**Client Requirements Document:**

**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 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 (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 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

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 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

• 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 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