User Requirements Doc:
Top Canadian YouTubers 2025 Dashboard

Objective

Develop a dashboard to identify the top-performing Canadian YouTubers in 2025 to inform marketing collaborations and maximize ROI.

Problems identified

Sharon, Head of Marketing, faces challenges in identifying top Canadian YouTube channels for marketing campaigns:

- Online research yields overly complex or conflicting insights.

- Third-party providers are expensive and deliver underwhelming results.

- The BI reporting team lacks the bandwidth to assist with this task.

Target audience

- Primary: Sharon, Head of Marketing

- Secondary: Marketing team members involved in executing campaigns

Use cases

1. Identify the top Youtubers to run campaigns with

User story

As Head of Marketing, I want to identify the top Canadian YouTubers based on subscriber count, video uploads, and total views, so I can select channels that will generate strong ROI for marketing campaigns.

Acceptance criteria

The dashboard must:

- List top YouTube channels by subscribers, videos uploaded, and views
- Display key metrics including channel name, subscribers, videos, views, and engagement ratios
- Be user-friendly, easy to filter, and sortable
- Use the most recent data available

2. Analyze the potential for marketing campaigns with Youtubers

User story

As Head of Marketing, I want to assess the potential success of campaigns with top YouTubers, so I can optimize ROI.

Acceptance criteria

The solution must:

- Recommend channels suited for different campaign types (e.g., product placement, sponsored videos, influencer marketing)
- Factor in reach, engagement, and potential revenue based on estimated conversion rates
- Provide clear, data-driven justification for recommendations

Success criteria

Sharon should be able to:

- 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

Information needed

Sharon needs the top Youtubers in the Canadian, and the key metrics needed include:

- Subscriber count

- Videos uploaded

- Total views

- Average views per video

- Subscriber engagement ratio

- Views per subscriber

Data needed

The dataset should include:

- Channel name (string)

- Total subscribers (integer)

- Total videos uploaded (integer)

- Total views (integer)

Scope: Focus on the top 100 Canadian YouTubers for simplicity.

Data quality checks

Ensure dataset integrity by performing:

- Row count check

- Column count check

- Data type validation

- Duplicate detection

Additional requirements

- Document the solution, including data sources, transformation processes, and analysis walkthrough

- Make source code and documentation available on GitHub

- Ensure the solution is reproducible and maintainable for future updates