks	
11	179359	Youtube	ABS CBN Entertainment	



**Table 8:**

Total number of followers (or subscribers) by social media



The screenshot shows a SQL query editor with a toolbar at the top. The query is as follows:

```
-- Total number of followers (or subscribers) by social media
SELECT
    SUM(tbl3.Followers) AS Total_Followers,
    tbl2.Platform
FROM
    social_media.platform tbl2
JOIN
    social_media.followers tbl3
ON
    tbl2.PlntID = tbl3.PlatformID
GROUP BY
    tbl2.Platform
```

Below the query editor is a 'Result Grid' section with a toolbar for filtering, exporting, and wrapping text. The results are displayed in a table:

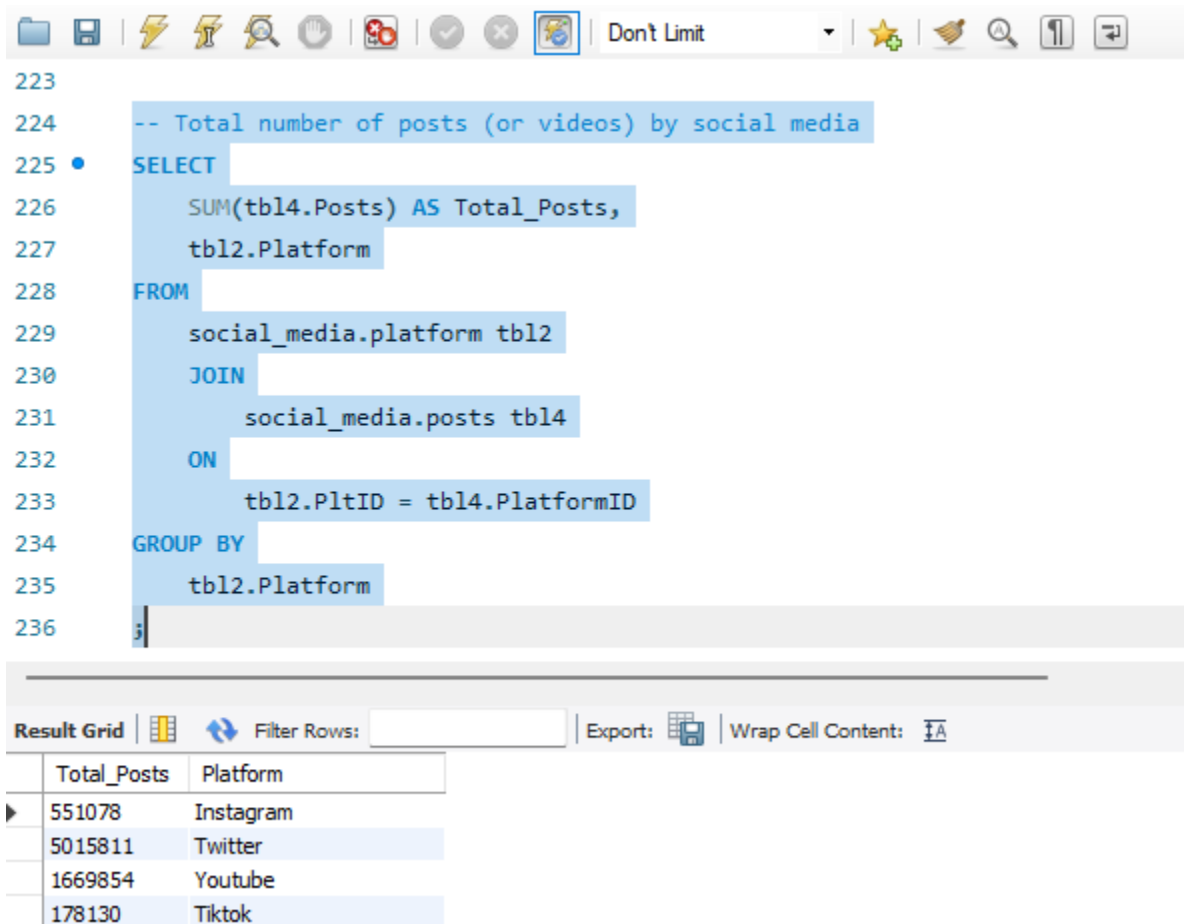
Total_Followers	Platform
11879936532	Instagram
4317371196	Twitter
5009600000	Youtube
347017972	Twitch
3722200000	Tiktok

