Data Visualization Report

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# Links

**Story:**

<https://public.tableau.com/views/YouTubeDataLikesandDislikes/StoryComparison?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link>

**Likes Dashboard:**

<https://public.tableau.com/shared/HDNX25BGP?:display_count=n&:origin=viz_share_link>

**Channels Likes and Dislikes Compared:**

<https://public.tableau.com/views/YouTubeDataChannelsLikesandDislikes/Channels?:language=en-US&publish=yes&:sid=&:display_count=n&:origin=viz_share_link>

# Summary

Brief description of the visualization and the main story or findings conveyed (please include an insight you can make from the visualization)

The question that we are looking into is: What categories are the most liked and disliked?

The first visualization we have is the story, which has three story points: the channels likes and dislikes compared, a dashboard of the most liked categories and which states provided the most likes, then a dashboard of the most disliked categories and which states provided the most dislikes.

The next visualization contains the full likes dashboard.

The last visualization is the Channels likes and dislikes comparison bar chart.

All visualizations have a year filter, to view each individual year or combined years.

Based on these visualizations, we found that the sum of dislikes and likes were similar in each category throughout the years. However, when comparing the channels, we found that the like and dislike ratios were vastly different between the channels.

# Design

The main design choices were to make sure that likes and dislikes were color coded in opposite ways. We used gold to green for likes and then gold to orange for dislikes. This way, as a sum grew more gold, it grew closer to zero. The range could be viewed as green to gold to orange (like to neutral to dislike).

In addition to the map displaying the states, we used a bubble chart to visually compare the sum of likes and dislikes. This allows more visual understanding on the amount of likes and dislikes.

# Resources

N/A