Build Data Dashboards
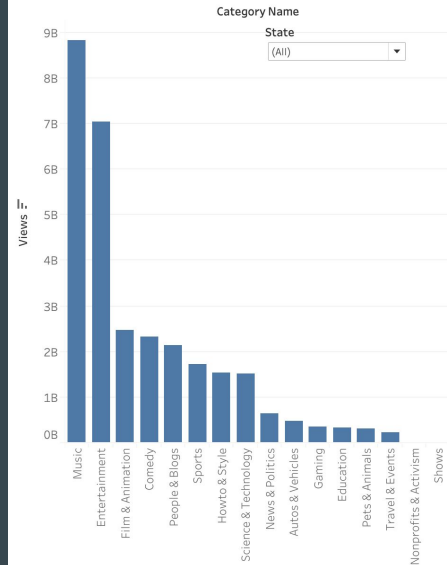## How are YouTube Views impacted?

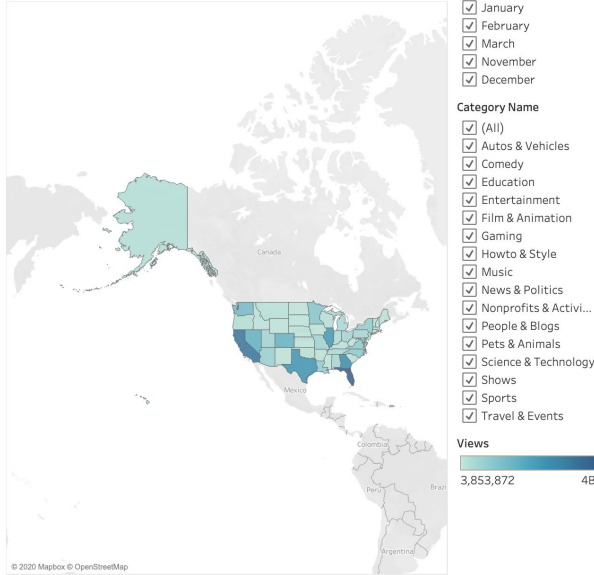• • •

Udacity - Marketing Analytics
Stephanie Phan

Number of Category Views in Each State Per Month

Number of Category Views in Each State Per Month

Number of Views in Each Category

Number of Views in Each State

Description: The visualization below shows the number of views in each state of the United States, and the views in each category for the months. Design: I chose to use a map to show an overview where the number of views were located in. I chose to use a bar graph to measure categorical data of each Category Name. Using a bar graph helps find the views per month and as a total based on each category name.
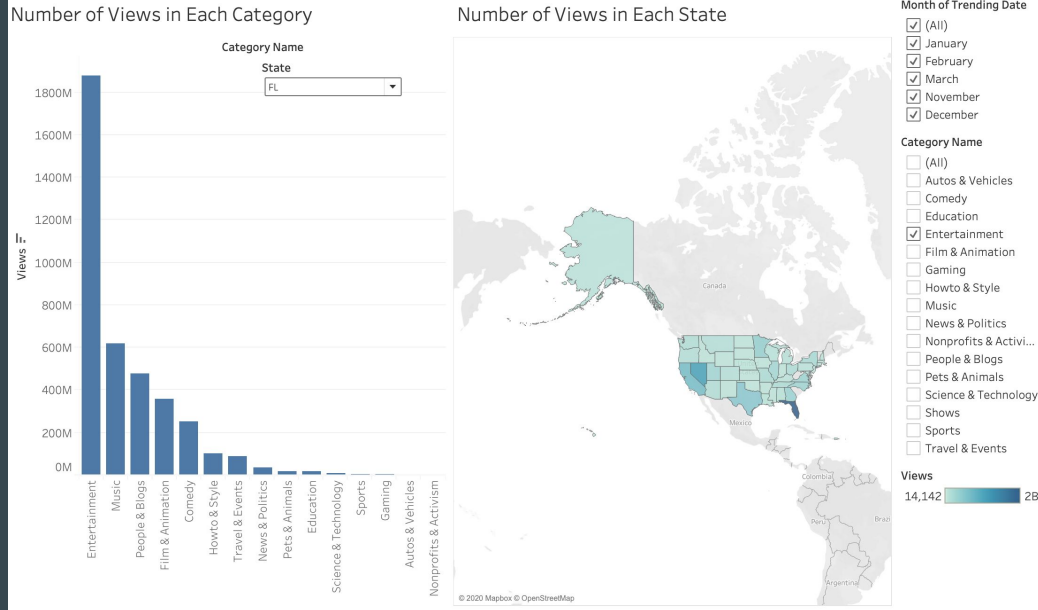
Insights: The color scale indicates the darkest blue has the highest views, which points to Florida as having the most views.
California, and Illinois is also shaded dark indicating that these states are high in viewers.