Excel:

A	B
Total Followers	Platform
11879936532	Instagram
4317371196	Twitter
5009600000	Youtube
347017972	Twitch
3722200000	Tiktok

**Table 9:**

Total number of posts (or videos) by social media



The screenshot shows a SQL IDE interface. At the top, there is a toolbar with various icons and a dropdown menu set to "Don't Limit". Below the toolbar, a SQL query is displayed in a text editor. The query is as follows:

```
-- Total number of posts (or videos) by social media
SELECT
    SUM(tbl4.Posts) AS Total_Posts,
    tbl2.Platform
FROM
    social_media.platform tbl2
JOIN
    social_media.posts tbl4
ON
    tbl2.PlID = tbl4.PlatformID
GROUP BY
    tbl2.Platform
```

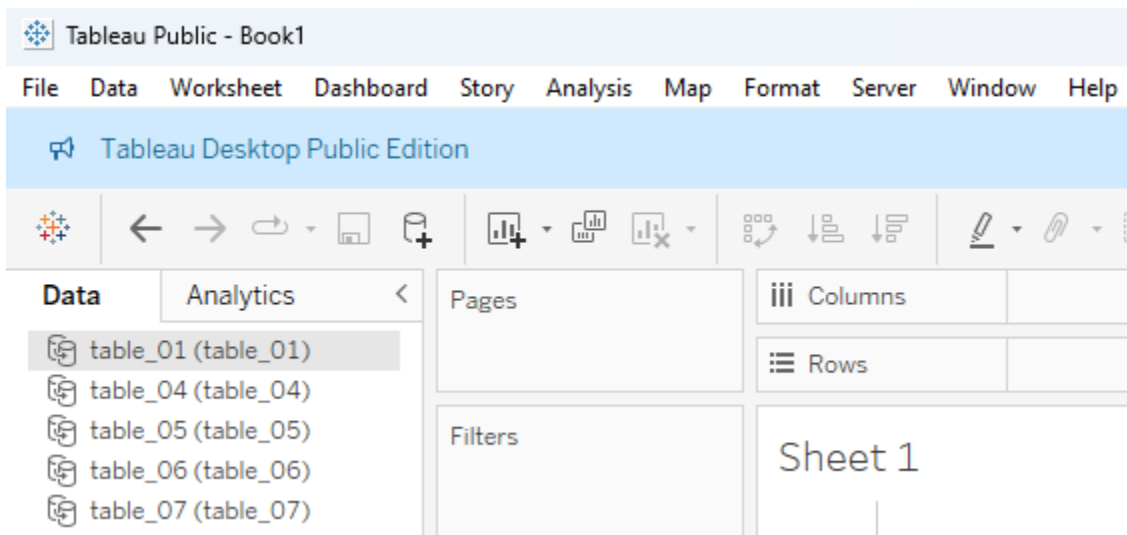
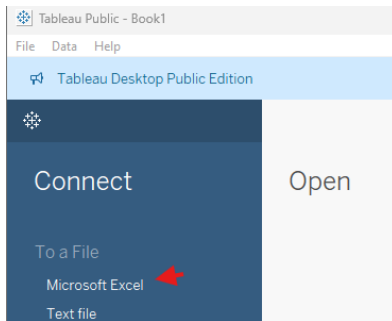
Below the query editor, there is a "Result Grid" section. It includes a "Filter Rows:" input field, an "Export:" button, and a "Wrap Cell Content:" checkbox. The results are displayed in a table with two columns: "Total\_Posts" and "Platform".

