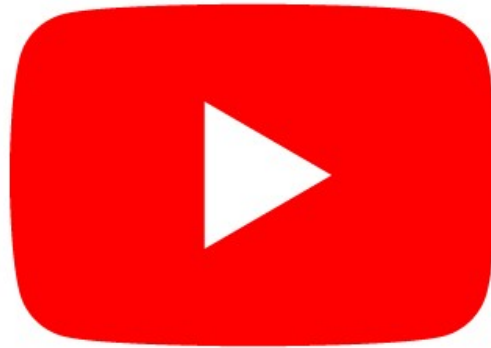
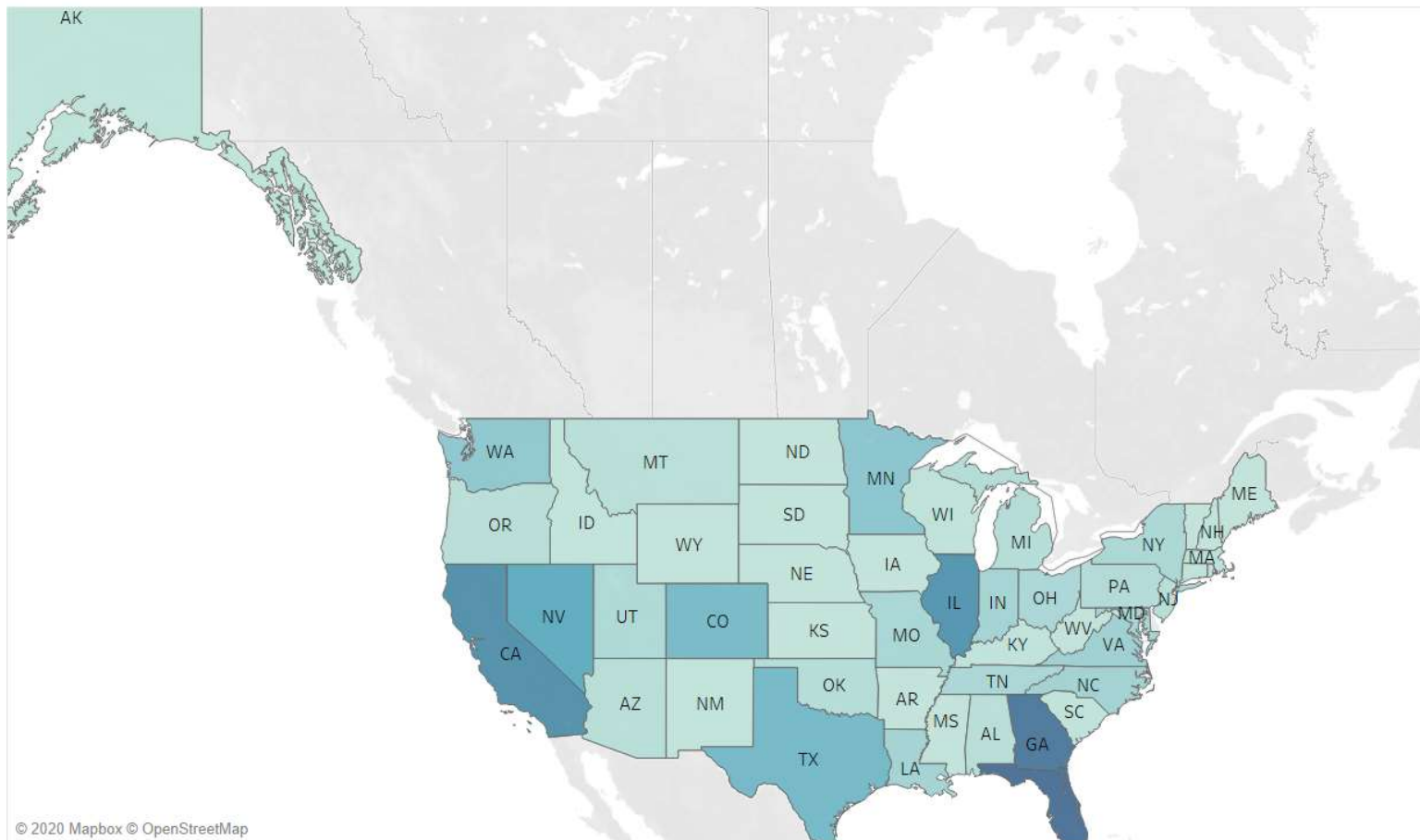


