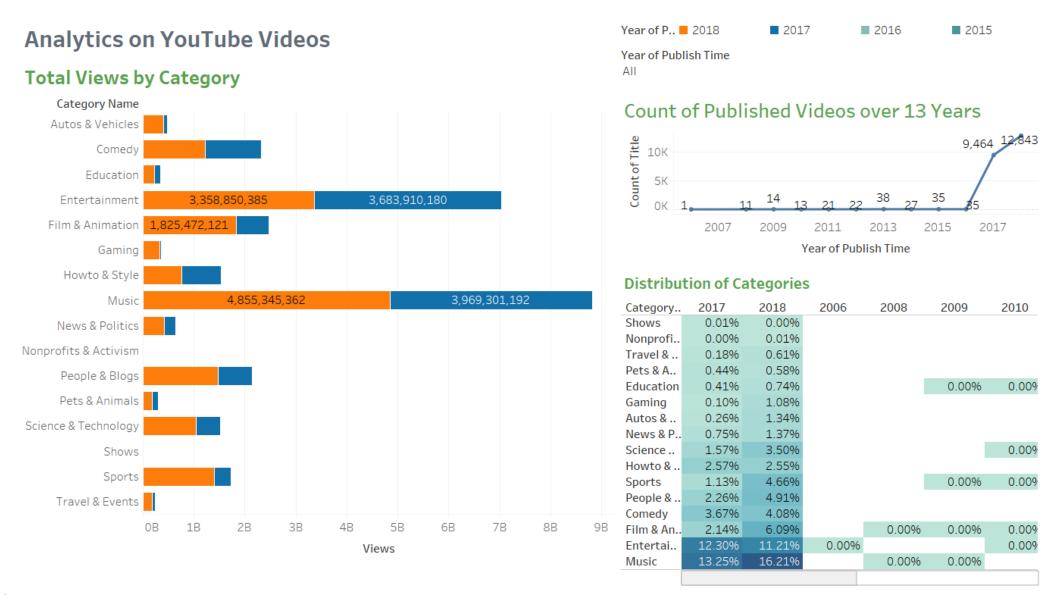
# Project 3 Data Visualization Project

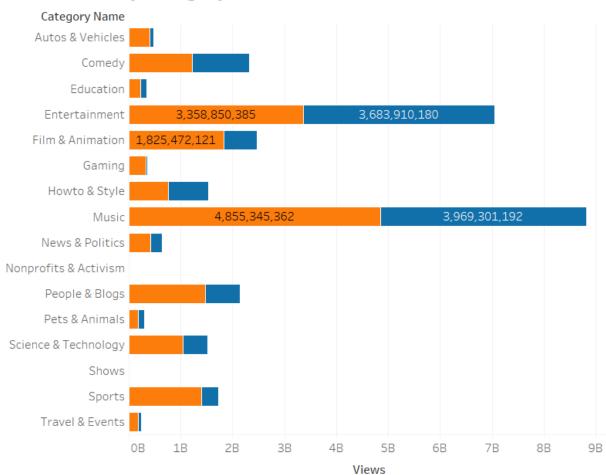
# An overview of YouTube Video Analytics over 13 Years:



Regular Dashboard

## Analytics on YouTube Videos

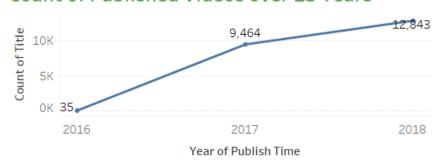
## Total Views by Category



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%	2010
	0.02.0		
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%	

Sensitivity: Internal

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)

j-hope 'Airplane' MV 21,994,730	Luis Fonsi, Demi Lovato - Échame La Culpa 16,671,426	Bruno Mars - Finesse (Remix) [Feat. Cardi B] [Official Video] 9,188,754	Katy Perry Hey Hey (Official) 8,404,683	, L	Demi Lc Tell Me ove Me 3,379,6	You e i38	Football vs Soccer Trick Shots   Dude Perfect 7,777,256	
Marvel Studios' Avengers: Infinity War Official Trailer 21,555,430	j-hope 'Daydream (백일몽)' MV 12,270,460	Drake - God's Plan (Official Music Vide 7,684,684	eo) Marshi Wolves	Selena Gomez, Marshmello - Wolves 6,858,924		nem - k On er icial eo) ft. oncé 33,758	Real Life Trick Shots 2   Dude Perfect 6,206,553	
YouTube Rewind: The Shape of 2017   #YouTubeRewind 19,781,372	Taylor Swift - Delicate 11,837,276	Camila Cabello - Never Be the Same 7,589,411	THRIFT BRAND GOOD\	THRIFTING BRANDS!! GOODWILL WITH GREATLIZA.		JONGHYU	N GOT7 Look M/V 5,550,562	
	Taylor Swift - End Game ft. Ed Sheeran, Future 11,127,424	G-Eazy - No Limit REMIX ft. A\$AP Rocky, Cardi B, Fren	nch DAUGH	MOMMY AND DAUGHTER SURPRISE DADDY WITH PREGNANCY				
BTS (방탄소년단) 'MIC Drop (Steve Aoki Remix)' Official MV 17,388,770		Montana, Juicy J, Belly				TWICE Heart Shaker M/V 5,202,033		
	Eminem - River ft. Ed Sheeran	Dua Lipa - IDGAF (Official Music Vide		BTS (방탄소년단) 'MIC Drop (Steve Aoki Remix)' Official Teaser				
	9,396,092	6,866,042	Aoki Re			Maroon 5 - Wait 5,150,384		

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:

Likes

5.150.384

https://public.tableau.com/app/profile/shabnam.r afat/viz/UdacityProject1\_16336394213790/Sheet 6?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.

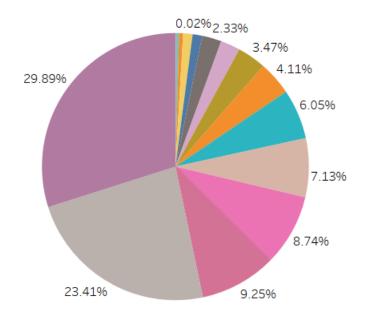
## **Design Comment:**

- 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 %)**





Music

#### Links:

https://public.tableau.com/app/profile/shab nam.rafat/viz/UdacityProject3b/Sheet4?pub lish=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 2<sup>nd</sup> 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