Total_Posts	Platform
551078	Instagram
5015811	Twitter
1669854	Youtube
178130	Tiktok

Excel:

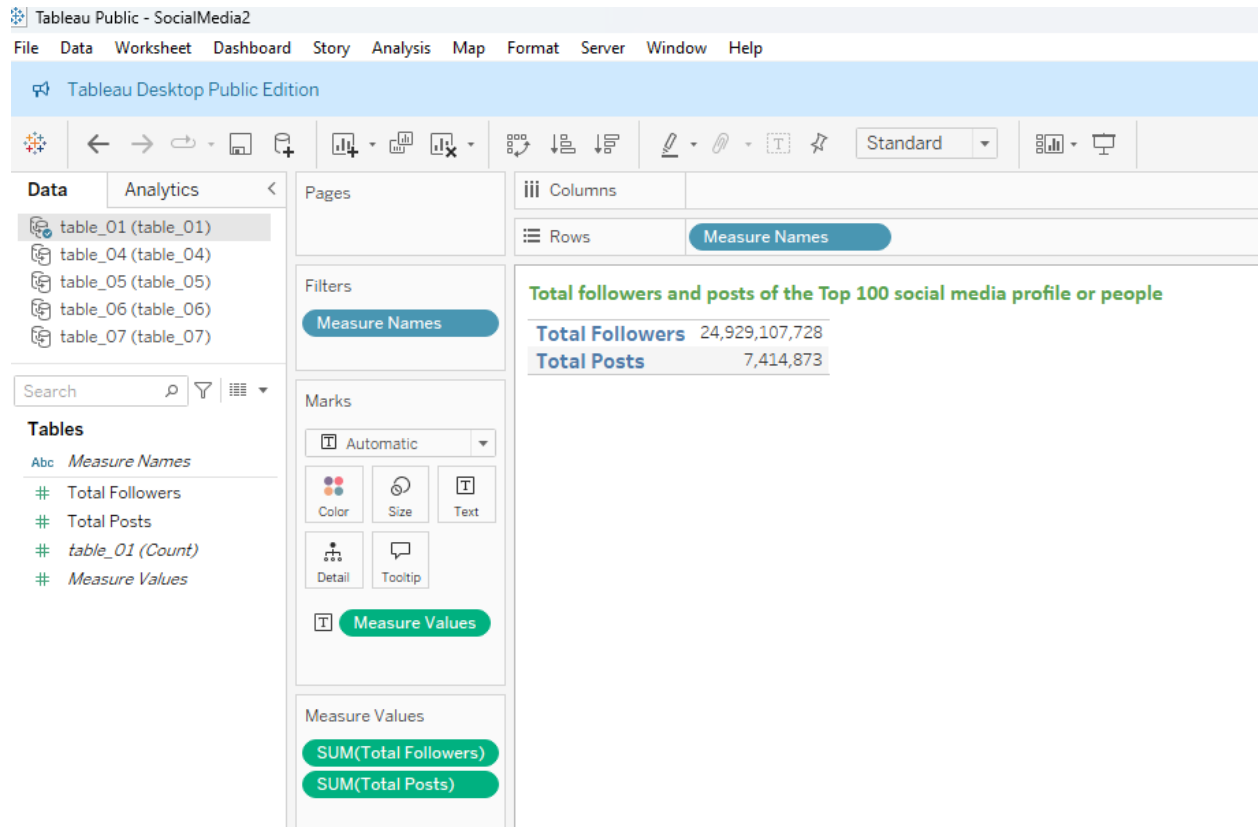
	A	B	
1	Total_Posts	Platform	
2	551078	Instagram	
3	5015811	Twitter	
4	1669854	Youtube	
5	178130	Tiktok	
6			