# **YouTube Video Statistics**



# Distribution of YouTube traffic across different states

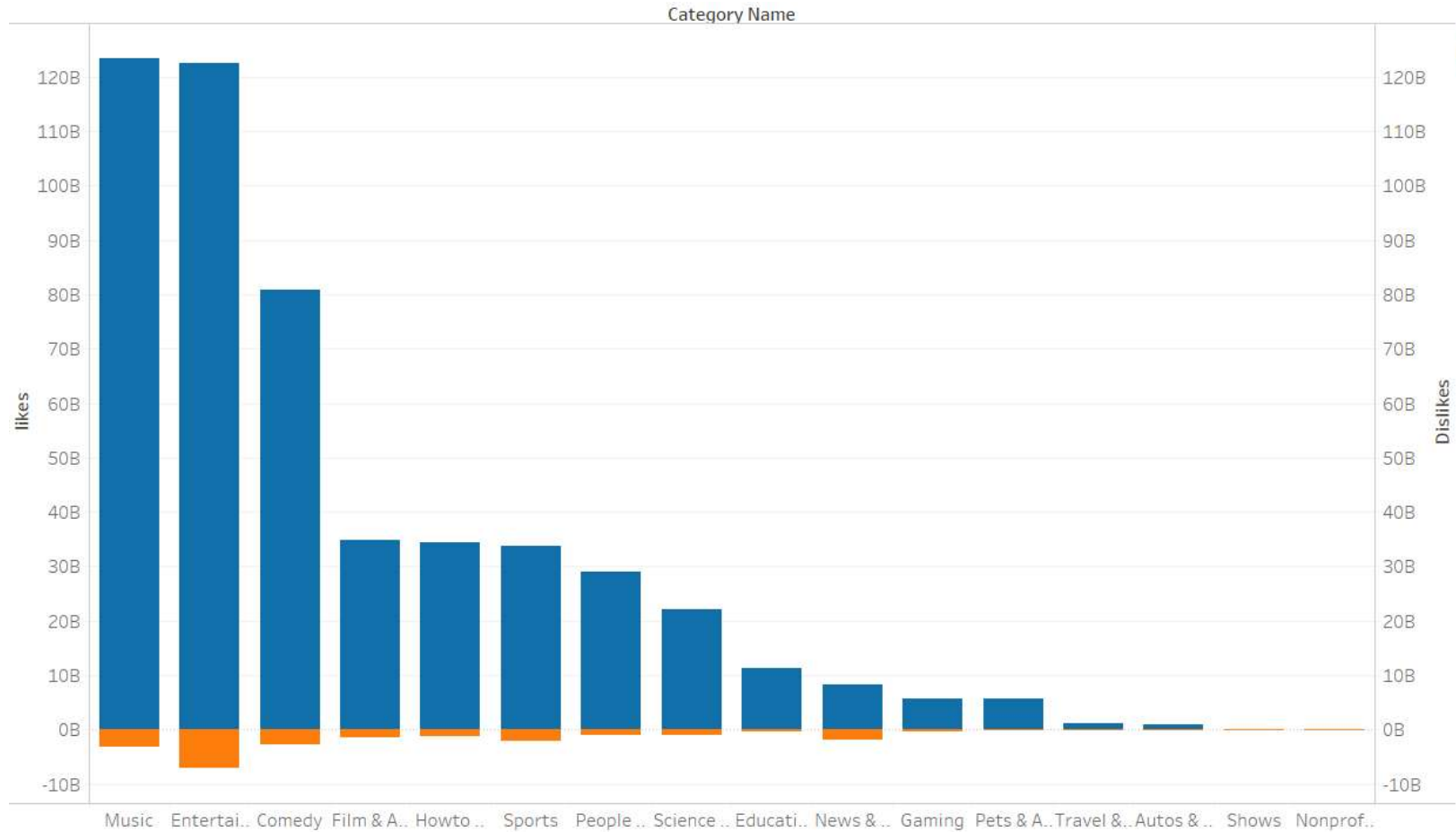


Here, Florida has the highest YouTube traffic, which represents with dark blue colour

Light colour represents comparatively less traffic from the respective state

This graph helps me to visualize total views (numerical variable) in each state (categorical variable) while choosing a colorblind friendly palette so that every one of my audience can see and interpret my work

