User Requirements Doc:

Top UK YouTubers 2024 dashboard

Objective:

To discover the top performing UK Youtubers to form marketing collaborations with throughout the year 2024

Problems identified:

- Sharon (The Head of Marketing) has found finding the top Youtube channels in the UK to run the marketing campaigns with difficult
- She has performed online research but constantly bumps into overly complicated and conflicting insights
- She has also held calls with different third-party providers, but they are all expensive options for underwhelming results
- The BI reporting team lack the bandwidth to assist her with this assignment

Target audience:

- Primary- Sharon (The Head of Marketing)
- Secondary- Marketing team members (who will be involved in running campaigns with the Youtubers)

Use cases:

1. Identify the top Youtubers to run campaign with

User story

As the head of marketing, I want to identify the top Youtubers in the UK based on subscriber count, videos uploaded and views accumulated, so that I can decide on which channels would be best to run marketing campaigns with to generate a good ROI.

Acceptance criteria

The dashboard should:

- List the top Youtube channels by subscribers, videos and views
- Display key metrics (channel name, subscribers, videos, views, engagement ratios)
- Be user-friendly and easy to filter/sort
- Use the most recent data possible

2. Analyze the potential for marketing campaigns with Youtubers

User story

As the head of marketing, I want to analyze the potential for successful campaigns with the top Youtubers so that I can maximise the ROI

Acceptance criteria

The solution should:

- Recommend youtube channels best suited for different campaigns types (e.g. product placement, sponsored video series, influencer marketing)
- Consider reach, engagement and potential revenue based on estimated conversion rates
- Clearly explain the recommendations with data-driven justifications

Success criteria:

Sharon can

- Easily identify the top performing Youtube channels based on the key metrics mentioned above
- Assess the potential for successful campaigns with top Youtubers based on reach, engagement and potential revenue
- Make informed decisions on the ideal collaborations to advance with based on recommendations

This will allow Sharon to achieve a good ROI and build relationships with Youtubers for future collaborations, which leads to recognition within the company.

Information needed:

Sharon needs the top youtubers in the UK, and the key metrics needed include

- Subscriber count
- Video uploaded
- Views
- Average views subscriber engagement ratio
- Views per subscriber

Data needed:

The dataset to produce the information we need should include the following fields

- Channel name (string)
- Total subscribers (integer)
- Total videos uploaded (integer)
- Total views (integer)

We'll focus on the top 100 youtubers for simplicity sake.

Data quality checks:

We need to add measures in place to confirm the dataset contains the data required without any issues- here are some of the data quality check we need to conduct:

- Row count check
- Column count check
- Data type check
- Duplicate check

Additional requirements:

- Document the solution and include the data sources, transformation process and walk through on analysis conclusions
- Make source code and docs available on GitHub
- Ensure the solution is reproducible and maintainable so that it can support future updates