### 3. In Tableau, open a new Tableau and load the excel (table) files



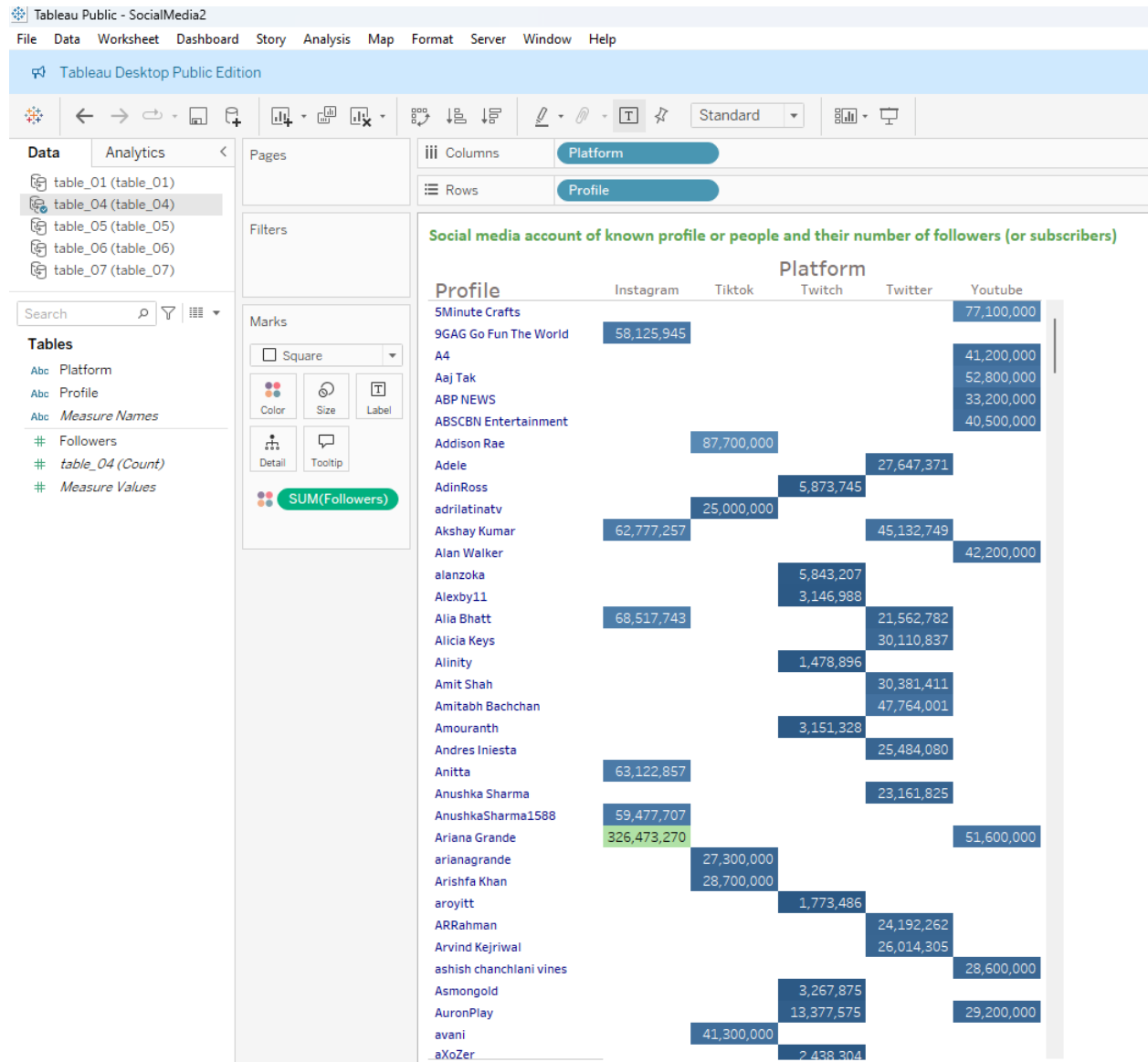
#### 4. Load and work on Table 1 display

