# 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:

# 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

# 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