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

## 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

## 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