

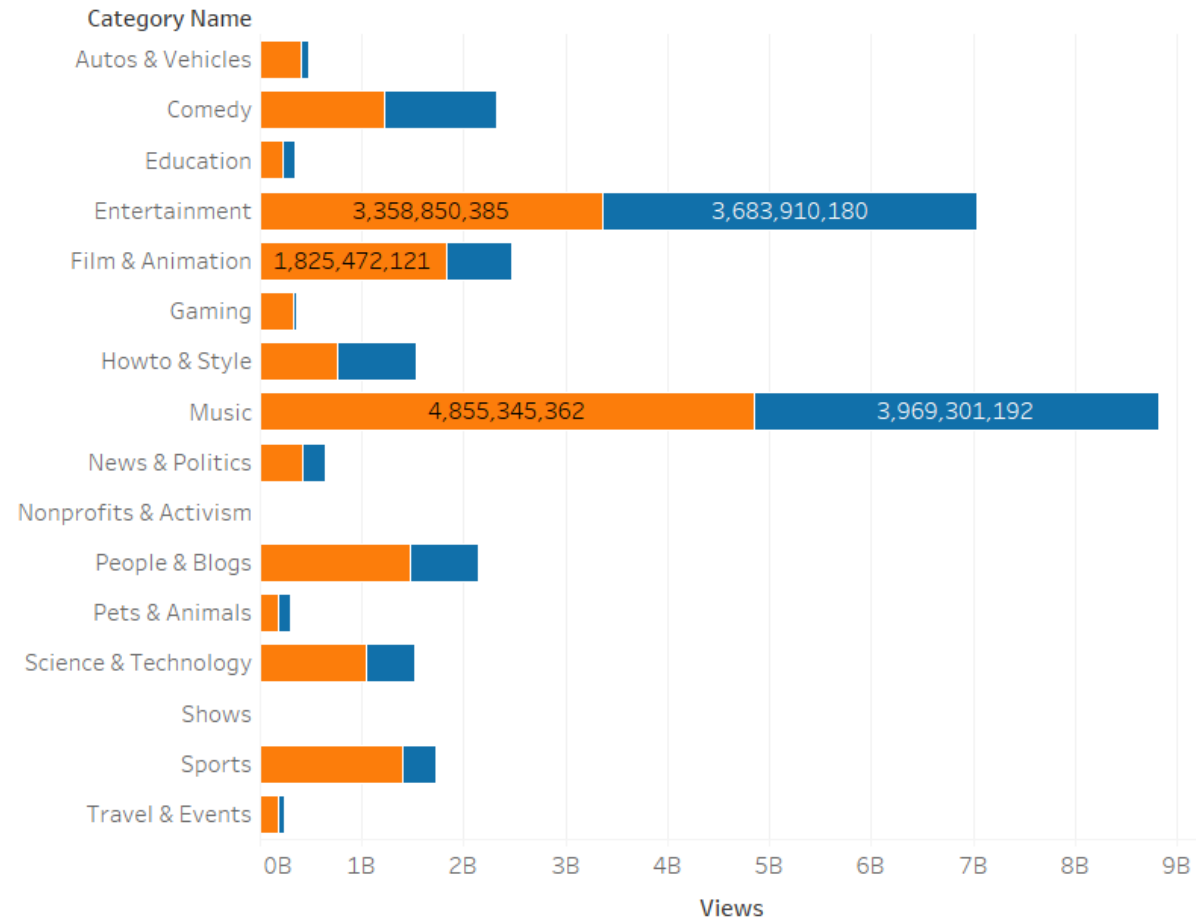
Project 3

Data Visualization Project

An overview of YouTube Video Analytics over 13 Years:

Analytics on YouTube Videos

Total Views by Category



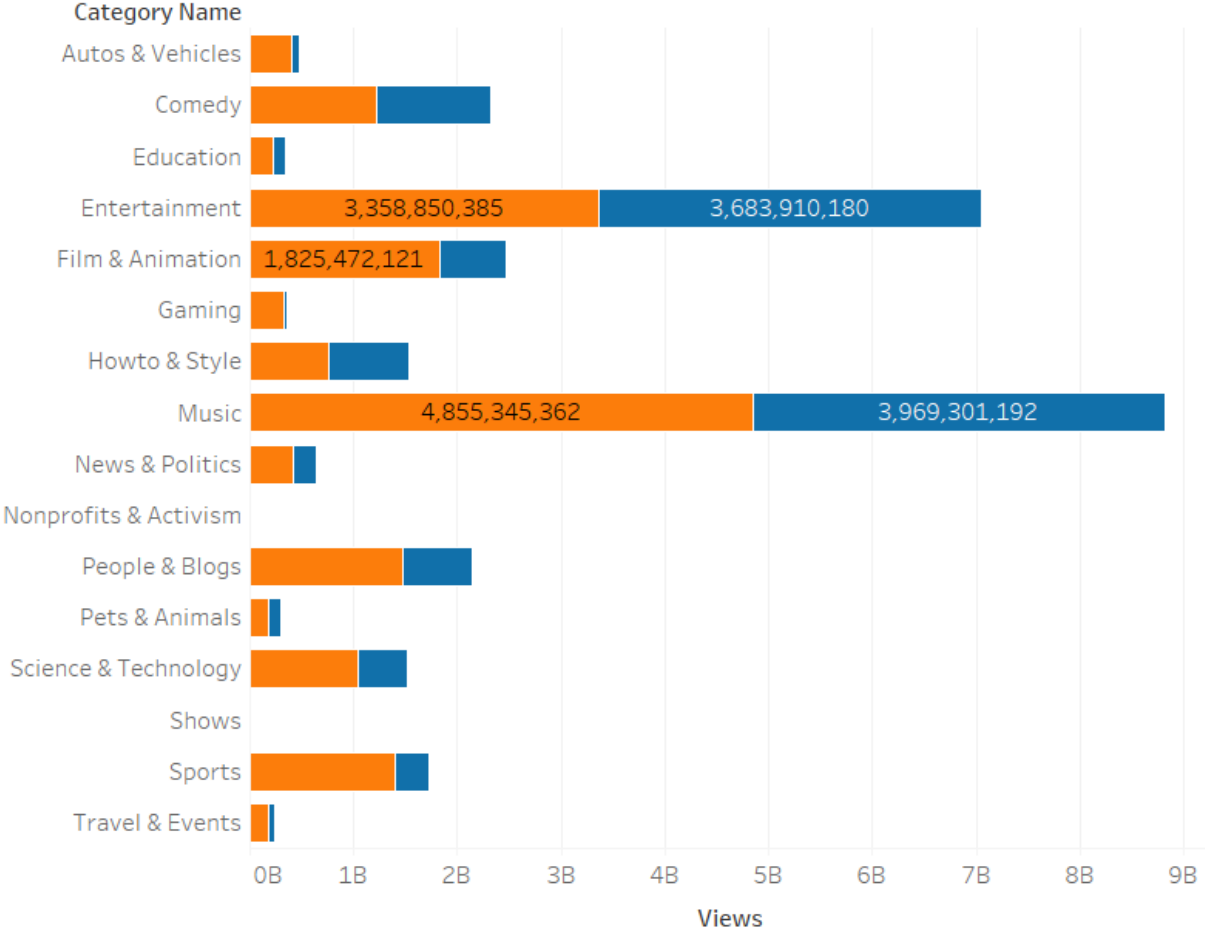
Distribution of Categories

Category..	2017	2018	2006	2008	2009	2010
Shows	0.01%	0.00%				
Nonprofi..	0.00%	0.01%				
Travel & ..	0.18%	0.61%				
Pets & A..	0.44%	0.58%				
Education	0.41%	0.74%			0.00%	0.00%
Gaming	0.10%	1.08%				
Autos & ..	0.26%	1.34%				
News & P..	0.75%	1.37%				
Science ..	1.57%	3.50%				0.00%
Howto & ..	2.57%	2.55%				
Sports	1.13%	4.66%			0.00%	0.00%
People & ..	2.26%	4.91%				
Comedy	3.67%	4.08%				
Film & An..	2.14%	6.09%		0.00%	0.00%	0.00%
Entertai..	12.30%	11.21%	0.00%			0.00%
Music	13.25%	16.21%		0.00%	0.00%	

