**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