# Most liked and disliked videos based on categories

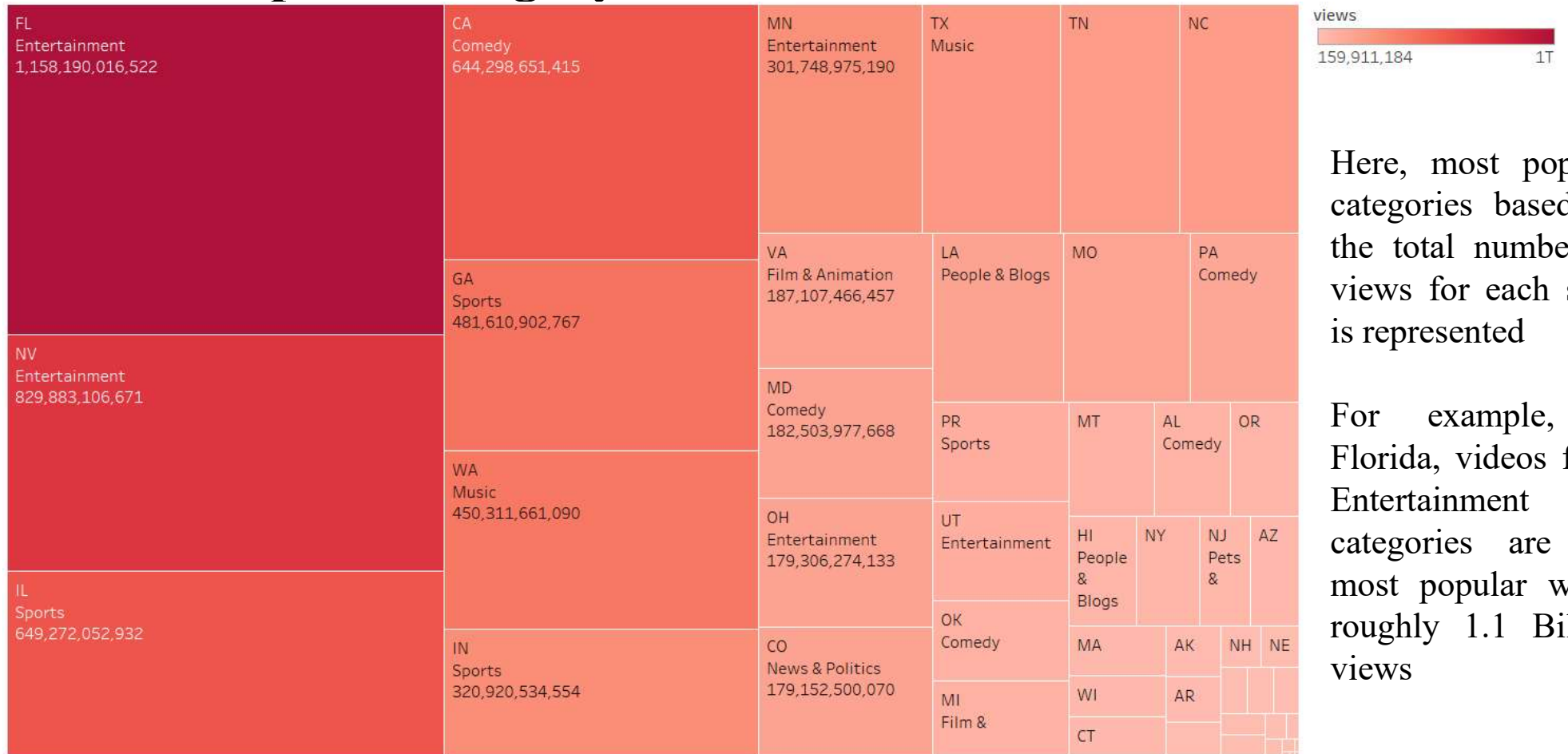


Music category has the highest number of likes across all categories followed by Entertainment

In the other hand, Entertainment category has the highest number of dislikes across all categories followed by Music

This graph helps me to visualize total likes and dislikes (numerical variable) for each category while choosing a colorblind friendly palette so that every one of my audience can see and interpret my work

