

# User Requirements Doc: Top UK Youtubers 2024 Dashboard

## Objective

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

## Problems identified

- Isla (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 – Isla (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. 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 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

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

## Information needed

Isla 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.

## 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