Music is our top category of the 5 months.

Number of View in Categories Per Month

Number of Category Views in Each State Per Month

Number of Views in Each Category

Number of Views in Each State

Filter: By State in Bar Graph

In the Bar chart, click on the filter "State" to show a drop down menu of particular state and their views in months of each category name. I selected Florida (FL) as an example to show what category and month had the highest views. Entertainment had the highest total views, and highest views in December.
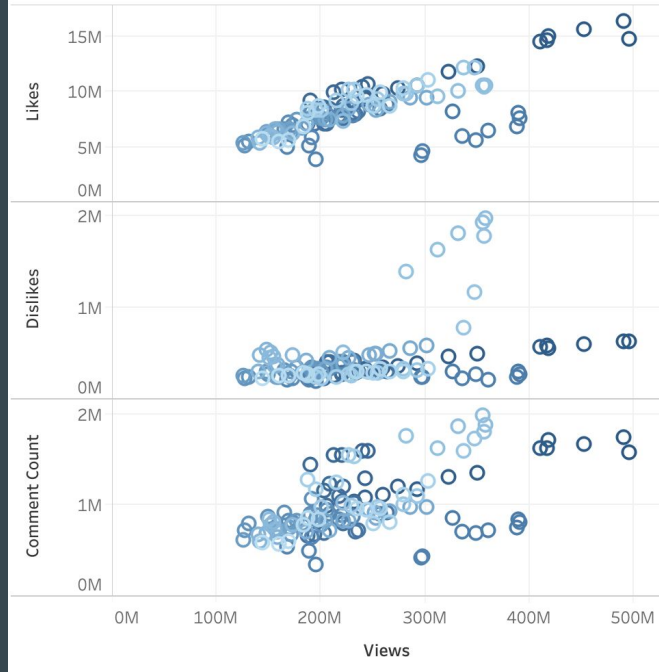
Filter: By State and Month
The right graph shows the views in each state of the United States. Clicking on the drop down filter, it will display the category name. I've selected Entertainment to see what state impacted the views from the previous grath. Shaded in darkest blue, it concludes that Florida had the highest views

Tableau Link

Correlation Between Views and Likes, Dislikes, and Comment Count

Likes, Dislikes, & Comments based on Views

MONTH(Trending Date)

- ☑ (All)
- ☑ January
- ☑ February
- ☑ March
- ☑ November
- ☑ December

Category Name

- ☑ (All)
- ☑ Autos & Vehicles
- ☑ Comedy
- ☑ Education
- ☑ Entertainment
- ☑ Film & Animation
- ☑ Gaming
- ☑ Howto & Style
- ☑ Music
- ☑ News & Politics
- ☑ Nonprofits & Activism
- ☑ People & Blogs
- ☑ Pets & Animals
- ☑ Science & Technology
- ☑ Shows
- ☑ Sports
- ☑ Travel & Events

Description: The visualization below shows how the number of views affect the number of likes, dislikes, and comment count based on each Category Name.

Design: I chose the scatter plot to analyze quantitative data of 2 variables per graph to see if they move in the same direction. Using multiple graphs can show the relation and pattern of the dependent variable with one another.

Insights: The graph between Likes and Views, and Comment Count and Views show a stronger positive correlation vs Dislikes and Views. FIltering to specific categories does show a majority of positive correlation.
The Dislike graph shows a weak positive correlation indicating that viewers are not as likely to click on the dislike button compared to the Like button.
Views tend to be more tense early on (colored in light blue) indicating that people will more likely watch a video once its new., then it becomes less relevant.

Correlation Between Views and Likes, Dislikes, and Comment Count

Likes, Dislikes, & Comments based on Views

MONTH(Trending Date)
- [x] (All)
- [x] January
- [x] February
- [x] March
- [x] November
- [x] December