### Total followers and posts of the Top 100 social media profile or people



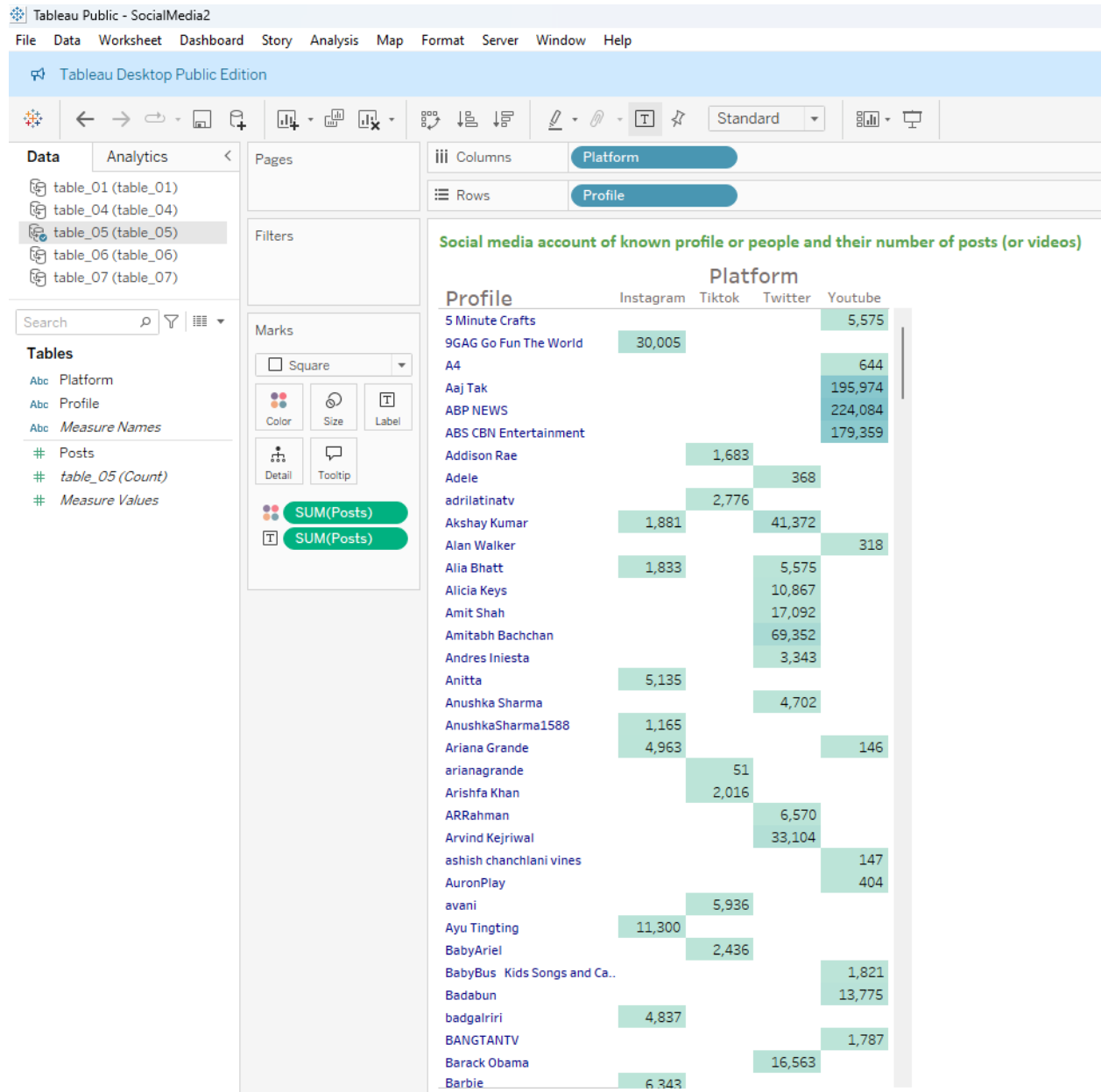
## 5. Load and work on Table 2 display

### Social media account of known profile or people and their number of followers (or subscribers)



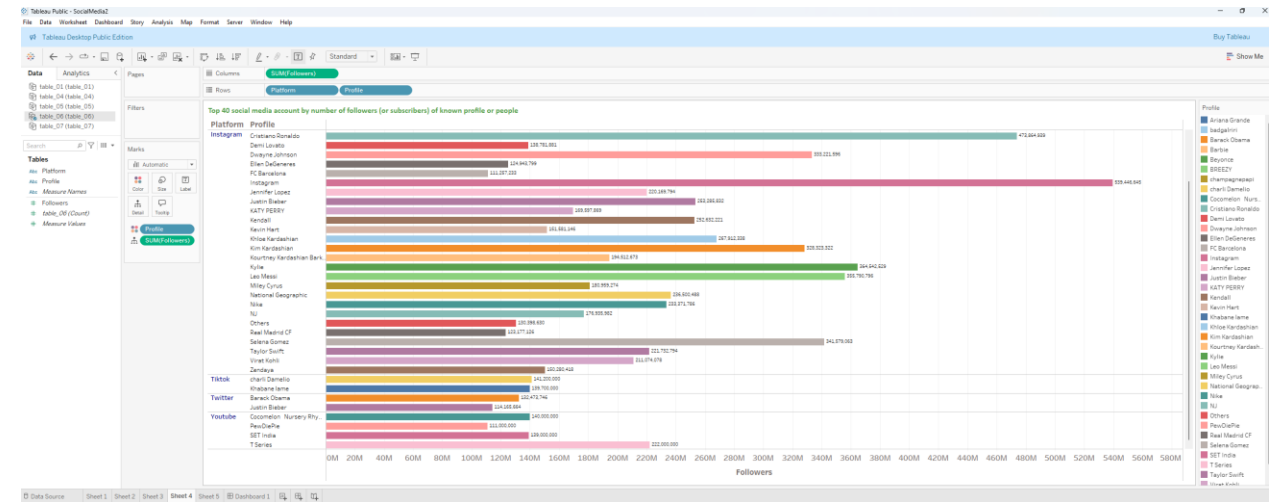
