User Requirements Doc:
Top UK Youtubers 2024 Dashboard

Objective:

The goal is to identify and collaborate with the top-performing UK YouTubers for marketing partnerships throughout 2024.

Challenges Identified:

- Sharon, the Head of Marketing, has faced difficulty in identifying the top YouTube channels in the UK for marketing campaigns.

- Existing online research has yielded complex and conflicting insights.

- Third-party providers are expensive and have not delivered satisfactory results.

- The Business Intelligence (BI) reporting team lacks the capacity to assist with this task.

Target Audience:

- Primary: Sharon (Head of Marketing)

- Secondary: Marketing team members involved in campaign execution with YouTubers

Use Cases:

1. Identify the leading YouTubers for campaign collaborations.

2. Analyze the potential for successful marketing campaigns with identified YouTubers.

User Story

As the Head of Marketing, I need to identify the top UK YouTubers based on subscriber count, videos uploaded, and views, in order to select the most effective channels for marketing campaigns that will yield a favorable ROI.

Acceptance Criteria:

1. The Dashboard Should:

   - List top YouTube channels by subscribers, videos, and views.

   - Display key metrics: channel name, subscribers, videos, views, engagement ratios.

   - User-friendly interface with easy filtering and sorting capabilities.

   - Utilize the most current available data.

2. Analyze the potential for marketing campaigns with Youtubers:

   - Recommend YouTube channels suitable for various campaign types (e.g., product placement, sponsored video series, influencer marketing).

   - Consider factors like reach, engagement, and estimated revenue based on conversion rates.

   - Provide clear, data-driven justifications for recommendations.

Success Criteria:

Sharon can:

- Easily identify top-performing YouTube channels based on specified metrics.

- Assess campaign potential with top YouTubers based on reach, engagement, and revenue potential.

- Make informed decisions on ideal collaborations to maximize ROI and establish lasting partnerships.

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