Project Building Data Dashboards

- **Insight 1:**

  Which Gaming Channels Have the Most Likes?

- **Link:**

  https://public.tableau.com/views/TheTotaleLikesInTheGamingchannels/TheTotaleLikesInTheGamingChannels?:language=en-GB&:display_count=y&publish=yes&:origin=viz_share_link

- **Summary:**

  In this chart, we focused only on the games category to answer our question, as we found that there are more than thirty channels on YouTube interested in providing games and that the channels that got the most likes are Nintendo = 3,742,947 thousand likes. And the least channel that they got = 52 likes which is the video game ad. We also notice that most of the channels had a total number of approximately 500K likes.

- **Design Comment:**

  In this chart, we have two variables are used, one which is numerical variables (continues), which is the sum of likes, and another variable is Categorical data (Nominal), which is the title of channels, and you entered the category name in the filter section, so I used the bar chart because it is suitable for these variables and helps to extract results quickly and clearly. In addition, we have used gold color in the drawing chart in order for the people with color blindness

- **Resource: N/A**

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- **Insight 2:**

  The Average views of Education and Documentary channels in the United States

- **Link:**

  https://public.tableau.com/views/TheTotaleLikesInTheGamingchannels/TheAverageviewsofEducationandDocumentarychannelsintheUnitedStates?:language=en-GB&:display_count=y&publish=yes&:origin=viz_share_link

- **Summary:**

  In this chart, I focused only on the education and documentary categories to find the average views by state. Which countries are most interested in viewing these two channels? We found the highest average in Florida in the city of Orlando, and average views are 631,004. Likewise, the state of New Hampshire in the city of Manchester, has an average of 583,712 views. Next, I found the lowest average in California in the city of Ontario, with an average of 2,384 views. And the rest of the states have their values between this range (1,014,802 - 2, 384) I deduce from these numbers that there are a decent number in the United States of America interested in viewing they educational and documentary channels.

- **Design Comment:**

  In this chart, we have three variables are used, one which is numerical variables (continues), which is the Avg.Views, and another two variables are Categorical data (Nominal), which are state and city. Also, I entered the category name in the filter section. After that I used the Map because it is suitable for these variables and helps to extract results quickly and clearly. In addition, I have used gold color in the drawing chart in order for the people with color blindness.

- **Resource: N/A**

- **Insight 3:**

  I found two insights using the dashboard:
  First, the percentage of the Likes in all categories channel.
  Second, the average views with publish time using category and state filters.

- **Link:**

  https://public.tableau.com/views/TheTotaleLikesInTheGamingchannels/Dashboard1?:language=en-GB&:display_count=y&:origin=viz_share_link

- **Summary:**

  The first insight: according to the information shown in the graph, there is a big difference between the percentages for each category of channels, as we note that entertainment channels got the highest liked rate (22.8%), followed by music channels that got a value (13.9%) At the very least it is video blogging, games, travel and events. Therefore, I recommend that anyone who wants to open a channel on YouTube should steer clear of these channels that received the least number of likes from the audience.

  The second insight: We were looking for a relationship between the year of the channel's publication and average views according to the data shown to us. We concluded that the channels that were published in recent years had a higher rate of views such as (Autos &Vehicles) However, there are channels published in the first years and obtained a higher average such as (Comedy, Entertainment) In addition, we found at the 2016 years the rate of views began to rise in most of the channels. This makes us conclude that it is possible for the audience to replace watching channels on the television by following channels on the YouTube.

- **Design Comment:**

  In the first insight: I have two variables, one of which is the numerical variables (continues), which is the percentage of likes, and the second is a categorical variable (nominal), which is the categories channels. Also, you have entered the channel title in the filter. After that I used the pie chart to show us the proportions of each section clearly and help to draw conclusions quickly.

  In the second insight: I have four variables, two of the variables are numerical variables (continues), which are Average views with publish time, and another two variables are categorical variables (nominal), which are category channels and state. I put these variables in filters. After that, I selected the Area chart From Marks section to show us the time, Average views, and category channels. in addition, it is suitable for these variables and helps to extract results quickly and clearly

- **Resource : N/A**