## 6. Load and work on Table 3 display

### Social media account of known profile or people and their number of posts (or videos)



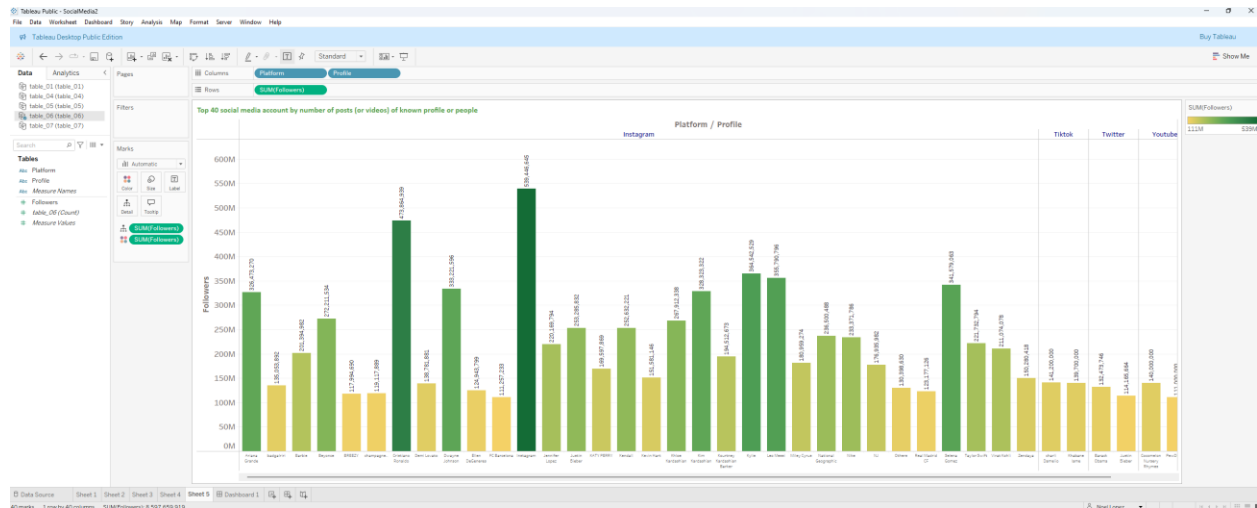
7. Load and work on Table 4 display
-------------------------------------

