

# User Requirements Docs:

## Worldwide Top Youtubers 2024 Dashboard

### Objective

To discover the top performing Worldwide Youtubers to form marketing collaborations throughout the year 2025.

### Problems identified

- Manager (the Head of Marketing) has found finding the top Youtube channels in the World to run marketing campaigns 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 lacks the bandwidth to assist her with the assignment.

### Target audience

- Primary - Manager (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 world 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 maximize 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

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

### Information needed

Manager needs the top Youtubers in the world, and the key metrics needed include:

- Subscriber count
- Videos 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

- Rank (Integer)

- Channel\_Name (Nvarchar)
- Category (Nvarchar)
- Subscribers (Bigint)
- Country (Nvarchar)
- Average\_Views (Bigint)
- Average\_Likes (Bigint)
- Average\_Comments (Bigint)

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 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.