# Popular category on YouTube across different states

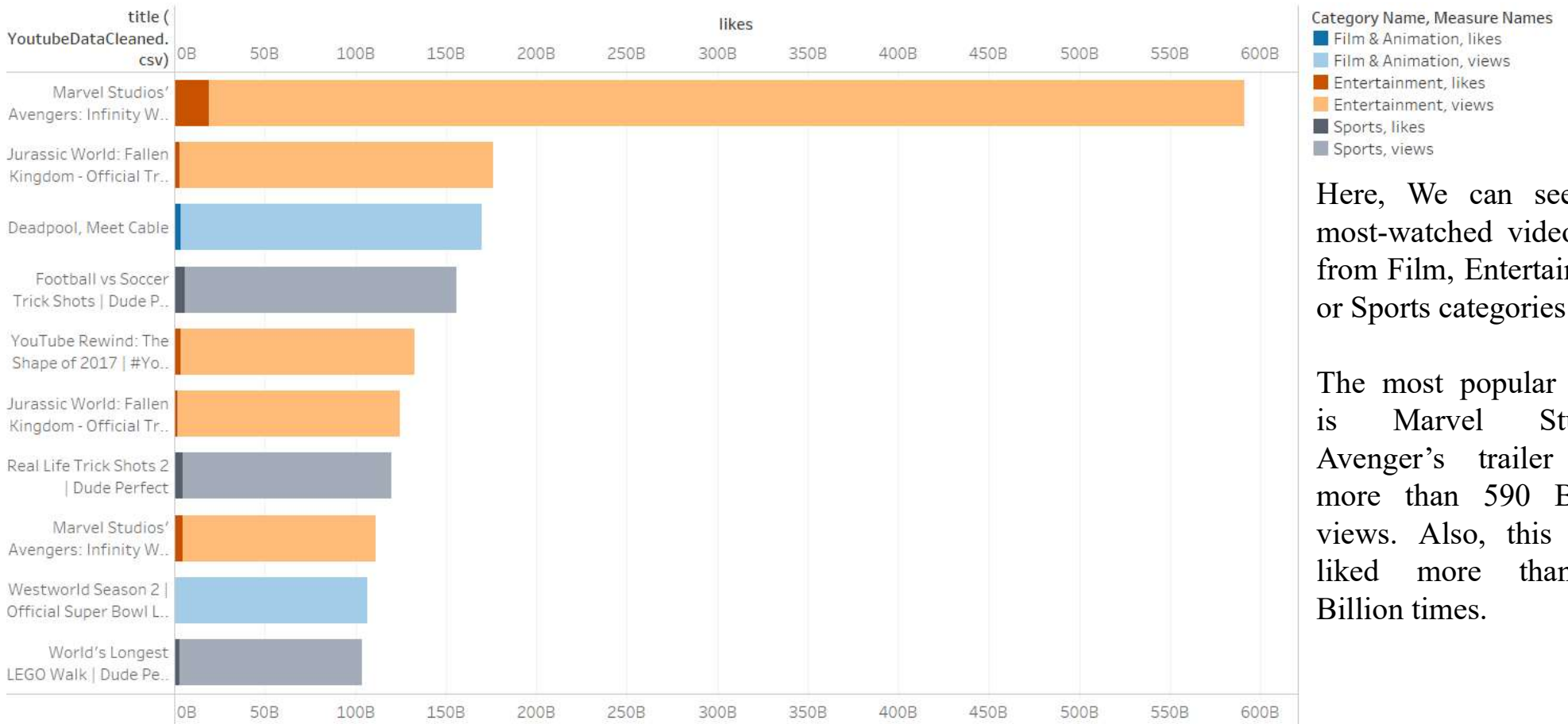


Here, most popular categories based on the total number of views for each state is represented

For example, in Florida, videos from Entertainment categories are the most popular worth roughly 1.1 Billion views

This graph helps me to visualize most popular category for each state (both are categorical variable) while choosing a colorblind friendly palette