Regular
Dashboard

Analytics on YouTube Videos

Total Views by Category

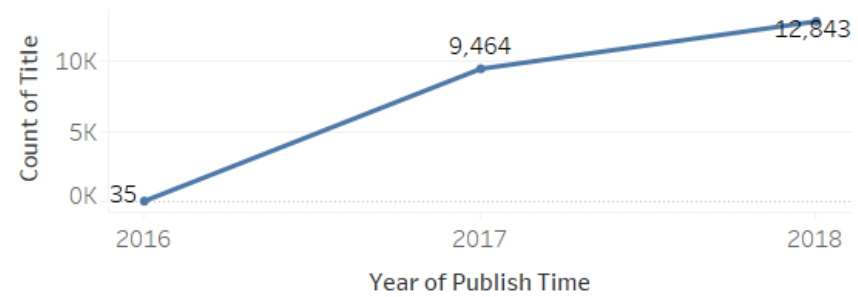


Year of P.. 2018 2017 2016

Year of Publish Time

Multiple values

Count of Published Videos over 13 Years



Filtered to focus on few years

Distribution of Categories

Category Name	2017	2018	2016
Shows	0.01%	0.00%	
Nonprofits & Activis..	0.00%	0.01%	
Travel & Events	0.18%	0.61%	
Pets & Animals	0.44%	0.58%	0.00%
Education	0.41%	0.74%	
Gaming	0.10%	1.08%	
Autos & Vehicles	0.26%	1.34%	0.00%
News & Politics	0.76%	1.37%	
Science & Technology	1.57%	3.50%	
Howto & Style	2.58%	2.55%	0.00%
Sports	1.13%	4.66%	0.00%
People & Blogs	2.26%	4.92%	0.00%
Comedy	3.67%	4.09%	
Film & Animation	2.14%	6.10%	0.00%
Entertainment	12.30%	11.22%	0.00%
Music	13.25%	16.21%	

Links: https://public.tableau.com/app/profile/shabnam.rafat/viz/UdacityProject_16336392821070/Dashboard1?publish=yes

Summary:

- The dashboard provides a view on analytics of YouTube Videos over last 13 Years.
- It can be determined how is the growth has changed over years .
- After year 2016, the total view count has increased very rapidly.
- Two categories have the highest possession : Music and Entertainment.

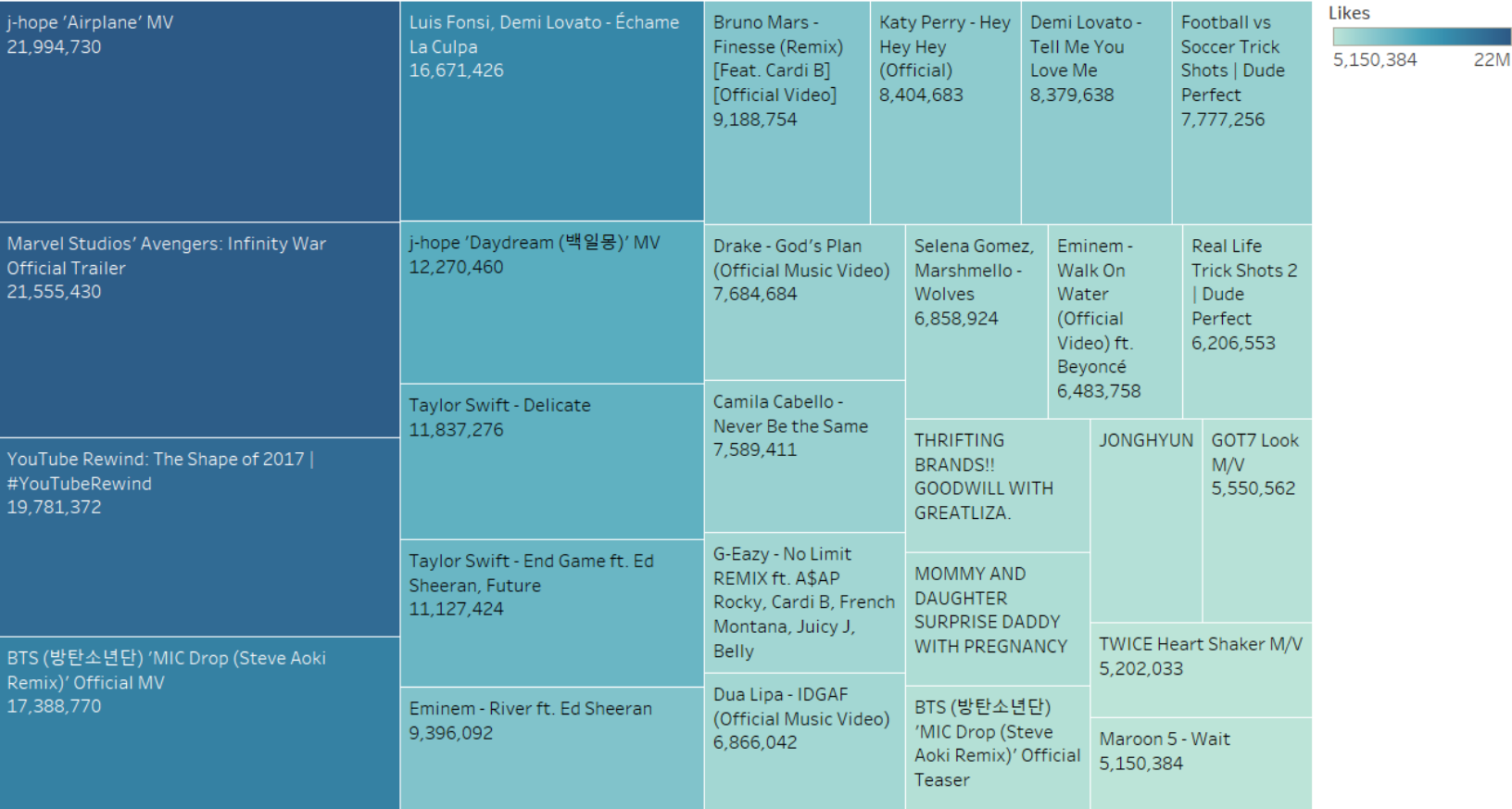
Design Comment:

