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