

User Requirements Document: Top UK Youtubers 2024 Dashboard

Objective

To identify the top performing UK Youtubers to form marketing collaborations with throughout 2024.

Problems identified

- Rebecca the Head of Marketing is having troubles finding the top YouTube channels in the UK to run marketing campaigns.
- She has performed online research but constantly bumps into overly complicated and conflicting insights.
- She has also held meetings with several third-party providers, but they all offer expensive services for underwhelming results.
- The BI reporting team lacks the bandwidth to assist her with this assignment.

Target audience

- Primary – Rebecca (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 aim to identify the leading YouTubers in the UK based on their subscriber count, number of videos uploaded, and total views accumulated. This information will help me determine which channels would be most effective for running marketing campaigns to achieve a strong 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. Analyse the potential for marketing campaigns with Youtubers

User story

As the Head of Marketing, I want to analyse 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 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

Rebecca 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 based on recommendations

This allows Rebecca to achieve a good ROI and build relationships with YouTubers for future collaborations, which leads to recognition within the company.

Information needed

Rebecca 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)

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, and 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