User Requirements Doc

Top Canada Youtubers 2024 Dashboard

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Objective:

To find the top performing Canada Youtubers to form a marketing collaboration throughout the year 2024.

Problems Identified:

* Mohinder (head of marketing) has found finding the top YouTube channels in the Canada to run marketing campaigns with difficult.
* He performed online research but constantly bumps into overly complicated and conflicting heights.
* He has also made calls with different third-party providers, but all are expensive options for underwhelming results.
* The BI reporting team lacks the bandwidth to assist him with this assignment.

Target Audience:

* Primary- Mohinder (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 canada based on follower count, potential unique viewers 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 top YouTube channels by subscribers, videos and views.
* Display key metrics (channel name, followers, potential viewers, engagement ratios)
* Be user friendly and easy to filter/sort.
* Try to use the most recent data possible.

1. Analyze the potential for marketing campaigns with youtubers

User Story

As the head of marketing, I want to analyze the potential for successful campaigns with the top youtubers so that I can maximize my 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

Mohinder can

* Easily identify the top performing YouTube channels based on 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 to achieve a good ROI and build relationships with youtubers for future collaborations.

Information needed

Mohinder needs the top youtuber in Canada, the key metrics must include:

* Followers
* Potential Viewers
* Followers engagement ratio

Data Needed

The dataset to produce the information we need should include the following fields:

* Channel name (String)
* Total Followers (Decimal)
* Total Potential Viewers (Decimal)

Data Quality Checks

We need to add measures to 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.
* All the documents should be available on GitHub.

References:

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* Strike Social. (2019, September 10). What is YouTube ROI & ROAS? [Blog post]. <https://strikesocial.com/blog/youtube-roi-roas/>
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* TechTarget. (n.d.). Microsoft Power BI. <https://www.techtarget.com/searchcontentmanagement/definition/Microsoft-Power-BI>
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