

UK YouTube Influencer Dashboard - Detailed Requirements

Objective:

To enable efficient influencer marketing by providing a centralized dashboard displaying real-time KPIs for top UK YouTubers.

Problems Identified:

- Dispersed and inconsistent influencer data sources.
- Delayed identification of top-performing YouTubers.
- Time-consuming and manual research processes.

Target Audience:

- Primary: Marketing team
- Secondary: BI team, Campaign managers, Data analysts

Use Cases (with User Stories & Acceptance Criteria):

Use Case 1: Ranking Influencers

- User Story: As a campaign manager, I want to view a ranked list of UK YouTubers by subscribers, uploads, or views so I can easily spot top performers.
- Acceptance Criteria: Dashboard displays sorted lists correctly when metrics are selected.

Use Case 2: Filtering by Category

- User Story: As a marketer, I want to filter creators by content category (e.g., Tech, Beauty) to focus my outreach.
- Acceptance Criteria: Only channels matching the selected category appear when a filter is applied.

Use Case 3: Quick Decision-Making

- User Story: As a marketing team member, I want to find suitable influencers in under 5 minutes.
- Acceptance Criteria: Dashboard loads within 3 seconds and displays top influencers clearly.

Success Criteria:

- 90% reduction in manual research.
- Influencer identification takes <5 minutes.
- 30% increase in influencer targeting precision.

Information Needed:

- Channel Name
- Number of Subscribers
- Total Uploads
- Total Views
- Content Category

Data Needed:

- YouTube channel performance metrics (via YouTube API or verified sources).
- Updated weekly or monthly.
- Content categories (may need manual enrichment).

Data Quality Checks:

- Ensure no missing key metrics (Subscribers, Uploads, Views).
- Validate category accuracy via sampling.
- Consistency checks on ranking logic.
- API sync validation (update timestamp check).

Additional Requirements:

- Visually clean, intuitive dashboard with sortable tables and optional charts.
- Scalable backend for data refresh.
- Clear documentation for BI and marketing users.
- Alert on API/data sync failures.