Data Visualisation 2 Proposal

Domain

The domain is YouTube, with a focus on the top performing YouTubers, including MrBeast.

Why

Youtube is one of the largest video sharing platform. People who are interested in creating a successful YouTube Channel can view the data from the top performing YouTube channels and gain inspiration and understanding for what makes a successful YouTube channel.

Who

The target users are anyone, including, people interested in data visualization, YouTube statistics, and students and teachers involved in data visualization and the wider audience.

What

The visualisations use datasets from the following, which includes attributes such as channels, title of the videos, likes, tags, uploads etc. This is the Primary dataset by **Rob Mulla**, supplementary dataset with tags by **Mitchell J**, penetration rate by **Arpit Singh**, and MrBeast statistics by **Rob Mulla**.

How

Ideas include a **word cloud** to show some YouTube tags, a **choropleth map** to show the YouTube penetration rate for each country, a **bubble chart** to

show subscriber count and view count with size being the upload count. **Why?** The YouTube Tags gives the user insight of common topics, including the trends popularized by YouTube and include these to optimize their discovery. Choropleth map gives the user who their target audience. A bubble chart gives an overview of the top performing YouTube channels of each category and draw inspiration from the most successful ones. I'll include tooltips for the map and bubble chart, and will likely include a line chart with a brush.