- When it comes to comparison between a categorical variable and a numerical variable, usually a bar chart is used. Here, bar chart gives a better view to get insight on the numbers. Moreover, a colorblind-friendly palette is chosen so that it can be interpreted by the complete audience easily.
- The line chart is the perfect visualization to explore the numerical data over a time series. That's why it's used to explore total view count over 13 years.
- Text table is used to display the possession of the categories. Again, colorblind-friendly palette is used so that complete audience can easily sees the data, and shades of a color is used so that audience can easily perceive which categories have the highest possession.

Resources: <https://github.com/kev1nch0e/Udacity-BusinessAnalytics/tree/master/Project%204:%20Build%20Data%20Dashboards>

Which of the Titles received “Likes” more than 5M?

Total Likes for Videos
(Filtered => Likes > 5M)



Title and sum of Likes. Color shows sum of Likes. Size shows sum of Likes. The marks are labeled by Title and sum of Likes. The view is filtered on sum of Likes, which ranges from 5,000,000 to 21,994,730.

Links:

https://public.tableau.com/app/profile/shabnam.rafat/viz/UdacityProject1_16336394213790/Sheet6?publish=yes

Summary:

- It's visible from the visual, that only 27 Titles received more than 5M Likes.
- The video titled "j-hope 'Airplane' MV" has received the highest number of likes, which 21+ Millions.

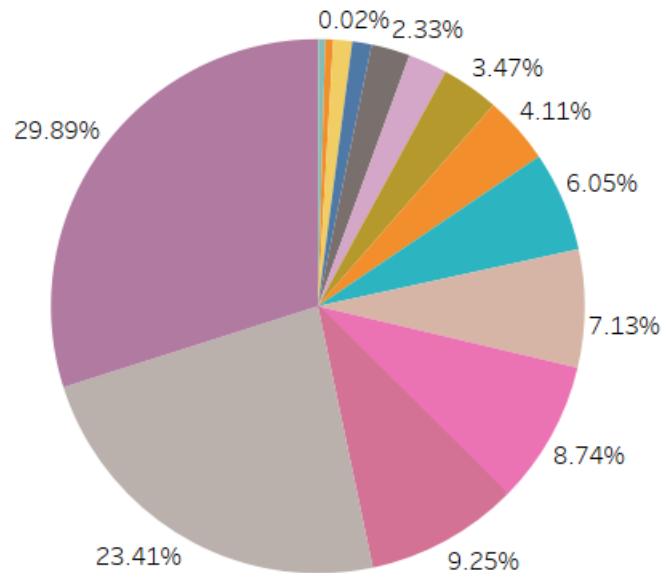
Design Comment:

- Bubble chart is used to compare a categorical data.
- Moreover, a colorblind-friendly palette is chosen so that it can be interpreted by the complete audience easily.

Resources: NA

Which categories received the highest percentage of comments?

Total Comments for Different Categories(in %)



Links:

<https://public.tableau.com/app/profile/shabnam.rafat/viz/UdacityProject3b/Sheet4?publish=yes>

Summary:

- It's visible from the visual, that the videos under Music category received the highest percentage of comments and it's 29.89%, which means it got almost 1/3 portion of the total comments.
- Here, Entertainment is on the 2nd position with a portion of 23.41%.

Design Comment:

- A Pie Chart is used here to show proportions of a categorical variable.
- Moreover, a colorblind-friendly palette is chosen so that it can be interpreted by the complete audience easily.

Resources: NA