

# 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 UK to run 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 parties-providers, but they are all expensive options for underwhelming result.
- The BI reporting team lack the bandwidth to assist her with this assignment.

## Target Audience

- Primary -Sharon (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 campaigns 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 the best to run marketing campaigns with to generate a good ROI.

## Acceptance criteria

The dashboard should

- List the top YouTube channels by subscribers, video and views
- Display key metrics (Chanel Name, Subscribers, Videos, Views, Engagement Ratios)
- Be user friendly and easy to filter/sort
- Use 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 marketing campaigns with top Youtubers so that I can maximize the ROI

### Acceptance Criteria

The solution should

- Recommend YouTube channels best suited for different campaign 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 allows 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 to include:

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

## Data needed

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

- Channel name (String)
- Total subscribers (Integer)
- Total videos uploaded (Integer)
- Total views (integer)

We will focus on the top 100 YouTubers for simplicity sake.

## Data quality checks

We need to add measures in place to confirm the data set contains the data required without any issues – here are some of the data quality checks 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 processes 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