

## **Project 4 : Data Visualization Project**

### **US Trending Youtube Data**

YouTube is one of the world-famous video sharing website maintains a list of the top trending videos on the platform. For this project inner joining methods used to combine three different tables ( Youtube Data Cleaned ,Tag transposed and Category names ) to analyze and visualize US Trending Youtube data. Different combination of factors including measuring users interactions (number of views, dislikes, number of records, comments and likes). Data is only for the US. Three different Insights are used to analyze and visualize .Tableau automatic color palette is used for color coding throughout this project.

**Insight 1:**What youtube category name was most trending by views in US?

The most trending viewed by youtube category name was found Entertainment and It's widely spread out through US states. Entertainment category is widely popular in Nevada state in Las Vegas city. Again from the line chart the highest trending youtube category is Entertainment. Entertainment and music highest trending year was in 2014 and 2018 respectively.

<https://public.tableau.com/profile/solomon.abate#!/vizhome/Insight1Youtubecategorynames/Dashboard4>

**Insight 2:** What youtube channel name was most trending in US?

The most liked and viewed youtube channel are SMTOWN and Saturday Night Live respectively. In 2008 the highest trending youtube channel viewed was recorded with NFL in Atlanta city. Throughout the trending time Marvel youtube channel total likes and dislikes show almost no difference.

<https://public.tableau.com/profile/solomon.abate#!/vizhome/Insight2Youtubechanneltitles/Insight2Youtubechannels>

**Insight 3:** What are the highest Viewed trending youtube video title?

The highest viewed youtube video and tagged video title are Marvel Studios' Avengers : Infinity War Official trailer and Marvel Studios 10th Anniversary Announcement - Class photo video respectively. The most trending year for youtube video was Marvel Studios' Avengers : Infinity War Official trailer in 2008. The most error or remove youtube video tagged was Answering the call.

<https://public.tableau.com/profile/solomon.abate#!/vizhome/Insight3Youtubevideotitles/Insight3Youtubevideotitles?publish=yes>

Reference:

<https://www.kaggle.com/datasnaek/youtube-new>