

# YouTube Trending videos

## Insights

### INSIGHT 1:

- [https://public.tableau.com/views/Citiesfromwhichmostcreatorsarefrom/Citiesfromwhichmostcreatorsarefrom?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Citiesfromwhichmostcreatorsarefrom/Citiesfromwhichmostcreatorsarefrom?:language=en-US&:display_count=n&:origin=viz_share_link)
- This visualization shows from where are the most YouTube creators based on the number of channels.
- It is clear from the illustrated visual that Atlanta, Chicago, Dallas Fort Worth, Denver and more leads in number of creators.
- Design:  
One color technique and it works good when not using too many colors in the visual. because that will confuse your attention, while just one color different sizes make it clear that which countries are leading in number of creators  
Choosing the blue color because it is from the safest hue and colorblind friendly  
Bubble chart Easy to demonstrate categorical data depending on size

### INSIGHT 2:

- [https://public.tableau.com/views/Interestsofthemostactiveusersclassifiedbycities/Interestsofthemostactiveusersclassifiedbycities?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Interestsofthemostactiveusersclassifiedbycities/Interestsofthemostactiveusersclassifiedbycities?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)
- This Visualization shows interests of the most active users (cities). This visual can be very useful to understand the audience locations and to set targeted advertisements which will be better for reach and engagement.
- It is normal that a city would have multiple interests with different ratios like ATLANTA. But, what is interesting that there are cities showing engagement only in one specific category  
Specially Baltimore, showing a high engagement only in Music.  
What's more interesting, that Baltimore is not leading in number of creators at all.
- Some more findings:
  - Chicago is interested in sports then Fort Wayne and Atlanta
  - Las Vegas interested in entertainment
  - Music and Entertainment is part of most of cities interests
  - Science and Technology is only in Atlanta
- Design:
  - Using stacked bar chart I could visualize the multiple interests for each city
  - Using different colors because it is different types or categories for each city
  - Using color blind friendly palette already found in tableau settings

### INSIGHT 3:

[https://public.tableau.com/views/Sizeoftagsfortrendingcategories/Sizeoftagsforthetrendingcategories?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Sizeoftagsfortrendingcategories/Sizeoftagsforthetrendingcategories?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

- This visual shows the effect of count of tags on trending of a video
- Here the number of tags for entertainment and Music are the largest in number and in turn this might have a reflection on the trending behavior.
- Design:  
Blue Hue palette is used in the visual.  
Choosing the blue color because it is from the safest hue and colorblind friendly  
Tree maps chart easy to demonstrate counts of tags depending on size visual effect

### DASHBOARD:

- [https://public.tableau.com/views/YoutubeInsightsbasedonUSAdataset/YoutubeInsightsbasedonUSAdataset?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/YoutubeInsightsbasedonUSAdataset/YoutubeInsightsbasedonUSAdataset?:language=en-US&:display_count=n&:origin=viz_share_link)
- This dashboard includes three insights as the following:
  - Number of videos per each category
  - Relation between likes and dislikes with comment count
  - Relation between views and likes
- Findings:
  - The most trending categories offer the most number of videos, that means they have greater audience.
  - The relation between likes and dislikes with comments is directly proportional but not with the same slope ( $r$ ), the effect appears greatly with likes. As likes increases comments effectively increases.  
Hint: this relation has been searched as I noticed that some websites that sell views and likes Also sell dislikes, so I was discovering the effect of dislikes.
  - As the views increases likes increases.
- Design:
  - The colors used in the dashboard is colorblind friendly
  - I used bar graph to show numbers per category as it is the best to show it clearly with that number of variables.
  - Scatter plot best to show the spread of likes and dislikes and to draw the best fit line to show Indicative relations.