# Top 10 Most watched videos on YouTube



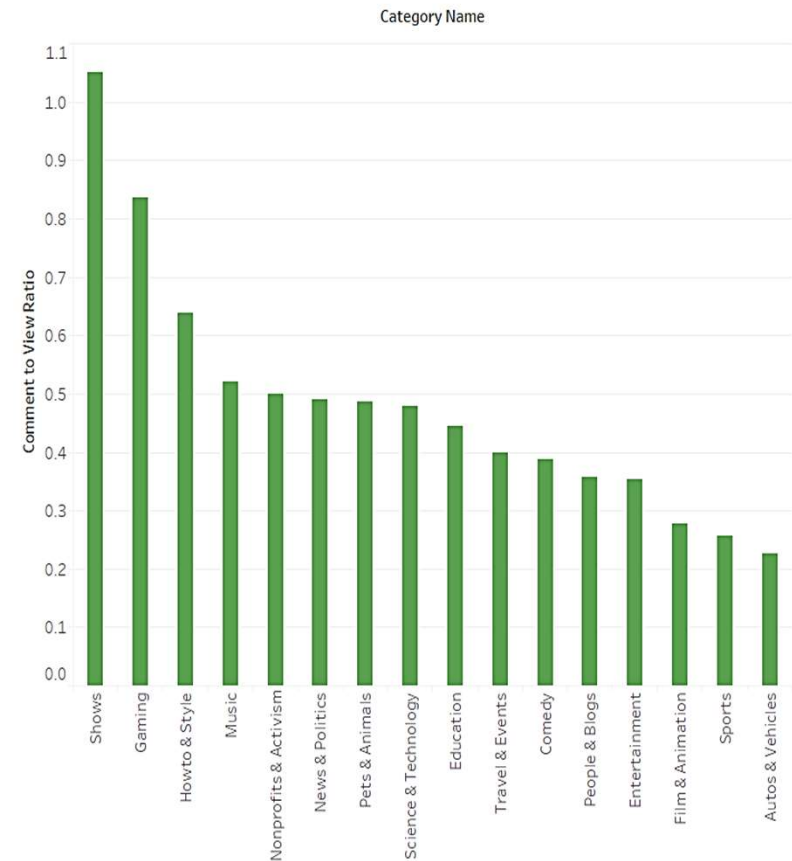
Here, We can see that most-watched videos are from Film, Entertainment or Sports categories only

The most popular video is Marvel Studio's Avenger's trailer with more than 590 Billion views. Also, this video liked more than 19 Billion times.

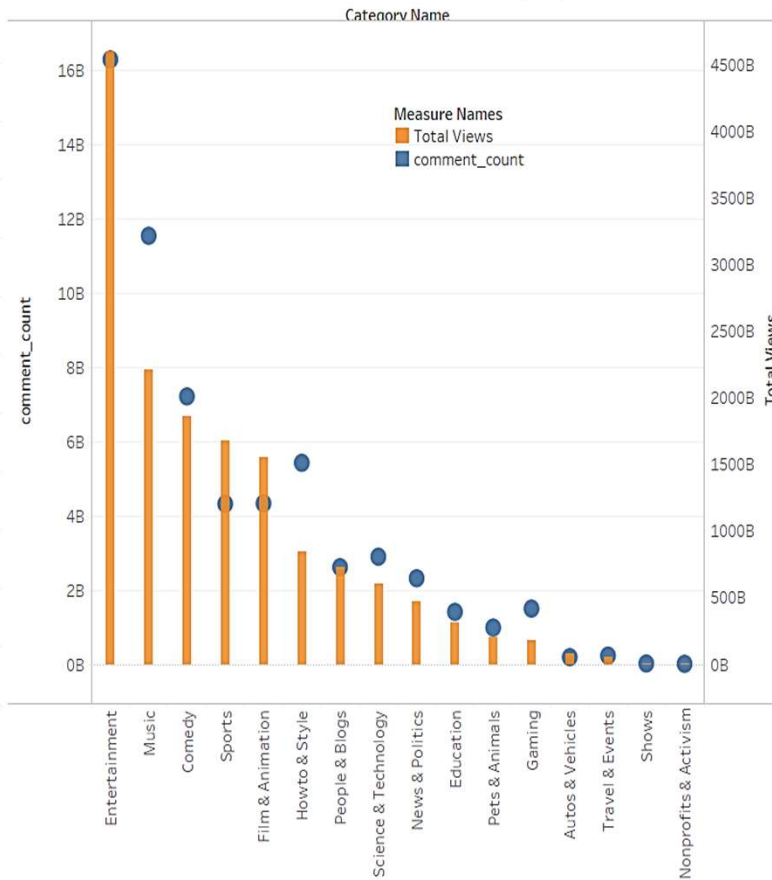
This graph represents top 10 most popular videos with their respective category and number of likes while choosing a colorblind friendly palette which represents connection of categorical and numerical variable

# Engagement of viewers with video for each category

Comment to View Ratio



Comment count and total views for each category



Here, we can see that even if Entertainment category has the highest number of views and comments among all category, it has a lower number comment to view ratio, which represents that lower number of viewer engaging with video

Here 'shows' category has a comment to view ratio greater than 1. Which represents that there are a greater number of comments on the video compare to the number of views

This graph helps me to visualize total views vs total comments (numerical variable) in each category (categorical variable) while choosing a colorblind friendly palette so that every one of my audience can see and interpret my work

# Link to Tableau Public Dashboard

- <https://public.tableau.com/profile/rahil.shah#!/>