User Requirements Doc:

Top UK Youtubers 2024 Dashboard

# Objective

To identify the most prominent UK-based YouTubers and assess their potential for successful marketing collaborations throughout the year 2024.

# Challenges Encountered

1. Karen (Head of Marketing) has faced difficulties in locating the top YouTube channels in the UK for running marketing campaigns.
2. Online research has yielded overly complex and contradictory insights.
3. Consultations with third-party providers have proven to be expensive options with unsatisfactory results.
4. The BI reporting team lacks the capacity to assist with this assignment.

# Target audience

* Primary – Karen (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)
* Offer a user-friendly interface with filtering and sorting capabilities.
* Utilize the most recent data available.

## 2. Analyse the potential for marketing campaigns with Youtubers

### User story

As the Head of Marketing, I need to analyse the potential for successful campaigns with the top YouTubers to maximize the return on investment

### 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
* Provide data-driven justification to clearly explain the recommendations.

# Success criteria

# Karen 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 pursue based on recommendations.

# This will allow Karen to achieve a favourable return on investment and build relationships with YouTubers for future collaborations, leading to recognition within the company.

# Information needed

Karen 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)

For simplicity, the focus will be on the top 100 Youtubers.

# Data quality checks

Measures need to be implemented to confirm the dataset contains the required data without any issues. The following data quality checks are necessary:

* 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 the source code and documentation available on GitHub.
* Ensure the solution is reproducible and maintainable to support future updates.