### Top 40 social media account by number of followers (or subscribers) of known profile or people



8. Load and work on Table 5 display
-------------------------------------

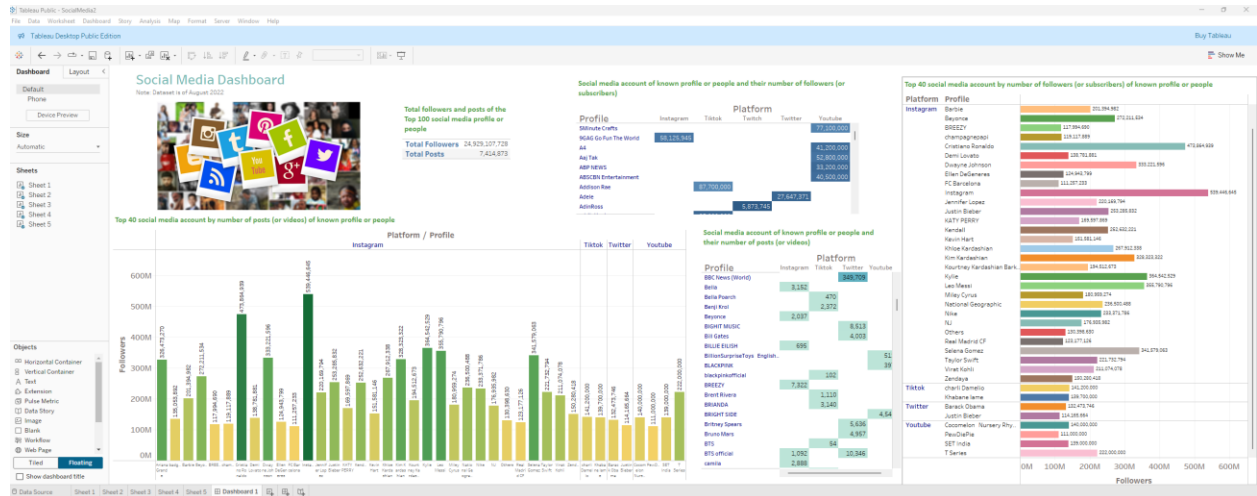
### Top 40 social media account by number of posts (or videos) of known profile or people





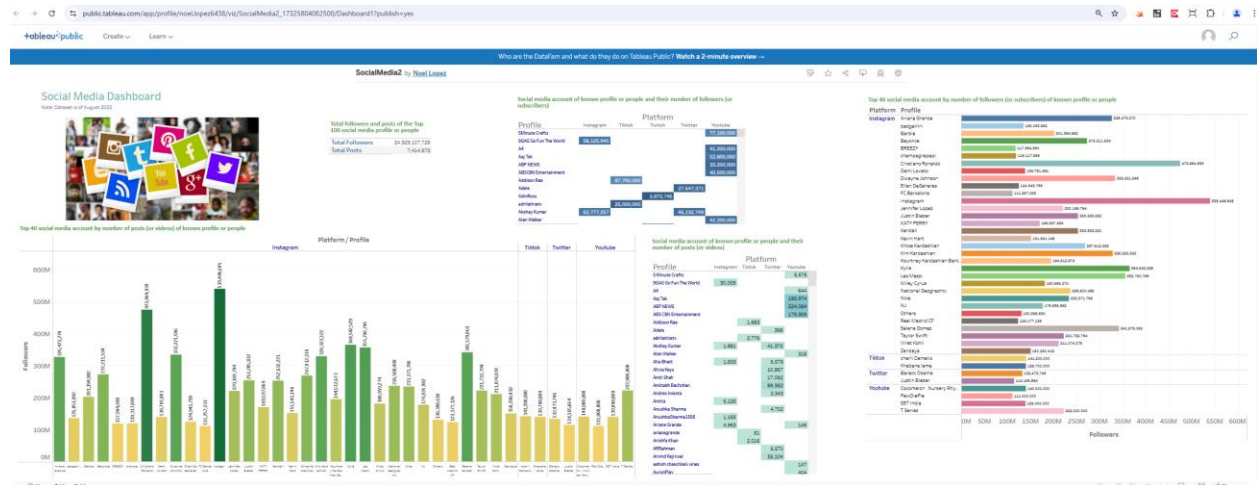
## 9. Build the Tableau dashboard

Layout the tables on the Tableau dashboard



After publishing, the dashboard goes live (public):

[https://public.tableau.com/app/profile/noel.lopez6438/viz/SocialMedia2\\_17325804082500/Dashboard1?publish=yes](https://public.tableau.com/app/profile/noel.lopez6438/viz/SocialMedia2_17325804082500/Dashboard1?publish=yes)



\*\*\*\*\*END\*\*\*\*\*