Category Name
- [ ] (All)
- [ ] Autos & Vehicles
- [ ] Comedy
- [ ] Education
- [ ] Entertainment
- [ ] Film & Animation
- [ ] Gaming
- [ ] Howto & Style
- [x] Music
- [ ] News & Politics
- [ ] Nonprofits & Activism
- [ ] People & Blogs
- [ ] Pets & Animals
- [ ] Science & Technology
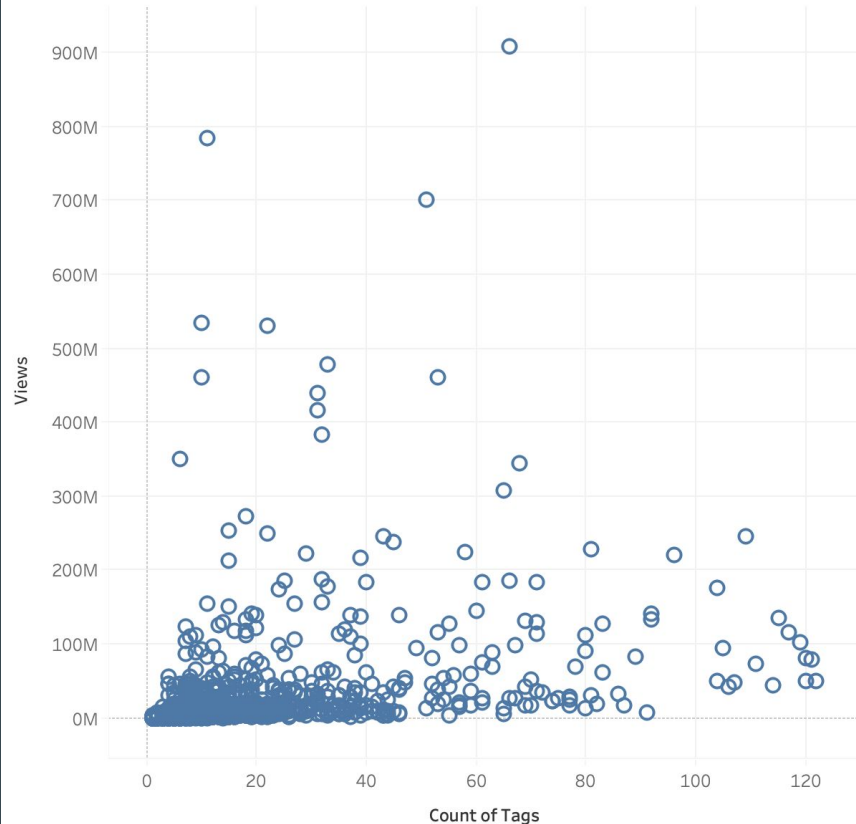- [ ] Shows
- [ ] Sports
- [ ] Travel & Events

Filter - Music
I have incorporated 2 filters for the scatter plot: Category Name and Date. Choosing to filter Category by Music, it shows a positive correlation of all three graphs. Each circle is based on the individual dates. In the graph, all dates are shown.

Tableau Link

Correlation between Number of Tags Per Channel and Number of Views
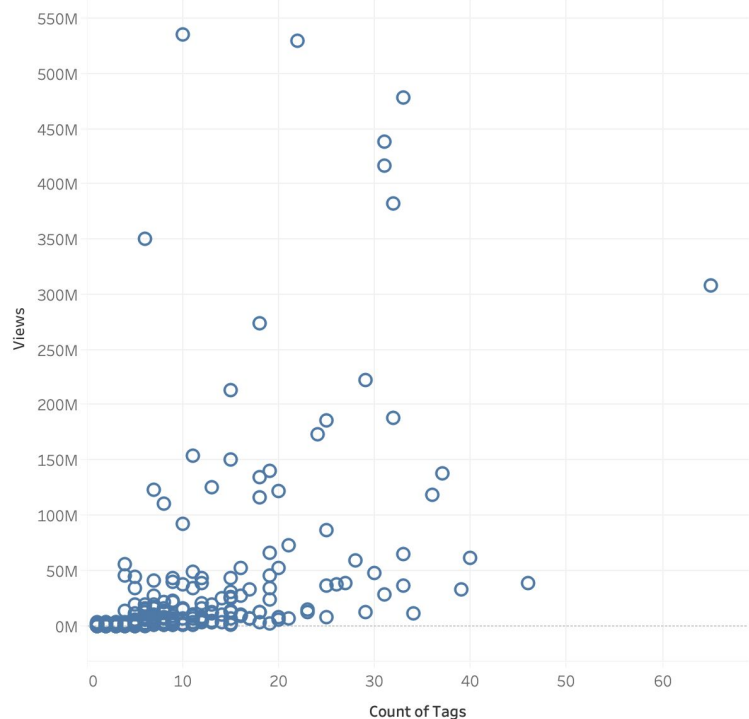

Number of Views based on Number of Tags

Descriptions: The graph to the right shows the number of tags to the number of views.

Design: I chose to use the scatter plot to show if one variable affected the other. The channel title are labeled in details. Using a filter of Category Name can help show how each category has the most channel titles and number of views and tags.

Insight: From the graph, there doesn't seem to have a correlation or relationship between tags and views. As the tag count increases, there is no difference in views. Some of the channels with highest number of tags, have the least amount of views. This concludes that there are external factors that are causing views to rise and tags are not sufficient evidence.

Correlation between Number of Tags Per Channel and Number of Views

Number of Views based on Number of Tags

Filter: Music Category
I have filtered the Category to Music to show all of its Channel titles. This shows that SMTOWN had the most tags, but did not have the most views compared to LuisFonsiVEVO and TaylorSwiftVEVO. VEVO Channel tend to have the highest views in the Music Category.

Tableau Link